

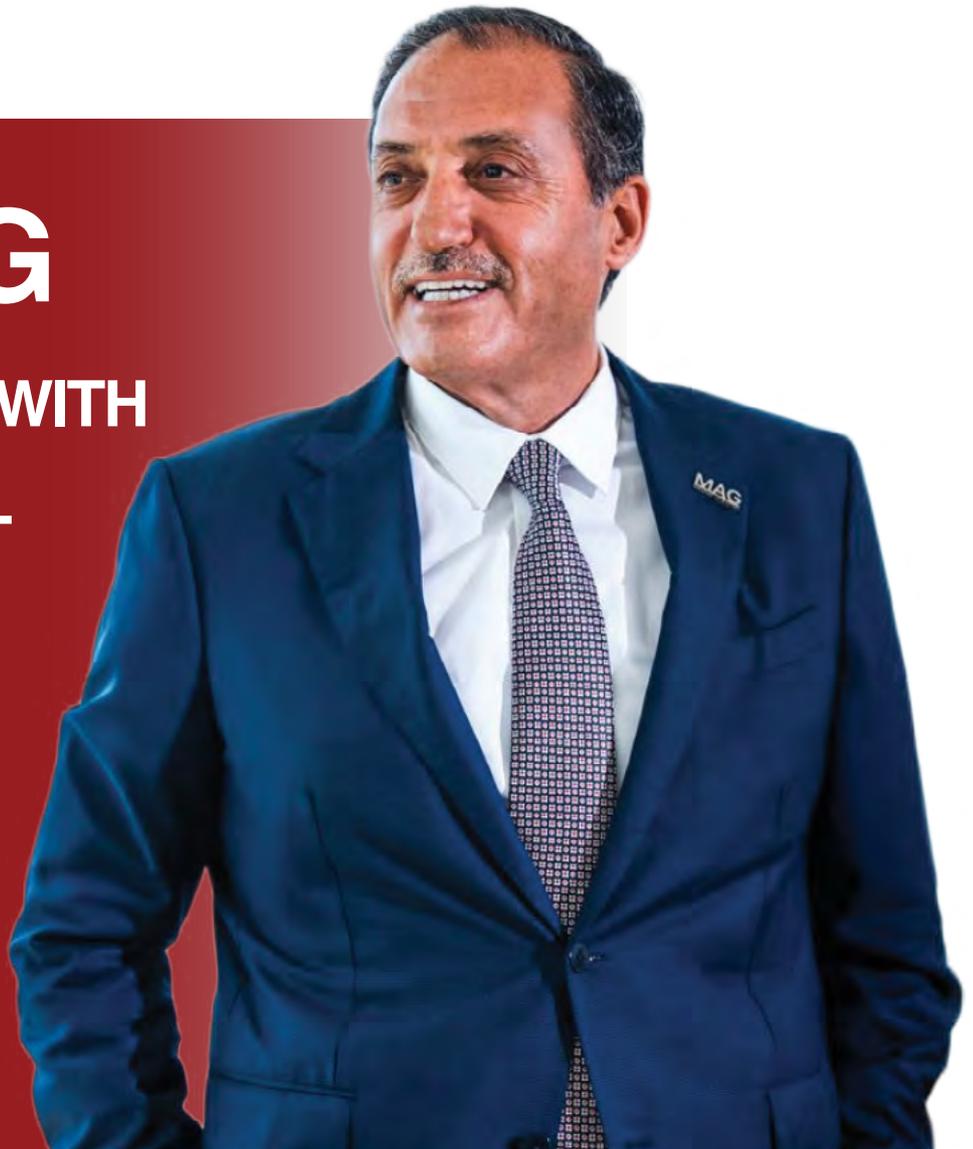
# DEVELOPERS NEWS

UAE

1  
ISSUE

## SHAPING LARGE-SCALE COMMUNITIES WITH A LONG-TERM DEVELOPMENT VISION

**Moafaq Al Gaddah**  
Founder, MAG Group



### Cover Story:

2025: Another Record Year for  
Dubai's Real Estate Market



### Landlording:

From Renting to Financial  
Freedom



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Mercedes-Benz Branded City  
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# Editor's Message

## Greetings from Dubai,

The idea behind Developers News Magazine is straightforward. UAE and Dubai's property market deserves coverage that is informed, grounded, and closely connected to the people building it.

Alongside our daily real estate news platform, the monthly magazine is written for investors and buyers who want to follow developer activity as it happens. New launches, off-plan projects, construction updates, market movements, and the numbers behind them. Clear reporting, without distraction.

Our first issue reflects that focus. We examine the strength of Dubai's property market in 2025, feature a detailed Q&A with one of the city's long-standing development leaders, and present our selection of the top developers active today. You will also find practical investment insights from experienced

professionals and a look at international opportunities relevant to UAE investors.

Developers News Magazine is free to access and free to subscribe to. Subscribers receive future issues, weekly market highlights, and alerts for new project launches through our website. The website is also available in multiple languages like English, Arabic, Russian, Chinese, and French.

This launch marks the beginning of a long-term platform. As the market evolves, so will the magazine. Your feedback and suggestions are always welcome.

I hope you enjoy the first issue and follow our daily updates online.



Warm regards,

## Tariq Ramadan

EDITOR-IN-CHIEF  
Developers News Magazine

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# Interview



## Mr. Moafaq Al Gaddah

Chairman of MAG Group Holding

By Tariq Ramadan Jan. 19, 2026

I've known Mr. Moafaq Al Gaddah since I arrived in Dubai in 2005 as one of the pioneers of real estate development in the UAE who has consistently introduced quality communities and projects through direct investments or partnerships that have created landmarks throughout Dubai's landscape.

From his humble beginnings in 1978, Moafaq Ahmed Al Gaddah has built an empire that spans a myriad of trades and continues to expand his legacy through revolutionary projects and innovative ventures. What began as a modest vision has grown into a multinational conglomerate comprising more than 50 companies worldwide, operating across real estate, contracting and engineering, industrial and commercial trading, freight services, and hospitality.

The legacy of MAG Group Holding is deeply rooted in Al Gaddah's ability to transform ideas into tangible, world-class achievements. Since its inception, the Group has consistently redefined industry

standards, earning a reputation for innovation, integrity, and excellence.

Under his leadership, MAG Group Holding has not only delivered multiple landmark developments, but also award-winning innovations and technologies like the Automated Parking System at Emirates Financial Towers (EFT), which achieved a Guinness World Record in 2013.

MAG Group has an established track record in delivering landmark towers and integrated communities in Dubai, including notable developments such as MBL Tower in Jumeirah Lakes Towers and the Art of Living Mall.

In recent years, the Group has further elevated its portfolio through high-profile joint ventures, most notably its partnership with Marriott International under the Keturah brand to launch The Ritz-Carlton Residences, Dubai, Creekside, within Keturah Resort. This collaboration integrates ultra-luxury hospitality standards into MAG's real estate offering, alongside additional partnerships with leading developers to deliver large-scale commercial and mixed-use developments.

Beyond the UAE, MAG Group has expanded its footprint internationally with strategically significant projects across Europe, North America, and the Middle East. These include Stabio Garden Living in Switzerland, a Minergie-certified residential development centered on the Bio Living concept and wellness-focused design; The Gate in Frisco, Dallas, a master-planned community marking the Group's entry into the U.S. market;

and the Eighth Gate in Syria, one of the region's most ambitious mixed-use mega-developments, combining residential, commercial, waterfront, and serviced components into a single, integrated urban destination.

MAG continues to build on this legacy, shaping the future through bold, visionary ventures that create long-term value across industries and communities, through one of its flagship developments:

Marsa Zayed Riviera Heights, currently underway in Aqaba, Jordan.

Marsa Zayed Riviera Heights is an integrated mixed-use waterfront project spanning 3.2 kilometers, including 2 kilometers of direct beachfront along the Gulf of Aqaba. It stands as the largest real estate and tourism project in Jordan's history and one of the region's most significant landmark developments.



# 01

## Can you share an overview of MAG Group - its history, core businesses, and key developments?

MAG Group Holding began its journey in 1978, growing from humble beginnings into a diversified multinational conglomerate with more than 45 years of success, 50+ companies, and over 2,000 professionals worldwide.

While real estate development represents the largest share of our business today, MAG operates across multiple sectors, including contracting and engineering, commercial and industrial trading, freight and logistics, hospitality, and a range of services that support economic growth in the UAE and beyond.

Our real estate portfolio spans residential towers, master-planned communities, lifestyle-focused developments, and commercial assets. Across all our businesses, we remain guided by the same principles: integrity, innovation, and a long-term commitment to creating meaningful value for people and communities.



## 02 Are there any upcoming project launches or new phases in the pipeline?

Yes, we continue to advance a well-defined development pipeline aligned with our long-term vision. A key milestone is Riviera Heights, a luxury beachfront residential community in Marsa Zayed, Aqaba, Jordan, marking MAG's strategic expansion beyond the UAE.

In Dubai, MAG Lifestyle Development is preparing several upcoming projects in prime locations such as Meydan, Dubai Creek, and other strategic districts. Each development is carefully planned to balance design excellence, lifestyle value, and sustainable investment potential.

## 03 Dubai's real estate market has delivered another record year. What has driven this performance?

Dubai's real estate success is anchored in visionary leadership, robust infrastructure, economic diversification, and sustained global investor confidence. The city continues to attract investors due to its stability, transparency, and exceptional quality of life.

We are currently witnessing a healthy expansion phase, supported by genuine end-user demand and long-term investment, rather than speculation. This maturity is a positive indicator for the market's sustainability.



## 04 What is your outlook for Dubai's real estate market over the next three years?

Over the coming three years, we expect Dubai's real estate market to maintain a strong and stable growth trajectory, supported by population growth, tourism, and the UAE's broader economic vision.

Key trends shaping the sector will include sustainability, wellness-focused design, smart technology integration, and community-driven developments. Developers who prioritize quality, authenticity, and long-term value creation will be best positioned to succeed.

## 05 What advice would you offer to real estate investors navigating today's crowded market?

Investors should always return to the fundamentals - location, construction quality, developer credibility, and long-term demand drivers. A successful investment balances lifestyle appeal with sustainable capital appreciation.

Real estate is not about short-term gains; it is about understanding value over time and partnering with developers who consistently deliver on their promises.



## 06 How does MAG differentiate itself amid evolving sales and marketing strategies?

While flexible payment plans, branding partnerships, and value-added features can support sales, true differentiation comes from product integrity and delivery.

At MAG, our focus is on building trust through transparency, consistency, and execution. We believe that competitiveness is earned by delivering high-quality developments that stand the test of time—not by short-term tactics.

## 07 What are the critical success factors for real estate developers today?

Success today requires clear vision, strategic land selection, financial discipline, operational excellence, and an ability to adapt to changing market needs. Sustainability and technology are no longer optional - they are integral to future-ready developments.

Developers who offer end-to-end value, from thoughtful master planning to long-term asset management, will continue to lead the market.



## 08 What risks should developers be most mindful of, and how can they be mitigated?

Real estate development inherently involves risks, including construction delays, cost inflation, and market volatility. These risks must be addressed through thorough planning, strong contractor partnerships, disciplined project management, and continuous market monitoring.

At MAG, proactive risk management is embedded into every stage of development to safeguard both quality and delivery.

## 09 What guides your land acquisition strategy?

Our land acquisition decisions are driven by location strength, infrastructure readiness, demographic trends, and long-term market demand. Each opportunity undergoes rigorous feasibility analysis covering commercial, regulatory, and sustainability benchmarks.

We only proceed when a project aligns with our standards for quality, relevance, and long-term value creation.



## 10 How do you approach financial structuring and cash-flow management across multiple projects?

Financial stability is fundamental to our success. We follow a disciplined approach built on strategic financial planning, diversified funding sources, phased investments, centralized oversight, and advanced financial systems.

This structure ensures liquidity, efficient capital deployment, and the seamless delivery of multiple developments.



## 11 What lessons would you share with emerging developers?

The most important lesson is to remain committed to your vision while staying adaptable. Challenges build resilience, and success reinforces the importance of long-term thinking.

Above all, never compromise on integrity, quality, and customer trust. Real estate is not only about building structures - it is about creating responsibility, legacy, and lasting value.





# 2025: Another Record Year for Dubai's Real Estate Market as It Accelerates Toward Achieving its Visions

By Tariq Ramadan Jan. 19, 2026

Dubai closed 2025 with record real estate transactions and steady price growth, pointing to a market working at scale rather than reacting to short term swings. Activity stayed consistent across the year, shaped by end user demand and longer-term capital, with new supply being purchased without price discounts.

