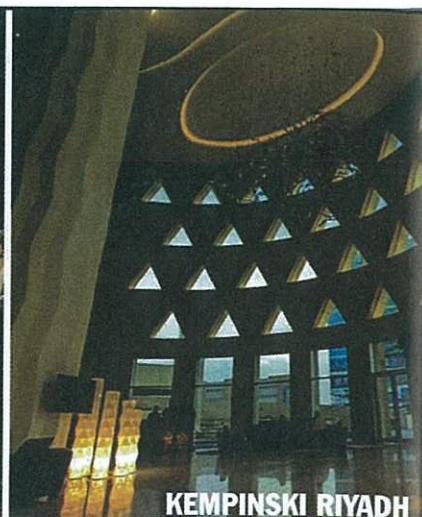


SHERATON SUZHOU



MANDARIN MACAU



KEMPINSKI RIYADH

10 years in Dubai

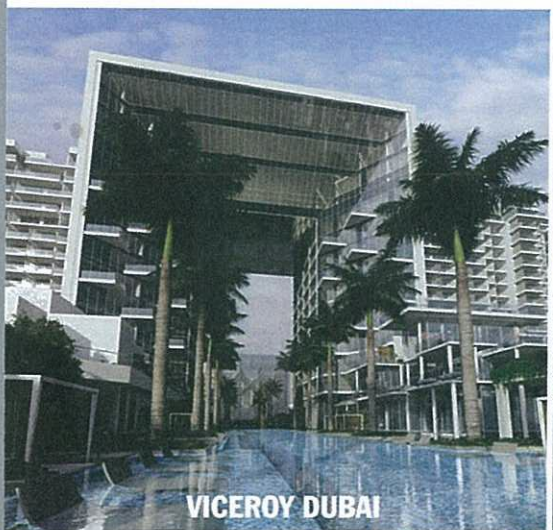
P&T Architects and Engineers Ltd. SINCE 1868



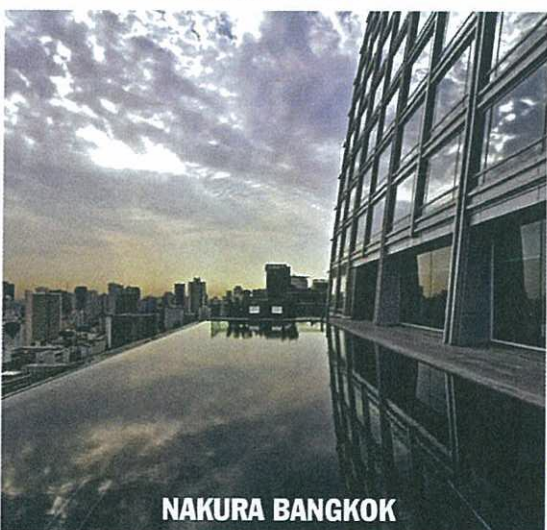
بي آند تي اركيكتس اند انجنييرز ليمتد



ROTANA RAK



VICEROY DUBAI



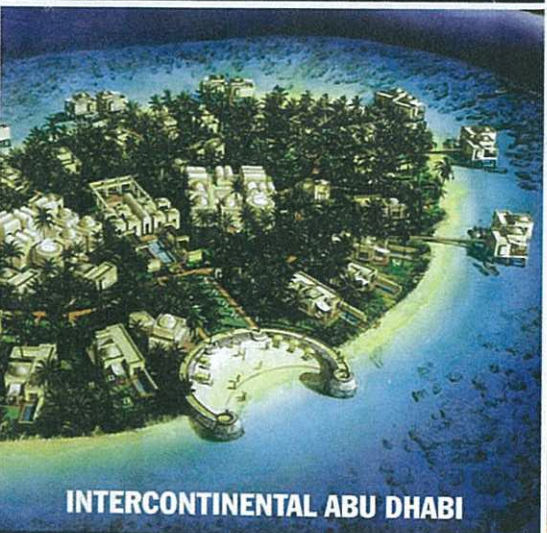
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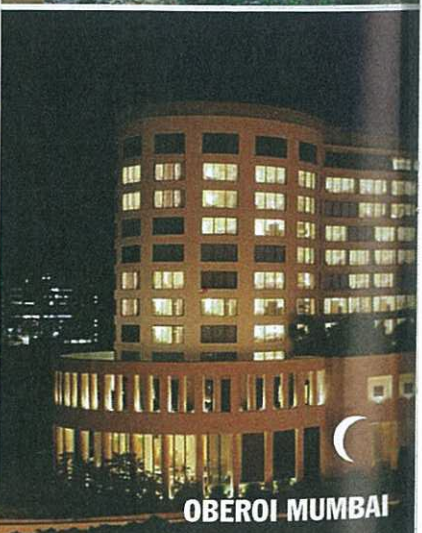
INTERCONTINENTAL KAMPALA



