PROPERTY TIME

GULF REAL ESTATE AWARDS 2017 WINNER

DECEMBER 2025
ISSUE 9 | VOLUME 2

Cover Story

THE DISRUPTOR
SET TO RESET DUBAI'S LUXURY LIVING

Sunteck Realty CMD **Kamal Khetan's** mission is backed by two decades of innovation.

PODCAST

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THE YEAR DUBAI STOPPED COMPETING — AND STARTED DEFINING

Binesh Babu Panicker
Founder, CEO & Editor-in-Chief
Property Time
bpanicker@propertytime.ae
www.propertytime.ae

Every month, as we build Property Time, I'm reminded of one truth: Dubai is no longer following global real estate trends — it is setting them. And this issue captures that shift with absolute clarity.

From Sunteck International's audacious Dubai debut to the rise of AI-native brokerages like AIR, the market is no longer driven by scale alone, but by conviction, precision, and a deeper understanding of how people want to live. Developers are no longer selling square feet; they're selling identity, belonging, wellness, and purpose. And buyers — whether first-time investors or global UHNWIs — are responding with unprecedented confidence.

What stands out this month is the maturity of the region's vision. Ras Al Khaimah is rewriting coastal luxury. Dubai Islands is becoming a canvas for global brands. Sharjah is building forested megaprojects at a pace that would challenge any world capital. And across the UAE, leadership continues to raise the bar on governance, transparency, and long-term planning — the real foundations of a resilient market.

But the most important shift is cultural.
Developers are thinking like storytellers. Architects are designing like futurists. And investors are behaving like end users — demanding meaning, not marketing.
As the founder of a publication built on editorial integrity and creator-first values, I see this moment as a turning point. The UAE is not just attracting global attention; it is shaping global imagination.

This issue is a reflection of that evolution — bold, diverse, and unapologetically future-focused.

Welcome to the new chapter of real estate in the UAE.
A chapter defined not by competition, but by creation.This month also marks the launch of a new GlobCast original series, One Way Ticket to Dubai — to be available in different countries and languages to attract more people and investment.

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Binesh Babu Panicker
Founder, CEO &
Editor-in-Chief Property Time

Prof. Jeevan D'Mello
Principal Consultant &
Strategic Advisor

Seebha Bhadran
PR & Events

Anand Raj OK
Content Editor

Sriram Chandra
Manager: Partnerships

360 Inc.
Social Media &
Website Management

Malak Saleh
Writer

Bilal Ahmad
Creative Director

Hamid Khan
Associate Creative Director

Abu Jiyadh, JAK LLC
Podcast & Photography

Nabeel Printing Press LLC
Printers

GLS Media Distribution
Distributors

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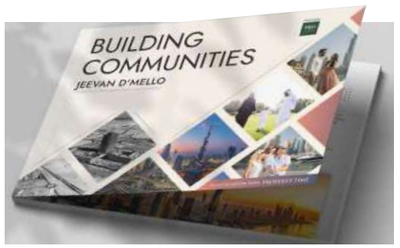

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THE MULTIPLIER OF REAL ESTATE

CHIRAG GOYAL, FOUNDER & CEO OF GPG HAS BEEN HONOURED WITH THIS TITLE BY PROPERTY TIME FOUNDER & EDITOR-IN-CHIEF **BINESH BABU PANICKER**.

"WE WORK ON MULTIPLYING OUR CLIENTS' WEALTH FASTER THAN OTHERS CAN DO. THAT'S OUR CORE BUSINESS."

In this special interview, Binesh Babu Panicker conferred a unique title upon Chirag Goyal, Founder & CEO of GPG: The Multiplier of Real Estate. The honour recognizes Goyal's distinctive approach to wealth creation in property investment, a strategy that has consistently delivered exponential returns for his clients and partners.

Binesh explained the reasoning behind the accolade: "This title is not given to everyone in the market. It's reserved for the most deserving professionals who bring value back to the industry. Chirag has demonstrated, time and again, that his focus is on multiplying the investments entrusted to him."

For Chirag, the recognition is both a privilege and a responsibility. "I always like to have more responsibilities because that is the best way you explore new things, learn new things, and make more money," he said. "But my preference is always my clients first. I co-partner with them, and together we multiply wealth."

A Banker's Formula Applied to Real Estate

Chirag's background in banking informs his investment philosophy. Rather than focusing on end-user sales, his firm applies investment banking principles to real estate transactions. "We don't just sell houses," he explained.

This approach has yielded remarkable results. Chirag recounted instances where he generated returns of 40% per annum and in some cases much more than this. "Nine out of ten times, I exceed client expectations. If I commit 25%, I often deliver 40% or more. People know I'm not just talking. I deliver too."

Strategy: Scarcity and Structured Deals

The "multiplier" strategy rests on two pillars: scarcity and structure. Chirag targets assets in locations where future inventory is limited, ensuring demand outpaces supply. He also negotiates structured deals with developers, securing favourable payment plans and bulk purchases that maximize returns.

He illustrated with a recent acquisition in Dubai Maritime City: "We bought all the retail shops on the ground level, facing the main road, at 20% below market price with a 30%-70% payment plan. Once ready, the valuation will be decided by my investors, not the market, because nobody else has those assets."

Similar strategies have been applied in Ras Al Khaimah's Marjan Island, where GPG acquired sea-view townhouses with limited supply. "By 2028, we expect prices to touch AED12 to 15 million. That's multiplication at work," Chirag says.

Responsible Selling and TeamX

Beyond returns, Goyal emphasizes "responsible selling." His newly introduced initiative, TeamX, instills these values across his organization. "We only want to sell Grade A developers—Emaar, Nakheel, Binghatti—because the worst experience is when a buyer pays and doesn't get the property. I've burnt my hands in India, so I teach my team to avoid that risk. TeamX means multipliers. Every person in my team talks only about multiplying."

Looking Ahead: 2026 and Beyond

As Dubai's real estate market continues to expand, Goyal foresees liquidity challenges in 2026 due to the sheer volume of launches. His strategy is shifting accordingly. "We will focus more on projects near completion rather than off-plan. If you invest 2 million dirhams today in a 3 million property nearing handover, you can sell at 3.6 or 3.7 million next year. That's a 30% cash-on-cash return with minimal risk. And if you can't sell, you can rent."

He also highlighted opportunities in structured off-plan deals with exceptional payment terms, such as a recent 20-80 plan on Marjan Island. "I pay only 20% now, nothing until handover in three years. Even a 10% price rise means 100% return. My risk is low, and my rent will cover post-handover payments."

A Direct Message to Investors

Goyal's advice to new investors is clear: "Invest carefully. Don't buy out of FOMO. Always check your cash flow and invest only with Grade A developers. Buy small assets. If you buy units priced over AED10 million, forget about making money until handover. Multiplication works when you mitigate risks—construction risk, payment risk, and market risk."

With half a billion dirhams in sales crossed in 2025 and a reputation for delivering extraordinary returns, Chirag Goyal has earned his new title. As Binesh noted, "Not everybody can pull it off. But Chirag has proven he can—and that's why he is The Multiplier of Real Estate."

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Text/images: **Sourced by Team PT**

ONE WAY TICKET TO DUBAI

THE MIDDLE EAST'S FIRST GLOBCAST SERIES SET TO POWER THE UAE'S NEXT TRILLION-DIRHAM LEAP.

Dubai has never been short of ambition. But with the launch of One Way Ticket to Dubai — the Middle East's first GlobCast series — the emirate is adding a powerful new engine to its economic momentum. Unveiled in Dubai, the series is designed to attract global investors, entrepreneurs, professionals, and high-net-worth individuals by telling the UAE's growth story through a new lens: cinematic, data-driven, multilingual, and emotionally resonant.

From left: Alvaro Galindo Zamarro, Camb.AI; Lee Clark, anchor; Sneha Sasi, Voxx Bridge Production; Binesh Babu Panicker, Voxx Bridge Production; and Ali Yaakub, Feesable

The timing could not be more strategic. Foreign Direct Investment (FDI) into the UAE surged 48 percent last year to US$45.6 billion (Dh167.6 billion), placing the nation firmly among the world's top 10 FDI destinations. Dubai alone recorded Dh40.4 billion in FDI inflows in the first half of 2025 — a 62 percent jump — with more than 1,090 new investment projects creating over 38,000 jobs. Meanwhile, real estate transactions in Dubai crossed Dh804 billion in the first 11 months of 2025, pushing the seven-year total to an extraordinary Dh3.6 trillion.

One Way Ticket to Dubai enters this landscape not as another media product, but as a strategic economic tool.

"It is a revolutionary approach to real estate market communication — the first of its kind globally," says Binesh Babu Panicker, Co-Founder of Voxx Bridge Production. "This series blends expert analysis with compelling storytelling to address misconceptions, highlight Dubai's regulatory excellence, and showcase the city's unmatched global connectivity." says Binesh Babu Panicker, co-founder of Voxx Bridge Productions.

Available in eight languages — English, Arabic, German, Italian, Russian, Chinese, Japanese and Hindi — the series is engineered to reach millions across continents.

ADVISORY BOARD MEMBER AND REAL ESTATE EXPERT **YAFEA AL FARAJ** SAYS, "THE NEW SERIES WILL HELP INTERNATIONAL AUDIENCES UNDERSTAND NOT JUST THE FINANCIAL UPSIDE, BUT THE LIFESTYLE, SAFETY, AND LONG-TERM STABILITY OF DUBAI AND THE UAE."

Yafea Al Faraj,
Advisory Board Member

Camb.AI is the official partner for multiple language production. Its mission is simple: make Dubai's opportunity accessible, understandable, and irresistible.

A Platform Built for Global Investors

The UAE's investment landscape is evolving rapidly. From greenfield projects to fintech, consumer goods, and advanced technology, the country is attracting a new generation of global investors. One Way Ticket to Dubai aims to guide them through this transformation with clarity and credibility.

Advisory Board Member and real estate expert Yafea Al Faraj describes the UAE as "a land of opportunities — a global magnet for investment, innovation, and quality of life." The series, he says, will help international audiences understand not just the financial upside, but the lifestyle, safety, and long-term stability that make the UAE one of the world's most desirable places to live and build a future.

A Media Innovation Backed by Data and Technology

The rise of podcasting and digital audio consumption in the GCC adds another layer of momentum. In the UAE, more than 53 percent of adults listen to over an hour of podcasts weekly, with an estimated 1.3 million regular listeners. Regionally, the audience is young, educated, and highly engaged — the perfect demographic for a series built on insight and aspiration.

Supporting the initiative is Feesable Technologies, a Dubai-based fintech startup that works closely with real estate brokers, developers, and investors. Founder & CEO Ali Yaakub says the partnership is rooted in a shared belief in transparency and accessibility. "Information should be free and understandable. We're proud to support a platform that tells the real story of the people driving this city's growth."

Ali Yaakub,
Founder & CEO, Feesable

A New Benchmark for Storytelling

Developed by Voxx Bridge Production, One Way Ticket to Dubai blends editorial depth with cinematic production — a hybrid rarely seen in regional media. The goal is to create content that is not only informative, but emotionally intelligent, globally resonant, and visually compelling.

With the UAE targeting a Dh2 trillion economy and positioning itself as the world's most future-ready hub for business and investment, this series arrives as both a narrative and a catalyst.

One Way Ticket to Dubai is more than a show.It is an invitation — and a roadmap — for the world to be part of the UAE's next chapter.✦

BUILDING CONVICTION IN A CROWDED MARKET: FUTURA EDGE

IN A CONVERSATION WITH PROPERTY TIME MAGAZINE'S BINESH BABU PANICKER, ANTON VIKTOROV, GENERAL MANAGER OF FUTURA EDGE, OUTLINES THE FIRM'S DEVELOPMENT PHILOSOPHY.

Interview: **Binesh Babu Panicker**
Text by **Malak Saleh**
Podcast & image: **JAK Productions**

Futura Edge is entering Dubai with a strategy shaped by execution rather than expansion. The international construction and development firm, which has delivered projects in Ukraine, Spain, Georgia, Germany and The United Kingdom, is launching its UAE presence with two residential developments. This includes an ongoing project in Jumeirah Village Circle and an upcoming launch on Dubai Islands.

Futura Edge has over 15 years of experience in residential, commercial, and mixed-use projects. They operate as a construction-led developer, keeping control over delivery, costs, and quality. The company's Dubai move marks a deliberate step into what its leaders see as the most regulated and transparent development market it has operated in to date.

In a conversation with *Property Time* magazine's Binesh Babu Panicker, Anton Viktorov, General Manager of Futura Edge, outlines the firm's development philosophy, from balancing design ambition with discipline to prioritizing key relationships and fast commission payouts as a trust-building tool. Dubbed "the new kid in the block," Anton Viktorov explains why Futura Edge is starting with residential projects in high-demand locations before expanding into other asset classes, and how the firm plans to compete as supply intensifies across the UAE residential market.

How do you categorize yourself as a developer? Are you mid-segment, affordable? And why focus on residential and not commercial projects?
Frankly, we don't fit into a single category. We've delivered residential, commercial, office buildings, and shopping malls across different markets. In Dubai, however, we're starting with residential. Residential projects are generally easier to deliver and sell, and regulations around commercial property can be more complex. From our experience, it's the most practical way to enter a new market. From there, we'll assess opportunities, and potentially move into the commercial sector later.

When you enter a new market, especially with more than 15 years of experience across global markets, how do you approach strategy? Do you come in aiming to compete, or to create your own space?
That's exactly the strategy. We focus on creating our own space. If the product and service is good, we believe it will sell.

Can you tell us about your clientele, your sales approach, and your relationship with brokers?
Our clients come from all over the world. They include Indians, Brits, and Europeans from all over. There is no single dominant nationality. Most buyers are from abroad, which aligns with our marketing strategy. When it comes to sales campaigns claiming a project is "sold out," we don't do that. Our campaigns reflect genuine progress, and sales are strong.

Regarding brokers, we work with around 1,000, and one of our biggest advantages is that we pay commissions within 72 hours, a rarity in the market where some brokers wait six months at times. This has helped us build strong, trusting relationships, and our brokers appreciate the reliability. It's one way we differentiate ourselves in an industry where delayed commissions are a common concern.

I recently interviewed an architect who spent 40 years designing buildings before becoming a developer for the first time. He said that when designs move from architect to developer, many ideas are often cut due to cost. On the development side, how do you approach that balance? Are you a "giver" or a "taker"?
It's always a question of balance-where you can save and where you shouldn't. If you save too much, the product won't be good. Our goal is to deliver a quality product. If we need to spend more to achieve that, we will spend more.

So that philosophy has stayed consistent over the years?
Yes. That's been our philosophy all along.

With all the attention on Dubai, are you considering other UAE markets like Ras Al Khaimah or Abu Dhabi? Where do you plan to buy or start a new development?
We might continue investing in Dubai Islands. We're not looking at cheap products. Our goal is always to find locations where we can command a premium for a quality development. But at the moment, we're not looking at Ras Al Khaimah. Our focus remains on Dubai for now. Prices in RAK are high, but Dubai is also experiencing significant price growth, so it hasn't drawn us away. Abu Dhabi is interesting-land is roughly half of Dubai's, so it could be a good play. We'll see.

But if someone abroad were looking to invest in the UAE, I wouldn't give advice based solely on location. It depends on the product, the price, and where it's situated. ROI depends on the project. Some Abu Dhabi developments might give 30 to 40%. In Dubai, you can find similar returns if you pick the right product. The key is identifying the right product in the right location at the right price. We can't compare Abu Dhabi and Dubai as locations alone. They're two distinct markets, and success comes from careful product selection rather than the city itself.

Are you considering joint ventures for any of your active or future projects, or will you develop them independently?
We'll be doing it ourselves. We have the opportunity to develop projects independently, without the need for a joint venture.

Let's pivot and talk about the legal side of the industry, especially post-2008. How do you view Dubai's system for developers and buyers?
I think it's one of the best markets. It's well-regulated, and it is much easier to obtain permits and approvals here than in other countries we've worked in. Overall, it's a well-regulated market for construction. The system protects developers, and buyers too. With escrow accounts, money is safe and protected, and it goes straight into construction. In that sense, the legal framework here is extremely strong and will continue to be that way.

There's been a lot of discussion about potential oversupply in Dubai. From your perspective as a developer, do you see an oversupply situation emerging, and should buyers be concerned?
Quality is the main thing which brings buyers to Futura Edge. I think it will be our advantage as we deal with a potential oversupply. But hold on, a correction in general is good for any market, right? Because otherwise, it will keep on shooting up the prices and it becomes unaffordable for people in the long run.

We don't actually think an oversupply is a real concern right now. The market is healthy, and not in a bubble like many claim. I'd even argue it still has strong growth potential. Maybe an actual oversupply or egregious prices could show up in three or four years, but not just yet.

As for buyers, they can trust the process. Dubai's regulations, especially escrow accounts, protect their money. Funds go straight into construction, so buyers can be confident their project will be delivered. That's what makes investing here secure.

Out of all the markets you've worked in, which one is better than Dubai?
I really cannot find a better market. Dubai is the best right now. ✦

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Interview: **Binesh Babu Panicker**
Podcast/Images: **JAK Productions**

"ON A MISSION WITH A VISION"

RABIA KHAN, FOUNDER & CEO OF AYLESFORD MIDDLE EAST REAL ESTATE STARTED HER JOURNEY IN DUBAI REAL ESTATE MARKET DURING EARLY 2,000'S.

Let's begin. Your journey in Dubai real estate has evolved from executing deals to shaping strategy. How did that evolution lead to the creation of Aylesford Middle East?
Real estate has always been central to my professional journey in Dubai. Over the years, my role evolved — from executing transactions to shaping strategy, from selling volume to building long-term value. With experience came clarity: clarity about integrity, selectivity, and the responsibility that comes with handling investor trust. Aylesford Middle East was created as a natural progression of that journey — a master brokerage built to elevate standards, not follow trends.

Why did you choose to launch Aylesford Middle East?
I wanted a brand with heritage, credibility, and trust. Aylesford has a 58-year legacy in the UK. That history matters. I wanted to bring that level of trust and respect to Dubai. And I wanted to build a company where agents feel valued and investors feel safe.

What gap did you see in the Dubai market that pushed you toward the master brokerage model?
The market is full of great companies, but many focus on volume. I wanted to focus on value. I don't want to sell every project in every area. I want to bring selective, high-quality projects that truly stand out. And I want to collaborate with brokerages, not compete with them.

You've said you want to be a master broker, not a traditional brokerage. Why this direction?
Because master brokerage is about strategy, not just sales. It's about transforming a project into a global product. It's about working with every brokerage in Dubai and giving them something worth selling. I'm not here to chase 200 listings. I'm here to take four or five exceptional projects a year and elevate them.

Many master brokers have 200-plus teams. You're starting with 20. How do you see that working?
Every big company started with 10 people. You don't need 200 people to sell a project. You need the right strategy, the right investors, and the right ecosystem. My team is diverse, experienced, and passionate. And I'm hands-on. That makes a difference.

You've already been offered multiple projects. What makes you accept or reject one?
I look at value — not price. I look at the architectural design, the floor plan, the location, the quality, the effort the developer has put in. I've already turned down projects worth hundreds of millions because I didn't believe in the floor plans. If I wouldn't invest in it myself, I won't sell it.

How will you handle situations where a project is good but overpriced?
Overpriced according to what? There is no universal scale. If a project stands out — in design, quality, space, view, experience — it deserves a premium. Dubai is still undervalued compared to many global cities. If the value is there, the price is justified.

How do you plan to build relationships with the 3,500+ brokerages in Dubai?
By being myself. By being honest. By being approachable. By bringing projects that make sense for them. I'm not here to compete with them. I'm here to collaborate. If I bring a strong project to the table, they will naturally want to work with me.

What makes Aylesford Middle East different from other players in the market?
Integrity. Selectivity. Respect for agents. And a commitment to quality over quantity. I want to build a brand that stands for trust. A brand that developers respect and brokerages enjoy working with. A brand that investors feel safe with.

What is your long-term vision for Aylesford Middle East?
To be one of Dubai's leading master brokerages. To bring iconic projects to the market. To build a reputation where developers know that if Aylesford takes a project, it will be positioned, marketed, and sold with excellence. And to create an ecosystem where agents feel valued and investors feel protected.

How do you feel about where you are today?
I'm in execution mode. The vision is clear, the structure is in place, and the work has begun. This phase is about building scale, systems, and long-term value. Success isn't a moment — it's what endures. Aylesford Middle East is being built to lead, and leadership is earned through consistency and results.

And if challenges come again?
Challenges are part of growth. I assess, adapt, and move forward. I rely on discipline, experience, and sound decision-making. This is how enduring businesses are built — and that's exactly what I'm doing.

Aylesford Middle East is not built for speed, noise, or volume. It is built for longevity. My focus has always been on creating a platform where developers feel respected, brokers feel valued, and investors feel protected. This is only the beginning — but it is a beginning grounded in legacy, discipline, and conviction. When Aylesford commits to a project, it is not just a sale; it is a statement of belief.✦

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Text & image: **Sourced by Team PT**

WHY KYC & AML DEFINE TRUST IN REGULATED MARKETS

FROM COMPLIANCE TO CONFIDENCE—DIGITAL-FIRST ONBOARDING IS NOW THE ULTIMATE RISK SHIELD: MEHDI DELAVIZ IS THE FOUNDER & CEO AND AMIR FARAGI IS CO FOUNDER OF KYC SOLUTION™

Customer onboarding has quietly become one of the most decisive moments in modern business. What was once a simple administrative step has evolved into a critical checkpoint for regulatory compliance, risk management, and long-term trust. Nowhere is this shift more evident than in the growing importance of Know Your Customer (KYC) and Anti-Money Laundering (AML) controls.

Across regulated sectors—from financial services and real estate to telecoms, crypto, and professional services—onboarding is no longer just about welcoming new customers. It is about ensuring that organisations fully understand who they are dealing with, where the risks lie, and whether those risks are being actively managed from day one.

Onboarding: Where Risk Enters the Organisation
Most financial crime does not begin deep within an organisation. It enters at the point of onboarding. Inadequate identity verification, weak sanctions screening, or reliance on outdated manual checks can allow high-risk individuals or entities to pass through undetected. Once onboarded, these risks are significantly harder—and more costly—to unwind.

Robust KYC processes ensure that customer identities are verified accurately and consistently. AML controls go further, screening customers against sanctions lists, politically exposed person (PEP) databases, and adverse media, while establishing a risk profile that determines the level of ongoing scrutiny required.

When onboarding is done properly, it acts as a preventative control. When it is not, it becomes a liability.

The UAE's 2025 AML Update: A Clear Turning Point
The UAE's strengthened AML framework in 2025 marked a decisive shift in regulatory expectations. The updated laws expanded enforcement powers, increased penalties, and placed greater emphasis on effectiveness rather than formality.
Since the update, several practical consequences have become evident across the market:

Real estate firms have faced regulatory action for onboarding buyers and tenants without sufficient source-of-funds checks or proper beneficial ownership verification.

DNFBPs and professional firms have been penalised for relying on outdated or static KYC records, rather than maintaining ongoing AML monitoring.

Financial institutions and fintechs have seen heightened scrutiny around onboarding speed versus control, with regulators demanding proof that digital onboarding is both fast and defensible.

Senior management accountability has increased, with compliance failures no longer treated as operational oversights but as governance failures.
Regulators have made it clear that cost and scale are no longer valid justifications for weak onboarding controls.

Beyond Compliance: The Business Impact of Weak Onboarding
The consequences of poor onboarding extend beyond fines and enforcement notices. Delays, re-verification exercises, customer exits, banking relationship strain, and reputational damage all carry tangible commercial cost.

Equally, overly manual or fragmented onboarding processes can frustrate legitimate customers. Lengthy checks, repeated document requests, and inconsistent decisioning often result in abandoned applications and lost revenue.

The most successful organisations have recognised that compliance and customer experience are not opposing forces. When KYC and AML are implemented correctly—using modern, digital tools—onboarding becomes faster, smoother, and more reliable for both the business and the customer.

Technology Is Now a Regulatory Expectation
Regulators increasingly expect onboarding systems to be digital, risk-based, and evidence-driven. This includes:

- Automated identity and document verification
- Biometric and liveness checks to reduce impersonation risk
- Real-time AML, sanctions, and PEP screening
- Clear audit trails and decision records
- Ongoing monitoring throughout the customer lifecycle

Technology has shifted from being a competitive advantage to a regulatory necessity.

Where KYC Solution™ Fits Into the New Compliance Reality
KYC Solution™ has been built specifically for this new regulatory environment. It enables organisations to implement fully digital, regulator-ready onboarding without the cost or complexity traditionally associated with enterprise compliance platforms.

The platform supports global identity verification across more than 230 jurisdictions, biometric face matching and liveness detection, and real-time AML, sanctions, and PEP screening—all delivered through intuitive dashboards or API integrations. Onboarding decisions are produced in seconds, supported by audit-ready evidence trails.

Crucially, KYC Solution™ removes one of the most common barriers to effective compliance: cost. With pricing from €0.25 on a pay-as-you-go basis and as low as €0.11 for enterprise volumes, organisations can meet regulatory expectations without compromising commercial viability.

As the UAE and other jurisdictions continue to raise the bar, organisations that treat onboarding as a strategic control—not a formality—will be best positioned to operate confidently, scale sustainably, and maintain regulator trust.

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Text/images: **Sourced by Team PT**

2026 YEAR OF THE FAMILY - CULTURAL IDENTITY, INCLUSIVITY, AND PLACEMAKING IN THE UAE

BY **PROF. JEEVAN D'MELLO** GDARCH, CMCA, AMS, LSM, PCAM, D. LITT
CEO, ZENESIS CONSULTING, BOARD MEMBER – COMMUNITY ASSOCIATIONS INSTITUTE

Dubai's community landscape is evolving from "well-built" to "well-lived". In a city defined by global diversity and local heritage, the differentiator is increasingly cultural identity, inclusive living, and placemaking that creates belonging. This direction becomes even more relevant as the UAE moves toward 2026, declared the Year of the Family, reinforcing the national view that strong families are a cornerstone of a resilient society.

Cultural identity in a global city

Dubai has mastered international appeal, but the next level of city-making is ensuring communities feel rooted, not generic. Cultural identity is communicated through design language, public realm, local narratives, and the way shared spaces invite people to connect. Dubai's cultural strategy has explicitly emphasized making culture and creativity accessible, while preserving national heritage.

At a practical level, "identity" shows up in details: architecture, landscape cues, the language of public spaces, and the cultural programming that gives residents reasons to gather. The aim is not to make every community a heritage district, but to ensure each place has a recognisable character and a story residents can belong to.

Inclusivity that works for families

Diversity is a demographic fact in Dubai. Inclusivity is an operating choice.

The Year of the Family theme raises the bar: inclusive communities must work across generations and life stages, not only across nationalities. In practice, that means safe walkability, shaded social spaces, accessible design for seniors and people of determination, and programming that supports children, parents, and extended family life. The wider national agenda also frames family wellbeing as a long-term national priority, structured through policy and behavioural pathways.

Placemaking, supported by government-led infrastructure for participation

Dubai's placemaking agenda is increasingly visible through government initiatives that build community cohesion and participation:

- **MyDubai Communities**, launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, is a citywide platform designed to help residents discover and join interest-based communities, strengthening social ties across the emirate.
- Dubai Municipality's plan to build five community neighbourhood councils, with design that respects Emirati heritage, creates physical "anchors" for neighbourhood dialogue and local gatherings.
- Dubai Culture's Dubai Public Art initiative and public art strategy explicitly aim to transform streets and neighbourhoods into cultural destinations through accessible art in public spaces.
- Dubai's newly approved 'Architectural Identity' for road projects reinforces the idea that the public realm itself should carry coherent identity and character, not just utility.

Together, these initiatives signal a consistent direction: community cohesion is being designed into both the "software" (participation, culture, connection) and the "hardware" (civic facilities, public realm, visual identity).

Why it matters for developers and real estate managers

Placemaking is not decoration. In Dubai's competitive residential market, belonging becomes a value driver: stronger attachment, better resident experience, lower friction, and a community brand people advocate for.

In the Year of the Family context, the winning communities will be those that make family life easier and richer: safe, inclusive, walkable, culturally alive, and socially connected. ✦

Interview: **Binesh Babu Panicker**
Podcast / Images: **JAK Productions**

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BEHIND THE BLUEPRINT: HOW PRD SHAPES THE GCC'S BIGGEST DEVELOPMENTS

A CANDID CONVERSATION WITH THE MANAGEMENT OF PRD SURVEY SERVICES — ON ACCURACY, ETHICS, AND THE UNSEEN BACKBONE OF REAL ESTATE.

Gerard Gabriel, Managing Director, PRD Survey Services

For those unfamiliar, what exactly does PRD do?
PRD is a real estate services company established in Dubai in 2010 by the Founder and CEO, Mr Damian Dooley. We work with major developers across the UAE, Bahrain, and Saudi Arabia to quantify sellable areas, prepare off-plan registration documents, advise on subdivision and titling, conduct as-built surveys during construction, and complete final surveys so title deeds can be issued accurately.

At what stage do developers usually approach you?
Usually after acquiring the plot and starting early concept designs. We review those designs and advise on subdivision, titling, and layout adjustments to ensure the project can be registered correctly. In some cases, developers consult us even before purchasing a plot.

How do you determine sellable areas? Are there fixed standards?
Standards differ by jurisdiction. Dubai, Abu Dhabi, Bahrain, and Saudi Arabia each have their own measurement rules. We follow the exact standards set by the authorities — what's included, excluded, and how boundaries are measured. These details are crucial for accuracy and credibility.

What happens when a developer tries to push boundaries or act "greedy"?
It happens. But we maintain strict ethics. We're registered with the Dubai Land Department, and our license depends on compliance. If a developer insists on something unethical or outside the standards, we simply don't work with them.

Developers pay you, but your loyalty is to the authorities and investors. How does that work?
Developers hire us, but our responsibility is to the authorities and the integrity of the market. If we compromise standards, our license can be suspended. So we follow the rules, we aim to achieve the developer's goals for their project within the permissible parameters in compliance with the authorities' regulations.

Can developers change things during construction after registration?
Yes, but changes must be re-submitted through an off-plan amendment. At final survey, we compare the built structure to the registered drawings. If discrepancies exceed 5%, the developer and investor must resolve it — either through compensation or withdrawal.

How accurate is your final survey work?
Extremely accurate. We use advanced laser-scanning technology that captures every millimeter. It eliminates guesswork and ensures the final registered areas reflect reality.

Where does PRD stand in the market compared to competitors?
We believe we're the number one land survey services company in the GCC. We're not the cheapest — we deliver higher expertise, accuracy, and professionalism.

Why don't you work much with small developers?
Smaller developers often have limited budgets, tight timelines, and less experience. They require more hand-holding for lower fees, which isn't sustainable for us.

What commitment do you have toward end-users and investors?
Accuracy. Every registration we submit must be correct. It protects Dubai's reputation, our reputation, and ensures buyers get exactly what they paid for.

How do your numbers affect service charges?
We register both sellable and common areas. Owners' associations use our data to calculate service charges. If areas are wrong, service charges become inaccurate — so our work directly impacts fairness.

Why do some communities still complain about high service charges?
It depends on the developer's positioning. Luxury projects naturally have higher maintenance costs. Many investors come from markets where service charges don't exist, so expectations differ.

What was PRD's lowest point?
COVID. Clients delayed payments, asked for discounts, and projects slowed. We still had salaries, rent, and insurance to pay. We had to let some staff go, but we survived by adapting quickly.

