

# THRIVE

*downtown*

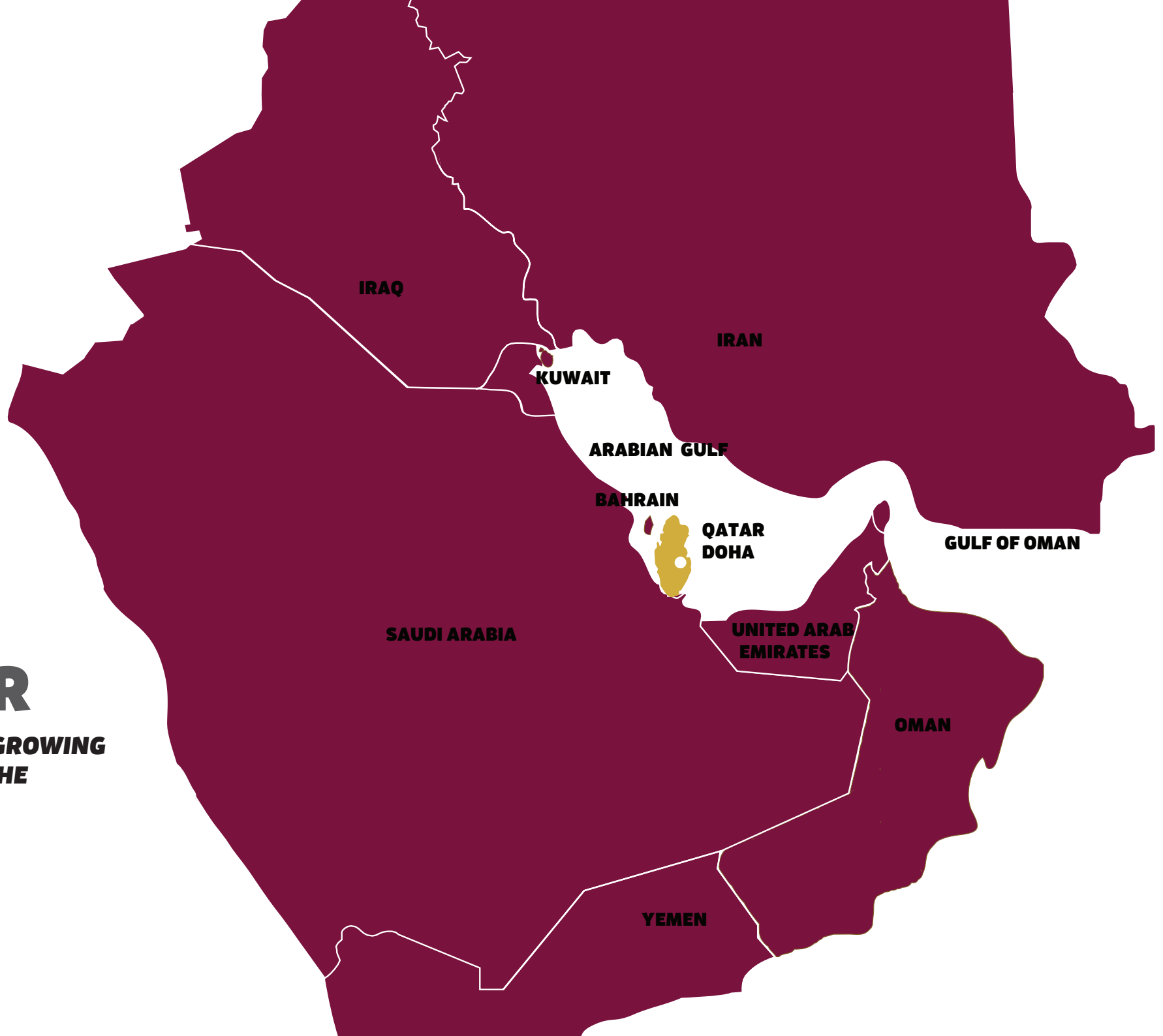
مشيرب  
MŠHEIREB  
قلب الدوحة  
DOWNTOWN DOHA

RETAIL  
OFFER



# **QATAR**

**THE FASTEST GROWING  
COUNTRY IN THE  
MIDDLE EAST**



**IRAQ**

**IRAN**

**KUWAIT**

**ARABIAN GULF**

**BAHRAIN**

**QATAR  
DOHA**

**GULF OF OMAN**

**SAUDI ARABIA**

**UNITED ARAB  
EMIRATES**

**OMAN**

**YEMEN**



**Highest recorded  
nominal GDP per  
capita in the world  
(140,649 USD)**

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**Country's overall  
growth rate of 4%,  
the fastest in the  
Middle East**

