



BAVARIA GULF

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**Headline:**

## German developer makes debut with project in Jumeirah Village South

Jumeirah Village South is where Bavaria Gulf is headed for its first development in Dubai. The German developer is also hopeful of popularising the concept of 'social responsibility for end-users' through the project. With optimum green coverage, the development will have 36 townhouses along with 260 apartments over an area of 400,000 square feet.

"As per forecasts, demand will exceed supply despite the release of 175,000 residential units by 2010," says Dr Shahriar Daneshjoo, Chairman. This offers tremendous opportunities for a company like Bavaria Gulf, which specialises in a range of home solutions."

A newcomer it may be to Dubai, but the company has racked up over 1,000 residential units since its formation 12 years ago as IB Wohnbau. The portfolio ranges from condominiums and apartments to villas and gated communities.

In Germany, its residential units are certified by TUV, which has a stringent certification procedure. "As a developer Bavaria Gulf will be focusing on low and mid-rise developments," says Raymond Lefevre, General Manager for the Development and Technology division.

"Units constructed by us will be certified by some of the most trusted independent quality evaluators in the world, to ensure that their quality is in conformity with the stringent German standards. "There will be utmost transparency with regard to the materials used with all details being disclosed to reassure customers about the fittings used in their homes. Bavaria Gulf believes in social engineering with focus on communication between house-owners.

"We also plan to adopt environment-friendly measures with particular focus on energy-saving. Fittings like water-economising faucets, sensor-operated lights, thermal insulation technology and an anti air leakage design will be used."

Bavaria Gulf shifted its global headquarters to Dubai last year.