



DUBAI
SPORTS
CITY

Update

DUBAI SPORTS CITY NEWSLETTER JULY 2006





**DUBAI
SPORTS
CITY**

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Welcome

KHALID ABDULRAHIM MOHAMMED AL ZAROONI
PRESIDENT, DUBAI SPORTS CITY

Welcome to the first Dubai Sports City Update! A quarterly publication, our newsletter aims to introduce you to Dubai Sports City's key components, partners and activities, whilst keeping you up to date with the overall progress of the project.

A few years ago there was a vision. A vision that Dubai Sports City would be one of the world's premier sporting destinations; a venue to watch major events; a place to learn and improve on sporting skills; a place to participate in sport at all levels; and ultimately, Dubai Sports City would be a destination at which the ultimate sporting lifestyle can be enjoyed.



I wish to thank His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, for allowing us this opportunity to support his vision for Dubai.

In pursuit of this dream, much time, effort and care has been put into making Dubai Sports City everything it set out to be, and to ensure that what we have promised is actually delivered. Over the coming years, we will endeavour not only to meet expectations, but to exceed them.

After much detailed planning and design, we are well into the construction stage of the project. Construction is already underway on the infrastructure, the golf course and the cricket stadium, and we will be starting soon on the other elements. Much activity can already be seen on the site.

I would also like to take this opportunity to thank all those involved with the progress of this project. A development of this magnitude requires hard work and dedication from many professionals, and I am confident that, with the support of our employees, consultants and partners, Dubai Sports City will realise our vision and be a huge success.



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ABDUL RAHMAN FALAKNAZ

- President of the Falaknaz Group
- President of the Dubai Cricket Council
- Vice-President of the UAE Emirates Cricket Board
- Vice-President of the UAE Tennis Association
- Board member of the UAE National Olympic Association
- Director of Finance of the UAE National Olympic Association
- Honoured Board Member of the UAE Fencing Association
- Board Member of Dubai Sports City
- Dedicated to the development of sports amongst younger generations of the UAE and creative force behind dedicated academies across various sports

A city without limits

In an exclusive interview with Update, one of Dubai Sports City's directors, Mr Abdul Rahman Falaknaz explains what he hopes the project's legacy will be

Since its launch in 2004, many onlookers have questioned the reasoning behind Dubai Sports City, asking why the project developers have chosen to blend international sporting facilities with residential and lifestyle offerings. But as Mr Falaknaz explained, this is at the core of the reasoning behind the project: "Sports facilities anywhere in the world are primarily government funded and are very often white elephants. I mean, look at what happened with the Montreal Olympics back in 1976, the Canadians are still paying taxes for that after 30 years," he said. "Here, myself and the other partners went to the government with a private plan and we are all working towards the same goal. I'm no idealist; I don't expect us to make money from the stadiums, because its proven across the globe that you don't, but I'd be happy to break even with the stadiums as the options for them are endless, and this is what will set the project apart for potential residents. Where else in the world can you find such facilities on your doorstep?"

These are undoubtedly the fundamentals that the city has been built on. From the vision of the three private partners—Abdul Rahman Falaknaz, Abdulrahman Bukhatir and Abdul Rahmin Al Zarooni—to the full support of Sheikh Mohammed and the Dubai Government, it's a project that might include sport in its title, but is much more than that. "It's important for us to emphasise, that while sports are a major part of the project, Dubai Sports City is all about providing a lifestyle. It's been conceptualised as a city within a city, where you can get everything that you dream of on your doorstep—from international sporting events, to recreational sporting facilities, to hospitals and schools. More than just creating wonderful sporting facilities, we are creating a lifestyle," added Mr Falaknaz.

The project has enjoyed unprecedented publicity across the world, has already received several industry awards and, in what perhaps is the surest sign of success, is being eyed by other developers in the region and across the globe. But, that's not something that worries Mr Falaknaz. "They

say that copying is the best form of flattery," he says with a knowing grin. "We have the right team in place, we are well ahead of the rest, we are creating a city within a city, not a stadium with a few towers around it. It doesn't worry us. In fact it keeps us on our toes and all we are focused on is seeing this project through to completion and then making it a real success for years to come."

"We want this to be an international sporting venue, we recognise that sport is a global entity, and that sports differ in different parts of the world. To that end we have the facilities to cater to any demand," explains Falaknaz. "We could have American football, ice-hockey and cricket all taking place at the same time. We even have the ability to host Australian Rules football, which requires the biggest playing surface in sport, which in itself proves that we have the facilities to host almost any sporting event."