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**14<sup>th</sup> Country in the  
World  
Economic Forum  
Ranking**

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**4<sup>th</sup> country in the  
world for  
population growth,  
annual rate of 5%**

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**Tourist arrivals  
into Qatar are set  
to increase  
five-fold over the  
next decade**

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**200 billion  
USD invested in  
developments and  
infrastructures to  
project the city into  
the future**

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# DOHA IS THE PLACE TO BE

The FIFA World Cup 2022 generated record revenues for the country: around USD 5.4 billion, with more than 2000 hospitality packages and almost 3 million tickets for the event.

Doha was transformed with a plethora of events, including vibrant fan zones, concerts featuring international artists, exhibitions, art shows, new beach clubs, diverse pop-up stores, and street food kiosks offering cuisine from around the world.

An unimaginable wave of visibility brought Doha to the forefront of social media around the world, introducing the city to a wide international audience and boosting interest and travel bookings for the coming months.

# MSHEIREB DOWNTOWN DOHA

Represents the highest expression of the future of smart cities and of modern urban regeneration.

***Its prime location in the heart of the capital makes it the perfect place for retail, commercial, residential and civic services on an international level.***

Msheireb Downtown Doha is fully sustainable, with all Gold or Platinum LEED-certified buildings adhering to the highest standards in green building services. Blending the best of Qatar's architectural heritage with modern design, it has been a smart city since its inception. It adopts the latest advanced technology features in its infrastructure and services to cope with the next generations' needs.





# STRATEGICALLY LOCATED



Msheireb Downtown Doha is the place where it all started, where the country's first social agglomeration originally settled. Today it is still the heart of the city: a natural crossroad to some of the city's major cultural and business points of interest, all within close proximity.



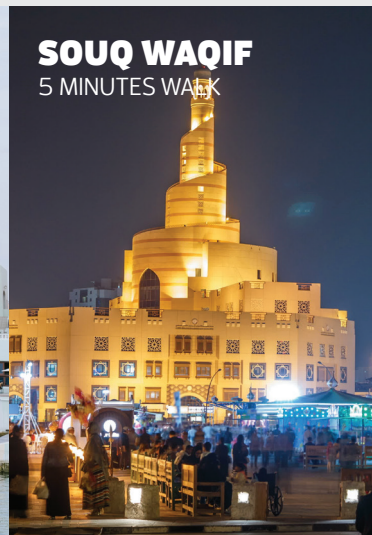
**MSHEIREB  
METRO  
STATION**  
ENCLOSED



**HAMAD  
INTERNATIONAL  
AIRPORT**  
15 MINUTES



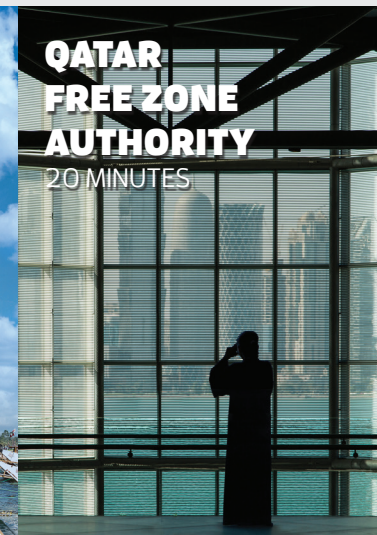
**DOHA PORT**  
10 MINUTES



**SOUQ WAQIF**  
5 MINUTES WALK



**WEST BAY**  
13 MINUTES



**QATAR  
FREE ZONE  
AUTHORITY**  
20 MINUTES

# MSHEIREB DOWNTOWN DOHA

Msheireb Downtown Doha is a Smart City that blends Qatari heritage and aesthetics with modern technology. It focuses on sustainability and harmony with the environment.

The aim of the project is to bring people back to their roots and rediscover a sense of community and togetherness.

It represents the vision to create built environments that reflect the culture and aspirations of the people of Qatar.

This mixed-use development is a combination of commercial, residential, retail, culture and entertainment.