What's one thing PRD still wants to improve?
Wider adoption of advanced technology across the industry. We've invested heavily in laser scanning and BIM-based workflows, but authorities and some developers still rely on outdated methods.

With the market booming again, does it excite you or worry you?
It excites us. Dubai always reinvents itself. The GCC — especially Saudi's Giga projects — is full of opportunity. It's a great time to be in this region.

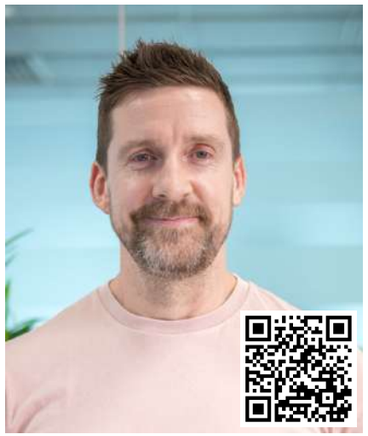
Stephen Horner, Executive Director, PRD Survey Services

You come from a community management background. How does that help you in an operations role at PRD?
Community management is actually complementary to what PRD does. Community managers deal with the end result of every decision made by developers, architects, designers, and lawyers. By joining PRD, I bring that end-user perspective into the early stages of title structuring and subdivision. It helps ensure communities function smoothly, costs are allocated correctly, and conflicts are minimized. Having someone who understands how people live in these communities adds value to the technical work PRD delivers.

How different is dealing with communities versus dealing with developers?
The scale is different, but the principle is the same — it's still about people. In community management, you deal with thousands of residents. At PRD, we deal with developers, their clients, and government authorities. Everyone ultimately wants the same thing: a successful, well--functioning community. My role is to keep that end goal in mind.

Where do you see yourself — and PRD — in the next 10 years?
PRD is in a strong position. We've built a solid reputation and strong client relationships. With new technologies emerging — from advanced surveying tools to AI — the industry is going to change dramatically. If we stay at the forefront, there's huge potential for growth across the UAE and the wider GCC, especially with the scale of development happening in Saudi Arabia. Personally, I'm not ready to hand back my one-way ticket. There's a lot more to contribute.

Do you miss the community management sector?
I wouldn't say I miss it. I'm still in a related field where my experience is useful. Community management is a tough, often thankless job — you know you've done well when nobody complains. It's stressful and can be a 24-hour responsibility, especially during emergencies. My role at PRD is more advisory and strategic. I'm not wading through floodwater at 2 a.m. anymore. But I still think about my former colleagues and how the work we do here can make their lives easier. »



Kenneth Hilton,
Executive Director of Projects,
PRD Survey Services

Tell us about your background and how it shaped your role at PRD.
I'm a land surveyor by training and a spatial data specialist by education. My degree covered land surveying, land administration, GIS, geodesy — everything related to spatial data and how we model and record it. I spent five years in Australia training as a cadastral surveyor, working within a very mature land-title system. The last 18 years in Dubai have been about adapting that knowledge to a fast-evolving market. That combination is what shaped PRD's technical foundation.

Dubai's system is inspired by Australia's. How similar are they?
They're not the same. Australia's system is deeply rooted in legislation and has evolved over more than a century. Dubai and the GCC adopted the core structure, but because these markets are young and dynamic, the system is constantly being adapted. Here, we can refine processes quickly without waiting years for new laws. That flexibility is powerful — but it also brings challenges.

Is this constant evolution good news or bad news for you?
Both. It's good because we can solve problems immediately with the Land Department. If something doesn't work, we propose a solution and adjust the system. But changes driven by developers, owners, or cost modelers can sometimes complicate things — especially around volumetric systems and ownership structures. It's manageable, but it requires constant coordination.

How do you manage such massive amounts of data?
The physical data sits on servers with multiple backups. No one keeps everything in their head. We have a strong hierarchy — project managers, team leaders, senior drafting staff — each handling different layers of detail. I focus on the high-level industry issues, not the day-to-day numbers.

Have regulatory changes ever completely blocked your work?
Not last-minute changes, but legacy issues are a challenge. Early registrations were done under older interpretations of the system. Now, when those buildings return for updates, the current rules don't match what was done 15 years ago. Hotels are the biggest example — older methods allowed them to own shared spaces that today must be common areas. Changing that affects valuations, mortgages, and operations. The Land Department works with us to find middle ground rather than forcing outcomes that harm stakeholders.

When a buyer purchases an entire floor, how does titling work?
It depends on how the developer structured the initial sales. If the floor was subdivided into 10 units, the buyer may receive 10 title deeds. If it was registered as one full-floor title, the Land Department can register individual Ejari leases over portions of that single title. If the buyer wants simplicity, they can amalgamate multiple titles into one before leasing. Flexibility exists — but it depends on how the project was originally registered.

What would make this process easier?
Allowing volumetric subdivisions more broadly. A volumetric title gives investors flexibility to lease, subdivide, or reconfigure without constantly amending titles. DIFC still allows this system for all user groups. Extending that flexibility across Dubai would simplify commercial ownership and leasing significantly.

How far is AI from replacing parts of the survey process?
AI won't replace physical surveying anytime soon. But after the survey, AI already helps. When we overlay point-cloud scans onto architectural plans, AI can detect differences instantly — missing walls, shifted doors, incorrect dimensions. It speeds up reporting and reduces disputes with contractors. But it still needs human oversight. If the alignment is wrong, AI will produce wrong results. The human check remains essential.

How do you maintain trust when AI can make mistakes?
By controlling how we use it. AI processes the data, but humans validate the alignment and interpretation. Clients trust the results because instead of 10 measurements, they see millions of data points confirming the same conclusion. The volume of evidence strengthens credibility.

How do you handle legacy buildings with no available data?
We rebuild them digitally. Using scanning technology, we capture millions — sometimes billions — of points and convert them into accurate 3D models. These digital twins support title updates, FM systems, refurbishments, and regulatory approvals. It's an evolution of our core work, and it's becoming essential as older buildings age and documentation disappears.

Text & Images: **Sourced by Team PT**

MODON SELLS OUT BASHAYER ON HUDAYRIYAT ISLAND WITHIN ONE DAY OF LAUNCH

THE GATED VILLA NEIGHBOURHOOD COMPRISES 157 VILLAS, OFFERING A CLUBHOUSE WITH A ROOFTOP INFINITY POOL.

Modon announced the complete sell-out of Bashayer, the first waterfront residential community on Hudayriyat Island, within one day of the launch, generating AED3 billion in sales.

The exceptional demand reinforces Hudayriyat Island's position as one of the region's most desirable residential destinations and reflects the strength of Modon's approach to shaping communities designed for modern, integrated living.

Bill O'Regan, Group CEO of Modon Holding, said, "Bashayer continues Hudayriyat Island's consistent record of generating strong local and international investor interest. Modon's visible commitment to creating destinations that enrich lives and inspire a sense of belonging ensures that each new community represents outstanding long-term value, underpinned by a strong lifestyle promise."

Ibrahim Al Maghribi, CEO of Modon Real Estate, said, "The rapid sell out of Bashayer reaffirms the appeal of Hudayriyat Island as a world-class destination and the confidence buyers and investors continue to place in the quality of our developments."

The gated villa neighbourhood comprises 157 villas, offering a clubhouse with a rooftop infinity pool, all set within an open green park that includes a children's playground and multiple sports courts. Nearby, 330 premium apartments are situated within two low-rise terraced buildings.

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MY ONE CHANGE FOR 2026: PROTECTING GROWTH THROUGH TRANSPARENCY AND SMART REGULATION

BY **DR. SALWA ARFAOUI**, CERTIFIED INTERNATIONAL REAL ESTATE STRATEGIST & TRAINER | REGIONAL DIRECTOR, NEXT LEVEL REAL ESTATE | FOUNDER WOMEN OF VISION

Dubai's real-estate market has achieved what few global cities have — scale, speed, and international trust. Record transaction volumes and sustained foreign demand confirm its global appeal. However, as we approach 2026, the true challenge is not growth, but how that growth is protected.

Recent global indicators, including the UBS Global Real Estate Bubble Index, highlight the importance of managing markets that experience rapid price acceleration. Dubai remains attractive, but rising values and a large future supply pipeline mean protection mechanisms must evolve to preserve long-term stability.

If I could change one thing in 2026, it would be this: institutionalizing transparency and buyer protection as a permanent foundation.
This means a real-time public data platform showing supply pipelines, absorption rates, and segmented pricing ,,allowing buyers, banks, and investors to make informed decisions. It also means stronger off-plan protections through standardized contracts, independent escrow oversight, and clearer delivery accountability, especially as off-plan transactions continue to dominate market activity.

Equally important is smart supply management. Development approvals should be phased in line with real demand and infrastructure readiness, reducing the risk of sudden oversupply and price correction.

Finally, Dubai has an opportunity to lead globally by combining protection with inclusive growth, supporting women investors, brokers, and developers through targeted access to education, capital, and leadership platforms strengthens the market socially and economically — and differentiates Dubai from every competing global city.

In 2026, Dubai will stand out not only because it grows faster than others — but because it grows wiser, fairer, and more resilient as well. ✦

Text & Images: **Sourced by Team PT**

LESSONS FROM 2025: WHAT THIS YEAR TAUGHT US ABOUT REAL ESTATE LEADERSHIP

BY **SHABANA FAROOQ RANGREZ** MANAGING PARTNER AND COO AT URBAN

2025 will be remembered as a year that did not just challenge the UAE real estate market. It reshaped it. It refined it. And it forced every leader, including myself, to evolve. Under the guidance and vision of the nation's leadership, this year pushed the industry toward higher standards of clarity, resilience, and agility. It was not a year of waiting for opportunities. It was a year of becoming ready for them.

As I reflect on the last twelve months, one truth stands above everything else.
Real estate leadership today is not defined by how many people you manage or how many transactions you close. It is defined by your ability to inspire, communicate, and build people who can win in any market condition. That is what 2025 taught us, and these are the lessons that will shape the next decade of UAE real estate.

1.Clarity Became More Powerful Than Confidence

Throughout 2025, market sentiment shifted quickly. Investors became more selective, developers became more analytical, and competition increased. In this environment, clarity became the most valuable leadership quality. Teams did not need leaders who pretended to know everything. They needed leaders who could cut through the noise and help them see the real picture.

Confusion is expensive in real estate. It delays decisions. It weakens performance. And it creates unnecessary fear.

The leaders who succeeded this year spoke with conviction and simplicity. Their approach was clear.
This is the opportunity.
This is the direction.
This is what we will do next.

Clarity does not require predicting the future. It requires guiding your people forward even when the landscape is moving.

2. Leadership Shifted from Managing People to Developing Them

One of the strongest lessons of 2025 is the understanding that people do not leave companies. They leave leadership. This year, agents wanted something deeper than a high commission or a nice office. They wanted growth. They wanted mentorship. They wanted someone to elevate their skill, confidence, and thinking.

The companies that performed best were not the ones with the strictest rules or the biggest teams. They were the ones where leaders coached their people. The modern leader is not the loudest voice in the room. The modern leader is the person who creates more capable people inside the room. Real leadership is measured by how many people you lift, not how many people you supervise.

3.Consistency Became the Real Competitive Edge

One pattern became clear in 2025. The market rewarded the consistent, not the talented. Talent helped, but discipline won. The teams that trained every week, followed up every time, tracked their pipeline daily, and showed up even when they did not feel motivated were the teams that outperformed everyone else.

Consistency created momentum. Momentum created confidence. And confidence produced results.

The leaders who succeeded this year focused on building systems instead of relying on emotions. Systems do not disappear on bad days. They carry you forward.

4. Culture Became the Strongest Retention Strategy

Culture is no longer a luxury. It is a business requirement. And it is not defined by interior design or a free coffee bar. Culture is defined by how your people feel every morning when they walk in. Do they feel guided? Do they feel valued? Do they feel like they are growing?

In 2025, talent stayed where they felt seen. Talent stayed where the environment pushed them to be better. And talent left the moment they felt invisible. The companies that thrived this year created environments built on accountability, support, training, and unity. Culture is now a strategy. And it is the most powerful one.

5.Emotional Intelligence Became Essential

Real estate is fast, demanding, competitive, and emotionally draining. This year required leaders who could remain steady when pressure increased. The best leaders were the ones who listened more than they reacted. They communicated calmly.
They brought order to chaotic moments.

You cannot lead people when you cannot lead yourself. Emotional intelligence is no longer optional. It is the baseline for leadership.

Final Reflection

2025 tested our resilience and our mindset. But it also strengthened our foundation for a more intentional 2026. The future of UAE real estate will belong to leaders who communicate clearly, build consistent systems, invest in their culture, and develop people with honesty and inspiration.

When leadership rises, everything around it rises. The industry becomes stronger. The teams become better. And the possibilities become bigger. ✦

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Interview: **Binesh Babu Panicker**
Text: **Anand Raj OK**
Podcast/Images: **JAK Productions**

"WELLNESS PER SQUARE FOOT"

FROM HIMALAYAN SALT CAVES TO LONGEVITY-DRIVEN HOMES, **VEER DOSHI**, CHAIRMAN AND MANAGING DIRECTOR OF VINCITORE REALTY EXPLAINS WHY THAT IS REPLACING PRICE AS THE TRUE MEASURE OF VALUE AND WHY.

I am with Veer Doshi, the cheerful and optimistic Chairman and Managing Director of Vincitore Realty, and the first question I ask is: "What is your level of happiness per square foot today?"

Veer smiles at the question before answering with quiet conviction: "My happiness per every inch in my body is quite high." For a man leading one of Dubai's most concept-driven real estate brands, it is not a throwaway line; it is a philosophy. At Vincitore Realty, the traditional obsession with price per square foot has been reimagined into something far more human: wellness per square foot.

For Veer, homes are not transactions. "We believe homes are not just a place to buy, but a place to live, to grow, and for your family to be. A place you will cherish your entire life," he says. That belief has shaped Vincitore's evolution into a developer that puts the human body, mind and soul at the center of design.

"Wellness stems from human beings," Veer explains, warming up to a subject that clearly is very close to his heart. "We create buildings and communities for humans. The question is: how do we ensure the mind, body and soul all feel nourished?" At Vincitore, that philosophy unfolds across carefully engineered layers.

First comes forest and environmental wellness. "Greenery relaxes your mind. That's why people go for walks in gardens and not on roads," he says. Then comes water, "one of the most calming elements in the world." Treatment wellness follows - from Ayurveda, traditional therapies, to regenerative practices. Fitness, often mistaken as the entirety of wellness, is another layer.

Social wellness, which Veer believes is critically undervalued today, addresses isolation in a hyper-connected world. "People don't talk to people anymore. We design spaces that help different generations truly interact."

Yet another dimension is what he calls signature wellness- longevity rooms, innovation-driven experiences, even a two-kilometre walking forest at elevation. "These are entirely new ways of crafting wellness," he says. The goal is simple yet ambitious: "How do you make the human body, mind and soul happy in every aspect?"

Wellness, the CEO admits, is not a low-cost pursuit. "Sometimes the thing that costs two million dirhams is something nobody will use." An then there are ones that are invaluable.

He offers a striking example. In 2019, before COVID reshaped health consciousness globally, Vincitore introduced a Himalayan salt therapy cave at Benessere. It was an amenity typically found only in ultra-luxury European spas. "These caves help clean your respiratory system. We realized airborne diseases would

become a major concern," he explains. Residents now have lifetime access to this therapy. "See how many people are using it and how good they feel," he says. "They are the only residents in Dubai who will ever get this."

Unlike developers chasing either mass affordability or ultra-luxury exclusivity, Vincitore occupies a carefully calibrated middle ground. "We don't craft cheap, mass-oriented products, and we don't overcharge," Veer says. Most Vincitore homes are priced between Dh800,000 and Dh3.5 million.

"We want to build something that will last not one or two years, but a hundred years," he adds. The proof, he says, lies in past projects. Five years after completion, Vincitore Boulevard "still looks brand new," commands premium rentals, and continues to outperform many newer developments.

Carrying a Legacy, and learning to fail

Son of Vincitore founder Vijay Doshi, Veer speaks of lineage with deep humility. "What my father built - his vision, execution, attention to detail - is what brought Vincitore here," he says.

At Vincitore, wellness is not a branding slogan; it is engineered and measured. "If you can't measure it, it's not real," Veer insists. Air quality, humidity, temperature, filtration systems, UVC and HEPA technologies everything is embedded into residential design. Vitamin C showers, for instance, are backed by verified studies on skin and mood enhancement.

Pools, too, are reimagined as organic ponds inspired by traditional water bodies and Japanese onsens, using natural filtration rather than chemical-heavy systems.

Longevity does not stop at wellness; it extends to maintenance. Materials are chosen not for trends, but for durability and future availability especially in fast-changing fields like home automation.

Benessere, he says, stands as proof: fully functional amenities, heavily used, immaculately maintained. "We don't celebrate when we sell. We celebrate when we deliver."

For him, delivering exactly what was shown matters more than speed. "If I take one more year and give you what I promised, you will live with that truth for a hundred years." ✦

Text & Images: **Sourced by Team PT**

BUDGETING SEASON IN DUBAI

LIANDA LEACH, SENIOR DIRECTOR, DAMAC PROPERTIES- LOAMS ON STRENGTHENING GOVERNANCE, ALIGNMENT, AND TRANSPARENCY ACROSS COMMUNITY MANAGEMENT

As budgeting season nears its end across Dubai's jointly owned properties, the industry reflects on one of the most pivotal periods of the year—when Jointly Owned Property Management Companies, Owners' Committees, and property owners worked together to shape the financial and operational direction of their communities for the year ahead.

This time of year is far more than a financial cycle. It is a collective exercise in responsibility, collaboration, and strategic planning that ensures Dubai's communities continue to thrive in a competitive and ever-evolving real estate landscape.

Budgeting as a Pillar of Strong Community Governance
A community's annual budget serves as the foundation upon which the next 12 months will operate. It determines how well-maintained a building will be, how efficiently services will run, and how prepared the community is to address both routine needs and unexpected challenges.

Budgeting season should ideally begin mid-year for the upcoming financial period. This early start allows sufficient time for major contract tendering, analysing community requirements from both an improvement and unplanned operational perspective, and taking stock of performance over the previous year. It enables community managers and committees to anticipate future requirements and plan with clarity.

Budgeting is the point where governance becomes practical—where financial decisions directly influence quality of life, asset value, and operational resilience.

Collaboration and Alignment With Owners' Committees
Owners' Committees remain central to Dubai's Jointly Owned Property governance model. Their active participation during budget preparation is not only expected—it is essential.

During budgeting season, a management company is responsible for preparing a comprehensive and transparent draft budget that reflects all operational, maintenance, and Reserve Fund requirements for the coming year. It must present this budget clearly to the Owners' Committee, explain all assumptions and cost drivers, and collaborate closely with committee members as they review, question, and refine the proposals.

The company must justify all expenses, ensure full clarity on how service fees are allocated, and provide supporting data such as reserve fund studies and contract details. In line with Circular RERASC 25C32, the management company must also comply with RERA's regulatory framework by following the prescribed mechanisms for preparing, reviewing, and approving budgets, and by submitting the final approved budget through the required systems. This process strengthens transparency, accountability, and confidence across jointly owned property communities in Dubai.

Committee members bring balance and oversight. They are able to review and question to ensure that the final budget reflects the genuine needs and expectations of the community. Their approval of the budget signifies alignment and confidence—a shared commitment to responsible financial planning.

This collaboration strengthens accountability and reinforces trust between management teams and the owners they represent.

Helping Owners Understand the Value Behind Service Fees
Budgeting season is also a valuable opportunity to help property owners understand how service fees are structured and why they are essential. While service fees often attract public attention, many owners may not recognise the depth of planning and cost allocation behind them.

A transparent budget clarifies how funds support:

- Security, housekeeping, and concierge services
- Mechanical, electrical, and civil maintenance
- Utilities for common areas
- Insurance and compliance requirements
- Waste management and pest control
- Amenity management
- Community management systems
- Reserve Fund allocations for future capital works

When owners understand how their fees contribute to maintaining standards, protecting assets, and supporting long-term sustainability, trust increases—and communities function with greater harmony and understanding.

Recognising RERA's Commitment to Transparency and Industry Excellence
The industry continues to benefit from the unwavering dedication of the Real Estate Regulatory Agency (RERA) in promoting transparency, accountability, and high standards across Dubai's jointly owned properties.

RERA has consistently championed initiatives that strengthen financial governance and improve the management of service charges by management companies. The introduction of Circular RERASC 25C32 represents another significant step forward—providing clear guidelines for the preparation, review, and approval of budgets across jointly owned property projects in the Emirate of Dubai. This circular establishes a transparent regulatory mechanism that enhances consistency, fairness, and confidence throughout the budgeting process. It empowers Owners' Committees and management companies with structured direction, ultimately elevating the governance framework that underpins community living.

The industry extends its appreciation to RERA for its continued leadership and commitment to raising standards across the sector.

A Blueprint for the Year Ahead
Once budgets are completed and approved, they become the strategic blueprint for the year ahead—guiding how services are delivered, how assets are protected, and how enhancements are prioritised.

A well-prepared budget ensures:

- Stability in day-to-day operations
- Predictability in financial planning
- Confidence in long-term maintenance
- Support for community improvements
- Alignment across all governance stakeholders

Budgeting season is a testament to the maturity of Dubai's community management industry—showcasing professionalism, transparency, and collaboration at its best.

Conclusion: Budgeting Season as a Reflection of Industry Maturity
As budgeting season concludes, the industry moves forward with renewed clarity and alignment. This period reinforces the collective responsibility shared between the Jointly Owned Property Management Companies, Owners' Committees, property owners, and regulators—each playing a vital role in shaping communities that are sustainable, well-governed, and continuously improving.

With strengthened regulatory guidance and a shared commitment to transparency, Dubai's communities are positioned to enter the new year with confidence, stability, and a clear financial roadmap for success.✦

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THE INVISIBLE BUILDING MANAGER: HOW 1VALET IS REDEFINING SMART LIVING AND BUILDING OPERATIONS

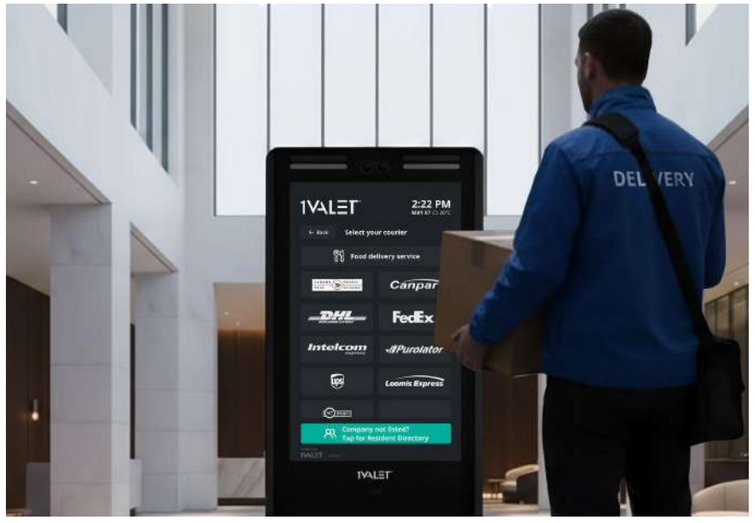
1VALET HAS BEEN OFFICIALLY LAUNCHED IN DUBAI RECENTLY.

Buildings have traditionally relied on fragmented systems and manual processes to function. Access cards get lost, parcels clog reception desks, and building teams juggle disconnected platforms. At the same time, residents expect seamless, hotel level experiences, while owners and operators face rising costs and operational complexity.

Prop tech has promised to fix this for years. Few platforms, however, have delivered true simplicity at scale.

That is where 1VALET comes in. Positioned as a complete smart building operating system, 1VALET brings together access, security, operations, sustainability, and resident services into one unified digital platform. The result is a building that runs quietly and efficiently in the background, while daily life for residents becomes simpler, safer, and more connected.

One platform for residents, managers, and owners
At the centre of 1VALET's ecosystem is a mobile first app that acts as a digital control centre for modern living. Residents can manage building access, receive parcel notifications, book amenities, communicate with management, and stay informed about community updates, all from their smartphone.



For property managers and operators, the same platform provides real time visibility across building operations. Access permissions, visitor activity, service requests, announcements, and amenity usage can be managed remotely through a single dashboard. This reduces administrative workload, speeds up response times, and eliminates the inefficiencies caused by multiple disconnected systems.

For owners and developers, this unified approach delivers measurable value. Buildings that operate more efficiently and offer better resident experiences see higher occupancy, stronger retention, and improved long term asset value.

Security and access built for modern lifestyles
Security is a core pillar of the 1VALET system. Physical keys and traditional fobs are replaced with secure digital credentials that can be issued, revoked, or limited by time and location.

Smart video entry allows residents to see and speak to visitors before granting access, whether they are at home or abroad. Guests, service providers, and couriers can be given controlled access without compromising security or relying on front desk staff.

For buildings, this means stronger access control, improved audit trails, and fewer operational risks. For residents, it delivers peace of mind and a frictionless daily experience.

Remote building and home management from anywhere
One of 1VALET's most compelling advantages is its ability to manage buildings and homes remotely from anywhere in the world.

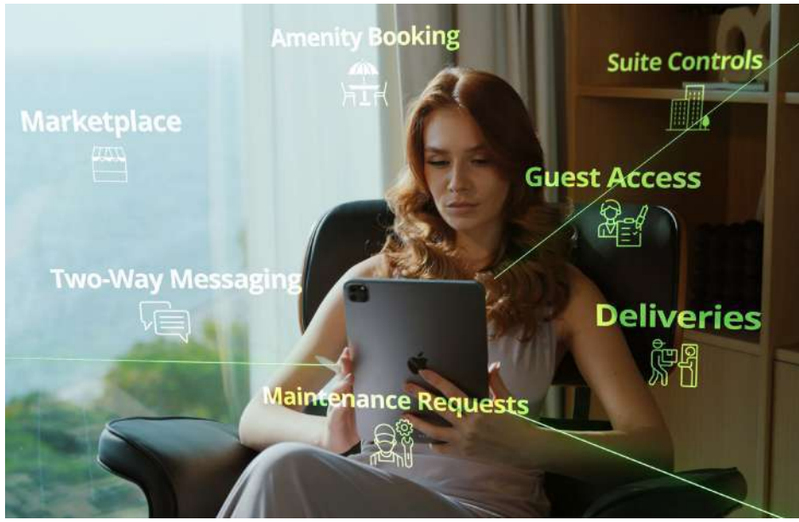
Property managers can oversee multiple buildings through a single interface, adjusting access permissions, monitoring activity, and communicating with residents in real time. Tasks that once required on site presence can now be handled instantly and remotely.

Residents and owners benefit from the same flexibility. Whether travelling or living overseas, users remain connected to their home, able to manage access, receive notifications, and stay in control at all times. In globally mobile markets like the UAE, this level of remote management is becoming an expectation rather than a luxury.

Smarter parcel handling and everyday convenience
Parcel delivery is one of the most common pain points in residential buildings. 1VALET addresses this with integrated parcel and courier management.

Residents receive instant notifications when packages arrive and can collect them securely without queues or manual logging. Express delivery access reduces congestion in lobbies while maintaining full security oversight.

For building teams, this removes a



significant operational burden and improves overall efficiency.

Amenities, services, and real community engagement
Beyond access and operations, 1VALET focuses on experience. Residents can book shared amenities such as gyms, pools, or meeting rooms directly through the app, with clear visibility of availability and usage.

The platform also supports community engagement through announcements, events, and integrated services, helping buildings feel more connected and less transactional. An in app marketplace enables residents to access services directly, turning buildings into living ecosystems rather than static spaces.

Stronger community engagement leads to higher satisfaction, lower churn, and greater long term value for owners and developers.

Sustainability that protects assets
1VALET integrates smart technologies that support more sustainable building operations. Smart device controls, energy optimisation, leak detection, and maintenance alerts help reduce waste, prevent damage, and protect infrastructure. As sustainability becomes increasingly linked to asset valuation and regulatory compliance, buildings that are efficient and future ready are better positioned for long term performance.

The future of building operations
What sets 1VALET apart is not a single feature, but the way everything works together. Access, security, parcels, amenities, sustainability, and services are no longer separate systems, but part of one intelligent platform.

In the UAE and globally, where smart cities and digital infrastructure are rapidly advancing, 1VALET represents the future of building operations. Technology that simplifies life, strengthens security, improves asset performance, and quietly manages complexity behind the scenes.

The invisible building manager is no longer an idea. It is already here.

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TO WATCH THE PODCAST OF THE INTERVIEW

Interview: **Binesh Babu Panicker**
Article: **Anand Raj OK**
Podcast/images: **JAK Productions**

THE DISRUPTOR OF LUXURY

SUNTECK INTERNATIONAL MAKES A BOLD DUBAI DEBUT - AND THE WRITING IS CLEAR: THEY ARE HERE TO DISRUPT THE LUXURY REAL ESTATE MARKET

On a balmy evening recently at the Bvlgari Hotel & Resorts, Dubai, when the sky was a rare, crystalline blue-black, the night suddenly came alive with light. A thousand drones rose in careful unison, choreographed with the kind of precision usually reserved for grand opening ceremonies and sporting finales. Then, slowly, deliberately, the lights rearranged themselves into two glowing words: “Sunteck International”. Moments later, more drones formed the words: “From India to Dubai”.

It was not merely a spectacle. It was a statement.

Against the clear Dubai sky, the message was unmissable: one of India’s finest luxury real estate developers had arrived in the UAE, and they had chosen to announce their presence with uber confidence and quiet grandeur. The drone show was extraordinary. But what lingered long after the lights faded was the message it carried: a new force in ultra-luxury real estate had arrived, and it had come with the intent to reshape the landscape.

The evening marked a defining moment for the Sunteck Group as it formally unveiled its global arm, Sunteck International, and the prime land parcel for its inaugural Downtown Dubai development, one of the most coveted plots in the world. In a city accustomed to dramatic tower launches and cinematic unveiling videos, Sunteck chose a different language altogether: a location-first philosophy. By doing so, it challenged a market driven by render-led persuasion, reaffirming that in true ultra-luxury, location remains the ultimate currency.

“Among the world’s greatest luxury capitals including New York, London, Miami and Singapore, Dubai stood out as the unequivocal choice for our international debut,” says Kamal Khetan, Chairman & Managing Director, Sunteck Realty Ltd, in response to why he chose the emirate for the international venture. “Few cities have demonstrated such a decisive, sustained rise in luxury real estate. The investor-friendly policies, global connectivity, best-in-class infrastructure, tax-efficient environment and an unmatched concentration of ultra-high-net-worth residents have transformed Dubai into the world’s most future-ready luxury market.”

He adds with characteristic clarity, “As an ultra-luxury, future-first developer, Dubai offers what no other city does: the perfect intersection of architectural ambition, economic stability, and a globally sophisticated consumer. It wasn’t simply an attractive market, but the only market that matched our aspirations. Our location is one of the most sought-after addresses in the world and we are here to break the ceiling of what ultra-luxury can mean.”

Located just steps from the Burj Khalifa and The Dubai Mall, the site represents one of the most premium development opportunities in Downtown district where scarcity has long replaced abundance. This land-first approach quietly asserted a powerful truth: in ultra-luxury real estate, time can change designs, tastes may evolve, but legacy-worthy addresses remain eternal after aesthetics evolve.

The Downtown Dubai project, with an estimated Gross Development Value (GDV) of AED 5 billion, will introduce a contemporary luxury language shaped by craftsmanship, architectural innovation and an uncompromising interpretation of refined living. The project is being structured to maximise long-term value creation, with a clear focus on product definition, segment clarity and a luxury positioning calibrated for global demand.

