



INSIDE



2

Horse paradise in Dubailand



6

\$400m light fantastic



9

Paris is not just for the romantics



12

A touch of glamour from Trident

US\$1.2B projects aim high

One of the tallest towers in Dubai is part of a US\$1.2 billion package of six projects unveiled by property developer Al Sharq Investment at Cityscape Dubai yesterday.

One of the firm's residential development projects is Al Sharq Tower, which once completed will be a towering presence on Dubai's Sheikh Zayed Road.

With construction starting in April next year, Al Sharq will reach new heights with its signature landmark appropriately named Al Sharq Tower.

Positioned in the centre of Dubai's business district, the 100-storey, 360 metre tower consists of 268 luxury apartments and notably allows buyers the option to customise their own individual floor plans.

Designed by the internationally renowned Skidmore, Owings & Merrill (SOM), the iconic vertical resort has eight cylinders defined by a spiraling filigree structure, which will create a unique marker on Dubai's main highway.

"Our business strategy is to offer an expanding portfolio of signature projects with cutting-edge design and uncompromised quality.

"These projects reflect our commitment to market demand for high-end, quality driven and innovative real estate developments," said Ali Al Shehri, Chairman of Al Sharq Investment.

Al Sharq Investment Chief Executive Steve Tight said: "To achieve our quality goals, we partner with world-class organisations, from the start of the



Steve Tight addresses a packed press conference yesterday to announce the Al Sharq developments. Also pictured, the Al Sharq Tower.

project, through to completion and beyond. Distinguished architects, leading construction companies and internationally branded operators are all meticulously selected to ensure that we deliver our promise to not only meet, but exceed our guests' expectations."

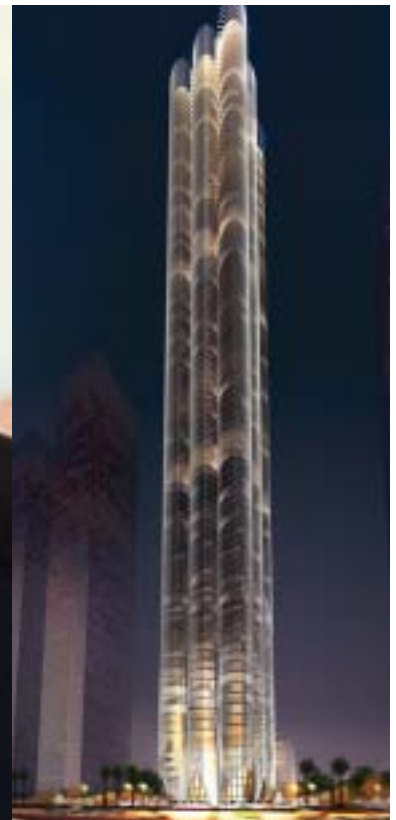
In Business Bay, Al Sharq will develop two architecturally memorable towers - Rawasi Tower and Nadra Tower. The 35 storey commercial Rawasi Tower offers 590,000 square feet of freehold office

space and 58,000 square feet of retail space, in a prime location at the gateway to Business Bay. The project will be finished by September 2009 at a cost of US\$ 140 million. The Nadra Tower consists of 30 storeys and will be ready for occupancy a full 12 months before its sister property Rawasi Tower.

Over at Dubailand, having already launched Aqua Dunya Resort, a water themed family entertainment destination spread across more than 60

hectares, Al Sharq has added Aqua Dunya Residences which contains over 1,600 freehold apartments for sale along Emirates Road adjacent to the City of Arabia.

The community will include a lakeside hotel, restaurants, cafes and bars with water taxi service to the adjacent Aqua Dunya Resort. This residential development takes Al Sharq's total investment in Dubailand to over US\$ 1.7 billion alone. ■





Visitors to the the Al Kaheel stand can sample the delights of two ponies at first hand.

Ground broken on horse "paradise"

Al Kaheel (Hall 7, A10) is at Cityscape Dubai just days after ground was broken at its planned \$435 million horse "paradise" development in Dubailand.

With ambitions to create the ultimate destination for horse lovers, Al Kaheel yesterday said that a lot of properties have been sold even before the official launch scheduled for later this month.

The development is being fast-tracked, with the park and resort scheduled for

opening at the end of 2007 and the last villa to be handed over by February 2009. The firm has also started a crash hiring programme, needing to employ 700 staff for the site by the end of next year.

Once developed, Al Kaheel will be home to more than 500 horses of all breeds. They will be used in nightly horse shows and a complete range of equestrian pursuits, including desert treks.

The development will also feature 400

upmarket villas, an hotel and a horse breeding centre.

"There will be everything for the horse lover," said Machour Moukaddem, Managing Partner with Al Kaheel. "We did this to be different. We did not want just to offer real estate. We created this project to be distinctive.

"The interest in this has been very strong. People are very passionate about horses." ■

Sungwon builds health into its residential tower

Healthy living is the key behind Sungwon's development in Dubai's Business Bay (Hall 7 C10).

The Korean property developer is building Santevill, a 24-floor residential tower in Business Bay, one of two projects the company is developing in Dubai.

"Sante means 'health' in French and ville is 'home' or 'house'. This is the key behind this building – healthy living at home," said

Vincent Ghim, Sales and Marketing Manager, Sungwon.

"In the Sky Fitness Centre there will be purified air piped in 24/7," he said, adding that the top floor has been designed as a health and fitness area.

"The penthouses will be on the 22nd and 23rd floors, and the entire 24th floor has been specifically designed as a Sky Fitness Centre."

The centre will incorporate a fitness club, a jogging track, a putting green, a steam room and a sky terrace garden.

Santevill will be a 'smart' building with 21st century technology. Lighting, air-conditioning and even the front door lock can be remotely controlled via the Internet.

"The tower will also be built with environmentally friendly material," Ghim pointed out. It is due to be completed in the first half of 2009.

Sungwon is South Korea's leading developer and construction company. "It has been in the business for 30 years and has developed, built and sold some 130,000 residential units in South Korea – that's more than 1,000 residential towers," said Ghim.

Sungwon is also developing two towers in Dubai's Culture Village, strategically positioned between two bridges on the Dubai creek. There will also be a metro station connecting the village to the rest of the city. Completion is expected in the second half of 2009, said Ghim. He added that Sungwon has recently opened its Middle East headquarters in Dubai. ■

Call to licence real estate brokers

Tighter regulations on real estate brokers should be introduced into Middle East markets to crack down on unscrupulous operators, Limitless Valuation Manager Ghassan Kachouh said at Cityscape Dubai yesterday.

