

Industry B

Did you know that there's a corner of the UAE called 'Little Holland?'

Al Hayder, between Dubai and Al Ain, doesn't have windmills or canals but it has become an important centre for the production of roses. Estimates put the industry at around \$90 million a year, mostly in exports to markets such as Europe and Australia.

Growing roses is a real craft and producers at Al Hayder rely on centuries old techniques. The ancient cycle of planting, pruning (cutting the flowers back) and removing leaves regularly is still practised. Essential to the process is a thick layer — around 30 centimetres — of manure. Al Hayder offers perfect conditions; the dry atmosphere, many hours of direct sunlight and good greenhouse infrastructure all combine to allow for an unusually long growing season.

Rose extracts are used in products to help with weight loss and improve skincare and there is high demand for the flowers in Europe and increasingly in The Gulf itself. As the industry is set to grow, profits could be high. Next time you see a bunch of beautiful roses, don't think Holland, think Al Hayder!

Verdict: A traditional industry in a changing world. Only for long-term investors.

2-Read your article again. Which of the following sentences is true for your industry, according to the text?

- 1 Our company makes more than a \$1 billion a year.
- 2 Our industry is very eco-friendly.
- 3 The UAE is a world leader in this industry.
- 4 Our company relies on traditional methods.
- 5 Our industry uses European know-how.
- 6 Our product is safe thanks to constant scientific checks.
- 7 Our industry has grown dramatically over the last 30 years.
- 8 Our company exports most of its products abroad.
- 9 Our company's products can be good for your health.
- 10 Our company's products are tailor-made according to clients' requests.
- 11 Most of our company's products are sold within the UAE.
- 12 Our industry has a good safety record compared to other countries.