

# Cityscape

## Abu Dhabi

DAILY NEWS



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# UAE – charting the future

The UAE is leading the world in cutting edge architecture and real estate development, according to the founder of "cybertecture".

Speaking at Cityscape Abu Dhabi, James Law who founded James Law Cybertecture International said that his philosophy of cybertecture – the integration of architecture, interior design and technology – had found a ready home in Abu Dhabi and Dubai.

The result is that the Hong Kong firm has just opened an office in Dubai and is here in Abu Dhabi looking for offices in the federal capital – part of its international expansion.

Law and his colleagues are revelling in the heady atmosphere of the Middle East market.

"I would say it is the very welcoming market," he said. "The UAE and the wider Middle East markets are very welcoming. They like new ideas and innovation."

The firm behind the world-first iPad cybertecture project in Dubai – being developed by Omniyat Properties - is in discussion with 20 developers about future schemes, said Law.

"We are in a very happy position," he said. "We have got ten people in our Dubai office and we are looking to open an office in Abu Dhabi. In a short time we have grown organically to open offices in five different countries and we now have 100 people."

Visitors to Cityscape Abu Dhabi have had a snapshot of some of the groundbreaking real estate and architecture trends likely to make up a large part of future skylines. Apart from Law's firm, major talking points have included Abu Dhabi's own recently-formed Future Energy Company talking about its Masdar initiative and architecture and engineering firm Nikken with its Eco Tower concept.

Law's firm is best known for its iPad project in Dubai. The complete philosophy of Cybertecture is embodied in the tower which is scheduled for completion in 2008.

According to Law the sell-out project has broken all Dubai pricing records for sales of its apartments, although he declined to reveal the sale prices.

Located in Dubai's Business Bay the tower is a showcase for the firm's architecture, interior design blended with advanced technology.

It features 231 "intelligent" apartments equipped with cybertecture that include:

- iReality – a real time projection of any other place in the world. Thus, the view in one apartment could be linked to the skyline of New York while next door the projection is of life in The Seychelles.

- iHealth – a suite of technologies that constantly monitor the health of the tenant.

- iVoice – many of the functions in an iPad apartment will be voice-controlled.

- iArt – a special server will project the tenant's favourite works of art.

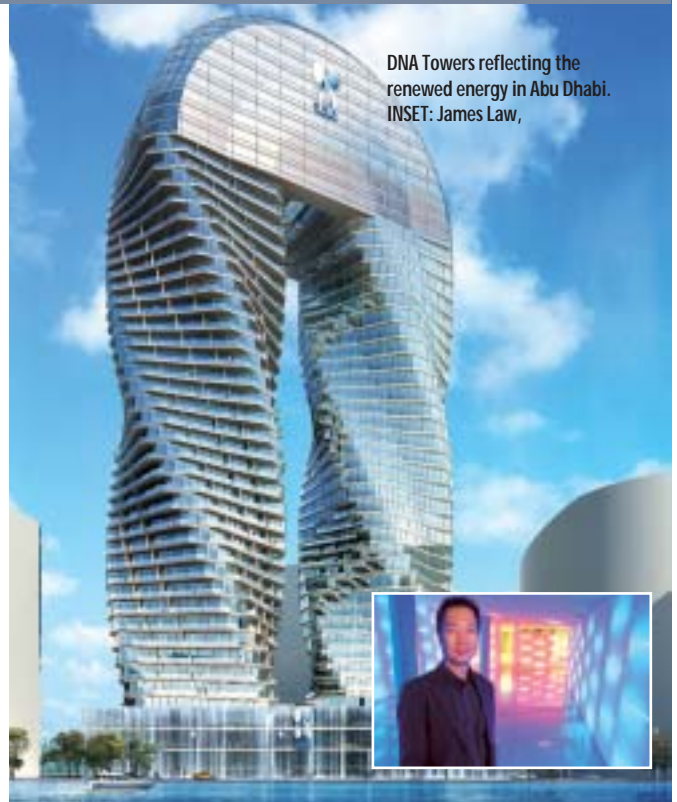
Law said that the firm's ability to integrate architecture, interior design and technology resulted in a different model for the construction phase.

"There has to be a much higher level of coordination between contractors," he said. "There is a lot of prefabrication."