A report published by Dubai Land Department stated that Dubai's real estate sector achieved its strongest performance to date in 2025, with over 270,000 transactions worth AED917 billion, up 20% year on year. Backed

by clear regulations, disciplined market practices, and a long-term investment approach, the market has moved from rapid growth to sustainable leadership.

On this occasion, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister, and Ruler of Dubai, commended the collective efforts that contributed to the real estate sector's strong performance in 2025, noting that these efforts have guided the market into a more advanced and mature phase, capable of converting investor confidence into stable and sustainable value.

H.H. Sheikh Mohammed also highlighted that the record results reflect trust in Dubai's vision, the resilience of its economy, and the clarity of its development path, underscoring the importance of careful planning, transparent regulations, and a balanced approach that supports progress while maintaining quality of life.

Sheikh Mohammed further emphasised the strategic role of the real estate sector in Dubai's diversified economy, noting that innovation continues to guide the sector with a focus on human interest and the pursuit of a prosperous future.

This record performance reflects the visionary leadership of H.H. Sheikh Mohammed bin Rashid Al Maktoum, and the continued guidance of H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence, and Chairman of The Executive Council of Dubai, and H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, Minister of Finance. Their forward-looking policies and advanced regulations have positioned Dubai as a global model in economic planning and sustainable growth.

The results also confirm that Dubai's real estate market is steadily progressing toward achieving the objectives of the Dubai Real Estate Sector Strategy 2033, which seeks to raise transaction volume by 70% to reach AED1 trillion. This growth aligns with the Dubai Economic Agenda D33, which aims to double the economy and strengthen Dubai's position among the world's leading economic cities.

In 2025, Dubai's real estate sector saw strong activity, with 3.11 million transactions, including sales, leases, and all real estate services, up 7% from 2024. This highlights growing demand, a larger base of participants, and the sector's key role in the economy.

Real estate investments in 2025 exceeded AED680 billion across 258.6 thousand deals, up 29% in value and 20% in number. The investor base continued to expand, reaching around 193.1 thousand, an increase of 24%, including 129.6 thousand new investors, representing 23% growth. Resident investors accounted for 56.6% of the total.

Women strengthened their presence in the real estate market, investing AED154 billion through 76.7 thousand deals, with growth of 31% in value and 24% in number, reflecting a more inclusive investment landscape.

Luxury property investments reached AED3.98 billion, up 5%,

while the average period for a renter to become an investor was 4.8 years, highlighting the increasing attractiveness of property ownership in Dubai.

The market saw notable activity in property sales and mortgages across key areas. In terms of the number of real estate transactions, the top 10 areas were, respectively: Al Barsha South Fourth, Business Bay, Wadi Al Safa 5, Dubai Airport City, Dubai Marina, Jebel Ali First, Al Yelayiss 1, Wadi Al Safa 3, Dubai Investment Park Second, and Al Thanyah Fifth.

In terms of the value of transactions, the top-performing areas were: Business Bay, Dubai Marina, Palm Jumeirah, Burj Khalifa, Al Barsha South Fourth, Mohammed Bin Rashid Gardens, Dubai Airport City, Wadi Al Safa 5, Wadi Al Safa 3, and Al Yelayiss 1.

In terms of the number of mortgage transactions, the top 10 areas were Al Barsha South Fourth, Dubai Marina, Jebel Ali First, Wadi Al Safa 5, Burj Khalifa, Al Thanyah Fifth, Business Bay, Madinat Hind 4, Al Merkadh, and Al Hebiah Fourth.

As for the value of mortgage transactions, Palm Jumeirah, Dubai Marina, Business Bay,

Al Barsha South Fourth, Burj Khalifa, Al Wasl, Mohammed Bin Rashid Gardens, Al Thanyah Fifth, Jebel Ali First, and Al Thanyah Fourth ranked among the top 10 areas. This performance reflects the diversity of investment opportunities and the balanced geographical growth across the emirate.

**Omar Hamad Bu Shehab**, Director General of Dubai Land Department, said that Dubai's real estate sector delivered strong results in 2025, reflecting a more mature and sustainable market underpinned by transparency, governance, and data-driven policies. He added that this performance aligns with the Dubai Economic Agenda D33 and the Dubai Real Estate Sector Strategy 2033, supported by legislation, digital transformation,



**HH Sheikh Mohammed bin Rashid Al Maktoum**



**Omar Bu Shehab**



**Farhad Azizi**

and close collaboration with developers, brokers, and other stakeholders.

Omar Bu Shehab noted that these outcomes highlight the impact of ongoing efforts to streamline procedures, improve services, and enhance investor confidence, further strengthening Dubai’s position as a premier destination for long-term real estate investment.

Mr Farhad Azizi, Group CEO of Azizi Group commented :“Azizi Developments has benefited directly from Dubai’s sustained growth, underpinned by clear leadership, strong regulation, and long-term planning. The scale of the market’s performance reflects a real estate sector that has matured into a more disciplined and stable era, where investor confidence

is driven by transparency, consistency, and the ability to deliver at scale. As developers, our role is to support this stability responsibly through projects that serve the city and its communities over the long term, while creating sustainable value and lasting relevance.”



# Why demand continues to thrive

Dubai's real estate growth in 2025 was shaped by a combination of structural factors, policy initiatives, and sustained confidence, with the key drivers outlined below:

## Population growth creating sustained housing demand

Dubai's population reached around 4 million in 2025, up from 3.3 million in 2020, expanding the buyer base for both first homes and investment properties. This growth being largely employment led meant more residents with stable incomes and longer-term plans, translating into higher conversion from renting to buying.

## Residency incentives enabling investment

Initiatives such as the Golden Visa programme have shifted investor behaviour by offering long-term residency to qualifying property owners, executives and professionals. By tying property ownership to residency, Dubai has encouraged purchasers to transition from short-term trading to longer-term holding strategies.

## Digitisation lowering transaction friction

Regulatory initiatives led by RERA to digitise property transactions, including digital registration, electronic title deeds, and early-stage tokenisation frameworks, reduced execution time and nudging transactions.

## Quality of life encouraging long term ownership

Dubai's living standards, healthcare, education, and connectivity encouraged residents to commit to longer stays and eventually into home ownership.



## Economic direction reinforcing buyer confidence

Long term frameworks such as the Dubai Urban Master Plan 2040 and the Economic Agenda D33 have reinforced confidence in the emirate's economic trajectory. By signalling sustained growth, diversification, and continued public investment, these strategies have strengthened buyer belief in Dubai's long-term stability,

# Dubai Urban Masterplan 2040: A development direction focused on function, not footprint

Dubai's current planning framework builds on the groundwork laid by the Dubai 2020 Master Plan, which shaped a decade of city building at scale. That period was about putting the fundamentals in place: transport networks, new residential districts, and the physical footprint needed for Dubai to operate as a global business and tourism center.

The Dubai Urban Master Plan 2040 follows naturally from that phase, but with a clear shift in emphasis. With much of the core infrastructure already established, the focus moves to how the city functions day to day. Higher density, more efficient use of land, and better living environments become central as Dubai prepares to support a population increase from 3.3 million in 2020 to an estimated 5.8 million by 2040.

The change in emphasis is reflected in five key planning priorities:



**Integrated community development:** Parks, waterfront access, and community amenities will be planned alongside residential and mixed use development, ensuring neighbourhoods are functional and livable at launch rather than as an afterthought.

**Green asset protection:** Natural areas, coastal zones, and ecological reserves will be formally protected, while new development will be steered away from environmentally sensitive land.

**Urban center focus:** New residential and commercial development will be directed into a limited number of planned centres where infrastructure and services already exist.

**Link to transit:** Development intensity will be aligned with metro lines and major transport corridors, with higher densities permitted in well connected areas.

**Capacity-based development:** Development limits will be set based on what an area can realistically support. Higher density projects will be allowed where roads, transport, utilities, and public services are already in place,

By setting out growth corridors and infrastructure priorities well in advance, Vision 2040 provides clear visibility on where future demand is likely to form. This allows capital to gravitate toward transit connected areas, planned communities, and submarkets that are aligned with long term population growth and economic activity, rather than relying on short term market signals.



# Economic Agenda D33: An ambition to double the economy and a direction for the city's future

The Economic Agenda D33 is Dubai's strategic initiative to double the size of its economy by 2033 and position the emirate among the top three cities in the world for living, working and investing. D33 aims to achieve this through a focused set of priorities:

**Industry and exports:** Expanding industrial value added and export activity to support a more productive economy.

**Trade and finance:** Positioning Dubai among the world's leading logistics hubs and global financial centres.

**Private sector and talent:** Strengthening private sector participation, integrating Emirati talent, and attracting skilled professionals and businesses.

**Business and tourism appeal:** Enhancing Dubai's position as a leading global destination for business and tourism through competitiveness and lower operating costs.

**Quality of life:** Maintaining high living standards, safety, and infrastructure to support long term economic growth.

While D33 does not regulate real estate directly, its economic priorities underpin the employment, population growth, and business activity that ultimately drive property transactions.



## The path forward: Momentum into 2026

As Dubai enters 2026, the real estate sector is positioned to maintain momentum rooted in strong fundamentals, clear policy direction, and infrastructure-enabled development patterns. With Vision 2040 and D33 guiding long-term growth, investors benefit from a market that is both dynamic and predictable - an attractive proposition in a world of economic uncertainty.

In 2025, Dubai did not merely break records; it reaffirmed the structural strength of its property market and underscored the efficacy of its strategic vision. For investors, that translates into confidence in both near-term performance and long-term capital growth.

Source: Dubizil

# 2025 Ajman Real Estate Overview: Comprehensive Market Report

Ajman's real estate market continued to demonstrate strong growth momentum in 2025, registering 1,623 transactions in December, with a total estimated value of AED 2.78 billion, representing a 22 percent year-on-year increase compared to December 2024. As per the Ajman Real Estate Index, the registration of real estate development projects in the emirate also jumped by 121% in 2025, reflecting growing interest from developers.

Investment facilitation measures have further supported the market. Dubai Land Department (DLD) and Ajman Free Zones Authority (AFZA) have

signed a Memorandum of Cooperation to make it easier for AFZA-registered companies to buy freehold property and manage real estate assets, enhancing corporate participation.

Updated rules on real estate service fees and violations, along with mandatory compliance and training requirements for real estate professionals, have been introduced through Emiri Decree No. 9 of 2025 to standardise processes and strengthen legal clarity and enforcement in Ajman's property market.

Infrastructure and urban development projects, aligned with Ajman Vision 2030, have also supported real estate

activity. Notably, the AED 63 Million Sheikh Zayed Street project, inaugurated in Al Helio in 2025, has improved connectivity and accessibility within a key growing residential area, benefiting both rental and sales markets.

dubizzle, the leading classified platform in the UAE, has further facilitated market activity by connecting buyers, tenants and investors with available properties, strengthening transparency and accessibility across the emirate's real estate sector.

## Key Highlights

The average sales price for apartments in Ajman has ranged from AED 562k to AED 700k in 2025.

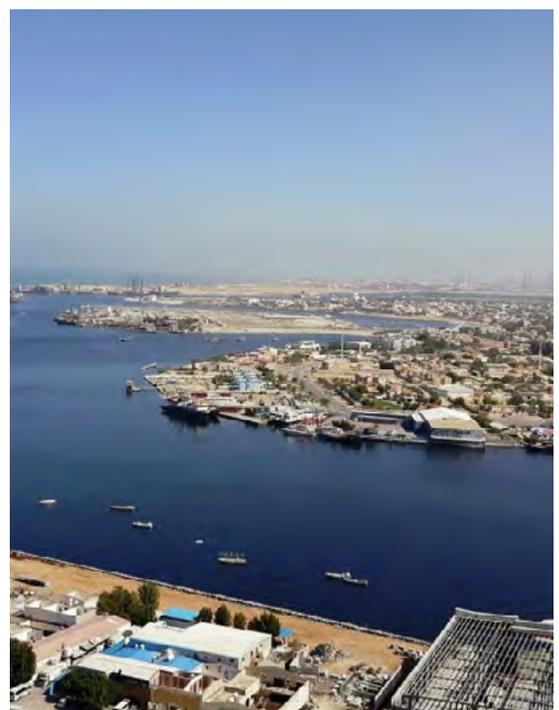
Al Rashidiya has remained the most sought-after area for apartment buyers, delivering an ROI of 6.05%.

As for villas, the average sales price has ranged from AED 1.70M to AED 1.99M.

Al Rawda has witnessed the highest price for villas, averaging AED 2.30M.

Al Yasmin has been among the popular areas to buy villas, with the highest ROI of 6.22%.

Tenants have shown the most interest in Al Nuaimiya for apartments, where the annual rent has averaged AED 33k, while those looking to rent villas have preferred Al Yasmeen, with the annual rent averaging AED 109k.



