

Cityscape

Abu Dhabi

DAILY NEWS



Day two - May 9, 2007

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Abu Dhabi to avoid "cataclysmic growth"

Abu Dhabi will not become hostage to uncontrolled growth while it strives to evolve as a major Arab city committed to its culture, sustainability, the environment and attractive to foreign direct investment (FDI), Cityscape Abu Dhabi was told yesterday.

"Abu Dhabi needs to grow and it will continue to grow but our future will not be a hostage to uncontrolled expansion," said Falah Mohammed Al Ahabbi, Associate Director, Urban Planning, Executive Affairs Authority of Abu Dhabi.

Giving the keynote address at the Cityscape conference Al Ahabbi outlined the guiding principles behind the major Abu Dhabi 2030 urban planning framework plan currently being finalised. He said its findings are expected to be published in the next three months.

A guiding principle of the plan is that Abu Dhabi will not become victim to "cataclysmic growth". He said: "Abu Dhabi will continue its progress of measured growth reflecting a sustainable economy rather than cataclysmic growth," he said.

"In terms of creating a sustainable economy, attracting FDI will be an essential element in a well-planned, liveable city," he added.

He said that the future city must embody its own culture and heritage and be the embodiment of an Arab city. It will also reflect the fact that it is the federal capital of the UAE, he said.

"It will have grandeur," he said. "It will have monumental palaces and stately public buildings to reinforce the atmosphere of a major Arab capital," he told delegates.

Another guiding principle behind the Plan Abu Dhabi 2030 report is the protection of the environment.

"Abu Dhabi sits in a unique location at the intersection of the desert and the sea," he said and added that in some areas there was "only once chance" to get development right.

He said that sustainable development will run through all aspects of both the "natural and the urban environments."

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Open for business

National Security Advisor HH Sheikh Hazza bin Zayed Al Nahyan officially opened Cityscape Abu Dhabi yesterday. He later toured many stands at the show – the first Cityscape event to be held in the federal capital.

ENDLESS OPPORTUNITIES



Cityscape BITES

■ The UAE's KM Properties has linked with Saudi businessman Prince Khalid Bin Al Waleed Bin Talal Al Saud to create a new property development firm in the kingdom – KMPK properties. The new company will have offices in the cities of Riyadh, Jeddah and Dammam.

■ Amlak, the largest publicly listed Islamic finance company and pioneer in home finance in the UAE, has launched a comprehensive property and family protection insurance cover for customers. The scheme aims at providing Amlak's customers with highly competitive insurance coverage and benefits against currently available market packages, with no medical examination required for property finance under Dhs 3.5m.

The scheme aims to fully protect families against repayment of outstanding balances with Amlak in cases involving serious injuries or death.

"Amlak offers customers peace of mind when they are buying their home, and we endeavor to ensure that this covers every step of the process," commented Khalid Abdulla Zainal, Sales & Marketing Director, Amlak Finance.

"Arab Oriental Insurance offers the best protection for our customers, with a strong pedigree in its field, and the impeccable pedigree which comes from being part of the Al Futtaim group of companies."

■ Surprisingly there are no models on The Minatures' stand. Surprising considering they craft and design the models that grace other stands. However, Srikrishnan explains that this is because the clients do not give them up, once created.

The mintures has produced 3-D models for a wide range of architects and developers in the region, including Emaar, Dubai Select, ETA Ascon and Dubai Municipality. The size of each project dictates the time taken. Srikrishnan said: "We usually advise a single tower block to be 1:150 ratio. However, we created a model of the Torch Tower in 1:200 and it was still 2.1 metres tall.

Larger developments are usually created at 1:250 or 1:300, depending on the detail required. Time taken varies from three to four weeks for a tower block and up to two months for a larger development with landscaping.

Tamouh's vision of the future

Tamouh Investments yesterday unveiled its vision for the future of the capital as it showcased its ambitious projects here at Cityscape Abu Dhabi.

