



**BIDDING NATION  
QATAR**

# DESTINATION QATAR

Located at the crossroads of the global economy, Qatar is emerging as the financial, cultural and diplomatic centre of the Middle East of the 21st century.

The global financial crisis has only served to enhance Qatar's credentials for regional leadership.

On the foundations of rock solid public finances, Qatar has continued to post double digit growth rates, becoming the world's largest exporter of Liquefied Natural Gas, expanding its private sector, strengthening its financial system, and investing its capital in a series of leading companies worldwide.

In just over a generation, Qatar has evolved from a largely Bedouin society into one of the world's most prosperous countries, and has become a key player in the construction of global economic and political security.

It was in Doha, the capital of Qatar, that the World Trade Organization launched its current round of global trade negotiations. It was in Qatar that agreements were forged that settled recent disputes and conflicts in countries such as Lebanon and Yemen.

And under the guidance of the Emir, Sheikh Hamad bin Khalifa Al-Thani, Qatar is leading the social and cultural transformation of the Middle East, setting the direction for the region as it embraces the freedoms of the modern world while preserving its deep rooted traditions.

The country is the home to Arab media giant Al-Jazeera, and to the Doha Debates on topical issues in the Arab world, hosted by the Qatar Foundation for Education, Science and Community Development.

Qatar is already the leading sports centre in the Middle East, hosting prestigious regional and global events such as the Asian Games, and lodging a bid for the 2022 World Cup.

In the art world, Qatar is also making a global name for itself. The breathtaking new Museum of Islamic Art, designed by legendary Chinese architect I.M. Pei, is a magnet for visitors from around the world, bridging cultures, creating awareness and preserving heritage, with collections being both informative and of striking beauty.

And while other wealthy countries in the region have spent their hydrocarbon windfalls on record-breaking skyscrapers and trophy projects, Qatar is focused on meeting the aspirations of future generations following the Emir's masterplan for the country: Vision 2030. It is investing its revenue above all in education, laying the foundations for a path to a knowledge-based economy.

It is the high quality of the country's education in science, technology and analytical thinking that is providing a new generation

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of Qatari youth with unrivalled opportunities for employment, and ensuring the sustainability of Qatar's growth.

And it is this focus on the future, while conserving its traditional values and heritage, which is defining the social and human development of Qatar as it embraces its role in today's global economy.

## QInvest Powers Up

[www.qinvest.com](http://www.qinvest.com)

**QINVEST**

Mr. Shahzad Shahbaz,  
CEO of QInvest.



QInvest, the leading investment bank in Qatar, offers a new perspective in investment banking, investment management, brokerage and wealth management. The Bank is increasing its geographic and business footprint, in tandem with Qatar's expanding role as a regional financial centre.

In 2010, QInvest, acquired a 24% stake in Ambit Group, giving it access to position in the rapidly growing Indian market. That followed

its strategic investment in 2009 of 47% stake in the London-based stockbroker Panmure Gordon. Together with its strategic partners, QInvest has created an impressive platform with powerful reach.

This is supported by its talented team of investment bankers bringing a valuable mix of both international experience and regional knowledge, enabling the Bank to pursue opportunities across its chosen markets of the Middle East, Africa, Turkey, South Asia and South-East Asia.



*The Pearl-Qatar is a destination in its own right a lavish, secure and exclusive island retreat with a Riviera-style community*

## WELCOME TO THE LIFE YOU IMAGINED!

Discover a new world at The Pearl-Qatar, a luxury man-made Island in Doha which has become the Middle East's most glamorous address, covering 400 hectares of reclaimed land in the Arabian sea, luxury has never been better.

Five years after development on the project started, The Pearl-Qatar is now home to the highest-end community of Doha, combining sought-after luxury apartments with exclusive stores and restaurants.

This lavish Island retreat has quickly become one of the most fashionable destinations in the Middle East, thanks to a dazzling array of exclusive stores, restaurants, and leisure opportunities.

The first residents in The Pearl-Qatar moved into the flagship's Porto Arabia district of the Island at the end of 2009. By the end of 2010, over five thousand residents will be enjoying the breathtaking views and the Riviera lifestyle of the Island.

When the development is fully complete, The Pearl-Qatar will accommodate 41,000 residents, in fifty nine 20-storey towers, over three thousand apartments, and more than one thousand seven hundred town houses and detached villas.

The Pearl-Qatar not only enjoys world-class architecture and amenities, cutting-edge infrastructure, in-home technology and services, but also ensures that luxury living is secure and environmentally sound.

