



**PRESS RELEASE**

**His Highness Sheikh Mohammed bin Rashid unveils  
Emirates Towers Business Park,  
Dubai's new AED 5 billion business district**

- Integrated district in the heart of Dubai set to enhance the Emirate's growing position as a leading global business destination
- Companies based in the Business Park will benefit from DIFC's world-class legal and regulatory framework
- Provides a suite of office space, hospitality, commercial amenities and purpose-built infrastructure to support the growth of businesses

**Dubai, UAE, 4 July 2017:** His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, today launched Emirates Towers Business Park. Master planned by Dubai Holding, the development is located between Sheikh Zayed Road and Happiness Street; in close proximity to Dubai International Financial Centre (DIFC), the leading financial hub for the Middle East, Africa and South Asia (MEASA) region. Upon completion, Emirates Towers Business Park will become an integrated business district in the heart of Dubai's financial district and will provide a legislative environment with international standards of governance and transparency under the regulations of the DIFC Authority.

Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum said that Dubai's major real estate projects aim to enhance the emirate's development across sectors, and enhance its readiness for the future as part of the comprehensive growth strategy of the UAE under the leadership of UAE President His Highness Sheikh Khalifa bin Zayed Al Nahyan.

Sheikh Mohammed also said that these projects represent the next phase of strategic development of infrastructure that is required for the UAE to meet its growth aspirations. He said these projects are helping the country cement its position as a destination of choice for global investment.



His Highness said that the UAE is continuing its drive to enhance the environment for businesses and the private sector by providing innovative solutions for investors' needs, and create a platform in the UAE for businesses to access major emerging markets that together have a population of over 2 billion people.

The launch was held in the presence of President of Dubai Civil Aviation Authority and CEO and Chairman of the Emirates Group HH Sheikh Ahmed bin Saeed Al Maktoum; HH Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum; and Director General of the Department of Protocol and Hospitality in Dubai HE Khalifa Saeed Suleiman and a number of senior officials of Dubai Holding.

The development is the result of mutual collaboration between Dubai Holding and DIFC in response to the increasing demand from international corporations looking to set base in Dubai's thriving business environment. The Emirate's strategic location and advanced infrastructure presents the ideal choice for companies looking to strengthen their presence in the region and expand their reach.

Emirates Towers Business Park will meet the increasing demand for Grade A office space through hi- and low-rise office towers catering to a range of requirements. The development will include three five-star hotels. Jumeirah Group will manage one, while the other two will be managed by leading international hospitality groups. The development will also offer retail space with a range of international brands and F&B options, a dedicated arena for events and ancillary facilities to support corporates. The development will be interspersed with public parks, green space and will include two covered pedestrian bridges connecting to the DIFC.

To ensure ease of access across the development, Emirates Towers Business Park will be supported through a three-level basement with one level dedicated to traffic management, while the other two will provide 13,000 new parking spaces.

Commenting on this launch, His Excellency Abdulla Al Habbai, Chairman of Dubai Holding, said: "This new development reflects the wise and ambitious vision of our leadership and is in line with Dubai's strategy of developing futuristic projects to meet the growing demand for integrated business districts and advanced legal infrastructure built on international standards of governance and transparency.



Emirates Towers Business Park demonstrates Dubai Holding's commitment to the economic diversification of Dubai and strengthening its attractiveness as a preferred destination for regional and international corporates looking to leverage the wealth of opportunities for growth and expansion."

His Excellency Essa Kazim, Governor of Dubai International Financial Centre, said: "DIFC continues to deliver on its ambitious plans to support the growth strategy of Dubai and the ongoing economic development of the UAE. Our collaboration with Dubai Holding is a perfect example of this strategy in action. By extending DIFC's jurisdiction, the member companies of Emirates Towers Business Park will benefit from the Centre's robust legal and regulatory framework as well as its world-class infrastructure that supports business growth throughout the MEASA region."

His Excellency Essa Kazim added: "It is our pleasure to work closely with Dubai Holding on this exciting development, which brings us a step closer towards our stated objective to triple the size of DIFC by 2024."

The location will host the Museum of the Future, which offers laboratories for innovation in different sectors, including health, education, smart cities, energy, and transportation. Construction on this latest addition to Dubai's skyline will commence by the end of 2017 with completion aimed within four years.

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### **About Dubai Holding**

Dubai Holding is an investment conglomerate with operations in 12 countries employing over 20,000 people. Established in 2004, Dubai Holding today manages an AED 130 billion portfolio of assets, which supports the strong development of Dubai's non-oil economy across sectors including; tourism, hospitality, real estate, media, ICT, education, design and trade. Its portfolio includes TECOM Group, which manages 11 of Dubai's most successful business communities; Jumeirah Group, the hospitality arm which owns and operates 21 hotel developments in 9 destinations in 8 countries; Dubai Properties Group, one of the largest fully integrated and community development business in Dubai; Arab Media Group, which implements a strategic plan to develop new family destinations and further grow digital media business lines.

Dubai Holding's current project pipeline will add significantly to the Emirate's portfolio of landmarks. This includes Jumeirah Central, a mixed-use district development on Sheikh Zayed Road; and Dubai Creek Harbour, a joint venture with Emaar Properties to build a futuristic waterfront city at The Lagoons. Dubai Holding plays an influential role in delivering on Dubai's economic diversification strategy and initiatives such as Tourism Vision 2020, Dubai Smart City, Dubai Innovation Strategy and Dubai Industrial Strategy.

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