And, speaking at a press conference, held under the patronage of HH Sheikh Tahnoon Bin Zayed Al Nahyan, Joe Ong, the CEO of Tamouh Investments revealed that the first plot of Al Reem Island, Marina Square, will be completed in 2009.

Tamouh's exclusive venture, Al Reem Island, is a 6.2 million square metre natural island, set 350 metres across Abu Dhabi's shoreline.

The island will be developed into a full community within a timeframe of 15 years, and Marina Square represents 13.2 million square feet and consists of 70 per cent residential and 30 per cent commercial districts.

Marina Square is a multi-purpose project including a shopping arcade, eight Cineplex, branded outlets, restaurants, a marina, five-star hotel, private beach and

sports facilities. It will also host community facilities that will cater to the residents' commercial, medical, spiritual and leisure needs with fully equipped clinics, mosques, parks, day-care centres and convenient outlet supermarkets.

Joe said: "Abu Dhabi is witnessing an incredible growth phase as a result of an ambitious vision to move the capital steadily into the 21st century. New policies and regulations are issued regularly to support the creative initiatives across all sectors especially real estate. And there is no doubt that we are proud to play a significant role in shaping the future of the capital during this historic period."

He added: "It is very important to highlight two key priorities for Tamouh. One is quality of life and the second, the timely completion of our projects.

"Tamouh is aiming to offer the



Joe Ong, CEO Tamouh: Abu Dhabi is witnessing an incredible growth phase as a result of an ambitious plan to move the capital into the 21st century.

residents of Abu Dhabi quality lifestyles in a future that hold nothing but greatness for the city. As we move forward with the development of our innovative projects, we are confident that the overall perception of high-rise living and lifestyle are shifting to even higher standards. We are also keen on meeting our deadlines as rationally pre-planned."

\$191M Al Reem project launched

A \$191 million residential development on Al Reem Island by Al Badie Trading & Investment was unveiled at Cityscape Abu Dhabi yesterday. The Beach Towers project is set for completion in mid 2010.

Al Badie Trading & Investment, the property arm of Al Badie Group, began planning the Beach Towers Project on the prestigious Shams Abu Dhabi back in February 2006. The development will offer views of the Island, Marina, Sea, and Abu Dhabi skyline.

Each floor of the project's 25-storied buildings will consist of 374 luxurious apartments, including: one, two, three and four bedroom apartments, which will be on sale to expatriates and UAE national homeowners.

Features include designer finishing, indoor parking, world-class gymnasium & fitness club and landscaped gardens and pool.

"We are delighted to announce our first Al Reem Island development at this time," said Mohamed Joan Al Badie, President. "Every aspect of the property, from the world-class finishing and premium materials used, to our sales proposition, provides for an excellent investment and an even more satisfying home. We look forward to enhancing the Island with our properties and services."

The Beach Towers are located only a short distance from the heart of downtown Abu Dhabi and are conveniently located from all of the major commercial and entertainment outlets.



The Beach Towers project is expected to be complete by mid 2010.

Rezidor brings \$175M luxury hotel to Abu Dhabi

The Rezidor Hotel Group will enter the UAE capital with its luxury brand Regent Hotels & Resorts. The new property, Regent Emirates Pearl, Abu Dhabi is scheduled to open in 2010.

It is designed to be a coastal landmark on the south west of the city's Corniche, it will have 365 rooms and suites, together with 70 furnished apartments with Arabian Gulf views.

The 47-storey "silhouette of twisting glass" is designed by Austria's award-winning architect Dennis Lems.

Jean-Marc Busato, Area Vice President of The Rezidor Hotel Group, said: "Abu Dhabi is a welcome addition to our expanding UAE portfolio and our aim is to have a presence in each emirate within the next five years.

"Tourism in Abu Dhabi is also currently undergoing a major transformation and will soon become one of the region's top business and leisure destinations and its important that Rezidor is part of this development."