**INVESTMENT**  
**5 Billion USD**



**AREA**  
**310,000 SQM**



**CONSTRUCTION**  
**COMPLETED IN**  
**2022**

# MSHEIREB

The Arabic name given to  
**"a place to drink water"**

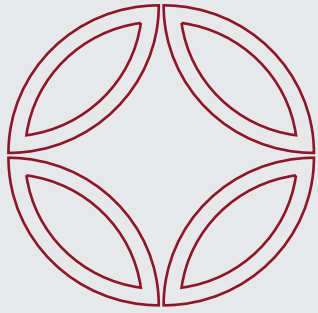


The old Msheireb area was the heart of the city, connected directly to the waterfront. It allowed vehicular access bordering Souq Waqif, with the route of the old wadi running between them to the sea. It is from this old wadi of cooling fresh water that the name 'msheireb', Arabic for 'a place to drink water', was born.

After an incredible and fast transformation, Msheireb Downtown Doha plays today the same role as it had in the past, being Qatar's most vibrant commercial district.

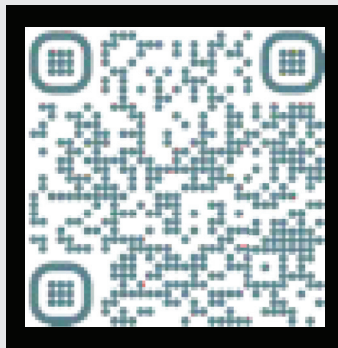






***Not just a neighbourhood  
but a true multifaceted  
and vibrant ecosystem***

CLICK OR SCAN THE QR CODE BELOW  
TO WATCH AN OVERVIEW VIDEO OF  
MSHEIREB DOWNTOWN DOHA



RESIDENCES



RESTAURANTS



OFFICES



HOTELS



SCHOOLS  
& UNIVERSITIES



CINEMA



MOSQUES



MUSEUMS



SHOPS

**ddd** doha  
design  
district

DESIGN  
DISTRICT

**750+ units**  
**156.000 sqm**  
RESIDENTIAL  
UNITS

---

**21 buildings**  
**240.000 sqm**  
OFFICE  
BUILDINGS

---

**300+ units**  
**91.000 sqm**  
RETAIL  
UNITS

---

**197,000**  
RESIDENTIAL  
SQUARE METRES

**193,000**  
COMMERCIAL  
OFFICE SQUARE  
METRES

**105,000**  
RETAIL  
SQUARE METRES

**50,000** PEOPLE EVERY DAY

---

**250,000** ACTIVE FOLLOWERS  
ON SOCIAL MEDIA

# A COMPLETE HOSPITALITY OFFER

Msheireb Downtown Doha, includes 3 luxury hotels- with a full range of amenities, including spas, swimming pools and more than 10 in-house restaurants- which can conveniently accommodate business partners traveling from abroad, and the Msheireb Downtown Doha community of residents and employees.

All hotels can host corporate or social events with spectacular multi-purpose ballrooms & meeting room spaces designed for optimum versatility to accommodate up to 450 guests with a multitude of different setups.



PARK HYATT DOHA™



**RESIDENTS**



**DOHA AFFLUENTS  
CITYWIDE**

**ONE DOWNTOWN,  
MULTIPLE TARGETS**



**HOTEL GUESTS  
AND TOURISTS**



**EMPLOYEES**

# EASY LIVING & STYLISH DINING

Msheireb Downtown Doha is a lively neighbourhood with over 300 shops and boutiques and a wide choice of trendy cafés and restaurants for every taste.

It also has a convenient shopping centre, Msheireb Galleria, which includes shops of all kinds, cafés, a children's play area, the Cyclone Fitness club, gyms and spas in the 3 luxury hotels, the state-of-the-art Novo Cinemas and the Smart Msheireb Monoprix supermarket.

The downtown brings together the best the city has to offer for a proper work-life balance for employees.