Where Mumbai’s Luxury Legacy Meets Dubai’s Future

Sunteck's Luxury Development, Mumbai

"MUMBAI SET THE FOUNDATION, BUT DUBAI DEMANDS WE RAISE THE BENCHMARK. WE'RE HERE TO BREAK NEW GROUND, CHALLENGE EXISTING DEFINITIONS OF ULTRA-LUXURY, AND DELIVER SOMETHING THE MARKET HAS NEVER SEEN BEFORE; SOMETHING TRULY EXCEPTIONAL, DISTINCTIVE, AND FUTURE-READY."

Sunteck's arrival in Dubai is neither impulsive nor opportunistic but the result of two decades of careful evolution in one of Asia's most competitive and dynamic real estate environments — Mumbai.

With over 50 million square feet of development across Mumbai, Sunteck has built its reputation in a city where buyers are among the most discerning in the world. Unlike many peers, the Group has maintained a debt-free financial discipline, a rarity in the capital-intensive world of real estate. In an era where leverage-driven scale dominates expansion, Sunteck's near-zero debt structure gives it rare design freedom, longer investment horizons, and the ability to prioritise quality over speed.

To understand Sunteck's Dubai moment, one must understand Kamal Khetan, a developer whose personal philosophy is inseparable from his company's DNA.

Ask him what keeps him going after two decades in an unforgiving industry, and he doesn't reach for buzzwords. "The one thing, very frankly, is passion" he says. "I've always been clear that I wanted to build a business, and for me that passion was real estate. It's what gives me a kick. I don't need frequent breaks or long vacations to escape stress; in fact, working itself is my stress relief."

Khetan did not inherit a real estate empire. His early years were spent in a joint family enterprise that spanned textiles and agro-commodities before he decided to shift to real estate. "We started from scratch in 2000–2001, and now here we are," he says.

That 'here' today includes one of the most valuable land parcels and the last remaining prime plot in Downtown Dubai.

Long before Dubai entered the picture, Sunteck had already acquired a reputation in India for quietly redefining luxury. Its first flagship project in Bandra Kurla Complex (BKC) in Mumbai became an industry case study not just because of its scale, but because it challenged long-held assumptions about what constituted luxury real estate.

"BKC was never considered a luxury residential location in its early days. It was strictly envisioned as a commercial district." Khetan recalls. "When we entered with the first premium residential development, it fundamentally shifted how the location was perceived. We did something the Mumbai market had never seen. On a plot where over 500 residences were financially feasible, we chose to build just 64 homes. The project, now known as Signature Island, did not merely defy conventional density and provide premium amenities but created an entirely new category of ultra-luxury living rooted in space, privacy and rarity. It was disruption by deliberate restraint and it worked."

Today, the who's who of India's corporate tycoons, billionaires and Bollywood celebrities live in that very development. For Khetan, that early success still fuels his ambition.

"When our flagship project became home to some of the most accomplished names from the Forbes lists, it gave me not just satisfaction, but a new confidence to challenge definition, scale ambition and break every preconceived limit of what luxury can be. That same instinct to break boundaries is what led us to Dubai."

But what exactly is luxury, in Khetan's lexicon?

"Luxury is not confined to palatial living spaces. It thrives in a design-led disruption of refinement, where craftsmanship is purposeful and privacy is naturally built in.

Yet true luxury must also have a soul—it requires bespoke hospitality, inspired design, and above all, the flexibility to adapt to evolving needs."

Then he offers a telling detail, the kind that reveals how deeply he obsesses over experience.

Luxury, for Sunteck, is not about visible excess. It is about invisible refinement.

How does he keep himself updated in a fast-changing world?

"You have to read a lot. You have to live, breathe, eat, and sleep luxury," he says with a smile. "My stress buster is business. After business, it is travel. Wherever I travel, I make it a point to visit the best real estate projects in that region. That is my discipline and also my passion."

Sunteck's entry into Dubai was years in the making. Khetan studied markets across the world, including London, before choosing the UAE.

"London felt saturated to me at that time. Dubai, on the other hand, had far more growth potential. This is why we chose Dubai." He watched how the Emirate recovered with remarkable speed after the 2008 global financial crisis. This recovery also highlighted the importance of stronger regulatory frameworks in shaping investor confidence.

"The RERA implementation changed everything. It restored confidence and created a regulated market. Good regulatory bodies always strengthen markets. Dubai is not a bubble. Even if there is a correction, it will be a healthy correction."

In his view, Dubai's greatest strength lies not just in infrastructure or taxation, but in its cosmopolitan character. "Wherever there is a cosmopolitan crowd, growth follows. People from all over the world come with one objective — to work hard and build a life. That is what makes markets resilient."

Dubai's luxury skyline is already populated by some of the world's biggest real estate names. Does competition intimidate him?

"If a businessman is scared of competition, he has already lost half the battle. He should shut shop and leave," Khetan says without hesitation.

When he launched his first BKC project in 2006–07, he was a newcomer among giants. Yet he survived; and thrived. "Competition only motivates you to do better and come up with better ideas. What you need is passion, commitment and focus."

That same confidence underpins Sunteck International's Dubai journey.

Entering a new market requires far more than capital—it requires credibility. It requires earning the confidence of investors, partners, and buyers who may not yet be familiar with the brand's legacy in India. Khetan is acutely aware of this.

Sunteck enters the UAE not as an unknown contender but as a publicly listed developer with over two decades of audited performance, consistent profitability, and one of the strongest balance sheets in the industry. "Transparency has always been our backbone," Khetan says. "As a listed entity with negligible debt, every number, every milestone is verifiable. That level of accountability builds trust long before the first foundation is laid."

Global partners for a global vision

To set their Dubai ambition into motion, Sunteck International has assembled a consortium of international expertise. MAS Development joins as the strategic development partner, while HBA London handles interiors and JT+Partners, architectural strategy and design. The project will also include branded residences in collaboration with leading global hospitality names, details of which will be revealed soon.

Asked to compare Sunteck's celebrated Mumbai developments with what is planned in Dubai, Khetan is resolute. "Mumbai set the foundation, but Dubai demands we raise the benchmark. We're here to break new ground, challenge existing definitions of ultra-luxury, and deliver something the market has never seen before; something truly exceptional, distinctive, and future-ready."

As Dubai continues to shape the future of global luxury living, one thing is clear - that under the same sky that once carried a thousand glowing drones, Sunteck International is poised to redefine the next chapter of ultra-luxury in Downtown Dubai, not just through glass and steel, but through a philosophy of uncompromising design, meticulous precision and visionary ambition.✦

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Text/images: **Malak Saleh**

DUBAI'S FIRST-TIME BUYERS ARE RESHAPING THE MARKET FROM THE GROUND UP

IN THE FIRST HALF OF 2025, ROUGHLY 94,700 INVESTORS ENTERED THE MARKET, INCLUDING 59,000 NEWCOMERS.

Behind the headlines of soaring prices and record sales, a subtler change is quietly reshaping Dubai's property market. In the first half of 2025, roughly 94,700 investors entered the market, including 59,000 newcomers, marking a 22% increase in new buyers compared with the same period last year, according toCavendish Maxwell. Nearly half of these new investors were UAE residents, signaling a growing wave of first-time investors putting down roots in the city.

Brokers and developers say rising demand is focused on smaller, ready-to-move-in homes, practical layouts, and flexible payment plans, reflecting a growing wave of new entrants. The market shows no signs of slowing. In the first half of the year, 91,900 sales totaled AED 262.1 billion, up 23% in volume and 36% in value from last year. Climbing prices, rising rents, and fresh supply hitting the market are keeping buyers on their toes. Programs like the Dubai Land Department's First-Time Buyer initiative, which offers reduced fees, flexible payment options, and guidance for new entrants, are helping this segment take center stage in Dubai's next phase of growth.

Tahir Majithia, founder ofPrime Capital and host ofThe Dubai Real Estate Podcast, said he isn't surprised by the influx of new investors. He's been using the podcast for more than four years to educate anyone looking to enter Dubai's property market, from first-time buyers living abroad to seasoned investors living locally. "Dubai has established itself as a destination today in a way it didn't five or ten years ago," he said, highlighting the city's growing appeal to a broader range of investors.

He points to the ease and transparency of buying property in Dubai, noting how smoothly the process works with the relevant authorities. "I think there's no other place in the world where buying a property and handling the documentation is so straight-forward," he said, drawing from his experience working with clients in other countries, including the UK and India.

"Usually, the first-time buyers they're looking at one- or two-bedroom units to start their property journey here," Majithia said. Many of his clients choose either off-plan properties or units that will be ready soon, depending on their needs, and he noted that "the AED 2 million mark, right now, is like a very popular mark, in terms of a ticket size for the buyer."

Ghada Benitez, a licensed real estate broker in California and founder of GG Benitez International, sees a similar trend among her clients. Working with top developers such as Emaar, Nakheel, SOBHA, Select Group, Aldar, Expo City, and Ellington, she estimates that 80% of her clients looking to purchase properties in the UAE are first-time buyers in the country.

On her Dubai Connect Podcast, Benitez aims to teach Americans and Europeans how to buy property in the UAE for the first time. "Coming from America and being a first-generation Arab American, the idea of quote-unquote 'The American Dream' That whole idea was actually based on home ownership. Unfortunately, most Americans have been priced out of the real estate market in top markets around the United States and in other countries, such as London, Singapore, Hong Kong, and other top global cities," she said.

Benitez said many of her first-time buyers are drawn to something they can't easily access back home: the ability to legally and profitably run short-term rentals. "[Buyers have] the ability to capitalize on short-term rentals, which is becoming more challenging in many markets globally, even in Europe and in the United States, and in Canada," she said. On the other hand, "Dubai allows you to do it, welcomes you to do it. You're able to manage it online and collect that beautiful money."

However, Benitez says one question keeps coming up from first-time buyers: Is Dubai's market overheated? In response, she points to the basics. The population has already passed 4 million and is growing by around 200,000 people a year. Demand for housing, especially villas and townhouses, is still strong and continues to outpace supply in many areas. She notes that a few pockets could move toward oversupply in the next several years, but overall, the market is being driven by real population growth and end users rather than speculation.

" More end users coming into the market makes the market more stable and more mature. So that's definitely a good sign for the long term," Majithia said about the steady influx of new buyers coming into the market.

"A lot of people in the affordable segment are looking toward Dubai South," Majithia said, noting the activity around the new airport and the amount of development underway. He added that investors are also gravitating toward waterfront communities, including Maritime City, Ras Al Khor, Dubai Marina, and Dubai Islands.

At Prime Capital, Majithia works closely to tailor to first-time buyer needs, helping them navigate financing, visas, and rental management. GG Benitez is doing something similar for her international clientele, but it all starts with exposure and education through her podcast and marketing. Right now, a billboard on the San Diego freeway says 'Invest in Dubai' with Benitez's face on it. In partnership with RJ's law firm, she helps clients handle taxes and property structuring, making it easier for American investors to step into the Dubai market.

Both Benitez and Majithia stress that first-time buyers aren't just numbers on a spreadsheet, they're influencing how developers design and market new projects. Developers are increasingly focused on the lifestyle, amenities, and connectivity that these buyers want, while offering payment plans that make homes accessible, Benitez said. In a report, IMAN Developers reports that flexible payment plans, like 60/40, 70/30, or even 1% per month, are making it easier for first-time and overseas buyers to step into the market. For investors, these appealing options also allow them to build a portfolio without tying up all their capital at once.

"It's still a seller's market in Dubai, but the influence of this new generation of buyers is impossible to ignore," Benitez said. ✦

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Images: **JAK Productions**
Text: **Binesh Babu Panicker**

BUILDING COMMUNITIES: THE DUBAI MODEL COMES TO LIFE

THE COVER OF THE FIRST EVER BOOK ON THE COMMUNITY MANAGEMENT SECTOR IN DUBAI WRITTEN BY **PROF. JEEVAN D'MELLO** WAS OFFICIALLY UNVEILED BY INTERNATIONAL COMMUNITY MANAGEMENT OFFICIALS.

Some books arrive quietly. Others announce themselves as milestones. The recent cover reveal of 'Building Communities' firmly belongs to the latter. The reveal brought together real estate and community management professionals from across the globe. Delegates from the United States, Canada, Australia, Germany, Italy, Puerto Rico, Spain, Colombia, and Singapore. and several other countries gathered in Dubai to witness what was more than a cover unveiling. It was a recognition of a journey, a profession, and a city that has quietly set global benchmarks in community living. Property Time is proud to be the Official Media Partner for this pioneering platform for one of the most important sectors in Dubai.

At its heart, 'Building Communities' is a coffee table book, visually engaging and thoughtfully curated. Yet its true value lies beyond its aesthetics. The book chronicles the evolution of the community association management industry in Dubai, tracing its growth from its formative years to the mature, globally referenced model it represents today.

Dubai's community management story is unique. From the introduction of freehold ownership to the development of large-scale master-planned communities, the city was navigating uncharted territory. There were no regional playbooks, no tested frameworks, and very few precedents. What followed was a period of learning, experimentation, collaboration, and resilience. 'Building Communities' captures this journey with honesty and depth.

The book pays tribute to the early pioneers and stalwarts of the industry. These were professionals who worked behind the scenes to shape governance frameworks, operational models, customer engagement practices, and regulatory alignment. Many of them remained largely invisible to the wider public, yet their contributions directly influenced the quality of life of hundreds of thousands of residents. In that sense, the book is also a dedication to the unsung heroes who helped the Dubai model come alive and thrive.

A key strength of 'Building Communities' book is its ability to place Dubai's experience within a global context. While the narrative is firmly rooted in the emirate's evolution, the lessons are universal. The book highlights how structured governance, professional community management, empathy-driven leadership, and long-term stewardship can transform real estate developments into living, breathing communities.

The author, Professor Jeevan D'Mello, is widely regarded as 'The Father of Community Management' in the Middle East. Having been closely involved since the earliest days of freehold developments, his perspective is both authoritative and deeply personal. Rather than positioning the book as a personal memoir, he has chosen to shine the spotlight on the collective effort. The result is a balanced narrative that blends history, case studies, reflections, and visual storytelling.

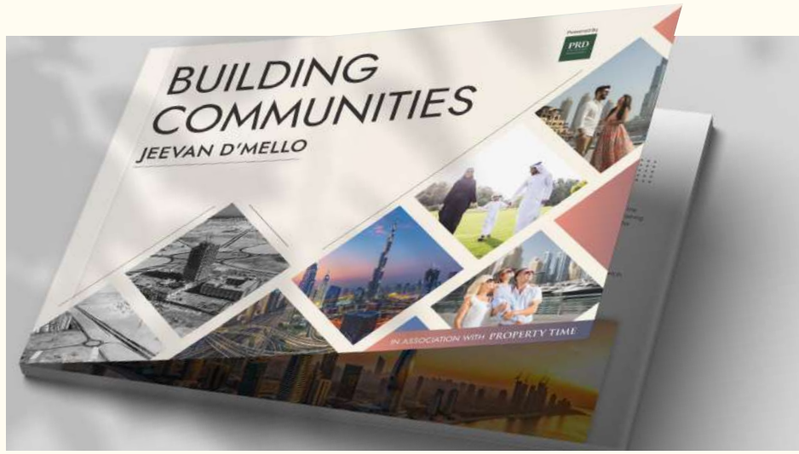
What stood out during the cover reveal was the sense of shared ownership felt by those present. Many in the room had lived parts of this journey themselves. Others had studied the Dubai model from afar. The conversations that followed made it clear that this book fills an important gap. It documents an industry that has matured rapidly, yet until now, lacked a comprehensive and accessible chronicle.

'Building Communities' will resonate with developers, regulators, community managers, academics, and policymakers alike. It is equally relevant for global audiences seeking to understand how Dubai transformed complexity into clarity, and ambition into sustainable community living.

As a veteran real estate editor and publisher, I see this book as both a celebration and a reference. A celebration of people, perseverance, and purpose. And a reference for cities and professionals around the world who are asking a simple but profound question: how do we build communities that truly endure?

I look forward to its release and the conversations it will inspire well beyond Dubai.

For more information, write to hello@propertytime.ae.✦



Text & image: **Compiled by Binesh Babu Panicker**

HQ BY ROVE: A NEW CATEGORY IN REAL ESTATE

EXCLUSIVE INTERVIEW WITH **OSMAN CELIKER**, CEO OF IRTH GROUP

The relevance of branded office spaces in the current market.
As commercial office markets in Dubai grow, HQ by Rove is the only hospitality-led offering that is a true reflection of how workspaces should feel in the future.

The launch of HQ by Rove, developed by IRTH Group, signals a new category in real estate: offices branded with a hospitality operator's DNA. HQ by Rove is the first-ever standalone commercial office building of its kind. Pioneering the concept of hospitality-branded workspaces, this new partnership between IRTH Group and Rove Hotels marks an exciting evolution within the region's commercial space landscape.

The shift in how work is being done, including the likes of hybrid working models, the need to attract people back to the office, and work-life harmony, makes lifestyle-oriented workspaces like HQ by Rove more appealing. They offer so much more than traditional offices, like brand value, employee experience, vibrant amenities, and a great location. Inspired by Dubai's bold spirit, HQ by Rove champions our aim of creating work environments that are as future-focused as the city itself.

2. Reasons why clients should opt for it.

- In addition to residential real estate, Dubai's commercial market is also rising rapidly, with new business registrations exploding over the past 3 years — up 150% since 2021, with a 90%+ occupancy rate, surging rents and limited supply in prime locations.

- By weaving hospitality, thoughtful design, and community into commercial spaces, HQ by Rove is addressing today's needs while setting new standards for tomorrow and creating lasting value for both end users and investors.

- HQ by Rove caters to the modern generation of workforce, startups, entrepreneurs and creators who value a lifestyle-oriented workplace with unique amenities and modern conveniences, which is likely to attract higher rents.

- In a strong market like Dubai, the branded office segment could offer higher yields (premium rents) and better resilience (differentiation, amenity-rich). Branding via a hospitality operator reduces management risk, improves tenant experience, and helps keep the asset future-proof.

- HQ by Rove goes beyond providing fully-fitted offices. By consolidating essential business support under one roof through a collaboration with Cushman & Wakefield Core, it streamlines operations and gives companies the freedom to prioritise clients, strategy, and growth. For tenants, this means smooth day-to-day running, lower overheads, and the confidence that everything from admin to client-facing services is

handled with professionalism.

3. HQ by Rove: the concept, USP, pricing, etc.
Concept:
HQ by Rove is a next-generation, hospitality-led office concept that seamlessly integrates work, life, and play.

Inspired by Rove's signature style and IRTH's forward-thinking vision, HQ by Rove reimagines the traditional office into a destination that blends the warmth and vibrancy of hospitality with the efficiency of a Grade-A commercial space. Designed for modern professionals, HQ by Rove offers fully furnished modular offices for all team sizes with a lifestyle-first approach featuring unique hotel-style amenities, dedicated content creation spaces, and all the ingredients to create a thriving community. Blurring the boundaries between professional focus and personal comfort, these workspaces invite both productivity and ease. Today's professionals are always on the move and require spaces that can keep pace.

With HQ by Rove, we have created a dynamic ecosystem that provides modern professionals with everything they need to thrive in one place, offering unparalleled flexibility, functionality, and community.

USPs:
As the developer behind this flagship project, IRTH Group is proud to set new benchmarks with:

- First-ever hospitality-branded commercial building in the region.
- Fully-furnished modular office layouts, including modular office collection, a la carte and loft offices: HQ by Rove features fully-furnished modular office spaces, with the flexibility to secure partial or entire floors depending on the needs and size of the business.
- Perfectly positioned on Marasi Bay Marina, HQ by Rove is just steps from the lively canal promenade and only minutes from key business districts such as Dubai Design District. With effortless access to Sheikh Zayed Road and Al Khail Road, tenants also enjoy breathtaking panoramic views of the Burj Khalifa and the city skyline.
- An exclusive private road will be constructed to provide direct access to HQ by Rove, facilitating seamless entry and exit and making daily commutes faster and more convenient.
- Work–life harmony is built into the design with a 28% amenity-to-office ratio, which is the highest in Business Bay. Spanning 128,000 sqft, a curated selection of indoor and outdoor amenities includes coworking areas, a fully fitted gym, Crank Studio, Communal areas, silent meeting pods, an indoor lap pool, wellness pods, vertical cafe Upresso, and so much more, minimising the need to travel elsewhere for fitness, dining, or relaxation.
- The Block, a vibrant food hall concept on the ground floor, brings together some of Dubai's best F&B brands for all-day dining, alongside coworking zones, event spaces and reading nooks.
- The HQ desk, powered by Cushman & Wakefield Core, will provide enterprise-class concierge services directly into HQ with a range of services, including reception and call handling, meeting coordination, IT and office assistance, mail and courier

- management, relocation support, and move-in/move-out management.

Pricing:
Average office prices at HQ by Rove start from AED3 million.

4.Is there more supply than demand
Dubai's commercial office sector is experiencing strong demand that exceeds available supply, particularly for premium, lifestyle-oriented workspaces. HQ by Rove, developed by IRTH Group, is uniquely positioned to capitalise on this trend. As the first-ever hospitality-branded commercial office building in the region, HQ by Rove fills a gap in the market, offering a unique proposition that traditional offices cannot match. ✦

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Text/images: **Sourced by Team PT**

HAMDAN BIN MOHAMMED APPROVES NEW URBAN PLANNING MODEL FOR RESIDENTIAL AREAS

THE INITIATIVES INCLUDE A NEW PLANNING MODEL FOR RESIDENTIAL AREAS THAT PRIORITISES CITIZEN WELFARE AND FAMILY EMPOWERMENT.

H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum
Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of The Executive Council of Dubai

H. H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister, Minister of Defence, and Chairman of The Executive Council of Dubai, approved a set of policies and strategic models to enhance urban planning, housing, and digitalisation during a meeting of The Executive Council.

In line with the Year of the Family announced by President His Highness Sheikh Mohamed bin Zayed Al Nahyan, and the Dubai Social Agenda 33 launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, under the slogan 'Family: The Foundation of Our Nation,' the initiatives include a new planning model for residential areas that prioritises citizen welfare and family empowerment in Dubai's urban development alongside the Digital Resilience Policy and the general plan for The Executive Council's Agenda for 2026.
The meeting, held at Emirates Towers, was attended by H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance.

H.H. Sheikh Hamdan affirmed that Dubai is advancing on an integrated development path that prioritises its people and strengthens its position as a global model in urban and social planning, ensuring sustainable welfare for individuals, families and society at large.

He said, "Guided by the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, citizen welfare and family empowerment form the foundation of Dubai's future plans, driving efforts to make it the best, most beautiful, and most advanced city in the world. This model focuses on creating socially interconnected, service-integrated communities that enhance quality of life through homes, neighbourhoods, parks, schools, and their service centres."

H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum
First Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance of the UAE

Sheikh Hamdan emphasised the importance of strengthening resilience and proactive standards to ensure that the emirate's digital and service infrastructure can respond to transformation and challenges along the way. "We have one of the most advanced digital infrastructures in the world. To fulfil the objectives of the Dubai Digital Strategy launched in 2023 – digitalising life in Dubai, strengthening the digital economy, and empowering society – we continue to develop a robust digital government model and maintain the continuity and efficiency of digital services. The Digital Resilience Policy has been approved as a key tool to enhance digital leadership in a comprehensive and proactive way," he said.

His Highness also approved the general plan for The Executive Council's 2026 Agenda, which focuses on achieving the priorities and targets of the Dubai Plan 2033 through its economic and social agendas.

Anchored in sustainability
In line with the Year of the Family objectives and Dubai Social Agenda 33, The Executive Council approved the new planning model for citizens' residential areas – a pioneering framework for future neighbourhoods that promotes sustainable living and enhances quality of life and social stability.

The new model introduces an innovative planning concept to »

align housing needs to the highest standards, enhance citizen and family welfare, and support the Dubai Urban Plan 2040. It focuses on creating vibrant, integrated, and socially interconnected communities that reinforce the concept of the Fareej (traditional community cluster) and its internal social cohesion.

The model promotes active mobility through shaded walkways connecting service centres to residential areas and dedicated paths for walking, running, and cycling to encourage healthy lifestyles. It also activates the role of open spaces by transforming parks and squares into interactive hubs for social and cultural activities, fostering community initiatives and a lively, participatory environment.

The project aims to make residential areas more attractive and strengthen residents' sense of comfort and belonging through vibrant environments that encourage interaction and satisfaction.

The plans also include the addition of 152 parks across Madinat Latifa and Al Yalayis, with a maximum walking distance of 150 metres to the nearest park. Over 33 kilometres of cycling paths will be added, along with central parks featuring diverse activities and facilities. Community majlis and wedding halls will also be built.

This project supports the 20-Minute City concept and introduces community parks as an interconnected network of central green spaces.

In Madinat Latifa, the model allocates around 11% of the area to green and open spaces, with 12 kilometres of interconnected walking and cycling paths. It also provides for comprehensive services, including schools, early childhood centres, mosques, health clinics, and commercial hubs. Plans outlined for the area envisage facilities encompassing 3,000 hectares, housing 141,000 people, and including 18,500 residential units and 77 parks.

In Al Yalayis, the model introduces a vibrant green corridor linking residential areas and offering recreational, service, and commercial facilities, creating an integrated living environment that promotes quality of life and sustainability. The plans provide for facilities spread over 1,108 hectares with the capacity to house 66,000 people, including 8,000 residential unit plots and 75 parks.

The Executive Council also approved the Digital Resilience Policy – a comprehensive, proactive framework to strengthen digital resilience and enable a thriving digital government, economy and society.

The policy aligns with the Dubai Resilience Strategy and complements the Digital Transformation Strategy aimed at simplifying people's lives and strengthening the digital economy using advanced technologies, including artificial intelligence.

Compliance with the policy will ensure continuity of digital services, strengthen protection for systems and digital infrastructure, safeguard vital digital assets, and improve leadership dashboard indicators.

The policy is built on a comprehensive methodology that strengthens preparedness, response, recovery, and transformation. It ensures smooth digital operations, reduces response time, and optimises availability of critical infrastructure, while maintaining public confidence and fostering private sector cooperation. It also introduces structured communication mechanisms, a governance framework, and key performance indicators for initiatives to boost resilience.

The digital resilience policy also emphasises the importance of coordinated efforts between public and private sectors to safeguard all critical digital assets, such as data centres, networks, cloud platforms, and user devices. By promoting seamless collaboration and swift incident response, it underlines Dubai's dedication to maintaining uninterrupted digital services and fostering enduring public trust in the digital landscape.

The Executive Council also reviewed the achievements of the 2025 agenda and approved the 2026 plan, which focuses on implementing Dubai Plan 2033 priorities through economic and social agendas, and the supporting plans. It covers sectors including social development, infrastructure, economy and investment, entrepreneurship, security, justice and safety, and public services. ✦

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Text & Images: **Sourced by Team PT**

DUBAI LAND DEPARTMENT ACHIEVES A LANDMARK MILESTONE

THE ENTITY WON THE "CORPORATE EXCELLENCE AWARD IN ETHICAL AND RESPONSIBLE PROCUREMENT AND PARTNERSHIPS" FROM EIPM.

Dubai Land Department (DLD) has received the "Corporate Excellence Award in Ethical and Responsible Procurement and Partnerships" from the European Institute of Purchasing Management (EIPM), in an international recognition that reflects DLD's commitment to an operational framework grounded in ethical values and sound governance.

The achievement reaffirms DLD's leadership in developing procurement practices and institutional relations based on integrity, responsibility, and sustainability. It also marks DLD as the first entity globally to achieve this distinction in the Partnerships category, and the first entity in the Middle East to earn this recognition in the Suppliers category—reinforcing the role of the United Arab Emirates as a global institutional hub adopting the highest standards of public administration, and highlighting Dubai as an advanced model in applying them.

This international recognition reflects the level of confidence in the work methodologies adopted by DLD in managing procurement and contracting processes, which are grounded in ethical and institutional responsibility in procurement and partnerships, and built on transparency, adherence to ethical standards, and procedures that ensure fairness, compliance, and sustainable institutional and economic value. The award also highlights the pivotal role of DLD's teams in translating these principles into clear operational practices and enhancing process efficiency in ways that support institutional development and reflect high-quality performance.

This achievement aligns with Dubai's vision of building an institutional environment founded on transparency, responsible collaboration, and sustainable outcomes. It strengthens DLD's position as a government entity that adopts responsible governance models, applies sustainable procurement standards, and develops institutional relations centered on creating real value—contributing to the competitiveness of Dubai's real estate ecosystem and reinforcing the trust of customers and partners.

DLD affirms that this international recognition serves as a motivation to continue developing systems and procedures, deepening institutional work, and adopting global best practices that elevate service quality and efficiency— reflecting Dubai's global standing and enhancing long-term institutional confidence.

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Text & image: **Sourced by Team PT**

‘RELEASE OF PROPERTY MORTGAGE AFTER SETTLEMENT’ PACKAGE LAUNCHED

The Ministry of Energy and Infrastructure, in cooperation with Emirates Development Bank and the Department of Land and Real Estate Regulation in the Government of Ajman, has launched the Release of Property Mortgage After Settlement package for housing programme beneficiaries.

This package is offered within a unified digital system that redesigns the post-loan-settlement journey and transforms it into a single digital experience, without the need for any visits or documents.

The package aims to significantly improve the customer journey, as it helps reduce procedures from five to one, eliminate documents from six to zero, cut visits from five to zero, and shorten the service completion time from seven working days to one day.

This package comes in line with declaring 2025 as the Year of Community and 2026 as the Year of Family, both of which reaffirm the central position of the Emirati family in national priorities, support quality of life, and enhance housing stability as one of the most important pillars of social cohesion.

It also reflects the UAE’s approach to designing future-focused services centred on citizens and tailored to meet their needs with greater simplicity, flexibility, and efficiency.

“In cooperation with our partners at the federal and local levels, we have ensured a complete redesign of the customer journey to create an integrated digital service completed in a single step, without the need for any visit or documents, thereby enhancing the efficiency of the housing system and improving quality of life,” he said.

Al Mazrouei added, “This package highlights the level of government integration that distinguishes the UAE and the role of data and digital systems in improving and accelerating service delivery. At the Ministry of Energy and Infrastructure, we will continue to develop more proactive and flexible services and build an agile government ecosystem that supports the objectives of We the UAE 2031 vision and meets our society’s aspirations for a more advanced and sustainable future.”

The Release of Property Mortgage After Settlement package is built on extensive government integration involving the Ministry of Energy and Infrastructure – represented by the Sheikh Zayed Housing Programme – Emirates Development Bank, and the relevant federal and local government entities.

The first phase has been implemented in Ajman, and work is underway to complete integration with the remaining emirates in the upcoming phases.

This includes adopting instant digital linkage for all transactions, automatically canceling direct debit after settlement, and notifying all parties electronically without any manual intervention, thereby enhancing processing speed and improving accuracy and quality in service delivery.

The package reflects the UAE Government’s vision of providing customer-centred government services grounded in innovation and digitalisation. It also reflects the ministry’s commitment to developing a future-ready housing system that is more efficient and flexible, supports quality of life, and strengthens public confidence in smart government services.

SUHAIL MOHAMED AL MAZROUEI, MINISTER OF ENERGY AND INFRASTRUCTURE, SAID THE LAUNCH OF THIS PACKAGE MARKS AN IMPORTANT MILESTONE IN DEVELOPING GOVERNMENT SERVICES AND IS A PRACTICAL EMBODIMENT OF THE WISE LEADERSHIP’S VISION TO SIMPLIFY PROCEDURES, ELIMINATE BUREAUCRACY, AND PROVIDE SERVICES BASED ON INNOVATION AND DIGITALISATION, PLACING THE CUSTOMER AT THE HEART OF THE DEVELOPMENT PROCESS.

