

## **QATARI DIAR hosts Green Building Solutions Conference and Exhibition 2011**

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- “Qatari Diar’s sponsorship of this conference and exhibition reflects our dedication to research and innovation in green and sustainable building practices, and to establishing advanced industry standards.”
- The Qatar Sustainable Assessment System (QSAS) is an initiative designed to achieve further progress in regional green building efforts.
- Kaldari: “Lusail is the first city to adopt and implement QSAS...it will be the green city of the future.”
- Al Hedfa: “One of our primary goals at Qatari Diar is to support Qatar’s efforts to become the region’s ‘green capital.’”

1 March 2011 (Doha, Qatar)- QATARI DIAR Real Estate Investment Company, an international leader in sustainable development, announced today its participation in the first Green Building Solutions Conference and Exhibition 2011 as a sponsor and host. The conference comes under the patronage of HE Sheikh Hamad bin Jassim bin Jabor Al-Thani, Prime Minister and Minister of Foreign Affairs, and Chairman of Qatari Diar. The conference will be held at the Doha Exhibition Center from March 2<sup>nd</sup> to 4<sup>th</sup> 2011.

Commenting on the company’s sponsorship of the event, Eng. Mohammed bin Ali Al Hedfa, Qatari Diar GCEO, commented: “Qatari Diar’s sponsorship of this conference and exhibition reflects our dedication, and the dedication of the State of Qatar, to research and innovation in green and sustainable building practices, and to establishing advanced industry standards. This event is an excellent opportunity for participants to exchange ideas and experiences and to identify new opportunities for cooperation and innovation in green building solutions, particularly with regards to new projects and future investments in the State of Qatar.”

Qatari Diar is participating in the Green Building Solutions conference through the Qatari Diar and Barwa Research Institute. The institute, which is hosting today’s conference, is the first of its kind in the region, and is located in the Qatar Science & Technology Park. The institute launched the Qatar Sustainable Assessment System (QSAS) in April 2009, an initiative designed to achieve further progress in regional green building efforts.

QSAS focuses on new standards in sustainability and its applications, and will allow the State of Qatar to play a leading role in addressing energy efficiency policies regionally and nationally, encouraging reduction in carbon emissions and harmful environmental practices, and providing measures of indoor environmental quality assurance. QSAS is aimed at creating a sustainable urban environment that helps reduce environmental impact while meeting the needs of the local community. Tailored specifically to suit the region’s environmental conditions and requirements, it is the first of its kind in the Gulf region.

Lusail City will be the first development in Qatar to adopt and implement the Qatar Sustainable Assessment System in all of its commercial, residential and school projects. The development will extend across 37 square kilometers of northern Doha, and is the largest single real estate project under construction in Qatar. Lusail has been described as one of the most important community developments currently being undertaken in the region and the world. Future home to 200,000 residents, Lusail “represents a new way of thinking about the environment.”

Eng. Essa Kaldari, CEO of Lusail Real Estate Development Company, commented, “We are delighted that Lusail will be the first city to adopt and implement the Qatar Sustainable Assessment System. Designed to be the green city of the future, we expect Lusail to become the preferred destination for the mix of visitors, residents and investors that only Qatar offers.”

Designed to be the “green” city of the future and implementing the best practices in green building, Lusail City has attracted significant attention in the region. Lusail reflects the dedication of the Lusail Real Estate Development Company, as well as its parent company Qatari Diar Real Estate Investment Company, to bringing the Qatar 2030 Vision for sustainable development to life and leading the country’s real estate sector in creating a sustainable built environment.

Al Hedfa added, “One of our primary goals at Qatari Diar is to support Qatar’s efforts to become the region’s ‘green capital.’ This support takes shape in our exploration of effective green building practices, which are then implemented in our signature developments around the world. We sincerely hope that these new standards and practices will be adopted in real estate development and investment across the region.”

Kaldari added, “We are proud to be managing one of the most important and unique developments in the world- Lusail City, which represents no less than the aspirations of the Qatari people for a sustainable future. This visionary city has been carefully master-planned to meet the highest standards in green building, and is like nothing before seen.”

The Green Building Solutions Conference and Exhibition, held in the Doha Exhibition Center, features an exhibition of Qatari Diar’s visionary Lusail City development, with participation from a number of leading companies specializing in green building, including green technology companies, waste recycling and environmental measurement systems departments, and environmental organizations. Other participants include real estate development companies, consultants, design companies, energy industry specialists, financial institutions, academic and research institutions, and government and semi-governmental organizations.

Al Hedfa concluded, “Qatari Diar’s commitment to supporting the community and creating a beautiful built environment is unparalleled. Our signature sustainable developments around the world not only incorporate the highest international standards, but are also designed to enhance and enrich the community’s quality of life.”

Wholly owned by the Qatar Investment Authority, QATARI DIAR Real Estate Investment Company was established in December 2005 to support Qatar's growing economy and to coordinate the country's real estate development priorities. QATARI DIAR is currently involved in more than 35 projects in more than 20 countries around the world.

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