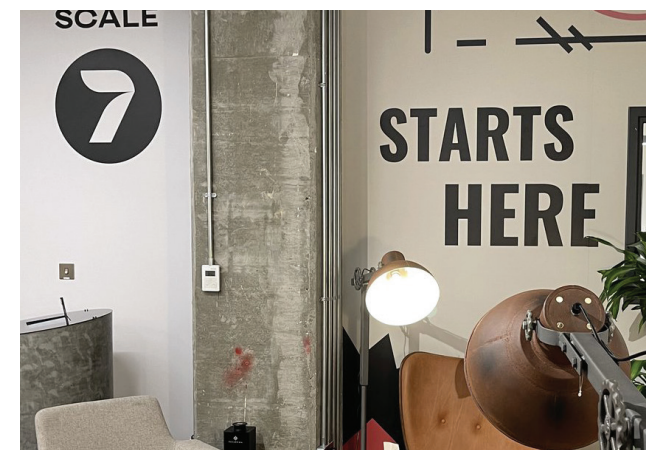
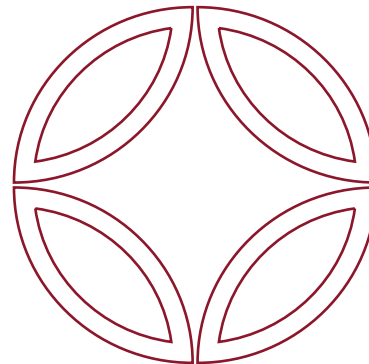


# PROJECTED INTO INNOVATION AND CREATIVITY

Msheireb Downtown Doha is the flagship project of Msheireb Properties, which is a subsidiary of Qatar Foundation for Education, Science and Community Development, a private non-profit organization that strives to serve Qatar by providing and supporting specialized programs and promoting the goals of Qatar's 2030 Vision.

Also for this reason Msheireb Downtown Doha represents a breeding ground for the most innovative companies, a place to create networks and partnerships between large companies, corporations, talents and start-ups.

To this end, Msheireb Downtown Doha also includes in its ecosystem the Doha Design District – a concentration of showrooms of the best high-end furniture brands and a meeting place for all architecture and design enthusiasts – and M7 – a creative hub has also been created to incubate the brightest young minds, both local and international, who are welcomed and supported here to develop their future activities.



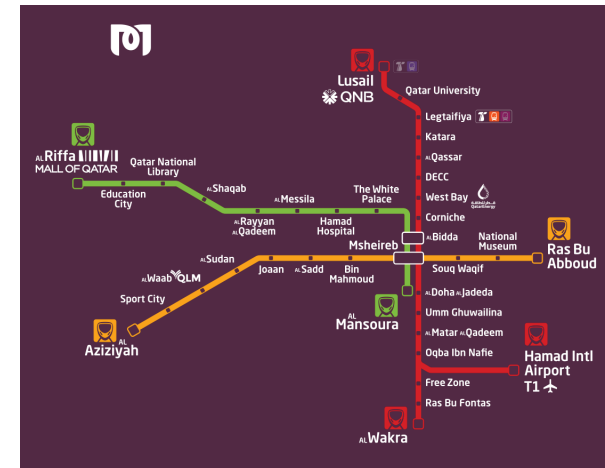
# THE BEST CONNECTIVITY IN A WALKABLE NEIGHBOURHOOD

Qatar's main metro station is located within Msheireb Downtown Doha with the interconnection of all the 3 metro lines.

A free electric tram runs throughout Msheireb Downtown Doha across 9 stations, allowing the visitors to move all day long from one place to another seamlessly.

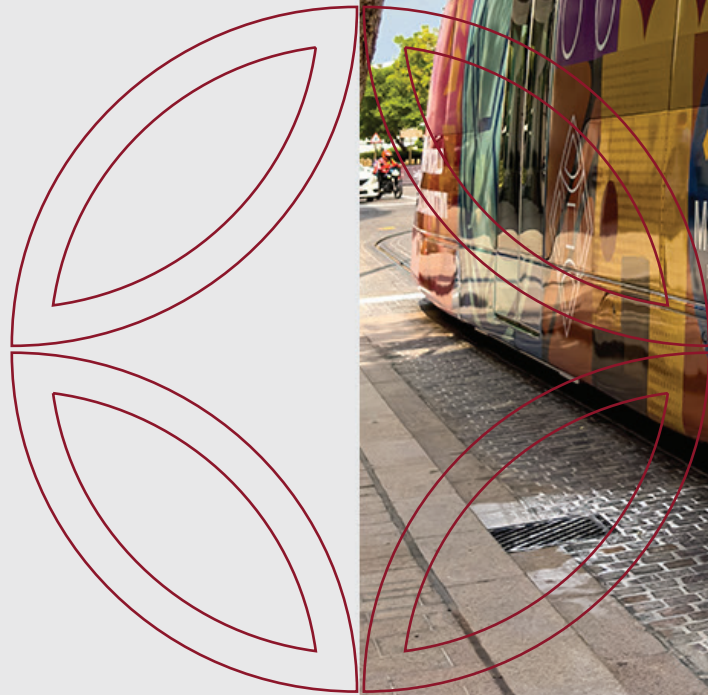
Six levels of underground parking with over 10,000 parking spaces, including dedicated parking slots for commercial tenants.

