

Organization Structure

Kassab International & Investments Co. is the holding company for subsidiary operations in various countries. Each subsidiary is responsible for the day-to-day requirements of clients, sites and concessions in their respective countries. The Kassab Media structure, which seeks to unite marketing and sales aspects across the Group, provides a unique and powerful platform for integrated sales and marketing opportunities locally, regionally and internationally.



KSA Kassab International Trading & Investments Headquarters

With a population of almost 28 million, Saudi Arabia is the largest market in the Middle East. The majority of its people live within the country's major urban areas, where outdoor advertising being particularly effective.



UAE

Kassab Media FZ LLC

The UAE boasts a rapidly developing economy with an expanding and diverse population of around 4 million. It attracts more than 12 million visitors per year and serves as a business hub for many multinational businesses, corporate leaders and decision makers.



Egypt

Kassab Media

The Egypt arm of Kassab Media, strategically located in Sheraton Tower, El Dokki business district, is the most recent addition to the Kassab family. Egypt is emerging as a regional powerhouse and in recent years has made significant developments in the tourism, real estate, transport, energy, industrial, retail and leisure industries. With a population exceeding 81 million and over 11 million annual visitors.



Bahrain

Kassab International Investment and Trading

Bahrain is a relatively small but important market, with a population of more than 1.2 million. Its ambitious plans for future growth are evident in a thriving economy.



Lebanon

Kassab Media

Lebanon continues to be an exciting and interesting platform for international advertisers. With an urban population of just under 4 million, renowned for their commercial enterprise and a booming tourism industry, Kassab offers advertisers a plethora of advertising opportunities in this vibrant coastal country.



Oman

Arab House for Advertising Triads

With a population of 3.2 million, Oman represents steady growth while expanding into tourism and other new industries.



Jordan

Kassab International for Advertising Invest.

A country that has made remarkable strides in the past 30 years, Jordan has distinguished itself as one of the more favourable Middle East business environments in terms of macroeconomic stability, trade access and by having an open, progressive government. With a population of 6.1 million, of which 2 million reside in the capital, Amman, Jordan is one of the region's most important markets.



Iraq

Kassab Media

With the world's second-largest oil reserves and a population of more than 28 million, Iraq has the potential to become an economic powerhouse.



Quadralwan

Dubai

Located in Dubai, Quadralwan is one of the leading and most reputable printing houses. The company prides itself in super-wide and large format digital printing, with state-of-the-art facilities.



3S Printing House

KSA

A pioneer in advanced digital printing since 1995, 3S offers state-of-the-art services. 3S has since extended to Riyadh and Kuwait, with branches in Abha and Khobar.

