

## **Abdali Investment and Development and Abdali Boulevard Co. participate in the Middle East Investment Conference**

**Amman, Jordan - April 2014:** Abdali Investment and Development PSC and Abdali Boulevard Company recently participated in the Fifth Annual Middle East Investment Conference, which was held in Jordan for the first time. Organized by the Chartered Financial Analyst (CFA) Institute, in cooperation with the CFA Society Jordan, the event's theme was "Realising our Potential: Investing for Sustainable Growth."

Held at the King Hussein Bin Talal Convention Centre at the Dead Sea, under the patronage of His Majesty King Abdullah II, the two-day conference shed light on the investment opportunities in Jordan and the steps that the Kingdom must take in order to improve its investment environment. The challenges and opportunities facing the world's economies were also analyzed and discussed.

"Participating in this conference allowed us to present the Abdali project to the audience as we highlighted its components and features, additionally to demonstrate the positive effects that the project will return to the national economy," said George Amireh, CEO of Abdali Investment and Development PSC.

In the same context, the CEO of Abdali Boulevard Company, Taher Al-Jaghbir, stated: "The Middle East Investment Conference is considered to be one of the leading economic forums and it was an ideal event to showcase upcoming projects in Jordan. We have presented our experience with The Boulevard, which many of the participants found to be interesting."

The event organizers were also pleased with the two companies' participation in the conference. "We are proud that large-scale ventures such as Abdali and The Boulevard participated in the event, which was held in Jordan for the first time," said President of the CFA Society Jordan, Jameel Anz. "Both were quality additions to this conference, which was dedicated to displaying the views and perspectives of some of the world's foremost investment and politics experts."

Covering an area of 384 thousand square metres, with floor space in excess of 1.8 million square metres, the Abdali project, dubbed as "Amman's new downtown," is the largest mixed-use development project in the heart of the Jordanian capital. The project is comprised of residences, offices, hotels, serviced apartments, retail outlets, recreational facilities, and is home to a developed infrastructure and centralized energy solutions and gas systems that ensure a healthy environment and energy savings.

The Boulevard is comprised of a blend of high-end retail outlets, including some of the world's most recognized and sought-after brand names, in addition to 30,000 square

meters of modern office spaces and around 400 luxurious serviced hotel apartments, operated and managed by the Rotana Hotel Management Corporation, one of the MENA region's leading hotel management companies.

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**About The Boulevard:**

Strategically situated at the heart of the new downtown of Amman, The Boulevard is a mixed-used project that consists of a 370-meter-long and a 21-meter-wide outdoor pedestrian spine, bordered by 12 buildings that offer unique high-end retail outlets that promise a new shopping experience, luxurious serviced hotel apartments built to the highest standards, scenic rooftops that embrace a variety of facilities and avant-garde office spaces. The Boulevard is set to complement Abdali's vision in redefining modern living in the Jordanian capital and blending business, pleasure and contemporary urban lifestyle into a single prestigious address, entrenching its strategic location with economic, touristic and residential developments as well as other multifaceted establishments. [www.boulevard.jo](http://www.boulevard.jo)

**About Abdali:**

Abdali, the new downtown of Amman is the largest mixed-use urban development ever constructed in the heart of the Jordanian capital. Spanning over 384,000 m<sup>2</sup> with a built-up area of 1,800,000 m<sup>2</sup>, Abdali represents the exceptional synergy of residential, commercial, hospitality, retail outlets, entertainment hotspots, and serviced apartments in one vibrant hub. Abdali is a smart city center converging media and telecom infrastructure to enable the delivery of state-of-the-art technologies to each and every home, office and outlet, while offering district energy solutions and central gas systems to guarantee a sound and friendly environment in addition to the large savings in energy cost. Traffic solutions and pedestrian friendly road networks have been implemented to ease congestion and direct smooth traffic around and within the premises for more than 100,000 residents and visitors every day. [www.abdali.jo](http://www.abdali.jo)