
Deyaar selects UC Forward to market properties in China

- Deyaar organises roadshows across China to tap into Chinese investor interest
- AED 10 billion investment from Chinese buyers in Dubai's property market since 2013

Dubai–UAE, 21 June, 2017:Deyaar Development PJSC, one of UAE's leading property development and real estate services companies, has signed an agreement with real estate marketing and consultancy company UC Forward, to run roadshows in China showcasing Deyaar properties to Chinese investors.

Based in Beijing, UC Forward is the only company offers services focus on Dubai real estate sales and marketing consultancy with a specialisation in the Chinese market. UC Forward has also operated in Dubai since 2016, hence the company provides a comprehensive solution for Dubai developers entering into the Chinese market.

According to figures from the Dubai Land Department, Chinese investors contributed over AED10 billion to Dubai's real estate market the past 4 years. Estimates showed that the Chinese population in Dubai has seen rapid growth by 53 per cent over the last 5 years, and Chinese expats run at least 4,000 companies in the UAE.

UC Forward will organize roadshows in China for Deyaar, between June-December 2017. These will be held in Beijing, Shanghai, Shen Zhen, and Suzhou.

Nasser Amer, Sales Vice President, Deyaar, said: "With a strong understanding and in-depth knowledge of the Chinese market and its buyers' preferences, in addition to having offices in both China and Dubai, UC Forward is the ideal partner for us to tap into the massive potential the market holds. We have had considerable interest from Chinese investors in our Dubai properties, and we are pleased to have UC Forward to properly showcase our portfolio of wide-ranging properties."

Richard Huang, Chairman of UC Forward, said: "The Chinese market has a strong interest in the UAE, and Dubai in particular represents an attractive holiday destination to the Chinese public. Given the existing demand for Deyaar's property, we are confident that these roadshows will prove successful to both sides of the relationship."

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