And with any talk of sport in the Middle East comes the age-old question of the region's first ever Olympic Games. Dubai certainly seems to be positioning itself for a bid for the Games, but is this just another white elephant on the charge? "If Sheikh Mohammed wants it he will have it, and I'm sure at the back of his mind there is a thought there," says the ever-diplomatic Mr Falaknaz with a wry smile. "All I can reiterate is that we will be a part of what is required. We are a small facility when you talk in Olympic terms—where you need at least 20 dedicated stadiums—but we are ready to assist, promote and work with the government in whatever direction they choose to take." An Olympic closing ceremony within the next 20 years? Maybe. Opening ceremony of the world's first purpose-built sports city within the next four years? Definitely!



Mastering the skills

Dubai Sports City looks to broaden the horizons of sport in the region by incorporating the best of today with the legends of yesterday

Dubai hosted several legends of football earlier this year as part of the inaugural Masters Football event in the region, known as the Masters Football Dubai Challenge. And in its endeavours to support sport in the region, Dubai Sports City was more than happy to come on board as the major sponsor of the hugely popular and well-received event, which is now set to become a highly anticipated annual event.

The Masters Cup is nothing short of a footballing phenomenon. From humble beginnings, the competition between some of football's most famous names has now attracted over one million fans to venues in the UK, and the Masters Cup is now spreading the word beyond the UK to stage similar events across the globe.

Playing a five-a-side format and using a sin bin, the Masters organisers have been able to convince some of the biggest names in the sport to become regular competitors

again. The Dubai event was no different, with some of the greats from Chelsea, Manchester United, Newcastle United and Liverpool turning out for the respective teams, much to the delight of the crowd at the packed Aviation Club.

Ian Rush led his Liverpool side to the title, with a closely fought 1-0 victory over Newcastle in the final. Greats of the game included former England stars Paul Gascoigne and Chris Waddle and Scottish international Ally McCoist.

Dubai Sport City's sponsorship included a visit by some of the Manchester United Masters to a session of its Manchester United Soccer Schools, and an opportunity for the students to demonstrate their skills at half time.



ELS IS ON COURSE

Ernie Els, three-time Dubai Desert Classic winner and one of the world's top ten golfers, recently visited the site of the golf course which he is designing at the heart of Dubai Sports City. The course is to be located at the Victory Heights residential development.

In his first visit

since the unveiling of the project last year, Els toured the site with his design team and checked out the building progress now that full construction of the course is underway. Septech/Turnpoint is the construction contractor selected to build the course by Victory Heights and Troon Golf, the world's leading golf management firm.

The international level of expertise involved in the project is extremely high, and Els confirmed that he was very happy with the work to date.

Commenting on the project, he said, "It is great to come back in 2006 and see that so much progress has been made

on site, not only in terms of the golf course, but within the overall Dubai Sports City project. I am proud to be associated with a project of this magnitude—it is truly unique and I firmly believe that this will become a global centre for sports and set its agenda on a worldwide scale."



CITY SHORTS

ORACLE TO MANAGE

Dubai Sports City has selected Oracle E-Business Suite to manage its finances, purchasing and customer care. As part of the agreement with Oracle, Dubai Sports City will utilise the company's property management and project costing solutions to help effectively oversee the build-out and leasing of more than 1,200 villas and 800 apartments within the community. Initially, the elements of the Oracle E-Business suite deployment anticipated to deliver the most value to Dubai Sports City are Oracle Financials and Oracle Purchasing.

SWIMMING SUCCESS

Sport in Dubai got a huge boost recently with the international announcement that the city had been chosen out of a number of other bid cities to host the 10th FINA World Short Course Swimming Championships, over a 25m course, in 2010.

MARSH LANDS

Former Australian wicket keeper Rod Marsh recently visited the offices of Dubai Sports City to take part in a series of planning meetings for the ICC Global Cricket Academy. Marsh, who was named as the Director of Coaching for the Academy last year, was involved in a series of meetings set up to review all aspects of the planned Academy.

SOCCER SCHOOL SEES RED SUCCESS

After 16 weeks of intensive football coaching, the participants of Dubai's inaugural Manchester United Soccer Schools (MUSS) programme were awarded with their end-of-season certificates at a ceremony held for families and friends at the Al Wasl Sports Club.

The first MUSS programme saw over 559 students experience the MUSS coaching



philosophy adapted from the coaching programme at Manchester United's Youth Academy.

Jamie Donovan was the overall winner of the

Skills Tests and will represent Dubai in the MUSS World Skills Tests in Manchester on November 4, when United play Portsmouth. As part of this prize, he will have the chance to follow in the footsteps of some of the greatest players in the world and play on the famous Old Trafford pitch, home of Manchester United.