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WHEN THE WORKPLACE BECOMES A STRATEGIC ADVANTAGE

BY **KETAN TREHAN**, CITY DIRECTOR – DUBAI, ABU DHABI AND RIYADH, THE EXECUTIVE CENTRE

The role of an office has fundamentally changed. It is no longer a passive backdrop for desks and meeting rooms; today's workplace is a strategic asset, one that influences organisational performance, fosters meaningful connections, and shapes how brands are experienced. Today, our office spaces are shaping culture, driving productivity, and attracting talent. This shift empowers workspace providers to leverage design as a powerful tool, delivering truly purpose-built environments beyond mere aesthetics.

This trend is particularly evident in the GCC, with cities such as Dubai, Abu Dhabi, and Riyadh witnessing unprecedented commercial momentum, driven by economic diversification, global investment, and an influx of international companies. Yet, this growth comes with its own set of constraints: limited availability of Grade A commercial office space, rising rental values, and a development focus increasingly skewed toward residential projects. For many organisations, committing to long-term leases, managing functional interiors, and navigating licensing complexities is neither practical nor efficient.

This is where flexible workspace providers are redefining their role. Beyond offering ready-to-occupy offices, they are increasingly acting as strategic partners, translating business objectives into environments that are intentional, adaptable, and built for performance. The focus shifts from "how a space looks" to "how a space works." For multinational organisations entering the Middle East, this becomes even more nuanced. Cultural context, operational priorities, and brand alignment must all be reflected in the space. Premium flexible workspace providers such as The Executive Centre (TEC) approach design as a thoughtful and intentional process, one that balances global standards with local relevance, ensuring that each workspace feels both consistent and contextual.

Execution is just as important as vision. One of the key advantages of working with a premium flexible workspace partner lies in the ability to deliver seamlessly. With in-house design, project management, and a global supplier ecosystem, TEC manages the entire journey, from selecting the location and concept development to build-out and handover. This integrated model removes complexity for clients, particularly those without local expertise or internal project teams, allowing leadership to focus on growth rather than logistics. Financial flexibility, including making CapEX more efficient and transparent pricing, further lowers barriers to accessing custom-built, high-quality environments.

At the heart of impactful workspace design are a few non-negotiable principles:

- **Adaptability:** Businesses evolve quickly, and workspaces must keep pace. Agile layouts, modular elements, and multipurpose areas allow teams to shift between focused work and collaboration mode without friction.
- **Well-being:** The modern workplace must actively support people. Access to natural light, ergonomic furniture, acoustic balance, and spaces for pause and interaction all contribute to healthier, more engaged teams, and ultimately, better outcomes.
- **Sustainability:** Design decisions today carry long-term responsibility. From material selection to energy efficiency, sustainable design is no longer optional; it is integral to corporate values, compliance, and employee expectations.
- **Brand Expression:** A workspace is a physical manifestation of an organisation's identity. Thoughtful use of materials, lighting, spatial flow, and visual language ensures that the environment reinforces credibility, professionalism, and purpose from the moment one enters

Ultimately, curating premium flexible workspaces for impact is about alignment between people, place, and ambition. When design is approached holistically and executed with intent, flexible workspaces become more than a solution. They become platforms for innovation, culture-building, and long-term success. In a rapidly evolving Middle Eastern business landscape, that distinction matters more than ever. ✦

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Text & Images: **Sourced by Team Property Time**

BUILDING SMARTER, BUILDING BETTER

AT THE RECENT BIG 5 GLOBAL 2025, NEMETSCHEK ARABIA'S MANAGING DIRECTOR **MUAYAD SIMBAWA** DIVES INTO THE TECHNOLOGIES, MINDSETS, AND OPEN STANDARDS RESHAPING THE SECTOR

Digital transformation is no longer a buzzword; it's the beating heart of modern construction. From AI-powered digital twins to cloud-native collaboration and openBIM interoperability, Nemetschek Arabia is helping the region's most visionary developers deliver faster, greener, and smarter. In this exclusive conversation, Muayad Simbawa, Managing Director of Nemetschek Arabia, explains how integrated digital ecosystems are redefining project outcomes across the UAE and beyond.

Nemetschek has long championed digitalization across the building lifecycle. How has your vision for digital transformation in the architecture, engineering, construction / operations sector evolved in recent years, and what role do you see Nemetschek playing in shaping that future?

Over the past few years, digital transformation in the AEC/O sector has shifted from a technology conversation to a strategic necessity. The industry now recognizes that data, automation, and integrated workflows are essential for delivering projects that are safer, more complex, and more sustainable. At Nemetschek, our vision has evolved towards enabling a fully connected building lifecycle, where architects, engineers, contractors, and project owners collaborate using a common digital foundation.

We are investing heavily in open standards, cloud platforms, and AI-driven insights that remove silos and improve decision-making from concept to operations. Our role is to be a trusted transformation partner, helping organizations move from traditional, fragmented processes to seamless, intelligent workflows that maximize efficiency and minimize risk. As expectations rise in markets like the GCC, Nemetschek is committed to shaping a future where digital delivery is the norm, and excellence is built on data, collaboration, and innovation.

With sustainability now a core concern in real estate development, how does Nemetschek's software help architects, engineers, and owners design, build, and operate more sustainable buildings?

At Nemetschek, sustainability is embedded in the very DNA of our software solutions. We empower architects, engineers, and owners to make data-driven decisions that reduce environmental impact across the entire building lifecycle. From early design, our tools enable energy modeling, daylight analysis, and material optimization, helping teams minimize carbon footprints before construction even begins. During the build phase, our BIM platforms like ALLPLAN foster collaboration and precision, reducing waste and ensuring resources are used efficiently. Once operational, our facility management platform Spacewell provide real-time insights into energy consumption and maintenance, enabling owners to continuously improve performance and extend asset life. Importantly, our open standards approach ensures seamless integration across disciplines, breaking down silos and driving collective responsibility for sustainability.

You have often referenced investments in AI, digital twins, and cloud platforms (e.g., dTwin). Which of these technologies do you think will have the biggest transformational impact on the AEC industry in the next 3–5 years, and why?

While all three technologies – AI, Digital Twins, and cloud platforms – are reshaping the AEC industry, I believe digital twins powered by AI will have the most profound impact over the next 3–5 years. The Digital Twin is the central repository that organizes the data across the building lifecycle. However, it is AI that unlocks the true value of that twin. AI and machine learning analyze the vast, complex data captured from design models, construction sensors, and operational systems to provide predictive insights. This moves us from reactive facility management to predictive operations that forecast maintenance needs, optimize energy, and automate resource allocation.

Platforms like our dTwin create a living digital ecosystem where design, construction, and operations converge, enabling smarter maintenance, lower carbon footprints, and improved asset resilience. Meanwhile, cloud platforms will continue to accelerate collaboration and remote work, while AI will streamline tasks like clash detection, planning, and facility optimisation. But it is the combination of all three, integrated through open standards, that will unlock the industry's next leap – transforming how buildings are designed, built, and managed.

As cities increasingly push toward smart, net-zero, and high-density development, what are the biggest architectural and engineering challenges you believe technology can help solve, and which ones will continue to require human creativity?

Technology is poised to solve the tremendous challenges of complexity, efficiency, and real-time performance in smart, high-density cities. Tools like Generative AI can rapidly optimize structural and energy models to achieve net-zero mandates, while Digital Twins, fed by IoT sensors, manage complex urban systems like smart grids and traffic flow to ensure sustainability and resilience.

However, the conceptual challenges will always require human creativity. Technology can deliver the how and the what, but it can never define the why. Human architects and engineers will remain indispensable in defining urban identity, addressing complex social equity issues, designing spaces that foster human connection and well-being, and integrating culture into the built environment. AI is our co-pilot, not our replacement. ✦

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MONDRIAN AL MARJAN BEACH RESIDENCES SELLS 200+ UNITS IN 2 HOURS

FINAL 100 UNITS SET TO BE RELEASED SOON TO MEET SURGING INVESTOR APPETITE

ELEVATE, the visionary lifestyle real estate brand, has officially shattered market records in Ras Al Khaimah. Following a spectacular launch event at Atlantis The Royal on 26th November, the **Mondrian Al Marjan Island Beach Residences** became the emirate's fastest-selling project, recording **AED 704 million in sales within just two hours.**

The overwhelming response saw more than **200 units** snapped up by investors and homeowners almost immediately, validating the project's status as the most anticipated branded residence in the Northern Emirates. Capitalizing on this extraordinary momentum, ELEVATE has announced that the **final 100 units** will be released soon.

The project, valued at **AED 1.8 billion**, is developed in partnership with **Ennismore**, the world's fastest-growing lifestyle hospitality company. **Designed by global leaders Gensler and Bergman Design House**, the development creates a new benchmark for branded beachfront living, blending bold architecture with sensory storytelling, a combination that has resonated deeply with global investors.

Zeeshaan Shah, Founder & Chairman of ELEVATE, commented on the record-breaking success, "The incredible demand we witnessed, selling over AED 700 million in just two hours, is a powerful validation of our vision for Mondrian Al Marjan Island Beach Residences. We didn't just launch a building; we introduced a new standard of lifestyle that resonates deeply with global investors. This rapid absorption proves that Ras Al Khaimah is no longer just an emerging market; it is a prime destination for luxury real estate, and ELEVATE is proud to be leading this transformation."

The Next Chapter of Luxury The newly released inventory will offer a mix of the project's most sought-after layouts. Buyers moving quickly on this next phase

will have the opportunity to secure homes within the development's three signature distinct tiers:

- **The Residences:** Chic 1–3 bedroom apartments.
- **The Front Row Collection:** Exclusive beachfront townhouses with direct beach access.
- **The Sky Collection:** Breathtaking duplex and triplex sky villas with private pools.

Residents will enjoy proximity to the upcoming Wynn Al Marjan Island and access to over 60,000 sq. ft. of curated amenities, including the Mondrian Sky Club, the region's first Fi'lia Beach, and Accor Platinum Status benefits world-wide.

With construction moving ahead and completion scheduled for **Q4 2028**, the Mondrian Al Marjan Island Beach Residences continues to set the pace for luxury real estate in Ras Al Khaimah. ✦

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FAKHRUDDIN PROPERTIES AND HOLCIM UAE SIGN STRATEGIC MOU

PARTNERSHIP SIGNALS MAJOR REGIONAL MILESTONE: HOLCIM'S FIRST-EVER MOU WITH A MIDDLE EAST–HEADQUARTERED DEVELOPER.

Fakhruddin Properties, one of the UAE's leading sustainability-oriented developers, and Holcim UAE, the leading partner for sustainable construction, have signed a Memorandum of Understanding (MoU) to jointly advance sustainable construction across the region.

The new partnership marks a significant regional milestone for Holcim as its first MoU signed with a Middle East-headquartered developer. It underscores the company's commitment to expanding its geographical reach and championing sustainable building solutions that support the UAE's net-zero ambitions.

Commenting on the announcement, **Yousuf Fakhruddin, CEO and Managing Director, Fakhruddin Properties,** said, "This MoU supports the UAE's national sustainability agenda and aligns with the 2015 Paris Agreement, reinforcing the UAE's long-held commitment to achieving net-zero CO_2 emissions by 2050. We will work closely with Holcim UAE to reduce both embodied and operational carbon, promote circular economy principles, and scale practical sustainability solutions with full transparency.

"For example, low-carbon materials supplied by Holcim and other manufacturers will be a staple across our future projects. This partnership demonstrates that effective decarbonization requires joint efforts across developers, sustainable solution providers, as well as government and industry stakeholders, combining innovation with measurable climate action."

Ali Said, CEO, Holcim UAE added, "Sustainability is not just a goal, it is a shared responsibility that requires collaboration, transparency, and innovation. Through this partnership, we will embed low-carbon, circular, and resilient practices across the built environment. By ensuring traceability of materials along the entire value chain and integrating sustainable design and construction solutions, we will create communities that support wellbeing, respect the environment and nature, and set new benchmarks for sustainable development, starting with the UAE."

By leveraging Holcim UAE's expertise in low-carbon and circular building solutions through its NextGen Growth 2030 strategy, which includes a focus on the scaling up of sustainable construction, and Fakhruddin Properties' sustainable development vision, the collaboration aims to deliver future-ready communities that balance environmental responsibility with social value.

A multi award-winning sustainable pioneer in the UAE's real estate space, Fakhruddin Properties' pioneered the country's first in-building waste management system, diverting 90 per cent of waste from landfills; and is committed to delivering a wellness-optimized lifestyle across its growing portfolio through the implementation of smart home and air purification technology and other ground-breaking energy-efficient initiatives designed to address the global issue of rising energy consumption. ✦

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UAE'S REAL ESTATE MARKET TO REACH AED486.2 BILLION BY 2030

GEORGES CALAS, CEO OF LIFESIZE PLANS DUBAI COMMENTED: "THE UAE REAL ESTATE SECTOR IS ENTERING A NEW ERA OF DATA-DRIVEN GROWTH.

GEORGES CALAS, CEO OF LIFESIZE PLANS DUBAI COMMENTED: "THE UAE REAL ESTATE SECTOR IS ENTERING A NEW ERA OF DATA-DRIVEN GROWTH. TECHNOLOGIES SUCH AS AR AND VR, AMONG OTHERS ARE NOT JUST ADD-ONS, BUT ALSO REDEFINING HOW PROPERTIES ARE CONCEPTUALIZED, MARKETED, AND SOLD. BY IMMERSING CLIENTS IN HYPER-REALISTIC ENVIRONMENTS, WE BRIDGE THE GAP BETWEEN IMAGINATION AND REALITY, DRIVING FASTER DECISIONS AND SMARTER INVESTMENTS, WHICH IS A NECESSITY AS DEMAND CONTINUES TO INCREASE AND BUYERS BECOME MORE SELECTIVE WITH HOW AND WHERE THEY ARE INVESTING THEIR MONEY."

The UAE's real estate sector continues to stand as one of the country's most dynamic and resilient industries, serving as a cornerstone of its diversified and thriving economy. With consistent demand from both local and international investors, the sector has remained a key contributor to national GDP, supported by visionary government policies, large-scale infrastructure projects, and a steady influx of foreign capital.

Valued at AED302.65 billion in 2024, the local sector is expected to reach AED486.2 billion by 2030 at a Compounded Annual Growth Rate (CAGR) of 8.06% as per market insights and analysis firm 'Research and Markets'. Along with increasing customer demand, this is in large part due to the increased adoption of technologies such as AI, blockchain, and Virtual Reality (VR) and Augmented Reality (AR). As of 2023, over 80% of property listings in Dubai and Abu Dhabi were digitized, with more than 60% of buyers initiating transactions via online portals, a trend which is only expected to increase in the next few years.

Lifesize Plans Dubai, an Australian based leading company in life-sized architectural projections worldwide, took note of this increasing trend and entered the UAE market in 2023 to support developers seeking to enhance their sales and design experiences through technology. By integrating their AR/VR capabilities, they allow their customers to visualize entire developments at a 1:1 scale and the ability to step into properties before construction even begins with the aim of reducing costly revisions, while strengthening buyer assurance.

As the UAE cements its status as a global property investment hub, developers and buyers alike are turning to PropTech companies such as Lifesize Plans Dubai to transform how projects are planned, presented, and purchased. The alignment of government-led innovation strategies, investor appetite for transparency, and an increasingly tech-savvy consumer base is accelerating PropTech adoption across the region to help integrate advanced visualization solutions that bring real estate concepts to life with unprecedented clarity and impact. ✦

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SAAS UNVEILS NEW LANDMARK PROJECT RITZ-CARLTON RESIDENCES

EXCLUSIVE REAL ESTATE DEVELOPER OF ADFW ANNOUNCES THE REVEAL OF ITS LATEST BRANDED RESIDENTIAL DEVELOPMENT

SAAS Properties proudly marked its participation at Abu Dhabi Finance Week (ADFW) 2025 as the event's exclusive real estate developer, reinforcing its commitment to shaping the future of the UAE's luxury property market. During the event, SAAS officially revealed its newest project: The Ritz-Carlton Residences, Al Maryah Island, Abu Dhabi - an exceptional branded residential development, expanding its portfolio of luxury landmarks.

The official signing ceremony between SAAS and Marriott International marks a shared commitment to advancing branded residences that reflect SAAS's signature standards, reinforcing the company's momentum in delivering world-class, design-led communities. The reveal strengthens SAAS's presence in the capital, showcasing a selection of its residential and mixed-use developments throughout ADFW, and reflects its philosophy of thoughtful design, quality-driven development and curated lifestyle experiences, ultimately elevating Abu Dhabi's real estate and lifestyle offering.

The United Arab Emirates continues to be one of the fastest-growing economies globally, and real estate is central to this transformation. This powerful economic sector fuels construction, tourism, finance and retail.

This latest reveal of The Ritz-Carlton-branded residences and the successful launches of both, The St. Regis Residences, Al Maryah Island, Abu Dhabi and Seamont, Autograph Collection Residences, Al Reem Island, Abu Dhabi in only 2025, offer a truly elevated standard of living for discerning buyers.

With this latest addition to its growing portfolio, SAAS Properties reaffirms its dedication to enriching Abu Dhabi's luxury real estate market. Through thoughtful design, world-class partnerships and quality-driven development, the company continues to elevate the standards of residential living in the UAE.

Legal disclaimer: The Ritz-Carlton Residences, Al Maryah Island, Abu Dhabi are not owned, developed or sold by The Ritz-Carlton Hotel Company Limited or its affiliates ("Ritz-Carlton"). SAAS AM Properties LLC uses The Ritz-Carlton trademarks under a license from Ritz-Carlton, which has not confirmed the accuracy of any of the statements or representations made herein. ✦

KARIM NASSER, MARKETING DIRECTOR AT SAAS PROPERTIES, SAID: "OUR PARTICIPATION IN ABU DHABI FINANCE WEEK HIGHLIGHTS SAAS PROPERTIES' COMMITMENT TO SHAPE THE FUTURE OF LUXURY LIVING IN THE UAE. ABU DHABI IS EXPERIENCING AN EXCITING PERIOD OF OPPORTUNITIES, AND OUR COLLABORATION WITH MARRIOTT INTERNATIONAL ON THE ST. REGIS RESIDENCES, SEAMONT, AUTOGRAPH COLLECTION RESIDENCES, AND NOW THE RITZ-CARLTON RESIDENCES, PROVES OUR CONTINUOUS EFFORTS IN SETTING NEW STANDARDS IN LUXURY LIVING. WITH OUR LATEST REVEAL, WE ARE NOW ACCEPTING EXPRESSIONS OF INTEREST FOR THE RITZ-CARLTON PROJECT, INVITING DISCERNING BUYERS AND INVESTORS TO BE PART OF THIS LANDMARK DEVELOPMENT."

JAIDEV MENEZES, RVP – MIXED-USE DEVELOPMENT, EMEA AT MARRIOTT INTERNATIONAL COMMENTS, "WE ARE THRILLED TO CONTINUE OUR COLLABORATION WITH SAAS PROPERTIES ON THEIR THIRD STANDALONE BRANDED RESIDENTIAL DEVELOPMENT. SAAS ARE VISIONARY DEVELOPERS BRINGING THE TRAILBLAZING LEGACY AND GRACIOUS SERVICE OF THE RITZ-CARLTON BRAND TO THE PREMIUM AL MARYAH ISLAND."

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Compiled by **Seebha Binesh**

LONDON GATE AND FRANCK MULLER CELEBRATE HAT-TRICK SUCCESS

THIRD COLLABORATION SELLS OUT COMPLETELY AS BUYERS EMBRACE THE MARRIAGE OF SWISS WATCHMAKING AND DUBAI WATERFRONT LIVING.

In a market where luxury has many definitions, London Gate and Franck Muller have found their winning formula and buyers can't get enough. The complete sell-out of Franck Muller Yachting, their third collaboration valued at AED 900 million, proves that when Swiss precision meets Dubai ambition, something special happens.

This isn't just another tower joining Dubai's skyline. Rising in Dubai Maritime City, Yachting captures something intangible — that feeling of freedom you get standing on a yacht deck at sunset and translates it into a home you return to every day.

“Three projects, three sell-outs – it's humbling, honestly, says Eman Taha, CEO of London Gate. “What makes Yachting extraordinary is achieving this before we've even broken ground. People are investing in buying into a vision, and a track record. Every buyer who chooses Yachting is making a statement about what they value: craftsmanship that lasts generations, design that tells a story, and a lifestyle that goes beyond.”

Inspired by Franck Muller's legendary Yachting timepieces, the development brings nautical elegance to everyday living. Think compass-inspired details that help you navigate your way home, ocean-inspired palettes that calm rather than overwhelm, and the kind of attention to detail you'd expect from craftsmen who measure perfection in fractions of millimeters. The development comprises 574 residential units – spanning studio, one-, two-, and plus-bedroom homes that aren't just built; they're composed like movements in a watch.
But what really sets Yachting apart is how it reimagines community living. Picture your mornings starting with yoga in the Zen Garden, afternoons at the padel court with neighbours who've become friends, and evenings under the stars at the rooftop cinema. The kids have their own adventure zones, while adults can escape to the spa or host weekend barbecues in the garden. It's the kind of lifestyle that makes you wonder why you'd ever leave home.

“The quick and full sell-out of Franck Muller Yachting shows that our brand's legacy is successfully moving into the real estate market, which is now a key part of our long-term vision,” said Erol Baliyan, Managing Director of Franck Muller. “Yachting brilliantly brings the refined style and craftsmanship of our watches into the world of luxury homes, giving people a real taste of the Franck Muller lifestyle. Our partnership with London Gate keeps proving that when you combine the right vision with the right execution, magic happens.”

The partnership's success story, from Aeternitas to Vanguard and now Yachting, is not just about sales figures. It's about creating homes that will be as relevant and desirable in 50 years as they are today. In a city that constantly reinvents itself, that's no small achievement.

As both brands look ahead, one thing is clear: they are not just building for today's buyers, but for families and stories that will unfold within these walls for generations to come.

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TOMORROW WORLD UNVEILS AED8 BILLION REAL ESTATE PIPELINE

20-YEAR GLOBAL BUSINESS CONFIRMS OVER 20 PROJECTS LAUNCHING FROM 2026, SIGNALING LONG-TERM COMMITMENT TO DUBAI'S URBAN FUTURE

Tomorrow World Group – a global enterprise with a proud 20-year legacy in Dubai – has announced its most ambitious chapter yet: an AED 8 billion real estate development pipeline set to redefine the city's skyline from 2026 onward.

This bold move marks the culmination of two decades of strategic foresight and positions Tomorrow World as a key player in shaping Dubai's urban future.

Founded in 2002 as a trading pioneer, Tomorrow World has evolved into a diversified powerhouse, navigating global markets and investing across industries. After years of observing Dubai's real estate cycles and participating as a portfolio investor, the company is now stepping forward as a developer with a vision to create projects that make sense for investors, build long-term relationships, and deliver uncompromised lifestyle experiences.

The upcoming pipeline, spanning more than 20 projects between 2026 and 2028, will include high-end waterfront residential communities and future-ready commercial landmarks.

Among the first launches is Tomorrow 166, a boutique residential development on Dubai Islands that promises an elevated island lifestyle with curated spaces for families and investors alike.

Complementing this is Tomorrow Commercial Tower, a Grade A business address in International City designed to set new standards for commercial real estate through smart technology, modern architecture, and tenant-centric amenities.

All developments will be self-funded, supported by reputable contractors, consultants, and vendors to ensure precision and quality. This strategic expansion aligns with Dubai's 2040 Urban Master Plan and reinforces Tomorrow World's long-term commitment to the city's growth.

SPEAKING ABOUT THE ANNOUNCEMENT, **XU MA, FOUNDER & CHAIRMAN, TOMORROW WORLD REAL ESTATE DEVELOPMENT**, SAID: "TOMORROW WORLD'S JOURNEY HAS ALWAYS BEEN ABOUT VISION AND RESILIENCE. FOR TWENTY YEARS, WE HAVE BELIEVED IN DUBAI'S STORY, AND TODAY, WE ARE PROUD TO CONTRIBUTE TO ITS NEXT CHAPTER. OUR DEVELOPMENTS ARE EXPERIENCES CRAFTED WITH PURPOSE, DESIGN, AND INTEGRITY. THE AED 8 BILLION PIPELINE REFLECTS OUR CONFIDENCE IN DUBAI'S FUTURE AND OUR COMMITMENT TO CREATING SPACES THAT BOTH INSPIRE AND ENDURE."

Text & Images: **Sourced by Team PT**

DLD COLLABORATES WITH DUBAI HOLDING COMMUNITY MANAGEMENT TO APPROVE FIRST-EVER THREE-YEAR FIXED SERVICE FEES FOR PALM JUMEIRAH MASTER COMMUNITY

DLD COLLABORATES WITH DUBAI HOLDING COMMUNITY MANAGEMENT

Dubai Land Department, in collaboration with Dubai Holding Community Management, has approved the first-ever three-year fixed service fees for the Palm Jumeirah Master community. The new mechanism enables the management companies of jointly owned properties (JOPs) to submit and secure approval for a three-year service fees budget via the 'Mollak' system, while also maintaining the option for entities that wish to continue adopting a one-year budgeting model.

The new mechanism aims to stabilise service fees and enhance the efficiency of long-term financial planning by enabling management companies to enter into three-year operational contracts with service providers. This approach enhances clarity and certainty for owners and investors, while contributing to greater transparency in the management of buildings and communities.

This adoption marks a strategic milestone led by the Jointly Owned Property Management Department to advance the 'Mollak' system and usher in a more mature phase of community management. It strengthens market stability and transparency while enhancing the resilience and competitiveness of Dubai's real estate sector. This development enables DLD's partners, the community management companies to manage their financial and operational obligations across jointly owned properties with greater efficiency, improved planning confidence, and more sustainable decision-making supported by accurate and reliable data.

The enhancements to the 'Mollak' system also include strengthened digital data integration and streamlined documentation and verification processes, reducing time and effort, improving oversight, and elevating service quality for all stakeholders in the real estate ecosystem.

In this context, **Eng. Abdullah Ahmed Al Shehhi, CEO of the Real Estate Regulatory Agency at Dubai Land Department**, stated that the new three-year budgeting mechanism was implemented for the first time in collaboration with Dubai Holding Community Management, with the main Palm Jumeirah Master community being the first project to have its budget approved under this advanced model.

He added: "All community management companies across Dubai can use this new mechanism, which supporting long-term financial planning and enhancing the stability of service fees. This step forms part of RERA's ongoing efforts to strengthen transparency, improve the efficiency of community management, and elevate the quality of services provided to residents, owners, and investors across the emirate.

The announcement of this implementation was made during a recent collaborative workshop, organised in partnership with Dubai Holding Community Management, during which key updates supporting multi-year financial planning and the development of community management mechanisms in the emirate were presented. During the workshop, Francis Gianni, Chief Community Management Officer, also highlighted the organisation's milestones across Dubai Holding Community Management's residential portfolio.

Francis Giani, Chief Community Management Officer at Dubai Holding Community Management, said: "This milestone will significantly enhance our strategic planning capabilities, allowing us to approach future initiatives with greater foresight and clarity. Anchored in this renewed framework, we are committed to implementing meaningful, long-term enhancements that enrich the community experience and deliver enduring value to our residents at the Palm Jumeirah and beyond."

This step reaffirms Dubai Land Department's commitment to advancing modern systems that meet the evolving needs of the sector, strengthen customer trust, and support Dubai's vision of delivering world-class living experiences through a more efficient and innovative real estate ecosystem.

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Compiled by **Seebha Bhadran**
Text & Images: **Sourced by Team PT**

CASAGRAND UNVEILS DEBUT INTERNATIONAL PROJECT

CASAGRAND HERMINA IS LOCATED AT DUBAI ISLANDS, VALUED AT AED420 MILLION.

India's leading real estate developer, Casagrand, has officially unveiled Casagrand HERMINA, a premium residential development located on the rapidly transforming Dubai Islands.

Valued at AED420 million, Casagrand HERMINA marks Casagrand's expansion into the Middle East with a project that blends coastal serenity and city living. Inspired by Hermes, the mythological messenger who moved effortlessly between worlds, Casagrand HERMINA is conceived as a place where the calm of the sea meets the dynamism of Dubai, providing residents a lifestyle that balances retreat, tranquility, and connection.

Arun Mn, Founder and Managing Director, Casagrand, said: "At Casagrand, we have spent more than 22 years creating high-quality developments grounded in precision, timely delivery, and an unwavering focus on customer satisfaction. Bringing this ethos to the UAE is an important milestone for us, and Casagrand HERMINA encapsulates what we value most, a place where the sea brings calm, the city stays close, and life feels restorative, joyful, and connected.

"Our experience in thoughtful design and meaningful community living shapes every detail, and we're excited to introduce this approach to one of the world's most dynamic real estate markets. Ultimately, our goal is to continue to be the developer people trust with one of the most important decisions of their life - of buying a home."

Casagrand HERMINA offers 131 residences ranging from one- to four-bedroom apartments, each crafted for privacy, openness, and elevated everyday living. Residences on every floor are thoughtfully spaced to ensure enhanced privacy, quieter corridors, and a boutique sense of exclusivity. With a starting price of AED 1.92M, a 60/40 payment plan, and completion scheduled for Q2 2028, Casagrand HERMINA brings carefully considered living to the heart of the city.

Strategically located within Dubai Islands, a major coastal district backed by government vision and investment, supported by the Dubai 2040 Urban Master Plan, the area features 21 km of Blue Flag-certified beaches, major infrastructure upgrades including an eight-lane bridge to Downtown Dubai by 2026,

and a planned Metro link. With extremely high demand showcased by almost 50% rise in transactions last year, and limited supply of prime waterfront locations as well as future-ready connectivity, Dubai Islands is positioned as one of the emirate's strongest long-term real estate investment corridors.

Luthfullah K, Director, Dubai, Casagrand, said: "Dubai Islands represents one of our city's most exciting long-term growth corridors, and it was essential for our first UAE development to be rooted in a location that reflects both our ambition and our values. With Casagrand HERMINA, we wanted to create a community that captures the balance people increasingly seek, spaces that feel calming and restorative, yet remain closely connected to everything Dubai offers. This development is a statement of our commitment to the market and Casagrand HERMINA is only the beginning of what we aim to contribute to the city's evolving residential landscape."

Casagrand HERMINA integrates advanced smart technology and eco-conscious design to create a healthier and more efficient living environment with smart home controls, eco-friendly materials, and a locally landscaped podium that naturally helps regulate temperatures.

The development is envisioned as a place where everyday life feels elevated, where wellness, leisure, and community are seamlessly woven into routine. Beyond its impressive range of amenities, from serene swimming pools and spa retreats to vibrant play areas, an immersive sky cinema, and tranquil meditation zones, every space invites you to slow down, connect, and experience a richer way of living while staying connected to the city. Fully furnished layouts, walk-in closets, and entry foyers in all units further enhance the sense of comfort and everyday ease.

Designed by the Casagrand in-house architectural team who have the experience of curating homes for more than 55,000 families, Casagrand HERMINA stands at the crossroads of tradition and transformation, where the vibrancy of the city meets the serenity of the shore. Each space was thoughtfully shaped to carry meaning for every family that buys a home at Casagrand HERMINA. From rooftop

views to wellness zones, the Casagrand team were committed to creating a lifestyle that makes coming home feel restorative.

