

Happy Christmas & Festive Season

First Edge Magazine would like to take this opportunity to again wish you a happy festive season & wish you all the most happiness in the world



First-Edge Reveals \$11m Christmas Tree



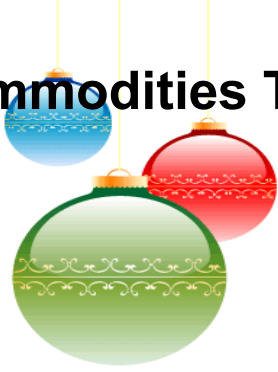
THE 2010 ARABIAN BUSINESS
RICH LIST
THE WORLD'S RICHEST ARABS
By the Courtesy of
arabian **Business.com**

First-Edge Rich List 2010
RICH LIST
World Top 10 Richest
World's 100 wealthiest



China's gold deals seal leader status

Commodities Today Question's



Markets	
FTSE 100	5945.76
-6.04 Low	-0.10%
22 Dec 09:15	
FTSE 250	11505.23
-1.42 Low	-0.01%
22 Dec 09:15	
DAX ®	7073.67
-4.32 Low	-0.06%
22 Dec 09:16	
CAC 40	3922.65
-4.84 Low	-0.12%
22 Dec 09:15	
DOW JONES	11533.16
55.03 high	0.48%
21 Dec 21:30	
S&P 500	1254.60
7.52 high	0.60%
21 Dec 22:00	
NASDAQ 100	2234.57
11.53 high	0.52%
21 Dec 22:16	
GBP/EUR	1.17653
-0.00440 high	-0.37%
22 Dec 09:15	
GBP/USD	1.54465
-0.00240 high	-0.16%
22 Dec 09:15	





From: David McGhie
(MD of First Edge Commodity)

All Staff at First-Edge in the Magazine Dept and the Commodities Dept wish all it's Buyers - Sellers - Mandates - Intermediaries also the companies which has registered and subscribed to our magazine.

Have a Merry Christmas and a Happy New Year to you and your Family and also have a Great Holiday and wish all you to have a brilliant 2011.

I am pleased to announce the Second Issue of First Edge Magazine which is now available online and free to view from the First-Edge website.

Please remember our main objective is to keep our readers updated with the day to day transaction's of the commodity world, We will always stay aggressive in finding who's who in bringing new concepts to the industry.

The magazine will always publish traders issues with other traders of what's happening with our trading system. We have found that some of these issue's will be published in the First Edge Magazine.

COLUMNISTS

We have Four Columnists who will bring you an up to date review of what's going on in the world of commodity.

OUR MAIN GOAL

Our main goal is to help trader's and companies finding new business partners from all around the world that is able to trade offers with online internet service.

Our Customer Support Team is always at your disposal to help our members against any problem faced on our website.

NEWS BULLETING

News Bulleting board for readers will also be released for readers to point out their personal view points on what's happening in today's commodity market place.

Emirates Palace unveils \$11m Christmas

The tree itself is worth \$10,000, but the jewellery is valued at over \$11m

The fake evergreen tree is draped with necklaces, earrings and other jewellery



The tree reportedly holds 181 diamonds, pearls, emeralds, sapphires and other precious stones



World Top 10 Richest World's 100 wealthiest

For the third time in three years, the world has a new richest man.

Number One: Carlos Slim Helu has knocked Bill Gates off the top spot



The Top Ten:

1. **Carlos Slim Helu (£35.7bn)** *Telecoms, Mexico*



Tycoon who pounced on privatisation of Mexico's national telephone company in the 1990s becomes world's richest person for first time after coming in third place last year.



2. **Bill Gates (£35.4bn)** *Microsoft, US*
More than 60% of fortune held outside Microsoft including Four Seasons hotels, Televisa, Auto Nation.



3. **Warren Buffett (£31.3bn)**
Investments, US

Shrewdly invested £3.3bn in Goldman Sachs and £2bn in General Electric amid 2008 market collapse.

4. **Mukesh Ambani (£19.3bn)**
Petrochemicals, oil and gas, India
His Reliance Industries, India's most valuable company, bid £1.3bn for 65% stake in troubled Canadian oil sands outfit Value Creations.