The Skills Test runner-up was

Glen Reid who won the opportunity to join an MUSS residential course to be held in the UK during the summer. The other winners were Saeed Al Rais (7-8), Philippe El Khoury (9-10), Scott Trafford (13-14) and Mohammed Rushdi Rafeek (15-16) who each received a trophy and signed Manchester United football shirt.



CANAL RESIDENCE WEST LAUNCHED

Promising a unique Riviera-style living environment, Canal Residence West is set in the very heart of the Dubai Sports City masterplan. Canal Residence West will offer a diverse collection of carefully planned apartments with easy access to sports and leisure facilities on an unprecedented scale.

With its prime, central location, Canal Residence West will overlook a beautifully landscaped Mediterranean-style promenade. Cafes, boutiques and restaurants will line the waterfront, creating a buzzing street scene. The area will be characterised by distinct architectural attributes that typify Mediterranean, Classic European, Venetian, Arabic and Spanish Andalusian style, with a large number of apartments offering stunning views of the vibrant surrounds, including the central waterway, beautifully landscaped promenade, stadiums and golf course.

The development is intended to provide complete peace of mind through design and is due for completion at the end of 2008. Prices start from AED380,000 for a studio apartment, and attractive financing is available through Tamweel.

Canal takes shape

The canal will deliver a feel of the Riviera to the heart of the city

One of the highlights of the DSC project has already been dug out and is now taking shape. The 1.5 kilometre-long canal that acts as a focal point to the Canal Residence buildings is starting to look like what has for so long been reserved to artists' impressions. With the excavation work all but completed, we can expect to see this part of the project completed by the end of 2007.



SITE DIARY

- Formal approval of the initial Master plan was received in September 2005
- The Advance Grading works were completed towards the end of 2005. The contract was executed by Wade Adams Contracting LLC under the consultancy of Khatib & Alami Consolidated Engineering Co.
- Dubai Sports City enabling works which constitute the Site Office construction, were completed in April 2005 by Al Naboodah Contracting Co.



- M/s Eagle Electromechanical Co. LLC. has been appointed as the Contractor to Design/Build/ Operate the Sewerage Treatment Plant (STP) which will be supervised by Hyder Consulting Middle East Ltd.
- The Design & Build Contract for the three 132KV electric sub-stations has been awarded to Siemens, and Electrowatt/ Ekono Ltd. has been appointed as the consultants for this project.

- Al Khatib Cracknell have completed the concept design for landscaping and is ready to begin detail designing. Tendering will begin soon.
- Canal infrastructure and bridge designs have been completed by Al Khatib Cracknell in a joint venture with Hyder Consulting Middle East Ltd. The contract will be on soon.
- Works pertaining to the stadia have begun. The cricket stadium is already under construction by Alpine Bau Deutschland AG/

- Emirates Belbadi Contracting Ltd (a Joint Venture Company), under the supervision of Sinclair Knight Merz.
- The piling contract for stadia was awarded to Middle East Foundation Group and the piling for the cricket and multi purpose indoor stadiums has been completed.
- M/s TVS International/ Dewan Al Emara —Architects & Engineers has been appointed to design the Sports Mall and stadia car parking.

- Mott MacDonald Ltd together with the architectural designer RTKL has been appointed to design the canal commercial retail hubs.
- The consultants Godwin Austen Johnson has completed the design of the sports academies. The tender documents have been issued to the contractors.
- The tendering process for the golf course development has been completed and the contract awarded to Turnpoint (a leading Australian

golf course construction firm) and Septech Ltd, and construction is in progress.

- The infrastructure and road works for the entire project commenced in February 2006 by Wade Adams Contracting Co., supervised by Khatib & Alami Consolidated Engineering Co. The project is scheduled to be completed by July 2007.



CRICKET SET FOR AN IMPRESSIVE NEW HOME

The contract for the construction of the world-class cricket stadium at Dubai Sports City was awarded in March to a joint venture between Alpine Bau Deutschland AG and Belbadi Engineering (Alpine-Belbadi). The contract commenced immediately

with anticipated completion of the project in the first half of 2008. The total cost of the cricket stadium when finished will be AED300 million. The stadium has been designed by world renowned architects Gerkan, Marg und Partner (GMP).



MAKING TRACKS

Wade Adams Contracting has been awarded the AED400 million contract to build the infrastructure for the 50-million square feet Dubai Sports City project. The contract is one of the single largest private sector infrastructure contracts to be awarded for a local development in the Emirates. It covers the installation across the Dubai Sports City and Victory Heights projects of 50 kilometres of roads, 70.5 kilometres of portable water piping, 120 kilometres of telecommunications multiple ducts and 41.5 kilometres of irrigation ducts.