"I believe that licences should be introduced and a system of education, covering real estate, ethics and the law as well," said Kachouh, who worked in the New York real estate sector for 30 years.

"There is a lot of hype around real estate at the moment because of high prices but some brokers are just here to make a quick buck without any regard to investors."

Kachouh acknowledged that a licencing/education scheme would take time to introduce.

"It would take time but you have to start somewhere," he said. "But there are qualified professionals from Britain or the United States who could come here and teach." ■

Real estate salaries rise 15%

Salaries in the property sector across the Middle East increased at an average rate of 15 per cent over the last year, according to a survey released at Cityscape Dubai.

The figures were taken from property sector recruitment firm Macdonald & Company's first-ever Middle East Salary Guide.

The guide attributes the rise to the unprecedented number of development projects in the region, which in turn has led to a greater demand for development managers, project managers and property professionals in the real estate sector.

The Guide has been divided into two sections, Development/Real Estate roles and Technical roles, and has analysed 13 positions from entry-level to senior positions. Data for the guide has been derived from three primary sources - 'New Pay', the pay being achieved by relevant candidates placed by Macdonald & Company, 'Current Pay', the pay being achieved by relevant candidates registering with the company and data gained by research within a limited number of organisations.

"The Salary Guide aims to give those involved in the property industry in the Middle East an overview of current packages. Based on our research, average salaries in the sector across the Middle East rose 10 - 15 per cent over the last 12 months. Further, Saudi Arabia and Kuwait have reported 10 per cent higher average salary than other GCC countries," said William Buck, International Director, Macdonald & Company.

"In addition to shortages of key skills, the recent easing of restrictions on changing jobs within the UAE has increased movement among mid-level and senior professionals in the development sector and contributed to increasing pay levels. The competition for talent in the development sector has also raised pay levels in overlapping industries." ■



Anton Davies of Rowan Williams Davies & Irwin is pictured on the Ontario stand.

Canadian interest grows in Cityscape Dubai

The Ontario Ministry of Economic Development and Trade has been bringing Canadian companies to Cityscape since 2004. That first year Al Hinton, Area Director Middle East, International Trade Branch took a stand of just 18 square metres.

The following year the stand was 81 square metres. This year Ontario's representation covers 270 square metres, "And there are other Ontario companies that are not part of the government stand, such as Best Home Emirates Real Estate and HOK," adds Hinton.

He is delighted to bring new exhibitors to the show, and is confident that they will be pleased with the results. "One of the problems with this region is the lack of positive publicity in North America. It really does not do the marketplace justice, and puts off the small and medium-sized enterprises (SMEs) that make up the bulk of business.

"The Ontario Government aims to support the SMEs, and help them to come to Dubai to open up new markets. Of the 15 companies exhibiting, we have a number of first timers with us, who are fact-finding to get a feel for the market. Most do return, which is why we need to expand the stand each year. In addition to the show, we organise business to business introductions, which

are so important in this region," he added.

The networking extends beyond the confines of the show, and Hinton organised a networking reception where his exhibitors could meet local business contacts, through an evening event at the house of the Canadian Consul General. Hinton was delighted with the results, and several exhibitors compliment him on the success of the evening as they pass the stand. Hinton smiles: "The whole place was buzzing, and you could see connections being made as people were being introduced, and then introducing others."

Gerry Harding, Senior Vice President Vanbots Construction, Markham, Ontario, is a first-timer to the Middle East and part of the Ontario stand. Although he is not yet ready to commit to the region, he is seriously considering it.

He said: "This is a real fact finding mission. We are talking and deciding if we can fit into the Middle East, and if we can service the projects that we could undertake. This is a great forum to do it, and there are certainly great opportunities. Both the city and the show are spectacular, and the quality of everything here is far beyond what I would have expected."

Ontario, Canada Hall 5. ■

NEWS IN BRIEF

First Qatar displays its best

First Qatar Real Estate is displaying an array of real estate plans for the first time at Cityscape Dubai.

"Presenting such a fare of development excellence is synonym with First Qatar's philosophy," said Faha K. Al-Ghunaim, Chair and CEO of First Qatar. We are here at Cityscape Dubai to support the company's expansion strategy. We are also here to bridge the gaps and create co-operation among investors and clients alike in addition to opening opportunities of investment partnerships."

First Qatar is in Zabeel Hall, stand P60. ■

Cementing relationships

WSP Group's CEO, Chris Cole is visiting Cityscape Dubai this year, with the intention of cementing the company's already enviable relations with many of the key developers, contractors and architects in the region.

Chris said: "The Middle East market is one full of opportunity and WSP's presence in this increasingly important market is growing at a rapid rate.

"With the abundance of development geared towards tourism, leisure and commerce, as well as the traditional oil industries. ■

Future Brand survey findings

Decreasing down payments, the rise of homeowners associations and the continued dominance of golf communities are some of the key trends identified in the second annual FutureBrand (Hall 4, G40) regional property market survey, launched at Cityscape Dubai.

Partnering with Gulf Business Magazine and Asteco, FutureBrand has extended this year's Study to include additional Gulf markets, "mystery shopper" research and a greater focus on the customer.

The Gulf Real Estate Study also details how the Dubai housing market is set to more than double by 2015 and how that projected supply could practically house the population of Kuwait. ■

Sentosa Cove offers unique opportunities

The Sentosa Cove development in Singapore offers a unique opportunity for foreign ownership in the City State. Here, in Singapore's most exclusive and only oceanfront marina estate, foreign investors can purchase land on a 99 year lease, and can also use that ownership as part of an application for permanent residency in Singapore, should they desire.

Spread over 117 hectares, and with about 2,500 homes expected to be completed by 2009, Sentosa Cove offers a residential project with amenities, bungalows, terrace houses and condominium apartments. The development is divided into two parts, North and South, with the northern section, which was showcased at Cityscape last year, already welcoming residents. Eileen Tan, Assistant Marketing Manager, Sentosa Cove

explained: "The North is already 100 per cent sold, and we are now selling land parcels in the South. In the North we have seen 60 per cent foreign ownership, with nationals from across 18 countries.

On the parcels now available in the South development Tan said: "Each owner has to develop the land within four years, but they are able to choose their own architect. We have guidelines on the number of storeys and the maximum square footage for each plot, but the actual style is up to the owner."

