

BRAND LAUNCH

# Arcadis unveils single brand for global markets

Arcadis has launched a single operating model for global markets. From now on, the Netherlands-headquartered design and consultancy firm will operate internationally under one brand.

The Arcadis brand will be adopted across the 70 countries in which the firm operates, and will see legacy brands Langdon & Seah, Hyder Consulting, ARCADISLogos, and EC Harris phased out. Arcadis's architectural brands, Callison and RTKL, will merge to create CallisonRTKL.

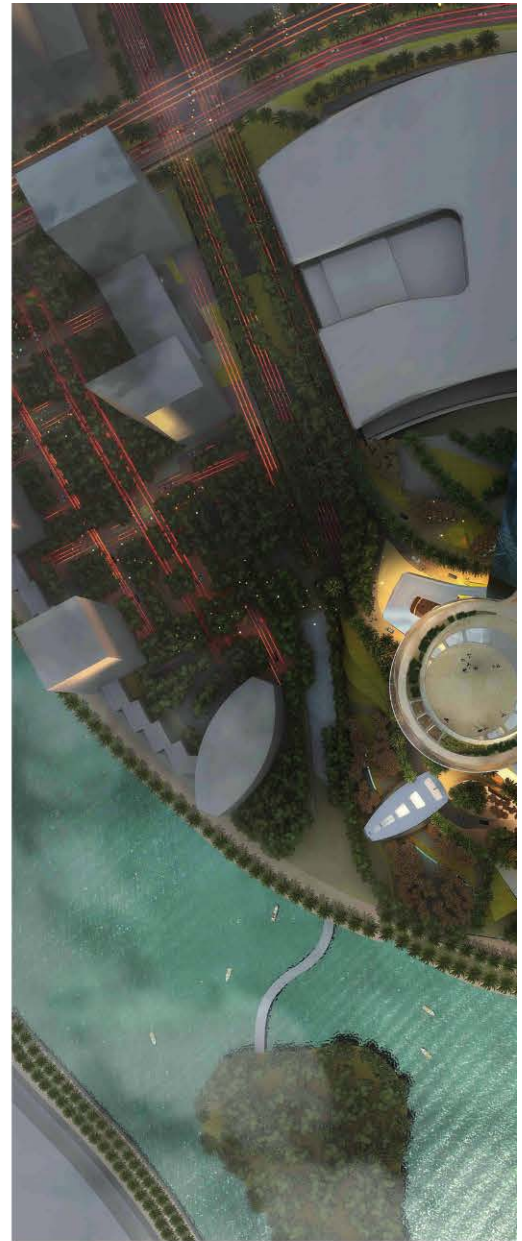
Commenting on the updated brand identity, Arcadis's CEO, Neil McArthur, said: "Over the past two years, we have invested heavily in our business to meet these client needs... We have aligned our global and regional operating models, thereby enabling sharing of best practices and the use of global designs.

"We are already seeing this approach bear fruit through applying our global capabilities to win work on

megaprojects such as the Kingdom Tower in Saudi Arabia and the protection of New York following Hurricane Sandy."

Offering a regional perspective, Wael Allan, CEO of Arcadis Middle East, said: "In the Middle East, we will see our expert teams from EC Harris and Hyder Consulting come together and go to market as one powerful, integrated Arcadis brand. This will help to provide a clarity and consistency of approach to our clients, who are already benefiting from our global collaboration.

"In the past year alone, we have seen our rail team in Doha, Qatar collaborating with their counterparts in Europe to win the Qatar Metro Gold Line project. Similarly, our rail team in Saudi Arabia [is] working together with the UK team to design a new transport system in Jeddah, along with an array of other projects and programmes across our buildings, environment, and water business lines," Allan concluded.



Arcadis is project manager for KSA's Kingdom Tower.

In Quotes

"I think one of the biggest opportunities in Dubai's real estate sector is the Emirate's growing relationship with China,"

KABIR MULCHANDANI,  
SKAI



"Sustainability is both the biggest threat and the biggest opportunity facing the Middle East [property market],"

FARIS SAEED,  
Diamond Developers

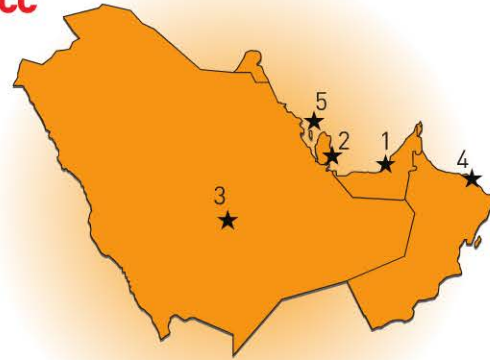


"An increasing number of developers are delivering... homes to [Abu Dhabi] each year,"

TALAL AL DHIYEBI,  
Aldar Properties



**Around the GCC**



**1. UAE**  
**Construction professionals to get apps**

Four government entities launched three smart applications as part of a collaborative effort for property owners, contractors, and consultants of real estate developers. The launch of TM, Qafay, and Tarish mobile applications eliminates the need to travel back and forth from one government entity to another to follow up on project statuses, and obtain government approvals, no-objection certificates (NOC) for construction permits and connections. An overview of the applications and the options they offer was presented during the official launch, during which officials spoke about the convenience these apps will create.

**4. OMAN**  
**Tender imminent for Duqm fishery**

The Minister of Agriculture and Fisheries in Oman has said that the tender for the development of the Sultanate's integrated fishery harbour in Duqm – worth between \$259m (OMR100m) and \$285m (OMR110m) – will be floated "very soon".

**2. QATAR**  
**Roads to span 8,500km by 2020**

Qatar's Minister of Transport, HE Jassim bin Seif Ahmed Al Sulaiti said the country has allocated 95% of its infrastructure investments to road transport. The minister outlined that by 2020, Qatar will have highways totalling a length of more than 8,500km, 200 new bridges, and 30 new tunnels. He said these projects will come in addition to the existing and recently completed transport facilities, including Hamad International Airport and Hamad Port, according to *The Peninsula*.

**3. SAUDI ARABIA**  
**Contractor body to be established**

Saudi Arabia has approved the establishment of a special body intended to speed up construction projects in the Kingdom stalled by "bureaucracy and lack of coordination". *Reuters* reported the Kingdom's government has assigned its trade minister to create the first board of the Saudi Association for Contractors. *Saudi Press Agency* reported that no further details were given in a brief announcement made during a weekly cabinet meeting held on 7 September, 2015.

**5. BAHRAIN**  
**Tourism Company eyes mergers**

Bahrain Tourism Company (BTC) has signed separate Memoranda of Understanding with Gulf Hotels Group (GHG) and Al Jazeera Tourism Company (AJTC) to evaluate the feasibility of a merger. GHG intends to acquire 100% of BTC's outstanding shares through a securities exchange offer. BTC has set up a merger committee and appointed a financial advisor to chase the transaction, subject to getting shareholder approval and seeking the necessary regulatory consents.



**"If taxes are implemented in the coming years, it may deter investors and tourists from visiting Dubai,"**

**ZAAL MOAHMMED ZAAL,**  
Al Barari

