

SHAPING THE WAY PEOPLE LIVE - continued



Dubailand

Agency, which promotes investment opportunities in Dubai, developed the concept for Dubailand and has established the Dubai Tourism Development Company to manage the various projects, and oversee the installation of Dh3 billion worth of infrastructure, roads and interchanges. Dubailand includes 45

main- and some 200 sub-projects. Ultimately, these will be set in six 'world's of wonder' including theme park attractions; a retail and entertainment hub; sports and outdoor projects; eco-tourism destinations; spas and resorts; and a downtown area providing a gateway focal point.

Since September 2002, Halcrow has been involved in preparing the development framework for Dubailand. The company has provided master planning, urban design, transport planning and civil engineering services, as well as an appraisal of the leisure and tourism market.

Business Bay is another one of Halcrow's master planning projects. In addition the company is providing

Significantly, Halcrow is contributing to the region's future development through its planning skills. Two of its current commissions, Dubai's Business Bay and Dubailand represent a considerable investment by Dubai Properties, one of the Emirates leading development organisations.

When completed, Dubailand will be the Middle East's largest tourism, leisure and entertainment development. It aims to triple the current number of visitors to the emirate as part of Dubai's strategic plan to transform the emirate into an international tourist attraction. The Dubai Development & Investment



Business Bay - Dubai