

480 attend Masdar Industry Day

16 December 2008

More than 480 industry representatives attended the Masdar's Industry Day event yesterday, to register their interest in being a part of the sustainable development, Masdar City.

The attendees included architects, engineering firms, suppliers of building materials and surveyors as well as fit-out specialists and maintenance and landscaping contractors.

The Masdar City project team showcased the huge range of partnership opportunities available to local business owners, contractors and construction companies, with relevant and current experience. Contracts available included business for the full scope of the city's development needs, from energy generation, water and waste treatment facilities, landscaping and irrigation to building materials, lighting fixtures and cooling systems.

"The vast number of attendees and their enthusiasm we witnessed at Industry Day indicates the growing interest in the renewable energy and sustainability industry in the UAE. Masdar's vision is to help diversify Abu Dhabi's economy by driving and supporting the growth of the sector; an important part of that strategy is to engage and partner with our local community and private sector firms," said Dr Sultan Al Jaber, CEO of Masdar.

They can play an active and important role in innovation and knowledge transfer through their global partnerships and development of international collaborations, said Al Jaber.

Abu Dhabi's renewable energy and clean technology initiative was hosted at the event in the Abu Dhabi Chamber of Commerce and Industry to give local and regional contractors and suppliers the opportunity to become involved in an emerging renewable and sustainability market.

Masdar City will be the world's first carbon-neutral, zero-waste city in Abu Dhabi and, therefore, a global standard in sustainable cities.

"Abu Dhabi and the UAE is becoming home to a wealth of expertise in sustainable development, professional services and construction," said Mohamed Rashed Al Hameli, Director-General of the Abu Dhabi Chamber of Commerce and Industry.

"A project of this scale and ambition will position all companies involved on the world stage, and provide a clear competitive advantage for future growth and development. We encourage local businesses to start discussions with Masdar City to secure their involvement in this development."

The Masdar City team also presented qualification criteria and provided demonstrations of the city's procurement portal, which will include information about companies that can register for prequalification to their future work.

Masdar also explained its sustainability strategy and provided advice about how local companies can embrace sustainable design and construction.

Construction of Masdar City officially commenced with a formal ground-breaking ceremony on February 9, 2008. The city will be constructed over seven phases and is scheduled for completion by 2016.

The master plan of 6.5 kilometre district is designed by Foster + Partners. It will eventually house 50,000 residents and 40,000 commuters, comprising international businesses and individuals in the field of sustainable and alternative energy.

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