The \$175 million development is owned by the UAE's Atlas Group and is a joint venture project with the Tourism Development & Investment

Company (TDIC), the company charged with leveraging the tourism assets of the Abu Dhabi Tourism Authority.

The property will have a beach club with private beach access, an indoor and outdoor swimming pool, health club and a luxury spa with beautifully appointed treatment rooms.

The extensive banquet and meeting facilities comprise a multi purpose ballroom, six boardrooms, and two conference rooms supported by a business centre and unrivalled break out possibilities.

A 20-metre high atrium will form the centre of the lobby where guests can choose to dine from six restaurants, including one on an island connected to the hotel, two lounges, four bars and a rooftop deck.

Regent Hotels currently has a total of six properties worldwide in Berlin, Shanghai, Singapore, Kuala Lumpur, Taipei and Zagreb.

Other future Regent developments include properties in Bangkok, Beijing and Ningbo in China, Dubrovnik, Croatia and South Beach and Boston in the U.S.



Major profit for Aldar

Leading Abu Dhabi property developer Aldar Properties is at Cityscape Abu Dhabi having recorded hugely increased profits for the first quarter of the year. The firm has also forecast a major increase in the value of its land bank – possibly by as much as \$5 billion – in the next five to eight years.

The firm saw profits for the first quarter rise 79% to \$122.7 million.

■ Aldar staged its second annual Health, Safety and Environment seminar shortly before Cityscape Abu Dhabi. "Health, Safety and the Environment are crucial to a wider social responsibility and Aldar wants to continue to ensure that best practice is conducted at every level of the organisation. By starting at the top, we have defined a strategy that will allow every stratum in our organisation to remain safe and responsible," said chief executive Ronald Barrott.



Hydra Down Town tower is a good example of Hydra's projects.

Hydra Village launched at show

Hydra Properties launched Hydra Village in Abu Dhabi on the first day of Cityscape Abu Dhabi. The project – an environmentally-friendly, gated community featuring "smart" homes – is the company's fifth project in the UAE.

The development, located at the entrance to Abu Dhabi city, is designed as a self-sustaining, small-scale city.

"Hydra Village is designed to offer tenants smart home technologies, conveniences, facilities and comforts associated with modern-day living while maintaining its eco-friendly status and a clear focus on green living," Hydra Properties Chief Executive Sulaiman Al Fahim said yesterday.

"This is being done through enhanced green spreads and landscaping initiatives such as the Green Programme for residents, recycling disposables, water conservation and technology applications that are designed for enhancing reduction in energy consumption."

The development will feature town houses, luxury apartments, retail and commercial space, backed by services from hospitals to a five-star hotel.

Hydra Properties said that the development

has a clear focus on environmental conservation. Initiatives including energy conservation through built-in insulation and energy-saving electrical fittings.

In addition, the development will feature recycling points for card, tin, paper, glass and plastic. A "highly robust" water conservation strategy is being developed.

Residents will also be able to enrol in the Green Programme which offers free transportation within the grounds in order to cut vehicle emissions.

Elaborating on the "smart" home concept, Al Fahim said: "Today's modern and connected lifestyle necessitates that applications within a living space are in tune with the lifestyle behaviour of its occupants and function through pre-programmed software."

Smart homes will incorporate two systems – fundamental systems and luxury systems. Fundamental systems will cover security, access, heating and air-conditioning, while luxury systems will look after a range of facilities including swimming pools, central vacuum systems and drapery controls.

Glittering night of Awards



Best Islamic Real Estate Finance Award: Dubai Islamic Bank



Most Innovative Finance Award: Arab Real Estate Investment Trust



Best Real Estate Marketing Campaign Award: Pentominium, Trident International Holdings



Best Environmental Real Estate Project Award: Masdar Zone Development Project, Abu Dhabi Future Energy Company - MASDAR

The real estate industry turned out in force for the inaugural Cityscape Abu Dhabi Real Estate Awards last night.

Key industry Awards were distributed at a lavish gala dinner held at the sumptuous Emirates Palace Hotel.

