

REGIONAL REPORT – JORDAN – JULY 2010



Project Management Update from Jordan

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Marsa Zayed

Marsa Zayed, one of the largest real estate projects in the region, is being constructed in the city of Aqaba, 350 Km south of the capital Amman. In the last decade, Gulf of Aqaba on the Red Sea has become a major investment city in the region, attracting investments and projects worth \$10s billion in construction, real estate, infrastructure, transportation, energy and education. The first phase of Marsa Zayed project was launched in late May in the presence of His Majesty the King of Jordan and officials from both UAE and Jordan.

Marsa Zayed is an Arabic name which means Port Zayed, was named in the memory of the Late Sheikh of UAE Prince Zayed Al Nahyan. With a total area of 3.2 billion square meters including 2 Km prime waterfront, Marsa Zayed includes waterfront projects, high-rise towers, retail shopping areas, hotels, recreational parks, entertainment, and business and financial districts. The project will also include several marinas which will transform Aqaba into premier yachting destination.

The project is being implemented in several phases over a period of 30 years. The first phase which was launched in May 2010 is expected to finish in 2014. Upon completion of phase 1, a 33 storey mixed-use tower which includes 8 office floors and 25 residential apartment floors with 174 units, Sheikh Zayed Grand Masjid “Mosque” which will accommodate around 2000 worshippers, 146 Townhouses, and 263 Village Flats that will be serviced by a neighborhood retail and community center, will all be completed.



The rest of phases will be launched between 2014 and 2040. Upon completion of the whole project, Marsa Zayed will offer more than 30,000 residencies, 3000 hotel rooms, a cruise ship terminal to the addition to the marina that will provide at least 350 berths for yachts and cruisers.

Marsa Zayed area will be divided into six districts. The City Living is Marsa Zayed's downtown center, which will include towers and commercial space. The Business District is the home of office towers, and will also include residential towers and hotels. Hillside Living will be the retail center with shops, markets, restaurants and cafes, schools, medical facilities and leisure centers. Premium Residential Living constitutes of two neighborhoods behind the marina, which will include villas and several clubhouses, designer shops and spas. Valley Living on the southern edge of Marsa Zayed, is a residential neighborhood and is home to village flats and modern townhouses with private backyards. The last district is called Tranquil Community Living, which is another residential area and will include residential units and its local mosque.



Al Maabar Aqaba Real Estate Development Company is the Master Developer of Marsa Zayed. Additionally, worldwide and international consultancy firms are taking part in this project. KEO as Program Managers, Callison as Master Planners, Jones Lang Lasalle as Business Consultants, AECOM as Cost Consultants & Arabtech Jardaneh as Infrastructure Consultants.

Marsa Zayed will have a huge and positive impact on the country's economy. Not only it will invest billions of US dollars, but it will create 15,000 job opportunity upon completion and it will significantly increase number of tourists to the Red Sea Gulf of Aqaba.

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Ammar W. Mango, PMP, CSSBB, is principal consultant for Method Corporation, a project management consulting, product and services company based in Amman, Jordan. He is also an International Correspondent for PMForum and *PM World Today* in Jordan. With over seventeen years of global experience in Project Management & Leadership consulting and training, he is considered an international expert on the subjects and enjoys a superb reputation as an inspirational trainer and consultant. He holds a bachelor's degree from Jordan University and a Master's Degree in Construction Engineering and Management from the University of Michigan, Ann Arbor, USA. He has been certified as a Project Management Professional (PMP) by the Project Management Institute (PMI) since 1991, and as a Six Sigma Black Belt by the American Society for Quality. He served as Vice President, Education, PMI Great Lakes Chapter in 1993, and is the founder and currently an active member of the PMI Jordanian Chapter. Additional information can be found at <http://www.pmforum.org/pm%20forum%20team/index.htm#5>. Ammar can be contacted at amango@methodcorp.com.