# Insights: RAK Real Estate Market Analysis 2025

Source: Dubizzle

Ras Al Khaimah's real estate market maintained a strong upward trajectory throughout 2025, supported by rising investor confidence, visitor growth and supportive regulatory initiatives. These factors collectively reinforced the emirate's appeal among both domestic and international investors.

Market activity has remained robust, with total real estate sales transactions surpassing AED 2.33 billion by the end of Q2 2025, reflecting sustained demand across key segments. The growth has been supported by major destination-led developments that have elevated Ras Al Khaimah's global profile. The announcement of MENA's first integrated gaming resort, anchored by the Wynn Al Marjan Resort and set to feature the UAE's first casino, is expected to act as a long-term catalyst for

tourism growth and investor inflows.

In parallel, the development of major mixed-use projects such as RAK Central, a flagship destination integrating residential, commercial and recreational components, is also anticipated to contribute to increased tourism activity while offering a premium living experience.

Building on this momentum, several high-profile residential projects, including Mirasol and Anantara Mina Residences, have further strengthened the emirate's investment appeal by expanding premium living options. Upcoming developments across the emirate have also stimulated demand through investor-friendly initiatives, including flexible payment plans, reduced upfront costs and registration fee waivers. These measures have broadened market ac-

cessibility and encouraged participation from a wider investor base.

The rental market has mirrored this positive momentum, with apartments and villas continuing to dominate tenant demand. A diverse range of unit configurations has catered to both families and professionals, reflecting evolving lifestyle and occupancy preferences.

As the UAE's leading property platform, dubizzle continues to support market transparency and accessibility through data-driven insights and verified listings. The platform offers a comprehensive suite of solutions for buying and renting properties across Ras Al Khaimah, catering to multiple budget segments and supporting the needs of a diverse community of home seekers.

## Key Takeaways

Here are some key highlights of RAK real estate performance in 2025:

Al Nakheel has recorded the highest increase of 27.27% in the average annual rent of flats.

Al Refaa has witnessed notable demand in villas, with average annual rent rising by 15.73%, the highest across Ras Al Khaimah.

Yasmin Village has emerged as the top area for apartment investments, achieving the highest return on investment (ROI) at 11.79 %.

In the villa segment, Al Marjan Island has delivered the highest ROI at 4.24 %, positioning it as a leading choice for investors.

For villa purchases in Ras Al Khaimah, Al Hamra Village and Mina Al Arab have ranked among the most premium locations.



# Sharjah Market Report 2025: Trends & Insights Revealed

Source: Dubizzle

Sharjah's real estate market has sustained its upward trajectory in 2025, with annual rent and sales prices increasing across both apartments and villas. The Sharjah Real Estate Registration Department recorded an increased transaction volume across 116 areas. A 75.8% hike in market activity was recorded in just the first six months of the year, reflecting a positive momentum from the beginning of the year.

The market growth has been supported by regulatory upgrades announced in December 2024. Together, the law

updates have strengthened market transparency and defined responsibilities clearly for landlords, tenants, developers and investors.

Digital transformation has also progressed through the launch of Aqari, an integrated real estate services platform. Within six months of launch, Aqari completed 2,000+ digital transactions and has been adopted by 12 government service centres with 100% utilisation.

The government approved an AED 150M ring road project, alongside wider road

and connectivity upgrades, strengthening day-to-day mobility and supporting the emirate's long-term development plans.

Dubizzle, the leading classified platform of the UAE, has played a key role in Sharjah's market by providing a safer and efficient platform for property buyers, sellers, owners and tenants alike. With a full range of services, efficient processes and verified listings, dubizzle has empowered its users to make informed decisions when comparing properties across budgets, locations and unit types.

From 2025 dubizzle search trends, the following highlights reflect Sharjah's key market movements across segments:

Tilal City has remained the top area for buying and renting villas in Sharjah.

The average sales price for villas in Sharjah has ranged from AED 2.34M in Al Rahmaniya to AED 3.26M in Tilal City.

The waterfront district of Al Khan has remained the most popular area for buying apartments in Sharjah.

The average sales price for apartments in Sharjah has ranged from AED 721k in Al Nahda to AED 1.17M in Aljada.

The highest price per square foot for villas has been recorded in Tilal City at AED 948, while Aljada had the highest price per square foot (AED 1,071) for apartments.

Muwaileh has offered the highest ROI in the villa segment at 5.90%, while Al Nahda has recorded the highest apartment ROI at 7.10%.

Al Sabkha has recorded the sharpest increase in annual villa rent, rising from AED 54k in 2024 to AED 68k in 2025.

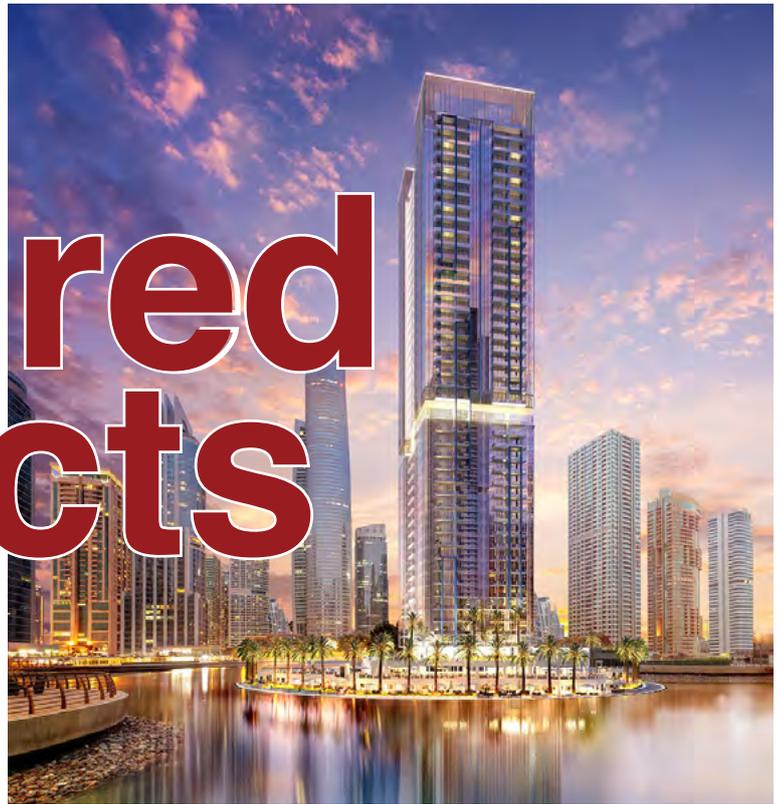
In 2025, the average annual villa rent of villas in Sharjah ranged from AED 68k to AED 194k.

Al Nahda, Muwaileh and Al Qasimia have remained the most in-demand areas for renting apartments in Sharjah.

The average annual rent of apartments in Sharjah has ranged from AED 33k to AED 47k.



# Featured Projects



## MBL Residence: A Contemporary Residential Experience in the Heart of Dubai

Dubai, United Arab Emirates – MBL Residence is a premium residential project that combines modern lifestyle with a prime location in one of Dubai's most vibrant communities, Jumeirah Lake Towers (JLT), making it a distinguished choice for both living and investment in the city.

### Strategic Location

MBL Residence is situated in JLT – Cluster K, one of the most sought-after areas in Dubai, offering easy access to Sheikh Zayed Road and various transport options, as well as proximity to key areas such as Dubai Marina and Jumeirah Beach Residence. The location ensures a comfortable living environment with comprehensive urban amenities.

### Distinctive Design and Apartment Variety

The project features a multi-story residential tower with 472 units in various sizes and layouts, including one-, two-, and three-bedroom apartments, thoughtfully designed to meet the needs of individuals and families. Units feature panoramic windows that offer stunning views of the surrounding lakes and the Dubai skyline.

## Comprehensive Facilities and Services

MBL Residence provides a range of facilities and services that enhance quality of life, including:

- Outdoor swimming pool and relaxation areas**
- Fully equipped gymnasium**
- BBQ areas**
- Children's play areas**
- Covered parking**
- Continuous security and maintenance services**



## Proximity to Amenities

The project is conveniently located near a wide range of daily amenities such as restaurants, cafes, retail outlets, schools, and healthcare centers, creating a fully integrated residential community that meets residents' needs without long trips for essential services.

## Project Vision and Development

MBL Residence is developed by MAG Lifestyle Development, a well-known developer in Dubai's real estate market. The project was completed in 2021 and is designed to combine contemporary architecture with practical features for a complete daily living experience.



# Art Of Living Mall: A Comprehensive Destination for Lifestyle and Design in Dubai

Dubai, United Arab Emirates – Art Of Living Mall in Dubai is a specialized destination that combines luxury furniture, interior design, and home décor within a comprehensive concept,

offering a unique shopping experience for enthusiasts of refined taste. The mall reflects the evolution of specialized shopping centers in contemporary lifestyle and home design.

## Mall Concept

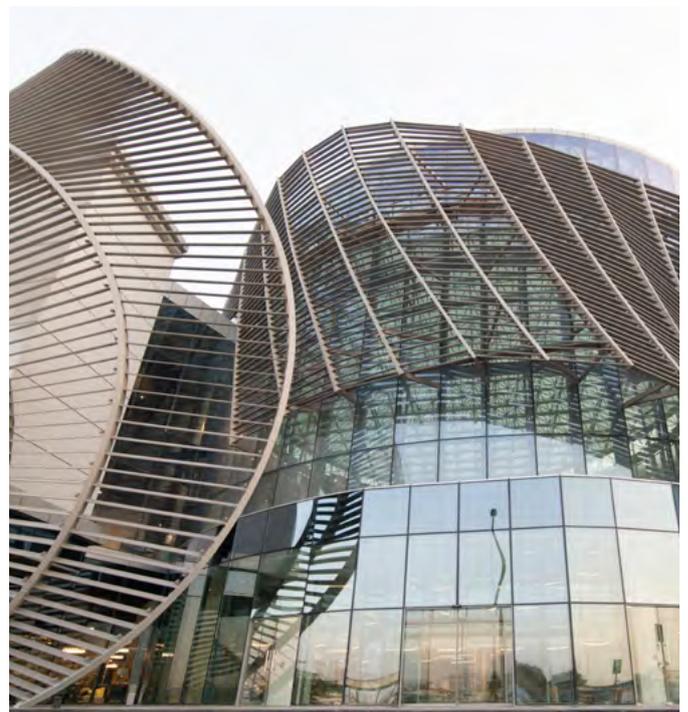
Art Of Living Mall is designed to be more than just a traditional shopping center; it is a fully integrated space hosting a curated selection of local and international brands specializing in furniture, home accessories, lighting, and kitchens, as well as interior design solutions. The mall offers a comprehensive destination catering to all home and interior design needs for individuals, designers, and those interested in furnishing residential and commercial spaces.

## Space and Design

Art Of Living Mall spans a large area across multiple floors, carefully designed to reflect both luxury and simplicity. The interior features open spaces, carefully planned lighting, and meticulous product displays, allowing visitors to explore items in an environment close to practical use, providing a complete visual and functional experience.

## Location and Accessibility

The mall is located in Al Barsha 2 – Umm Suqeim Street, Dubai, strategically positioned for easy access from different parts of the emirate. It also provides free parking for visitors, enhancing convenience and making visits more flexible.