Sentosa has produced a brochure with suggested designs from 10 top Singaporean architects, featuring a range of modern two-storey bungalows, most with integral pools and water features. Water is the main feature of the integrated resort lifestyle. The

development is based around a marina with 204 wet berths and all owners are automatically members of the marina club. Land parcels face either the beach, a waterway or the golf course, with waterway properties able to develop their own pontoon. In total more than US\$12 billion has been poured into creating this integrated resort, making it the biggest single project in Singapore.

The development is built on 60 per cent reclaimed land, a necessity in the restricted space of Singapore island, and is marketed as an exclusive lifestyle. Certainly it is only for the well-heeled, with land parcels on the market for around US\$3-4 million, but as the only opportunity for foreign investors to own residential land, it is expected to maintain its value. ■

Much more than a map

Mazen Chehaita has designs on your stand, or he would like to have. Business Development Manager of Crystal Arc, Chehaita's stand displays unique crystal replicas of forthcoming developments from single towers to complex cityscapes and skylines.

The 3-D likeness of the developments are elegant and eye catching – and can be kept as a work of art, long after the

development maps are scrapped. Chehaita said: "They are not just maps; they are something you can keep for a lifetime. We can make them perfectly proportioned and detailed, to really show the development to the best advantage." Each building is created from a block of crystal, working from digital photographs, and accurate maps for details of height, width and features.

Chehaita explained: "The main shape is created by computer-aided design and cut, but the fine details are added by hand, and the replica is hand finished.

In addition Crystal Arc also produce trophies, awards, plaques, shields and can create engraved architectural features on glass and crystal.

Crystal Arc is Hall 7 01. ■

The Crystal Arc stand has many spectacular sights for the visitor... including this model of the Burj Al Arab Hotel.



New projects "generating overwhelming interest"

Two new Dubai projects, together worth nearly \$1.1 billion, announced on the eve of Cityscape Dubai are generating a "major response" at the show, according to development and investment company Makaseb Holding (Zabeel Hall, A25).

The two projects are the \$816 million Plaza Mayor and the \$272 million Quattro West.

Hesham Abd Al Ghani, Founder of Makaseb Holding, said: "The response to our projects being showcased at Cityscape has been overwhelming thus far. We have been successful in effectively leveraging the show's platform to generate substantial interest among potential investors and visitors from across the world.

"Being the region's premier real estate exhibition it was imperative that we made a major impact through our projects, and we are extremely satisfied with the initial outcome." Plaza Mayor comprises four 45-storey towers surrounding a large central court called "The Plaza". The Quattro West comprises four 30 storey towers erected above a common five-floor high base structure. ■

Homes Xpress showcases trio of projects

Homes Xpress, regional real estate marketing, sales and management service provider, is showcasing a trio of projects at Cityscape Dubai.

It is marketing Yasmin Village, RAK Airport Towers and the Media Hotel,

according to Ram Malki, Managing Director.

"Our presence at Cityscape Dubai will help us generate awareness for our clients and help promote their interests by catalyzing investor interest and

generating sales," he said.

Malki added that he also planned to use the event to expand the company's portfolio of long-term business partners.

Yasmin Village is a \$217 million residential compound in Ras Al Khaimah. It is being developed by Union Group and Bina, in association with Ras Al Khaimah Free Trade Zone Authority. Construction of the 1.8 million square feet development in a total area of 4.6 million square feet, is scheduled to begin in early 2007.

The RAK Airport Towers project, a partnership between Ta'sees, A&A and RAK Free Zone, consists of ten commercial towers, eight residential towers, together with an hotel and a cargo village.

Media Hotel, being developed by Capital Plus, is a novel concept in which potential investors buy a key to a room,



Ram Malki hoping to generate awareness at Cityscape Dubai.

the equivalent of holding equity.

It allows the investor to use the hotel room for two months or take the revenue from the letting of the room. ■

Cityscape set for Singapore

The Cityscape brand is going to Singapore as part of a strategy to take the brand, with its phenomenal success in Dubai, global. Cityscape Asia will be inaugurated at the Suntec Singapore International Convention and Exhibition Centre from 10-12 April, 2007.

Investors will have access to a market of some 2.8 billion consumers, with 291 major projects either on the drawing board or underway throughout a region that includes Singapore, Malaysia, India, Thailand, Indonesia, Vietnam, Japan and the Asia Pacific Rim.

"Public and private commercial property developments are currently growing at over ten per cent annually and exhibitors at Cityscape Asia will have a rare opportunity to network with major investors, developers and governmental authorities involved in the development, design and construction of these projects," said Neil Hickman, Exhibition Director, Cityscape Asia. ■



Australian exhibitors are enjoying their time on the New South Wales stand.

NSW looking for new opportunities

This is the first time at Cityscape Dubai for the New South Wales Department of State and Regional Development, but they are no strangers to the exhibition centre.

Ellen Lintjens, Senior Manager, Trade Services said: "This is our debut at Cityscape Dubai, but we have been coming to Big 5 for some years. The Australian exhibitors in the construction sector are now confident enough to go by themselves, so we are giving it a break and looking for new regional opportunities."

There is certainly a wide variety of services on display at the NSW stand. Lintjens said: "We have architects, landscape architects, engineers, an art gallery, a specialised entertainment lighting company, aerial photography, and a specialised software company. It is a really broad range. In addition to the 12 companies on our stand, we have an additional 15 companies that we could not accommodate within our space."

Although Cityscape Dubai provides the New South Wales companies with great opportunities to make international contacts,

it is the Australian contacts that are also valuable. Lintjens explained: "This is a time to meet potential partners, both for local joint ventures and Australian companies that can work together to combine their talents and make the work viable for both."

Lintjens is enthusiastic about the show, in particular the specialisation. "The construction industry is well served, but to have a specialised supply services sector exhibition creates opportunities. Eighty per cent of Australia's GDP is generated by the services sector, and currently Australia exports approximately Aus\$475 million to the UAE. Our work here is to expand that market and introduce new services and new companies.

"We aim to introduce people to the show, and then allow them to book their own space next time," added Lintjens. "Architects Baker Kavanagh came for the first time last year, and now they have a local joint venture and an office in Dubai. We would be delighted to see more companies develop that link." ■

Tanmiyat presence continues to grow

Saudi-based Tanmiyat is super impressed with Cityscape Dubai (Hall 4, stand A10). They have had so many investors at the show interested in their projects, but not enough time to negotiate.