In Abu Dhabi, the firm is responsible for two projects – DNA Towers and Dot Home Tower.

The extraordinary shape of the DNA towers – echoing the double helix of DNA – is intended to reflect the renewed energy of Abu Dhabi. The mixed use residential, commercial and retail development will also include the Garden of Eden – designed to be "the most exclusive retreat for the residents of Abu Dhabi."

Currently, most of the firm's projects are located in Asia and the Middle East, but it has a pioneering scheme underway in Las Vegas and Law said that he expects cybertecture to expand into the United States and Europe.



DNA Towers reflecting the renewed energy in Abu Dhabi.  
INSET: James Law,

## Cityscape a winner

Cityscape Abu Dhabi attracted nearly 10,000 participants during the first half of the show – exceeding all expectations.

By mid-afternoon yesterday, a total of 9,912 visitors and participants had passed through the doors of the Abu Dhabi National Exhibition Centre. That was just over 2,000 short of the total anticipated attendance figure for the whole three-day event.

"We are delighted with the support that the first Cityscape event in Abu Dhabi has attracted right across the real estate community," said Mark Goodchild, Project Manager, Cityscape Abu Dhabi. "It really has exceeded all expectations."

"Our special thanks go to the Government of Abu Dhabi for its wholehearted support of this event. It's the best possible start for Cityscape Abu Dhabi and the perfect foundation for next year's event."

The attendance figure included just over 200 media representatives.

## Al Ain Wildlife Resort set to roar

Al Ain Wildlife Park & Resort is here at Cityscape Abu Dhabi revealing its ambitious project to the public for the first time.

The plan is to redevelop Al Ain Zoo to create a mixed-use development and so create a world class wildlife park and resort.

The resort will include residential property, retail outlets and hotels, but the hub of the project will be a conservation led wildlife park that will provide visitors and residents with unique wildlife experiences.

Hanan Sayed Worrell, Executive Committee Member of Al Ain Wildlife Park & Resort, said: "We are here showcasing our project for the first time and we hope to create a great deal of interest, especially from potential investors."

"We chose Cityscape Abu Dhabi as we are part of this emirate and as we are partly a real estate development we thought this would be the ideal opportunity to introduce ourselves. And you should be seeing more of our project in the coming months and we also hope to be at Cityscape Dubai."

The project is unique in lots of ways but none more so in the fact that profit is not the key element.

Frederic Launay, Executive Committee Member, said: "We are not producing this development simply for profit. We are concerned about providing an education centre and a conservation area that will be world class. This really is something unique in this part of the world and we are looking forward to creating a big impression here at Cityscape Abu Dhabi. Already we have been very busy on our stand."

The Al Ain Wildlife Park & Resort also received a special guest on day one as HH Sheikh



**Welcome to Al Ain Wildlife Park & Resort: Fredric Launay, left, and Hanan Sayed Worrell are set for the launch of the project.**

Hazza bin Zayed Al Nahyan, National Security Advisor, stopped by during his tour of the show.

The project will be opened in phases with completion due around 2011. The first phase will include residential property, hotels and retail outlets and also a day and night safari.

The residential neighbourhood will create a unique type of residence in a desert setting with architectural styles reflecting

contemporary Arabia and Africa. The villas will be spacious covering areas from 750 square metres to 1,500 square metres.

And the residents can enjoy living next to a delightful wildlife environment.

Visitors will be given the very best in accommodation with a family resort including 250 rooms and located on the edge of the safari area. There is also a five-star

themed African Thatched Resort planned.

Under supervision from rangers guests will be encouraged to get close to the free-range animals.

A multi-level 50,000 square metre shopping mall will create a themed shopping environment for residents, the people of Al Ain and visitors from all over the region and world.

## At the heart and soul of the city

The startling silver stalagmites at the centre of the Sama Dubai stand are models of the Dubai Towers – Dubai, the iconic landmark buildings at the heart of the Lagoons.

The Lagoons district is a 70 million sq ft creekside development in Dubai, which will feature seven interlinked landscaped islands, populated with residential units, shopping centres, office buildings and marinas. The US\$17.7 billion development will be a mixed use community offering an elite lifestyle, according to the company.

Abdulsalam Almarri, general manager, the Lagoons, said: "The Lagoons is designed to re-establish the heart and soul of the city. It embodies a bold vision of the future while building upon its rich past, where traditional souqs and bazaars will co-exist with global business house and boldly-designed landmarks."