## Stores and Brands

Art Of Living Mall hosts a range of specialized stores covering:

**Indoor and outdoor furniture**

**Home décor and accessories**

**Lighting solutions**

**Kitchens and home appliances**

**Interior design services and consultations**



## Services and Experience

Art Of Living Mall offers a complete visitor experience, including:

**Comfortable environment tailored for design and home décor enthusiasts**

**Support for designers, interior architects, and project owners**

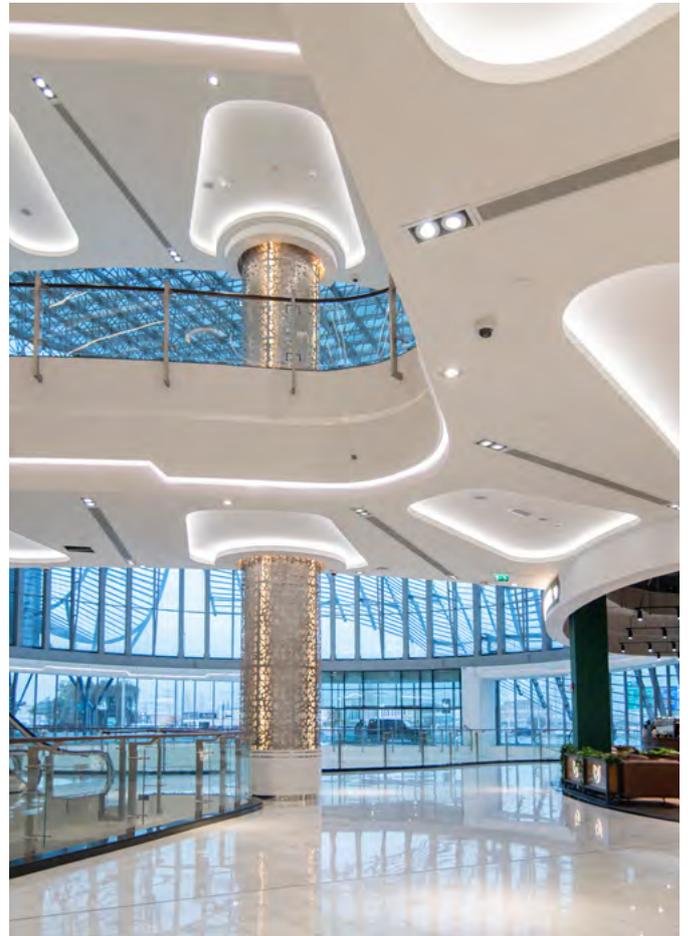
**Temporary events and exhibitions related to design and home styling**

**Creative and interactive content across digital channels, especially Instagram**

## Mall Vision

Art Of Living Mall aims to elevate the concept of contemporary living in Dubai and the region by providing a platform that combines creativity, quality, and expertise in furniture and interior design, establishing itself as a key destination for those seeking a complete lifestyle reflecting taste and identity.

The mall management ensures the attraction of brands that excel in quality, innovation, and contemporary design, meeting diverse tastes and needs, and serving both individuals and professionals in the design sector.



## Digital Presence

Art Of Living Mall maintains an active presence on Instagram, sharing the latest designs, stores, interior ambiance, and events, reflecting the mall's contemporary identity and enhancing engagement with the design and décor community in the UAE and the region.

Official Instagram Account:

**Art Of Living Mall**

<https://www.instagram.com/artoflivingmall/>



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**Amir Daoud**  
CEO, Galadari Engineering



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# New Projects & Developer News



## World's First Mercedes-Benz Branded City Launched by Binghatti in Meydan, Marking the Largest Real Estate Event in Dubai's History.

**Dubai, [15 January, 2026]**

After the global success of their first collaboration, Binghatti and Mercedes-Benz have reunited to pursue a far greater vision, one that expands the boundaries of both luxury real estate and automotive innovation. Their partnership now returns with the unveiling of Mercedes-Benz Places | Binghatti City, the world's

first Mercedes-Benz branded city and the developer's first masterplanned community, a monumental AED 30 billion development spanning more than ten million square feet in Nad Al Sheba.

The grand unveiling in Meydan delivered one of the most cinematic moments

in Dubai's real estate industry. Hosted by Hollywood actor Terry Crews, the night drew 25,000 guests the largest attendance at any Binghatti event to date, as a spectacular drone show lit up the skyline and the program unfolded around two historic reveal moments.



The first reveal was the exclusive Middle East showcase of VISION ICONIC, Mercedes-Benz's newest concept creation, inspired by the golden era of 1930s automotive design and embodying the pure essence of the marque. The grand launch opened with a performance by legendary Italian tenor Andrea Bocelli, setting an unforgettable tone for the evening.

The second reveal then unveiled the masterplan community, an entirely new urban district comprised of twelve architecturally synchronized towers. A sweeping drone show illuminated the Meydan skyline, followed by a laser projection across Nad Al Sheba tracing the outline of the twelve-tower formation, before a massive fireworks finale crowned the night symbolizing the scale and ambition of the vision.

The masterplan will be delivered in

three phases, each unveiling a new layer of this cityscale vision. Across the towers, residences range from studios to 3-bedroom apartments, with Vision Iconic tower also featuring a collection of 4- and 5-bedroom homes. All of it is anchored by the development's defining centerpiece, the iconic spiraling signature tower bringing to life one of the region's most ambitious residential masterplans. At the heart of the development lies the Grand Promenade, a vast green expanse imagined as a sanctuary of sustainable and environmental consciousness. Designed as a sequence of 12 unexpected moments and curated experiences, it features water elements, discovery zones, shaded groves, art pavilions, active circuits, and panoramic hills.

Surrounding the park, residents will also enjoy an elevated system of

luxury signature amenities,<sup>12</sup> Exclusive sporting clubs, and a network of grand indoor facilities, ensuring an unmatched lifestyle throughout the entire community. Chairman Muhammad Bingham emphasized the significance of this moment, noting that both brands have returned "not only to build upon the success of their first collaboration, but to imagine what the future of living can become when automotive ingenuity and architectural innovation converge at a city scale."

Mathias Geisen, Member of the Board of Management, Mercedes-Benz Group AG, Sales & Customer Experience affirmed that "This masterplan represents the purest expression of the brand's design philosophy, extending our DNA from the automobile into a living environment crafted with technical precision."

Mercedes-Benz Places | Bingham City, marks a new era, a world built beyond tomorrow, where mobility, architecture, technology and design function as one. This second collaboration between the two global leaders stands as a monumental step forward shaping not just a landmark development, but a blueprint for how the future of branded living in Dubai will be defined.

# New Projects



## Arada unveils 'Inaura' project in Dubai

Inaura Downtown, in Downtown Dubai, will comprise a luxury hotel tower with 114 branded residences



## Alef, Emaar unveil Palace luxury branded project in Sharjah

This is a major project being developed at an investment of \$136 million



## R.Evolution unveils landmark waterfront residential project in Dubai

Conceived as a holistic living ecosystem, the project reimagines ultra-luxury through the lenses of well-being, longevity, and regeneration



## Tiger Properties unveils \$10bln lagoon-front 'premium city' in Ajman

The Phase 1 of the project, Orchid Towers, is the first residential release within the development



## Union Properties launches new tower in \$544mln master-planned development

Rising G+31 floors, the tower reinforces Union Properties' long-term vision to deliver design-led, lifestyle-centric communities



## Global Partners unveils major residential masterplan at Dubai Creek

Spanning over 127,000 sq m, the fully integrated masterplan will dedicate 70% of the area towards landscaped gardens and open spaces

# Developers & Project News



## Deca starts work on prime JVC residential development

Designed as a wellness-led, amenity-driven residential development, Avana Residences comprises a collection of studios, one- and two-bedroom apartments, with completion scheduled for Q4 2027



## Acube Abodes starts work on premium residential project at Dubai South

Altair 52 will offer residential units complemented by modern amenities, landscaped spaces and community-focused features



## Atara breaks ground on GCC's first Sheraton-branded residences

Featuring 159 premium beachfront units, the project is co-located with the Sheraton Al Marjan Island Resort



## Shurooq's real estate projects' sales cross \$1.58bn

Together, these projects comprise 4,520 units, of which 4,358 have been sold to local and international buyers



## Empire breaks ground on landmark 634-unit residential tower in Dubai

Strategically located between Dubai Silicon Oasis and Academic City, the newly launched residential tower will rise across 31 floors



## Nabni starts work on premium residential project in Al Furjan

Due for handover in August 2027, the 12-storey mid-rise building offers a total of 166 one, two and three-bedroom units

# Investor Tips

## Landlording: From Renting to Financial Freedom

By Dr. Mohanad Alwadiya, CEO of Harbor Real Estate



Real estate has always been more than a measure of prices and transactions. At its core, it reflects how people choose to live, invest, and plan for the future.

Markets rise and mature, cities evolve, and cycles come and go, but the principles that underpin successful property ownership remain remarkably consistent.

Dubai's real estate market offered a

compelling illustration of this in 2025.

With total transactions approaching AED 917 billion, the scale of activity was notable. Yet what mattered more than the number itself was what it represented: a market increasingly shaped by long-term participation, income-producing assets, and owners who view property as part of a broader wealth strategy rather than a short-term trade.

It is within this context that the concept of landlording becomes relevant not as a trend, but as a disciplined approach to ownership that has quietly underpinned some of the most resilient real estate portfolios across cycles and markets.

## Ownership Beyond Acquisition

The value of real estate is rarely realised at the moment of purchase. It accrues over time, shaped by decisions that extend well beyond acquisition: how a property is positioned in the rental market, how income is structured, how risk is managed, and how the asset adapts to changing economic conditions. Over the past 25 years, combining

academic grounding with practical experience, I have been directly involved in the development, management, and oversight of income-producing real estate portfolios with a cumulative value exceeding AED 19.2 Billion.

Across market cycles, asset classes, and shifting investor sentiment, one principle

has remained consistent: wealth in real estate is created through performance, not ownership alone.

*Real estate is not a static holding. It is an operating asset.*



## The Landlord's Perspective

Landlording, in its truest sense, is not defined by scale or speed. It is defined by perspective.

A landlord evaluates property through the lens of durability rather than momentum. The emphasis shifts from short-term price movements to long-term income stability, capital preservation, and adaptability across cycles.

This perspective values clarity over urgency and consistency over volume. In 2025, as Dubai's market demonstrated both depth and resilience, this approach proved particularly relevant. Assets aligned with genuine end-user demand and managed with discipline consistently outperformed those driven primarily by short-term expectations.

## Management as a Strategic Advantage

As markets mature, management becomes a decisive variable. Operational discipline, tenant selection, maintenance planning, financial oversight, legal compliance, and long-term asset positioning plays a critical role in determining outcomes. Well-managed

properties tend to exhibit lower volatility, stronger income continuity, and more reliable capital appreciation.

This reality is often understated, yet it is observable across markets and cycles. Ownership without management

is incomplete; management without strategy is inefficient. Landlording exists at the intersection of both.

This transition is rarely dramatic. It is gradual, cumulative, and built on patience rather than acceleration.



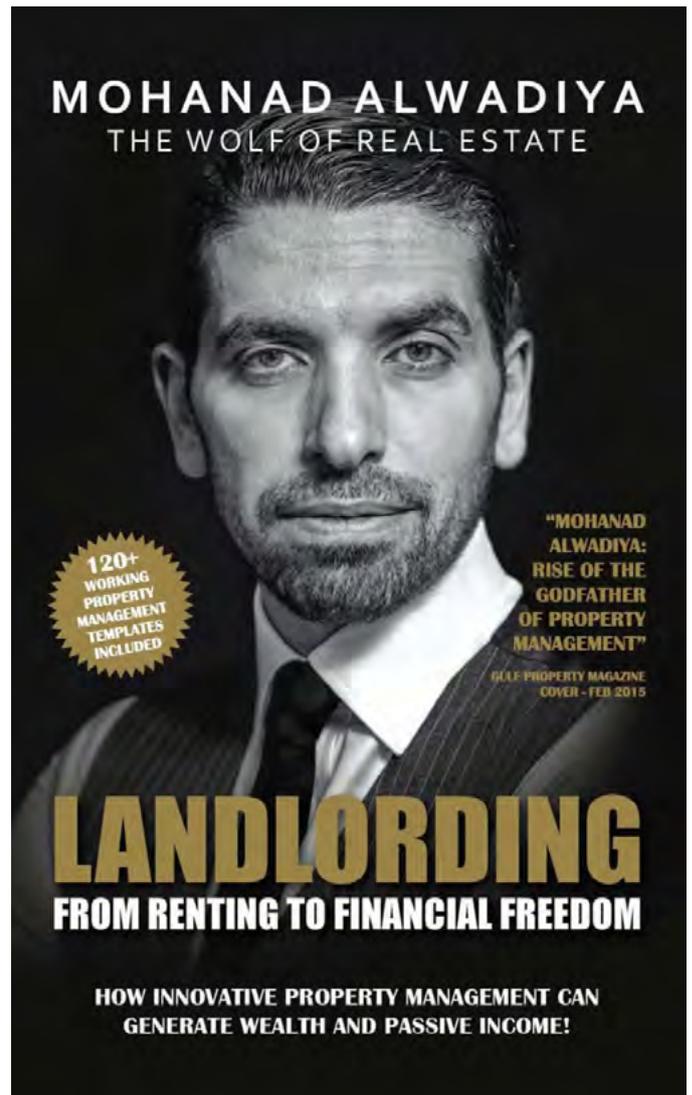
## From Experience to Framework

These observations form the foundation of Landlording: From Renting to Financial Freedom, a work that reflects both practical experience and academic discipline.

The book does not seek to forecast markets or promote shortterm opportunity; it seeks to articulate a structured tried

and tested approach to owning, managing and growing income-producing property with clarity and intent.

Its continued readership, approaching 90,000 copies annually, suggests a sustained appetite for depth, perspective, and long-term thinking in a field often dominated by immediacy.



