



THE PEARL-QATAR

UDC – A CORNERSTONE OF QATAR'S DEVELOPMENT

One of the leading publicly listed and most diversified companies in the Middle East, United Development Company (UDC) is leading Qatar's drive to modernity while delivering high returns for its investors

United Development Company (UDC) is reviving the tradition of building vibrant cities on the waterfront of the Arabian Gulf. The company has created The Pearl-Qatar, an exclusive Riviera-style development known for its architectural elegance and technical perfection. With a price tag in excess of \$14 billion, it is one of the most ambitious urban development projects in the world. Home to a mix of nationalities from around the world, upon completion in 2013 it will house over 41,000 people who seek a vibrant Mediterranean lifestyle in the Gulf, or a great investment opportunity.

Porto Arabia, The Pearl-Qatar's first phase, is already thriving with as diverse restaurants as celebrated Manhattan-based 'candy store for adults' Alison Nelson's Chocolate Bar, as well as opera star Plácido Domingo and celebrity chef Richard Sandoval's Mexican restaurant Pampano, and world-class brands such as Gianfranco Ferré, Hermes and Vera Wang, making The Pearl-Qatar a shopping and dining haven. Moreover, the recent unveiling of towers, villas and townhouses has also brought more residents to Porto Arabia to enjoy a lavish lifestyle surrounded by Qatar's crystal blue waters.

The Pearl-Qatar is a four-phase development made up of ten distinct districts, each with its own characteristics. Qanat Quartier will be the Venice of the Middle East, while Viva Bahriya is architecturally themed to

echo the very best of the Mediterranean; a perfect destination for families seeking relaxed, beachfront living. On the east of Viva Bahriya, the coliseum-style layout of Floresta Gardens provides Roman-inspired architecture that is perfect for those looking for community living. Those who seek a secluded getaway can turn to the gated communities of Perlita Gardens or Giardino Villas.

Upon completion, The Pearl-Qatar will host a diverse range of housing options, including beachfront villas, luxury apartments and townhouses, as well as three 5-star hotels and several boutique hotels. Three award-winning marinas will complement this, while schools, health clinics and other services will make it possible to live on the island without ever needing to leave it. Residents will be able to enjoy the island's IT infrastructure, which offers complete connectivity and a host of home automa-

tion capabilities to enhance convenience and security. Residents will be able to control all functions of their home from abroad. A 'smart card' will also allow residents to perform all sorts of transactions on the island without the need for cash or credit cards.

The Pearl-Qatar is the first development in Qatar to offer freehold property rights to international investors. With this project, UDC intends to build "a precinct akin to the finest European cities, Venice's famed canals and Renaissance architecture," according to UDC's MD and president Khalil Sholy. ■



Legendary opera tenor Plácido Domingo's recent live performance at The Pearl-Qatar

IT'S A WONDERFUL LIFE

UDC intends to make The Pearl-Qatar a unique living and cultural experience that combines the best of the country's past and present.

The Pearl-Qatar has become the venue of choice for top international artists coming to Doha. For instance, operatic legend Plácido Domingo recently returned to The Pearl-Qatar for his second spectacular live music and dance extravaganza with the renowned Spanish production, *Antología de la Zarzuela*, on 13 May, thereby reflecting the richness and legacy being shaped here.

A primary objective is to incorporate a range of living environments – from high-end luxury villas complete with their own beaches to fashionable apartment-style accommodations with sweeping sea views. Diversity and the very highest quality in accommodations is a key objective in the project's master planning.

Each unique district of The Pearl-Qatar will have its own architectural

character. The names of districts, features and attractions have been created with a mix of French, Italian, Spanish and Arabian roots, summoning the promise of an iconic destination and an indisputably glamorous address in the Middle East.

The Pearl-Qatar will offer a different experience in all measures. It combines unique dimensions of tranquil life surrounded by every luxury the world could offer. The development was initially imagined as 'a touch of modern elegance, with shades of indulgence,' which is proving to be an in-demand combination.

The Pearl-Qatar's popularity with investors and homeowners has been backed by phenomenal sales of residential units from buyers and investors in more than 52 countries. This rapid pace of sales and significant interest expressed exemplifies the first-rate and sterling reputation that The Pearl-Qatar has garnered.

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THE PEARL-QATAR

A SUSTAINABLE AND ECO-FRIENDLY DEVELOPMENT

The Pearl-Qatar's development has been hailed as a prime example of environmental stewardship and sustainability

One of UDC's greatest victories as a developer has been its ability to build something of The Pearl-Qatar's magnitude without harming the environment. With a full-fledged environmental team conducting tests at all stages of development, there is even proof that The Pearl-Qatar's development has been beneficial to the surrounding marine environment. For example, environmental reports confirm that in some areas of The Pearl-Qatar, there is now richer marine life than before construction began.

Qatar Cool's role in introducing dis-

trict cooling to the island has also been highly effective as UDC's answer to the high demand for air conditioning and the national need for energy efficiency. The world's largest district cooling plant is being built on The Pearl-Qatar and will provide 130,000 tons of refrigeration in order to supply all of the buildings on the man-made island. District cooling has many important benefits upon comparison with conventional air conditioning systems. On top of very low emissions and high efficiency, district cooling provides a significant cost reduction, which if



spread throughout the entire country, will lead to massive savings.

The dredging that has taken place in The Pearl-Qatar has also played an important role in establishing the man-made island as a beacon of sustainability. The dredging has occurred over

a shallow rock area, meaning that the island has a very strong foundation.

Environmental training is also given to the staff, retailers and contractors to help ensure people understand what they can do to help protect the environment.

Measures will continue in the future as an artificial reef is already planned for development, hundreds of species of indigenous plants and trees are being planted, and extensive and varied monitoring programmes, such as ecological surveys, sea water testing, noise, dust and emission monitoring are in place ensuring that The Pearl-Qatar remains a safe, green place in which to live. ■

SEA TO BELIEVE

Ronautica Middle East, a fully owned subsidiary of UDC, is building three sophisticated and environmentally friendly marinas as well as a yacht club of international standing to cater to the international, regional and local yachting communities

Ronautica Middle East was established in March 2007 to manage and operate first-class marinas in the Middle East. This newly created company offers The Pearl-Qatar's clients a range of premier services, all seamlessly integrated into the exclusive luxury environment. The three state-of-the-art marinas at The Pearl-Qatar resort city will serve the

population as the ideal platforms to engage in a true nautical lifestyle.

Ronautica Middle East will manage the hire and maintenance of the berths. It will also offer complementary leisure services, such as a sailing school, yacht sales, sightseeing tours and boat shows.

"It is our mission to bring the sea closer to the people and our marinas at The Pearl-Qatar are designed to make that

happen," says Jaume Marco, general manager of Ronautica Middle East.

"We are fully confident that Ronautica will play a major role in providing excellent marina services on the island, while contributing to the overall advancement of the whole project," adds Rabih El Khoury, sales manager at The Pearl-Qatar.

The Pearl-Qatar is the largest island

in Qatar's waters, making quality marinas a top priority. During the development's two-year land reclamation process, 4 million square meters of new land were created with a 32-kilometer (20-mile) shoreline, three coves, navigable canals and several other diverse features that will keep water-loving residents of The Pearl-Qatar safe, entertained and well-connected for years to come. ■

The Pearl-Qatar's three marinas will offer the ultimate experience for luxury boating