"It would be better if it was five days long," said Abdullah Al Majid, Vice President. "But the show is excellent. It is our third time here and each year we have made our stand bigger."

He said their main reason for coming to Cityscape was to target potential investors, marketing companies, to build relations and meet architects.

"In fact an architect we met at the

show last year is now designing one of our projects."

Tanmiyat has a very powerful base in Saudi Arabia. Established 25 years ago, the company has developed more than 25 projects in the Kingdom covering more than 500 million sq feet. The company has also built notable projects in Lebanon, UAE, Turkey and Jordan.

"At Cityscape Dubai this year we are showing our three towers at Dubai's Business Bay and our Living Legends project at Dubailand," Al Majid said.

The Legends will be the first themed resort in Dubailand and will cover some 24 million sq feet. It will have three

theme parks, 500 villas, a golf course, 1,500 residential apartments, 5 hotels, 5 hotel apartment towers and 5 office towers.

"The first of the theme parks – Legends of Arabia – will be complete in 2009," said Al Majid.

The other theme parks will comprise Legends of Nature and Legends of the World.

The Forum (46 floors), The Exchange (35 floors) and The Court (37 floors) are Tanmiyat's three towers at Business Bay. They are freehold commercial properties with facilities such as a gym, swimming pools and cafés. ■

Jiwar sells \$580M tower

Saudi-based developer, Jiwar Real Estate Management, Marketing & Development has finalised the sale of its Al Makam Tower to a group of investors from Kuwait and Saudi Arabia in a deal worth \$580 million, it was announced at Cityscape Dubai.

Al Makam Tower is one of the seven towers in the \$1.6 billion Abraj Al Bayt project (King Abdul Aziz Endowment Project), being built close to the pilgrimage centre of Al Haram in the Kingdom's Holy City of Makkah.

The other towers are Al Marwah, Zamzam Tower, Al Safa Tower, Hajar Tower, Sarah Tower and the Hotel Tower. Jiwar is the exclusive agent for the project in Makkah.

Jiwar, an affiliate of Saudi's prominent Bin Laden Group, is showcasing the Abraj Al Bayt project along with several other real estate projects it is developing in Saudi Arabia at Cityscape Dubai 2006. Spread across a 1.5 million square metre area, Abraj Al Bayt's seven towers will be 27 floors to 45 floors tall and will offer a total of 10,000 residential units.

Dr Saleh Bin Abdullah Al Habib, CEO, Jiwar Real Estate Management, Marketing & Development said: "We are delighted to be exhibiting at Cityscape Dubai 2006, which is one of the most important industry events that brings together real estate developers, promoters, investors and financial services providers.

"Cityscape Dubai 2006 offers Jiwar a great opportunity to effectively promote the company as an industry leader in Saudi Arabia and the Gulf region. The exhibition allows us to generate healthy sales leads and showcase the high quality of work and unique architectural design of the seven towers before an audience of international and regional investors." ■



Dr Saleh Bin Abdullah Al Habib,

Press Conference Information

The following press conference is scheduled at Cityscape Dubai 2006 today (Wednesday):
12.00 Energy City Qatar – Room Ajman A in the press centre above Hall 6/7

\$400M light fantastic!

Investment property developer Dubai Select is lighting up the skyline in Dubai, to celebrate its latest property launch.

Appropriately called 'Bay Central' the \$400 million project lies at the heart of the Marina development area and to celebrate, the property developers are sending three beams of light, soaring in to Dubai's night sky, to represent the three towers to be constructed, which is visible over a kilometre away.

Chief Operating Officer Mark Stott said: "The launch of Bay Central coincides with our participation at Cityscape Dubai and of course UAE National Day.

"Therefore we decided to mark these important occasions with something memorable and spectacular. Three beams of light over three nights, to represent our three towers and three landmark events."

The developer has also announced that it is the first in Dubai to offer purchasers the security of an Escrow account. In conjunction with Barclays Bank and Emaar, customers of Bay Central will receive full protection of their funds throughout the construction period.

"With a number of developments severely delayed or worst still cancelled, we have pioneered the development of Escrow Accounts in Dubai. Purchasers of Bay Central will receive full protection of their funds throughout the construction period," added Stott.

Despite their positioning in the upper price range, Dubai Select describe their developments as 'Exclusively Affordable'.

Their innovative use of lengthy and deferred payments cater for multiple investors and homeowners from the middle income bracket to high net-worth individuals.

The marina project which combines residential property with serviced apartments and a 55 storey five star hotel boasts a prime central location in Dubai marina, sitting on the waters-edge.

Construction work on the project starts later this month and is due for completion by September 2009.

Details of Dubai Selects' other two marina developments, The Torch and The Point, along with details of its unique part-ownership scheme, will also be available during Cityscape Dubai. ■



'Beam me up Stottie', Mark Stott, COO of Dubai Select, takes the order to 'light up'.

SODIC on course for new course in Cairo



Greg Norman will design a golf course for SODIC.

Egyptian real estate developer SODIC announced at Cityscape Dubai that it has finalised an agreement with Greg Norman's Golf Course Design for an 18-hole signature golf course complex at its Alegria development in Cairo.

The multi-million dollar course, Greg Norman's first in Egypt and the country's first signature course, will be located at Sheikh Zayed City in west Cairo. The course is set to open in 2008.

Facilities at the course include a state-of-the-art, clubhouse, golf academy and a floodlit driving range, which sits at the centre of the four million square metre Alegria development. A luxury 100 room five-star boutique hotel and spa completes the amenities at the

commercial and residential site, which is setting new standards in the ancient city of Cairo.

Ahmed D. Badrawi, SODIC's Business Development Director said: "We're delighted that Greg Norman has selected SODIC as the partner for Egypt's first signature course. The high standards of design and construction perfectly complements the development at Alegria, the premier real estate project in the Egyptian Republic."

SODIC's Alegria development comprises modern residential and commercial facilities set within acres of parkland. Situated just 15 minutes from the centre of Cairo, the Greg Norman course will provide a stunning backdrop for the villas and

townhouses flanking it.

Having spent 331 weeks of his three-decade professional career as the world's No. 1 ranked player, Norman has worked on many of the great golf courses in the world. He utilizes this vast experience in each design, with the goal of creating tournament-quality courses that maintain an enjoyable sense of playability for all skill levels.

