

Abdali and The Boulevard Organized a Press Tour for Jordanian Media

On the 6th of May, 2014, and by invitation from George Amireh and Taher Al-Jaghbir – CEOs of Abdali Investment and Development PSC and Abdali Boulevard Company respectively – members of the media toured various developments in Abdali, the new downtown of Amman, with a special tour to The Boulevard, the heart of Abdali.

The visit sought to update representatives from the Jordanian and Arab media about the development stages of the project and to provide them with a glimpse of the premium business, residential, retail and entertainment components that the new downtown has to offer, placing it on par with most of the world's renowned city centers.

“Abdali, the new downtown of Amman is one of the biggest mixed-use developments ever constructed in the Jordanian capital and the most distinguished landmarks in Jordan's real estate sector,” said George Amireh, CEO of the Abdali Investment and Development PSC. “It will play a major role in shaping Amman's new identity as a modern and vibrant city for years to come.”

“Abdali constitutes a promising investment environment that will attract many regional and international businesses that consider the Kingdom as a suitable place for their investments combined with a contemporary lifestyle in one prestigious address,” added Amireh.

In a similar context, Taher Al-Jaghbir, CEO of Abdali Boulevard Company, said: “The Boulevard is a clear example of the urban development witnessed in Jordan. It is a distinctive destination for business, high-end residences, tourism, commerce and entertainment. With an opening scheduled this upcoming June, The Boulevard will strengthen the position on Amman and will put the city on equal footing with other global centers.”

“The media is one of our key partners in exhibiting the project's opportunities, and contributing to positioning Amman as a regional business and tourism hub. We count on their support to communicate with investors from inside and outside the Kingdom, highlighting the positive impact and the contemporary offerings of the project,” said Al-Jaghbir.

The vision of Abdali is to redefine the modern lifestyle in the Jordanian capital and to blend upscale professional urban living and entertainment into one setting. It will also improve the economy and tourism in Amman so it enhances the tourism and cultural aspects for residents and visitors alike. Moreover, Abdali is playing a significant role in

the reduction of unemployment through its creation of thousands of work opportunities during its construction phases, and upon operation.

Covering an area of 384 thousand square metres, with floor space in excess of 1.8 million square metres, the Abdali 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 approximately 400 luxurious serviced hotel apartments, operated and managed by the Rotana Hotel Management Corporation, one of the MENA region's leading hotel management companies.