## A Closing Reflection

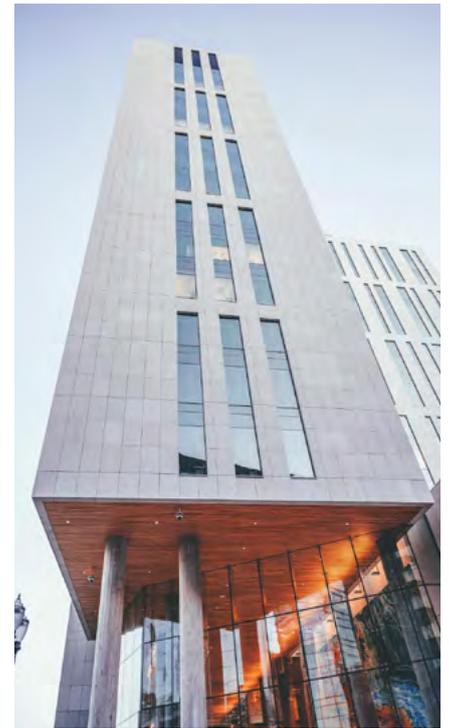
Strong market performance often captures attention, but lasting wealth is built away from headlines. It is shaped by decisions made after acquisition, by patience exercised through cycles, and by the discipline to treat property as an operating asset rather than a static holding.

Dubai's 2025 results served as a reminder that real estate increasingly rewards clarity over speed and stewardship over speculation. Assets that were thoughtfully selected, professionally managed, and held with

intention demonstrated resilience not by reacting to the market, but by working steadily within it.

Landlording, in this sense, is neither passive nor transactional. It is a long-term commitment to understanding what one owns and why. When practiced well, it transforms property from something that demands attention into something that quietly delivers value.

And it is in this quiet consistency, rather than dramatic gains, that real estate fulfils its most enduring promise.



### About the Author

## Dr. Mohanad Alwadiya

Dr. Mohanad Alwadiya is one of the most celebrated real estate professionals in the region, a recognised thought leader, educator, and best-selling author of real estate and investment books. He holds two master's degrees and a doctorate, all specialising in real estate disciplines.

He is the CEO of Harbor Real Estate and a prominent TV, radio, and social media personality, widely known for his insights on property markets, investment strategy, and long-term wealth creation. Over more than 25 years, he has been closely involved in the development and growth of multi-billion-dirham income-producing real estate portfolios.

# Why 2026 Is the Right Time to Invest and How Smart Investors Should Approach It

**Author- Aureen Reddy,**

**Trainer at Innovation Experts Real Estate Institute & CEO of AURRIA REAL ESTATE LLC**

One of the most common questions investors ask is also one of the quietest.

It is rarely asked in meetings or group discussions. More often, it comes at the end of a conversation, almost as an afterthought: Is now actually a good time to invest, or should I wait a little longer?

As 2026 begins, that question is being asked more thoughtfully than it has been in years. Not because opportunity has disappeared, but because markets have changed pace. The urgency that once drove decisions has softened, making room for clarity, comparison, and confidence.

## For investors and end users alike, this shift matters.

**A Market That Has Found Its Balance.** Over the past few years, real estate markets have moved quickly. Strong demand, rapid price growth, and heightened activity defined much of the recent cycle.

In 2025, transaction volumes reached record levels, reflecting deep liquidity and continued confidence.

As the market moves into 2026, the tone is different. Growth is expected to moderate. New supply is more visible. Pricing is better defined. Buyer behaviour has matured. This transition is often misunderstood.

Moderation does not signal weakness. It signals balance.

Balanced markets are healthier markets. They allow buyers to compare options properly, validate assumptions, and structure decisions without pressure. They reward preparation over speed and understanding over impulse.

For many experienced investors, this is where real opportunity begins.



## Why Waiting for “Perfect Timing” Often Backfires

A common misconception in investing is that the best opportunities appear during periods of rapid growth. In reality, those periods often come with the highest risk of overpaying, misjudging demand, or compromising on quality.

Markets rarely announce the perfect moment to invest. By the time certainty feels obvious, much of the upside has already been absorbed.

## Why “Now” Can Be a Strategic Advantage

Entering the market during a more rational phase offers several advantages.

First, pricing becomes easier to assess. When values stabilise, investors can compare assets more accurately and identify where price and value align.

Second, transparency improves. Transaction history, rental trends, and demand indicators are easier to analyse, reducing reliance on assumptions.

## Financing, Affordability, and Confidence

Financing conditions also play a role in shaping investor sentiment. Recent interest rate adjustments have eased borrowing pressure and improved affordability for many buyers.

Even for cash investors, this matters. Financing trends influence the broader market, affecting end-user demand, rental activity, and overall liquidity. Predictable and understandable rate environments support confidence, and confidence supports market stability.

The objective is not perfect rates. It is a market environment that is easier to plan around.

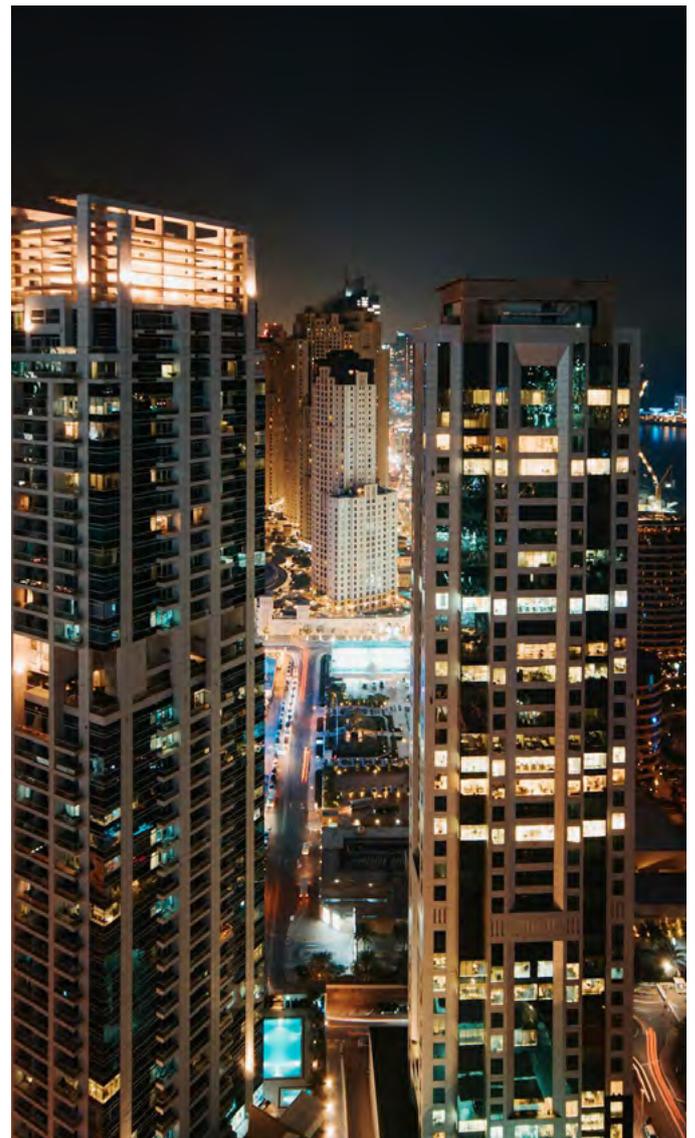


In 2026, investors are operating in an environment where opportunity is not driven by hype, but by fundamentals. Pricing benchmarks are clearer. Data is more accessible. Decisions can be made with intention rather than urgency.

This is not about rushing in. It is about recognising when the conditions support informed entry.

Third, investor behaviour becomes more selective. Buyers are no longer competing purely on speed. They are evaluating suitability, long-term performance, and risk.

For investors willing to take a measured approach, 2026 offers a strategic advantage: the ability to choose well.



## A Shift Toward Income and Sustainability

As price growth moderates, investor focus naturally shifts toward income performance.

This is a positive development.

Rental strength, tenant demand, and asset usability are becoming central to decision-making. Investors are asking more practical questions: Will this asset rent consistently? Will it remain desirable? Will it perform well beyond the initial purchase phase?

Assets supported by sustainable rental demand tend to perform more consistently across cycles. They also offer flexibility, whether through long-term holding, resale, or portfolio rebalancing.

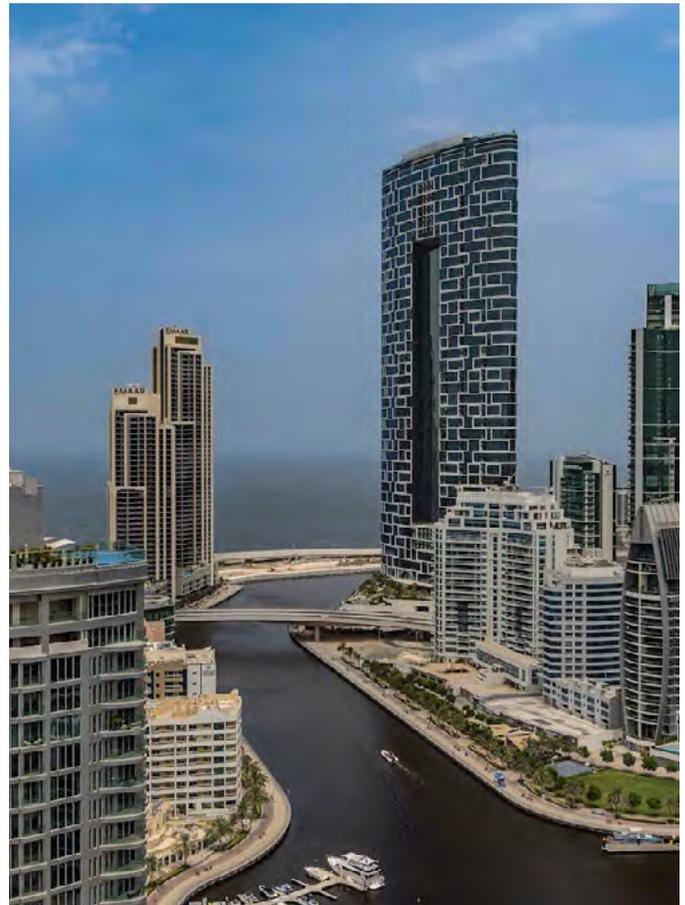
In 2026, the key question is no longer “How fast will this grow?” but “How well will this hold up?”

## What Smart Investors Should Look Out For in 2026

A positive market does not mean every opportunity is equal. In a more selective environment, quality becomes more visible.

## Genuine Demand Drivers

Strong investments are supported by real demand. Employment centres, infrastructure, accessibility, schools, healthcare, and lifestyle amenities all contribute to long-term resilience. Assets that rely solely on investor interest tend to be more vulnerable to shifts in sentiment.



## Transparent Cost Structures

Understanding service charges, maintenance costs, and operational expenses is essential. Sustainable returns are built on net performance, not headline figures. Conservative assumptions tend to age better than optimistic projections.

## Asset Quality and Practical Design

Well-planned, functional assets attract and retain tenants and end users more easily. Layout efficiency, natural light, parking, maintenance standards, and building management matter more than marketing narratives.

## Flexibility and Exit Options

Assets that offer multiple exit strategies provide protection. Flexibility allows investors to adapt to changing market conditions without pressure, whether that means holding, leasing, or selling.

## Why 2026 Rewards Thoughtful Decision-Making

Markets that are no longer driven by urgency tend to reward discipline. Negotiations become more realistic. Due diligence becomes more meaningful. Conversations shift from speed to

suitability. Investors have the space to ask better questions and make decisions that feel considered rather than rushed.

This environment favours those who:

**Think long term**

**Use data responsibly**

**Understand trade-offs**

**Value guidance grounded in experience**

These are the conditions under which informed capital performs best.

### The Role of Data and Experience

Access to data has improved significantly. Historical trends, rental benchmarks, and transaction activity are more transparent than ever.

However, data alone does not create good decisions.

The value lies in interpretation. Understanding why trends occurred, how markets responded, and what that means going forward requires experience.

Experience provides context. It helps investors distinguish between temporary patterns and structural strength. In 2026, the most successful investors are those who combine information with insight.

### A Year That Favors Clarity

2026 is not defined by extremes. It is defined by understanding. It is a year that favours investors who value clarity over noise, preparation over pressure, and purpose over impulse. Those who take the time to choose well are more likely to look back on their decisions with confidence.

When decisions are made with clarity, supported by data, and guided by experience, confidence follows naturally. And when confidence leads the process, investments tend to stand the test of time.

That, in many ways, is what 2026 offers.



Because in real estate, the most rewarding outcomes are rarely the loudest ones. They are the ones built thoughtfully, with understanding and care. Real estate is not just about buying at the right time. It is about buying for the right reason.

