

## **Dohaland sponsors Meed Qatar Green Buildings 2009**

**March 18, 2009**

**Guided by its mission to build sustainable, innovative developments that enrich communities and promote environmentally friendly living, Dohaland has sponsored the Meed Middle East Qatar Green Buildings 2009 conference beginning today at the W Doha Hotel, Qatar.**

Held under the patronage of Her Highness Sheikha Mozah Bint Nasser Al-Missned and endorsed by the Qatar Green Building Council (QGBC), Dohaland is the Platinum Sponsor of the three-day event which will focus on the key building projects in Qatar, and outline guiding principles and future regulatory work in the property development sector.

'Dohaland is unique in the development industry as a developer of innovative urban living environments as well as a developer of thoughts, knowledge, science and ideas which we will share the world. Guided by Her Highness Sheikha Mozah bint Nasser Al-Missned, Dohaland projects will ensure maximum utilisation of resources with minimal impact on the environment. This conference highlights issues that are of utmost importance to Dohaland, and we are excited to share ideas and have useful discussions with our colleagues in the industry,' said Eng. Issa M. Al Mohannadi, Chief Executive Officer for Dohaland. He will open the conference with a presentation about the green building movement in Qatar.

The newly launched Dohaland is a Qatar Foundation subsidiary that is leading the evolution of a new distinctly Qatari language for architecture and planning.

'Dohaland is proud to be a Platinum sponsor for Meed Middle East 'Qatar Green Buildings 2009'. Dohaland's mission is to provide a dynamic modern lifestyle that exists in harmony with its surroundings, and empowers the human potential to grow and flourish. Given our mission, we are happy to support a conference that will discuss and outline Qatar's green building opportunities,' said Imad Nached, Marketing Director, Dohaland.

The Meed conference will bring together the key stakeholders in the construction sector to discuss the possible future green building guidelines and regulation that might impact the Qatar project market going forward.

Founded on the pillars of Heritage and Culture, Innovation, Sustainability, Enrichment and Environment, Dohaland's approach to development will be to meet the needs of the present without compromising the ability of future generations to meet their own needs. Dohaland is researching a new architectural language that will seamlessly blend advanced technologies with local ethnicity.

Dohaland endeavours to be a leading company in Qatar, and at the forefront of the property development industry. Dohaland projects are built with the long-term impact on the environment in mind, and as a developer, the company will strike a healthy balance between best practices and people's needs.

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