Casagrand remains deeply committed to long-term growth in the UAE and is currently exploring land parcels across major masterplans and emerging communities, with plans to develop over 6 million sq. ft. of premium residential and mixed-use spaces in the next three years. Casagrand HERMINA marks the first milestone in this strategy in one of the most prime waterfront addresses of Dubai, showcasing Casagrand's design intelligence, build quality, and modern approach to lifestyle-driven living. ✦

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THE MIDDLE EAST'S MOST EXPENSIVE PENTHOUSE

BUGATTI RESIDENCES BY BINGHATTI HAS BEEN SOLD FOR AED550 MILLION.

Binghatti is proud to announce a landmark achievement in the region's luxury real estate sector with the sale of the **most expensive penthouse in Dubai and the Middle East**, valued at **AED 550 million**, at the iconic **Bugatti Residences by Binghatti.**

The historic transaction was concluded by Binghatti's **Chief Sales Officer Abdullah Binghatti**, setting a **new world record for Dubai's real estate market** and achieves the **highest price per square foot ever recorded in Business Bay**, reaching **AED 11,650 per sq.ft.**

Spanning an extraordinary **47,200 sq.ft,** this ultra-exclusive residence stands as a testament to the unmatched demand for **Bugatti Residences by Binghatti**, the world's first Bugatti-branded residential development.

The development has already become home to several global icons, with **football superstar Neymar Jr., Italian tenor Andrea Bocelli, and international footballer Aymeric Laporte** among those who have purchased residences within the project.

Crafted for the world's most discerning high-net-worth individuals, Bugatti Residences blends the elegance of **French art de vivre** with the energy of Dubai's metropolitan core. Located in the heart of **Business Bay**, the development offers unparalleled access to the city's major landmarks and business hubs, making it a preferred destination for global elites seeking prestige, security, and elevated living.

With its ultra-luxury homes, signature Sky Mansion penthouses, and world-first features, including exceptional privacy and bespoke amenities, Bugatti Residences continues to define the uppermost tier of Dubai's luxury property landscape.

This record-breaking sale further reinforces Dubai's position as a global capital for luxury real estate and highlights Binghatti's ongoing commitment to delivering architectural icons that push the boundaries of innovation and exclusivity. ✦

COMMENTING ON THE ACHIEVEMENT, **CHAIRMAN MUHAMMAD BINGHATTI** STATES "YEAR TO DATE, WE HAVE ACHIEVED THE NUMBER-ONE POSITION IN DUBAI'S REAL ESTATE MARKET, WITH MORE THAN 14,000 UNITS SOLD, SURPASSING BOTH PUBLIC AND PRIVATE PEERS.

Text & Images: **Sourced by Team PT**

LIVEABILITY NOW KEY IN DUBAI'S LUXURY REAL ESTATE MARKET

KETURAH RESERVE DEVELOPER MAG LIFESTYLE DEVELOPMENT SAYS WELLBEING IS NO.1 PRIORITY FOR WORLD'S WEALTHY BUYERS

The competitive edge in Dubai's luxury real estate market, often defined by global brand names, has shifted towards quality of life as the flow of wealthy buyers from around the world continues.

MAG Lifestyle Development, developers of Keturah Reserve in Dubai, say they designed the AED3 billion pioneering bio-living development at Meydan around a unique liveability concept that blends wellness-focused living, thoughtful architecture, and sustainability

"The No.1 concern of wealthy buyers is now liveability - the depth of the experience, and the ability of a home to enhance residents' physical and mental wellbeing," said Talal M. Al Gaddah, CEO & Founder of the Keturah luxury brand.

"Luxury properties that genuinely elevate wellbeing create a natural, sustainable demand from UHNW residents. That forms the foundation of a superior investment case, because where people insist on living, capital inevitably follows."

Keturah Reserve is creating a unique nature-backed community only two traffic lights away from Downtown and Dubai Mall, with minimal congestion.

Sculptural dry gardens and thousands of Ficus and 'Rain' trees from Thailand produce a nature-led setting for 533 low-rise apartments, 93 townhouses, and 90 villas, including superhomes' and villa plots.

"The landscaping is not decorative, it is functional wellbeing infrastructure," said Talal. "Keturah Reserve is a community where people will feel truly connected to nature. "Every element has been designed to enhance wellbeing, sustainability, and residents' harmony with their environment, so that they enjoy life to the fullest."

With the townhouses sold out along with more than 40% of the apartments, fäm Properties have been appointed as exclusive Master Agency to oversee the final phase of sales.

New investors are offered milestone-based payment plans and contractual delivery guarantees, with main contractor CITIC Middle east Contracting LLC committed to handovers for townhouses in Q2 -2027, apartments in Q3 and Q4 2027, and villas in Q1 - 2028.

"Very few developers adopt this level of transparency,' said Talal. 'We hope this sets a new standard, supporting the Dubai Land Department's and wider government's goals for investor protection and market integrity."

Firas Al Msaddi, CEO of fäm Properties, said: "A milestone-based plan is not just an investor benefit; it also empowers brokers who prioritize the financial safety of their clients. Those who genuinely care about their clients' capital will naturally prioritize projects with transparent, milestone-tied commitments."

Enhancements made to the original Keturah Reserve plans include expanded apartment blocks, upgraded wellness amenities, new bio-living features and improved shared community spaces.

Larger than average apartments, ranging from 1,106 to 4,883 sq ft, maximize natural light and airflow, while townhouses and villas provide expansive indoor and outdoor living spaces.

Residents at Keturah Reserve will also enjoy premium concierge services, including on-demand Rolls-Royce chauffeur bookings via a dedicated community app for amenities and events.

This community marks the fourth major Dubai project in the Keturah luxury portfolio, following Keturah Resort, operated under the Ritz-Carlton brand, Keturah Ardh and Keturah Bahar. ✦

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Text & image: **Sourced by Team PT**

MANSOUR BIN ZAYED LAUNCHES 'AL KHAIL SQUARE'

THE PROJECT IS LOCATED AT ABU DHABI EQUESTRIAN CLUB.

His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister, Chairman of the Presidential Court and Chairman of Abu Dhabi Equestrian Club, has launched the "Al Khail Square" project, a comprehensive development project at the Abu Dhabi Equestrian Club.

The project embodies Abu Dhabi's vision to elevate the equestrian sector and blend its deep heritage with a modern urban framework, enhancing quality of life and supporting the Emirate's future plan towards integrated communities.

His Highness Sheikh Mansour reviewed the new urban plan and was briefed by Mohammed Abdullah Al Junaibi, Chairman of Federal Protocol and Strategic Narrative Authority and Chairman of the Board of Directors of the Abu Dhabi Equestrian Club, on the project's components. These include advanced equestrian facilities, upscale residential units, modern healthcare facilities, a variety of commercial spaces and a new world-class members' club.

He also received a briefing on the technical aspects and implementation timeline from Ali Al Shaiba, Director-General of the Abu Dhabi Equestrian Club and Abu Dhabi Turf Club, and other project supervisors.
Sheikh Mansour said the "Al Khail Square" project reflects the prominent status of equestrian sports in Abu Dhabi and the sustained support it receives. He emphasised that the development of this urban destination, which merges authenticity with modernity, will solidify the Emirate's position as a global hub for horse racing and equestrian sports.

He stressed the project's importance as a significant addition to Abu Dhabi's development landscape,

contributing to its urban, sporting, and cultural infrastructure, and mandated adherence to the approved schedule for timely completion to the highest standards.

Al Shaiba said that the project will redefine the club's architectural identity by creating an integrated destination that reflects its historical legacy while offering a contemporary model for premium living and hospitality.

The "Al Khail Square" extends the legacy of the Abu Dhabi Equestrian Club, which was established by the late Sheikh Zayed bin Sultan Al Nahyan in 1976, and has served as a major platform for sporting and cultural events in the emirate.

The development adopts an integrated urban vision focused on sustainability and quality of life, featuring pedestrian pathways, open green spaces, architectural designs that maximise natural light and improve air quality, as well as advanced infrastructure and modern cooling systems to ensure year-round comfort for residents and visitors.
With its strategic location, "Al Khail Square" is set to become one of Abu Dhabi's most prominent real estate destinations, serving as a new development driver that reinforces the Emirate's status as a city combining equestrian tradition with a modern lifestyle.✦

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AJMAN PROPERTY TRANSACTIONS HIT AED2.42 BN IN NOVEMBER

NOVEMBER ALSO SAW 186 MORTGAGE TRANSACTIONS VALUED AT MORE THAN AED370.4 MILLION.

Real estate transactions in the Emirate of Ajman totalled 1,552 deals in November, with an overall value of AED2.42 billion, marking a 32% increase compared to the same period in 2024.

Engineer Omar Bin Omair Al Muhairi, Director General Of The Ajman Department Of Land And Real Estate Regulation said that trading activity amounted to AED1.82 billion across 1,302 transactions. Al Rumaila 2 recorded the highest single sale value at AED 110 million, while the highest sale within real estate development projects was registered in Golf Estate at AED2.75 million.

November also saw 186 mortgage transactions valued at more than AED370.4 million, with Al Nuaimiya 1 posting the highest mortgage value atAED66 million.

Al Muhairi noted that Emirates City topped the list of the most traded major projects, followed by City Towers and Ajman One. Helio 2 led the list of the most traded neighbourhoods, ahead of Helio 1 and Al Zahya. ✦

ENGINEER OMAR BIN OMAIR AL MUHAIRI, DIRECTOR GENERAL OF THE AJMAN DEPARTMENT OF LAND AND REAL ESTATE REGULATION, SAID THE PROPERTY MARKET MAINTAINED STRONG MOMENTUM IN NOVEMBER, DRIVEN BY RISING DEMAND ACROSS ALL PROPERTY TYPES, REFLECTING INVESTOR CONFIDENCE AN INTEREST IN OPPORTUNITIES THROUGHOUT THE EMIRATE.

Text & Images: **Sourced by Team PT**

DUBAI: A UNIQUELY GLOBAL CITY

AS PER A REPORT BY FÄM PROPERTIES, RENTAL MARKET IS ABOUT COMMUNITY, CULTURE, AND HOW MORE THAN 200 NATIONALITIES HAVE MADE CITY THEIR HOME.

Dubai's status as a uniquely global city where communities of every background build professional and family lives is highlighted by a new market analysis released recently.

The report from fäm Properties paints a clear picture of Dubai as a city of micro-hubs, with the rental market sharply segmented, allowing different nationalities to settle in communities that match their cultural preferences, budgets, and daily needs.

Data from DXBinteract reveals a sharp geographic divide in tenant demographics, with areas like Al Warsan 1st and Jebel Ali First dominated by South Asian nationals.

In Al Warsan 1st, tenants are 34% Indian, 25% are Pakistani and 10% are Chinese. Similarly, Jebel Ali First is 52% Indian, with another 12% of tenants from the Philippines.

In contrast, areas like Jumeirah First, Al Wasl and Dubai Creek Harbour feature a much higher concentration of Europeans. Jumeirah First is 18% Russian, while tenants from the UK, France, Germany and Italy collectively account for another 34%.

In Al Wasl, the UK represents 15% of renters followed by France with 10% and Russia with 10%. At Dubai Creek Harbour, Russia accounts for 11%, the UK 10% and France 9%. Indian and British nationals form the backbone of the city's tenant population, which is made up of 203 nationalities. Indian nationals are the most prominent tenant group in five of the ten areas analyzed - Al Warsan First, Jebel Ali First, JVC, Al Barsha 4th, Business Bay and Jebel Al First.

British nationals rank in the top five nationalities in eight out of ten areas, leading in Al Yelayiss 1 where they account for 26% of the rental market.
Lebanese and Egyptian are the dominant Arab expatriate communities. Lebanese are a top five nationality in five areas, including Business Bay and JVC, Al Barsha Fourth, while Egyptians feature prominently in four, including JVC, Al Barsha South Fourth 4 and Jebel Ali First.

"Another telling statistic is the consistent size of the 'Others' category," said Firas Al Msaddi CEO of fäm Properties. "In many prominent areas, including Business Bay (40%), Dubai Creek Harbour (42%), and Al Wasl (40%), this group is the largest single segment.

"This shows just how fragmented and diverse the tenant base is, confirming that while specific nationalities gather in clusters, Dubai's overall makeup is uniquely global.

"The new data highlights how Dubai operates as a collection of international hubs. The rental market isn't just about price points - it's about community, culture, and how more than 200 nationalities have made this city their home." ✦

DUBAI RENTAL MARKET TENANT BREAKDOWN – 10 SELECTED AREAS

Al Yelayiss 1

UK	26%	(416)
Egypt	15%	(248)
Lebanon	7%	(108)
South Africa	6%	(104)
Jordan	6%	(98)
India	4%	(67)
Canada	3%	(44)
USA	2%	(37)
France	2%	(34)
Germany	2%	(33)
Pakistan	2%	(33)
Others	25%	(400)

Al Jadaf

India	16%	(501)
Egypt	9%	(277)
Iran	7%	(219)
Lebanon	5%	(157)
Pakistan	5%	(144)
UK	4%	(140)
Jordan	4%	(135)
Syria	4%	(121)
UAE	3%	(93)
Russia	3%	(85)
Others	41%	(1,285)

Dubai Creek Harbour

Russia	11%	(555)
UK	10%	(526)
France	9%	(453)
Iran	6%	(320)
Germany	6%	(311)
India	4%	(191)
Ukraine	4%	(181)
Egypt	3%	(146)
Turkey	3%	(139)
Italy	3%	(130)
Others	42%	(2,138)

Al Warsan First

India	34%	(6,189)
Pakistan	25%	(4,573)
China	10%	(1,866)
Bangladesh	7%	(1,246)
Philippines	5%	(880)
Egypt	4%	(763)
Syria	2%	(405)
UAE	2%	(344)
Sri Lanka	1%	(208)
Afghanistan	1%	(131)
Others	9%	(1,734)

Al Wasl

UK	15%	(152)
France	10%	(100)
Russia	10%	(98)
Lebanon	5%	(47)
UAE	4%	(39)
USA	4%	(39)
Canada	4%	(38)
India	3%	(35)
Italy	3%	(31)
Germany	3%	(30)
Others	40%	(398)

Nad Al Sheba First

UAE	11%	(213)
Lebanon	9%	(179)
UK	8%	(168)
France	6%	(118)
Jordan	6%	(116)
India	5%	(109)
Syria	4%	(80)
Canada	4%	(76)
Egypt	3%	(62)
Iran	3%	(53)
Others	40%	(398)

JVC, Al Barsha South Fourth

India	12%	(3,086)
UK	11%	(2,683)
Egypt	8%	(2,094)
Lebanon	7%	(1,833)
Syria	5%	(1,180)
Pakistan	5%	(1,180)
Russia	4%	(935)
Jordan	4%	(915)
France	3%	(685)
Philippines	3%	(672)
Others	39%	(9,663)

Jumeirah First

Russia	18%	(114)
UK	13%	(86)
France	9%	(56)
Germany	7%	(44)
Italy	5%	(30)
Turkey	4%	(23)
Ukraine	3%	(18)
USA	2%	(14)
India	2%	(13)
Australia	2%	(13)
Others	36%	(228)

Business Bay

India	18%	(2,405)
Iran	7%	(945)
UK	7%	(933)
Lebanon	6%	(754)
Russia	5%	(712)
France	5%	(680)
Egypt	4%	(581)
Italy	3%	(394)
Pakistan	2%	(322)
Canada	2%	(321)
Others	40%	(5,320)

Jebel Ali First

India	52%	(12,777)
Philippines	12%	(2,880)
Pakistan	4%	(1,075)
UK	3%	(842)
Egypt	3%	(711)
Russia	3%	(612)
Sri Lanka	2%	(506)
Lebanon	2%	(471)
Jordan	2%	(405)
Syria	1%	(306)
Others	16%	(3,857)

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Text & Images: **Sourced by Team PT**

KARL LAGERFELD AND AARK DEVELOPERS ANNOUNCE LUXURY BEACHFRONT RESIDENTIAL PROJECT ON AL MARJAN ISLAND, RAS AL KHAIMAH

THIS ICONIC ULTRA-LUXURY WATERFRONT DEVELOPMENT IS SCHEDULED FOR COMPLETION IN 2028.

KARL LAGERFELD and AARK Developers have signed a partnership to develop KARL LAGERFELD Residences, a beachfront residential project in Ras Al Khaimah (RAK), ideally located on Al Marjan Island. The signing ceremony took place on December 10th in Paris at the KARL LAGERFELD HQ, in Karl Lagerfeld's office, in the presence of Pier Paolo Righi CEO of KARL LAGERFELD and Rahul Kumar Gupta, Chairman of AARK Developers.

Valued at over USD 1.4 billion, this iconic ultra-luxury waterfront development is set to redefine beachfront living in the UAE and is scheduled for completion in 2028, delivering a collection of 663 sea view residences. The residences range from one to four bedrooms, with select residences offering private pools. The collection also comprises of 20 podium villas, 10 ultra-exclusive sky villas/penthouses, and 11 rare beachfront villas each with its own private pool. Residents will enjoy access to a fully curated lifestyle offering featuring two signature cafés and restaurants, a destination beach club, and a spectacular sky bar with an infinity pool, offering its own 1000ft. private beach, creating an address defined by architectural excellence, exclusivity, and resort-style living at an unprecedented scale.

Set within Ras Al Khaimah's fast-growing development

landscape, Al Marjan Island continues to establish itself as a luxury hub for tourism, hospitality, and entertainment in the region. The area's outlook is further strengthened by the upcoming Wynn Al Marjan Island integrated resort, set to open in 2027 and expected to elevate the emirate's international profile.

Rahul Kumar Gupta, Chairman of AARK Developers, added: "What brought AARK Developers and KARL LAGERFELD together is a mutual commitment to detail, refinement, and creating spaces with purpose. We believe that great design goes beyond aesthetics — it shapes how people feel, interact, and live. This project on Al Marjan Island embodies that vision, offering a living experience rooted in quality, harmony, and enduring elegance."

This is KARL LAGERFELD's second branded project in the Middle East. A launch event in Dubai is planned for Q1 of 2026.

KARL LAGERFELD continues to expand its presence in hospitality and branded living, with projects including KARL LAGERFELD hotels in Macau and Marbella, Dubai Villas, and Lisbon Residences. ✦

"THIS PROJECT MARKS A DEFINING EXPRESSION OF HOW THE KARL LAGERFELD UNIVERSE CAN REDEFINE MODERN LIVING," SAID PIER **PAOLO RIGHI**, CEO, KARL LAGERFELD. "WITH AARK DEVELOPERS, WE ARE CREATING A SIGNATURE LANDMARK ON AL MARJAN ISLAND, ONE THAT BRINGS KARL'S VISIONARY DESIGN LANGUAGE INTO A BREATHTAKING LARGE-SCALE RESIDENTIAL EXPERIENCE. IT IS A PROJECT WE ARE GENUINELY PROUD TO SHARE WITH THE REGION."

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Text & image: **Sourced by Team PT**

WHAT IF DOWNTOWN DUBAI REMOVED 50% OF ITS PARKING?

BY **AHMED ABO ELAZAYEM**, MANAGING PARTNER, OSUS PROPERTIES

Autonomous vehicles (AVs), the catalyst for a deep transformation in how we build, value, and experience urban space, are gaining momentum fast.

As driverless vehicles begin to roll out on Gulf roads and AI-powered mobility becomes a national priority, the MENA region is positioning itself at the frontier of a shift that could redefine its cities, suburbs, and skylines.

The rise of the 'distributed city'
Historically, proximity has driven real estate premiums in MENA's dense urban cores, Downtown Cairo, central Beirut, West Bay in Doha, and, of course, Sheikh Zayed Road in Dubai. But autonomous mobility is challenging this paradigm. When your commute becomes time-efficient, productive, and stress-free, location becomes more elastic. In Dubai, for instance, the government has set a bold target that 25% of all transport to be autonomous by 2030. Dubai's Roads and Transport Authority (RTA) has recently signed an MoU with Uber and autonomous driving company WeRide to launch pilot operations of autonomous vehicles in Dubai later this year through the Uber app. The initial phase will include safety drivers, with full commercial deployment of driverless services planned for 2026.

Also, Saudi Arabia's Transport General Authority (TGA) signed a strategic agreement with Uber to launch autonomous vehicle services in the Kingdom. The initiative, aligned with the National Transport and Logistics Strategy and Vision 2030, will begin with pilot rides via the Uber platform before the end of the year, starting with safety drivers onboard. The collaboration aims to expand access to smart mobility through partnerships with AV technology providers, while establishing a regulatory framework focused on innovation, safety, and service quality across the transport sector.

As AV adoption grows, so too will the appeal, and value, of locations previously deemed 'too far'. Real estate in second-tier suburbs and satellite towns across the Gulf, Levant, and North Africa will likely appreciate. This is what we might call the '60-minute city', where quality of life and affordability rise as the tyranny of traffic fades. Saudi Arabia aims to have 15% of public vehicles in Riyadh operating autonomously by 2030 as part of Vision 2030's smart mobility initiatives. Ahead of the 2022 FIFA World Cup, Qatar deployed self-driving electric shuttles, highlighting a potential push for broader AV integration. In parallel, the Ministry of Transport has issued an autonomous vehicle strategy with a 5-year roadmap.

From parking lots to parks
MENA cities, especially those developed during the oil boom, have long been built around the car. From sprawling parking zones in Riyadh to the underground car parks of Kuwait City malls, much of our real estate is designed to store vehicles, not people. However, autonomous, shared mobility upends this model.

Take NEOM, Saudi Arabia's $500 billion mega-project. Designed from scratch, its core urban development, The Line, will have no cars and no streets. Instead, high-speed autonomous transit will zip residents end-to-end in 20 minutes, freeing up 95% of the land for nature and people. With this scenario, parking, traffic, and congestion will no longer be part of the equation.

Even in older cities like Cairo or Amman, AVs could dramatically reduce parking demand, allowing for the redevelopment of vast concrete spaces into green zones, residential developments, or commercial districts.

A second life for the periphery
While many GCC cities have focused their investments in high-rise urban cores, AVs could trigger a suburban renaissance. Gated communities outside Dubai are already built with lifestyle, greenery, and space in mind. As AVs reduce the friction of long commutes, these types of developments may become more desirable for locals as well as for digital nomads and expats seeking a balance between connectivity and calm. In Saudi Arabia, giga-projects near Riyadh are embedding smart mobility infrastructure from the ground up. Real estate investors with a long view should consider how these peripheral areas could leapfrog traditional urban areas in desirability, if designed with autonomy in mind.

Strategic recommendations for the MENA region stakeholders
The MENA region has a unique opportunity to leapfrog legacy infrastructure and design cities built for autonomy from the outset. Stakeholders must act strategically by developing for movement, not for parking and by reducing parking ratios in new developments. By creating flexible spaces, they can evolve with changing mobility habits. Stakeholders must also rethink zoning and allow for multi-use districts even in suburban zones, especially that AVs will blur the boundary between 'work' and 'residential'. Also, integrating data and AI into design schemes has become more imperative. This will help understand movement patterns and adjust real estate pricing and development plans accordingly.

What if Downtown Dubai removed 50% of its parking?
Removing half of Downtown Dubai's parking infrastructure would definitely free up thousands of land plots, right in the heart of one of the world's most expensive real estate markets. Parkin Company, the largest provider of paid public parking facilities and services in the Emirate of Dubai already managed over 206,000 of paid parking spaces. Imagine what that land could become in the age of autonomous transport, where space itself is the new luxury.

The MENA region has always been a fast adopter of future-facing infrastructure. As AVs offer a new lens through which to imagine cities, integrating them promises changing how we move, where we live, how we invest, and what we build. ✦

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Text/Images: **Sourced by Team PT**

"STANDARDISATION IS MORE THAN A COMPLIANCE EXERCISE."

BY **ASOKDAS DAMODARAN,** MANAGING DIRECTOR, SYSTEMAIR INDIA AND PRESIDENT OF AMCA INTERNATIONAL

What are the key challenges and opportunities for the air movement and control industry in the Asia-Pacific and Middle East region?
The Asia-Pacific region is a powerhouse in global HVAC manufacturing, while the Middle East stands out as one of the most demanding environments for performance, reliability, and climate resilience. Together, these markets are driving demand in the air movement and control industry.

In these markets, the biggest challenge is also the greatest opportunity: the lack of harmonised standards and certification frameworks. Across both regions, building codes and testing requirements remain fragmented, creating uncertainty for manufacturers and barriers to trade. Yet, this same gap opens the door for collective action and knowedge-sharing. By working together through industry associations such as AMCA and initiatives led by organisations like Systemair, we can help establish common performance benchmarks that reflect regional climates while aligning with international best practices and the state-of-the-art in technological developments.

Standardisation is more than a compliance exercise. It's a foundation for energy performance, innovation and trust. When testing, certification, and efficiency standards align across markets, manufacturers can focus on product improvement rather than navigating inconsistent rules. In turn, end-users benefit from greater transparency, quality assurance, and confidence that systems perform safely, efficiently, and sustainably.

How can regional cooperation drive innovation in air movement and control technologies?
Regional cooperation allows us to turn diverse challenges into shared opportunities. By exchanging technical knowledge, key markets such as India and Malaysia in the Asia-Pacific and Saudi Arabia in the GCC region can adapt and refine solutions more efficiently. Technologies proven in India's humid conditions and high temperatures can inspire design improvements in Middle Eastern climates, for example, and vice versa, ensuring that innovation is informed by real-world performance across environments.

Beyond technology transfer, true progress lies in aligning standards, certifications, and testing protocols. When regions collaborate to harmonise regulatory frameworks, it accelerates product validation, improves market access, and builds trust among manufacturers, consultants, and end-users alike. Such cooperation reduces duplication of testing, encourages consistency in quality and performance benchmarks, and drives continuous improvement.

In this way, regional collaboration becomes a powerful catalyst for advancing performance, efficiency, and sustainability, ensuring that the global air movement industry evolves in a way that is both regionally relevant and globally aligned.

How do you see Systemair's role in supporting AMCA's mission of performance and sustainability across various sectors?
Systemair is a global company with Swedish roots, and Sweden has long championed energy efficiency, indoor air quality, and sustainability. As a company, we share AMCA's core values of trust, transparency, and technical integrity. In 1996, Systemair's Skinnskatteberg laboratory in Sweden became one of Europe's first AMCA-accredited facility for airflow and sound testing. Since then, Systemair has expanded its accredited laboratories to Germany, India, and the United States, reinforcing our commitment to engineering excellence and global quality standards. Through my own experience, I've had the privilege of overseeing the establishment of our accredited laboratories in India, helping to extend that culture of precision and compliance to a rapidly growing market.

Ultimately, sustainability is a megatrend. It's not reversible, and it's here to stay. From both a manufacturer's and an association's perspective, we must address it by developing more energy efficient products and ensuring they are tested and certified to perform as intended. Today, sustainability in product design goes beyond energy efficiency. It can also include CO_2 footprints, logistics impact, and material efficiency. This evolving landscape positions Systemair and AMCA to play a leading role in shaping strategies that unite performance, compliance, and sustainability in meaningful, measurable ways while enabling customers to more easily identify the best-performing solutions.

Digitalisation is another irreversible transformation. With the rise of AI, we have the tools to enhance product design, streamline processes, and strengthen certification enforcement. For AMCA, digitalisation creates new opportunities to improve transparency, automate monitoring, and build capacity within the industry, ensuring that the principles of performance and sustainability continue to evolve with technology.

What does your appointment as AMCA President signify for India, the wider Asia-Pacific region, and the Middle East?
My presidency at AMCA marks a historic milestone, as I am the first to hold this position from South Asia. This underscores the growing recognition of the Asia-Pacific region's influence and, I hope, inspires more members to actively engage in AMCA's global mission. This is why my term will focus on, "Global Vision. Sustainable Action." My priorities include strengthening AMCA standards and the Certified Ratings Program (CRP) beyond compliance, developing new performance differentiators, and fostering strategic partnerships to address global industry challenges collaboratively.

This mission not only supports the growth of standards across the Asia-Pacific but also in the Middle East, where both regions share deep historical ties driven by supply-chain dynamics, technology exchange, and overlapping market needs. However, there is still significant work ahead. In the Middle East, the focus must be on evolving and harmonising building codes to ease the compliance burden for manufacturers. At present, regulations differ between the UAE, Saudi Arabia, and other GCC countries, and even more so when compared with Southeast Asia or India, where regulatory frameworks are still largely in its infancy, with the only real lighthouse being Singapore. Many countries in the region still follow individual approaches, though overall progress toward harmonisation and regulatory readiness is encouraging. The goal is to engage more deeply in policy discussions and ensure the right standards are embedded in national codes.

Ultimately, the main objective is to empower regions to act locally while contributing globally. It's about creating a truly global organisation, one that recognises regional strengths, fosters collaboration, and drives sustainable action worldwide.✦

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QUBE DEVELOPMENT CELEBRATES EMIRATI ARCHITECTURE WITH ELIRE IN BUSINESS BAY

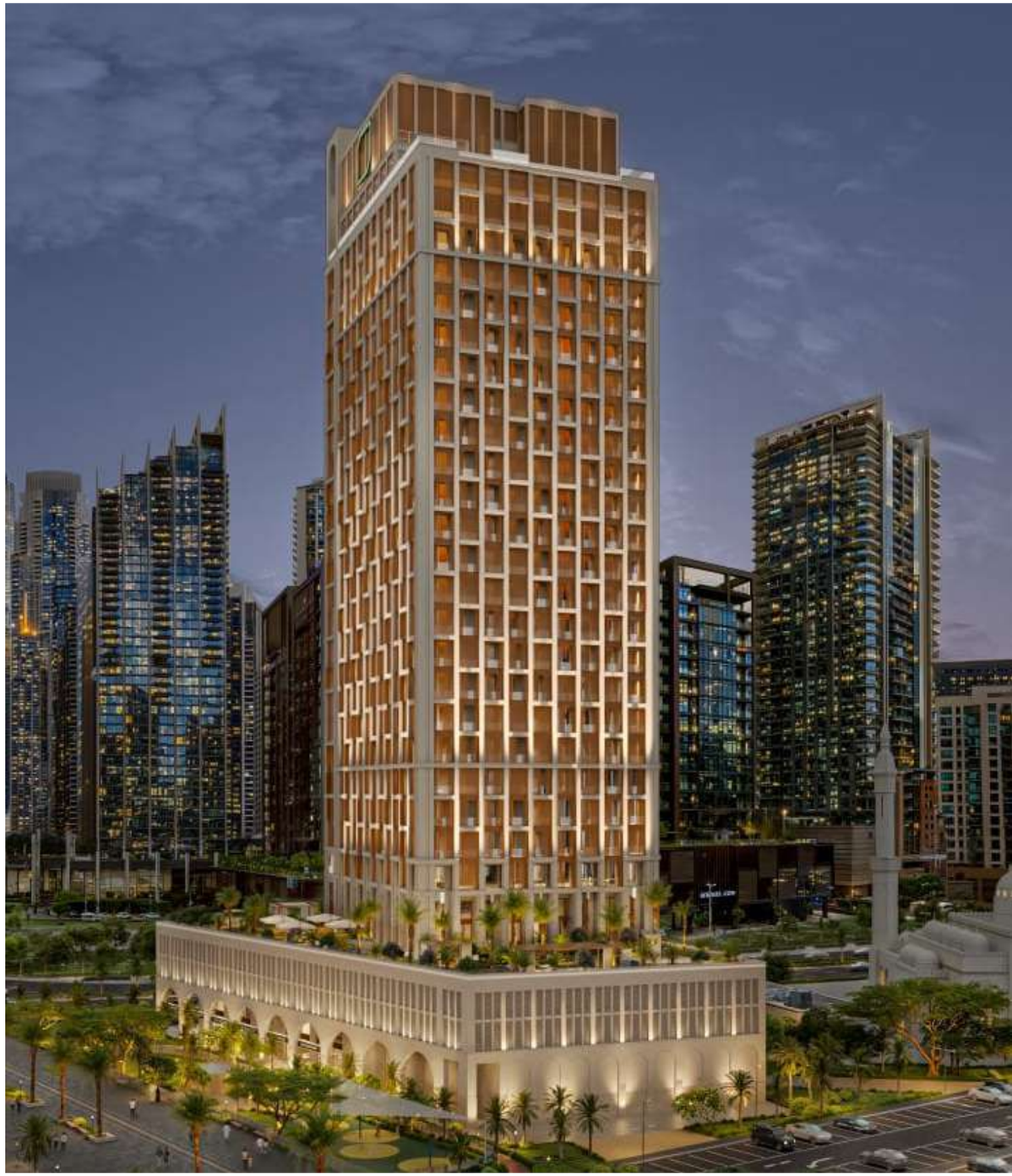
SET IN THE HEART OF BUSINESS BAY, THE DEVELOPMENT FEATURES 100 UNITS ACROSS 23 FLOORS.