Steel, India

London's richest resident oversees ArcelorMittal, world's largest steel maker. Net profits fell 75% in 2009. Mittal took 12% pay cut but improved outlook pushed stock up one-third.



6. **Lawrence Ellison (£18.7bn)**
Oracle, US

Database giant has bought 57 companies in the past five years. Completed £5bn buyout of Sun Microsystems in January.

7. **Bernard Arnault (£18.3bn)**
Luxury goods, France

The richest European thanks to shares of his luxury goods outfit LVMH - maker of Louis Vuitton, Moët & Chandon - surging 57%.

8. **Eike Batista (£18.2bn)**
Mining, oil, Brazil

This year's biggest gainer added £13bn to his personal balance sheet. Son of Brazil's revered former mining minister got his start in gold trading and mining.



9. **Amancio Ortega (£16.6bn)**
Fashion retail, Spain

Owns Inditex; fashion firm, which operates under brand names including Zara, Massimo Dutti and Stradivarius. It has 4,500 stores in 73 countries.

10. **Karl Albrecht (£15.7bn)**
Supermarkets, Germany



World Top 10 Richest

World's 100 wealthiest

First-Edge List: TOP 100 BILLIONAIRES 2010

Rank	Name	Citizenship	Age	Net worth (\$bn)	Residence
Source: Forbes					
1	Carlos Slim Helu & family	Mexico	70	53.5	Mexico
2	William Gates III	United States	54	53	United States
3	Warren Buffett	United States	79	47	United States
4	Mukesh Ambani	India	52	29	India
5	Lakshmi Mittal	India	59	28.7	United Kingdom
6	Lawrence Ellison	United States	65	28	United States
7	Bernard Arnault	France	61	27.5	France
8	Eike Batista	Brazil	53	27	Brazil
9	Amancio Ortega	Spain	74	25	Spain
10	Karl Albrecht	Germany	90	23.5	Germany
11	Ingvar Kamprad & family	Sweden	83	23	Switzerland
12	Christy Walton & family	United States	55	22.5	United States
13	Stefan Persson	Sweden	62	22.4	Sweden
14	Li Ka-shing	Hong Kong	81	21	Hong Kong
15	Jim Walton	United States	62	20.7	United States
16	Alice Walton	United States	60	20.6	United States
17	Liliane Bettencourt	France	87	20	France
18	S. Robson Walton	United States	66	19.8	United States
19	Prince Alwaleed Bin Talal Al Saud	Saudi Arabia	55	19.4	Saudi Arabia
20	David Thomson & family	Canada	52	19	Canada
21	Michael Otto & family	Germany	66	18.7	Germany
22	Lee Shau Kee	Hong Kong	82	18.5	Hong Kong
23	Michael Bloomberg	United States	68	18	United States
24	Sergey Brin	United States	36	17.5	United States
24	Charles Koch	United States	74	17.5	United States
24	David Koch	United States	69	17.5	United States
24	Larry Page	United States	37	17.5	United States
28	Michele Ferrero & family	Italy	83	17	Monaco
28	Kwok family	Hong Kong	NA	17	Hong Kong
28	Azim Premji	India	64	17	India
31	Theo Albrecht	Germany	88	16.7	Germany
32	Vladimir Lisin	Russia	53	15.8	Russia
33	Steven Ballmer	United States	54	14.5	United States
33	Robert Kuok	Malaysia	86	14.5	Hong Kong
35	George Soros	United States	79	14	United States
36	Anil Ambani	India	50	13.7	India
37	Paul Allen	United States	57	13.5	United States
37	Michael Dell	United States	45	13.5	United States
39	Mikhail Prokhorov	Russia	44	13.4	Russia
40	Birgit Rausing & family	Sweden	86	13	Switzerland
40	Shashi & Ravi Ruia	India	66	13	India
42	Mikhail Fridman	Russia	45	12.7	Russia
43	Jeffrey Bezos	United States	46	12.3	United States
44	Savitri Jindal	India	60	12.2	India
45	Donald Bren	United States	77	12	United States
45	Gerald Cavendish Grosvenor & family	United Kingdom	58	12	United Kingdom
45	John Paulson	United States	54	12	United States
48	Abigail Johnson	United States	48	11.5	United States
48	Jorge Paulo Lemann	Brazil	70	11.5	Brazil
50	Roman Abramovich	Russia	43	11.2	Russia
51	Susanne Klatten	Germany	47	11.1	Germany



