

Major launches likely at Cityscape

- The 11th edition of the capital's major real estate show to host more than 100 property developers from 13 nations

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Abu Dhabi, Dubai and Doha are the fastest-growing markets in the region this year, according to a report released by UAE-based investment advisory firm Al Masah Capital.

Backed by selective government spending, the real estate markets in Abu Dhabi and Dubai are expected to see some key projects being announced. And quite a few among these will be launched at Cityscape Abu Dhabi, which starts today at the Abu Dhabi National Exhibition Centre and continues until April 20, say show organisers. The new projects aside, a few

master-planned communities gaining momentum is another positive, says Carlo Schembri, Cityscape Abu Dhabi Exhibition Manager at Informa Middle East. "Projects such as Saadiyat Island, Al Maryah and Al Raha build a strong case for private sector developers to move in and create high-quality schemes, which will encourage investment opportunities."

Considered a key barometer for the region's property sector, Cityscape Abu Dhabi is a platform for developers, real estate professionals, investors and government entities to do business.

In addition to returning exhibitors, new participants this year include Aabar, which will present The Wave Tower, a high-quality development with residential, office and retail spaces offering views over Abu Dhabi Marina. Tiger Properties will present Al Jawhara Tower, while Dubai Investment Real Estate Company showcases Mirdif Hills.

Bloom Properties, a business of Bloom Holding, will also launch its residential development within Jumeirah Village Circle in Dubai, targeting the emirate's mid-mar-

ket housing segment. "Cityscape Abu Dhabi is a key exhibition in our annual events calendar and has served as an exclusive platform to launch our important projects in the past," says Sameh Muhtadi, CEO of Bloom Holding.

Fresh appeal

Cityscape brings in the biggest and the best because it reinvents its platforms periodically and keeps its offerings fresh. In keeping with the trend, the exhibition will debut the Cityscape Abu Dhabi Talks this year, a seminar where exhibitors engage with Cityscape Global audiences to discuss a range of topics.

Exclusive presentations and panel debates are also scheduled, featuring prominent figures from



Carlo Schembri
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the nation's property sector. A core theme will be investment opportunities in Abu Dhabi's hospitality and free zones.

"With 2016 hosting 92 exhibitors and seeing more than 15,000 visitors and VIPs representing 51 countries attending, the show in its 2017 edition is expected to top last year's figures with more than 100 exhibitors confirmed from 13 countries," says Schembri. ■



- Cityscape Abu Dhabi introduces Talks this year, a platform for exhibitors to engage with the audience



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What
Cityscape Abu Dhabi

When
April 18-20 (visit
cityscapeabudhabi.com
for show timings)

Entry
To enter, register at
cityscapeabudhabi.com