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**Headline:**



**Dr Daneshjoo and Lefevre.**

## German property developer enters Dubai

GERMAN property developer Bavaria Gulf Real Estate has entered the Dubai real estate market with the launch of its first boutique project called Sandoval.

Announcing the launch of the project's first phase called Sandoval Townhouses at a press conference in Dubai last month, Bavaria Gulf chairman Dr Shahriar Daneshjoo said 36 meticulously-designed townhouses would be coming up at Jumeirah Village, while the project's second and third phases – to be announced later this year – would feature the construction of 260 apartments.

Dr Shahriar indicated the Dh150 million (\$40.87 million) first phase is still in the tendering stage and the name of the main contractor will be confirmed by the year-end.

He said the project will present innovative features such as a department store with a difference where the focus will be on all customer needs in regard to the property.

The Sandoval project will offer a total built-up area of 400,000 sq ft, and will be certified by German engineers from TUV, before handover to buyers by the third quarter of 2009. It has been declared by master developer Nakheel as one of the top 10 outstanding projects in the entire Jumeirah Village.

"We never built towers and don't intend to in Dubai, where we will be focusing on low-rise, ground plus two or four structures,"

said the Bavaria Gulf chairman, reiterating his company's policy of developing projects suited to the end-users, who would be offered custom-designed interiors, extra storage space, walk-in wardrobes and shaded balconies, besides sunlight shafts and bay windows for a natural light-created, bright and spacious ambience.

German experience had shown that low-rise constructions supported by proper design, greenery and related facilities are in demand by customers, said Raymond Lefevre, general manager, Bavaria Gulf, adding that Diar Consult will be the project design architect in view of its contribution to iconic projects like Jumeirah Islands, Victory Heights and Salam City, among others.

Dr Daneshjoo said the company has plans to inject Dh300 million in investment in Dubai's property market, while also eyeing expansion through similar types of projects in the UAE.

"Dubai is the safest place I have ever seen, and we studied this market in 2005 before deciding to move in with our developments," he said. "Dubai's property pricing is very reasonable compared with other countries."

Speaking about the development of Sandoval, Lefevre said the company's commitment and social responsibility to property buyers included the use of quality, branded German products in the residential developments.

"In this project, we are also focusing on unique eco-friendly and energy-saving developments such as water-economising faucets, concealed cistern with water-saving options, sensor-operated power-saving lights, optimal use of natural light and anti-air leakage designs," he said.

Lefevre said Jumeirah Village was chosen as the site for the Sandoval project because it lay in the direction targeted by all other developments.

Samir Daoud, director of Diar Consult, described Sandoval as a boutique development based on an innovative open courtyard concept designed in contemporary architectural style, where the interiors and exteriors blend convenience with luxury, harmony and tranquility, while volumetrics and natural light have been sensitively introduced to create a bright and spacious ambience.

Salah Safah, managing director, TUV, said Bavaria Gulf properties in Europe had been certified by TUV in the past for adherence to stringent international standards of construction and building materials, and each Sandoval home-owner in Dubai would receive this certification for their property.

Gazebos, connecting pathways, swimming pool, children's pool and playground will be included in this project to emphasise both individual privacy and community lifestyles.

Bavaria Gulf was founded 12 years ago under the name IB Wohnbau in Germany before the company shifted its headquarters to Dubai in 2006 and renamed itself as Bavaria Gulf Real Estate. The company has developed over 1,000 quality residential units in the Rhein-Main area, recording a consistent and significant 30 per cent annual growth rate.