The evening was created to reward excellence in real estate development and investment in the Middle East region. The Awards were designed to recognise and reward real estate industry professionals and companies that have shown outstanding performance and achievement in key market and project areas.

The awards recognised outstanding performance in five key areas of the real estate industry - finance, marketing, environment, industry & development. To launch the Awards, Cityscape teamed up with the market-leading publications, Foreign Direct Invest and the Financial Times.

The Cityscape Abu Dhabi Real Estate Awards would not have been possible without the significant support of the sponsors for the evening: Crystal Arc, The Silver Shore Trading Company, Eurobauten, Etisalat and Tecno In Prefabricated Technologies.

The awards were judged by an enthusiastic jury of high profile industry professionals.

Rushdi Siddiqui

Global Director, Dow Jones Islamic Index, USA

John Sandwick

Managing Director, Encore Management SA, Switzerland

Blair Hakgull

Managing Director, Urban Land Institute & Jones Lang Lasalle, UAE

Rohan Marwaha

Group Director – Cityscape

Stan Eichelbaum

President, Marketing Developments, USA

Courtney Fingar

Editor, Foreign Direct Investment Magazine, FT Business

Brian Caplen

Editor in Chief, Foreign Direct Investment Magazine, Editor, The Banker Magazine, FT Business

Pictured top right are all the award winners from last night, while the individual awards are featured throughout these pages.



Best Real Estate Consultant Award: Gold Crest Dreams, Future Homes LLC



Best Property Manager / Agent / Broker Award: City of Arabia – Colliers International

Awards at Emirates Palace



Best Developer – Waterfront Development Award:
Saadiyat Island, Tourism Development and Investment Company (TDIC)



Best Developer – Retail Project Award:
Souq Bai Al Madina, MAWARED



Best Developer – Commercial Project Award: Gateway, Shams Abu Dhabi, Sorouh Real Estate



Best Developer - Residential Project Award: Emirates Living, Emaar Properties PJSC



Best Developer – Mixed Use Project Award: Saadiyat Island, Tourism Development and Investment Company (TDIC)



Best Developer – Corporate Social Responsibility Award: Business Bay Mosque, Makan Consulting Engineers

Opportune announcement

Burj Al Jewan: For sale to investors.



Al Odaid, the real estate subsidiary of Al Ghaith Holding, has announced that its commercial tower, Burj Al Jewan, is for sale to investors at the Danat Abu Dhabi site.

Burj Al Jewan is due for completion in December 2009 which will make it one of the first completed commercial projects for sale on the main island of Abu Dhabi.

Burj Al Jewan has been designed with all modern conveniences required for the modern day business. Layouts in the tower offer office space from 74 square metres rising to 1,674 square metres and prices start at Dh\$1,200 per square foot.

The tower has been positioned to appeal to investors looking for affordable commercial solutions and the plot incorporates ample parking; leisure facilities such as swimming pool and gym; and space for retail outlets all packaged in a high quality, premium finish.

Al Odaid has tied up with premium motor company Aston Martin and as an added bonus for investors buying a floor will receive a complementary luxury Aston Martin Vantage V8.

Established in 2002, Al Odaid is backed by one of the UAE's leading Holding

Companies, Al Ghaith Holdings. Al Odaid's aim is to provide real estate solutions, residential and commercial, at affordable prices with state of the art, modern amenities which enhance the lifestyle of those living and working within the UAE.

Ghaith Hamel Al Ghaith Al Qubaisi, Vice-Chairman of Al Ghaith Holdings and Al Odaid said: "Al Odaid's objective is to be a partner in the development of the UAE's rapidly expanding infrastructure. Al Odaid offers investors opportunities that will yield solid financial returns and also returns in the form of appreciated lifestyles."

He added that Burj Al Jewan is a commercial project positioned as an investment for the company and the company has others that will be announced soon.