ON COURSE

The contract for the construction of the Ernie Els Design golf course was awarded to the UAE-based Septech and its joint venture partner, Turnpoint Australia. Construction of the course, that spans 86 hectares, started in January 2006 and is scheduled for completion in September 2007. Progress is well underway with eight holes having now been shaped and the green complexes and bunkers already marked for growth. At 7,563 yards from the back tees and featuring more than 60 bunkers, it will be a spectacular course.



IT'S ACADEMIC

The academies at Dubai Sports City are an integral part of the development and their construction received yet another boost recently with the announcement that the affection plan for the Manchester United Soccer Schools, ICC Global Cricket Academy, Butch Harmon School of Golf and David Lloyd Tennis Academy had all received the thumbs up and construction would start forthwith. Once complete, the academies will provide a unique lifestyle choice on the doorstep for residents who choose Dubai Sport City as their home.





CONSULTANT PROFILE

The architectural contract for the stadium has been awarded to gmp. The practice was founded by Meinhard von Gerkan and Volkwin Marg in 1965, and now consists of eight more partners. Gmp is active internationally and has more than 290 employees in seven offices. They have designed small-scale homes, hotels, museums, theatres and concert halls, office buildings, commercial centres and hospitals as well as research and educational facilities. They are internationally recognised for projects like the reconstruction of the Olympic Stadium in Berlin, the RheinEnergie Football Stadium in Cologne and Berlin's New Central Station.



CAPACITY

- The overall capacity is approx. 25,000 spectators—expandable to 30,000
- Seats are divided into five categories: enclosure 1 (6,569 seats), enclosure 2 (13,640 seats), members (3,798 seats), VIP (approx 750 seats), WVIP one box, with outdoor box for 30 guests
- 98 seats for associated press, including seven commentary boxes

PITCHES

- Pitch diameter of 147.80 metres
- Five pitches 3.66 x 22.56m on the square
- Field dimensions are according to ICC standard for one day international match playing conditions
- Two entry points for officials and emergency cars
- One access for players and umpires to the cricket pitch

FUNCTIONAL

- Four separate lockable changing rooms for teams
- Each changing room equipped with showers, toilets and massage areas
- One dining area next to changing rooms for teams
- Players' area segregated for security
- Two indoor warm-up areas
- A separate locker room for umpires
- Doping control room
- Medical care room

GROUND

- Spectator facilities include numerous food and beverage counters, restrooms, prayer rooms, fan shop, first aid areas, nursery for youngsters and tiered seating
- Floodlit lighting to the playing field is provided as a 'ring of fire' with lights located within the roof structure
- Lighting levels are to international standards for night competitions and TV broadcast requirements

MEDIA

- Television and radio commentary boxes
- Indoor and outdoor writing facilities for print press
- A total of 21 camera positions available both on and off field
- Media centre located on level one with direct entry to commentary positions
- TV studio and control room
- Press hall for conferences
- Press cafe and catering
- Official ceremony rooms to cater for two teams

Cricket's the winner

The cricket stadium at Dubai Sports City will be one of the focal points of the development as a whole. Update previews the stadium that promises to put Dubai on the cricketing map in more ways than one

The game of cricket has come a long way from its humble origins of bat and ball. Wherever you go in the cricket playing world, you'll find patches of land that have been converted into temporary cricket pitches, underlying the huge interest that the game generates across the globe. But with that interest comes the added demands of the international game and one of those is the spread of the game to developing cricketing nations.

The UAE is one such nation that is being fast-tracked by cricket's governing body for international competition, and the city of Dubai has already been earmarked for big tournaments in the future, given its sporting pedigree and geographical position. In keeping with this theme, Dubai Sports City has had a world-class all-seater cricket stadium at the heart of its plans since the start.

"In my office I still have a scale model of the cricket stadium that we wanted to build here about 20 years ago," explains Abdul Rahman Falaknaz, one of Dubai Sports City's board of directors. "We used that as a central theme for the plans as they are today, so cricket has always been an integral part of what we are trying to do at Dubai Sports City."

The 25,000-seater stadium, which is expandable to 30,000, will have the best facilities for players, match officials, VIPs, spectators and the media. It will be one of the most advanced of its kind in the world and the ICC has been involved at all stages of the design process to ensure that the stadium meets all the relevant specifications for hosting international cricket.

The stadium will be built by a joint venture between Alpine Bau Deutschland and Belbadi Engineering (Alpine-Belbadi), with anticipated completion of the project in the first quarter of 2008. The total cost of the cricket stadium when finished will be AED 300 million.

