

PRESS RELEASE PUBLISHING IN PAKISTAN



Movember 25-29, 2021

Pakistan

Dubai's Top Realtors to Enter Pakistan, Form "Emirates Developers"

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PRESS RELEASE PUBLISHING IN PAKISTAN



Movember 25-29, 2021



Dubai's Top Realtors to Enter Pakistan, Form "Emirates Developers"

PRINT COVERAGE

November 27, 2021



Investment agreement signed

By Our Staff Reporter

ISLAMABAD: A multibillion rupee investment agreement has been signed for development of residential and commercial projects in Murree.

The agreement was signed between Samana Developers of the United Arab Emirates and H&S Real Estate.

In a statement, Imran Farooq, chief executive officer of Samana Developers said: "Despite the drop in currency, Pakistan's real estate market is quite attractive with year-on-year growth projection as we see Pakistan's

population, which needs housing, continues to grow".

He added that developers now need to think outside the box to fill the gap between innovation, lifestyle and construction.

The joint project will not include building of structures on single plots but projects would be implemented on a cluster of large plots to create a community with facilities and amenities required for a good lifestyle.

Emad Haq, vice-chairman, H&S Real Estate, said that a series of projects have been planned with the Emirates developers.

He added that residential projects will include one, two, and three-bedroom apartments, penthouses and suites of different sizes while amenities will include round-the-clock concierge service, ambulance service and recreational facilities.

The first project will be launched in January 2022.

THE LEWS

27 November, 2021

Archive

Dubai realtors enter Pakistan

By our correspondent

ISLAMABAD: Entering Pakistan's real estate market, Dubai-based Samana Developers and a subsidiary of the group signed a key partnership with H&S Real Estate Pakistan of multi-billion rupees investment in the country, a statement said on Friday.

The partnership has launched Emirates Developers, a new real estate development company incorporated in Pakistan. Emirates Developers will build mixed-used resortthemed communities in the tourist hotspots of Pakistan.

Consul-General of Pakistan to Dubai Hassan Afzal Khan, , along with officials of Consulate General of Pakistan, Samana Developers, and H&S Real Estate, witnessed the agreement signing ceremony.

While appreciating the strategic partnership, Hassan Afzal Khan said it was proud moment for them and for Pakistani community in Dubai.



Pakistan offers potential for construction industry

ISLAMABAD: Estate devel- H&S Real Estate announced incentives favourable provided for construction Under the partnership, a industry, are set to enter new real estate develop-Pakistan with billions of ru- ment company 'Emirates' pees investment.

tate sector, a Dubai-based which would build mixed-Samana Developers on used resort-themed commu-Thursday inked a key part- nities in the nership agreement with hotspots.- APP

opers from Dubai, attracted at a joint press conference and in Dubai, according to a environment message received here.

Developers,' had been in-For Pakistan's real es- corporated in Pakistan,

The Nation

Islamabad | Friday, November 26, 2021

Dubai estate developers set to enter Pakistan with billions of rupees investment

OUR STAFF REPORTER
ISLAMABAD

Estate developers from Dubai are set to enter Pakistan with billions of rupees investment.

For Pakistan's real estate sector, a Dubai-based Samana Developers on Thursday inked a key partnership agreement with H&S Real Estate. Under the partnership, a new real estate development company 'Emirates Developers,' had been incorporated in Pakistan, which would build mixed-used resort-themed communities in the tourist hotspots.

The agreement signing ceremony was witnessed by Consul-General of Pakistan to Dubai Hassan Afzal Khan, along with officials of the Consulate, Samana Developers and H&S Real Estate.

Hassan Afzal, while appreciating the strategic partnership, said "It is a proud moment for all of us and for the Pakistani community in Dubai that we are witnessing a double success story of Samana Developers and H&S Real Estate going to be replicated in Pakistan," He said he believed that the two well reputed real estate companies with their vision were going to create a new milestone in the real estate sector of Pakistan and would attract the much-needed investment to "our homeland."

"I, on behalf of my colleagues in Pakistan mission in the UAE, share our best wishes to the success of Samana Developers, H&S Real Estate and the new venture Emirates Developers."

Multi-award-winning and ranked amongst Top 50 Real Estate Companies in the Middle East, Samana Developers, is among top 20 real estate developers in the UAE.

CEO of Samana Developers Imran Faroog saidL "We are coming to Pakistan with high ambitions and bullish mindset Despite the drop in currency, Pakistan's real estate market is quite attractive with yearon-year growth projection as we see Pakistan's population, which needs housing, continues to grow." "We are not only developing another brick-andmortar project but a lifestyle development with state-of-theart amenities at par with the international standards, which we have achieved in Dubai."