First-Edge

World Top 10 Richest

World's 100 wealthiest

First-Edge List: TOP 100 BILLIONAIRES 2010

Rank	Name	Citizenship	Age	Net worth (\$bn)	Residence
50	Roman Abramovich	Russia	43	11.2	Russia
51	Susanne Klatten	Germany	47	11.1	Germany
52	Iris Fontbona & family	Chile	NA	11	Chile
52	Forrest Mars Jr	United States	78	11	United States
52	Jacqueline Mars	United States	70	11	United States
52	John Mars	United States	73	11	United States
52	Ronald Perelman	United States	67	11	United States
57	Oleg Deripaska	Russia	42	10.7	Russia
58	Vagit Alekperov	Russia	59	10.6	Russia
59	Leonardo Del Vecchio	Italy	74	10.5	Italy
59	Carl Icahn	United States	74	10.5	United States
61	Vladimir Potanin	Russia	49	10.3	Russia
62	Philip Knight	United States	72	10.2	United States
63	Ricardo Salinas Pliego & family	Mexico	54	10.1	Mexico
64	Mohammed Al Amoudi	Saudi Arabia	65	10	Saudi Arabia
64	Ernesto Bertarelli & family	Switzerland	44	10	Switzerland
64	Anne Cox Chambers	United States	90	10	United States
64	George Kaiser	United States	67	10	United States
64	Hans Rausing	Sweden	84	10	United Kingdom
64	Joseph Safra	Brazil	71	10	Brazil
70	Alexei Mordashov	Russia	44	9.9	Russia
71	Viktor Rashnikov	Russia	61	9.8	Russia
72	German Larrea Mota Velasco & family	Mexico	56	9.7	Mexico
73	Sheldon Adelson	United States	76	9.3	United States
74	Silvio Berlusconi & family	Italy	73	9	Italy
74	Dan Duncan	United States	77	9	United States
74	Kushal Pal Singh	India	78	9	India
77	Nasser Al-Kharafi & family	Kuwait	66	8.7	Kuwait
77	Francois Pinault & family	France	73	8.7	France
79	Dmitry Rybolovlev	Russia	43	8.6	Russia
80	Iskander Makhmudov	Russia	46	8.5	Russia
80	James Simons	United States	71	8.5	United States
82	Alberto Bailleres & family	Mexico	77	8.3	Mexico
83	German Khan	Russia	48	8.2	Russia
84	Eliodoro, Bernardo & Patricia Matte	Chile	64	8.1	Chile
85	Edward Johnson III	United States	79	8	United States
86	Kumar Birla	India	42	7.9	India
87	Sunil Mittal	India	52	7.8	India
88	John Fredriksen	Cyprus	65	7.7	United Kingdom
89	Serge Dassault & family	France	84	7.6	France
89	Petr Kellner	Czech Republic	45	7.6	Czech Republic
89	Ananda Krishnan	Malaysia	71	7.6	Malaysia
89	Tadashi Yanai & family	Japan	61	7.6	Japan
93	Mohamed Bin Issa Al Jaber	Saudi Arabia	51	7.5	Saudi Arabia
93	Leonard Blavatnik	United States	52	7.5	United Kingdom
93	David & Simon Reuben	United Kingdom	67	7.5	United Kingdom
93	Nobutada Saji & family	Japan	64	7.5	Japan
93	Alain & Gerard Wertheimer	France	NA	7.5	NA
93	Vladimir Yevtushenkov	Russia	61	7.5	Russia
99	August von Finck	Germany	80	7.3	Switzerland
100	Lee Kun-Hee	South Korea	68	7.2	South Korea



Twenty two new entries on this year's Arab Rich List, and if you want to see your name on it next year I suggest you find a way to bottle whatever it is HH Prince Alwaleed has and sell it, widely. Everyone is good at something, and we all know someone for whom that something is money. Some people just seem, frankly, to have more gravitational pull when it comes to money than others. Prince Alwaleed is clearly very good – a world beater – at money. Just look at the stats.