The stadium will feature a unique roof structure based on the traditional Arabic tent framework and will become a landmark throughout Dubai Sports City and Dubailand. The pitch is being built by expert pre-qualified contractors in line with ICC standards. "The stadia at Dubai Sports City will set a benchmark for sporting venues in the region and beyond," says U. Balasubramaniam, CEO of Dubai Sports City. "We are working with the best architects and contractors to ensure that the cricket stadium complies with the standards set down by the global governing body of cricket. The Emirates Cricket Board is currently bidding for major international ICC cricket events, and the cricket stadium at Dubai Sports City forms a central part of that bid. Our ambition is for Dubai Sports City to become a global centre of excellence for cricket—we will not only have the best cricket stadium in the world but we will also host the first ever ICC Global Cricket Academy under the helm of Rodney Marsh as Director of Coaching."

The announcement of the Dubai Sports City cricket stadium comes as a huge boost to cricket fans and players in the region, but it has also attracted much international exposure from some of the biggest names in the game. Sir Clive Lloyd, veteran cricketer, ICC match referee and ex-West Indies captain, is one of many international cricketers who has thrown his full support behind the project, heralding it as a first of its kind.

"Dubai Sports City is an amazing project and I have seen nothing else like it," said Lloyd at the launch of the cricket stadium. "It really pleases me to see a venture that is so dedicated to the growth and development of the game of cricket at all levels, and where better than the city of Dubai with its geographical advantage at the centre of the ever-expanding cricketing world I shall personally be following the progress of this breathtaking development and I am sure the cricketers of today and tomorrow will find this a fantastic venue in which to play cricket."



“I shall personally be following the progress of this breathtaking development, and I am sure the cricketers of today and tomorrow will find this a fantastic venue in which to play cricket”

SIR CLIVE LLOYD



Importance of being Ernie

When Dubai Sports City unveiled Ernie Els as the designer of the project's signature golf course last year, it was immediately apparent that this was a development that was going to settle for nothing but the best in every sporting field. Update looks at the life and times of the Big Easy

Ernie Els is no stranger to Dubai. He has won the Dubai Desert Classic on a record three occasions and is a keen ambassador of the tournament and golf in Dubai. Now that he has agreed to appear in next year's Dubai Desert Classic, where he will be hunting for an unprecedented fourth Classic title, he is on the verge of making history. But Els' name will forever be associated with Dubai, regardless of what happens on the Majlis course next February.

During his last visit to Dubai, Els took part in a dramatic playoff for the Classic title with the world number one, Tiger Woods, only to see his hopes get wet in the lake in front of the final green. While personally disappointing for the big South African, it was yet another intriguing global chapter in the rivalry between two of the world's

finest golfers. However, it was anything but a wasted trip for Els, who also took the opportunity to visit Dubai Sports City, the site for his first design golf course in the Middle East.

Stretching 7,563 yards, with five sets of tees allowing players a selection of different lengths from which to play the golf course, and featuring more than 60 bunkers, the course will be a showpiece that can be transformed from a friendly, every-day player course to one that offers a challenge to the world's best golfers. The course will be managed by Troon Golf, the world leader in upscale golf course management, which will also operate a Butch Harmon School of Golf within the Victory Heights development. Construction of the golf course began in January 2006 and will be completed by September 2007.

"Dubai Sports City is one of the most exciting projects I have been involved in and I truly believe there is nothing else like it in the world at the moment," explained Els. "I am very excited and honoured to have been invited to design the golf course at Victory Heights. I know it will be a world-class facility aimed at families and individuals, and will stand out as something quite special in this market," he added.

Els also showed his commitment to golf in the region, by signing a long-term contract with golf in DUBAI (giD), the promoters and organisers of the richest tournament in the region. "With three wins to his name, Ernie has become synonymous with the Dubai Desert Classic and he is also one of our four global ambassadors, something which we are all proud of," said HE Mohamed Ali Alabbar, chairman of giD.

Els is commonly known as the Big Easy because of his flawless swing and laid-back demeanour

Els' unofficial handicap through his first 20 tournament rounds of 2003 was nine over, so if he played a scratch golfer in a match he would have to give him 11 shots

Els was a skilled junior tennis player and won the Eastern Transvaal Junior Championships at age 13, but by age 14 he decided to focus only on golf

Els has designed signature courses in the UK, USA, China and South Africa

Els runs a charitable foundation which supports golf among underprivileged youngsters in South Africa

Els was born in Johannesburg, South Africa. While growing up, he played rugby, cricket, tennis, and, starting at age eight, golf. He was a skilled junior tennis player and won the Eastern Transvaal Junior Championships at age 13. But by age 14 he decided to focus only on golf. Els first achieved prominence in 1984, when he won the Junior World Golf Championship in the Boys 13-14 category. Els turned professional at the end of 1989, and won his first professional tournament in 1991 on the Southern Africa Tour (today the Sunshine Tour). Among his numerous victories since are three major championships: the US Open in 1994 and 1997, and the British Open in 2002.

