

Press release: 1<sup>st</sup> September 2009

### **Joatha and Volterra announce partnership agreement in the Middle East**

Joatha Business Development Consultants (“Joatha”) and Volterra Consulting (“Volterra”) have signed an agreement to form a strategic alliance covering the Middle East region. The agreement will form the first stage for the two companies to consolidate their local and global activities in the future.

Commenting on this important step, Dr. Ihsan Bu-Hulaiga, Joatha’s chairman, said: “Joatha’s collaboration with Volterra brings a new dimension to our activity in Saudi Arabia and the rest of the GCC. Our strategic alliance offers a well rounded and highly experienced, yet specialized team. The outlook for our joint consulting activity is highly promising. The two companies share a result-oriented approach. ”

Bridget Rosewell, Volterra’s chairman, added: “This is a very exciting venture for Volterra. We very much welcome the opportunity to apply our skills and expertise in a different environment and with the support of those who have deep understanding and expertise of their own about the issues that the region faces. Our collaboration has already got off to a good start with work in Riyadh and I am sure that it will only expand.”

### **Ends**

#### *About Joatha*

*Joatha, a leading Saudi-based business and management consultancy, was founded in the second half of year 2002, in Riyadh by Dr. Ihsan Ali Bu-Hulaiga. Joatha’s services extend to cover Business Development, Performance Improvement, Supply Chain Management, Management Information Systems, Strategy development and Economic Consulting. The centre was involved in key assignment to both public and private sector, such as the Saudi Employment Strategy, Policies and Mechanisms to resolve the mismatch between the Saudi Job Market Requirements and the Quality of High Education Institution’s Graduate, Alternative to fund Arriyadh Light Rail. Joatha Consulting is licensed by the Ministry of Commerce and Industry, the Commission of Communications and Information Technology and, enjoys a membership of Riyadh Chamber of Commerce and Industry.*

#### *About Volterra*

*Volterra, based in London, was established in 1998 by Paul Ormerod and Bridget Rosewell, who had developed a shared view that economic analysis needed to move in a different direction. Volterra aims to provide novel solutions to business problems and frequently presents a different way of looking at the future. We believe that risk based analysis is more helpful than traditional forecasting models, where the results are not very reliable. Volterra employs a wide range of skills, with mathematicians, statisticians as well as economists. Volterra’s services extend to cover Credit Risk, Development and Planning, Networks and Consumer & Retail.*

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