



Sauter and the eighth wonder of the world: vast development projects in Dubai.

“The final chapter in experiencing the extraordinary” – that is the motto for the third and latest Palm Island project, which recently got underway in Dubai. The first project, Palm Jumeirah off the Dubai coast, is already built up and in partial operation. The second, Palm Jebel Ali, is in the build-up and land reclamation phase. But the Palm Deira Island project, which has just begun, overshadows every other offshore project that has been planned and realised to date.

One billion cubic metres of sand and rock will go into building this artificial island in the sea. Designed like the others in the shape of a palm, the finished island will be 14 km long, 8.5 km wide and thus have a greater land area than Paris, Manhattan, or Greater London. 8000 villas will be constructed on the total of 41 ‘palm leaves’, along with shopping centres, hotels and apartment blocks. This is just one of several awe-inspiring projects currently under construction in Dubai. Other landmarks taking shape include the Burj Dubai – the world’s largest building – and Hydropolis, the first-ever underwater hotel.

Dubai builds its way out of an oil-dependent economy

Dubai has become the scene of an immense development drive in recent years. The creation of Media City, Internet City and the opening of a Financial District has succeeded in bringing high-profile media and IT companies, various multinationals among them, to Dubai. The country also looks set to become the Middle East’s leading financial centre over the coming years.

Sauter Middle East looks beyond the shores of Palm Island

For Sauter, too, Dubai represents an excellent platform for becoming established and growing both locally and throughout the Gulf region. We have had local representa-

tion since September, and are providing active sales support to our local partner. Our non-commercial Sauter Middle East branch office is involved with assisting our partner, SAIF Middle East, in technical matters and project-related coaching. As well as developing additional Sauter partners in the neighbouring Gulf states of Oman, Bahrain and Qatar, Sauter Middle East acts as a co-ordinator for international projects and customers who are active in the region, or soon will be.

We were able to recruit a thoroughly experienced Sauter system specialist, Yehia Abdul Rahim, as Branch Manager of Sauter Middle East. After many years of working as a project engineer for various Middle Eastern Sauter agents and building up his own successful business in Lebanon, he decided to accept this new challenge.

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