In the worst financial crisis in living memory, he has each year posted consistently greater returns than the year before. In 2008, his wealth stood at \$17.08bn, in 2009 \$18bn and, amazingly, in 2010 that figure has swollen to \$20.4bn. This growth despite the prince's considerable philanthropy – in the last 25 years he has donated \$3bn to good causes through his Foundation. To say he is so rich he is literally giving the stuff away would be fatuous, but clearly it takes more than a credit crunch sufficient to bring the economies of various countries crashing down to stop him making huge amounts of money.

Last month he took a punt. He took \$500m and stuck it in General Motors, a company that only eighteen months ago was on the brink of going crashing through the "too-big-to-fail" safety barriers. The move was typical of the prince. In 1990 he started buying Citibank shares, when no one else was going anywhere near them. It was a move that made him billions.



1. HRH Prince Alwaleed Bin Talal Al Saud, Saudi Arabia (\$20.4 bn) For the seventh successive year, HRH Prince Alwaleed tops our annual rich list. Taking into account the latest market values of Kingdom Holding, and an appreciation in the value of many of his key assets, we now place a figure of \$20.4bn on his total wealth. This figure has been verified by his private office



2. Mohamed Bin Issa Al Jaber, Saudi Arabia (\$12 bn) Al Jaber heads MBI International Group which holds an asset value of around \$12bn and boasts operations in Europe, the Middle East and the US (ITP Images)



3 The Olayan family, Saudi Arabia (11.9 bn) Smart investments across a range of sectors saw the family's coffers bulge by some \$4bn. The conglomerate owns more than 50 companies, with hefty stakes in various multinationals and blue-chip names (In Picture: Lubna Olayan)



First-Edge Commodities



9 The Al Ghurair family, UAE (\$6.52 bn) Abdul Aziz Al Ghurair (pictured) is perhaps the most high-profile member of the Al Ghurair clan. He is CEO of Mashreq bank, the country's fourth largest bank by assets, and was one of the founders of construction giant Emaar.



27 Saad Hariri, Saudi Arabia (\$3.7 bn) Saudi-born businessman, Saad Hariri holds hefty stakes in a number of large firms. Raised in Saudi Arabia, Saad managed part of his father's business until 2005. Saad had been general manager of Saudi Oger, the family's \$9bn construction company



10 The Alshaya family, Kuwait (\$6.5 bn) Chairman of one of the region's leading business entities, the Alshaya Group, Mohammed Alshaya (pictured) oversees a wide range of interests including real estate, construction, hospitality, advertising and IT



28. The Sawiris family, Egypt (\$3.55 bn) Orascom Telecom, the group's telecommunications arm, has expanded into one of the largest mobile phone operators in the world, with a presence in twelve countries, including Algeria, Pakistan, Canada and North Korea. 3rd quarter profits rise to \$147.6m



12 The Kanoo family, Bahrain (\$12 6.1bn) The Kanoo Group is one of the largest independent family owned holding companies in the Gulf region.



30. Faisal Al Ayyar, Kuwait (\$3.4 bn) Faisal Al Ayyar has been with Kuwait Projects Company (Holding) since 1990, and has led the investment bank's growth.



26 The Gargash family, UAE (\$3.71 bn) The Gargash family's interests are widespread and impressive: in the automobile world, it is the sole agent for Mercedes Benz in Dubai, through Gargash Enterprises. The family is also involved in electronics, real estate, insurance, industrial development and construction



36. Nadhmi Auchhi, Iraq (\$3.18 bn) Nadhmi Auchhi is the founder of General Mediterranean Holdings, an international powerhouse with activities in banking and finance, real estate, construction, hotel and leisure, industrial, trading and pharmaceuticals, communications, IT and aviation. The group's consolidated assets now exceed \$4.2bn



40. Adel Aujan, Saudi Arabia (\$2.9 bn) The chairman of Aujan Industries has been aggressively growing his offerings to different markets. This month, Aujan announced that it would commence work on a \$100m flagship resort on Paradise Island in Mozambique, where the company is one of the biggest overseas investors