On top of being the most glamorous residential address in the Middle East, The Pearl-Qatar will also be home to at least three luxury hotels and three marinas, with some two million square feet of retail, leisure and restaurant space, targeted at the upper end of the market.

Sixty mainly luxury stores and international restaurants have already opened here, along the boardwalk of the development's first shopping precinct, in the Porto Arabia district.

The United Fashion Company (UFC), a fully owned subsidiary of UDC, has launched the opening of a series of luxury brand stores, some of which are the first in the region.

Along the 3.5 kilometre waterfront, at Porto Arabia, residents and visitors can stroll among luxury stores, cafés and restaurants, as if Cannes or Saint Tropez had been transported to the Middle East. It is a gorgeous shopping experience, and far removed from the large but conventional shopping malls that are common elsewhere in the region.

"The indoors/outdoors character of our project at The Pearl-Qatar, and the beautiful seaside setting sets The Pearl apart from the rest," says UFC Executive Vice President Kirk Martin. "You have the opportunity to shop, dine and enjoy wonderful views without being trapped in a four walled shopping mall."

"The senior management of the European brands that have visited us here at the Pearl fall in love with this project," Mr. Martin says. "They are astonished with the size of the project and the beauty of the setting - they say there is nothing like this anywhere in the world."

The next shopping area to open after Porto Arabia will be Medina Centrale, which will be home to large format stores with medium prices ready-to-wear, home furniture, toys and electronics stores, as well as a cinema and a four thousand square metre Spinney's supermarket.

"Medina Centrale will attract customers from Porto Arabia, but for a different sort of shopping," Mr. Martin explains, "such as family shopping, going to the supermarket, seeing a movie, or working out at a fitness club."

In the future, the retail areas of The Pearl-Qatar will also include art galleries and antique stores, with a particular focus on local artists and local studios. An annual calendar of monthly events will attract a wide range of visitors to exhibitions in galleries on the Island.

There is much more to The Pearl-Qatar than luxury residences and stores. Some of the world's most exclusive hotel and restaurant brands are opening here, drawing visitors from across the region.

## Restaurants and hotels

At the same time as the retail develops, UDC subsidiary Hospitality Development Company (HDC) is hand-picking hotels and restaurants from across the world to come to The Pearl-Qatar, raising the international profile of this unique location.

Restaurants already here include Megu, which provides high quality Japanese cuisine, Pampano, a Latin American inspired restaurant partly owned by opera singer Placido Domingo, and Tse Yang, a high-end contemporary Chinese restaurant.

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“Bringing Tse Yang to The Pearl-Qatar is like bringing a little piece of China here,” says Paul Kwok, General Manager, Food & Beverage at HDC. “This is a unique destination in Qatar and one that is already attracting a great deal of attention.”

Later in 2010, La Tabkha, established in Beirut in 2003, will serve its celebrated French-bistro Lebanese cuisine at The Pearl-Qatar.

HDC has also reached a management agreement to bring the Nikki Beach brand to The Pearl-Qatar, where it will join a luxury Four Seasons resort hotel.

“Nikki Beach provides something that people wouldn’t typically expect to find in the Gulf, in terms of a casual and extroverted experience,” says Darrell Sheaffer, General Manager, Hotels & Resorts at HDC. “We thought it was the ideal partner to have in order to bring something different to The Pearl-Qatar. It certainly supports the positioning of the high-end image of Porto Arabia.”

The hotels at The Pearl-Qatar will help to position Qatar as a major destination for tourism and attract cosmopolitan visitors from across the region.

“In this part of the world, hotels are an integral part of the community,” Mr. Sheaffer explains. “People come to the hotels for coffee or tea and to meet people. The Pearl is opening up Qatar and providing the region with a lifestyle that can’t be found anywhere else in the Middle East.”

Meanwhile, in November 2009, the spectacular marina at the Porto Arabia waterfront opened for business. This is the largest marina in the region, with 782 berths, accommodating vessels up to 85 metres long. As well as serving to attract cosmopolitan visitors to the Island from across the world, the marina will also be home to a range of exciting leisure opportunities in the Arabian Sea, such as sailing, fishing, scuba diving and kite-surfing.

Porto Arabia marina features a state-of-the-art system of on-dock servicing for the Island’s yachts, a built-in bunkering system at the super yacht area and access to an innovative vacuum sewage system located at every mega yacht’s berth.

