



H.E. MOHAMED ALI RASHED ALABBAR

CHAIRMAN of EAGLEHILLS

Founder, Chairman & Managing Director of:
Emaar Properties Group, Americana Group, Alabbar Enterprises, Noon.com and Namshi



A global entrepreneur
with active interests in
real estate, retail, luxury
hospitality and now
e-commerce, technology,
logistics and the food
industry.

EAGLE HILLS

Mr Alabbar is the Chairman of Eagle Hills, an Abu Dhabi-based private real estate investment and development company. Eagle Hills is currently developing a range of mixed-use, mega-projects in Europe, Africa and the Middle East.

These projects are set to positively impact the local communities from financial and lifestyle aspects, while supporting local economic growth for the surrounding areas.

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MIXED-USE
PROJECTS

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LUXURY
HOTELS



On 26 April 2015 and through Eagle Hills, Mr Alabbar signed a Joint Venture agreement with the Government of the Republic of Serbia to build Belgrade Waterfront. With a development value of USD 3 billion, Belgrade Waterfront is currently being built on the Sava River, featuring the largest urban destination in the Balkans.

Belgrade Waterfront is located on an approximately 1 million sqm site, with a total construction area of 2 million sqm. The integrated master-planned community comprises world-class residences, commercial facilities, premium and affordable hotels, a mall with a gross construction area of over 140,000 sqm, educational institutions, healthcare amenities and a range of leisure attractions.

A nighttime photograph of the Dubai skyline, featuring the Burj Khalifa as the central, tallest structure. The city lights are visible in the background and foreground, creating a vibrant urban scene.

EMAAR

Mr Alabbar is the Founder & Managing Director of Emaar Properties, the leading developer of iconic assets such as Burj Khalifa - the tallest structure and building in the world, The Dubai Mall - one of the world's largest shopping malls, and Dubai Marina - one of the world's largest and most luxurious waterfront communities. Emaar Properties and Emaar Malls are both listed on the Dubai Financial Market.



Mr Alabbar is the Chairman of Americana Group, the pioneer in food industries.



He is a member of the Dubai World Expo 2020 Higher Committee of the Government of Dubai, and a Board Member of Sandooq Al Watan, the private sector initiative to boost Emirati entrepreneurship, and Emirates Foundation, an independent philanthropic organisation set up by the Government of Abu Dhabi to facilitate public-private funded initiatives to improve the welfare of people in the UAE.



Through Alabbar Enterprises, which he heads, Mr Alabbar has a stake in global online fashion retailer Yoox Net-a-Porter Group, and has signed a JV to set up an online luxury retail business in the Middle East.



He also led two investor groups in buying a combined %17.45 stake in Dubai-based courier Aramex and was a Board Director of the company.



Mr Alabbar launched a USD 1 billion tech-fund to create a digital, online and e-commerce ecosystem for the Arab world. He also founded Noon.com, a game changing e-commerce platform as a joint venture with Saudi Arabia's Public Investment Fund and a group of prominent Gulf investors with an initial capital outlay of USD 1 billion. He is the Founder of Noon and the Chairman of Namshi, a leading fashion e-commerce platform.



In retail, Mr Alabbar also founded Royal Sporting House, the leading Singapore-based pan-Asian marketer, distributor and retailer of over 70 international fashion and lifestyle brands in 20 countries.



Mr Alabbar has served in various government positions, notably: founding Director-General of the Dubai Department of Economic Development, where he played a leading role in launching Dubai Shopping Festival and Dubai Quality Award. He was also a member of the Executive Council of the Government of Dubai and Dubai Economic Council, Chairman and Founder of the Dubai Financial Market, Board Director of the Securities and Commodities Authority. He was the Vice Chairman of Dubai Aluminum Company (DUBAL), Executive Chairman of the Dubai World Trade Centre, Board Member of National Bank of Dubai (now Emirates NBD), Chairman of Amlak Finance Company, Chairman of Dubai Cable Company (Ducab) and Dubai Bank.



A graduate of Finance & Business Administration from Seattle University in the U.S.A., Mr Alabbar also holds an Honorary Doctorate from the same University and served on its Board of Trustees till 2016. A keen sportsman, Mr Alabbar is an active member of the UAE's endurance horse racing community and was the Chairman of Emirates Golf Federation between 1995 and 2007.