Other highlights in Ernie's career include topping the 2003 and 2004 European Tour Order of Merit, and winning the World Match Play Championship a record six times. He has held the number one spot in the Official World Golf Rankings and is consistently ranked in the top five. In 2003 he was voted 37th on the SABC3's Great South Africans and also finds time amidst his busy international schedule to run a very successful, and much recognised, wine-producing company.

Unlike most of his contemporaries, Els is known for his willingness to participate in tournaments all around the world (he regularly plays in European Tour-sanctioned events in Asia, Australasia, and his native country of South Africa). He says that his globe-trotting schedule is in recognition of the global nature of golf, but it has caused some friction with the US PGA Tour, an organisation that would prefer Els to play more tournaments in the United States.

Els has designed courses in the UK, USA, China and South Africa, with the Victory Heights course being Ernie Els Design's first golf course in the Middle East. The 18-hole championship golf course, combining a links course with traditional 'classical-era' design, will feature broad and gently-rolling fairways receptive for drives off the tees while steep greenside bunkers and grass swales will present significant challenges for the incoming second shots. Commenting as he walked the site, Els said: "The design is fabulous on paper, and the most important step from here is that our shaper gets the greens and bunkers in the style that I envisaged from the beginning. I am happy to report that I am very satisfied with what I saw today."



ESSENTIAL ELS

Birth October 17, 1969, Johannesburg, South Africa

Nationality South African

Residence Wentworth, England

Turned Professional 1989

Current Tour European Tour (joined 1992); PGA Tour (joined 1994)

Professional wins 60 (PGA Tour 15; European Tour 20 (including 2 co-sanctioned with the PGA Tour); Others 27) Majors: US Open (1994, 1997); The Open Championship (2002)

Awards European Tour Order of Merit winner 2003, 2004; European Tour Golfer of the Year 1994, 2002, 2003; PGA Tour Rookie of the Year 1994; Sunshine Tour Order of Merit winner 1991/92, 1994/95



SOCCER SCHOOLS



During the off-season, Update looks back at the first full season for Manchester United Soccer Schools and asks, what is the future for the academy of skills?

Theatre of young dreams

One season into Dubai's inaugural Manchester United Soccer Schools (MUSS) programme—brought to the region by Dubai Sports City—and already it's obvious: what was a leap of faith at the beginning of the project, now promises to be a phenomenal success in the years to come. Over the last six months, over 500 football-mad youngsters have become the first in the region to experience the MUSS coaching philosophy, and live the first steps of the dream that the game of football can provide.

The youngsters have been put through their paces under the watchful eyes of four MUSS coaches, Tony Byrne, Alex Weaver, Andrew Dixon and local coach Abdul Rahman. MUSS Dubai Project Manager and Head Coach Tony Byrne said: "The last 16 weeks have been fantastic and we are all delighted at the success of the first MUSS course in the

Middle East region. All of the participants have thrown their heart and soul into the training—we have had a lot of fun and a lot has been learnt. Congratulations to everyone who completed the course!"

For the duration of the programme, an exclusive Manchester United Soccer Schools facility, including a state-of-the-art synthetic football pitch and changing rooms, was set up at Al Wasl Sports Club and was fully equipped with the specialist MUSS training equipment.

Malcolm Thorpe, Marketing Director, Sports Business for Dubai Sports City, shared the sentiments of the coaches, saying: "The success of this first year of our partnership with Manchester United Soccer Schools has exceeded all expectations. The MUSS programme is a fantastic football training opportunity for

ON THE BALL

- Launched with a 16-week course in December 2005
- Students aged 7–16 attend one class per week
- Play is in groups with a maximum of 16 players to each individual coach
- 559 boys and girls took part this year from a mix of nationalities
- Every player receives Nike MUSS kit and goodie bag
- Full set of MUSS coaching equipment used at the venue
- All players must complete a special MUSS skills test
- Two winners get chance to play at Old Trafford



TOUCHLINE TIPS

Name Tony Byrne, Head Coach, MUSS Dubai
Age 35

Birthplace Liverpool, United Kingdom

Playing Experience Semi-pro in both the UK and France

Qualifications FA Level 3 (UEFA 'B')

Coaching Experience Over 12 years' experience, including three years with Major League Soccer programmes in the USA, four years as club coach in the USA and two years working as a Head Coach for Manchester United Soccer Schools.

Favourite players Diego Maradona and Wayne Rooney.

Thoughts on the first season at MUSS?