Continued Badrawi: "A unique aspect of the course and master plan, which is being designed by the internationally renowned EDAA office in New York, is that it will be set within stunning parkland. At SODIC we aim to attract a new class of intelligent and discerning home buyer as well as investors and brand name operators." ■

Polishing Madinah the jewel of Saudi Arabia

The development of the mega project – The Knowledge Economic City (KEC) in the holy city Madinah, Kingdom of Saudi Arabia (KSA), took a major step forward with the signing of a number of MOU's and consultancy contracts worth US\$267 million at Cityscape Dubai on Monday.

The project – a unique economic zone themed around the knowledge industry – was launched in June by Saudi Arabia's King Abdullah bin AbdulAziz.

It is expected to attract more than \$7 billion in investment.

KEC signed MOU's with blue-chip KSA companies -- Siraj Capital, \$100 million to develop the hospitality sector; Savola Group, \$133 million to develop the phase 1 of the retail complex; and Malaz Goup, \$27 million to set up an ICT fund which will fund lay the ground work for knowledge-based industries investment capital for software development, communications, and small business incubators.

KEC also signed two key consultancy contracts with HOK Canada, and IBI Group of Toronto, to provide a detailed masterplan for the project.

Dr Sami Baroum, CEO of Seera City Company – the company that will lead the consortium until it goes public at some point in the future – said: "Madinah is a jewel that has not yet been polished."

But with this project Madinah is set to dazzle the world. "The main objective of KEC is to create an economically

viable catalyst for knowledge-based industries in the kingdom.

"We also want to create a unique tourism destination with a distinctive theme park," said Dr Sami.

KEC will be built east of the centre of Madinah, 5 km from the Prophet's Mosque and 7 km from the airport, recently declared an international point of entry to KSA.

KEC will consist of several sectors:

- the Taiba technology park
- an Islamic civilisation study centre
- an Islamic heritage museum
- a medical sciences and biotechnology sector
- high-end residential areas
- hotels
- commercial areas
- office towers
- a central plaza

A monorail will connect all parts of the city with the Prophet's Mosque and the international airport.

"The total land area of the project will cover be 4.8 million sq metres and the built-up area will be 9 million sq metres," said Dr Sami.

"We expect it will create some 20,000 jobs and when complete will house a population of 150,000 people.

"Given Al-Madinah's position as the cradle of Islamic creed and civilisation, launching the Knowledge Economic City in Al-Madinah is a renaissance of sorts," said Dr Sami.

He was careful to point out that Madinah has a self-sustaining economy and is not dependent on the oil revenues of the kingdom. As such "this project is a very attractive investment".

Madinah is a well-established tourism hub and has for centuries attracted Muslims from around the world who come to the city to visit the holy mosque and pray.

Currently, the city sees 10 million visitors a year and this is forecast to grow to a massive 34 million by the year 2025.

Dr Ghassan Al-Sulaiman, chairman, Siraj Capital, said: "We are proud to work on a project that promises to be one of the largest in the hospitality sector in the Islamic world and a celebration of our history and culture. Driven by increasing Umrah and Hajj visitors, religious tourism figures are expected to grow 240% from their current level to 34 million visitors per year by 2025."

Phase I of the shopping center comprises more than 300 shops, a hypermarket and is planned to recreate the old souqs of Madinah for what promises to be a one-of-a-kind shopping destination for the Muslim world. This retail development comes as part of a mixed-use development complex that includes residential towers where more than 300 luxury apartments and condominiums enjoy the unobstructed view of the Holy Mosque's minarets. Phase II of the shopping mall will triple the retail space to 300,000 sq metres. ■

Living the sporting life in Dubai Sports City

Dubai Sports City, the world's first integrated sports city, is showcasing two of its premier residential developments at Cityscape Dubai.

Covering an area of 50 million sq ft within the Dubailand project, Dubai Sports City is a truly unique sporting and leisure metropolis.

The only one of its kind, it will be one of the world's leading sporting destinations, a venue to watch major events, a place to participate in sport at all levels as well as a lifestyle destination.

Home to several state-of-the-art stadiums, Dubai Sports City will host a combination of local, regional and international events, including the World Series Soccer tournament.

The development is also home to some of modern sport's biggest brand names providing world-class sporting academies and facilities. Names include Manchester United Soccer Schools, the ICC Global Cricket Academy, the David Lloyd Tennis Academy, the Butch Harmon School of Golf, and the World Hockey Academy. For golfing enthusiasts, there's a signature



The picturesque residential developments at Dubai sports City.

18-hole Ernie Els Design golf course, along with a luxury clubhouse.

Set within the sporting facilities is a city within a city with an emphasis on lifestyle.

"Our ambition is to extend the freedom and possibilities of life to all individuals and families – to balance active and passive, sport and culture, business and leisure, education and entertainment, tranquil open spaces and exciting downtown

living," said U. Balasubramaniam, Chief Executive of Dubai Sports City. "We want to enable people to live life to the full, and we firmly believe that within Dubai Sports City we are creating a lifestyle environment that will allow just that."

The two residential developments being showcased at Cityscape Dubai are Victory Heights and Canal Residence West.

Victory Heights, a joint venture

between the overall master developer of Dubai Sports City and Arcapita (a Bahrain-based investment bank) covers some 25 million sq ft. The gated golf community features more than 900 luxury villas and townhouses set in and around the Ernie Els designed golf course.

Villas are available in a choice of European Classical, Spanish Andalusian, and Mediterranean architectural styles, with custom finishes and a variety of options.

Canal Residence West, a cosmopolitan Riviera-style development, offers residents the chance to live in the heart of Dubai Sports City in a beautiful waterfront setting.

A choice of studio, 1, 2 and 3 bedroom apartments are available, many with stunning views of the central waterway and promenade.

The development boasts exceptional surroundings complete with its own cafes, restaurants and boutiques, and the many sporting, entertainment and leisure facilities of Dubai Sports City are close by on an unprecedented scale. ■

Al Tijaria progresses with current developments

Al Tijaria Real Estate is here at Cityscape Dubai with the message that all their projects are progressing well and the company is planning to expand its developments in the future.

Speaking at Cityscape Dubai, Ali Al Kulaib, Al Tijaria Real Estate's Deputy CEO, said: "The company's total investment in projects currently under development is approximately US\$142 million, while the total real estate investments of Al Tijaria in the first nine months of 2006 are nearly US\$279 million.

