



A computer-generated view of The Pearl-Qatar.



Work in progress at the site of The Pearl-Qatar project

# Pearl-Qatar to set up new sales centre

Staff Reporter

THE Pearl-Qatar, the multi-billion dollar offshore island and one of the country's largest real estate developments, is set to be home to a new sales and marketing centre by the year-end, company officials said.

A release issued by the company said the Sales and Marketing Centre is currently under construction on the island and will be home to the sales and retail marketing team for the real estate development project.

"The new 3,500sq m facility will give investors a one-stop destination to experience the facilities and services that The

Pearl-Qatar is offering and see the project first-hand," said Nick Bashkiroff, development director.

"A massive 30m by 18m model of the entire island will be showcased at the new centre and will give investors a detailed view of island's shape and design," he said.

The two-storey centre will have conference rooms and comprehensive audio and visual services to accommodate the island developer's glitzy multimedia presentations.

"The offices of our sales and retail marketing team will also be located at the Sales and Marketing Centre - as yet another

department in our operations moves onsite," Bashkiroff said.

With its exquisite contemporary design, the Sales and Marketing Centre will host major events and presentations for VIPs, the public and visiting dignitaries.

In addition to the building itself, the new centre will also have a docking berth for a yacht which will be used to give tours around the island, officials said.

"The Pearl-Qatar is offering a lifestyle like no other. What better way to get a taste for this lifestyle than by taking a tour of the island on a yacht," said Bashkiroff. Khalil Sholy, managing direc-

tor of United Development Company, owner and developer of The Pearl-Qatar, said the addition of the Sales and Marketing Centre was another sign of the island's progress.

"We look forward to inviting investors and interested buyers to visit our new sales and marketing offices onsite very soon. Its location will provide excellent access and views of progress on the island project," he said.

The Pearl-Qatar is one of the largest and most prestigious real estate projects in Qatar, offering true freehold investment opportunities to international buyers. While all tower plots in Porto

Arabia, the first district of the island to be developed, have sold out, tower plots in Viva Bahriya, the second district of the country, continue to generate wide interest and are 60% sold. Sales of residential units in Viva Bahriya are expected to be launched in September.

Construction of The Pearl-Qatar has been racing ahead and can be viewed from Doha's waterfront. The island will be home to some 40,000 residents by 2010 and the first units at Porto Arabia will be ready for occupants in late 2007.

The Pearl-Qatar is a multi-billion dollar offshore, Riviera-style man-made island, covering 985

acres of reclaimed land. It is Qatar's first international real estate venture, the largest real estate development in the country and the first to offer freehold and residential rights to international investors. It will create over 30km of new coastline.

The four-phase development comprises 10 distinct districts to be developed over five years, with the first investors expected to take up residency in late 2007. The Riviera Arabia themed districts will house three luxury hotels, three marinas, with combined mooring for over 700 boats, and more than 2mm sq ft of luxury retail, recreation and restaurant space.

Row (9) 'abused' Pirated film