As the UAE celebrates its 54th National Day, QUBE Development is spotlighting Emirati heritage in structural excellence through its most recent luxury residential project, ELIRE Managed By LUX*. Designed as a refined expression of cultural identity, the development pays homage to the UAE's architectural legacy while offering residents a highly curated, contemporary way of living.

Inspired by the iconic Al Barajeel, or wind towers, ELIRE is crafted to celebrate the interplay of light, shadow and form, echoing the beauty of traditional Emirati architecture. Set in the heart of Business Bay, the development features 100 units across 23 floors, from one-bedroom apartments to expansive four-bedroom duplexes. Lush greenery is woven throughout the development, creating a serene urban retreat for residents to enjoy.

"The vision for ELIRE was to interpret the UAE's architectural traditions with authenticity and respect, while shaping a lifestyle that reflects the sophistication of today's residents," said Hala Adra, Project Director at QUBE Development. "As a developer, we are committed to creating spaces that honour the nation's identity through thoughtful design that integrate the essence of Emirati architectural heritage into modern living spaces."

As Business Bay continues to be one of Dubai's most desirable locations for high net worth residents, ELIRE represents a rare opportunity to experience the intersection of heritage, culture and modern luxury living. With National Day serving as a reminder of the UAE's rich traditions, ELIRE Managed By LUX* embodies a living space that honours the past while looking confidently to the future.



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GROVY DEVELOPERS LAUNCHES RIVO IN DUBAILAND

THE PROJECT HAS GENERATED A STRONG MARKET RESPONSE WITH BOOKINGS EQUIVALENT TO 50% OF THE TOTAL NUMBER OF UNITS.

Grovy Developers, an award-winning real estate developer in Dubai, has announced the official launch of its latest residential project, RIVO by Grovy. With construction already underway, the project is scheduled for handover in Q4 2027.

The project has generated a strong market response with bookings equivalent to 50% of the total number of units since early November. Construction began last week to ensure the Q4 2027 delivery.

RIVO by Grovy is a design-focused development featuring contemporary architecture and thoughtful interiors in Dubai Land Residential Complex (DLRC), Dubai's third most transacted residential area located 7 minutes from the upcoming DLRC metro station, 10 minutes from Dubai Academic City, and 16 minutes from Dubai International Airport.

Priced from AED 690,000 for studios, RIVO targets the growing mid-market segment. Positioned as "RIVO – A Work of Art", the project emphasizes architectural and design quality in a district dominated by investment-focused developments.

The development comprises 133 units: 14 studios, 69 one-bedroom, 30 two-bedroom, 14 three-bedroom, and 6 four-bedroom apartments. All units feature floor-to-ceiling windows, spacious layouts, large balconies, and smart building systems with fully integrated home automation.

Amenities include a temperature-controlled infinity pool, fitness center, and yoga deck, alongside children's play areas, and a rooftop dining area with landscaped green spaces.

RIVO's full range of unit types is rare in DLRC where many projects focus on compact 1-2BR investor units. The project's unit sizes are positioned at the upper range of DLRC's residential offerings. The two-bedroom apartments (1,194-1,372 sq ft) are 15-20% larger than typical DLRC competitors, while the four-bedroom units (up to 2,638 sq ft) are among the few family-sized residences in the district.

Abhishek Jalan, CEO of Grovy Developers, said: "DLRC is a fast-growing community, and 50% interest in RIVO confirms the mid-market segment is ready for design-led projects with spacious layouts. We named it 'A Work of Art' because we prioritize architectural detail and space planning – elements that are often missing in this price range." ✦

Text & Images: **Sourced by Team PT**

NOLTE KÜCHEN EXPANDS TO UAE

THE SHOWROOM IS LOCATED IN EIFFEL BUILDING 1 ON SHEIKH ZAYED ROAD.

Nolte Küchen, Germany's leading premium kitchen brand, will open its flagship experiential showroom in Dubai in Q1 2026, marking a major milestone in the brand's regional growth. Located in Eiffel Building 1 on Sheikh Zayed Road, the new space will serve as both a customer destination and a dedicated training and events hub for designers, architects, developers, and buyers seeking premium European kitchen solutions.

Part of Nolte's multi-year AED 25 million investment plan, the Dubai flagship will be the brand's first directly owned showroom in the region. Designed to set a new benchmark for service excellence, the space blends immersive design with direct access to Nolte's in-house specialists. The grand opening will welcome members of the Nolte family, company leadership, German Embassy representatives, developers, interior designers, architects, and content creators.

The 450 sq. m showroom is designed as a Connection Hub, offering an open, collaborative environment where industry professionals can meet, exchange ideas, and discover new possibilities. It will feature the latest Nolte Neo, Nolte, and Express collections, alongside world-class appliance brands. Visitors can explore a wide selection of styles, materials, and configurations tailored to various needs and budgets—while benefiting from exceptional design quality, warranty, and service.

Selva Kumar Rajulu, Managing Director of Nolte UAE, said: "Our goal is to create a destination where customers and partners can explore, design, and experience their ideal kitchen with complete confidence. This showroom represents a new chapter for the brand—one that strengthens our direct connection with customers and reinforces our commitment to service excellence. The UAE's premium kitchen market is projected to reach $200 million by 2030, reflecting a growing, diverse, and design-driven audience. As kitchens become more personal, functional, and emotionally central to the home, this showroom brings that vision to life."

Designed to deliver a seamless end-to-end journey, the showroom offers personalized consultations and design support from in-house experts, provides insights into Nolte's FSC- and PEFC-certified materials, and offers opportunities to join workshops, training sessions, and partner events. The Connection Hub embodies Nolte's mission to foster collaboration, inspire creativity, and build long-term relationships.

Dedicated zones include a materials and technical area, an appliance integration zone, and a podcast corner for content creation. The technical zone allows visitors to explore materials, design features, and planning systems, while a fully integrated software station enables 3D kitchen design and visualisation.

The showroom will also host ongoing programs focused on design innovation, product knowledge, and customer service for teams across the region. Nolte will recreate its annual innovation event "Hausmesse" within the space, giving partners and professionals first-hand access to new collections, technologies, and ideas each year.

The launch forms a central pillar of Nolte UAE's 2026 strategic roadmap, strengthening brand presence, enhancing customer access, and supporting regional operations. It will also expand the company's capacity to deliver tailored solutions, host industry meetings, and invest in professional development. ✦

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Text & Images: **Sourced by Team PT**

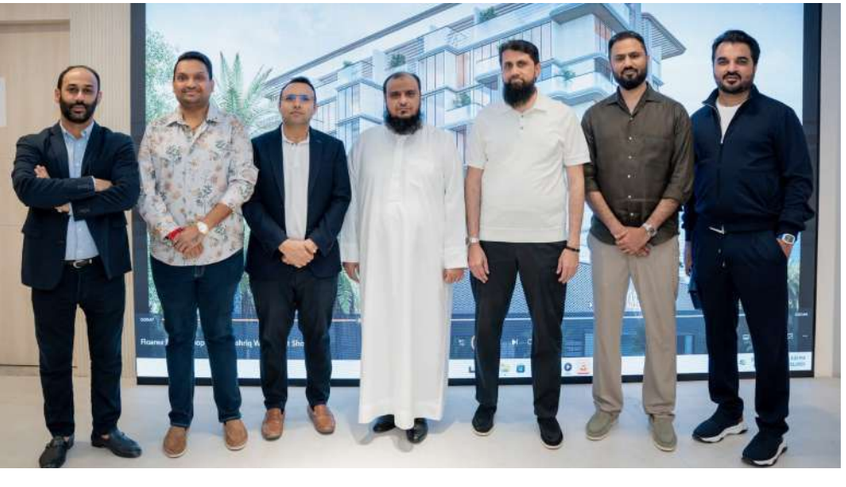
MASHRIQ ELITE ENTERS DUBAI ISLANDS RESIDENTIAL DEBUT WITH FLOAREA BREEZE

ANTICIPATED PROJECT COMPLETION IN Q3 2027 WITH PRICES STARTING FROM AED1,799,000

Dubai-based Mashriq Elite Real Estate Developments said it is gearing up to launch its debut residential development – Floarea Breeze - in Dubai Islands to cater to the surging interest from discerning homeowners fond of living by the waterfront scaling up demand for residential units in the island community.

Floarea Breeze will offer 52 eclectic designer residential units spanning town houses, one, two and three bedrooms, a statement from Mashriq Elite said at an exclusive event of the project.

"Dubai Islands has established itself as an upcoming coastal lifestyle destination in close proximity to key urban city landmarks ensuring that the island community offers the best of both the worlds for investors. Dubai Islands also fits in with the strategic Dubai 2040 Urban Master Plan envisaging development of sustainable communities in the wake of the emirate's rising population anticipated to reach over 7 million by 2040," said Kamran Muhammad, CEO of Mashriq Elite Developments.



Floarea Breeze, a G+P+6+R residential project that will be developed on a plot area of 26,975 sq. ft, will have 12 one bed rooms, 24 two bed rooms, 12 three bed rooms and 4 town houses. Price range of the coastal apartments will start from AED 1,799,000 for one-bed.

Townhouses will be offered in four types ranging from 1,847.73 to 1,895.20 sq. ft and one bed rooms in the range of 878.01 to 1,049. 05 sq. ft. Two bed rooms with study and maid room, will range from 1,316.32 to 1,711.14 sq. ft and three bed rooms between 1,474.33 to 1,697.58 sq. ft.

The anticipated completion of Floarea Breeze is Q3 2027.

"Apart from the lifestyle allure of island living away from the hustle and bustle of the urban centre, mainland is just a stone's throw from Dubai Island thanks to excellent connectivity to the community. The new master development by Nakheel with five manmade islands spanning 17 sq.kms is also a mixed-use water-front destination with a host of upscale amenities," added Kamran Muhammad.

The Dubai islands, as per Nakheel, will add more than 20 kilometres of beachfront to the city, and it is expected to have over 80 luxury hotels, as well as golf courses, retail destinations, and exclusive properties.

Delivering on commitments

Floarea Breeze is Mashriq Elite's sixth residential project in Dubai, following the recent ground breaking of Floarea Skies in Jumeirah Village Circle (JVC) offering 192 premium apartments, and Floarea Oasis at the Dubai Land Residential Complex (DLRC), adding 257 designer apartments to the housing stock.

Earlier this year, the developer had on-time handed over Floarea Residence at Arjan in Dubailand master community comprising 206 apartments.

Mashriq Elite Developments has carved a niche for itself as a developer consistent in keeping its commitments in delivery and excellence in line with its expertise in the Real Estate and Telecom sectors globally spanning Saudi Arabia, Singapore, Indonesia and the UAE.

The developer has a robust future outlook for its investments in Dubai's real estate and is looking at adding 1,200+ new residential units to the market from its pipeline of projects at different stages of planning and execution. These projects include existing projects - Floarea Vista in Discovery Gardens, Floarea Grande in Arjan - and those on the drawing board in Meydan District-11 and Dubai Production City (DPC).

Floarea Breeze will also feature a Grand Lobby and Designer Corri-dor, which blends contemporary design with timeless charm. The residential development will have heightened glass windows, floor-to-ceiling Italian tile flooring and premium wood finishes in each apartment. A Smart Home System with ALEXA Voice Assistant, and other integrated smart features will offer intuitive control and modern convenience.

Waterfront living closer to key landmarks, Designer Corridor

Floarea Breeze is within a 10-minute drive from landmarks such as Burj Khalifa, The Dubai Frame, Museum of the Future, Downtown Dubai, Dubai International Airport etc. Malls such as BurJuman, Deira City Centre as well as Gold Souk, Dubai Creek Golf & Yacht Club are accessible within 15 minutes. ✦

Text & Images: **Sourced by Team PT**

UNLOCKING REAL ESTATE ACCESS FOR INDIANS

TECH GIANT VERTEX GROUP MAKES BOLD ENTRY INTO UAE'S BOOMING PROPTECH MARKET

The UAE continues to rise as a leading destination for Indian businesses and the fast-growing MSME sector, which contributes significantly to India's GDP. Its strong infrastructure, tax advantages, and streamlined processes make it especially appealing to Indian startups and MSMEs. Dubai remains a key hub for Indian enterprises, and this momentum is reflected in the real estate market. In 2024, Indian buyers accounted for about 22 percent of Dubai's property transactions, investing close to AED 35 billion. Public records show that more than 29,000 Indian buyers currently own over 35,000 homes across the Emirate.

With an ambitious goal to unlock seamless real estate experiences for Indian and global businesses through end-to-end tech integration, Vertex Group has announced its entry into the UAE proptech sector via a strategic partnership with Silverleaf Real Estate, one of the region's leading players. This collaboration is expected to create a boom in the UAE's real estate market. By leveraging cutting-edge technology and Vertex Group's proven expertise, the company aims to empower hundreds of thousands of Indian investors and businesses entering the UAE over the next five years.

Driven by an unprecedented wave of digital innovation, the UAE proptech market is entering a new era of growth. Estimates suggest that the UAE proptech market is projected to expand from approximately USD 610 million in 2024 to nearly USD 1.55 billion by 2030, reflecting a remarkable compound annual growth rate (CAGR) of around 16.8%. With the sector experiencing surging demand for advanced digital solutions and a significant influx of Indian investors and businesses, the global tech powerhouse Vertex Group is set to transform cross-border real estate investment with its state-of-the-art AI-driven platforms and deep-tech capabilities.

Gagan Arora, Founder & President, Vertex Group, said, "We are committed to empowering Indian investors and MSMEs with seamless access to the UAE real estate market through our partnership with Silverleaf Real Estate. By combining Vertex Group's proven expertise in customer experience with advanced AI-driven solutions, we aim to deliver a one-stop, transparent, and tech-enabled platform that simplifies every stage of cross-border property investment. Our mission is to unlock new opportunities, foster growth, and set a new benchmark for ease of doing business in the UAE."

This partnership arrives at a pivotal moment, as the UAE proptech sector continues to grow, driven by rapid technological progress and increasing demand for digital, end-to-end solutions. Through its strategic entry into the UAE, Vertex Group will deliver a fully integrated, end-to-end digital ecosystem: from seamless property booking and workspace setup to AI-powered recommendations for schools, healthcare, and essential services. Every client will benefit from a dedicated AI concierge, ensuring a data-driven, frictionless onboarding experience and operational agility. This landmark initiative not only positions Vertex Group at the forefront of UAE proptech innovation but also opens new frontiers for Indian and global enterprises seeking effortless expansion and settlement in the region.

Mandeep Singh, Silverleaf Real Estate's Spokesperson, said, "We are thrilled to partner with Vertex Group. Their excellence and nonstop innovation strengthen our move toward smarter real estate systems. We at Silverleaf are already applying end-to-end solutions that handle every step of the process from start to finish, integrating all components into one seamless package. Our role focuses on market insights, studying trends, comparing properties, assessing locations, negotiating, and managing to navigate the full procedure of buying and selling. We save time for every investor. Vertex's global tech expertise aligns with our vision for an innovative and client-centric real estate experience. Together, we aim to set a higher standard and deliver stronger value to clients across the UAE. With deep market knowledge and a portfolio of exclusive properties, Silverleaf remains committed to a seamless service."

This strategic move will further accelerate Vertex Group's vision of becoming a ₹1,000 crore company within the next three years, while expanding and strengthening its global footprint. With industry-leading verticals and cutting-edge capabilities in automation, machine learning, and cloud technologies, Vertex Group is reshaping industries and empowering over 100,000 professionals worldwide. As it enters the UAE proptech market, Vertex is poised to unlock seamless real estate experiences for Indian investors, set new benchmarks in cross-border property investment, and cement its position as a driving force in the international technology landscape.

Vertex Group:

Founded in 2016, Vertex Group is a multinational tech giant headquartered in Times Square, New York. Driven by its purpose to power an inclusive future for all, Vertex combines its technology superiority, people power, and broader ecosystem to help address businesses' greatest challenges across the globe. As a global leader in intelligent enterprise solutions for the AI era, Vertex is driving digital transformation across industries. Committed to advancing technology, nurturing global talent, and creating impactful employment opportunities, Vertex Group leads the tech revolution through its six core business verticals: Vertex Global Services, Vertex Next, ILC Solutions, Vertex Tech, Vertex Learning, and Vaani Infosystems Pvt Limited. With a seasoned team of industry experts and a strong presence in the USA, UK, Philippines, UAE, Nepal, India, and Africa, Vertex continues to expand its global footprint.

Vertex has earned global recognition as a pioneer in innovation, receiving accolades such as 'World's Greatest Brand' by AsiaOne in collaboration with ET NOW and Zee TV and 'Best MSME 2024'. The company was ranked 19th among the Top 50 Innovative Companies globally and has been recognized as a 'Best Place to Work' for four consecutive years, achieving an ESAT score of 94% and a Global Score of 92%. These accomplishments reflect Vertex Group's commitment to excellence in both performance and workplace culture. Through Vertex 2.0, the company is accelerating its technology-driven evolution by introducing proprietary AI solutions to unlock business potential and foster sustainable growth on a global scale.✦

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PANTHEON DEVELOPMENT BREAKS GROUND ON VOXA

THE PROJECT IS A LANDMARK AED800 MILLION MIXED-USE DEVELOPMENT IN JVT

Pantheon Development, one of Dubai's leading real estate developers, renowned for its commitment to affordable luxury, has officially broken ground on **VOXA**. This **AED 800 million premium mixed-use development** will fundamentally change the modern business and residential living in **Jumeirah Village Triangle (JVT)**. VOXA is a dynamic destination where work, life, and leisure will coexist in perfect balance, introducing a new era of smart, connected, and experience-driven living in Dubai.

The groundbreaking ceremony, was attended by Mr. Kalpesh Kinariwala, Founder, Pantheon Development, alongside senior management, and key project partners, including Al Khawaja Engineering Consultants (KWEC) and the appointed contractor, IGS Foundation Contracting LLC. The event marks a significant milestone in the company's continued growth and diversification.

"VOXA is more than just a development; it is a statement of intent," said **Mr. Kalpesh Kinariwala, Founder, Pantheon Development.** "As we enter the mixed-use space in Dubai, our vision is to deliver inspiring environments where work, wellness, and community coexist in perfect harmony. This project exemplifies our commitment to excellence, sustainability, and design innovation, continuing our legacy of affordable luxury into a new realm of commercial sophistication."

Adding to the excitement, project partners shared their perspectives on the development as well.

"VOXA represents a landmark project where innovation meets functionality, and we are proud to contribute our expertise to bring this vision to life," said **Mr. Jamal Al Khawaja, Owner of Al Khawaja Engineering Consultants (KWEC).**

Ms. Yasmin Salem, General Manager of IGS Foundation Contracting L.L.C., further added, "Our team at IGS Foundation Contracting is dedicated to delivering VOXA to the highest standards, ensuring quality, safety, and timely execution".

Scheduled to be completed in **Q3 2028, VOXA is the first branded residence and mixed-use project by Pantheon Development**, marking the strategic expansion of the company into the premium commercial real estate sector of Dubai. Building on its award-winning residential legacy across Jumeirah Village Circle (JVC), Pantheon now extends its hallmark of design excellence, innovation, and precision craftsmanship to a new generation of modern business and lifestyle spaces.

Mr. Kinariwala said: "With VOXA, we are not only diversifying our portfolio but also empowering investors and enterprises with a future-ready opportunity that reflects Dubai's dynamic growth and global appeal. We aim to contribute meaningfully toward the evolving real estate landscape of this city, where quality, connectivity, and lifestyle blend seamlessly."

A New Standard in Work-Live-Play Design

Spanning over 450,000 sq. ft., VOXA seamlessly integrates 70,000 sq. ft. of premium commercial spaces, 20,000 sq. ft. of curated retail, and 360,000 sq. ft. of contemporary residences spread across 29 floors. Designed for modern enterprises and residents, VOXA offers an environment where one can work smart, live comfortably, and play freely, all within one inspired destination.

GROUNDBREAKING CEREMONY

VOXA has been thoughtfully crafted to support productivity, well-being, and lifestyle balance, bringing together convenience, connectivity, and community under one roof.

The project boasts of contemporary architecture with functional spatial planning, including:

- **Spacious office layouts** allowing flexible configurations and efficient natural lighting.
- **Over 24 world-class amenities**, including meeting lounges, cafés, wellness zones, a yoga deck, beach wave pool, outdoor cinema, pet-friendly parks, and leisure areas.
- **Smart building management systems** that optimise energy consumption and enhance operational efficiency.
- **Eco-friendly materials and low-emission construction practices**, reinforcing Pantheon's dedication to sustainable development.
- **Smart home technology** offering seamless control of key home automation features
- **Integrated parking and enhanced accessibility**, ensuring convenience and smooth mobility of both residents and professionals alike.

A Strategic Investment Opportunity

Beyond its design and lifestyle appeal, VOXA presents a compelling investment proposition across its residential, commercial, and retail components. By offering future-ready workspaces alongside contemporary residences and curated lifestyle experiences, the development delivers a unified work-live-play ecosystem within one of Dubai's most sought-after neighbourhoods.

With construction progressing on schedule and completion targeted for 2028, VOXA reinforces Pantheon Development's long-term strategy to diversify its portfolio while strengthening its position as one of the region's most trusted and forward-thinking developers. ✦

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MAAM GROUP AND METROPOLITAN CAPITAL REAL ESTATE ANNOUNCE OFFICIAL LAUNCH OF LEAF TOWER ON AL REEM ISLAND

STRONG SALES MOMENTUM WITH CLOSE TO 40% OF UNITS ALREADY UNDER EXPRESSION OF INTEREST

MAAM Group, a prominent Abu Dhabi-based property developer, together with Metropolitan Capital Real Estate (MCRE), part of the Metropolitan Group, officially launched Leaf Tower, a 56-story residential landmark on Al Reem Island. The launch event, held within the iconic building, marks the tower's full transformation into a 100% residential, move-in-ready development in one of Abu Dhabi's most desirable neighborhoods.

This collaboration combines MAAM Group's dedication to innovative, sustainable development with MCRE's extensive market expertise and expansive network, fueling a focused sales effort for the completed and partially occupied tower.

Leaf Tower stands out with its nature-inspired architecture and focus on contemporary, sustainable design. As part of the repositioning, the project now features between 32 and 56 floors, presenting buyers with fresh, modern living options in a well-established location. The tower features fully furnished one-, two-, and three-bedroom units showcasing clean, modern interiors and expansive windows with stunning city and sea views. Spacious layouts create a bright and welcoming environment, with each residence including built-in wardrobes, high-quality finishes, elegant bathrooms, and fully equipped kitchens designed for comfort, functionality, and timeless style. Prices start from **AED 2.07 million**, offering exceptional value in this prime Al Reem Island address.

The official launch confirms that sales are now underway, following strong early interest, with close to **40% of units already under expression of interest.** Residents at Leaf Tower will benefit from a suite of world-class amenities catering to all ages, including a swimming pool, entertainment spaces, tennis court, fitness center, children's play area, prayer rooms, landscaped gardens, and lounge areas. These features complement the tower's serene, natural design, enhancing the overall lifestyle experience.

Abdulhadi Rajab Alalouch, Head of Master Agency Division at Metropolitan Capital Real Estate, commented, "Leaf Tower offers immediate occupancy, breathtaking views, superior amenities, and a prime location — all key factors driving buyer decisions today. We are confident that our strategic sales approach will effectively capture the remaining market interest for this fully residential, luxurious development."

Since its establishment in 2005, MAAM Group has developed a strong track record with a diversified portfolio across Abu Dhabi's capital. The company has invested in over 10 projects at various stages, including residential towers, retail spaces, offices, and serviced apartments. Noteworthy developments in MAAM Group's portfolio include Zakher MAAM Residence, Pearl Maam Residence, Meera Maam Residence, and Al Jowhara Tower all strategically located in prime central Abu Dhabi areas. The group is recognized for strong sales performance and a commitment to delivering top-tier services across its developments.

Adel Al Hosani, Owner of Leaf Tower and Chairman of MAAM Group, added, "This launch is a significant milestone for MAAM Group. By dedicating the entire building to residential living and introducing between 32 and 56 floors, we are delivering a value -driven product aligned with Abu Dhabi's long-term urban vision. We look forward to unlocking the full potential of this landmark in partnership with Metropolitan Capital Real Estate."

The Leaf Tower launch event will include an exclusive showcase of the new apartments and a full walk-through of the amenities, providing brokers and partners with an early look at the project's compelling investment appeal. ✦

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Text & Images: **Sourced by Team PT**

BEYOND DEVELOPMENTS LAUNCHES SIORA ON DUBAI ISLANDS

IT'S A 2 MILLION SQUARE FEET MASTERPLAN INSPIRED BY JAPANESE GARDEN PRINCIPLES.

BEYOND Developments, the bold and design-led real estate developer shaping next-generation waterfront destinations in the UAE, unveiled SIORA, **its first beachfront masterplan on Dubai Islands and the company's second large-scale community within a year.** The launch underscores BEYOND's accelerated growth **and strong alignment with Dubai's future urban vision.**

Spanning over 2M square feet, SIORA is conceived as a coastal sanctuary inspired by Japanese garden philosophies, including the pursuit of Ikigai, the Japanese concept of finding purpose and fulfilment in everyday life. In this context, it reflects a philosophy of creating spaces that bring clarity, balance, and a sense of meaning, where architecture nurtures wellbeing and restores harmony between people, nature, and place.

Commenting on the launch, **Adil Taqi, CEO of BEYOND Developments,** said: "Since its inception in 2024, BEYOND had an exceptional journey with **nine launches in 2025** that delivered opportunities for a wider audience to experience a richer and more meaningful life. Today, I am thrilled to announce the launch of SIORA, the company's second cluster masterplan and bold new expansion into beachfront destinations, **spanning over 2 million sq ft with 2.7 million sq ft of GFA on the beautiful Dubai Islands.**"

"This masterplan aims to define the next generation of urban coastal living, in line with Dubai's inspirational 2040 Urban Master Plan that puts wellbeing, walkability, and nature at the heart of community life. It embodies our vision for future waterfront living environments where design excellence, natural beauty, and emotional connection come together to empower people to live balanced experiences and connect purposefully with nature and the community. **This coastal sanctuary is inspired by Japanese garden philosophy of finding purpose and fulfilment in everyday life**, and reflects closely our long-term goal to elevate human life through every space we create and in every segment we operate in," **added Taqi.**

Over the past year, BEYOND has delivered nine launches, welcomed residents and investors from over 40 countries, and exceeded **AED 10 billion** in sales, a trajectory that reflects the company's momentum and the market's trust in its design-led approach.

Taqi emphasised: "SIORA represents the next phase of BEYOND's expansion across Dubai's coastline. It reflects our commitment to creating thoughtfully designed communities that carry lasting value and deeper meaning for a global audience. **SIORA will introduce a new benchmark for waterfront living on Dubai Islands, a complete coastal ecosystem of homes, hospitality, and lifestyle experiences."**

SIORA is planned as a pedestrian coastal district where nature shapes the rhythm of daily life. More than **70 percent of the masterplan is dedicated to open green spaces,** creating over 1.5M sqft of landscapes that enhance comfort and bring people closer to the coastline. Along **6 km of continuous beachfront**, the sea becomes an integral part of community living and outdoor wellbeing.

Shaded routes and landscaped terraces encourage effortless movement and social connection throughout the day. These pathways introduce cooler microclimates and frame calming outlooks toward the water and the horizon, enabling a lifestyle that feels active, grounded, and innately human. **And as a defining layer of placemaking, curated cultural and artistic expressions will enrich SIORA's public realm, introducing sculptural installations influenced by Japanese aesthetics**. These creative interventions will enhance the community's identity and transform every journey through the destination into a continuously inspiring cultural experience.

Sustainability is embedded into the core of the design through three guiding natural forces inspired by Japanese garden philosophy. Kaze shapes how the community captures coastal winds to enhance natural ventilation and outdoor comfort. Mizu integrates water as a cooling and reflective element that moderates the microclimate while restoring stillness and balance. Kage governs the interplay of light and shadow, informing building orientation, shading, and materiality to reduce heat gain and create comfort naturally. Together, these principles define a coastal environment where design, nature, and sustainability operate as one.

SIORA marks the beginning of a multi-phase presence for BEYOND on Dubai Islands, reinforcing BEYOND's role in shaping the future of Dubai's coastline and elevating the standard for purposeful, design-led waterfront living. ✦

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Text & Images: **Sourced by Team PT**

ASICO DEVELOPMENT ANNOUNCES DIGITAL TWIN AND IOT INITIATIVE FOR EXISTING BUILDINGS

THIS INITIATIVE BUILDS ON THE BIM PROGRAM RECENTLY LAUNCHED FOR NEW PROJECTS.

As part of its long-term digital transformation strategy, ASICO Development announced today a new initiative focused on enhancing the performance of existing buildings through IoT-enabled digital twins, laser scanning, and data-driven asset management.

This initiative builds on the BIM program recently launched for new projects and expands it into the operational phase of ASICO's asset portfolio.

Preparing Existing Buildings for a Smart Future

ASICO is evaluating and piloting technologies that allow older buildings to be digitally reconstructed and managed using real-time performance data. This includes:

- Laser scanning surveys to create 3D as-built models of priority assets
- Development of BIM-based digital twins to centralize building documentation, equipment data, and maintenance history
- Integration of IoT sensors with building systems (HVAC, power, water, indoor environment)
- Real-time monitoring dashboards for energy use, equipment performance, and alerts
- Predictive maintenance models to detect anomalies and reduce unplanned downtime

This approach ensures existing buildings benefit from the same transparency, efficiency, and planning advantages as newly developed assets.