# Investor & End-User Confidence in Dubai Real Estate 2026

**Author - Dr. Nour El-Deen El Serougy**

Trainer at Innovation Experts Real Estate and CEO and Co-Founder of HRE Properties.

Dubai's real estate market continues to mature into a globally respected investment destination—one that is no longer driven by hype cycles, but by a clearer relationship between product quality, developer credibility, location fundamentals, and end-user demand. As an opinion leader who works daily with investors and home buyers, I believe the most important shift we must champion in 2026 is simple:

**Real estate decisions must be “client-centered” before they are “deal-centered.”**

**In other words: the right question isn't “What is the hottest project?”**

Investors seeking strong returns while protecting capital

End users purchasing a home and securing long-term stability

— The Investor Mindset: Protect Capital First, Then Target Returns



## 1 The “3 Filters” Rule: Don't buy until you pass these

Before choosing any opportunity, I recommend investors apply three filters:

### Filter A: Developer Strength & Delivery Record

Past delivery history matters more than marketing

Construction speed, handover quality, and post-handover service protect resale value

**Ask: What has this developer delivered in the last 5–10 years?**

### Filter B: Demand Proof (Not Promises)

Demand means real transactions, real occupancy, real rentals

End-user appeal is the backbone of investor exit strategies

**Ask: Who will rent this, and who will buy it from me later?**

### Filter C: Exit Clarity (Plan A + Plan B)

A strong investment must have at least two exits:

**Exit A:** Sell at a defined milestone (handover / post-handover stabilization)

**Exit B:** Hold and rent with realistic yield assumptions

**Ask: If the resale market slows, am I comfortable renting this for 2–5 years?**

## 2 Investor Tip: Build a “No-Regret” Buy Box

A professional investor always defines a buy box in advance:

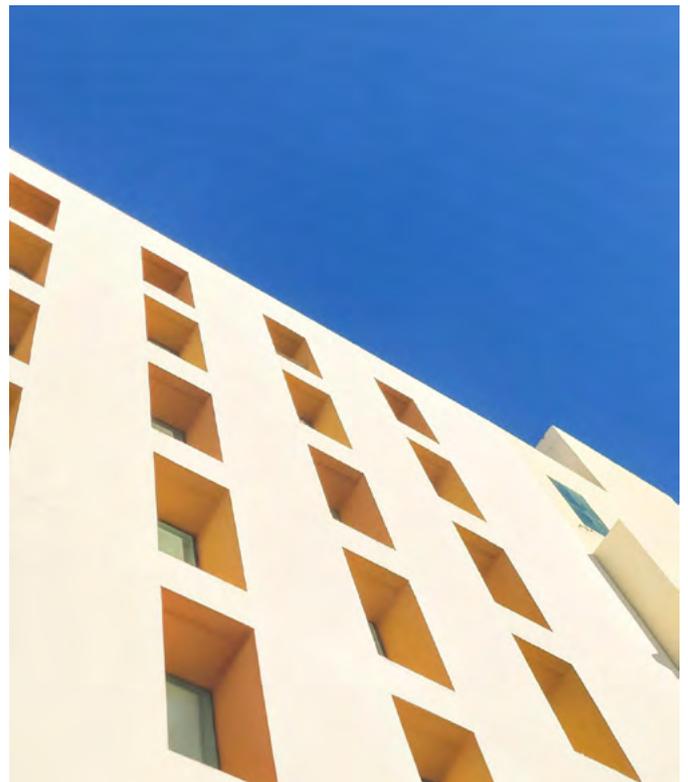
Preferred communities (not too many)

Size category (studio, 1BR, 2BR) aligned with demand

Payment plan tolerance and liquidity needs

Maximum acceptable price per sq.ft (or per sq.m)

This prevents emotional buying and protects you from “deal pressure.”



## 3 Protecting Investment: The Hidden Costs Investors Ignore

Many losses happen not from wrong projects—but from ignored details:

Service charges that reduce net yield

Poor layouts that hurt rental demand

Weak property management

Resale restrictions and unrealistic price expectations

A good deal is not “cheap.” A good deal is liquid, rentable, and resalable.

## End Users: Buying a Home Is Buying Stability, Not a Unit

For end users, the priority is different: lifestyle stability, financial safety, and the ability to grow into the home—or exit without pain.



### 1 End-User Tip: Choose the “Life Fit” first

**Your home should fit your life for the next 3–7 years:**

- Daily commute and access
- Schools and healthcare proximity
- Parking, storage, sunlight, noise
- Building community quality

A home that matches your lifestyle stays valuable. A home that doesn't becomes expensive regret.



### 2 Payment Plans: The goal is comfort, not stretching

**The biggest mistake end users make is buying at the maximum limit of affordability. I advise a safer rule:**

If you can't comfortably handle 6–9 months of payments as a buffer, you're stretched.

Dubai rewards planned ownership. The market is strong, but the buyer must remain stable.



### 3 Protecting End Users: Your contract is part of the property

**A home is not only the unit—it's also the contract, timeline, specifications, and handover conditions.**

End users should always confirm:

- Handover date expectations and developer credibility
- Specification clarity (what exactly is included?)
- Penalties, refund clauses, and change-of-plan conditions
- DLD fees, mortgage costs, and total cash required

**The smartest buyers are not rushed buyers.**

## Investment Strategies That Work in Dubai 2026

### 1 Strategy 1: “End-User Demand First” Investment

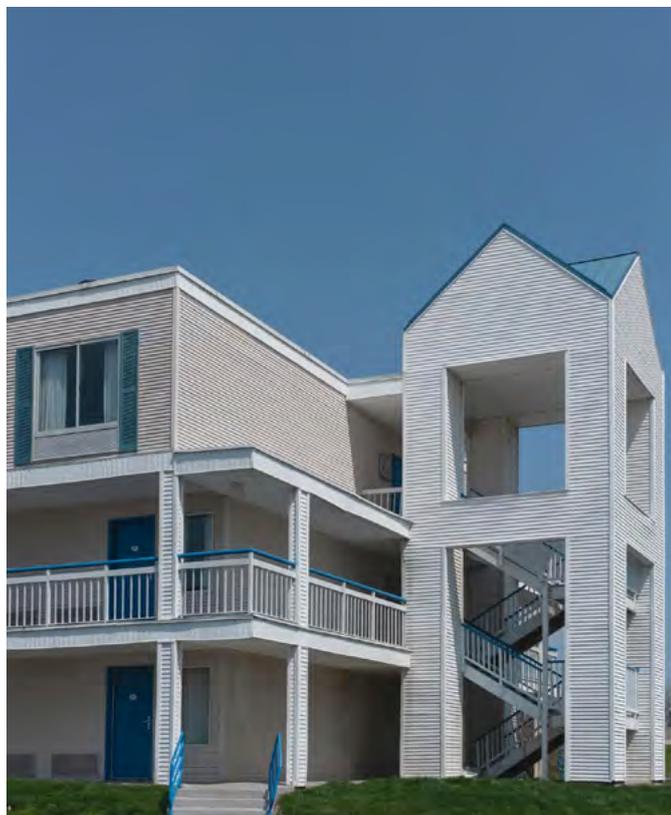
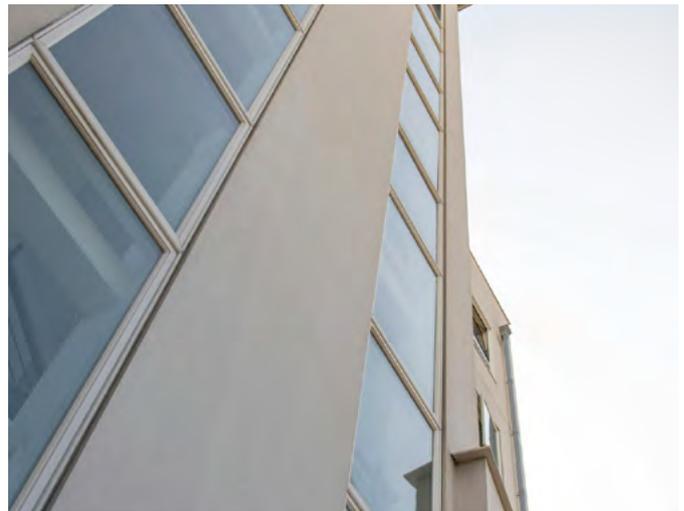
**Buy what end users actually want (not what looks fancy):**

Practical layouts

Easy access

Strong community identity

This strategy protects resale and rental liquidity.



### 2 Strategy 2: “Milestone Appreciation” (Off-plan with a plan)

**Buy early only when:**

The developer is proven

The location is fundamentally demanded

You have a defined exit at a milestone (e.g., 60–80% construction or handover)

### 3 Strategy 3: “Portfolio Balance”

**Instead of putting all capital in one unit, some investors benefit from:**

Splitting capital across different risk levels

Combining a stable rental unit with a higher-growth off-plan play

Balance reduces emotional decisions and improves long-term performance.

## Closing Statement

Dubai remains one of the world’s most attractive real estate markets—because it is not just a city; it’s a global platform for business, lifestyle, and capital movement. But in 2026, the winners will be those who replace noise with process, and pressure with clarity.

*My message to every investor and end user is this:*

**Buy with numbers. Buy with a plan. Buy with protection.**

**Because the best investment is the one you can exit confidently—and the best home is the one that makes your life easier.**

# Real estate investment in Dubai: Smart decisions that make a difference

## Author - Mohamed Shaat

Trainer at The Innovation Experts Real Estate Institute and CEO of Propoint Real Estate and Snag Point Real Estate Detection

Dubai's real estate market is experiencing sustained growth, supported by a clear government vision and an advanced legislative framework. With increasing interest from both local and international investors, success in this market hinges on your ability to make smart decisions at the right time.

## Essential tips for real estate investors in Dubai:

### 1. Invest in the developer before the property:

Don't let price be the deciding factor. The developer's reputation and the quality of their past projects are the cornerstones for ensuring the long-term value of your investment.

### 2. Think about the future when choosing a location:

A location that looks good today may not be the best tomorrow. Target areas with future-oriented government initiatives and advanced infrastructure under development.

### 3. Pay attention to payment schedules and their impact on your return:

Flexible post-delivery payments can increase the final cost and delay rental returns. Carefully calculate how each payment will affect your cash flow.

### 4. Do not rely solely on theoretical figures when calculating returns:

The actual return depends on actual demand, property management, and service charges. Not every cheaper unit means a lower return.



### 5. Separate the housing decision from the investment decision:

What suits you personally may not be best for investors. Always think like a prospective buyer.

### 6. Start by protecting your investment before pursuing profit:

From reviewing contracts to technically evaluating the unit before acceptance, capital protection comes first.

### 7. Be patient and aware of market cycles:

Dubai rewards those who understand its market over the long term. A well-considered decision is better than a quick deal.

# Luxury Properties

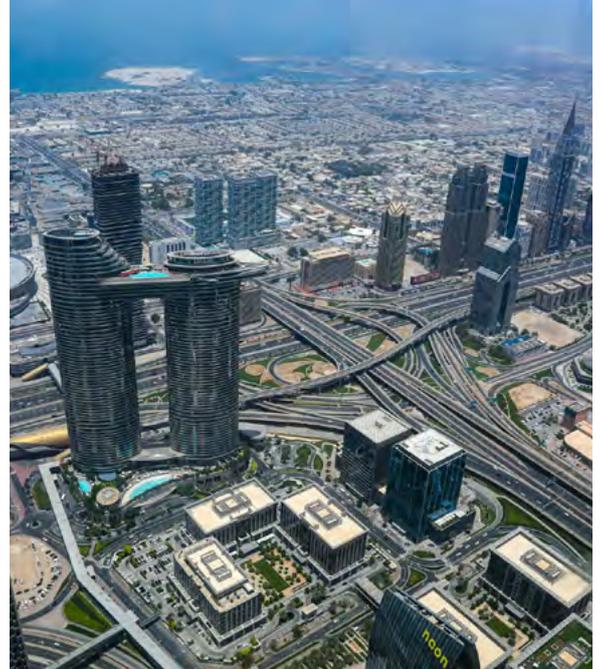
## Record-breaking 500 US\$ 10 Million+ Homes Sell in Dubai During 2025

**Knight Frank, Dubai | 12 January 2026**

**500 homes sold for over US\$ 10 million in 2025, including 68 deals above US\$ 25 million**

**Value of US\$ 10 million+ residential sales rose by 27.7% in 2025 to US\$ 9.05bn**

**143 US\$ 10 million+ deals recorded in Q4 2025, up 39% on Q3**



Dubai's luxury residential market hit a landmark high in 2025, with 500 sales valued at over US\$ 10 million, including a record 68 homes changing hands for more than US\$ 25 million, according to the latest analysis from global property

consultancy Knight Frank.