Also showcased on the stand are Sama Dubai's international projects including the US\$3 billion Amwaj in Rabat Morocco, the US\$1.1 billion Salam Resort and Spa in Yiti, Sultanate of Oman, and the US\$550 million Dubai Towers in Doha, Qatar.

Farhan Faraidooni, executive chairman of Sama Dubai said: "Sama Dubai has always been a keen participant of the Cityscape exhibition. Cityscape Abu Dhabi offers an excellent forum to showcase our innovative projects."



# Cityscape Abu Dhabi in focus



Faces in the crowd, and amidst an impressive array of projects... this was the busy picture at Cityscape Abu Dhabi yesterday. For the real estate, investment and architectural communities, there was only one place to be this week and it was at the Abu Dhabi National Exhibition Centre for the launch of Cityscape in the federal capital. The figures for attendance at the show have been outstanding and everywhere – on the exhibition or in the twin conferences – there was a buzz about the place. Little wonder when there was so much to see and discuss.

## Swiss don't miss Cityscape Abu Dhabi chance

Swiss company Eurobauten SA (stand 2E39), who specialise in the development and construction of low-cost housing and fully equipped medical centres, is making its Cityscape debut here at Abu Dhabi.

And, they took an important role as one of the sponsors at the Real Estate Awards.

Speaking at the show, Nico Ueberholz, Designer, Architect and Director of Eurobauten explained how the company was formed after receiving an order to build 1,000 social home in Senegal/Dakar.

"Anyone who has ever seen how people live there must try to help. Africans camp in home-made huts made of plastic and paperboard, through no fault of their own. We wanted to provide a solution and not ignore the plight of these people."

Eurobauten SA builds its 54 square metre homes from an award-winning material and construction is based on a patented process which guarantees the technical and at the same time fast and low-cost implementation.

■ And also represented on the Eurobauten stand are its partners Life Visions. The German enterprise aims to set new standards in the construction of a low-cost alternative to Portakabins which uses natural resources.

Life Visions houses are ideally suited wherever housing estates are needed at short notice or temporary as a swift, clean and inexpensive solution after natural disasters such as earthquakes or floods.

Jens-Peter Clarfeld, Manager of Life Visions GmbH, said: "With our concept we have got a win-win situation for all concerned: for the people in need, for the governments and for us."

## Al Qudra post another record

Al Qudra Holding has posted another record year, posting a profit of Dhs637 million for the financial year ended December 31, 2006, representing a 202 per cent increase over the previous year.

The achievements have contributed to an increase in the shareholders capital by 71 per cent and subsequently an increase in the shareholder's return by 87 per cent.

Al Qudra has a capital of Dhs600 million.



## Cosmopolitan Lifestyle on show

Dubai Sports City, the world's first integrated sports city, is exhibiting its signature Riviera-style real estate development - Canal Residence West - at Cityscape Abu Dhabi, giving buyers and investors a preview of an exclusive residential location.

Set in the heart of the staggering Dubai Sports City development, Canal Residence West brings together a range of beautiful buildings presented in Mediterranean, Classic European, Venetian, Arabic and Spanish Andalusian architectural styles. All buildings offer studio, one, and two bedroom apartments with quick access to upscale cafes, restaurants and boutiques as well as sport and leisure activities on an unprecedented scale.

This is the first time this exclusive development has gone on display in Abu

Dhabi, and strong demand is expected for the opportunity to live in one of the most sought-after residential communities in the Middle East.

Dubai Sports City incorporates the Next Generation Clubs, an international group of health clubs; a signature 18-hole golf course designed by Ernie Els; globally-renowned sports academies (including Manchester United Soccer Schools); and access to state-of-the-art stadia and other world-class sports and entertainment venues. Additional facilities include international schools, medical facilities, emergency services, parks, playgrounds, hotels and hundreds of retail opportunities.

With superb amenities easily available, Canal Residence West creates the perfect community lifestyle.

"Dubai Sports City is very excited about bringing these exclusive properties to Abu Dhabi," said Nicola Petts, Marketing Manager Real Estate, Dubai Sports City.