The strategic location of Burj Al Jewan is a prime selling point. Located in Danet Abu Dhabi, a master community developed by Al Qudra, the tower is within easy access to all areas of the city as well as being close to the main road leading to Dubai, Al Ain and other regions of the UAE. Danet Abu Dhabi will be completed within three years and will provide a host of amenities and facilities.

Rasyat first for UAE

Rasyat Real Estate, a subsidiary of Saudi's Mohamed Al Nahdi Real Estate Group, announced its first project in the UAE – the Burj Al Yakout at Danat Abu Dhabi.

The project, announced on the eve of Cityscape Abu Dhabi, will allow UAE Nationals to buy 1, 2 and 3 bedroom apartments in the Danat development.

Burj Al Yakout, scheduled for completion in the third quarter of 2009, comprises 21 residential floors with a total of 189 apartments ranging in size from 75 to 190 square metres.

There will also be one commercial floor and one retail floor at the base of the building and three basement parking levels. The tower also features amenities such as swimming pool, entertainment centre, shopping centre and outdoor recreational facilities.

Mohamed Al Nahdi Chairman of the group said at a press conference: "Rasyat was established as part of the Mohamed Al Nahdi Real Estate Group with the objective of focusing on dynamic real estate projects in the UAE, starting with Abu Dhabi.

"Rasyat, as part of the group, has years of expertise in real estate and this, combined with the research conducted in the Abu Dhabi market, means the company will focus on the specific requirements for this market and will be offering practical, affordable housing solutions."

The Burj Al Yakout: A new announcement for Rasyat Real Estate.



Aldar signs standards deal

Aldar Properties has signed a Memorandum of Understanding with the Royal Institution of Chartered Surveyors (RICS) aimed at enhancing high standards of professionalism within the company and the wider construction & development industry in Abu Dhabi.

"The signing of the Memorandum of Understanding with the Royal Institution of Chartered Surveyors is further evidence of Aldar's benchmark position in Abu Dhabi and the UAE," said Ronald Barrott, Aldar Chief Executive.

"ALDAR aims to continuously improve and through the official recognition given to us by the institution, we will be able to further improve our already elevated standards. Through promotion and the subsequent increase in membership, Aldar also intends to ensure the continuous improvement of industry standards throughout Abu Dhabi."

RICS' recognition of Aldar Properties and its developments means that the developer can actively promote membership amongst UAE nationals.

"Our practices ensure world-class quality in every area so this is an important step for Abu Dhabi. RICS recognises Aldar's commitment to the highest standards and it is with great pride that we have signed this Memorandum of Understanding," said Alastair Barr, Head of Operations for the Royal Institution of Chartered Surveyors.

Take a sporting chance

If sport, both watching and taking part is your thing for downtime during Cityscape Abu Dhabi, then you are in the right city.

Camel racing remains a major activity in Abu Dhabi and provides visitors with a unique opportunity to see this ancient - and highly competitive - sport at close quarters. Races are held on Thursday and Friday mornings during the winter months at the Al Maqam Camel Racetrack, just 45km outside Abu Dhabi, and at Al Ain Camel Racetrack, with additional races often held on public holidays.

Besides watching camel racing, visitors to Abu Dhabi can also enjoy the memorable experience of riding the 'ship of the desert' at certain heritage sites and on the desert safaris organised by Abu Dhabi's tour companies.

Another traditional activity still practised is falconry, known as the 'sport of sheikhs'. Visitors can witness displays that illustrate the speed and precision of these regal birds of prey, and even have the chance to try the sport themselves.

For the keen golfer, Abu Dhabi offers several options, with excellent clubs boasting world-class facilities and the bonus of ideal weather conditions all year round. Courses are either grass, sand or a mixture of the two.

The Abu Dhabi Golf Club by Sheraton (www.adgolfsheraton.com) features two 18-



At the fore: Golf is a popular sport in Abu Dhabi thanks to the many and varied courses available to visitors.

hole grass courses that will appeal to all levels of golfer; the Garden Course even has a floodlit back nine so players do not need to retire to the clubhouse when the sun goes down.