The great thing is that we had players in Dubai who could obviously play to a high standard, as well as those that had less football playing experience but were determined to improve. The most rewarding thing for us as coaches was to see how eager the players were to reach their own individual level of success.

Surprised by the success this season?

With us having a long-term commitment to work with Dubai Sports City, the first season was always going to be a learning experience for everyone, as we ventured into a new region and new culture. To have had the response that we received from the players and parents, and to have had so many youngsters enroll for the programme was very satisfying indeed.

What's the future for MUSS in Dubai?

We are hoping that as many current players as possible can stay in our programs and continue their football education with us, as well as welcoming more boys and girls. The opportunities that we will be able to provide to these players, supported by incredible facilities at Dubai Sports City, truly are the stuff of dreams. We are looking to give the chance to as many players as possible, regardless of ability, to see how it feels to be part of such a great club.

young footballers and we have received extremely positive feedback from participants and parents about this first course."

Such was the success of the first season that bookings for the next one are already being received by the organisers, with over 200 spaces having already been snapped up, much to the delight of Ekta Mangal Hutton, Marketing Coordinator for MUSS at Dubai Sports City. "We keep hearing about our participants qualifying for various school and league teams as a result of their training," she said. "The children have been thrilled with all the opportunities we have created for them to meet their football heroes like Sir Alex Ferguson and the legends from the Masters Cup."

With such solid foundations and such expectations, there are plans to expand the courses to meet demand in the future.

"Once we have moved into our own facilities at Dubai Sports City we will be offering different kinds of courses to meet all types of requirements, such as year-round recreational programmes, seasonal residential programmes, team development programmes, girls only programmes, coaching qualifications and road shows, among others," explains Ekta Mangal Hutton. "And that's not all; we are looking at developing a league at Dubai Sports City where a competitive environment can be created for MUSS participants to put into practice the skills they learn.

With the memories of the World Cup still fresh in the memory of youngsters across the globe, both Dubai Sports City and MUSS are keen to get started with a new season of top-class training for the youth of Dubai, and provide a catalyst for innovative and authentic football coaching in the region.

The Residence rises

Sports are at the heart of the new city, but new real estate development proves that lifestyle is at the core

Dubai Sports City has recently unveiled its cosmopolitan, Riviera-style real estate development—Canal Residence West. Designed by Diar Consult, one of the leading architectural firms in the region, and set in the very heart of the Dubai Sports City masterplan, Canal Residence West will offer a diverse collection of carefully planned studio, one-, two- and three-bedroom penthouse apartments with easy access to sports and leisure facilities on an unprecedented scale.

Apart from the stunning architecture employed throughout the development, one of its fundamental qualities is the ease of access to some of the best facilities in Dubai. Each individual building will boast a private club offering a state-of-the-art health club, steam room,

jacuzzi, beauty salons and therapeutic treatments, reading and music room, games room and business centre. The buildings will also have elevated swimming pools with sundecks and shaded pavilions.

U. Balasubramaniam, CEO of Dubai Sports City, said at the launch ceremony, "We're very excited about launching Canal Residence West. This striking residential element of Dubai Sports City will bring sports and leisure to the forefront of peoples lives. By offering the highest level of world-class sports facilities and venues on the doorstep of Canal Residence West, we will create the opportunity to live the ultimate healthy lifestyle."

Canal Residence West has teamed up with Bureau Veritas, world leader in

providing QHSE third party services. Bureau Veritas offers a quality accreditation monitoring service at every stage from design to delivery. This service offers peace of mind to buyers by ensuring what has been promised is actually delivered to the highest level of quality.

Canal Residence West will be characterised by distinct architectural attributes that typify Mediterranean, Classic European, Venetian, Arabic and Spanish Andalusian style with a large number of apartments offering stunning views of the vibrant surrounds, including the central waterway, beautifully landscaped promenade, stadiums and golf course.

The apartments themselves will also benefit from spacious open-plan living and interior designed rooms.



CANAL FACTS

- A collection of five beautiful buildings, presented in Arabic, Mediterranean, Classic European, Venetian and Spanish Andalusian architectural styles
- Studio, one-, two- and three-bedroom penthouse apartments available
- Located in the heart of downtown Dubai Sports City along the vibrant waterfront promenade
- Carefully planned apartments, many with stunning views of the canal promenade and beyond
- State-of-the-art private health club and elevated swimming pools
- Interior designed kitchens and bathrooms
- Quality accreditation monitoring service provided by Bureau Veritas
- Completion date has been set for beginning 2009



Victory is in sight

One of the foundations of success at Dubai Sports City is the integration of world-class sporting facilities and exclusive residential properties within one community. That's why so much time and effort has been spent on getting the design for the residential communities right. In Victory Heights, the private residential gated golf community, recently launched by Dubai Sports City, lies the proof that backs up that vision.