"We believe distinction is the key to success in today's fast growing real estate market. Therefore our main objective is to meet the buyers' needs and exceed their expectations in every project."

Al Tijaria, the largest real estate company in Kuwait, has five current projects ongoing in Kuwait, Bahrain and Saudi Arabia and all are expected to be complete in the next two years.

The flagship development for Al Tijaria is the Kuwait Trade Centre along with the two-tower Symphony Hotel and complex, featuring a 20-floor hotel and 12 floor office tower.

Relying on the growth of the economy in the UAE and the region, Al Tijaria Real Estate plans on expanding its current developments and also moving into the hospitality sector.

"The UAE continues to witness a remarkable real estate boom with significant investments in developing modern and state-of-the-art towers.

"The best way to succeed and distinguish ourselves in today's market is by entering into strategic alliances with powerful allies aiming at attracting major investors in the GCC," Al Kulaib added. ■



Part of the Hydra Towers Development.

Hydra hints at plans to expand

Hydra Properties is exploring the possibility of launching new "mega projects" in Abu Dhabi and other areas of the Middle East, Chief Executive Dr Sulaiman Al Fahim, said at Cityscape Dubai.

"Our first steps have been in Dubai, and soon mega projects will follow in Abu Dhabi and the Middle East," he said.

The firm is using Cityscape Dubai to showcase three major projects, including the novel concept of an office tower designed for women only.

The Eve Tower is part of the massive Hydra Towers cluster of five buildings located in Business Bay.

The Twin Towers is a mix of luxurious residential and commercial units in Jumeirah Village, while the Downtown Tower is aimed at the upwardly-mobile executive, and is located in the exclusive Burj Dubai development.

Hydra Properties (stand ZR40) was established a year ago as part of the Royal Group, an Abu Dhabi-based conglomerate of 30 companies. ■

Towards a wired world

Pacific Control Systems (Hall 6, B30) is using Cityscape Dubai to launch its Dubai Ubiquitous City (U-City) project. Currently at the "conceptualisation stage" U-City would take the interplay of technology, people and e-Governance to a new level, said the firm.

U-City is a framework for showcasing sophisticated technologies, including radio frequency identification systems, sensor-based computing, smart cards, video conferencing and geographic information systems.

Dilip Rahulan, Chairman and Chief

Executive of Pacific Control said that the scope of the project would be to build integrate and manage a ubiquitous computing infrastructure linking households, schools and hospitals with offices and a wide range of government departments.

"A number of companies will participate in creating the necessary IT infrastructure, developing the contents and systems for the Dubai U-City project," he said.

"The project will serve as a way to attract multinational corporations and foreign investment." ■

China the next stop

China is the latest destination for the Cityscape brand, following its extraordinary success in Dubai. The first China event – Cityscape China – will take place at the Shanghai International Exhibition Centre from 24-26 May, 2007.

"Shanghai has the highest GDP of any Chinese city, is currently the focus of the world's development industry and its rapid expansion and rate of investment makes Shanghai one of the fastest growing cities on earth," said Neil Hickman, Exhibition Director, Cityscape China. ■



La défense Hauts de Seine. Credit: © ARD-Michel Derouault.

Not just for romantics

Beautiful Paris conjures many beautiful things in people's minds. It's the city for lovers. It's the city for romance. But the Paris Region is much more than a city for romantics, it is one of the world's greatest producers of wealth.

The Paris Region is Europe's leading business and real estate centre. With a GDP equivalent to 5% of the GDP of the European Union, Paris is one of the world's leading economic regions.

More than five million jobs are concentrated in high value-added business activities in industry, services and tourism.

The metropolis has 11.3 million inhabitants at the heart of a market of 451 million consumers. It is an extremely attractive place to do business offering leading research, high-speed communications, interconnected infrastructure and renowned financial establishments.

"In the real estate sector the Paris Region offers the highest returns in Western Europe," said Vincent Gollain, director, Paris Region Economic Development Agency.

The Paris Region represents the largest property market in Europe with office parks of 49 million sq metres; an industrial park of 30 million sq metres; and a warehouse park of 28 million sq metres in the commercial sector, as well as a booming residential market.

"Around 5% of investors in the Paris Region are from the Middle

East and we are here to encourage more investors from the region to invest in the metropolis."

He said the value of the real estate sector in the Paris Region for 2006 is forecast at Euros 19 billion.

"More than 50% of investors in Paris Region are foreign. It's an attractive market for foreigners. It is more open to foreign investors and we facilitate their investing.

"It is also a very active market, meaning that it is easy to find buyers," Gollain explained.

He said Middle East investors in the Paris Region were active in the commercial and residential real estate market, adding that there were many more prospective investors here and he was hoping to encourage them to invest in Paris.

"Every year we have 50,000 more residents moving in to the Paris Region and they all require housing," he pointed out. "In fact, we are not building as fast as we would like to.

"At Cityscape we want to show the outstanding economic performance of the Paris Region and convince investors that it is a very good place to invest. We'll also provide our figures in English," he quipped.

He added that following Cityscape "we are able to help investors who want to enter the real estate market in the Paris Region". Find out more at Hall 2 B01. ■

Asteco wins sales contract

Real estate and property services firm Asteco (Hall 8, F30) has won the contract for apartment sales at the \$200 million Waterfront Residence in Abu Dhabi, it was announced at Cityscape Dubai. The 57-storey tower is located on the Shams, Reem island master-planned community commanding water and park views. Due for completion in mid-2009, sales are being launched here at the show.

"We have seen an increase in demand for premium residential apartments in Abu Dhabi," said Damian Hill, Asteco Sales Team Leader in Abu Dhabi. "We are confident that the Waterfront Residence will set new quality and design standards in Abu Dhabi." ■

Mawared to offer new Jordan opportunity

Mawared is at Cityscape Dubai showing off the second phase of Jordan's largest real estate project, the Madinat Al Sharq (City of the Orient).

While investors and developers will be able to discuss potential opportunities in the project's second phase, Mawared itself is examining possible future projects outside Jordan, according to Diala Muwlla, Corporate Communications Manager.

"Mawared is now looking beyond the borders of Jordan and hopes to position itself on the regional market with attractive partnership formulas and a number of projects outside the Kingdom," she said.

Opening up the second phase of the Madinat Al Sharq project follows the successful Al Abdali project and the successful marketing of phase one at Madinat.

Mawared specialises in urban regeneration, particularly the transformation of urban military sites following a government decision to relocate the military outside of city centres.