He said he believed today's developers needed to think outside the box to fill the gap between innovation, lifestyle and construction. "Our end-user business model has helped to be resilient during the Covid-19 pandemic. During the lockdown, we kept on building, and did not stop which continued the workflow, hence, cash flow from buyers to vendors." He claimed that anything one needed in a five-star hotel. would be available in the company's projects at prime locations in Pakistan.

Vice-Chairman of H&S Real Estate Emad Haq said: "We believe it is a perfect synergy of two property experts with international experience – Emirates Developers and H&S Real Estate – who will present a living experience in Pakistan which will be unmatched." Emirates Developers will launch first mega project at a tourist hotspot of Pakistan in January 2022, details of which would revealed in due course of time.



Friday, 26 November, 2021

DUBAI'S TOP REALTORS SET TO ENTER PAKISTANI MARKET

ISLAMABAD

STAFF REPORT

multi-billion rupees investment agreement has been signed for Pakistan's real estate sector as Dubai-based Samana Developers, one of the top 20 real estate developers in the UAE and a subsidiary of diversified Samana Group, has signed a key partnership with H&S Real Estate, a Dubai-based top performing real estate brokerage agency.

This decision was announced by senior officials of both the business giants at a joint press conference held in Dubai on Thursday.

The partnership has launched Emirates Developers, a new real estate development company incorporated in Pakistan. Emirates Developers will build mixed-used resort-themed communities in the tourist hotspots of Pakistan.

The agreement signing ceremony was witnessed by His Excellency Hassan Afzal Khan, Consul-General of Pakistan to Dubai, along with officials of the Consulate General of Pakistan, Samana Developers and H&S Real Estate.

His Excellency Hassan Afzal Khan, Pakistan Consul-General to Dubai, while appreciating the strategic partnership, said: "It is a proud moment for all of us and for the Pakistani community in Dubai that we are witnessing a double success story of Samana Developers and H&S Real Estate going to be replicated in Pakistan. I believe that the two well reputed real estate companies with their vision are going to create a new milestone in the real estate sector of Pakistan and attract much-needed investment to our home.

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land. I, on behalf of my colleagues in Pakistan mission in the UAE, share our best wishes to the success of Samana Developers, H&S Real Estate and the new venture Emirates Developers."

Multi-award-winning and ranked amongst Top 50 Real Estate Companies in the Middle East, Samana Developers, is among top 20 real estate developers in the UAE. Throughout 2021 it was ranked number 16th in terms of the number of units sold out in a set time-frame. The ranking reflects the success of Samana Developers and its CEO Imran Farooq's business strategy which focuses the end-user. For 2022, Samana Developers is looking at increased market share and expecting 35% more sales revenue projection in the UAE.

Mr. Imran Farooq, CEO of Samana Developers, said: "We are coming to Pakistan with high ambitions and bullish mindset. Despite the drop in currency, Pakistan's real estate market is quite attractive with year-on-year growth projection as we see Pakistan's population, which needs housing, continues to grow.

"We are not only developing another brick-and-mortar project but a lifestyle development with state-ofthe-art amenities at par with the international standards, which we have achieved in Dubai. I believe today's developers need to think outside the box to fill the gap between innovation, lifestyle and construction. That's what we practiced in Dubai with Samana Developers. It gives a solid reason to buyers and end-users to invest in our projects. Our end-user business model has helped to be resilient during the Covid-19 pandemic. During the lockdown, we kept on building, and did not stop which continued the workflow, hence, cash flow from buyers to vendors."

He added: "We had a choice of choosing a plot for single building but that would not be a lifestyle. That is the reason we picked up a cluster of large plots to create a community with facil-

ities and amenities required for a good lifestyle. Anything one needs in a fivestar hotel, will be available in the premium Emirates Developers projects at prime locations in Pakistan."

Mr. Emad Haq. Vice-Chairman, and H&S Real Estate, said: "We believe it is a perfect synergy of two property experts with international experience – Emirates Developers and H&S Real Estate – who will present a living experience in Pakistan which will be unmatched. With group's 50 plus years of combined experience in residential and commercial luxury real estate development, Emirates Resort project will be a jewel in the heart of beautifully landscaped Islamabad in close proximity to Murree, the lush green resort town in Pakistan."

Emirates Developers will build a series of projects in Pakistan. Projects will develop a lifestyle with high-end luxury resort-themed apartments and fully-serviced. Residential projects will include one, two, and three-bedroom apartments, penthouses and suites of different size. Amenities will include round-the-clock concierge service, ambulance service, limo, chef-on-denanny-on-demand. driver-on-demand, fine-dining, rooftop restaurants, basketball, volleyball, squash courts, gyms, jogging tracks, skate park, yoga studios, swimming pools, parks, rock climbing, kids play areas, access control system and roundthe-clock security.