"We are looking forward to promoting a development that embodies a lifestyle of healthy living and maximum comfort. To date, we have encountered strong interest for all properties in Dubai Sports City, because of the attractions of the development, and we're confident this will be reflected at Cityscape Abu Dhabi," she added.

Canal Residence West properties are on sale now and sales advisors will be available throughout the event to provide a detailed overview of the development. Dubai Sports City will be exhibiting on stand 5C20, Cityscape Abu Dhabi.

## Burooj puts the focus on Jordan

Abu Dhabi Islamic Bank subsidiary Burooj Properties has a strong focus on Jordan following the launch of its Burooj Jordan project in Al Jeezah, south Amman.

A partnership with the Jordanian Company Al Bustan Real Estate, the Burooj Jordan project consists of more than 130 pieces of land allocated for residential units, handicrafts and light industrial use.

Situated on a strategic location on the airport road, and 35km away from the 7th circle, Burooj Jordan is approximately 56,000sqm of master-planned development divided into 130 plots, combining groups of residential units of different sizes, ranging between 750 – 1000sqm.

In addition, the master plan offers land plots allocated for light industrial use with sizes ranging between 1000-1200sqm, with others for handicraft-based use with sizes ranging between 300-400sqm.

Burooj Properties said that anyone interested in the project can reserve units on a down payment.

The project is supported by a roads network with a connection to the main airport road, water and wastewater infrastructure, telecommunications and electricity.

Service facilities such as schools, hospitals, mosques, banks, national security department, and many governmental departments are also part of the master plan.

Mr. Ihsan Bilbesi, Chief Executive of Al Bustan Real Estate said: "We seek through our participation in Cityscape Abu Dhabi to introduce a promising and secured real estate investment product to Jordanians residing in the UAE, as well as to Arab investors who enjoy attractive investment facilitations in Jordan."

He added: "The Burooj Jordan project is the first product that has emerged from our strategic partnership with Burooj Properties.

Burooj Properties was established in 2005 as the property investment arm of Abu Dhabi Islamic Bank.

# Mangrove Place in the spotlight

Luxury Real Estate, a private Abu Dhabi-based property developer, is here at Cityscape Abu Dhabi showcasing its first development – Mangrove Place.

The property is a mid-rise waterfront development with staggered terraces and balconies offering uninterrupted canal and sea views.

Situated adjacent to the prestigious Sky Tower within the Shams Abu Dhabi development on Reem Island, Mangrove Place offers a range of 1, 2 and 3 bedroom apartments and a limited selection of townhouse and penthouses.

Lubna A. Al Ruzeiqi, Sales Director of LLJ Property, exclusive sales agents for the development, describes the project's appeal to the Abu Dhabi market, saying: "Mangrove Place satisfies purchaser's needs through its location, pricing and competitive payment terms, and is attracting serious investors and home purchasers. At this pre-launch stage, sales are going extremely well, hitting over 20 per cent, as the project offers good outdoor living space – something different to the typical high-rise apartment towers on sale elsewhere."

Luxury Real Estate was established in 2006 to develop well-designed competitively priced property for the Abu Dhabi market.

Luxury's CEO Ausama Zubaidi, said: "The



Mangrove Place satisfies buyers needs.

future plans for Abu Dhabi include the creation of major real estate developments to support the government's business and tourism expansion plans. These will impact

on the global investment market appealing to both local and international audiences.

"Luxury Real Estate developments will be high quality, intelligently designed

projects, which will contribute to this developing market and allow us to make a name for ourselves as a forward thinking developer."

## Creative solutions specialists



The waterfall shrouded hotel and resort that is featured on the Creative Kingdom stand looks visually stunning, and could be dismissed as another architectural flight of fancy, but as Mark Thomas, chief financial officer, explains, it was an inspired solution to an unattractive problem.

"This concept resort was designed for a site on Sentosa Island, in Singapore," he said. "The land was beach facing with stunning views, but from the rear of the hotel you would have looked inland to a mass of docklands and ugly industrial works. Therefore the rooms were designed to run the width of the hotel building, offering a balcony and sea view on one side, and the waterfall screening the view on

the other side," he said.

Creative Kingdom specialise in these unusual themed designs, with perhaps the best known in the UAE being the Madinat Jumeirah. Thomas is happy to show how close the final product is to the original concept. "Our brochure shows the rendering done after the very early brainstorming sessions were held. Next to it is shown the final finished building, three years later. They are almost identical," he added.