The Abu Dhabi Golf and Equestrian Club (www.adec-web.com) also has a floodlit nine-hole course set within a race track. For a novel challenge, the Al Ghazal Golf Club (via www.abudhabidutyfree.co.ae) has an 18-hole sand course. Instead of greens the course has 'browns' created by compacting

rolled and treated sand to give a true putting surface.

All clubs are open to non-members and have driving ranges and golf academies with coaching provided by resident professionals. Their facilities include health clubs, swimming pools, tennis and snooker, as well as a range of eating and drinking options from casual sports bars to fine dining restaurants.

The waters around the UAE are rich in a variety of marine and coral life, and it is possible

to dive all year round in the warm seas.

Many good dive sites are easily accessible from Abu Dhabi, including wreck or deepwater dives and reef dives. Abu Dhabi's numerous diving companies can organise all manner of trips from recreational snorkelling to serious scuba diving and provide training from beginner to instructor level. Several hotels and resorts also have their own boats and equipment for guests to hire or borrow.

Explore the wonders of Abu Dhabi

Abu Dhabi is a city full of wonders, and due to its location on an island it is easily accessible whether you want to explore by foot, by hire car or by taxi.

The recently renovated Corniche is the city's showpiece, with its beachfront location, paved walkways and lush greenery. Visitors and residents alike are usually out and about enjoying this area at any time of day - strolling, jogging, cycling or rollerblading along the waterfront or taking their families to one of the many children's play areas or grassy parks.

At the western end of the Corniche is an area of reclaimed land off the main Abu Dhabi island. This features a luxury shopping mall, water sports club and Heritage Village, and this area has a number of Arabic cafes and restaurants along the waterfront and a new marina and housing development are currently under construction.

To explore these areas from a different perspective, visitors can cruise along the Corniche on a traditional wooden dhow or cabin cruiser. Cruises generally last for an hour, and can be booked through a tour operator.

Between Khalidiya Street and Airport Road, is the impressive heritage site of Qasr Al Hosn, built in 1793 as the official residence of the Rulers of Abu Dhabi. Adjacent is the Cultural Foundation, a modern complex designed in

The Corniche in Abu Dhabi is well worth exploring.



traditional architectural style, and home to the National Library, an auditorium, exhibition halls and a cinema. The Foundation is the hub of Abu Dhabi's cultural life, staging concerts, plays, lectures and a variety of other events.

Traditional arts and crafts, such as weaving and producing hand made souvenirs, are practised at The Women's Craft Centre on Al Maktoum Street. Visitors may purchase these artefacts at fixed prices.

The new Heritage Village on the Breakwater provides a taste of life before the oil era. Its displays offer an insight into Bedouin life, as well as courtyard houses, wind towers and an example of the ancient irrigation system used in the region's oases. In different workshops craftsmen and women

demonstrate traditional skills and the museum has displays of garments, coins, Holy Qurans, diving equipment, jewellery and weaponry.

Abu Dhabi also has about 20 well maintained parks. These pockets of greenery reflect the commitment of the ruling family to the beautification of this desert city, and most contain water features and children's play areas.

Located on an island and surrounded by the warm waters of the Gulf, Abu Dhabi is well endowed with a number of golden beaches.

Some of these have been developed into beach parks, offering facilities such as changing rooms, adjacent gardens and food outlets.

Triple plan for Fujairah



Escan's flagship project Al Wurayah Valley.

Abu Dhabi-based real estate development company Escan has announced three tourism project developments in Fujairah – Al Fanar Towers, Golden Beach Resort and the flagship project Al Wurayah Valley.

While they are three very different projects, each will carry an ecological awareness in its development and operations. HE Saeed Matar Bin Belaila, chairman of Escan, said: "What sets these projects apart is the environmental factor that Escan is considering while conceiving them. With the vast expansion of the UAE real estate market, environmental concern is non-negotiable. I only wish that Escan's approach to preserve the environment while developing great projects will influence other

developers to do the same." Norman Hall, CEO Escan also commented: "For us environmental concern is not just a few technological measures it is a way of life. As examples, we are using 'look-a-like' products in the construction of our projects, so that the buildings will blend in with the environment they are striving to preserve, and not create visual pollution.