Emirates Developers will launch first mega project at a tourist hotspot of Pakistan in January 2022. Details of the projects will be revealed at a press conference to be held if is the day of the capital of Pakistan.

Daily Times Friday, November 26, 2021

Dubai's top realtors set to enter Pakistan

Estate developers from Dubai, attracted by incentives and conducive environment provided for construction industry, are set to enter Pakistan

with billions of rupees investment.

For Pakistan's real estate sector, a Dubai-based Samana Developers on Thursday inked a key partner-ship agreement with H&S Real Estate announced at a joint press conference in Dubai, according to a message received here.

Under the partnership, a new real estate development company 'Emirates Developers,' had been incorporated in Pakistan, which would build mixed-used resort-themed communities in the tourist hotspots.

The agreement signing ceremony was witnessed by Consul-General of Pakistan to Dubai Hassan Afzal Khan, along with officials of the Consulate, Samana

Developers and H&S Real Estate.

Hassan Afzal while appreciating the strategic partnership, said "It is a proud moment for all of us and for
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Multi-award-winning and ranked amongst Top 50 Real Estate Companies in the Middle East, Samana Developers, is among top 20 real estate developers in

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The Spokesman

Friday, November 26, 2021

Dubai's top realtors set to enter Pakistan

Spokesman Report

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He said he believed today's developers needed to think outside the box to fill the gap between innovation, lifestyle and construction. "Our end-user business model has helped to be resilient during the Covid-19 pandemic.

Islamabad POST

Friday, November 26, 2021

Dubai's top realtors set to enter Pakistan

DNA

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National Herald Tribune

Friday, November 26, 2021, Rabius Sani 20, 1443

Dubai's Top Realtors to Enter Pakistan



ISLAMABAD, November 25: A multi-billion rupees investment agreement has been signed for Pakistan's real estate sector as Dubai-based Camana Developers, one of the top 20 real estate developers in the UAE and a subsidiary of diversified Samana Group, has signed a key partnership with H&S Real Estate, a Dubai-based top performing

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This decision was announced by senior officials of both the business giants at a joint press conference held in Dubai on Thursday.

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The agreement signing ceremony was witnessed by His Excellency Hassan Afzal Khan, Consul-General of Pakistan to Dubai, along with officials of the Consulate General of Pakistan, Samana Developers and H&S Real Estate. - PR

PRINT COVERAGE



وینی کی دو بین الاتوای رئیل سٹیٹ کمپنیوں کا پاکستان میں سرمایہ کاری کا اعلان

شیٹ کمپنیوں نے پاکستان میں بڑی سرمایہ کاری کا اعلان کیا ہے۔ اس محمن میں دی کی نامور کیل اسٹیٹ کمپنی سانا و ویلیرز اورایج ایند ایس رئیل اشیت نے دئ ش ایک پریس کا نفونس کے دوران ایے مشتر ک اشراک اور پاکتان میں مستقبل کے منصوبوں کے بارے میں میڈیا کو بتایا۔ اس سے سلے دونوں ادارون کے اعلی افسران کے درمیان مشتر اک اشتر اک کے معائدے يرو تخط بھي موے۔ يريس كافرنس ك موقع يردي عن ياكتان كالنسل جزل حن أفغل خان ، کوسل خانداور دونوں کمپنیوں کے اعلی افسران نے مركت كى - ياكتان كريسل جزل حن الفل خان نے پاکتان کے دیک اشیٹ شعبے میں اتن بڑی مرمایہ کاری کا اعلان کرتے پردولوں کینوں کومارک ماددی اوراس مشتر كه معاجد ، كو ياكتان عن بيروني سرمايد كارى كے ليے خوش أكند قرار ديا۔ حسن افعل خان نے كها كديد مرمايد كارى حقده عرب امارات يس ريخ والے یا کتافوں کے لیے ایک فرکی بات ہے کہ المارات كرم مايدكاران ك ملك يس رنكل النيث ك هعبد مي ين الاقواى معارك رئيل اطيت منعوب شروع كرنے جاري بيل-ال موقع ير عران فاروق في كماكريم ياكتان شي بري خواشات اورمضوط ارادول كرساته مربايكارى كرنے جارے یں ۔افوں نے کیا کہ ایمرس دویلرز اینا تغیراتی منعوبا كلاسال شروع كرے كي جس كي محتي اور مالي تفعیلات اسلام آبادیس پریس کانفرنس کے دوران جورى عن بتائي بالي كال

PRINT COVERAGE



NEWSPAPERS WEB COVERAGE





https://www.express.com.pk/epaper/PoPupwindow.aspx?newsID= 1108827295&Issue=NP ISB&Date=20211126