Although they are creating designs that have the 'wow factor' it is not just about impressing people. Thomas explained: "Although we are looking to wow people we are

not just about trying to win design awards. We are designing resorts that people want to return to again and again."

The company's current biggest project in the region is the IFA Kingdom of Sheba resort on Palm Jumeirah. The distinctly Arabic style concept is based on the unique Yemeni architectural style of tall narrow buildings.

Regulars at Cityscape Dubai, Thomas said that the company is at Cityscape Abu Dhabi to meet contacts. "We have done a little work here, but would really like to do more. We hope over the next three days to meet the Abu Dhabi developers that have not come down to Dubai."



## Greenest city in the world

The Masdar Development incorporates the best of modern technology and ideas, with the proven practices of the past to create a world-first city that produces zero emissions and zero waste.

It is a project of the Abu Dhabi Future Energy Company, the company created to drive the Masdar Initiative, a multi-billion dollar, multi-faceted plan to create sustainable living and alternative energies. The Masdar Development will be a unique, integrated, and energy self-sufficient green community that uses a variety of alternative energy sources.

Based near Abu Dhabi Airport, the Masdar Development covers 6.4 sq km and houses the Masdar Institute of Science and Technology, affiliated to MIT, the Masdar Research Network, light industry, development units, laboratories and will offer residential homes to 47,500 people. The development will feature economic zones, from start up companies to major corporations, and will create sustainable local employment.

The development will feature a large photovoltaic power plant, as well as wind turbines, and ground-sourced heat pumps which will provide power to the whole city, and expect to produce excess to put into the Abu Dhabi grid. Desalinated water consumption will be reduced by 80 per cent, with all waste water being purified and reused.

However, these modern technologies are joined to ancient Arabic design principles. The Masdar Development is a walled city, where the walls not only house many of the power services, but also act as barriers to noise and the warm desert winds. The building design within the city features courtyards and windtowers to help reduce the need for air conditioning. In the compact communities the buildings are also designed with shaded walks between, and the project claims a maximum distance of 200m to the nearest transport link and amenities to encourage walking and cycling in conjunction with the rapid transport system.

Sultan Al Jaber, Masdar CEO, said: "We expect to break ground at the end of 2007, and we expect the graduate institute to open at the end of 2009. This city is unique in the world, and can be built here in Abu Dhabi as there is both the will and the resources. Although we do expect eventually to contribute to the national grid, our main goal is to be self-sufficient, even hoping to have locally-produced foodstuffs. Although in the initial stages the rapid transport system will link the surrounding areas, including the airport and Al Raha, we do ultimately hope to link directly into the centre of Abu Dhabi."

# Written in water

Spanish fountain company Ghesa has brought the latest water technology to Abu Dhabi.

A company with 30 years' experience in the design, installation and running of ornamental and cybernetic musical fountains and multimedia shows, Ghesa has installed more than 3,000 fountains worldwide and designed and built the largest fountain park in the world in Lima, Peru.

The Magic Waterfall on display here at Cityscape Abu Dhabi demonstrates perfectly the marriage of art and technology. Carlo Gomes Pissarra, CEO Ghesa Dubai, said: "This is totally new technology. The waterfall uses hundreds of needle jets, each individually controlled, to create logos and patterns and write messages in any language. It makes

amazing water effects both indoor and outdoor." Such cutting edge technology takes expert knowledge to maintain and control, and could be a challenge for clients.

Pissarra added: "It is highly technical, but we can teach clients how to design their own effects. Alternatively they can drop us an email letting us know what they would like and we can send the newly designed programme through the internet.

"We offer turnkey solutions from design to maintenance, but clients can chose just one or two elements of the complete package."

While the stunning Magic Waterfall may be the latest in technology, Ghesa's portfolio of water, light and music projects show that in the design of fountains they have a well-earned pedigree.



**Carlo Gomes Pissarra, CEO of Ghesa Dubai stands proudly in front of the Ghesa display which has attracted a huge amount of interested visitors. Above you can see the different types of displays the magic fountain can provide.**



# Stay in your own Palace



The Emirates Palace Hotel is now a landmark in Abu Dhabi.