Madinat Al Sharq is the largest planned urban project in the history of Jordan. When completed in 2025, it will provide houses for 500,000 people. It is divided into six construction phases across the 2,500 hectare site.

Mohammed Batayneh, Investment Studies Manager for Mawared explained the role of the organisation.

"Our role is more than just from the investment point of view," he said. "We study the local community and its needs very closely before developing the plan. The investors must follow what we have done very closely, although if they want to suggest something different we will always listen.

"We ensure that each development follows the needs of the community. We do not transfer the deeds to the investors until the work is carried out according to our plan. I think the success we have had so far shows that this is effective."

Mawared can be found on stand 7D20 in Hall 7. ■



An aerial view of the Madinat Al Sharq.

Eleven times a winner



FXFOWLE Architects arrive at Cityscape Dubai on the back of two major announcements.

The New York and Dubai-based architectural, interior design, planning, and urban design firm has been chosen to design Eleven Times Square, a new 40-floor, high-performance commercial and retail tower in New York City.

Located in Times Square, Eleven Times Square will include more than 92,000 sq m of rentable commercial offices, and 5,110 sq m of retail space on three levels. FXFOWLE was selected by SJP Properties.

FXFOWLE has also won a major design competition for the expansion of the headquarters of SAP America, Inc., a subsidiary of the Germany-based company SAP AG, the world's largest inter-enterprise software company and the third-largest software supplier overall.

Located near Philadelphia's Newtown Square, Pennsylvania, SAP America's new 39,484 sq m, two-building complex, will provide additional office, meeting, conference and social space for more than 1,500 employees. Occupancy of the first building is scheduled for 2009, followed by the second building at a future date. ■

■ TOURISM:

Department of Tourism and Commerce Marketing (DTCM)
Welcome Bureau
☎ 228 5000
E-mail: info@dubaitourism.co.ae
Website: www.dubaitourism.co.ae

■ EMERGENCY:

☎ Police: 999
☎ Fire: 997
☎ Ambulance: 998/999
☎ Coastguards: 345 0520

■ PHARMACIES:

Most pharmacies are open from 9am to 9pm and many can be found at leading supermarkets. Check local newspapers for 24-hour pharmacies.

■ LOST OR STOLEN ITEMS:

You must report any lost or stolen items to Dubai Police. The Police operator can be contacted on 269 2222 or fax: 221 5158

■ POST OFFICES:

Post Offices are open Saturday to Thursday 8am – 8pm. However stamps are generally available from most supermarkets and grocery shops.

■ HOSPITALS:

The following hospitals can treat all manner of emergencies:

Al Amal Hospital
☎ 344 4010
Al Baraha Hospital

☎ 271 0000

Al Maktoum Hospital

☎ 222 1211

Al Wasl Hospital

☎ 324 1111

American Hospital

☎ 336 7777

Belhoul European Hospital

☎ 345 4000

Dubai Hospital

☎ 271 4444

International Private Hospital

☎ 221 2484

Iranian Hospital

☎ 344 0250

Rashid Hospital

☎ 337 4000

Welcare Hospital

☎ 282 7788

■ TAXIS:

Dubai Transport Corporation

☎ 264 1111

Cars Taxi

☎ 800 4825

Dubai Taxi

☎ 208 0808

Golden Taxi

☎ 336 5444

Gulf Radio Taxi

☎ 223 6666

■ FLIGHT ENQUIRIES:

Dubai International Airport

☎ 224 5777

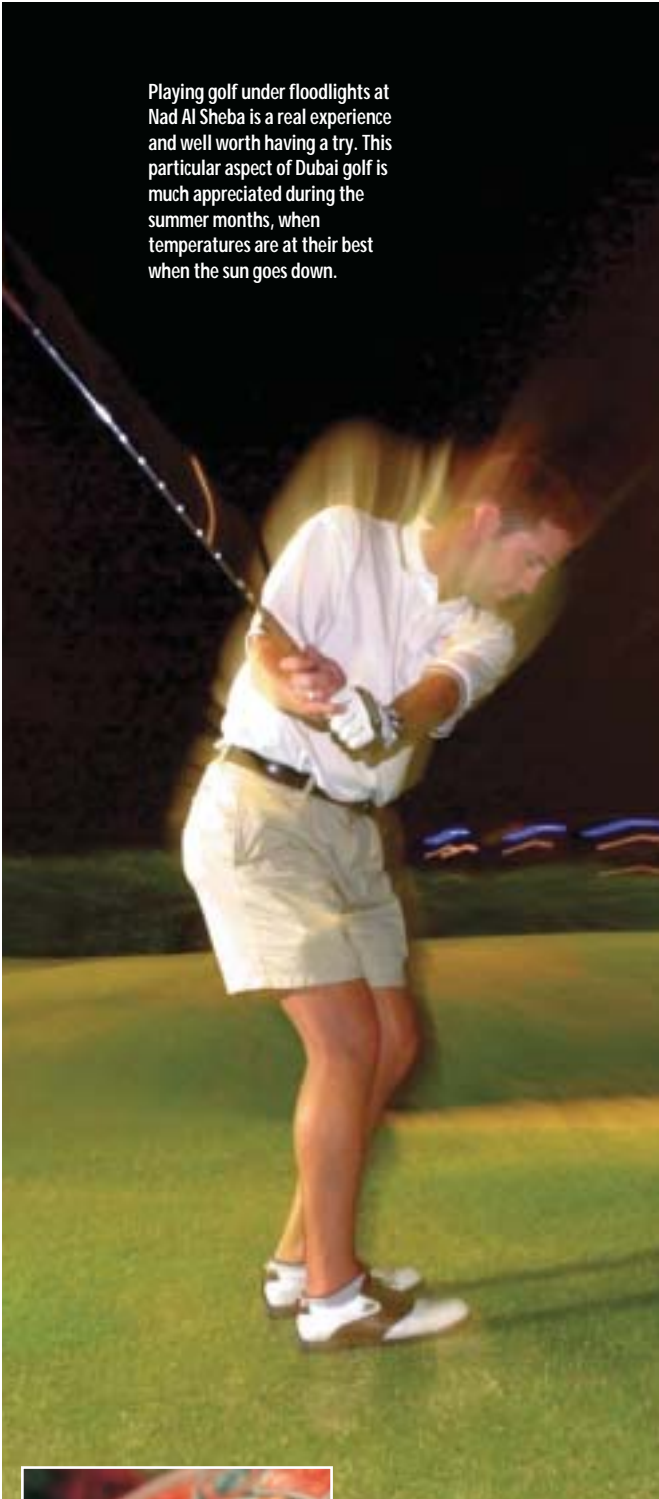
To call these numbers from overseas place +9714 in front of the number.





