

# Maysan

## Reem Developers & Chalking a new global footprint

Having successfully and significantly contributed to the way people define and perceive lifestyle and living in the national capital of Abu Dhabi through its flagship developments & Najmat Abu Dhabi and Rawdhat Abu Dhabi - Reem Developers recently announced that it had embarked on a significant global expansion programme.

While commenting on the companies global aspirations a senior company official affirmed confidence in the strong investment prospects in Abu Dhabi's fast maturing real estate market, where property prices are moving northwards. Additionally, Reem Developers has charted out a very focused yet aggressive global expansion path that includes North Africa and the Asian sub-continent, especially India.

A wholly-owned subsidiary of Reem Investments, Reem Developers was set up in 2006 to take advantage of the booming local and international property markets. The AED 30 billion Najmat Abu Dhabi is Reem Developers' flagship project, and it is being developed on Reem Island, a natural island located just 300 metres off the coast of mainland Abu Dhabi. Having already made significant progress on infrastructure and sales of Najmat Abu Dhabi's central business district, Reem Developers recently launched the sales of its premium residential district Maysan at Cityscape Dubai 2007. Significantly, this entire sub-component which spreads over approx 2,000,000 sq.ft. and is located close to the heart of Najmat Abu Dhabi's Central Business District, was sold out within the first two days of the event itself.

While "Najmat Abu Dhabi represents futuristic design and construction standards in a contemporary context, Maysan signifies sophisticated lifestyle and is tempered by the generous open spaces and community facilities, which account for as much as over 55 per cent of the total land area. An exciting venture comprising of mid and high rise towers, Maysan has been conceived as an environmentally conscious 'total community experience'. Additionally, one of its outstanding features will be a variety of water movement "experiences" that will be featured throughout the development. These will include generous waterside promenades, cascading water features, fountains and open parklands to complement the built areas.

Rawdhat Abu Dhabi, the company's second major project, on the other hand caters to the high-potential "develop to lease" community. Furthermore, as UAE's first 'develop to lease' community, it will target that segment of the real estate market which comprises expatriate professionals.

### **Distinct features**

Each of Reem Developers' projects is distinct in its detail and makes a marked contribution to Abu Dhabi's fast-changing skyline. Najmat Abu Dhabi focuses on the community and boasts of a mixture of traditional and contemporary architecture. Its masterplan, which has one of the best conceptualizations, has been attracting investors in droves from the GCC, Far East, South Asia and Europe. It has already been designated as an international investment zone.

This development focuses on business, leisure and residential areas designed to create a community that can sustain itself. The infrastructure will be progressive and facilities will include educational institutions, health and wellness centres, retail outlets and hospitality destinations. However, Najmat's cornerstone will be a world-class marina built by Reem Developers.

Najmat Abu Dhabi occupies the prime seafront of Reem Island - a special investment zone - and the Marina, canal and water features are designed to ensure that all residents enjoy the waterfront. In addition, its buildings are also graded in height to offer all residents an unobstructed view of the sea. Environmental concerns are addressed through water flushing and safeguards for marine life. These factors make it one of

the best waterfront developments in the region.

The AED 2 billion Rawdhat Abu Dhabi, on the other hand, was an instant hit with the real estate market right from the word go, with all its 61 plots being sold out immediately after its launch. Its privileged residents will be able to enjoy a total lifestyle with amenities for leisure activity and luxurious living. The project has adopted an advanced and sophisticated urban planning approach. It offers opulence, comfort and tranquility all at the same time. Its low to mid-rise residential towers have all modern amenities and are set against a backdrop of lush green landscape with parks, scenic trails and walkways.

Work on both Najmat Abu Dhabi and Rawdhat Abu Dhabi has been progressing as per schedule. Having thus successfully established itself with such distinctive projects within the region, it was not a difficult decision for the board of Reem Developers to agree upon its aggressive expansion programme through the acquisition of prime real estate assets globally, with a distinct immediate focus on North Africa and India.