If you are not staying in the Emirates Palace Hotel, then you must at least pop by and take a look. Just as the Burj Al Arab is the focus for tourists in Dubai, so the Emirates Palace is captivating tourists here in Abu Dhabi.

It is truly a palace for all seasons, it is certain to endure the sands of time, in the vein of India's Taj Mahal. Hosting 302 luxury rooms and 92 suites, it is one of the most impressive resort and conference venue ever to be built in the Middle East.

Operated by luxury hotel group Kempinski Hotels & Resorts, it showcases the beauty of Arabian culture, adhering to traditional themes and has a natural affinity with the national identity of the United Arab Emirates.

Rising from the sand, the colours of the Emirates Palace façade represent the different sand nuances found in the Arabian Desert. The Palace is an architectural wonder and an international landmark - boasting a

staggering 114 domes, all covered in mosaic glass tiles. Its elaborate design and unparalleled facilities were created with the sole purpose of whisking its guests into a world of regal majesty where their every whim will be fulfilled and their every need catered to.

The Emirates Palace International Conference Centre houses the most luxurious and technologically advanced meeting facilities in the region. The conference facilities include an auditorium with 1,200 seats, a main ballroom that can accommodate up to 2,800 guests, an extensive range of more than 40 meeting rooms, a Media Centre and a Business Centre. In addition, six large terraces and a variety of pre-function areas provide many possibilities for breaks, cocktail receptions and banquets.

Set on one million square metres and surrounded by a beautifully landscaped park with several open lawns, Emirates Palace

offers spectacular outdoor venues for gala dinners and creative events.

Located on a 1.3 km stretch of Abu Dhabi's sandy beach, Emirates Palace is a luxury retreat with superlative leisure facilities already including two stunning pool landscapes. The Palace also offers a host of food and beverage outlets serving a variety of cuisines created by world renowned chefs.

All Emirates Palace luxury rooms suites are equipped with high technology including extra large plasma TV's in each room, a wireless internet network that covers the Palace, pool and beach areas, a fully interactive TV system and electronic programming guides to provide instant rewind and pause of television programming.

Emirates Palace is operated by Kempinski Hotels as part of their prestigious portfolio, which comprises distinctively individual properties in Europe, Africa, the Middle East, South America and Asia.

## Abu Dhabi BITES

■ Fishing is an increasingly popular pastime in Abu Dhabi, and visitors can expect to catch sailfish, queenfish, shari, kingfish, dorado and the local favourite hammour.

There are regulations in place to protect fish stocks so it is advisable to arrange a trip through a licensed tour company. Many hotels also have their own vessels and all necessary tackle and will customise trips to suit guests' wishes.

■ Bargaining is a time-honoured tradition throughout the souks of the Arab world and visitors can get quoted prices almost halved with some serious haggling. The experience should be treated as fun and vendors appreciate a smile. However, once a price has been verbally agreed upon the customer is expected to buy. Vendors have even been known to chase people down the street to finally succumb to their offered price so walking away can be part of the bargaining process!

■ The emirate's Gulf coastline is studded with more than 200 islands of various sizes, most of them flat, sandy and uninhabited. Island hopping is a popular activity, and visitors can hire a boat and explore at will.

■ In the hotels, the range of bars is almost as varied as the restaurant scene. From sophisticated cocktail lounges with soft music to traditional British pubs, they cater to every taste. Many hotels also have nightclubs, each with their own character, serving different age groups and musical preferences.

These include western-style clubs playing up-to-the-minute music, or for a more traditional experience there are also Arabic venues featuring Middle Eastern bands and the ever-popular belly dancers.

## Abu Dhabi - a shopping paradise

Abu Dhabi is a shopper's paradise and the range of products and prices is unbeatable. Whether you choose to flex your plastic in designer boutiques or haggle in the local souks, the emirate's shopping options will not disappoint.

Gold is very competitively priced in Abu Dhabi and there are many jewellery shops around town, with the biggest concentration of outlets in the Madinat Zayed Gold Market.

Popular souvenir purchases include carpets, rugs and textiles from the region, including Iran, Pakistan, India and Afghanistan, Arabian coffee pots (the symbol of hospitality), prayer beads, shisha pipes, antique silver jewellery, khanjars (curved daggers), inlaid jewellery boxes, miniature dhows, brass items and traditional wooden furniture.

