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Cityscape Abu Dhabi 2011 provides international platform for the emirate

Abu Dhabi: Real Estate professionals from across the globe have their eyes focussed on Abu Dhabi, with a number of companies set to announce, invest and sign on the dotted line at this year's highly anticipated Cityscape Abu Dhabi 2011.

Taking place from 17-20 April, exhibitors from the region and around the world will be taking part in this year's event, and a number of participants have already announced that they plan on utilising the platform to communicate directly to the industry and ensure company awareness is paramount.

One such exhibitor is locally based Aabar Properties, a subsidiary of Aabar Investments, a leading property development and management company, who will be showcasing their portfolio of projects spanning the residential, commercial and hospitality sectors. Key projects within the capital's prime developments including Al Reem Island, Al Raha Beach, Saraya and Rawdhat will be featured by Aabar Properties at their stand.

International companies have also cited the event as a prime platform, including UK architectural firm, Benoy, who was responsible for the design behind the Yas Island Concept Masterplan and Ferrari World Abu Dhabi, a thrilling brand experience and multi-sensory celebration of a true design icon. The Lead Designer and Director of Middle East, Mike Lewis, will be available during Cityscape Abu Dhabi to discuss this unique project. Benoy will also be leading VIP tours of Ferrari World Abu Dhabi. Braver delegates may want to cap the tour off with a ride on the world's fastest rollercoaster.

Lewis commented: "The Middle East is a region which has gone from strength to strength for Benoy and Cityscape Abu Dhabi has frequently provided a very useful platform for us to communicate directly with key industry audiences. This year, we look forward to being able to showcase the first completed development of ours in the region, Ferrari World Abu Dhabi, at the event. Aside from presentations on our stand, we will be taking interested parties on a behind the scenes tour of what is considered to be the centrepiece of the 25km2, Yas Island mega scheme."

Chris Speller, group director of Cityscape Abu Dhabi, said: "It is fantastic to see that regional and international real estate companies are looking to Abu Dhabi with such a positive and business minded view. Exhibitors are still keeping announcements under their hats but activity levels are high and we are expecting a very vocal four days this year."

Exhibitors at this year's event include Mubadala Real & Estate & Hospitality, Al Qudra, Aldar, Baniyas, Sorouh, TDIC, ICT, DMA and Burooj. Over the four days, there will be a number of added value activities to make networking as accessible and successful as possible. These include investor roundtables, which will bring together leading institutional investors and developers to discuss hot topics and partnership opportunities, as well as share strategy. Topics will include 'Assessing Abu Dhabi's most profitable investment opportunities,' 'Outlining future projects and opportunities within the retail sector in MENA,' and 'Identifying untapped opportunities in the hospitality and tourism sector in the Middle East.' There are also some less formal activities, such as the exhibitor cocktail party and the Cityscape Awards - Real Estate, MENA, which honour those who have demonstrated a commitment to innovation and excellence in the industry.

Cityscape Abu Dhabi will take place from 17-20 April at Abu Dhabi National Exhibition Centre (ADNEC). Headline Sponsor of Cityscape Abu Dhabi 2011 is Mubadala Real & Estate & Hospitality Holding Company LLC, Foundation Partner is the Department of Municipal Affairs and Platinum Sponsors are Al Qudra Real Estate LLC, Aabar Properties.

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