Things to do in Dubai during your downtime from Cityscape

Playing golf under floodlights at Nad Al Sheba is a real experience and well worth having a try. This particular aspect of Dubai golf is much appreciated during the summer months, when temperatures are at their best when the sun goes down.



Putt yourself into Dubai's world of golf

As Dubai has established itself as one of the top tourist destinations in the world, the facilities for enjoying yourself in the Emirate have grown in equal proportion, and if you find yourself with a spare couple of hours, even at night, why not sample the excellent golf courses available here.

The climate, especially at this time of the year, complemented by perfectly manicured fairways and greens make Dubai and its courses a difficult combination for any golfer to resist.

So if you are staying over at the end of Cityscape, why not go out and try one of the great courses. All the clubs hire out equipment and tee times are usually available even on weekends.

The opening in 1988 of the Emirates Golf Club – the first grass course in the Middle East – heralded the golf boom in Dubai.

Participation by top golfers in the PGA Dubai Desert Classic and subsequent events has done much for the game, and continued investment has ensured the growth of Dubai's status as a major golf destination.

Perhaps the most popular course – certainly the most visible – is the recently reopened and reshaped Dubai Creek Golf and Yacht Club (18 holes, 6,839 yards, par 72).

Situated in the heart of the city along the Creek, it is a spectacular oasis that boasts a distinctive clubhouse in the shape of a sail.

The first of two courses at the Emirates Golf Club was the Majlis (18 holes, 6,839

yards, par 72). Its second full course, called the Wadi, offers a different challenge (18 holes, 7,100 yards, par 72).

The Nad Al Sheba Club (18 holes, 6,428 yards, par 71), designed by Karl Litten, is a links style course looping half inside and half outside Dubai's famous Nad Al Sheba Race Course that hosts the \$6 million Dubai World Cup horse race. It also features golf under floodlights.

One of the newest courses in Dubai - and one of the most spectacular – is the Montgomerie (18 holes, 7,308 yards, par 72). This course was designed by Colin Montgomerie and Desmond Muirhead and lays claim to having the largest single golfing green in the world.

The latest course to open its doors is the Arabian Ranches club (18 holes 7698 yards, par 72). Designed by Ian Baker-Finch Signature Golf Courses in association with Jack Nicklaus Design, the course has no water hazards, but you have to cope with desert itself.

Another popular course is located at the Jebel Ali Hotel and Golf Resort (9 holes, par 36), located on the coast 40km from Dubai.

Dubai's courses give you all the advantages of a country club without actually having to be a member: golf carts, automated GPS yardage devices, beverage carts, comfortable locker rooms and shops stocked with quality equipment and fashionable clothing. ■



Dine out on Dubai's wealth of restaurants

Dining out in Dubai is not only a pleasure, it is an experience not to be missed, in what is truly a gastronomic capital of the world.

With all tastes catered for Dubai is rapidly becoming a culinary hot-spot, and not just with the tourists.

Dubai recently hosted a week-long event where celebrity chefs, including Gary Rhodes and James Martin, from all over the globe not only gave master classes, but cooked in some of Dubai's best restaurants, giving demonstrations while they cooked for the diners.

This event underlined just how renowned Dubai has become in the world of fine food and with so much to offer it is hardly surprising.

From Chinese to Indian, European to fusion, all tastes are catered for, as well as all pockets. Every top hotel in Dubai will have at least three signature restaurants to its name, so without having to step out of your hotel front door, you can be given a wide range of what is on offer. ■

Tameer's 2% off offer generates a buzz

Tameer's stand at Cityscape was bustling with activity with dozens of people poring over their architectural models of Al Salam City and several of their other projects in the UAE.

"It's our special 2% discount offer during the show that is attracting all these people," Ahmad Abuljobain, Vice President Marketing, explained.

"We're experimenting with sales and marketing strategies," he said.

"We have well structured margins and cannot give away a Rolls with each apartment," he joked.

Looking at the buzz around the stand it seems the 2% discount strategy was working and generating a lot of interest in Tameer's offerings.

Tameer Holdings is a Dubai-based property developer with active projects in the UAE, Libya, Yemen and Jordan, as well as several other projects in the pipeline.

Tameer's presentation line is "The art of building". "It represents what we do at every level of the company," Abuljobain explained. "Quality is a priority and it represents our attention to



There's plenty of interest on the Tameer stand.

detail, which is reflected in the properties we develop.

"We have nine projects on the go in the UAE," said Abuljobain. "We've recently completed a huge project – the 80 million sq feet Emirates Modern Industrial Area (EMIA) in Umm Al Quwain.

"Our Dana One tower in Dubai's International City will be completed this month and the Dana Two tower about mid-2007," he added.

"However, our latest news at the show is the launch of the Imperial Residence in Dubai's Jumeirah Village."

The Imperial Residence consists of two freehold 28-storey towers rising from a 4-storey podium with studio, 1, 2, and 3-bedroom apartments.

Another major Tameer project is Al Salam City in Umm Al Quwain. The scale model on show is impressive, with villas, towers, and townhouses surrounded by lakes. The total area of all three phases will be 220 million sq feet. Completion is expected in March 2009.

"Although Al Salam is a big project worth US\$8 billion it is not our biggest project," he said. "We have a massive project in Libya worth US\$20bn."

And in another of Tameer's marketing strategy experiments Abuljobain pointed out a scale model of a glass office tower.

"This is a secret, actually it's what you may call an open secret," he said. "It is an unnamed tower that is planned for Dubai's Business Bay. We have done the feasibility studies and it is all ready to go.

"We have put this model here to see what sort of interest it generates and I am impressed. We've had considerable interest from investors who have offered to buy the entire tower.

"The question is, are we willing to do it at the prices offered?" ■



A touch of glamour with Trident

Wazir Ali Daredia, Executive Director and Chief Executive of Trident International Holdings, with Miss Germany, Alessandra Alores, on the Group's stand B20 in Hall 3 at Cityscape Dubai. Trident will give away a C-200 Kompressor Avant Garde to one lucky winner. The promotion is open to all visitors during Cityscape Dubai.