A strong finish to the year saw 143 US\$ 10 million+ sales recorded in the fourth quarter of 2025, representing a 39% increase on the 103 transactions

completed in Q3. This pushed the total value of transactions in this segment in 2025 to US\$ 9.05bn, a 27.7% increase on 2024, when the total sales value was US\$ 7.09bn.

Faisal Durrani,

**Partner**

Head of Research,  
Knight Frank - MENA, said:

*“These latest figures bear out the findings of our Destination Dubai report, which revealed the huge appetite among regional and global high-net-worth individuals [HNWI] to own a home in Dubai, attracted by the high quality of life, world-class amenities and infrastructure, enabled by the government’s ambitious investment programmes.*

*Dubai’s meteoric rise as the world’s busiest market for US\$ 10 million+ homes, having increased from just 30 sales in 2020 to 500 by the end of 2025, is best reflected in the emirate’s growing reputation as a magnet for the global elite. Indeed, in the ultra-prime US\$ 25 million+ segment, there was a 45% year-on-year jump in number of sales.”*



## Luxury Communities in Demand

Will Mckintosh,

**Regional Partner**

Head of Residential,  
Knight Frank - MENA, added:

*“Dubai’s residential market has differentiated itself from regional cities and many other global gateway locations through the creation of destination communities that integrate leisure, safety and convenience into self-contained ecosystems. These one of a kind neighbourhoods are attracting the attention of the global elite at a scale never seen before and the record luxury home sales figures reflect this.”*



Perhaps the most globally recognised of these prime communities, with its iconic islands in the shape of a palm tree, the Palm Jumeirah retained its position as the top performer in this segment in Q4 2025, accounting for 28 transactions at more than US\$ 10 million. However, the even

larger Palm Jebel Ali, which is due for completion in 2028, was close behind with 22 sales. La Mer (16), Jumeirah 2 (13) and Tilal Al Ghaf (9) completed the top five communities by number of US\$ 10 million+ sales in Q4.

*McKintosh continued: "At 50% larger than its established neighbour Palm Jumeirah, Palm Jebel Ali remains a destination to watch. While it will obviously take time to reach the maturity of other established communities, the 2025 sales figures are a welcome indication of its high potential and the growing demand from the wealthiest buyers for prime waterfront property and the luxury Dubai lifestyle."*



The most expensive individual purchase in Q4 2025 was in the Business Bay community, where a 6-bedroom apartment in Bugatti Residences by Binghatti sold for US\$ 149.7 million (AED 550 million). The deal for the 47,200 square foot residence was not only a record for the quarter but also the highest sale price ever recorded for a penthouse in the United Arab Emirates, eclipsing

the previous record holder – the 22,000 square foot penthouse at the Como Residences on the Palm Jumeirah which sold for (AED 500 million) in November 2023.

Knight Frank says Dubai's status as a global hub has solidified through this property cycle, with HNWI increasingly establishing the emirate not merely as a part-time base for business or leisure,

but as their full-time home.

The current market dynamics are primarily driven by genuine end-user activity, as individuals and families purchase properties for their own occupation. This fundamental change means Dubai's real estate landscape is moving beyond its 'emerging' phase to become an 'emerged' market, characterised by greater stability.

*Durrani concluded, "Historical patterns of sharp market cycles, largely fuelled by speculative investment, have receded and, while natural market cycles will persist, we believe the volatility associated with previous speculative booms is less likely in this new era of established residency. Indeed, as the market extends past its five-year property price rally, the rate of price rises across the mainstream market is starting to slow, albeit they continue to rise. After growing by 194% since Q4 2020, we believe prime values will expand by a further 3% during 2026."*

# Alternative Investments

## The Evolution of Alternative Real Estate Investments in the UAE



By Tariq Ramadan

### What are Alternative Real Estate Investments

Real estate in the UAE has long been defined by ownership in its most literal form. You bought a property, held it, managed it, and relied on the city's growth to do the rest. It worked, but it demanded patience, capital, and commitment.

Alternative real estate investments loosen that model. They keep the economics of property intact while changing how investors participate. The asset remains real estate. The pathway into it has evolved.

## What are alternative real estate investments

Alternative real estate investments sit outside direct property ownership. Instead of buying a unit outright, investors access property-linked income and growth through structured vehicles, shared ownership models, or managed platforms.

They do not alter real estate fundamentals. Location, demand, and cash flow still matter. What changes is how capital enters, stays invested, and exits in a market that has grown more global and more sophisticated.



## The alternative real estate models that matter for investors in the UAE

When simplified, alternative real estate investing in the UAE comes down to five clear choices. Each reflects a different balance between control, liquidity, income, and effort.

**Listed shares:** Buying shares in publicly listed real estate developers or property companies to gain liquid, indirect exposure to property performance.

**Fractional ownership:** Purchasing a portion of a completed property through a platform that manages tenants and operations while investors earn proportional income.

**Property funds:** Allocating capital to professionally managed funds or REIT-style vehicles that own diversified property portfolios.



## Why alternative real estate investments emerged

as a response to friction, not failure. Traditional ownership continued to perform, but it required large upfront capital, long holding periods, and hands-on involvement that increasingly conflicted with how modern investors earn, relocate, and manage risk. As cities expanded and capital became more mobile, the gap between wanting property exposure and being able to own property widened.

Market maturity, regulatory evolution, and digital platforms closed that gap. New structures allowed capital to participate in real estate without inheriting the full operational burden of ownership. Property shifted from a permanent commitment into a flexible allocation.



## What Are The Benefits Across The Ecosystem

The appeal of alternative real estate is not limited to investors. Its real strength lies in how it aligns incentives across

### Benefits for investors

**Lower capital entry:** Access to real estate without committing the full equity required to purchase a property.

**Improved liquidity:** Easier exits and reallocation compared to selling a physical asset.

**Diversified exposure:** Risk spread across multiple properties instead of concentrated in a single unit.

**Passive participation:** Rental income and capital growth without operational responsibility.

**Flexible allocation:** Ability to scale exposure gradually rather than through a single, fixed purchase.



investors, individual owners, and developers, each solving a different constraint created by traditional ownership.

### Benefits for individual property owners

**Partial value release:** Unlocking capital without a full sale of the property.

**Reduced leverage dependence:** Accessing liquidity without refinancing or additional debt.

**Control retention:** Maintaining usage rights or strategic influence while sharing economic upside.



### Benefits for real estate developers

**Expanded capital base:** Funding sources beyond banks and traditional end buyers.

**Faster capital rotation:** Shorter funding and sell-out cycles across projects.

**Balance sheet efficiency:** Reduced long-term capital lock-up on completed assets.

## The future outlook for alternative real estate investments in the UAE

The UAE remains early in its alternative real estate cycle, shaped by regulation-first thinking and a preference for proven demand before scale. That caution has limited complexity, but it has also left clear room for expansion.

In more developed markets, alternative real estate has moved far beyond access-driven models:

**Tokenised real estate:** Digitised ownership interests that trade with near real-time liquidity.

**Single-asset REITs:** Vehicles focused on individual buildings rather than portfolios.

**Real estate private credit:** Fixed-return products that finance developments instead of owning them.

**Sector-specific platforms:** Investments dedicated to assets such as logistics, data centres, or student housing.

**Crowdfunded development equity:** Direct participation in development profits through structured platforms.

This is the art of the possible. These models rely on regulation, transparency, and trust, all of which continue to strengthen in the UAE. The gaps are transitional, not structural. As frameworks mature, alternative real estate will move from novelty to strategy.



## Where UAE investors can actually invest today

For investors looking to act now, the market is still concentrated but functional.

**Stake:** A leading fractional ownership platform offering shares in completed, income-generating residential properties with full operational management.

**Prypro:** A digital-first platform focused on simplifying access to property investment through structured, lower-entry models.

**SmartCrowd:** An early entrant in fractional ownership, offering passive exposure to residential assets with relatively low minimums.

**Public markets and REIT exposure:** Indirect access through UAE-listed property companies and REIT-style vehicles via local stock exchanges.

The list is still short, but its direction is clear. Alternative real estate in the UAE has moved beyond theory. What began as an experiment in access is steadily becoming part of how property capital is expected to work.

# International Investments Featured Country

## North Cyprus: The Mediterranean's Rising Star for Tourism, Investment, and Second Homes

### Where sun-soaked living meets award-winning real estate

Set in the eastern Mediterranean and blessed with unspoiled coastlines, historic towns, and a relaxed pace of life, North Cyprus is rapidly redefining itself—not just as a holiday destination, but as a serious contender for international property investors and vacation home buyers.

### A Destination That Captivates First-Time Visitors

North Cyprus offers authenticity: golden beaches, medieval castles, and charming harbor towns such as Kyrenia. With over 300 days of sunshine annually, the island appeals to both visitors and long-stay residents.



### Why Investors Are Paying Attention

Property prices remain competitive compared to Southern Europe, while demand continues to rise. Key drivers include expanding tourism, managed rental properties, and large master-planned developments.



### An Industry Gaining Global Recognition



“North Cyprus is home to a property industry that is confident, capable, and increasingly recognised beyond our borders.”

— Mr. Mehmet Kozansoy,  
Organizer, Propertync Awards

# Award-Winning Developers Shaping the Future in North Cyprus

## NorthernLAND Construction

Platinum Best Developer. Flagship project: Grand Sapphire Resort & Residences.

## Döveç Group of Companies

Platinum Best Builder. Key projects: Querencia, D-Point.

## Cyprus Constructions

Best Seafront Development. Key projects: Aloha Beach Resort, Maldives Homes.



## Baştaşlar Group

Platinum Best Regional Development. Key project: Sun Valley Resort & Residency.

## Emerging Innovators

Island Green Construction and North Steel Homes recognized for smart and eco-living concepts.

## Looking Ahead

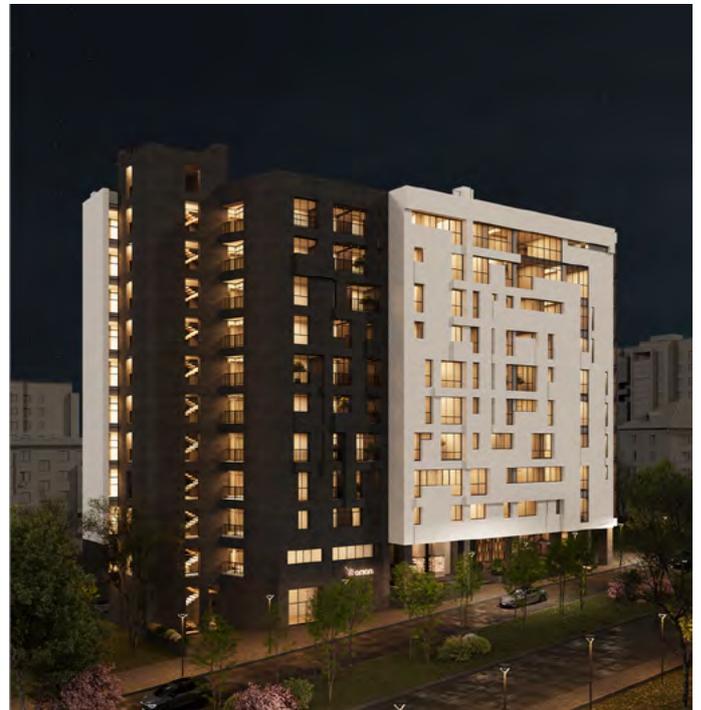
North Cyprus is no longer just a destination to visit—it is a place to invest, own, and belong.



# New City Projects Makes Its IPS Debut, Marking Armenia's First Major Presence at the International Property Show in Dubai

New City Projects, one of Armenia's leading real estate developers, will participate in the International Property Show (IPS) for the first time this year, marking a milestone as Armenia makes its first significant appearance at the region's premier property event.

Specializing in modern residential developments in the premium and comfort segments, New City Projects plans to present four premium projects at IPS 2026: Lotus, Orion, and Novem in Armenia's capital city, Yerevan, as well as Pallada – a distinctive complex in the heart of Tsaghkadzor, the country's most renowned mountain ski resort, less than an hour from Yerevan.





Among these, Lotus is set to become one of New City Projects' most refined developments. Designed as a quiet, elegant residential retreat, it combines contemporary architecture with understated luxury, offering a balanced living environment where aesthetics, comfort, and functionality come together.

Located just minutes from Yerevan's city center in the prestigious and green district of Nork-Marash, Lotus will provide residents with tranquility while remaining well-connected to the city's main destinations. The elevated site offers panoramic views of Yerevan and Mount Ararat, with Zvartnots International Airport reachable in about 20 minutes.