The emirate's malls are spacious, modern and imaginatively designed. Besides their fine array of shops and boutiques, including many famous international retail names, they have a good selection of food outlets and children's play areas. Sales and promotions run

throughout the year and raffles are popular. The larger malls also house cinemas and offer plenty of free parking.

The two biggest shopping malls in the capital are Marina Mall on the Breakwater and Abu Dhabi Mall near the Beach Rotana Hotel. Other malls include Madinat Zayed Shopping & Gold Centre, Liwa Centre, Al Hana Shopping Centre, Al Muhairy Centre, Fatouh Al Khair, Hamdan Centre, Khalifa Centre, Rotana Mall, Abu Dhabi Co-operative Society and Lamcy Plaza.

Souk is the Arabic word for market and Abu Dhabi has several. They are a definite must-do for visitors. They offer a chance to soak up the atmosphere as well as purchase a few bargains.

Traditionally souks were a maze of shady alleyways. Today they more closely resemble a collection of small shops, but they still have the same buzz as their ancestors. The Iranian Souk is one of the most authentic souks in Abu Dhabi and well worth a visit, as is the Al Ain Souk, which has retained a charming if somewhat ramshackle appeal. Al Meena Souk is a must for visitors looking for carpets.



**Masood Al-Awar:**  
Developments will  
make Abu Dhabi a  
wonderful place to live.

## Tourism projects “boost residential demand”

Tourism projects in Abu Dhabi such as the recently-announced Desert Islands and Saadiyat Island will have a beneficial effect on the residential development sector, Sorouh Executive Director Sales & Marketing Masood Al-Awar said at the show.

“These are the kind of developments that will make it a wonderful place to live,” he said. “Unless people have reasons to come here then they will not know what is on offer.

“It is these sectors like tourism and the airline (Etihad) that are driving the growth of the economy and also pushing real estate forward.”

If having a portfolio of billions of dollars worth of developments already underway was not enough, Sorouh was close to unveiling its next big thing here at Cityscape Abu Dhabi. However, details of the project had not been finalised by the time of the event and Al-Awar is not giving details.

He said his mission at the show was for Sorouh to differentiate itself from other developers.

“We want to stand out from the other developers,” he said. “We want to be different. We want to get feedback about our projects, getting information from visitors so that we can use this information to enhance our next project.

“And of course, we always want to make sales!”

Al-Awar pointed to quality, execution and speed as the characteristics that made Sorouh stand out. “Our management capabilities support these things,” he said.

Among the projects in its portfolio are Shams Abu Dhabi where the infrastructure work for the whole island is underway.

With the 74-storey Sky Tower, Al-Awar said: “We have completed our awareness campaign and are now in the sales phase with about 50 per cent sold overall.”

## Aldar getting the message across at Cityscape Abu Dhabi

Aldar Properties PJSC, Abu Dhabi’s leading fully integrated property developer, is proving to be one of the main attractions at Cityscape Abu Dhabi.

The exhibition represents a massive opportunity for Aldar to further present its developments to an international audience, and Aldar Chairman Ahmed Al Sayegh is confident this week will prove invaluable to the developer.

“The inaugural Cityscape Abu Dhabi is an indication of the growing stature the emirate has within a global perspective. Aldar is at the forefront of the massive growth in Abu Dhabi’s US\$ 270 billion real estate sector and projects such as Al Raha Beach illustrate our commitment towards the emirate. It is important that we take the message of Abu Dhabi and Aldar to a global audience and the first Cityscape Abu Dhabi is a substantial step in the right direction,” said Al Sayegh.

Aldar Properties PJSC, a Platinum sponsor at the event is aiming to spotlight the real estate boom taking shape in Abu Dhabi.

Aldar is showcasing one of its most spectacular projects which is changing the face of the emirate. Al Raha Beach is one of Aldar’s signature developments and is a

The Aldar stand has been creating a huge amount of interest from visitors.



multi-billion Dirham project set to house a staggering 120,000 residents. It will be built alongside 5.2 million square metres of natural beach front along the Arabian Gulf.

Ronald Barrott, CEO, Aldar added, “Aldar is committed to a variety of endeavours that will take Abu Dhabi forward. We want to demonstrate this to a worldwide audience

and the first ever Cityscape Abu Dhabi has given us the opportunity to communicate our values, brand and most importantly our projects to international stakeholders”.