WEBSITES



https://www.urdunews.com/sections/%D9%85%D8%B4%D8%B1%D9%82-%D9 %88%D8%B3%D8%B7%DB%8C%D9%B0



https://www.bolnews.com/latest/2021/11/dubais-top-realtors-set-to-enter-pakistan/



https://www.urdupoint.com/daily/livenews/2021-11-25/news-2970914.html



https://www.express.pk/story/2238487/6



https://www.economy.pk/dubai-estate-developers-to-bring-investment-to-pakistan/



https://www.app.com.pk/business/dubais-top-realtors-set-to-enter-pakistan/



https://rozenews.com.pk/pakistan/77433/



https://defence.pk/pdf/threads/dubais-top-realtors-set-to-enter-pakistan. 729349/#post-13449502



https://jang.com.pk/news/1016593



https://flare.pk/dubais-top-realtors-to-enter-pakistan/



https://pakanalysis.com/dubais-top-realtors-to-invest-in-pakistan/



https://newsupdatetimes.com/dubais-top-realtors-to-enter-pakistan/



WEBSITES



https://www.urdureporter.in/2021/11/blog-post 58.html



https://www.bashaoorpakistan.com/news/press-release/dubais-top-realtors-to-enter-pakistan/



https://www.darsaal.com/story/dubais-top-realtors-to-enter-pakistan-102.html



https://thepakistanaffairs.com/dubais-top-realtors-to-enter-pakistan/



https://www.taazataren.com/2021/11/dubais-top-realtors-to-enter-pakistan.html



https://dailyausaf.com/en/news/dubais-top-realtors-to-enter-pakistan.html



https://dailyausaf.com/pakistan/news-202111-129287.html



https://www.itrpservices.com/2021/11/dubais-top-realtors-set-to-enter.html



http://tradearabia.com/news/CONS 390189.html



https://247news.com.pk/dubais-top-realtors-to-enter-pakistan/



https://twnews.ch/pk-news/dubai-s-top-realtors-set-to-enter-pakistani-market



https://www.trendinginsocial.com/dubais-top-real-estate-developers-set-to-enter-pakistan/



https://qaziinvestments.com/news/dubai-realtors-enter-pakistan/



https://www.paknewspoint.com/dubai-ki-2-international-real-estate-company/

TELECAST FOOTAGE OF LEADING TV CHANNELS





TELECAST FOOTAGE OF LEADING TV CHANNELS





TELECAST FOOTAGE OF LEADING TV CHANNELS





SNAPSHOTS OF WEBSITES



ہوم پیچ ۱ مشرق وسطیٰ ۱ دبئی کی دو مشہور ریئل اسٹیٹ کمپنیوں کا پاکستان میں سرمایہ کاری کا اعلان

تازه ترین خبریں

کیمیائی حملے کرنے والوں کو جواہدہ ٹھپرانا ہوگا: اقوام متحدہ



ترک صدر طیب اردوغان فروری میں امارات کا دورہ کریں گے



دبئی کی دو مشہور ریئل اسٹیٹ کمپنیوں کا پاکستان میں سرمایہ کاری کا اعلان

ط جمعرات 25 نومبر 2021 15:10



دبئی کی 2 بین الاقوامی رئیل اسٹیٹ تحمینیوں کا پاکستان میں بڑی سرمایہ کاری کا اعلان 'المیرٹیس ریزورٹ' ان تحمینیوں کا پاکستان میں پہلا منصوبہ ہوگا جواسلام آباد اور مری کے قریب ایکسپریس وے پر تعمیر کیا جائے گا، رہائشی منصوبوں میں ایک، دواور تین بیڈرومز کے آپار کمنٹس اور پینٹ ہاؤسز ہوں گے 16:13 ⊙ 2021 أومبر 2021 ⊙ 16:13 (16:13 ضمير 2021 من المنظم الم









PAKISTAN INTERNATIONAL BUSINESS SPORTS ENTERTAINMENT HEALTH SCI-TECH TRENDING



APP

NEWS AGENCY

O 26TH NOV, 2021. 12:45 PM

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Dubai's top realtors set to enter **Pakistan**



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()

وزیراعظم کا عوامی رابطه مهم شروع کر کے خود میدان میں اترنے کا فیصله

تازه ترین

ZONG4G

LET'S GET DIGITAL AZAD JAMMU AND KASHMIR





دبئی کی معروف بین الاقوامی رئیل اسٹیٹ کمپنیوں نے پاکستان میں بڑی سرمایه کاری کا اعلان کردیا

نيوز رپورٹر جمع ۽ 26 نومبر 2021