The development will feature 162 premium apartments, ranging from 54 sq m to penthouses of up to 352 sq m. Selected units include terraces that extend living spaces outdoors, while a variety of thoughtfully designed layouts cater to both family living and long-term investment purposes.

To complement the residential experience, Lotus offers an array of amenities, including a modern climate control system, secure underground parking, a 3,000 sq m landscaped courtyard, a children's playground, a gym, an on-site café, and 24/7 security, creating a safe, family-oriented environment with privacy and convenience.



Beyond lifestyle benefits, investing in Armenian real estate – particularly in developments by New City Projects – offers a compelling long-term opportunity. Sustained economic growth, a favorable business climate, and a steadily increasing tourist flow strengthen the country's investment appeal. Demand for quality residential property among local and international buyers positions these developments not only as prestigious homes but also as valuable assets with strong potential.

New City Projects' IPS 2026 debut opens a new chapter in introducing Armenia to the global real estate community, positioning the country and its developments on the international stage.

# Events & Training

## ACRES 2026 Opens January 21 with 120 exhibitors

**SHARJAH, 14th January, 2026 (WAM)**

The Sharjah Real Estate Exhibition “ACRES” 2026, organised by the Sharjah Chamber of Commerce and Industry and the Sharjah Real Estate Registration Department (SRERD), will commence next Wednesday, 21 January, at Expo Centre Sharjah and will run until 24 January.

Held under the patronage of H.H. Sheikh Sultan bin Mohammed bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah, the exhibition is expected to facilitate property transactions worth AED 5 billion, driven by the exclusive showcase of newly-launched real estate projects, in addition to targeted incentives, special discounts, and flexible payment plans designed to meet diverse investment strategies.

Covering more than 10,000 square metres, this year’s edition will host over 120 exhibitors from major real estate development and investment companies, as well as leading developers from across the UAE. They will showcase more than 200 projects covering residential, commercial and industrial plots, retail



units, and residential properties including apartments, townhouses, villas, and modern and sustainable communities, with a significant number of developments being introduced to the Sharjah market for the first time.

#### Introduction of Sharjah's First Escrow Account System for Real Estate Projects

ACRES 2026 will announce the introduction of the first escrow account regulatory system for real estate projects. Under this system, property buyers deposit their payments into a bank-managed account, from which developers are permitted to withdraw funds progressively as construction milestones are met.

This mechanism ensures that the buyer's funds are protected and not diverted to other projects. It also safeguards the financial rights of investors and significantly boosts investor confidence in Sharjah's real estate sector, thereby reinforcing the strength of the emirate's legislative and regulatory framework and its alignment with international best practices.

This year's edition features a comprehensive knowledge programme with panel discussions, workshops, and training sessions led by more than 30 industry experts in both Arabic and English.

The programme focuses on analysing

real estate market trends and highlighting its latest developments and investment prospects. Key topics include supply and demand indicators, market adjustments, evolving buyer behaviour, and tenant preferences, in addition to core real estate investment fundamentals. It will also highlight the role of Artificial Intelligence (AI) and blockchain and their practical

exhibition period.

more than 12 free episodes in Arabic and English, presented by leading real estate and investment experts throughout the event.

The Sharjah Real Estate Exhibition "ACRES" coincides with strong momentum in the emirate's real estate market. During the first nine months of 2025, Sharjah recorded cash transactions worth AED 44.3 billion, marking a notable growth of more than 58.3 percent, one of the highest growth rates seen in recent years. Sales transactions also exceeded 24,000 deals, with growth of 42.6 percent, highlighting increased demand and a broader range of investment opportunities.

Sharjah attracted investors from 121 nationalities, underscoring the market's growing global appeal, while foreign investment transactions amounted to around AED 23.2 billion, posting annual growth of 62.2%.

Saeed Ghanem Al Suwaidi, Chairman of the Representative Committee of the Real Estate Sector Business Group at SCCI and

Chairman of the Organising Committee of ACRES, underscored the exhibition's strategic role as a platform connecting top property investors and developers.

He noted that this year's edition has fully occupied its 10,000-square-meter space,

**ACRES 2026**  
**Positions Sharjah as a Key Hub for Sustainable Real Estate Investment**

- AED 5 BILLION** The Exhibition is Expected to Facilitate Property Transactions Worth AED 5 Billion
- +120 EXHIBITORS** Exhibitors from Major Property Development and Investment Companies
- 50% DISCOUNT** On Real Estate Registration Fees During the Exhibition, with Direct Contract Attestation for Property Purchases
- +10K SQM** Full Occupancy of Exhibition Space Covering More Than 10,000 sqm
- Exclusive Showcase of the Latest Real Estate Projects at the Exhibition**
- Introduction of Sharjah's First Escrow Account System for Real Estate Projects**

**+200 Real Estate Projects Covering:**

- Residential, Commercial, and Industrial Plots
- Commercial and Industrial Properties
- Retail Units
- Residential Properties Including Apartments, Townhouses and Villas
- Modern, Sustainable Residential Developments

- A Comprehensive Programme of Events with Panel Discussions, Workshops & Training by 30+ Industry Leaders
- Launching First Edition of "Acres Podcast" with Over 12 Episodes
- Exclusive Incentives, Special Discounts, and Flexible Payment Plans Designed to Meet Diverse Investment Strategies

applications within the sector.

The exhibition will launch the first edition of the "ACRES Podcast," featuring more than 12 free Arabic and English episodes led by industry experts during the

hosting over 120 leading real estate companies from across the UAE. These indicators demonstrate strong investor confidence, particularly given the 2025 edition's performance, which recorded total transactions exceeding AED 4.3 billion, marking a 207% increase over 2024.

Al Suwaidi affirmed that the Sharjah Executive Council's (SEC) decision to reduce sales and purchase fees on real estate transactions conducted during ACRES 2026 plays an important role in supporting the exhibition's success. He noted that this move encourages property developers to introduce high-value

projects and attracts a diverse pool of investors from different nationalities.

"ACRES serves as a comprehensive platform, combining project showcases, innovative knowledge programmes, and regulatory initiatives that enhance transparency, protect investor rights, and strengthen market confidence, reflecting Sharjah's strategic approach to developing a sustainable and globally competitive real estate sector," he added.

The Sharjah Real Estate Exhibition "ACRES" is the largest real estate platform, showcasing exclusive launches of high-value projects nationwide, in addition to the latest developments and

prime investment opportunities.

The exhibition brings together leading real estate developers, brokerage firms, banks, financial institutions, project and property management companies, government entities, and specialised real estate technology and insurance providers, all offering exclusive promotions and discounts during the exhibition period.

Visitors have a unique opportunity to explore the latest real estate and investment projects and benefit from preferential discounts, flexible payment plans, and expert advisory and financing services.

Visitors gain direct access to diverse investment options, flexible payment solutions, and expert advisory and financing services, enabling informed decisions in a dynamic real estate market.

ACRES Real Estate Exhibition enjoys sponsorship from key governmental entities, including Sharjah Department of Town Planning and Survey (SDTPS), Sharjah Department of Housing, Sharjah Economic Development Department (SEDD), and Sharjah City Municipality. Media sponsorship to the exhibition is provided by the Sharjah Broadcasting Authority.

Strategic partners include Alef Group, Platinum Sponsor Al Thuriah Group, Gold Sponsors Bee'ah Group and Al Rasikhoon Real Estate, and Silver Sponsor Reportage Properties.



The exhibition receives academic sponsorship from both the Innovation Experts Real Estate Institute and ThinkProp Institute, and support from the host Expo Centre Sharjah, with Site Global serving as the official sponsor of the exhibition's outdoor advertising campaigns.

# IPS 2026 Launch Announcement (22nd Edition)

## IPS 2026 join hands with AIM Congress to be organized at DWTC from 13th to 15th April to showcase properties to investors from 185 countries

Dubai, UAE – The International Property Show (IPS), the MENA region's longest-running and most established international real estate exhibition, has officially announced its 22nd edition, taking place from 13 to 15 April 2026 at Dubai World Trade Centre. Now firmly positioned as a global real

estate marketplace, IPS 2026 will bring together developers, investors, government authorities, and industry leaders from across the world to connect, collaborate, and transact. The upcoming edition will be held in conjunction with the Annual Investment Meeting (AIM), further strengthening IPS's role

as a meeting point between real estate projects and global capital. Over more than two decades, IPS has evolved beyond a traditional exhibition. It has become a platform where serious real estate business takes place, supported by government alignment, international participation, and a strong



focus on long-term market growth. The 2026 edition is expected to welcome over 300 exhibitors, participants from more than 180 countries, and tens of thousands of visitors, including institutional investors, high-net-worth individuals, policymakers, and global buyers.



Dubai's continued rise as a global real estate and investment hub makes IPS 2026 particularly timely. With increasing international interest in sustainable urban development, smart cities, and cross-border investment opportunities, IPS provides a trusted environment where stakeholders can explore opportunities with confidence. A defining feature of IPS is its strategic partnership with the Dubai Land Department, reinforcing the event's credibility and positioning Dubai as a transpar-

ent and investor-friendly market. This partnership ensures that IPS remains aligned with the emirate's long-term vision for urban development, innovation, and economic growth. IPS 2026 will also host one of the region's most influential real estate conference programs, featuring global experts and decision-makers discussing the future of cities, investment trends, technology, and sustainability. Alongside exhibitions, the event will include country pavilions, trade missions,

networking platforms, and dedicated zones designed to support meaningful engagement and deal-making. As the global real estate industry continues to adapt to changing economic conditions, IPS 2026 offers a platform built on experience, credibility, and results. For developers, investors, and industry leaders looking to expand their footprint and connect with serious partners, the International Property Show remains a destination where real opportunities take shape.



Commenting on the announcement, Mr Dawood Al Shezawi, President of the International Property Show, said:

*“The 22nd edition of IPS reinforces Dubai's position as one of the world's most transparent and investor-friendly real estate markets. Our strategic partnership with the Dubai Land Department, together with the international scale of IPS and our new partnership with AIM, provides global investors and industry leaders with a platform built on trust, confidence, and real value.”*



# Proptech Connect Middle East

In line with the far-sighted vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, and his commitment to enhancing Dubai's position as a global hub for innovation and the digital economy, Dubai Land Department announced that the emirate will host the Middle East's Largest Real Estate Tech Event, 'PropTech Connect Middle East 2026', on the 4th and 5th February 2026, at the Grand Hyatt Dubai.

This first-of-its-kind event will bring together an elite group of relevant leaders, investors, and property tech companies from around the world to explore the latest digital solutions, artificial intelligence, blockchain, and data analytics that are reshaping the future of the sector globally.

Dubai's hosting of this event confirms the directives of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai who is leading the digital transformation and promoting the adoption of cutting-edge innovative solutions

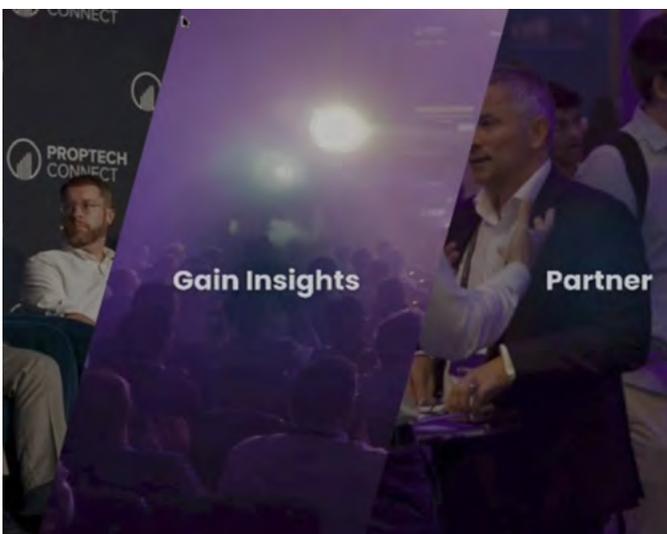


across various fields, including real estate. This event marks a significant milestone that will expedite the integration of advanced real estate technology.

The partnership also underscores the Dubai Land Department's commitment to providing a comprehensive real estate ecosystem based on innovation and technology, in line with Dubai's Real Estate Sector Strategy 2033.

'PropTech Connect Middle East 2026' will offer an exceptional experience for participants across various fields of real estate technology. The event will provide opportunities to establish strategic relationships with leading global industry figures, as well as to secure distinctive investment opportunities and partnerships. In addition, participants will benefit from specialised panel discussions, private roundtables, and interactive workshops designed to enhance their deep understanding of the digital transformations in this arena.

Dubai's hosting of this event reaffirms its pioneering role in realising the leadership's vision to establish it as the city of the future and a global digital economy. The emirate continues to adopt state-of-the-art digital solutions to enhance market transparency, improve operational efficiency, and support sustainable real estate growth.



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