Set on 25 million square feet of land at the heart of Dubai Sports City, Victory Heights is Dubai's first truly mixed-use residential development. It will set new standards for quality of life in an integrated neighbourhood, aimed at local and expatriate families. It will offer comprehensive security and infrastructure, along with all the services and amenities expected within a community, including schools, medical clinics, mosques, bike paths and walkways, alongside a world-beating range of sporting, entertainment and leisure facilities to rival any other.

Speaking at the launch of Victory Heights, Mr Atif A Abdulmalik, CEO of Arcapita Bank, a leading bank based in Bahrain, Dubai Sports City's joint venture partner for the project, said: "Designed to suit a wide range of discerning tastes, each and every property at Victory Heights will be built according to the highest specification and design using the best materials."

Mr Khalid Al Zarooni, President of Dubai Sports City, said: "Victory Heights is about enhancing lives—enabling people to live life to the full. Based on the principle that a healthy life is a happier life, Victory Heights aims to look after every aspect of well-being, be it physical, mental or emotional. It will cater to families as well as individuals across all age groups."

The spacious and elegant villas are set around the stunning 18-hole Ernie Els Design championship golf course, with landscaped grounds and open spaces, designed specifically with the resident community in mind. The villas at Victory Heights (Mirage Villas, Oasis Villas and Horizon Villas) offer maximum space and views. In a choice of European Classical, Spanish Andalusian and Mediterranean architectural styles, custom finishes and a variety of options are available to ensure a truly personalised home.

VICTORY ESSENTIALS

- Victory Heights is a 25 million square feet unique residential golf community located in Dubai Sports City.
- Called Victory Heights for a reason, the focal point of this unique community is an 18-hole championship golf course designed by Ernie Els.
- Victory Heights will also feature a world-class Butch Harmon School of Golf, his first outside the US.
- Victory Heights consists of 935 villas and town homes offering luxurious space and views over golf and greenery. Available in a choice of European Classical, Spanish Andalusian and Mediterranean architectural styles, with custom finishes and a variety of options.
- Victory Heights has signed an agreement with Bureau Veritas, a world renowned accreditation agency, to monitor design and build quality for the villas at every stage from design to delivery.
- Construction of the golf course began in January 2006 and will be completed by September 2007, with the first homes being ready to occupy at the same time.
- Victory Heights also introduces the Next Generation Club & Spa and David Lloyd Tennis Academy. David Lloyd is behind some of the best tennis clubs in the world and Victory Heights will be his first in the region.

Masterplan



- KEY**
- VENUES
 - ACADEMIES
 - RESIDENTIAL
 - RETAIL





CITY FACTS

- Formally launched in March 2004 as a cornerstone project of Dubailand
- Will span 50 million square feet when complete
- Total project cost—US\$2.5 billion
- The first phase, for completion by end of 2007, will include the golf course, sports academies and opening phase of the Victory Heights residential community
- Entire development set for completion by 2010
- Estimated population of 70,000

VENUES

- Multi-purpose outdoor stadium for 60,000 spectators for rugby, soccer, and track and field events
- Multi-purpose indoor stadium for 10,000 spectators for all hard court games, ice hockey, concerts and other events
- A dedicated cricket stadium catering to 25,000 spectators (expandable to 30,000)
- A dedicated field hockey stadium for 5,000 spectators
- Ernie Els Design 18-hole championship golf course, the first design by Ernie Els in the Middle East

ACADEMIES

- Manchester United Soccer Schools
- ICC Global Cricket Academy
- Butch Harmon School of Golf
- David Lloyd Tennis Academy
- Specialist sports medical centre with world class services for sports medicine and sports rehabilitation
- Bradenton Academy School—a sports certified school which teaches students to the American Baccalaureate Curriculum

RESIDENTIAL

- Victory Heights—935 private villas and town homes set around the golf course in several designs, covering 25 million square feet. The first phase is scheduled for completion in September 2007
- Canal Residence West—five architecturally unique buildings, featuring studio to three-bed apartments, many with views of the canal promenade, set for completion by the end of 2008
- Easy access to sports facilities, Next Generation Club and several schools
- Residential and commercial towers

RETAIL AND COMMUNITY

- Two hotels including one boutique hotel
- A major sports-themed shopping mall with a leasing capacity of approximately 1.2 million square feet
- Multitude of shops and boutiques for every kind of shopper
- Restaurants, cafes and many other entertainment venues
- Multiplex cinema
- Parks and playgrounds
- Community centres and convenience stores
- 24-hour emergency medical clinic



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