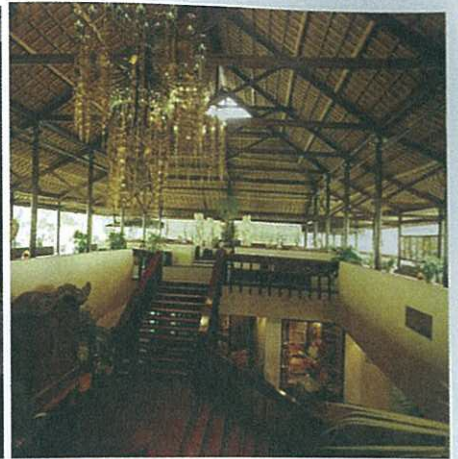
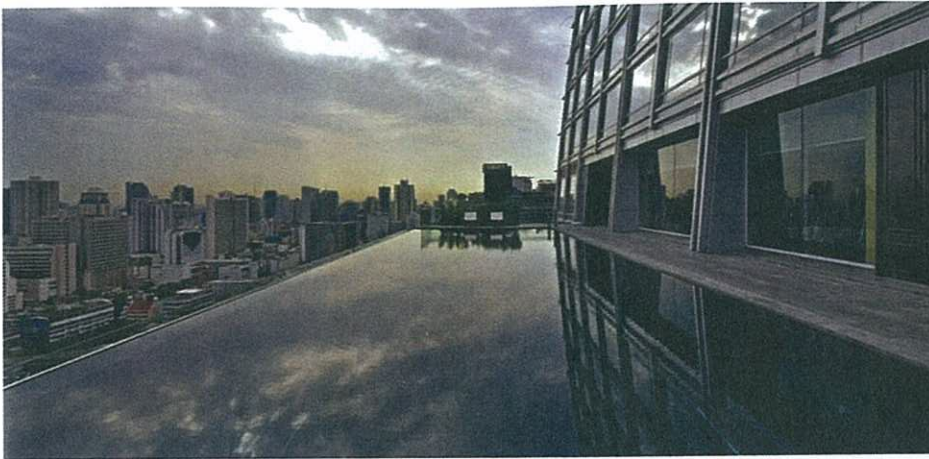
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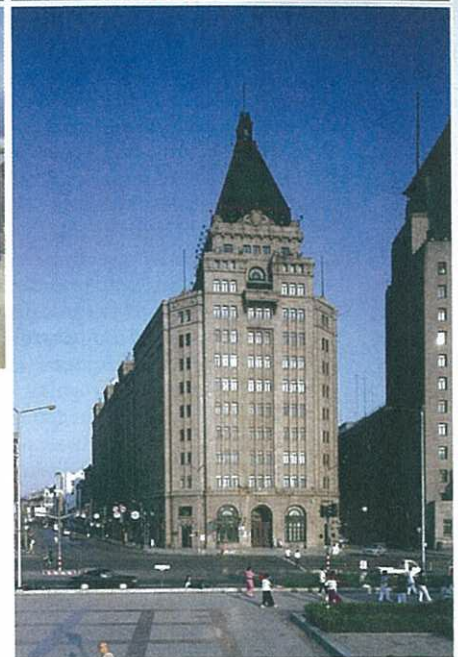
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OBEROI MUMBAI



FAR EAST TO MIDDLE EAST



THE FAR EAST HAS LEAD THE WAY WITH THE MOST PROGRESSIVE HOTEL DEVELOPMENTS AND TRENDS IN THE LAST DECADES. 5-STAR HOTELS HAVE SET GLOBAL STANDARDS BOTH IN DESIGN AND SERVICE. NEW TRENDS ARE EMERGING WITH RESORTS NOW INCORPORATING TRADITIONAL BUILDING STYLES, A TREND THAT IS SPREADING GLOBALLY, AND CONCEPTS LIKE THE HOSTEL BOX CATERED FOR MILLENNIALS POPULATING AND NOW SETTING THE LATEST TREND OUT OF THE FAR EAST.

There is nothing stopping us in the UAE to innovate and take hotel developments to the next level. P&T has been a leader for the hotel development in the Far East and our ambition is to transform Dubai into a global leader in hotel innovation.

When P&T designed the famous Peace Hotel in Shanghai in 1931 it was the first palatial luxury

hotel along the Bund and transformed Shanghai. Today it is a National Heritage Building operated by Fairmont.

Bali Hyatt was the next trendsetting hotel by P&T built in the 70's and incorporating traditional building style for the first time in the design of a new resort, a trend that is spread worldwide.

Lately P&T is designing cutting edge city hotels all over the Far East like the Okura Hotel in Bangkok, which is also a LEED Platinum accredited building.

One of our most exciting hotel projects right now is in Dubai, the Viceroy on the Palm, which is under construction and expected to be completed in 2016. The Viceroy will bring a new level of innovative hotel design to Dubai with a ballroom on 13th floor as the top of a huge gateway offering breath taking views up and down the coastline.

Dubai is a mature hotel market with different visitor profiles. Some are here for Dubai's beaches, shopping, events and conferences, some are transit visitors staying an extra day. The increases of business travellers reflect Dubai's importance as a preferred regional headquarters location for multinational firms.

With our Dubai experience we see a great opportunity to expand by focusing on the largest

global segments, the 'Baby Boomers'. These are people with money to spend who are interested in adventures, exploration, and physical activities, who prefer to check in once and move from one location to another - the beach, shopping, golf courses, mountains, etc. - staying with the same hotel group for smooth transition between destinations.

Understanding the different needs in the different visitor segments and growth in Dubai makes clear the tremendous opportunities for new thinking and innovation.

Having a very long track record in the Far East and our engagement in the Middle-East over a decade give us a strong platform from which to be a partner in the development of Dubai as a visionary city.