



HONG KONG & CHINESE INVESTORS EYE DUBAI'S JUMEIRAH GOLF ESTATES AT UPCOMING PROPERTY SHOW

Leading real estate developer to showcase its attractive real estate proposition at the Dubai Property Show in Hong Kong on 28–30 January 2016

Hong Kong, 25 January 2016: High-level investor interest in Dubai's Jumeirah Golf Estates, one of the Middle East's most prestigious residential golf communities, is expected at the upcoming Dubai Property Show to be held at the Hong Kong Convention and Exhibition Centre, 28–30 January 2016.

The Dubai Property Show will take place just as Hong Kong property market goes through a correction and local real estate buyers now shift their gaze to international markets for growth.

The current average returns on property investment are higher in Dubai than in Hong Kong¹ and in recent years Chinese investors have emerged as one of the fastest-growing buyer groups in the Dubai real estate market² where property prices remain competitive per square foot. While Hong Kong 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 percent³ with a growing number of Hong Kong and mainland buyers seeking to globalize their property portfolio in the Middle East & Africa.

With attractive growth rates and returns on investment, Jumeirah Golf Estates, host of the DP World Tour Championship, has seen 68 percent year-on-year growth and forecasts rental yields of 8-10 percent for its portfolio of apartments and 5-6 percent for its luxury villas. Capital appreciation currently stands at 20-30 percent annually for apartments and upward of 15 percent for villas.

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. Strategically located and regarded as a springboard into the Middle East & Africa, Dubai presents a compelling investment offering for international buyers – with

¹ Global Property Guide, a company that compiles and analyses property price performance of the world's big economies, puts returns on investment in Dubai of up to 7.21 per cent compared to only 2.82 per cent in Hong Kong.

² Dubai Land Department

³ Juwai.com – increase recorded in August 2015, compared to the same period in 2014



Jumeirah Golf Estates pinpointed as a lifestyle and residential community of choice within the United Arab Emirates.”

"We look forward to meeting discerning buyers from Hong Kong and China, who are increasingly 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," continued Kazim.

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, commented: "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 Hong Kong and we eagerly anticipate the upcoming Dubai Property Show and the opportunity to share our diversified offerings with Hong Kong and 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. Hong Kong 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.

With prices starting from AED 11,088,000 / HK\$ 23,515,100*, 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 / HK\$ 6,279,930*) 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 / HK\$ 1,261,950*. 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 of 8-10 percent for prospective investors.



Delegates at The Dubai Property Show 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.

HE Majida Ali Rashid, Assistant Director General and Head of Investment Management & Promotion Center, the investment arm of Dubai Land Department, said: "Dubai Land Department is always keen on promoting real estate projects launched by major real estate companies in Dubai, where it comes in translation of our vision to position Dubai as the world's premier real estate destination and a byword for innovation, trust and happiness."

Sultan Al Suwaidi, Partner at Sumansa Exhibitions LLC added, "With Dubai Property Show in Hong Kong, exhibitors will be able to reach out to one of the biggest realty customer bases of the emirates. The event will allow developers to build their credibility and create brand awareness through positive word of mouth, find new customers and fortify relationships with existing ones. This will be their exclusive chance to reach out to the edge of China and make sales instead of waiting for investors to find them in Dubai. Essentially, the Dubai Property Show is a shining example of Dubai's ambition and drive to make things happen."

*Approximate exchange rate calculation

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](#)



JUMEIRAH
GOLF ESTATES

For media enquiries:

Grayling

Katie Fyfe

Katie.Fyfe@grayling.com

+971 (0)55 689 6891