

## United Development Company Records Exceptional Sales at Cityscape Qatar 2025, Highlighting Landmark Developments in Sustainability and Innovation



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Doha, Qatar – 25 October 2025: United Development Company (UDC), the master developer of The Pearl and Gewan Islands, concluded a highly successful participation at Cityscape Qatar 2025,

recording exceptional sales and reaffirming strong investor confidence in its flagship developments.

As one of the region's premier real estate platforms, Cityscape Qatar 2025 provided UDC an opportunity to showcase its landmark projects that embody sustainability, innovation, and smart urban design in line with Qatar National Vision 2030.

The exhibition was inaugurated by H.E. Mr. Abdullah bin Hamad bin Abdullah Al Attiya, Minister of Municipality, in the presence of H.E. Eng. Khalid bin Ahmed Al Obaidli, President of the Real Estate Regulatory Authority, and H.E. Mr. Majed bin Abdullah Al-Hogail, Minister of Municipal and Housing of the Kingdom of Saudi Arabia, alongside senior officials and industry leaders from Qatar and abroad.

### Strategic Vision and Thought Leadership

During the Qatar Real Estate Forum – 3rd Edition, Mr. Yasser Al Jaidah, President and Chief Executive Officer of UDC, joined a high-level panel discussion titled “New Destinations in Qatar: From Vision to Reality.”

He highlighted UDC's transformative role in translating national aspirations into tangible developments, stating:

“On The Pearl Island, we are building on the four C's—culture, community, commerce, and

convenience—to create a destination that is more than a landmark; it’s a living ecosystem where people thrive.”

He added that Gewan Island embodies the philosophy of “live, life, food, mood,” offering an exceptional lifestyle that blends leisure, luxury, and wellbeing.

### Innovative Showcase and Immersive Experiences

UDC’s pavilion drew strong interest from investors and visitors, featuring AI-powered interactive displays that allowed guests to explore The Pearl and Gewan Islands through immersive digital experiences. The Company presented ongoing and future projects including Crystal Residence, Banana Park, and Solymar Beach Club, each designed to enhance the quality of life and elevate Gewan Island’s position as a premier leisure and residential hub.

### Driving Sustainable Growth

Throughout the exhibition, UDC’s presence reflected its commitment to smart transformation, environmental sustainability, and forward-thinking real estate concepts. The strong engagement and record transactions reaffirmed UDC’s position as a leader in delivering integrated, sustainable, and luxurious urban destinations that contribute to Qatar’s continued progress.