Enhancing Sustainability, Reliability, and Operations

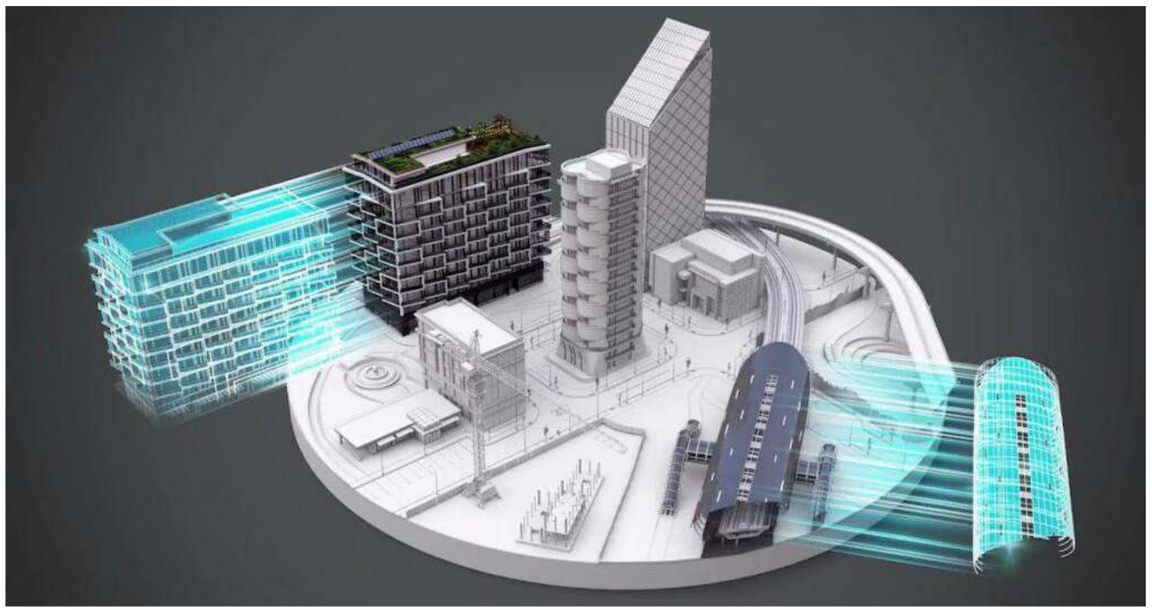
The IoT-BIM integration enables:

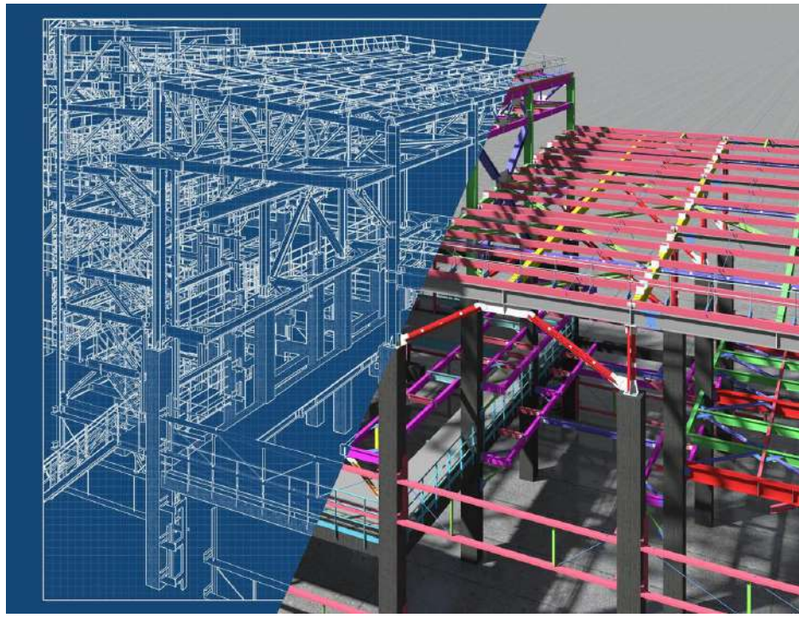
- Improved energy efficiency through live system optimization
- Early detection of equipment issues before failure
- Reduced operational costs through data-driven decision making
- Better comfort, safety, and reliability for occupants
- Centralized digital documentation for all facility teams

A Phased Roll-Out Aligned with Dubai Municipality and Regional Standards

The initiative will be implemented in phases, beginning with data collection, scanning, and pilot installations. All digital twin models will follow the Dubai Building Code and BIM information standards, ensuring consistency between new and existing buildings.

"As we upgrade our existing assets, our goal is to move toward a portfolio where every building is smart, efficient, and fully connected," said Salah M. Baleed, Director of Projects Development at ASICO Development. "This digital transformation will improve performance, sustainability, and long-term value."





Text & Images: **Sourced by Team PT**

AVENEW DEVELOPMENT SIGNS WITH MARRIOTT INTERNATIONAL

THE ST. REGIS RESIDENCES AT DUBAI ISLANDS MARKS AVENEW DEVELOPMENT'S DEBUT INTO THE WORLD OF BRANDED RESIDENCES

Dubai-born AVENEW Development is entering the branded residences space following a signed agreement with Marriott International to develop The St. Regis Residences at Dubai Islands. The upcoming project is designed for the modern connoisseur, reflecting the developer's forward-thinking approach to residential living, where every detail, from interiors to communal experiences, is crafted to inspire connection, elevate lifestyle, and define what it means to truly come home.

AVENEW Development's selection of Dubai Islands for this seafront living project highlights its in-depth knowledge and established presence within this transformative area. With other major projects located on the islands, AVENEW possesses a proven understanding of the location's potential, infrastructure, and growing appeal to residents.

This know-how is crucial, ensuring the development is strategically positioned to capitalise on the benefits of the waterfront community, accessibility, and proximity to key facilities such as beachfront promenades and golf courses. The developer's confidence in the sustained desirability of Dubai Islands underpins the scale and ambition of this latest residential offering.

Commenting on the signing and the strategic alignment of the project, **Rasha Hassan**, Managing Partner of AVENEW Development, stated: "We chose this project because its commitment to excellence mirrors our own. The St. Regis Residences at Dubai Islands, will be more than homes; they are spaces of comfort where the finest experiences are delivered flawlessly. This project redefines coastal residential living in the GCC, offering residents a lifestyle of celebration and elegance. With a privileged array of world-class amenities, the community will feel both exclusive and meticulously serviced. AVENEW Development was founded on a singular principle: to create homes that go beyond architecture, spaces crafted with intention and care."

Jaidev Menezes, Regional Vice President – Mixed-Use Development, EMEA at Marriott International shares, "We are thrilled to introduce The St. Regis Residences at Dubai Islands — a collaboration with AVENEW that brings distinctive design and the legendary St. Regis service to life."

The Residences are optimally positioned to attract residents seeking a world-class living environment defined by structural quality, intentional design, and unparalleled service integration. It is about a lifestyle that has intuitive wellbeing at its core — designed to nurture connection, celebrate family, and offer every resident an effortless life of refinement. As AVENEW Development's latest project, it embodies the company's vision, demonstrating that a home should be cherished, not just inhabited. ✦

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Text & Images: **Sourced by Team PT**

SANZEN DEBUTS WITH PRE-LAUNCH OF PROJECTS IN DUBAI AND SHARJAH

ZEN LAGOONS IN DUBAI AND SUKOON BY SANZEN IN SHARJAH.

Sanzen, a real estate development and project management company, made its official debut at the Sanzen Experience Centre in Dubai. The event, attended by representatives of government entities, real estate partners, investors and sales agents, marked both the public introduction of Sanzen and the exclusive pre-launch unveiling of its first two projects: Zen Lagoons in Dubai and Sukoon by Sanzen in Sharjah.

Abdul Aziz Al Sanad, Chairman of Sanzen, shared the brand's foundational purpose: "Sanzen was created from a belief that the future belongs to developers who create real, lasting value, those who put people, not buildings, at the center. As our cities grow rapidly, the demand for communities that balance urban energy with human wellbeing has never been greater. Sanzen represents a new direction, where homes become a lifestyle shaped by clarity, and purpose."

The Zen Lagoons residential project is located in the Meydan area of Dubai and features a variety of residential units, along with dedicated commercial office spaces.
Meanwhile, Sukoon by Sanzain in Sharjah offers comfort, spacious layouts and strong investment value. ✦

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TOWNX HITS 40% CONSTRUCTION PROGRESS ON ASHLEY HILLS IN FOUR MONTHS FROM LAUNCH

LOCATED IN THE HEART OF ARJAN, ASHLEY HILLS IS A FLAGSHIP DEVELOPMENT THAT WILL FEATURE 616 RESIDENTIAL UNITS.

TownX, one of Dubai's fastest-growing real estate developers with an AED 4 billion project portfolio, has announced a significant milestone in the construction of its AED 662 million Ashley Hills project. In just four months since the project launch, the development has reached 40% construction progress, demonstrating the company's efficiency and commitment to delivering high-quality residential communities.

Located in the heart of Arjan, Ashley Hills is a flagship development that will feature 616 residential units across 400,000 square feet of sellable area. The project is designed to offer a mix of spacious apartments that cater to families and investors seeking modern, sustainable living spaces in one of Dubai's fastest-growing districts.

The project's progress includes several key milestones. Site mobilization, enabling works, piling and foundations, and substructure works have all seen notable progress, with significant advancement made on the superstructure and internal works. The external envelope and building services are also underway, while internal finishes are in progress. External works and infrastructure are set to begin in the coming months.

In August 2025, TownX appointed Ocean Stone as the main contractor for the project. Ocean Stone, known for their extensive experience in large-scale residential developments, has been instrumental in driving the project forward and ensuring timely progress.

Haider Abduljabbar, Executive Director of TownX, commented: "We are extremely proud of the remarkable progress made in just four months of construction. Achieving 40% completion is a testament to the hard work of our team and our contractors, whose collaboration has been instrumental in reaching this milestone. We are excited about the future of this project and remain focused on delivering Ashley Hills on time while maintaining the high standards TownX is known for."

The rapid progress reflects TownX's dedication to meeting the growing demand for high-quality residential options in Dubai. The strategic location of Ashley Hills in Arjan offers excellent connectivity to major roads such as Sheikh Mohammed Bin Zayed Road and Al Khail Road, along with access to schools, retail centers, parks, and recreational facilities, making it an ideal living destination.
Since its inception in 2017, TownX has focused on delivering projects ahead of schedule and with attention to detail. With over 1,567 units delivered and 1,174 apartments currently in development, the company continues to expand its footprint in Dubai's real estate market. Ashley Hills is another milestone in TownX's efforts to create residential communities that meet the needs of modern families while delivering long-term value.

Other key developments delivered by TownX include Easy18, Easy19, Luma21, Luma22 and Luma Park Views in JVC. Ongoing projects include 11 Hills Park at Dubai Science Park and Ashley Hills in Arjan. ✦

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Text & Images: **Sourced by Team PT**
Compiled by **Seebha Bhadran**

UNICO APPOINTS DECA AS EXCLUSIVE INTEGRATION, SALES & MARKETING PARTNER

THE PARTNERSHIP SIGNING CEREMONY WAS ATTENDED BY TENNIS LEGEND AND GRAND SLAM CHAMPION LEANDER PAES.

UNICO, an international real estate developer, has entered into a strategic alliance with DECA to drive sales and marketing for its upcoming portfolio of design-led residential communities in Dubai. The alliance combines UNICO's vision for contemporary urban living with DECA's launch capabilities and market reach, supporting the developer's upcoming releases in the city.

The landmark signing event brings together **UNICO's international development philosophy**—rooted in architectural clarity, elevated living, and future-ready design—with **DECA's industry-leading capabilities** in project launches, sales strategy, and operational execution. Together, the two companies aim to shape a new era of design-forward, community-driven developments across Dubai's rapidly growing residential landscape.

The partnership was formalised at a signing ceremony in Dubai, attended by tennis legend and **Grand Slam champion Leander Paes** as Guest of Honour, who through his innovation platform FlyingMan Ventures extends his legacy beyond sport into wellness and transformation—reflecting the shared vision and global ambition behind this collaboration.

"This collaboration marks a defining chapter not only for UNICO, but for Dubai's next phase of innovative development," said Mr. Swapna Kumar, CEO, UNICO. "By combining global vision with local expertise, we aim to create communities that deliver enduring value for residents and investors."

DECA echoed the significance of the alliance, highlighting the transformative potential of a partnership of this scale. "This partnership reflects our strong confidence in Dubai's market and its future trajectory," said Aamad Jalil - Senior Executive Officer of DECA. "Together with UNICO, we look forward to executing the sales and marketing strategy and raise the bar for long-term growth."

Members of the media, investors, and industry leaders were invited to attend the signing ceremony and witness the unveiling of this high-impact collaboration. With UNICO's global perspective, DECA's regional strength, and the presence of Leander Paes on a global stage, the event is set to be one of the most anticipated real estate announcements of the year. ✦

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Text & Images: **Sourced by Team PT**

AS 2025 DRAWS TO A CLOSE, THE TRENDS IN LUXURY HOMES ARE ONCE AGAIN EVOLVING.

BY **RAJI DAOU**, CEO, DMDC

It was believed for many years that improvements would raise the value of a house. When it comes to home improvements, living is the most important factor to consider in the present day, and particularly in the next year. Rich households are no longer interested in acquiring essential things; rather, they are looking for game-like environments that are beneficial to their health, work, and family life.

The most recent sales figures point to a change. According to Dubai Land Department, commercial real estate transactions reached a total of over 326 billion dirhams during the first half of 2025, representing a 39% increase from the previous year. The fact that sales had surpassed AED 559.4 billion by October 2025 is evidence of the confidence that the city's real estate market exhibits.

Not all of this increase may be attributed to more risky investments. Demand is being driven far more than ever before by end-user goals such as community, culture, and utility.

Wellness is the new luxury
We believe that designs that are centered on health will be the most popular trend in the year 2026. For example, you may have private gyms that are designed to encourage healthy living, biophilic elements that bring nature inside, and restrooms that have the appearance of being part of a spa. These things are particularly vital in Dubai, where the climate and the quick pace of life make interior spaces very important. Therefore, these items are quite important.

I am often asked why health is such a significant factor in design in this day and age. If you want to know the answer to this question, it is simple: people desire houses that not only look nice but also make them feel better.

The proximity of everything, such as a swimming pool and a fitness center, a space for meditation, or play areas for children, may be of great assistance in a number of situations. Finding the optimal equilibrium between these characteristics without compromising either the quality or the appearance is the art. When health design is executed well, it increases the value of a house in terms of both its mental and financial worth.

These days, houses are comprised of more than simply a place to reside. As time goes on, they are increasingly resembling a synergy of work, play, and social areas. When living in a city like Dubai, it is really beneficial to be able to host, work, and relax all via the same location.

With everything from home offices that are outfitted with smart technology to entertainment zones that can also be utilized as locations for the whole family to gather together, the emphasis is placed on adaptability across the board.

Future-proofing for generational living
Renovating so that people of all ages can live together might be the most important trend that no one is talking about. In Dubai, families want homes that can adapt to their needs. For example, they might want a home that can fit older parents, kids who are growing up, or families with people of different ages.

It is possible for houses to keep their high-end look while also making them easier to get to and more helpful.

Renovating high-end homes in a way that takes into account the needs of different groups (open floor plans, easy design, and built-in features) is the best way to make them future-proof.
I really believe that this is where real worth lies: not in the size or finish of the space, but in how it can change as the people who live there do.

It's clear that fancy homes in Dubai are worth more than ever. But what

2026 is really about is how they will feel. Renovations aren't just done to make homes worth more; they're also done to make places that are good for health, work, and family life.

This dream should come true if the right company does everything right. It shouldn't look weird for a fancy house to have a sauna or gym. A room for meditation should look and feel as classy as a living room, and play places for kids should match the style of the rest of the house.

Real luxury is this mix between style and comfort.

Dubai keeps getting buyers from all over the world and setting new records for real estate deals. Homes that are built with this in mind will stand out.

It won't just be another year of rising prices in 2026. At that point, people who own expensive homes will find them more useful and significant in their lives. ✦

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Text & Images: **Sourced by Team PT**

MERED PARTNERS WITH NSCC INTERNATIONAL TO KICK OFF RIVIERA RESIDENCES

THE APPOINTMENT MARKS ANOTHER SIGNIFICANT MILESTONE IN THE CONSTRUCTION OF ONE OF THE CAPITAL'S MOST ANTICIPATED RESIDENTIAL PROJECTS.

MERED, the award-winning international real estate developer, has appointed NSCC International as the enabling works contractor for Riviera Residences, its landmark waterfront development designed by Pritzker Prize-winning architects Herzog & de Meuron on Al Reem Island, Abu Dhabi. The appointment marks another significant milestone in the construction of one of the capital's most anticipated residential projects.

With this appointment, NSCC International will take the lead on the project's enabling works phase, encompassing all piling and shoring activities. Founded in Abu Dhabi in 1968, NSCC has grown from a marine contractor into a multi-disciplined regional leader in ground engineering. Over the decades, the company has delivered the foundations of some of the Middle East's most technically demanding and prestigious developments, such as Zayed International Airport Terminal A, Reem Hills, Zayed National Museum, and Al Raha Beach Development in Abu Dhabi, as well as the Etihad Museum and The Address Residence Skyview in Dubai, alongside numerous landmark projects throughout Saudi Arabia, Qatar, and Oman.

Michael Belton, CEO of MERED, said: "Partnering with NSCC International represents our continued commitment to delivering Riviera Residences with the highest standards of precision and quality. NSCC's deep technical expertise and reputation for excellence across the region make them an ideal partner for a project of this scale and architectural ambition. Together, we are shaping a residential community that reflects both the innovation and natural beauty of Abu Dhabi's coastline."

Khalil N. Khouri, Group CEO of NSCC International, added: "Riviera Residences embodies world-class design and engineering, and our team is proud to contribute to its foundation. With our decades of experience and commitment to safety and technical excellence, we look forward to setting the groundwork for what will become one of Abu Dhabi's most distinctive residential destinations."

Located on Al Reem Island, Riviera Residences is strategically positioned within Abu Dhabi Global Market, one of the capital's most dynamic districts, home to international schools, premium offices, advanced healthcare facilities, and leisure amenities. The island continues to attract strong investor interest, with off-plan property prices rising by 38% year-on-year during Q2 2025, reflecting confidence in its long-term value.

Envisioned as a lush sanctuary within the city, Riviera Residences is set to redefine waterfront living in Abu Dhabi with more than 400 elegantly designed apartments and 12 exclusive villas, including sky villas, ocean villas, and a penthouse. The project blends contemporary architecture with Abu Dhabi's rich pearl-diving heritage, expressed through luminous mother-of-pearl façades that capture natural light. The interiors, amenities, and lobby emphasize timeless elegance, seamless functionality, and meticulous detail.

Residents will have access to four swimming pools, a world-class fitness centre, wellness spaces, indoor and outdoor yoga decks, padel and table tennis courts, and dedicated spaces for families and social gatherings. Riviera Residences will also include a premium waterfront promenade lined with cafés, boutique retail, and fine dining, offering panoramic views of the Azure Lagoon, Al Reem skyline, and Saadiyat Island, and easy access to the island's pristine beaches.

The enabling works are now underway, with main construction set to follow. Once completed, Riviera Residences will stand as an architectural landmark that combines sustainable design, refined living, and a strong sense of place on Abu Dhabi's evolving waterfront. ✦

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Text & Images: **Sourced by Team PT**

PARKIN AND DAMAC SIGN 5-YEAR AGREEMENT

IMPLEMENTATION WILL COMMENCE IN Q1 2026.

Parkin Company PJSC, Dubai's leading provider of paid public parking facilities and services, has signed a landmark five-year agreement with DAMAC Properties ("DAMAC"), one of the UAE's foremost real estate developers renowned for its iconic residential communities.

Project overview
The partnership is part of Parkin's ongoing strategy to expand its footprint in the developer parking segment. The collaboration is designed to ease traffic flow, enhance the end-user experience and optimise the use of approximately 3,600 parking spaces across DAMAC's portfolio of high-profile developments in Dubai and Abu Dhabi. By leveraging its operational capabilities and technological know-how, Parkin aims to deliver a world-class urban mobility experience.

Project scope
Under the agreement, the Company will manage approximately 500 on-street parking spaces in DAMAC Hills 1.

In addition, Parkin will operate approximately 2,700 spaces across 44 residential and commercial towers located in high-profile locations, including sites in Downtown, DIFC, Dubai Marina, Business Bay in Dubai and Al Reem Island in Abu Dhabi. The contract represents Parkin's first entry into the Abu Dhabi parking market, marking a notable milestone in the Company's geographic expansion beyond Dubai.

As part of the transformation, Parkin will offer a combination of visitor and permit parking for both short and long-term users across DAMAC's residential towers, commercial buildings and community malls. These locations will be fully integrated into the Parkin mobile app, enabling customers to manage and access all parking services through a single, unified platform. This digital integration will enhance convenience, improving the overall user experience.

Operational timeline
Implementation will commence in Q1 2026. The rollout will involve full integration of Parkin's advanced technologies with DAMAC's existing infrastructure, ensuring seamless connectivity across access control, automatic number plate recognition (ANPR) and enforcement systems. This unified operating model is designed to deliver high levels of efficiency, reliability and scalability across all managed sites. ✦

ENG. MOHAMED ABDULLA AL ALI, CEO OF PARKIN, COMMENTED:
"THIS FIVE-YEAR PARTNERSHIP WITH DAMAC IS A STRONG ENDORSEMENT OF PARKIN'S THREE DECADES OF EXPERTISE IN TECHNOLOGY, OPERATIONS AND ENFORCEMENT. IT REFLECTS THE VALUE WE DELIVER TO PARTNERS AND DEVELOPERS BY APPLYING OUR PROVEN CAPABILITIES TO SOME OF THE UAE'S MOST BEST-KNOWN COMMUNITIES. WE ARE CREATING SEAMLESS, CONVENIENT PARKING SOLUTIONS TAILORED TO THE NEEDS OF RESIDENTS, VISITORS AND TENANTS. IN ADDITION, EXPANDING INTO ABU DHABI MARKS A MILESTONE IN OUR GROWTH STRATEGY, AS WE EXTEND OUR REACH BEYOND DUBAI. TOGETHER WITH DAMAC, WE AIM TO SET NEW BENCHMARKS IN CUSTOMER E XPERIENCE, OPERATIONAL EFFICIENCY, AND SMART MOBILITY ACROSS THE UAE."

MOHAMMED TAHAINEH, CHIEF PROJECT OFFICER OF DAMAC PROPERTIES, COMMENTED:
"OUR UNIQUE COMMUNITIES ARE DESIGNED TO DELIVER HIGH STANDARDS OF CONVENIENCE, COMFORT AND SAFETY. PARTNERING WITH PARKIN ENSURES THAT RESIDENTS AND VISITORS STAND TO BENEFIT FROM WORLD-CLASS PARKING SOLUTIONS POWERED BY SMART TECHNOLOGY. THIS EXCITING COLLABORATION UNDERSCORES OUR COMMITMENT TO ENHANCING THE CUSTOMER JOURNEY ACROSS OUR DEVELOPMENTS IN DUBAI AND ABU DHABI."

Text & Images: **Sourced by Team PT**

ABU DHABI REAL ESTATE MARKET SHOWS HIGHEST PRICE INCREASES IN OVER A DECADE

CROMPTON PARTNERS ESTATE AGENTS HIGHLIGHTS MARKET TRENDS, DEVELOPMENTS, AND PREDICTIONS FOR 2026.

Crompton Partners Estate Agents, one of Abu Dhabi's longest serving and most trusted brokerages, is marking one of its strongest years in a decade, after market reports reveal that the last 12 months have seen apartments appreciate by 28% and villas/townhouses by 25%.

As Ben Crompton, Managing Partner, Crompton Partners puts it: "These are numbers we haven't seen since 2014 and are more reminiscent of Dubai than our quieter, more cautious emirate."

He also notes that apartment rents in the bustling capital have risen by 16%, and villas by a more modest 7% in the last year.

Based on his decades of local market experience, Ben suggests the outlook doesn't look much different going forwards, either. ADREC's H1 report 2025 shows supply of new units coming onto the market will be subdued into 2028, with less than 5% increases in inventory each year.

"In 2024, the population increased by over 8% - so if this imbalance is maintained, we will continue to see these price and rent increases across the board," the real estate expert comments.

And the biggest market catalyst is the booming economy. The International Monetary Fund (IMF) expects the Emirate of Abu Dhabi to post economic growth of around 6% for 2025 - that's outstripping almost every other economy in the world, including the USA and China.

He highlights two key market shifts in 2025. Firstly, the return of investors to the secondary market. The capital has traditionally seen investors focus solely on off-plan projects, but the seismic shift in secondary market sales underlines massive growth in this sector.

The second big market shift is seeing more foreign buyers moving into the off-plan market. This has taken off in 2025, particularly on Aldar projects. It was reported that 67% of initial sales on Fahid Island went to expats and overseas investors from countries including the UAE, Russia, UK, and China.

"The IMF predicts 5.8% growth for 2026, so the real estate outlook looks buoyant in the coming years. Add the willingness of the Abu Dhabi government to continuously attract more and more business from abroad, using vehicles like the ADGM to attract them, and we'll only see the economy continue to grow," says Ben.

He's bullish heading into 2026, suggesting that: "Supply is manageable, and if demand stays as high as predicted, it should be smooth sailing for the real estate sector," but adding a caveat that "there is always the opportunity for external shocks, and ongoing regional instability which could affect us here in the Gulf."

In terms of 2026, he underlines that supply remains severely constrained. Cavendish Maxwell-predicted that approximately 8,000 new residential units would be delivered by the end of 2025.

ADREC has predicted that 2026 might see up to a 5% increase in stock, but in the market, Ben comments that: "We're hearing more and more of delays and handover dates being pushed back. COVID froze a lot of development, and construction only came back to the market in a big way in 2023 and 2024. Supply is likely to be low until the end of 2028, and if the population keeps on as it has been, we will only see more price rises."

He is also mindful of what's being dubbed a potential "AI Recession" due to the predicted gains from artificial intelligence not being realised as quickly as some predicted.

Another potential challenge he sees is the unpredictability of local population growth: "Abu Dhabi relies on immigration for most of its growth. Although we can predict supply with scientific accuracy, it is harder to tell how attractive the city will be going forward."

Crompton says Abu Dhabi's real estate sector faces a stable period up to 2029, when there will be a significant increase in property becoming available to the market.

"For developers and investors launching or buying off-plan now, they need to understand these deliveries in 2029 and onwards will be a challenge to the market," he warns, adding that: "Luckily, the path to 2029 is punctuated with the delivery of some truly stunning projects which will soften the landing. The Guggenheim, Etihad Rail, The Sphere and Harry Potter World, to name a few, should keep interest in the market going strong. And the potential Disney opening in the 2030s will certainly keep us all on our toes."

"One thing is certain however," he concludes: "is that the Abu Dhabi government is business-friendly and is always looking to open the Emirate up to innovation and commerce. As long as this is maintained, the future looks bright whatever clouds may appear."

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Text & Images: **Sourced by Team PT**

HRE DEVELOPMENT ANNOUNCES LANDMARK PARTNERSHIP WITH MITSUBISHI CORPORATION

THE COLLABORATION WILL BE BROUGHT TO LIFE THROUGH SAKURA GARDEN.

HRE Development has announced a landmark partnership with Mitsubishi Corporation – a global leader in engineering and technology to create sustainable, future ready communities that seamlessly blend Japanese innovation with nature inspired design.

The agreement was signed at Mitsubishi Corporation 's headquarters in Tokyo in the presence of senior representatives from both organisations.

The collaboration will be brought to life through Sakura Garden, an upcoming development that embodies luxury, sustainability, and thoughtful design. As part of the partnership, Mitsubishi Corporation will provide advanced elevator systems engineered to meet the highest international safety standards, enhance operational efficiency, and deliver long-term reliability. These systems are designed to elevate the overall living experience for residents while supporting a modern, sustainable lifestyle.

In addition, the agreement includes landscaping inspired by traditional Japanese garden aesthetics, creating spaces that reflect balance, harmony, and a deep connection with nature. This approach reinforces the project's identity as a sanctuary of luxury and sustainability, improving quality of life for its residents.

HRE Development has grown from a construction firm into a leading UAE real estate developer over 22 years, delivering more than 200 projects and homes for over 12,000 families. Committed to sustainability and social impact – including a AED 30 million contribution to Dubai Cares – the company continues to set new standards in innovative, purpose-driven living.

THIS PARTNERSHIP MARKS A SIGNIFICANT MILESTONE IN OUR JOURNEY TO DELIVER WORLD-CLASS, SUSTAINABLE DEVELOPMENTS," SAID **WISSAM BREIDY, CEO OF HRE DEVELOPMENT**. "BY COMBINING MITSUBISHI CORPORATION'S ENGINEERING EXCELLENCE WITH OUR VISION FOR PURPOSEFUL DESIGN, SAKURA GARDEN WILL SET A NEW BENCHMARK FOR MODERN LIVING IN THE REGION.

Text & Images: **Sourced by Team PT**

SOBHA REALTY ASCENDS TO #1 IN ASIA WITH TOP-TIER SCORE IN PRESTIGIOUS GRESB ASSESSMENT

DUBAI DEVELOPER EARNS 97 POINTS AND A 4-STAR RATING, MARKING A THREE-YEAR ESG TRANSFORMATION.

Sobha Realty, a leading global luxury real estate developer, has been awarded a 4-Star Rating and a stellar score of 97 in the 2025 GRESB Real Estate Assessment. This achievement crowns a remarkable three-year ascent, with scores rising from 72 in 2023 to 91 in 2024 and now to 97, reflecting a deep, corporate-wide commitment to exponential improvement in sustainability. The 4-Star Rating, a distinction granted to only the top participants worldwide, underscores Sobha Realty's transition from a regional leader to a recognized global force in environmental, social, and governance (ESG) excellence.

This year, GRESB positioned Sobha Realty within a predefined peer group of high-rise residential developers from across Asia, assigned based on legal structure, property type and geographical location. In this competitive cohort, which included entities from India, China, HK, the UAE, Vietnam, and Taiwan, **Sobha Realty secured the #1 rank**, solidifying its position as the ESG leader in the region.

Demonstrating its global ambitions, Sobha Realty also benchmarked its performance against a customized group of more than 15 leading residential developers from key international markets, including the United States, United Kingdom, Australia, and Europe. In this global context, the company earned an impressive **2nd place ranking**, further validating its world-class sustainability practices.

The company's performance was exceptional across the board. Its overall score of 97 significantly outstripped the global average of 88, while a perfect Management score of 30/30 highlighted superior leadership and risk management. An exceptional Development score of 68/70 further reaffirmed its success in embedding sustainability into its design and construction processes.

Sobha Realty's GRESB success directly supports the UAE's strategic sustainability vision, including the UAE Net Zero by 2050 initiative and the UAE Circular Economy Policy. This leadership is backed by tangible action, including publicly available four comprehensive ESG reports, three detailed Greenhouse Gas (GHG) assessments that inform a systematic emissions reduction strategy, and three TCFD reports outlining its robust governance of climate-related risks and opportunities. Its leadership in ESG management and compliance continues to be a key driving force in its climate journey. ✦

RAVI MENON, CHAIRMAN OF SOBHA GROUP, COMMENTED ON THIS MILESTONE: "THE THREE-YEAR JOURNEY FROM 72 TO 97 AND EARNING A 4-STAR GRESB RATING IS A DEFINING MOMENT AND A POWERFUL VALIDATION OF OUR STRATEGIC FOCUS. IT PROVES THAT OUR COMMITMENT TO ESG IS NOT A PERIPHERAL ACTIVITY BUT THE CORE OF OUR IDENTITY. WE ARE NO LONGER JUST PARTICIPANTS IN THE SUSTAINABILITY CONVERSATION; WE ARE NOW AMONG ITS PACESETTERS, BUILDING A LEGACY OF RESILIENCE AND RESPONSIBILITY FOR OUR STAKEHOLDERS AND THE PLANET."

Text & Images: **Sourced by Team PT**

RICHMIND BREAKS GROUND ON OYSTRA AT AL MARJAN ISLAND, RAS AL KHAIMAH

PHASE 1 HAS ALREADY BEEN FULLY SOLD OUT AS THE PROJECT REACHES A MAJOR DEVELOPMENT MILESTONE.

