

Abu Sidra City to be a thriving hub for green landscape and healthy living: Sheikh Jassim

By Amjad Vanimal

The Abu Sidra City project by Mohamed Bin Hamad Holding (MBHH), a prominent business conglomerate in Qatar, is on track to achieve its completion in the near future. The project's primary objective is to establish a thriving community that prioritizes sustainability and fosters a culture of well-being.

MBHH is the consolidation of a number of Qatar-based companies, founded by its Chairman, HE Sheikh Mohamed Bin Hamad Abdullah J. al Thani, over 50 years ago. Over the years, the company has successfully developed business interests in a variety of industry sectors including real estate investment and development, property management, hospitality, travel and tourism services, healthcare, etc.

Abu Sidra is being developed as a suburban-style, town-center mixed-use project that aims to create a vibrant living and working community in a meticulously maintained environment. This project has been specifically designed to enhance the lifestyles of its residents, tenants, and consumers by incorporating modern real estate development concepts that deviate from traditional market norms.

Located just 13km away from central Doha, the site covers a vast area of 1,376,111.40m². It is strategically positioned at a junction that will eventually link Abu Samra to the Industrial Area and Al Waab Street. This extensive space provides an excellent opportunity for a comprehensive and self-contained development plan. Moreover, it holds great potential as a key location for the future expansion of Doha's urban area, potentially becoming one of the city's important sub-centers.

The development is designed to be an integrated mosaic of low-rise residential apartments, landed housing, a health care facility, retail and F&B outlets, a resort hotel, a community center and a retail mall. All of these elements will be developed around a central green area – the deliberate conservation of an existing farm to enhance the quality of life for its surrounding residents.

Among numerous divisions, the primary initiatives of the projects began with the opening of Abu Sidra Mall in the first quarter of this year. Meanwhile, the remaining parts of the projects are currently progressing rapidly.

In an exclusive interview with Gulf Times, MBHH Vice-Chairman Sheikh Jassim bin Mohamed bin Hamad Al Thani said the vision for Abu Sidra is to create a dynamic and attractive community environment which focuses on landscaped plazas and promotes strong pedestrian activity at street level. "This low-density community is complemented by a series of higher-density developments close to the central commercial core. Together, these multiple living and working elements create a viable and self-sustained population density for all communities within Abu Sidra," Sheikh Jassim said.

Contemporary and progressive, yet with a long history of doing business in Qatar, MBHH is well positioned to rely on its legacy built over the last 50 years while retaining a focus on their vision for the future of Qatar – both in the region and worldwide - by serving and adapting to the needs and demands of an emerging dynamic country and its people.

"We are making gradual progress by prioritizing one step at a time, recognizing that simultaneous completion of all aspects is not feasible. Notably, we achieved a significant milestone by completing the construction of the mall last year and conducting a soft launch earlier this year. Moving forward, our next phase will encompass the development of a cinema as well as a residential complex," Sheikh Jassim added.

Abu Sidra Mall

Located in Al Rayyan Municipality, spanning a built-up area of more than 92,000 sq. metres, Abu Sidra Mall aims to revolutionize the mall culture of Qatar.

Boasting more than 200 retail outlets, as well as health, wellness, and entertainment centres, the mall offers a unique experience centered around the theme of health and fitness.

"Contrary to most malls, Abu Sidra Mall stands out for its emphasis on health and its innovative design that incorporates abundant green spaces, fostering physical activity. The integration of green spaces within the mall facilitates a seamless transition from the outdoors to the indoors, providing visitors with natural light, fresh air, and opportunities for



Sheikh Jassim bin Mohammed bin Hamad Al Thani, Vice-Chairman, MBHH

social engagement. The mall boasts a jogging track that surrounds the park, encouraging an active lifestyle and promoting physical fitness. Additionally, the presence of health and wellness centres within the mall premises reinforces the pursuit of a healthy way of life, catering to the well-being of its patrons," Sheikh Jassim said.

MBHH has consistently demonstrated

its unwavering dedication to promoting and launching initiatives that empower health, serving as a testament to its strong commitment to the well-being of the community.

"With a vision to promote health and fitness, MBHH has embarked on a distinctive endeavour by integrating these elements within the mall, offering a one-of-a-kind concept in Qatar. Situated

strategically near prominent active sports centers like Muaither Sports Club, Aspire Park, and Khalifa Stadium, the mall ensures convenient access for individuals aspiring to lead an active and dynamic lifestyle," Sheikh Jassim said.