"We will also employ the latest technologies to preserve local resources, such as water recycling, and reducing the need for air conditioning by constructing with thermal building blocks for insulation."

The flagship, Al Wurayah Valley, is an environmentally-focused wilderness project set in the mountains of Fujairah, offering a

high-end alternative to the beach hotels. The development will demonstrate resource preservation in both practical operations and educational facilities. The series of eco-lodges will balance state-of-the-art technology and wilderness experience.

In the centre of Fujairah city, Al Fanar Towers consists of three towers overlooking the Arabian Sea. The 22,500 sq metres site will offer a residential tower, office tower, shopping mall and 20-storey four-star 300-key hotel.

The third project, Golden Beach Resort, in the north of the emirate offers five-star hotels and beach facilities divided into 36 clusters. It will offer a shopping mall and water park in addition to the unspoilt beaches.

Abu Dhabi to avoid "cataclysmic growth"

Continued from page 1

Of the plan now in its final stages, he said: "Without Plan Abu Dhabi 2030 our real estate market might be characterised by winners and losers with the greatest losers our community and the environment.

"We don't want to arrive at a situation where there is too much development or just one kind of development."

On transport and infrastructure, Al Ahbabi said that the plan would enable better future planning. "With a single plan it should prevent the city from facing many of the transport and infrastructure issues that have hampered growth in other cities."

In conclusion he said: "Growth is not an end in itself but a means for us to achieve our economic and social and ambitions. We want to manage growth and protect the things that are important to us. Plan Abu Dhabi 2030 will do just that."



Falah Mohammed Al Ahbabi, Associate Director, Urban Planning, Executive Affairs Authority of Abu Dhabi

Al Qudra announces sales launch

Al Qudra Real Estate (AQRE), the real estate arm of Al Qudra Holding, announced the sales launch of the first phase of the Ain Al Emarat project yesterday at Cityscape Abu Dhabi.

"This is the first year for Cityscape to be organised in Abu Dhabi after being held for five years in Dubai, which reflects the enormous real estate boom that is taking place in our capital city," said Eng. Salah Salem Bin Omeir Al Shamsi, Chairman and Managing Director, Al Qudra Holding.

"AQRE have their main headquarters based in Abu Dhabi and showcasing our projects in Cityscape Abu Dhabi is fundamental and allows us to successfully communicate and reach out to real estate developers, investors and other key market players.

"Furthermore, Cityscape Abu Dhabi provides the perfect setting for our announcement; the sales launch to our foremost project, Ain Al Emarat." Al Shamsi added. "Phase 1 of this distinctive project is now open for all UAE national investors who are seeking a lucrative investment in the City of Al Ain."

Ain Al Emarat is an integrated and wholly sustainable community set between Bateen and Jebel Haffite in the City of Al Ain. The uniqueness of the project is reflected through the distinctive facilities it will encompass which include a multi purpose air conditioned dome, entertainment parks, and a tourist resort that will feature a range of international leading Hotels.

"The opportunity to own a plot on this exceptional project will provide a world class investment opportunity for investors. The project will encompass a unique nature reserve, a sport and cultural destination and a showcase for world-class properties," said Amer Al Fahim, Chairman, AQRE. "Moreover, Ain Al Emarat is set to provide new and diverse job opportunities in the Al Ain City, and its region, as a whole."

During their participation at Cityscape Abu Dhabi, AQRE unveiled the sales offering for 200 Villa Plots at a residential district of Phase 1 A. Phase 1 A of Ain El Emarat, will bring authentic culture and heritage with a modern and dynamic lifestyle, covering an area of 118,305 square metres with exquisite golf courses sprawled around all residential plots.