



JUMEIRAH GOLF ESTATES MAKES ITS DEBUT IN CHINESE MARKET AT UPCOMING LUXURY PROPERTY SHOW IN BEIJING

Leading Dubai real estate developer to showcase its real estate proposition as lead sponsor of LPS Beijing 2016 on 22–24 April 2016

Jumeirah Golf Estates makes its first appearance in Chinese market

Beijing, 18 April 2016: As Jumeirah Golf Estates, one of the Middle East’s most prestigious residential golf communities, continues its ambitious global profiling campaign, the Dubai community is announced as the lead sponsor of a major Chinese luxury property in Beijing on 22-24 April 2016.

Jumeirah Golf Estates sponsors LPS Beijing 2016, just as China’s property market goes through a correction and Chinese real estate buyers now shift their gaze to international markets for growth, with Dubai receiving a surge in Chinese real estate investment flows over the past year. The move comes after an ongoing global profiling campaign, led by Jumeirah Golf Estates as it seeks to capture investor interest in international markets – with a series of activities and sponsorships recently activated in Mumbai, New Delhi and Hong Kong.

Yousuf Kazim, CEO of Jumeirah Golf Estates, said: “Jumeirah Golf Estates is a model investment proposition for purchasers looking to expand their property portfolio on an international scale. With last year’s intended launch of the QDII2 overseas investment scheme, Chinese investors are now empowered to invest directly in overseas property and with the UAE’s strategic position between east and west, Dubai is increasingly regarded as compelling investment offering for Chinese buyers.

“A growing number of investors from China are now evermore aware of the benefits that owning property in Dubai can offer, not only in terms of returns on investment and its tax free offering, but also for quality of life,” commented Kazim.

The current average returns on property investment are higher in Dubai than in Chinese investors’ home markets, and in recent years Chinese investors have emerged as one of the fastest-growing buyer groups in the Dubai real estate market¹ where property prices remain competitive per square foot. While Chinese investors have traditionally opted to invest in Commonwealth countries, in 2015 mainland Chinese investors’ interest in Dubai’s property market has increased by 1,200 percent² with a growing number of investors seeking to globalize their property portfolio in the Middle East & Africa.

¹ Dubai Land Department

² Juwai.com – increase recorded in August 2015, compared to the same period in 2014



“Chinese luxury property buyers are now increasingly investing in Dubai, and they are eyeing the very best real estate developments available in this market”, said Mr. Olivier de Treglode, the Founder and CEO of LPS. “We are honoured to cooperate with Jumeirah Golf Estates, the Main Sponsor of our forthcoming LPS Beijing 2016 and we look forward to a great cooperation as we continue promoting Dubai as a key investment destination for Chinese elites.”

With attractive growth rates and returns on investment, Jumeirah Golf Estates, host of the DP World Tour Championship, forecasts rental yields of 8-10 percent for its portfolio of apartments and 5-6 percent for its luxury villas; with the rental market buoyed by growing a expatriate population and the upcoming EXPO 2020. Capital appreciation currently stands at 20-30 percent for apartments and upward of 15 percent for villas.

Bolstering the appeal and value of properties within the development, the region’s only European Tour Performance Institute offers budding golfers and residents alike the opportunity to cross paths and train with some of the globe’s leading golfers, including world number six golfer and Jumeirah Golf Estates’ brand ambassador, Henrik Stenson.

Yousuf Kazim concluded: “We are proud to have recently been awarded the Best Golf Development and Best Golf Architecture – highly commended at the Arabian Property Awards and believe our location paired with our world-class facilities, makes the community a top choice for golfers, residents and visitors from around the world. This is our first visit to Mainland China and we eagerly anticipate the upcoming Luxury Property Show Beijing and the opportunity to share our diversified offerings with mainland investors.”

Jumeirah Golf Estates is located in close proximity to the upcoming EXPO 2020 site and in easy reach of Dubai’s top attractions including The Palm Jumeirah. Chinese buyers seeking quality homes and a peaceful setting are only an eight-hour flight from the luxury surroundings of the community, with flights departing daily from Dubai, UAE.

Delegates at LPS Beijing 2016 will be treated to a presentation of the newest developments available for purchase at Jumeirah Golf Estates, including Redwood Avenue; 47 individually designed five and six-bedroom villas, Redwood Park; 75 three to four-bedroom townhouses and Alandalus; 674 affordable luxury apartments and 54 townhouses.



ENDS

About Jumeirah Golf Estates

Host to the DP World Tour Championship, the Season Finale of the European Tour's Race to Dubai since 2009, Jumeirah Golf Estates is one of the Middle East's most prestigious residential golf communities, offering a wide range of world-class facilities and more than 1,700 individually designed homes (constructed and under construction) in the United Arab Emirates. Situated just 15 minutes from The Palm and Dubai Marina, Jumeirah Golf Estates is well placed to provide an unforgettable experience at its two championship golf courses, Fire & Earth, and luxury homes within easy reach of Dubai's top attractions. From a state-of-the-art Clubhouse to restaurants, swimming pools and fitness centers, Jumeirah Golf Estates has a wide variety of entertainment and recreation facilities that will provide a superior lifestyle.

Jumeirah Golf Estates recently announced a new luxury real estate development Alandalus, which includes a range of apartment options, townhouses and a commercial center.

Visit JumeirahGolfEstates.com for more information and connect with Jumeirah Golf Estates on [Facebook](#), [Twitter](#), and on [Instagram](#)

With prices starting from AED 11,088,000, Jumeirah Golf Estates' Redwood Avenue development offers a set of exclusive five and six bedroom villas, which are available to purchase with high-spec add-ons, including state-of-the-art audiovisual systems and custom Italian kitchens. Redwood Park (starting price – AED 2,970,895) features a collection of three and four bedroom townhouses overlooking the 11th and 12th holes of the Fire Course, complete with shared amenities including swimming pools, children's play areas and BBQ facilities. Both of these developments are located in the heart of the community, where investors and residents can benefit from a range of offerings as well as access to two championship golf courses, Fire & Earth, plus a new world-class Clubhouse.

Jumeirah Golf Estates' most recent development Alandalus is a collection of affordable luxury, Mediterranean-inspired apartments and townhouses, with prices starting from AED 597,000. With high quality, superior properties, the development extends affordable luxury housing to a new and fast-growing market of buyers in the UAE and across the world – and is expected to demand impressive rental yields.

For media enquiries:

Grayling

Katie Fyfe

Katie.Fyfe@grayling.com

+971 (0)55 689 6891