Healthcare

Mohamed Bin Hamad Holding Company's focus on the healthcare sector is evident through



its ownership of Doha Clinic Hospital and ICON Medical Center. Both of these institutions provide a range of medical services to the local community. Additionally, the company's efforts to establish mobile clinics indicate its commitment to expanding access to healthcare services.

"The healthcare department holds immense significance within our company as well as in the context of Qatar National Vision 2030. Our commitment to delivering superior healthcare services aligns with the goals outlined in Qatar National Vision. By striving for excellence in healthcare provision, we aim to contribute significantly towards the realization of this vision. Considering the steady population growth, it is essential for us to sustain our focus on the healthcare sector. We remain committed to further developing and advancing our healthcare offerings to address the evolving needs of our community effectively. By prioritizing the healthcare sector and making strategic investments, we aim to foster a robust healthcare system that can effectively serve the needs of our nation," Sheikh Jassim said.

Simultaneously, MBHH's Diet Center is dedicated to providing personalized and effective dietary plans tailored to each individual's unique needs. They have a team of experienced and qualified nutritionists who work closely with the clients to develop customized meal plans, taking

into consideration their dietary requirements, health conditions, and personal preferences.

"At Diet Center, we emphasize the importance of balanced nutrition and a holistic approach to wellness. Our programs focus on educating our clients about healthy eating habits, portion control, and the significance of regular physical activity. We believe that sustainable lifestyle changes are the key to long-term success in achieving and maintaining a healthy weight. In addition to our individualized dietary plans, we offer ongoing support and guidance to our clients throughout their journey," Sheikh Jassim said.

Sheikh Jassim also stressed the transformative power of Artificial Intelligence (AI) in the healthcare sector, highlighting its ability to bring about significant advancements and advantages. By leveraging AI technologies like machine learning algorithms, the healthcare industry can harness the potential of vast medical data, such as patient records, and imaging scans, to support healthcare professionals in making precise and timely diagnoses. Additionally, AI aids in the early detection of specific illnesses, enabling individuals to promptly consult the appropriate specialist without the need for further referrals.

Hospitality

Mohamed Bin Hamad Holding Company has strategically expanded its business portfolio by establishing partnerships and making investments in the hotel and hospitality sector. The company has partnered with renowned hotel brands such as Holiday Inn and Crowne Plaza, which have further strengthened their presence in the industry.

Sheikh Jassim emphasized the positive impact that major events, particularly in the realm of sports, have on the national economy. He highlighted the successful hosting of the FIFA World Cup 2022, which has played a vital role in revitalizing the tourism and hospitality sectors in Qatar. This achievement has showcased Qatar's ability to organize and execute large-scale events,

attracting visitors from around the world and boosting the country's economy.

With the upcoming AFC Asian Cup 2023 and the continuation of Qatar's sports hosting endeavours, the tourism and hospitality sectors are poised to experience further growth, bolstering the country's position as a premier destination for sports and tourism.

"Our collaboration with Holiday Inn and Crowne Plaza hotels allows us to offer world-class accommodation and exceptional hospitality services to our valued guests. We are committed to providing a memorable and comfortable experience, ensuring that our guests' needs and preferences are met with utmost care and attention to detail," Sheikh Jassim said.

In addition to hotel ventures, Mohamed Bin Hamad Holding Company currently operates six restaurants and a coffee shop, offering a diverse range of international flavours.

"Our restaurants provide a unique culinary experience, showcasing a variety of cuisines to cater to different tastes and preferences. We take pride in creating inviting and vibrant dining atmospheres that are loved by both locals and visitors alike," Sheikh Jassim added.

These investments and partnerships in the hotel and hospitality sector have played a significant role in driving MBHH's revenue growth. As Mohamed Bin Hamad Holding Company continues to expand its presence in the hotel and hospitality sector, they remain dedicated to providing unparalleled experiences to their guests and contributing to the growth and development of the industry.

Moving forward

The local market offers a wide range of investment prospects spanning various sectors. At present, MBHH is directing its attention towards analyzing investment options within the industrial sector. "However, we are particularly interested in the medical and health services as well as the hospitality sector. Any new investments we make will complement our existing investments in these two sectors," Sheikh Jassim said.

In his role as vice chairman of the company, Sheikh Jassim conveyed his contentment with the present state of his company, expressing his belief that significant achievements have been made thus far.

"Over the next five years, my vision is to witness the successful culmination of our ongoing projects. I am confident that upon your return in five years, you will be able to witness the substantial progress we have achieved," Sheikh Jassim concluded.