

DWC WOOS CORPORATE INVESTORS AT TOURISM EVENT

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International hotel chains showed keen interest in the gigantic Dubai World Central (DWC) - the 140 square kilometre urban development project in Jebel Ali, United Arab Emirates - during a showcase seminar on the second day of the Tourism Development Projects & Investment Market (TDIM) exhibition at the Dubai International Exhibition and Convention Centre.

DWC's massive tourism potential was highlighted to hotel property owners, both regional and global during a presentation made at the DWC stand.

Investors were also brought up to speed on the progress of DWC that is creating a new benchmark in urban planning and destination living designed to support Dubai's tourism, aviation, commercial and logistics requirements until 2050.

Addressing the audience, Khalid bin Harib, CEO Real Estate, Dubai World Central said: 'DWC masterplanners ensured that the tourism aspect was well woven into the intricate designs of accommodating the expected population of over 900,000 as well as the adjacent real estate offerings so that DWC would be a resident's total living experience and a tourist's complete travelling experience.

'Besides serving as a future tourism gateway to all the nearby projects currently under development or in the pipeline, the Al Maktoum International Airport itself, when fully operational by 2015, will be a huge tourist attraction.'

Tourism officials and operators, global destination brands and specialists were also a part of the investor audience seeking to find prime leisure, hospitality and entertainment opportunities in Dubai.

With over 5000 corporate and individual investors expected to attend the show, DWC's TDIM presence will be the project's first tourism related event in attracting investors.

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About Dubai World Central

Dubai World Central (DWC) is a 140 square kilometre urban aviation community centred around the world's largest international airport. Currently being built 40 kilometres from the existing Dubai International Airport the project is almost twice the size of Hong Kong Island.

DWC creates a new benchmark in urban planning and destination living designed to support Dubai's aviation, tourism, commercial and logistics requirements until 2050 and represents one of the most important developments in the history of the United Arab Emirates.

Eventually home to 900,000 people, DWC will be true 'city-within-a-city' with all the amenities that make up a world-class residential destination.

DWC, with infrastructure costs estimated at \$33bn, comprises six specialized clustered zones: Al Maktoum International Airport, Dubai Logistics City (DLC), DWC Commercial City, DWC Residential City, DWC Aviation City and DWC Golf City.

DWC is endorsed by the Government of Dubai and is chaired by His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai City of Aviation Corporation - Dubai World Central, Government of Dubai.

About Dubai World Central components

Al Maktoum International Airport when completed will be the world's biggest passenger and cargo hub, with a capacity of 120 million passengers and more than 12 million tonnes

of cargo annually. The airport will have six parallel runways and as many concourses with a 91 metre high control tower that will be an aviation landmark in the Middle East.

Dubai Logistics City (DLC) will be part of the world's first truly integrated multi-modal logistics platform in a single-bonded free zone environment made up of DLC, JXB and Jebel Ali Port. It is designed as the region's unchallenged logistics hub catering to some two billion people throughout the Middle East, Indian Sub-continent, Africa and the CIS, all within three-to-four hours flying time from Dubai.

DWC Aviation City will be the region's premier centre of excellence for aviation manufacturing, MRO, aviation support services and consultancy, research and development, training, aviation products and parts and high tech industries. It is a unique concept to establish a complete aviation cluster in one area to cater to the region's aviation growth. It is strategically located to provide clients access to emerging markets as well as servicing the fast growing Middle East market.

DWC Commercial City will be DWC's business and finance hub featuring more than 850 towers, ranging from 1 - 45 storeys in height. The city, expected to employ 130,000 people, will also boast 25 hotels ranging from deluxe, through to five-star, four-star and three-star properties.

DWC Residential City will include a mix of five-ten storey mid-cost apartment blocks. Up to 250,000 people are expected to live in this 'city'. A special staff village will house blue-collar workers within high-quality accommodation.

DWC Golf City will feature two 18-hole golf courses, extensive practice facilities, driving ranges, putting greens, a luxury clubhouse with restaurants and a pro-shop. Over 5,000 freehold homes will surround the courses. The resort will also feature a high-end boutique hotel.