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Moroccan real estate to the fore as new show opens in UAE capital Bab Al Bahr, Morocco's largest ever mixed-used development, takes centre stage at first edition of SMAP Expo Abu Dhabi

Posted Wed 23 Jan 2013 06:38:10 pm in News, Business | By Dubib.com News Desk

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Abu Dhabi, 23 January, 2013: Morocco's largest ever mixed-used development, a joint venture between Abu Dhabi based Al Maabar International and Morocco's Bouragreg Agency, will take centre stage tomorrow (Thursday) when the world's leading Moroccan real estate and lifestyle event opens its doors in the UAE capital.



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SMAP Expo Abu Dhabi, running for the first time from 24 to 26 January at the Abu Dhabi National Exhibition Centre, will showcase a full range of properties available in the North African country and shine a spotlight on a full line-up of more than 35 major Moroccan developers presenting their latest property developments in the popular tourism destination.

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The three-day event offers a wide platform for UAE based investors to explore opportunities in Moroccan real estate, with all eyes expected to be focused on the country's largest ever mixed-use development, dubbed as a new benchmark for luxury lifestyle in the MENA region.

The Bab Al Bahr development is a four-phase project in the Moroccan capital Rabat, currently being developed by the Bab Al Bahr Development Company (BBDC), a joint venture between the Al Maabar International and Bouregreg Agency.

With a focus on the development's Arts District, BBDC will showcase a variety of luxury residential buildings, a five-star hotel, boutiques and an array of art galleries and museums.

Mr. Yousef Al Nowais, Managing Director of Al Maabar International Investment said: "Al Maabar along with its JV partner, the Bouregreg Agency of Morocco, is honored to take the lead through its Bab Al Bahr stand in the first SMAP EXPO in Abu Dhabi, reflecting the UAE's long-standing economic partnership with Morocco.

"This is in line with Al Maabar's role in exporting Abu Dhabi's Vision 2030 through Bab Al Bahr mixed-use development project."

Palm Real Estate, another exhibitor at SMAP Expo Abu Dhabi, will launch a fully integrated residential development in the southern city of Marrakesh, featuring 132 apartments, 150 plots of land, 85 villas, and surrounding community amenities, including restaurants, a supermarket, children play areas, and Spa Hammams, traditional Moroccan baths.

The exclusive development, called Golf Resorts@Spa has been strategically located amid four 18-hole championship golf courses, ensuring would-be buyers with a penchant for golf will have plenty of options to fine-tune their swing.

Jalil Tahiri, CEO of Palm Real Estate said: "Morocco is establishing itself as a world leader in luxury real estate, making property the next big investment opportunity for those looking to invest in a growing market."

"Our new development in Marrakesh that we are launching at SMAP Abu Dhabi is ideal for UAE buyers, whether they are looking to buy multiple properties as a long term investment, or if they are looking for their own holiday home. Every buyer that purchases a property at our stand during the event will receive from us a piece of Chopard jewellery as a special gift."

Other headline property developers taking part in the first edition of SMAP Expo Abu Dhabi include Alliance Development, Casa Marina, Groupe Al Amane, Hivernage Garden Marakech, Holmarcom, Marchika, and Marina D'or, Onapar.



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- 2 **New pattern to maximise solar energy** *last Monday*
- 3 **Corporate Heroes lead the way in reducing the UAE's carbon footprint** *last Monday*
- 4 **Citrus TV Exhibits at The Bride Show in Abu Dhabi** *yesterday*
- 5 **ARCHITECT AND URBAN DESIGN GURU TO DRIVE DEVELOPMENT AS GLOBAL CONSTRUCTION FIRM TARGETS MENA & AFRICAN OPPORTUNITIES** *last Sunday*
- 6 **Kraft Cream Cheese Original unveils and presents "Original Treasures of Arabia" photo book to Saudi Arabia Ministry of Culture and Information** *yesterday*

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A dedicated conference at the show will highlight everything potential investors need to know about investing in Moroccan real estate, delivered by leading property lawyers and legal experts in the country's real estate sector.

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Visitors to the show will also be treated to a live concert every afternoon featuring Moroccan stars Asmae Lamnawar, Saad Lamjarrad, Abderrahim Souiri and Abdel Moughit, which will celebrate the friendship of the Moroccan and Emirati people.

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SMAP Expo Abu Dhabi will be the first stop of a series of regular SMAP Expos across Europe in 2013 showcasing Moroccan real estate investment opportunities. Following its debut in the UAE capital, the showpiece event moves onto regular venues in France, Italy, Spain, Belgium, and the Netherlands.

SMAP Expo Abu Dhabi is a part of an expansion project that the SMAP Group is undertaking to explore new markets in the Middle East and Europe, which include the Kingdom of Saudi Arabia (SMAP Expo Jeddah), and the UK (SMAP Expo London). More information about SMAP Expo Abu Dhabi and the SMAP Group is available at www.smapgroup.com.

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