

UAE Minister of Environment and Water to open Middle East Smart Landscape Summit

/EINPresswire.com/ The UAE Minister of Environment and Water His Excellency Dr. Rashid Ahmad Bin Fahad is confirmed for the ribbon-cutting ceremony at the inauguration of the Middle East Smart [Landscape](#) Summit taking place on 27-28 May at the Jumeirah at Etihad Towers in Abu Dhabi, under the patronage of Municipality of Abu Dhabi City (ADM).

Over 400 high-profile delegates have registered to attend the region's leading landscape event including government authorities, landscape architects, urban planners, property developers, environmental specialists and the GCC Specialized Team of City Beautification who are working to enhance the co-operation between the regional countries within the field.

The 2-day Summit will see presentations given from over 20 regional and international experts including an update of the Abu Dhabi Irrigation Master Plan by Dr. Amar Jarar, Irrigation Expert at ADM, and the Abu Dhabi Sustainable Public Lighting Strategy by Martin Valentine, Lighting Expert at ADM. From Dubai Municipality Ahmed Abdul Karim, Director of Public Parks and Horticulture Department, will be giving a speech that spotlights the accumulated experience of greening and horticulture to ensure sustainability in all natural and urban areas in the Emirate of Dubai.

International presentations will also be of particular interest to delegates eager to learn of successful urban landscaping projects that have increased the quality of life for residents and visitors in large cities. Kenneth Er, Chief Operating Officer at Gardens by the Bay in Singapore will be showcasing the award winning attraction that is located on reclaimed land in Singapore's new downtown Marina Bay. London-based ecologist, environmentalist and master planner Gary Grant will be speaking about green roofs and living walls in hot and dry climates as part of bringing an ecosystem approach to urban landscape design.

The continued growth of the MENA region and quick recovery from the GFC has intensified demand for landscape products and services. The planned spend on major projects including theme parks and other tourist attracts across the region is US\$3 trillion, and a fresh investment in the UAE construction industry is expected to provide the landscape sector around US\$3.8 billion worth of new projects this year.

"With an increased focus by municipalities and property developers on sustainability, landscape

architects and product manufacturers have the challenge of formulating designs and technologies that are smart, visually appealing and cost effective, with a view to protect natural resources”, said Jo Ann Jain, Director at event organizer [Expotrade](#) Global.

“This has created a strong need for education and the sharing of best practice, and committed professionals are using the Summit as a platform for connecting and contributing visions and opportunities for the advancement of the dynamic landscape industry”, added Jain.

Smart landscape technologies are being used to increase sustainability across the MENA, and an exhibition lounge at the Summit will see 25 quality suppliers from UAE, Lebanon, Portugal, Canada, USA, France, Australia and South Africa showcasing their cutting-edge solutions. Gold Sponsors include Desert Group, Convic, Fontana Fountains and Silver Sponsors include Crystal and Gulf Perlite.

Other presenters include Talal Al Ansari, Planning Manager at Abu Dhabi Urban Planning Council, Hana Ameen Al Zarooni, Head of Nurseries at Dubai Municipality, Geoff Turnbull, Senior Design Manager at ALDAR Properties PJSC, Holley Chant, Executive Director of Corporate Sustainability at KEO International Consultants, Michael Holm, Senior Consultant at HOK and Ali Shehail, Landscape Consultant at Nakheel.

Expotrade Global is a conference and event organizer based in Melbourne, Australia, with a regional office in Dubai, UAE. Working alongside government authorities and industry organizations for close to 10 years Expotrade has delivered some of the most high-profile events in the infrastructure, IT, mining and resources, sustainability, banking and finance, lighting and energy sectors.

More information on the event can be found at www.landscapesummit.com

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