



## **MEEZA signs second phase contract with Msheireb Properties establishing Msheireb Downtown Doha, the most pioneering smart city in the world**

**Doha, Qatar - March 8, 2017** – MEEZA, Qatar’s prominent end-to-end Managed IT Services & Solutions Provider, has signed an operational contract with Msheireb Properties for the Smart City ICT package at Msheireb Downtown Doha (MDD), the most pioneering smart city in the world. The signing ceremony, which took place on Tuesday on the sidelines of the 2017 QITCOM Exhibition and Conference, appoints MEEZA as the Master System Integrator for the ICT Operations at Msheireb Downtown Doha.

This agreement, initially inked in 2014, has concluded phase one; which included the design and implementation stages, with the agreement is gearing in to its second phase for operations. Msheireb Properties will leverage MEEZA’s Smart Technologies and years-long expertise in building Smart Cities, towards developing the technological infrastructure for designing, managing and monitoring processes at MDD.

Commenting on the signing ceremony, Eng. Abdulla Hassan Al Mehshadi, Chief Executive Officer at Msheireb Properties, said, *“At Msheireb Properties our allegiance to preserving traditional architectural languages while leveraging advancement systems inspired us to revolutionize the urban experience. Extending our agreement with MEEZA into stage two is part of our pledge to remain steadfast in establishing Msheireb Downtown Doha as the pioneering Smart City urban development in Qatar and the world”.*

He continues: *“This revitalized community in the heart of Doha will be equipped with state-of-the-art smart city technology that integrates multiple information and communications systems that drive intelligent network connectivity and robust processing solutions in retail, commercial, leisure and residential spaces.”*

Eng. Ahmad Al-Kuwari, Chief Executive Officer at MEEZA, said: *“At MEEZA, we are pleased to shake hands with Msheireb Properties for operating the Smart City ICT package at MDD, through a momentous agreement that is set to redefine the standards of ‘Smart Living’ in Qatar. Backed by years of experience in the field and a plethora of certifications that reflect our high standards, we will spare no effort to help make Msheireb Downtown Doha the exemplary Smart City in Qatar and the entire region, as part of our solid commitment to the realization of the Qatar National Vision 2030 and the digital transformation of the country and its knowledge-based society.”*

Msheireb Downtown Doha, the 30-hectare sustainable urban development will witness the launch of 40 smart services that are designed to help power the operations at the Smart City’s 100 major buildings covering several divisions for retail, transportation, and heritage, residential and commercial zones.

The one-of-a-kind ‘environmentally friendly’ project is LEED platinum and gold accredited, and will provide Qatar’s citizens, residents and tourists with a mixed use development where they can live, work, shop, dine, and get entertained.



MDD's facilities include 10,000 parking spaces, a 2 kilometer tramway, and an interchange station for the Qatar Rail project. Popular destinations in the City are set to include the National Archive, Galleria Mall, msheireb museums, cinemas and Baharat Msheireb outdoor venue for entertainment and dining.

Meeza participated at the 2017 QITCOM Exhibition and Conference, Qatar's biggest digital convention, as the event's Pearl Sponsor. Held at the Qatar National Convention Center from March 6 to 8, under the patronage of His Highness Sheikh Tamim Bin Hamad Al Thani, QITCOM 2017 connected smart technology with international industry specialists, key government decision makers and entrepreneurs, to exchange ideas and collaborate towards the digital transformation of Qatar.

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### **About MEEZA**

MEEZA, a Qatar Foundation joint venture, is an established end-to-end Managed IT Services & Solutions Provider based in Qatar that aims to accelerate the growth of the country and the region through the provision of world-class Managed IT Services and Solutions, while providing the Qatari people and others throughout the region with opportunities to undertake fulfilling careers in the IT industry.

MEEZA's offerings include Managed IT services, Data Centre Services, Cloud Services and IT Security Services. The Company has three Tier III certified data centres, known as M-VAULTs offering a guaranteed uptime of 99.98% built to comply with the most exacting international standards enabling businesses to benefit from greater efficiencies and reduce risks. MEEZA's State-of-the-art Data Centre M-VAULT 2 is LEED Platinum certified where M-VAULT 3 is LEED Gold certified.

### **About Msheireb Properties**

Msheireb Properties is a real estate company and a subsidiary of Qatar Foundation. The company was established as a commercial venture to support the Foundation's aims as well as the realisation of Qatar's 2030 Vision.

Msheireb Properties' mission is to change the way people think about urban living and improve their overall quality of life, through innovations that encourage social interaction, respect for culture, and greater care for the environment.

Msheireb Properties spent three years researching Qatari architecture and numerous approaches to urban planning all over the world with the most respected experts in the industry – in order to realise an architectural language rooted in the best of the past that may be preserved for and by future generations.

The company's name, Msheireb, means 'a place to drink water' and is the historical name of the downtown area of Doha. The company's corporate identity depicts the mouth of a stone well, a feature of traditional Gulf societies, and its distinct ink effect evokes classical Arabic calligraphy.



Msheireb Properties recently achieved ISO certification from the British Standards Institution for quality (ISO 9001:2008), environmental performance (ISO 14001:2004), and occupational health, safety (BS OHSAS 18001:2007) and international ISO 31000:2009 Risk Management Standard.

#### **About Msheireb Downtown Doha**

The “Msheireb Downtown Doha” (MDD) project aims to create a legacy for sustainable urban development in Qatar by reviving the old commercial district of Doha with a new architectural language that is modern, yet inspired by traditional Qatari heritage and design. The entire development is designed to consume fewer resources, generate less waste, lower costs and achieve a reduced carbon footprint. On completion, MDD will be the world’s largest certified sustainable community with over 100 commercial buildings, 900 residential units accommodating more than 2,600 residents and over 10,255 car parking spaces. The 310,000 square meter development can host over 60,000 visitors. All the planned buildings meet the LEED Gold standard for environment performance and some buildings will aim for a Platinum rating.

To find out more, visit: [www.meeza.net](http://www.meeza.net)

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