46. Bahaa Hariri, Saudi Arabia (\$2.3 bn) Bahaa is the eldest son of the late Rafik Hariri and the third Hariri to make it into our list. In March 2008, Bahaa left family-owned Saudi Oger, a construction, utility and telecommunications company, to launch his own property business, which he runs from his base in Geneva. Hariri's firm



41. The Al Zamil family, Saudi Arabia, (\$2.8 bn) Zamil Group Holding's growth spans diversified industrial and commercial interests, making its mark on everything from air-conditioning manufacturing to food processing, steel fabrication and travel services (In Picture: Abdul Rahman Al Zamil)



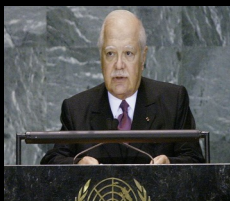
47. Mohammad Shafik Gabr, Egypt (\$2.1 bn) The chairman of ARTOC Group for Investment & Development, Egyptian businessman, philanthropist and art collector Mohammad Shafik Gabr is renowned in elevated circles as a consummate networker



44. Ayman Hariri, Saudi Arabia (\$2.41 bn) Ayman Hariri is the second of the five children of Lebanon's former prime minister, Rafik Hariri, to feature in this list. Ayman



48. Abdul Mohsen Bin Abdul Aziz Al Hokair, Saudi Arabia (\$2 bn) A true pioneer in the Saudi entertainment market, Abdul Mohsen Al Hokair is chairman of the Al Hokair Group, a company that has become synonymous with leisure in the kingdom



45. Issam Fares, Lebanon (\$2.4 bn) Now 73, Issam Fares is the former deputy prime minister of Lebanon, as well



49. Ahmed and Hassan Heikal, Egypt (\$1.78 bn) A former Goldman Sachs financier, Hassan (pictured) joined EFG-Hermes fifteen years ago and was elevated to the rank of CEO in 2005. Stanford-educated Ahmed was also an EFG-Hermes banker but left to start a private equity boutique.

China's gold deals seal leader status



From investigation on our last issue First Edge has fresh proof today of how global wealth is flowing from the western hemisphere to the eastern. Chinese banks came out of the crisis in better shape than those in Europe and the US. Now China has become a major buyer of gold for the first time in recent memory, as investors look for insurance against rising inflation.

In a sign of how the world order is changing, gold imports into China have soared this year. If Chinese investors continue to buy gold in such great quantities, Beijing is on track to overtake India as the world's largest consumer of gold and a significant force in global gold prices.

Gold imports into China, already the world's largest bullion miner, have risen fivefold since last year. The country bought in more than 209 tonnes of gold during the first 10 months of the year, compared with 45 tonnes last year.

All-time high

As well as confirming China's leading status in the economic order, rising Chinese demand could further inflate gold prices. Bullion hit an all-time high of \$1,424 a troy ounce last month.

Like other countries, China is suffering from jitters in its property and stock markets. Wealthy Chinese individuals are buying the metal as an investment. Uncertainty over the Chinese and global economies, together with inflationary expectations, are making gold popular.

Retail demand

Retail consumption is also playing a part. Earlier this year Beijing announced measures to promote and regulate the local gold market. Total Chinese gold demand rose to nearly 450 tonnes last year, up from about 200 tonnes a decade ago, according to the World Gold Council. The news confirms what we all suspected: China has hit the big time.

Written By

Thomas Marks



First Edge would like to address the point about the impact of America's new Fed easing. Some QE2 critics worry that the Fed could end up boosting commodity prices, thereby placing a drag on growth. But whether rising commodity prices are something to avoid or tolerate depends on the exact mechanism at work. If prices increase because traders are looking for an inflation hedge or taking advantage of low rates to speculate, then that's worrisome. If prices increase because growth is boosting the demand for commodities in the real economy, then that's something to be tolerated and worked around. Indeed, the latter mechanism would indicate that the only way to keep commodity prices down would be to try and keep the global economy depressed.

