



Al Barari boosts branding efforts with high profile event sponsorship

Al Barari has taken its branding efforts to new heights towards the last quarter of 2007 with a series of high profile event sponsorships aimed at further strengthening its position in the market as a premium developer of exclusive, distinctive and sustainable communities.

This November, Al Barari is the associate sponsor of the Business Forum of the Leaders in Dubai Business Forum 2007, an annual gathering of the world's top minds and influential personalities that descend on Dubai to discuss corporate and global issues related to growth and development in the Middle East.

Through its sponsorship and participation Al Barari seeks to highlight its involvement in pioneering new standards in estate planning, environment controls, and ongoing quality-driven project management.

As one of the major supporters of the Forum, Al Barari will have the opportunity to share and discuss current best practices and future trends not only in terms of general corporate development issues; but also, and more importantly, about its primary advocacy on sustainability.

Al Barari Chairman Zaal Mohammed Zaal believes the Business Forum 2007 provides an excellent platform for the exchange of ideas, and is keen to share Al Barari's pioneering efforts in developing sustainable and eco-friendly, luxurious communities. "The real estate sector has been a major driver of growth for many countries in the Middle East, inspired by the real estate success story of Dubai. I am looking forward to a healthy and enlightening exchange of ideas, and will be excited to share Al Barari's work on integrating sustainability into our exclusive and luxurious property developments, especially since one of the highlights of this year's conference is corporate social responsibility."

With Al Barari Project as the premiere example of providing residents a truly eco-friendly, yet luxurious community, Zaal seeks to encourage others to adopt sustainability practices in developing residential and business communities, through participation in various international real estate exhibitions, and in sponsoring noteworthy corporate events that can be used as a platform to influence and inspire others towards sustainable development.