Richmind, a premium developer specialising in ultra-niche real estate projects and a flagship business vertical of Richmind Holding, has officially broken ground on **Oystra**,
a landmark residential project on Al Marjan Island, Ras Al Khaimah. Designed by Zaha Hadid Architects (ZHA), Oystra represents a defining moment in the emirate's emergence as the UAE's next world-class coastal investment destination and sets an unprecedented benchmark for luxury waterfront living.
With Phase 1 fully sold out, the groundbreaking marks a significant milestone and signals the formal launch of Phase 2, now officially on sale. The sellout of Phase 1, driven by strong global and regional demand, underscores growing investor confidence in high-growth beachfront markets like Ras Al Khaimah and affirms Oystra's position as one of the most sought-after developments on Al Marjan Island. Construction remains firmly on track for the 2029 handover.
Oystra brings together an exceptional, world-renowned team of partners to deliver a project conceived as a legacy development from day one. Zaha Hadid Architects leads the visionary design, introducing a sculptural, fluid architectural form never before seen on Al Marjan Island, while Dewan Architects + Engineers translates this ambition into technical reality through innovations such as the 40-metre curved steel truss that preserves ZHA's purity of form. HBA delivers hospitality-grade interiors, and Cracknell creates a landscape that becomes an experiential extension of the architecture, deeply connected to the seafront environment. Together, these partners ensure Oystra is executed not as a conventional development, but as a landmark that will define the future of waterfront living in the emirate.

"Al Marjan Island has always been envisioned as a premier waterfront destination, and the groundbreaking of Oystra marks an exciting milestone in the island's continued growth. Richmind's commitment to design excellence and world-class partnerships, reinforces the international appeal of Ras Al Khaimah and elevates the lifestyle offering for residents and investors alike," says **Arch. Abdulla Al Abdouli, Group CEO, Marjan.**

Located just steps from the UAE's first integrated resort, Wynn Al Marjan Island, Oystra will offer 850 one to four-bedroom luxury seafront residences, each oriented to maximize views of the Arabian Gulf. The development will feature curated wellness facilities, a world-class beach club and spa, and a signature dining destination elevated at the project's peak, encircled by Ras Al Khaimah's first and only 360° infinity pool, offering some of the most dramatic views on Al Marjan Island.

Mohammad Rafiee, CEO of Richmind Holding, said: "Oystra is more than a development, it is a milestone in Ras Al Khaimah's rise as a global coastal investment destination. The rapid sellout of Phase 1 reflects growing international interest in the emirate, as buyers increasingly seek premium, design-led beachfront properties with strong long-term value potential. This groundbreaking is not just the start of construction, it is an affirmation of our long-term commitment to supporting the emirate's evolution and delivering a project that embodies rarity, architectural excellence, and enduring value for our clients and investors."

As construction progresses toward the 2029 handover, Oystra continues to embody Richmind's mission to deliver artful, design-driven residential experiences that elevate the UAE's coastal landscape, create lasting financial value, and cultivate trusted, long-term partnerships with residents and investors.

Richmind Holding currently operates across the UK, Germany, China and UAE, and are poised for additional international growth in the year ahead.✦

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Text & Images: **Sourced by Team PT**

MERAAS AWARDS AED340 MILLION CONTRACT TO DEVELOP NEW RIWA APARTMENTS AT MADINAT JUMEIRAH LIVING

THE PROJECT COMPRISES THREE 10-STOREY RESIDENTIAL BUILDINGS WITH 244 PREMIUM APARTMENTS.

Meraas, a member of Dubai Holding Real Estate, has awarded an AED340 million contract to Al Sahel Contracting for the construction of new Riwa apartments at Madinat Jumeirah Living, with completion scheduled for Q3 2027.

The project comprises three 10-storey residential buildings with 244 premium apartments, including one- to three-bedroom units and a four-bedroom penthouse.

This latest contract reinforces the long-standing partnership between Meraas and Al Sahel Contracting, which is nearing completion on the fifth phase of Madinat Jumeirah Living, having successfully delivered four earlier phases. The collaboration showcases Meraas' dedication to delivering exceptional design, quality and craftsmanship.

Designed with contemporary elegance, Riwa will feature refined facades that complement the community's signature modern-heritage architecture. The residences offer light-filled, spacious interiors, elevated finishes and thoughtfully designed layouts that embody Meraas' vision for sophisticated urban living.

Moustafa Ali Moustafa Hasan, General Manager of Al Sahel Contracting, added, "Being entrusted with the construction of Riwa marks another proud moment in our enduring partnership with Meraas. This contract reaffirms the confidence placed in Al Sahel to deliver world-class developments that embody Dubai's architectural and lifestyle vision."

KHALID AL MALIK, CHIEF EXECUTIVE OFFICER OF DUBAI HOLDING REAL ESTATE, SAID, "RIWA REPRESENTS THE LATEST CHAPTER IN THE EVOLUTION OF MADINAT JUMEIRAH LIVING, ONE OF DUBAI'S MOST DESIRABLE ADDRESSES. IT ENCAPSULATES THE CITY'S AMBITION TO CREATE EXTRAORDINARY HOMES THAT BRING TOGETHER DESIGN EXCELLENCE, COMFORT AND COMMUNITY SPIRIT. THIS MILESTONE HIGHLIGHTS OUR COMMITMENT TO SHAPING NEIGHBOURHOODS THAT INSPIRE PRIDE AND BELONGING."

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Text & Images: **Sourced by Team PT**

LIV DEVELOPERS INTRODUCES "LIV LIFESTYLE"

LIV OCEANSIDE BECOMES THE FIRST DEVELOPMENT TO FULLY EMBODY THE LIV LIFESTYLE CONCEPT.

LIV Developers, an international luxury residential developer renowned for its boutique waterfront properties, has announced the launch of LIV OCEANSIDE, a new signature residential tower on Dubai Islands and the first development to showcase the group's elevated LIV Lifestyle experience.

Located directly on the marina waterfront, LIV OCEANSIDE brings together wellness, design and hospitality-inspired living, introducing a more holistic approach to coastal luxury. The tower marks the debut of LIV Developers' enhanced lifestyle proposition, rooted in community, connection and everyday wellbeing.

Ishan Khwaja, Director of LIV Developers, said: "LIV OCEANSIDE represents the next chapter of 'LIV Lifestyle'. It reflects our belief that a home should go far beyond architecture and finishes, it should support a balanced, active and meaningful lifestyle. From curated resident experiences to our focus on health and wellness, every element has been designed to elevate daily living. With Oceanside, we are introducing our most complete expression of LIV Lifestyle to date."

LIV Lifestyle is the developer's curated programme of resident experiences, personalised services, and wellbeing-focused amenities integrated throughout its communities. It offers complimentary yoga sessions, outdoor fitness activities led by expert trainers, chef-hosted dinners in residents' lounges, and monthly wellness and social events designed to help residents build connections and enjoy amenities as an extension of their home. Residents also have access to LIV Yachts, offering opportunities to explore the marina, along with complimentary bicycles and community golf buggies, allowing effortless movement around Dubai Islands.

These experiences form the backbone of the LIV Lifestyle ethos, an approach developed to ensure that buildings do not simply offer amenities, but foster a lived, active and enriching environment. Comprising 17 storeys, LIV OCEANSIDE features more than 110 residences, including one-, two- and three-bedroom signature apartments and bespoke duplexes with private pools. Each residence has been designed with expansive glazing, generous proportions and uninterrupted marina, sea, or skyline views. The architecture draws inspiration from the movement of water, with flowing curves, glass facades and wave-like contours that establish a sculptural presence along the shoreline.

The tower dedicates three full floors to wellness, movement and relaxation, creating a vertical retreat that blends contemporary design with restorative living. Residents will have access to a full-service gym, a dedicated yoga studio, hydrotherapy and spa zones, meditation spaces, cold and warm plunge experiences, and a series of resort-style leisure decks.

Complementing these wellness floors is an elegant residents' lounge designed for social connection and community engagement, an environment perfectly suited for LIV's signature chef demonstrations, sunset gatherings and lifestyle events.

Construction of foundation works and piling is complete, with handover scheduled for November 2027. As one of the most prominent waterfront plots on Dubai Islands, bordered by water on all sides and steps from the beach, yacht club park and upcoming golf course, the tower reinforces LIV Developers' focus on securing super-prime, long-term locations across the city.

LIV OCEANSIDE forms part of the developer's wider investment and development strategy across Dubai's waterfront communities, following the success of LIV Marina, LIV LUX and LIV Maritime. ✦

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Text & Images: **Sourced by Team Property Time**

PRESTIGE ONE UNVEILS HILTON RESIDENCES

THE PRPJECT IS LOCATED IN DUBAI MARITIME CITY.

Prestige One Developments set a new benchmark for premium real estate with the grand unveiling of **Hilton Residences Dubai Maritime City**—the world's first Hilton-branded standalone **waterfront** residential development. The high-profile launch, hosted at the Atlantis The Royal, attracted an elite roster of VIPs, future homeowners, global investors, channel partners, and industry leaders, marking one of Dubai's most significant real estate announcements of the year.

Guests were welcomed into an immersive arrival experience as the corridors of Atlantis The Royal transformed into a curated showcase of Prestige One's development portfolio. This gallery style exhibit highlighted the company's architectural achievements and set the tone for an evening centred on innovation, hospitality excellence, and Dubai's continued evolution as a global luxury hub.

A defining moment of the night was the **dramatic maquette reveal, led by Diana Saifi,** Vice Chairperson, alongside senior executives from Prestige One and Hilton. The unveiling introduced Hilton Residences Dubai Maritime City to the world—a project designed to redefine coastal living with panoramic sea views, world-class amenities, and Hilton's signature standards of hospitality woven into every detail.

In his keynote address, **Ajmal Saifi, CEO of Prestige One Developments**, reflected on the company's rapid ascent and its commitment to elevating Dubai's residential offerings. He underscored the strategic significance of Dubai Maritime City—one of the emirate's most promising emerging waterfront districts—and emphasized how introducing a Hilton-branded residence represents a defining milestone for both brands.

Adding further depth, **Daniel Wakeling, Vice President, Development, Luxury & Residential, EMEA, Hilton,** spoke about Hilton's global vision and its confidence in Dubai's trajectory as a world-leading destination. He praised the partnership with Prestige One as a natural alignment of shared values: innovation, excellence, and a commitment to shaping next-generation living experiences.

The architectural narrative took centre stage with an in-depth presentation by **Eric Hokanson, Principal Design Director at AE7**, who walked attendees through the design philosophy behind the project. His presentation offered a detailed look into the architectural intent—balancing contemporary elegance with timeless craftsmanship, while maximising the natural beauty of Dubai's coastline.

The evening continued with immersive artistic performances and experiential showcases that echoed the development's promise of elevated waterfront living, leaving guests inspired by the blend of creativity, design, and hospitality.

With its official debut, **Hilton Residences Dubai Maritime City** now stands as a cornerstone in Prestige One's expanding portfolio of landmark developments shaping Dubai's coastline. The enthusiastic response from partners, investors, and industry leaders further reinforces Prestige One's reputation as one of the UAE's most visionary luxury developers. ✦

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Text & Images: **Sourced by Team PT**

DAMAC PROPERTIES LAUNCHES MASTER COMMUNITY DAMAC ISLANDS 2

ARCHITECTURE AND LIFESTYLE CONCEPT INSPIRED BY 8 GLOBAL ISLAND DESTINATIONS.

DAMAC Properties, the region's leading private luxury real estate developer with a growing global portfolio, has launched DAMAC Islands 2, its seventh master community in Dubai that redefines waterfront living. Following the success of DAMAC Islands, DAMAC Islands 2 brings the rhythm of the tropics to the heart of Dubai blending lush landscapes, crystal lagoons, and wellness-driven design inspired by eight dream destinations: Antigua, Bahamas, Barbados, Bermuda, Cuba, Maui, Mauritius, and Tahiti.

Wellness pavilions, floating decks, open-air spas, and nature-inspired retreats provide residents with a rare sense of calm within the urban environment.

The master-planned project will comprise six-bedroom luxury villas of approximately 583 square meters, five-bedroom twin villas of approximately 324 square meters, five-bedroom townhouses of approximately 293 and 263 square meters, and four-bedroom townhouses of approximately 203 square meters. Prices start at AED 2.7 million.

The launch event was hosted by Hussain Sajwani, Founder and Chairman of DAMAC Group, and Amira Sajwani at the Coca-Cola Arena. Bollywood A-listers Ranbir Kapoor and Alia Bhatt, and Arab music sensation Majid Al Mohandis also attended the show.

In the first half of 2025, residential transactions totalled AED 262.1 billion, a ~36.4% year-on-year increase. Investor demand has continued to grow, rising by almost 26% from 2024. DAMAC Islands led villa and townhouse transactions in H1 2025, with 4,185 sales, and DAMAC Hills 2 registered 1,942 sales.

Following a record year for DAMAC, new developments including Riverside Views, DAMAC District and Chelsea Residences reinforce the company's growing international footprint and lifestyle-driven vision. On average from launch, price growth at DAMAC Hills 1 townhouses rose 86 per cent, DAMAC Hills 1 villas 72 per cent, DAMAC Hills 2 townhouses 60 per cent, and DAMAC Islands villas 29 per cent, demonstrating sustained investor confidence in the brand's long-term value. ✦

DAMAC ISLANDS 2 CAPTURES THE ENERGY OF THE TROPICS AND THE AMBITION OF DUBAI," SAID **AMIRA SAJWANI**, MANAGING DIRECTOR, DAMAC PROPERTIES. "IT IS MORE THAN A PLACE TO LIVE; IT IS AN INVITATION TO EXPERIENCE PARADISE IN THE HEART OF OUR CITY. THIS PROJECT CELEBRATES THE BEAUTY OF NATURE WHILE OFFERING THE SOPHISTICATION AND QUALITY THAT DEFINE DAMAC."

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Text & Images: **Sourced by Team PT**

SOURCE OF FATE RECORDS 80% OVERSEAS BUYER INTEREST FOR FLAGSHIP PROJECT MIRAGGIO

THE DEMAND IS LED BY INVESTORS FROM THE UNITED KINGDOM.

Source of Fate (SOF), a high-end luxury real estate developer in the UAE, operating under the Wheel of Fate Group, recorded a substantial inflow in international investments for its flagship development Miraggio with 80% of buyers from overseas. As a first-line seaside residential, located on Al Marjan Island, the project is gaining strong attention from global investors seeking long-term value in one of the UAE's most promising coastal destinations.

The demand is led by investors from the United Kingdom, followed by Turkey, Poland, France, the United States, and India. With the launch of Miraggio Phase II, the developer has also introduced a competitive payment plan to enhance investor flexibility requiring 20 per cent on booking, allowing buyers to resell at this stage if needed; 40 per cent upon completion, with the option to split into a more flexible payment or loan plan; and the remaining 40 per cent spread over two years post-handover. This further contributes to the project's appeal, with flexible and innovative payment structures currently shaping real estate decisions in the UAE.

DR MAJID JACK HSIUNG, GENERAL MANAGER OF SOURCE OF FATE, SAID: "INVESTOR BEHAVIOUR ACROSS THE UAE IS SHIFTING, WITH DECISION-MAKERS INCREASINGLY PRIORITISING STABILITY, ELEVATED LIFESTYLE OFFERINGS, AND ASSETS THAT DELIVER SUSTAINABLE LONG-TERM VALUE. MIRAGGIO MEETS THIS DEMAND WITH FULL SEA VIEWS, ELEGANT DESIGN, HIGH-END AMENITIES, COMPETITIVE PRICING, AND A LUXURIOUS RESIDENTIAL LIFESTYLE. ADDITONALLY, OUR NEW STRUCTURED PAYMENT PLAN FURTHER STRENGTHENS THE PROJECT'S POSITIONING AND APPEAL AMONG INVESTORS SEEKING PRACTICAL FLEXIBILITY, SECURITY AND CERTAINTY, AS IT EASES UPFRONT FINANCIAL PRESSURE, IMPROVES CASH FLOW MANAGEMENT AND SUPPORTS LONG-TERM INVESTMENT PLANNING."

According to the company's reports, Miraggio's sales are dominated by long-term investors seeking returns upon project completion, influenced by strategic factors such as Ras Al Khaimah's expanding entertainment sector, the upcoming Wynn Al Marjan Island resort, growth in tourism, and an increase in company formations. The buyer profile shows a range of seasoned investors to first-time international entrants seeking to diversify their portfolios outside traditional markets.

Following the rapid success of Source of Fate's previous project, Sunshine Bay, which sold out in just two months, Miraggio continues to demonstrate the developer's ability to deliver highly desirable waterfront projects that resonate with both regional and international investors.

Coastal developments featuring sustainable design, integrated lifestyle amenities, and flexible ownership options are increasingly capturing investor attention, reflecting evolving investor priorities and broader trends shaping the UAE luxury real estate sector. In Ras Al Khaimah's evolving market, Source of Fate's project, Miraggio, is poised to contribute to the emirate's growth, offering a development that aligns closely with investor expectations while embodying the key trends driving the region's luxury property market.✦

Text & Images: **Sourced by Team PT**

ORLINSKI REALTY GROUP LAUNCHES IN THE MIDDLE EAST

THE WORLD'S FIRST REAL ESTATE BRAND TO MERGE ARCHITECTURE WITH CONTEMPORARY ART.

As the Middle East cements its role as a global hub for luxury real estate, Orlinski Realty Group (ORG) launches in Dubai, uniting the worlds of art and architecture. Founded by Ilan Amar and Michael Cohen alongside Richard Orlinski, the world's best-selling French contemporary artist since 2015, the company develops art-led hotels and branded residences that turn everyday living into an artistic experience.

Recognised globally for his bold, faceted sculptures that merge pop culture with fine art, Richard Orlinski has exhibited everywhere from the Champs-Élysées in Paris to Miami Art Basel, Courchevel, Rodeo Drive, and Doha. His work is represented by over 200 galleries worldwide and is celebrated for making art accessible beyond the walls of galleries. With a community of more than nine million followers on Instagram, his influence extends far beyond the art world, reinforcing his status as one of today's most visible and recognised contemporary artists. With Orlinski Realty Group, this artistic vision extends further, giving people the chance not just to view art but to live and experience it through hotels and residences designed as true masterpieces.

Far beyond traditional development, Orlinski Realty Group creates concepts that are not designed but sculpted, living environments signed, numbered, and authenticated as part of Richard Orlinski's legacy. Each project is envisioned as a gallery without walls, where faceted architecture, signature sculptures, and immersive lifestyle experiences converge to deliver places that are as rare and valuable as works of art.

The Middle East has been chosen as the launchpad for Orlinski Realty Group, with the UAE at its heart, reinforcing the region's reputation as the global leader in branded residences and luxury hospitality. With projects in the UAE regularly selling out within two to six months, the appetite for innovation has never been stronger. Orlinski's existing presence in Dubai, where his monumental sculptures are permanently showcased at Dubai Mall and Jetex Airport, ensures the brand launches with instant recognition among luxury audiences.The global branded residence sector has grown by more than 160% in the past decade and is expected to reach nearly 1,870 projects worldwide by 2027. With properties commanding an average 30–35% price premium compared to non-branded developments, the segment is one of the fastest-growing in luxury real estate.

As it enters the market, Orlinski Realty Group is exploring collaborations with developers and hospitality groups who share its vision to bring the first art-led projects to life in the region. ✦

"THE MIDDLE EAST, AND ESPECIALLY THE UAE ARE THE WORLD'S MOST DYNAMIC MARKETS FOR BRANDED REAL ESTATE AND ARE THE PERFECT PLACES TO INTRODUCE OUR VISION. WITH ORLINSKI REALTY GROUP, WE ARE CHALLENGING THE IDEA OF WHAT A HOTEL OR RESIDENCE CAN BE, NOT JUST A PROPERTY TO OWN OR STAY IN, BUT A MASTERPIECE TO EXPERIENCE, ONE THAT CARRIES CULTURAL VALUE AS MUCH AS FINANCIAL VALUE" SAID **ILAN AMAR, CO-FOUNDER AND CEO OF ORLINSKI REALTY GROUP.**

"FOR ME, ART HAS NEVER BEEN LIMITED TO GALLERIES. IT BELONGS IN THE STREETS, IN PUBLIC SPACES, AND NOW, WITHIN THE WALLS OF HOTELS AND RESIDENCES. THROUGH ORLINSKI REALTY GROUP, I WANT TO BLUR THE BOUNDARIES BETWEEN ART AND LIFE, SO THAT EVERY GUEST OR RESIDENT BECOMES PART OF THE STORY, PART OF THE LEGACY," SAID **RICHARD ORLINSKI.**

Text & Images: **Sourced by Team PT**

AIR REDEFINES REAL ESTATE

UAE-BORN AI BROKERAGE CREATES A NEW GLOBAL MODEL FOR PROPERTY MARKETS

"NO HUMAN CAN MONITOR EVERY LISTING, PRICE MOVEMENT, AND BUYER SIGNAL ACROSS THE ENTIRE CITY, BUT AIR CAN, INSTANTLY," SAID **MILAD MONSHIPOUR, FOUNDER & CEO OF AIR**. "OUR MISSION IS TO BECOME THE MOST TRUSTED ADVISOR IN THE COUNTRY, IN THE REGION, AND SOON GLOBALLY - TRANSFORM HOW PEOPLE BUY AND SELL PROPERTIES, MAKING IT FUNDAMENTALLY SIMPLER, SMARTER, AND MORE TRUSTWORTHY THROUGH HUMAN-CENTRED AI."

In a significant move towards the UAE's goal of becoming a worldwide leader in artificial intelligence, AIR (AI Realtor) has announced the launch of the region's first fully AI-native real estate brokerage platform, built from the ground up in Dubai. Backed by the nation's National Strategy for Artificial Intelligence 2031, AIR represents the next frontier of technology-driven transformation, powered by the nation's growing pool of world-class AI and technology talent. Unlike many regional tech models inspired by global counterparts, AIR is not an adaptation but a truly homegrown innovation. It was conceived and built within the UAE's robust digital ecosystem, one supported by forward-thinking regulations, open data infrastructure, and a government-led vision to integrate AI across every major sector. This unique environment has made it possible for AIR to emerge as a platform born in the UAE, for the UAE, setting a new benchmark for how real estate and technology converge.

Engineered for the Future: Real Estate Reinvented
AIR is a revolutionary, agent-centric AI ecosystem that redefines how property is bought, sold, and experienced. It merges human expertise with machine precision to deliver transactions that are simpler, smarter, faster, and radically transparent.

At the core of AIR lies AIR Brain, an advanced neural intelligence trained exclusively on Dubai's real estate landscape. It orchestrates a symphony of smart tools, each designed to transform how agents, investors, and clients engage with the market:

- AIR Brain: A self-learning algorithm modelled on the collective expertise of Dubai's top-performing brokers. Continuously evolving, it analyses market behaviour, negotiation patterns, and deal outcomes, rapidly becoming the city's most capable digital dealmaker
- AIR GPT: The UAE's most comprehensive real estate intelligence model, built on an intricate understanding of every building, unit, and neighbourhood across Dubai. It serves as an always-on knowledge engine, instantly answering queries, uncovering insights, and guiding users through complex property decisions with unmatched precision
- AIR Match, an intelligent search companion that discovers preferences and identifies ideal properties by balancing emotional and practical needs
- AIR Value, a real-time valuation engine that analyses live supply-demand dynamics to deliver accurate, explainable pricing
- AIR Assistant, a virtual aide that automates scheduling, follow-ups, and CRM tasks, freeing agents to focus on high-impact advisory and negotiation

Empowering Agents. Boosting Confidence. Redefining Value.
AIR's purpose is clear: empower agents, reduce transaction costs, and deliver seamless advisory through trusted transparency and real-time intelligence. By automating administrative workflows and eliminating inefficiencies, AIR allows agents to scale their business while providing superior service at a fraction of the traditional cost.

For clients, this translates into clarity, confidence, and control with every valuation, every recommendation, and every decision grounded in transparent, understandable data.

"AIR doesn't evolve real estate, it rewrites it," said Milad Monshipour. "For the first time, AI understands Dubai's property market in real time, empowering agents to move faster, act smarter, and redefine what trust and performance mean in this industry."

Born in the UAE, Built for the World
AIR could only have been created in the UAE, a market uniquely primed for innovation. Government-led deregulation has opened the brokerage sector to unprecedented competition, driving higher standards and better outcomes for consumers. The country's commitment to data transparency and open property information, unmatched in the US, Europe, or the wider Middle East, provides the foundation for true AI intelligence to thrive.

Combined with fully digitised and automated real estate processes, this ecosystem has enabled the world's first AI-native property platform to be built from the ground up.

Scalable by design and powered by regionally developed intelligence, AIR now stands ready to expand across the GCC and beyond, redefining how real estate operates in the digital age. ✦

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Text & Images: **Sourced by Team PT**

OBJECT 1 EXPANDS INTO UAE CAPITAL

THE DDVELOPER LAUNCHED ITS FIRST SALES GALLERY IN THE CAPITAL.

Object 1 Real Estate Development, an award-winning and rapidly growing developer, has officially expanded into Abu Dhabi with the launch of its first Sales Gallery in the capital, marking a significant milestone in strengthening its presence across the UAE.

To celebrate this achievement, Object 1 hosted an exclusive networking event, "Meet & Greet: Exploring Abu Dhabi's Real Estate Market," at the prestigious Emirates Palace Mandarin Oriental. The event brought together over 1,000 attendees, including government officials, VIPs, leading agencies, and top brokers. Renowned media personality Kris Fade compered the evening, ensuring a dynamic and engaging atmosphere for all guests.

Looking ahead, Object 1 is committed to further growth in Abu Dhabi. The company sees the capital as one of the most promising directions for expansion. In addition to the new Sales Gallery, there are already several upcoming projects on Reem Island, supported by a dedicated team focused on delivering design-led, high-quality developments tailored to the evolving Abu Dhabi market.

Object 1 continues to build on its remarkable performance in Dubai, where it has rapidly become one of the top fifteen developers in just three years. In the first half of 2025 alone, the company recorded significant growth in both sales value and volume compared to the same period last year. Since launch, Object 1 has sold over 2,680 units and manages a development pipeline exceeding 4.5 million square feet across high-demand communities, including JVC, JVT, Al Furjan, Sports City, Jumeirah Garden City and Dubai Land Residence Complex. The company currently has 17 active, design-led projects focused on wellness, sustainability, and family- and community-centric living, creating long-term value for buyers and investors alike.

Abu Dhabi's market fundamentals are strong, with growing buyer demand and increasing interest from high-net-worth individuals and international investors from Europe, the Middle East, and Asia. The emirate's diversification strategy and attractive investment yields make it a prime market for sustainable, long-term growth. Object 1's entry into Abu Dhabi marks the beginning of a new phase of expansion, leveraging its proven track record and design-led approach to meet the expectations of buyers and investors in the capital.✦

TATIANA TONU, CEO OF OBJECT 1, COMMENTED, "ABU DHABI'S MARKET IS EVOLVING QUICKLY, AND WE SEE TREMENDOUS POTENTIAL FOR LIFESTYLE-FOCUSED DEVELOPMENTS. OPENING OUR SALES GALLERY IN ABU DHABI AND HOSTING THIS 'MEET & GREET' REFLECTS OUR COMMITMENT TO BUILDING DEEPER RELATIONSHIPS WITH LOCAL PARTNERS AND CLIENTS. THIS EVENT PROVIDES A PLATFORM FOR REAL ESTATE PROFESSIONALS TO SHARE INSIGHTS, EXPLORE COLLABORATION OPPORTUNITIES, AND ENGAGE DIRECTLY WITH BUYERS AND INVESTORS."

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Text & Images: **Sourced by Team Property Time**

RUCKUS NETWORKS UNVEILS AI AND WI-FI 7 INNOVATIONS TO ELEVATE RESIDENT EXPERIENCE

THIS NEW SUITE OF SOLUTIONS MEETS STAKEHOLDER DEMANDS THROUGH ITS ABILITY TO COMBINE ENTERPRISE-LEVEL WI-FI® ANALYTICS WITH CLOUD SIMPLICITY AND AUTOMATION.

CommScope (NASDAQ: COMM), a global leader in network connectivity, announced its new RUCKUS® MDU (Multi-Dwelling Unit) suite featuring innovative AI and Wi-Fi 7 solutions. This new suite of solutions meets stakeholder demands through its ability to combine enterprise-level Wi-Fi® analytics with cloud simplicity and automation; this enables more devices per unit, low latency and high reliability, and a reduction in manual troubleshooting. These outcomes will help drive improved resident satisfaction and optimize operating costs.

MDU operators can benefit from these advanced features:

RUCKUS One® MDU 360 Platform builds on the proven RUCKUS One AI-driven platform specifically for property-group owners and managed service providers (MSPs). The MDU 360 solution delivers a unified view of network health, resident experience and service-level performance across every property in the portfolio. It delivers intelligent analytics, simplified role-based access and predictive insights from RUCKUS AI, to transform how property networks are managed. The unified view of network performance and resident experience helps identify trends, verify service quality and make data-driven decisions.

RUCKUS Digital System Engineer (DSE) an AI-powered assistant, uses a chat interface to help property operators, MSPs, and IT teams quickly and easily manage large residential portfolios—turning complex network analytics into simple, natural-language interactions with data-driven answers. Menus are replaced by conversation, dashboards are auto generated, and insights are available to users without specialized product expertise. Embedded directly within the RUCKUS One platform, DSE makes the platform more approachable for every user, from first-time administrators to veteran network engineers, by turning complex data exploration into an intuitive, conversational experience.

RUCKUS H670 and R575 Wi-Fi 7 tri-band wall- and ceiling-mounted access points deliver multi-gigabit performance and built-in Bluetooth® Low Energy and Zigbee® radios with Matter and Thread support—enabling advanced IoT services across modern multi-dwelling and managed property environments. Backed by RUCKUS Networks patented RF technologies and AI-driven optimization, these access points deliver strong signals, broad coverage and consistent performance—even in the most demanding conditions. Seamless integration with the RUCKUS One, RUCKUS SmartZone ™, and RUCKUS Unleashed™ solutions provides AI-driven assurance, giving property owners and operators a smarter, faster and more secure connected experience for every resident and device. ✦

"OUR RUCKUS MDU SUITE SHOWCASES OUR LEADERSHIP IN AI INNOVATION AND OUR PROVEN EXPERTISE IN WI-FI 7 MDU NETWORKS—MAKING IT EASIER FOR OUR CUSTOMERS TO BUILD AND MANAGE HIGH-QUALITY NETWORKS AND SERVICES FOR MDUS," SAID **BART GIORDANO, SVP & PRESIDENT, RUCKUS NETWORKS**. "OUR MARKET-LEADING AI SOLUTIONS REPRESENT A MAJOR BREAKTHROUGH. OWNERS AND MSPS CAN NOW DRILL DOWN FROM A HIGH-LEVEL VIEW OF NETWORK HEALTH TO SEE THE RESIDENT EXPERIENCE SCORE AND HISTORICAL SLA PERFORMANCE FOR EVERY PROPERTY AND UNIT. FURTHERMORE, USERS CAN QUERY THE RUCKUS DIGITAL SYSTEM ENGINEER (DSE) AI ASSISTANT IN SIMPLE LANGUAGE, INSTEAD OF NAVIGATING MENUS OR BUILDING REPORTS. THEY'LL GET DATA-DRIVEN ANSWERS, VISUALIZED THROUGH TABLES, CHARTS OR WIDGETS THAT REVEAL ACTIONABLE INSIGHTS. THIS IS THE FUTURE OF MDU NETWORK AUTOMATION AND MANAGEMENT."

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enquiries@globalpropertygroup.co

+971 54 206 8414