So which kind of rise are we observing? QE2 with lifting commodity prices and posts charts tracking price rises across a range of commodities:



Commodities Today Question's

From Anthony Drew First Edge-American Correspondent

Metals

2010 Gold continues gains courtesy of Chinese inaction

In 2010 an overnight foray to resistance levels near \$1,410.00 was noted in gold prices as the US dollar slipped closer to the 79 mark on the trade-weighted index and commodity speculators continued to enjoy an early Christmas courtesy of Chinese inaction on interest rates.

Copper, for example, made headlines yet again with a fresh price record achievement. However, with the US Fed early advances weakened somewhat and the yellow metal drew closer to what appears to be a 'comfort' zone for the moment; the tight orbit around the \$1,400 level.

So at the moment, while silver is continuing to command attention, the market is, as always, keeping a close eye on gold, where momentum has slowed. The levels of investment in silver only have to be considerably lower than in gold in order to maintain upward price momentum. Weight of money arguments only apply up to a point, however and if and when gold momentum investment stops or reverses, then silver could be in for a rocky ride.



Commodities Today Question's

From Anthony Drew First-Edge American Correspondent

Energies

Tax deal impacts futures and commodities

The delay in passing the Bush tax cuts extension currently being debated in Congress is causing consternation within the business community as well as among the investing public. The main argument from the detractors is the extension of the tax rate for the 2% wealthiest individuals. We will have to see how it plays out before offering any definitive recommendations relating to the financials. President Obama brought in the "heavy guns" with former President Bill Clinton making the case for going forward with the extension as agreed to by Obama and the Republicans. Spending by the four years of Democratic control over both houses of Congress has added significantly to the budget deficit. The argu-

Grains

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spending by the four years of Democratic control over both houses of Congress has added significantly to the budget deficit. The argument against extending the tax cuts, according to some Democrats, that they will create a \$700 billion addition to the deficit and they want them to expire. That logic eludes me because only continued rampant spending will credit that size deficit increase. The status quo will allow businesses to examine their finances and enable them to hire people with the knowledge their "tax bill" will not increase.

Softs

Tax deal impacts futures and commodities

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The Bush tax cuts have been in effect for a few years now and the public has gotten used to them. Unfortunately, the increased spending by the four years of Democratic control over both houses of Congress has added significantly to the budget deficit. The argument against extending the tax cuts, according to some Democrats, that they will create a \$700 billion addition to the deficit and they want them to expire. That logic eludes me because only continued rampant spending will credit that size deficit increase. The status quo will allow businesses to examine their finances and enable them to hire people with the knowledge their "tax bill" will not increase. The other negative, I believe, against businesses hiring is the "ObamaCare" health plan which is also a great concern to small businesses. In conclusion it would appear that an impasse exists and we will have to see how it plays out. Our opinion remains unchanged. Extend the tax cuts, increase unemployment benefits, and dump "ObamaCare" in favor of retaining and possibly expanding Medicare. Forcing people to purchase health care when they are suffering from unemployment, lower wages from less paying jobs taken in desperation, and barely making ends meet and fining them if they don't makes no sense to me.

Meats

Supply, herd health in Russia support hog prices

Hogs: The change in the supply picture going into next week continues to support prices. We, and most of the trade, believe cash hogs put in an early fall/winter low. Though there is a good sized premium to current cash hogs (63.50) and December futures, which expire on Dec. 14, we do not think it is out of hand. Typically we get a little push in prices in the first half of the month.

Another issue that has been sporadically covered in recent weeks is the African Swine Fever outbreak in Russia. Some news reports suggest up to 6% of the herd has been affected. We are hesitant to make decisions based on animal health issues. If the outbreak is as bad as some suggest we could have a good customer for U.S. pork in 2011.

Cattle: New contract highs were posted Wednesday. New consumer income and spending figures, discussed in the morning commentary, confirm our expectations that the U.S. consumer will slowly return to beef. In normal years this small increase would not have much of a price impact. Because beef supplies that reach the U.S. consumer are so low, changes in demand have a larger than normal impact.

Wholesale beef is advancing and cash cattle traded \$3 to \$4 higher this week. Though slaughters will remain over last year through early 2011 summer there will be a clear deficit in the second half of the year. For the short term we are monitoring early December bookings for New Year procurement closely. Though futures have already met our bullish price expectations we will clearly advise against hedge or speculative sales on fat cattle.