In addition to developing the marina at Porto Arabia, marina specialist Ronautica Middle East, a UDC fully owned subsidiary, also offers charter and crewing services, sailing and diving schools, cruising services, super yacht trading, selling of boats and yachts and other nautical activities.

“Our objective is to bring a yachting lifestyle into the region, as nautical activities are new here,” says Jaume Marcó, General Manager of Ronautica Middle East. “Now, even in the Mediterranean they are talking about our marina, and saying how nice it is to come here and spend the winter. The dream has become a reality.”

With the wonderful lifestyle and glamour of The Pearl-Qatar unmatched anywhere in the region, maybe now is the time to share that dream.



**We’ve perfectly arranged every moment for you**

Life is to explore at The Pearl-Qatar. Besides being a residential haven with luxury apartments, penthouses, town-houses and villas, this magnificent island is also a home to some of the world’s most prestigious yachts. Enjoy exclusive marine services tailor made to make every cruise you go on a unique one. Wherever you go, you will find yourself surrounded by sheer elegance, unmatched style and breathtaking sceneries.

**Now you can live every moment as fully as you wish.**

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# TURNING VISION



# INTO VALUE

As one of the leading private sector shareholding companies in Qatar and the Middle East, the United Development Company (UDC) is contributing to the nation's drive to modernity, while also providing high returns for their shareholders.

UDC is the owner and master developer of The Pearl-Qatar, a multi-billion dollar man-made Island that will span nearly 4 million square metres when complete and will add over 32 kilometres of coastline to the State of Qatar.

The Pearl-Qatar reflects both Qatar's proud past, and its ambitions for the future.

The Pearl-Qatar is the embodiment of the Emir His Highness Sheikh Hamad Bin Khalifa Al-Thani's vision of the future of the country in which Qatar establishes itself as the economic, social, and educational hub of the region.

That vision of the Emir is shared by UDC, which is to turn it into reality. The Pearl-Qatar is the country's first international real estate venture, and is the first land in Qatar where foreign investors can own the freehold. Property will open possibility of residency to owners.

UDC is targeting international investors from all around the world. The appeal of luxury Riviera-style living and leisure, the rapid rate of economic growth, and the political stability of Qatar, are all drawing new residents and investors to The Pearl-Qatar.

State-of-the-art technology is deployed at The Pearl-Qatar, such as a telecommunications network which exceeds international standards, and provides cutting-edge services to the residents. UDC's focus on the environment is differentiating the project from other mixed-use developments in the Middle East, ensuring its success in challenging global conditions.

UDC has its own dedicated Environmental Affairs Department and applies the latest technological solutions to meet the challenges

of environmental protection. It's Envac sustainable waste collection system sucks waste from homes and commercial establishments on the Island through pipe networks to a central plant where it is compressed and disposed of.

This focus on leadership in technological and environmental services is a feature of UDC's culture, at The Pearl-Qatar and beyond.

District cooling is another important feature at The Pearl-Qatar, where reliance on energy to cool the Island is reduced to almost 50% when compared to conventional cooling and carbon emission is reduced substantially.

In 2009, UDC's revenues rose by 40%, net profit increased by 73% and distributed 25% dividends.

## THIS FOCUS ON LEADERSHIP IN TECHNOLOGICAL AND ENVIRONMENTAL SERVICES IS A FEATURE OF UDC'S CULTURE.

And as it grows across the region, UDC is benefiting from its high quality asset base, solid partners and subsidiaries and above all from its commitment to transparency and good governance, allowing the company to maximize shareholder value.

In the words of Khalil Sholy, Managing Director and President of UDC, "events in the global economy have served to further highlight how transparency and good governance lie at the heart of sustainable business growth."



**KHALIL SHOLY**  
President of UDC

Q&A

**Q. What has been the impact of the global financial crisis on UDC?**

**A.** The fact that we operate from Qatar is a huge advantage as this is one of the countries that has seen the least negative impact. Plus, we are very diversified, which means that we are in a good position to benefit from the opportunities that are arising from this crisis.

**Q. Can you explain UDC's strategy of exporting know-how to the rest of the region?**

**A.** Our vision has always been to utilize Qatar as a platform to solidify and establish our businesses, and from there move on

and take our activities to the rest of the region. MEDCO has been a very good example of this and Qatar Cool will soon be an example as well.

**Q. What do you think will be the impact of The Pearl-Qatar on Qatar itself?**

**A.** The Pearl-Qatar embodies the reforms and vision for the future that Qatar has, in terms of making the country a very attractive destination for business, tourism, sports, education and healthcare.