All service deliveries are done underground to ensure pedestrian friendly streets.



# MSHEIREB DOWNTOWN DOHA

A SMART AND  
SUSTAINABLE CITY





# THE SMART CITY

## SMART INNOVATION



Artificial Intelligence



Cyber Security



Energy Self-sufficiency



Smart Retail



Smart Lighting



Internet of Things



Smart Mobility

## SMART SERVICES



Customer Service



Free Wi-Fi



Lifestyle & Community Portal



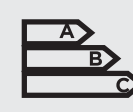
Digital Signage



Smart Home



Wayfinding app



Energy Monitoring



Satellite TV



Indoor Geolocation



Energy Management



3D GIS



Data Analytics



People Counting



Public Lighting



Irrigation



ACS



Intercom

## SMART APPLICATIONS



Network



Connected Devices



Data Centers



Fire Alarm



District Cooling



CCTV



Car Park



Gas Bulk



BMS

SMART SYSTEMS

# THE SUSTAINABLE CITY

Being in Msheireb Downtown Doha means to be part of a unique project born with the clear intention of being an international excellence in sustainability based on ESG principles

## ESG

**1400**  
SOLAR THERMAL  
PANELS

**30%**  
WATER REDUCTION  
with high efficiency plumbing  
fixtures

**100%** AUTOMATED  
WASTE SEGREGATION  
AND COLLECTION SYSTEM  
with recycling and composting

**6400**  
PV PANELS  
producing renewable energy  
equivalent to **4% of building  
energy use**

**30%**  
EFFICIENT  
COOLING  
thanks to automated central  
chillers

BIODIVERSITY  
PROMOTION  
through many native species  
adapted to the climate



Msheireb Downtown Doha is the largest LEED Gold and Platinum Certified buildings assemblage of the world.

**SmartScore  
GOLD**

Two main commercial buildings are SMARTSCORE GOLD CERTIFIED



# **MSHEIREB DOWNTOWN DOHA**

a unique opportunity for your positioning to grow in the Middle East where your business can find the best soil to develop and flourish.

## MSHEIREB DOWNTOWN DOHA, THE BEATING HEART OF THE CITY.



Where design, culture, art and good taste do not frighten but welcome.



Where services are born integrated with functions and the human being is at the center of everything.



Where Arab tradition softly blends Western culture with mutual respect, inclusion and cooperation.



Where diversity is a founding value and creates the basis for wealth and future development.



Where the past meets the future: the absolute most innovative neighborhood but built on the ground where the city was literally born.



Where the strong ties of those who sink their origins here mingle with the energy of the new inhabitants who have chosen this place as the best for their new life adventure.



Where sustainability is the starting point and not the final goal.



Where lifestyle is based on well-being, safety and social relations.



That's why a lot of international brands already chose Msheireb  
Downtown Doha to launch their business in Qatar...



CYQLONE  
سايكلون

بارك حياة الوحدة  
PARK HYATT DOHA™



HAMADIS



L'EAU  
DE CAFÉ



Mary  
Since 1919  
BRUSSELS

mezami  
ORIENTAL FUSION

NOVO  
novo cinemas



MONOPRIX  
Smart Msheireb



ARK



Molteni & C

GEMA

VERSACE  
HOME



DAVID WEBB  
New York

ن. ن. نسيب  
NASEEJ



Era



BLUMEN  
Floral Art and Design

Harrods

FENDI ROBERTO COIN



Cloud&Co.

CRYSTAL HOUSE  
كريستال هاوس

MOONLIGHT  
CONCEPT



Rusk  
ARTISANAL BAKERY

س. س. سنا  
S A A S N A



SANTA NATA



TERRA  
COTTA





***...and why M7, the most important startup hub for local fashion, design and tech entrepreneurs in Doha, established by Qatar Museums under the leadership of her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani is here in Msheireb Downtown Doha.***



# RETAIL GENERAL PLAN



300 SHOPS

50% STREET - 50% INDOOR



TOTAL LEASABLE AREA **90.000 m<sup>2</sup>**

## LEGEND

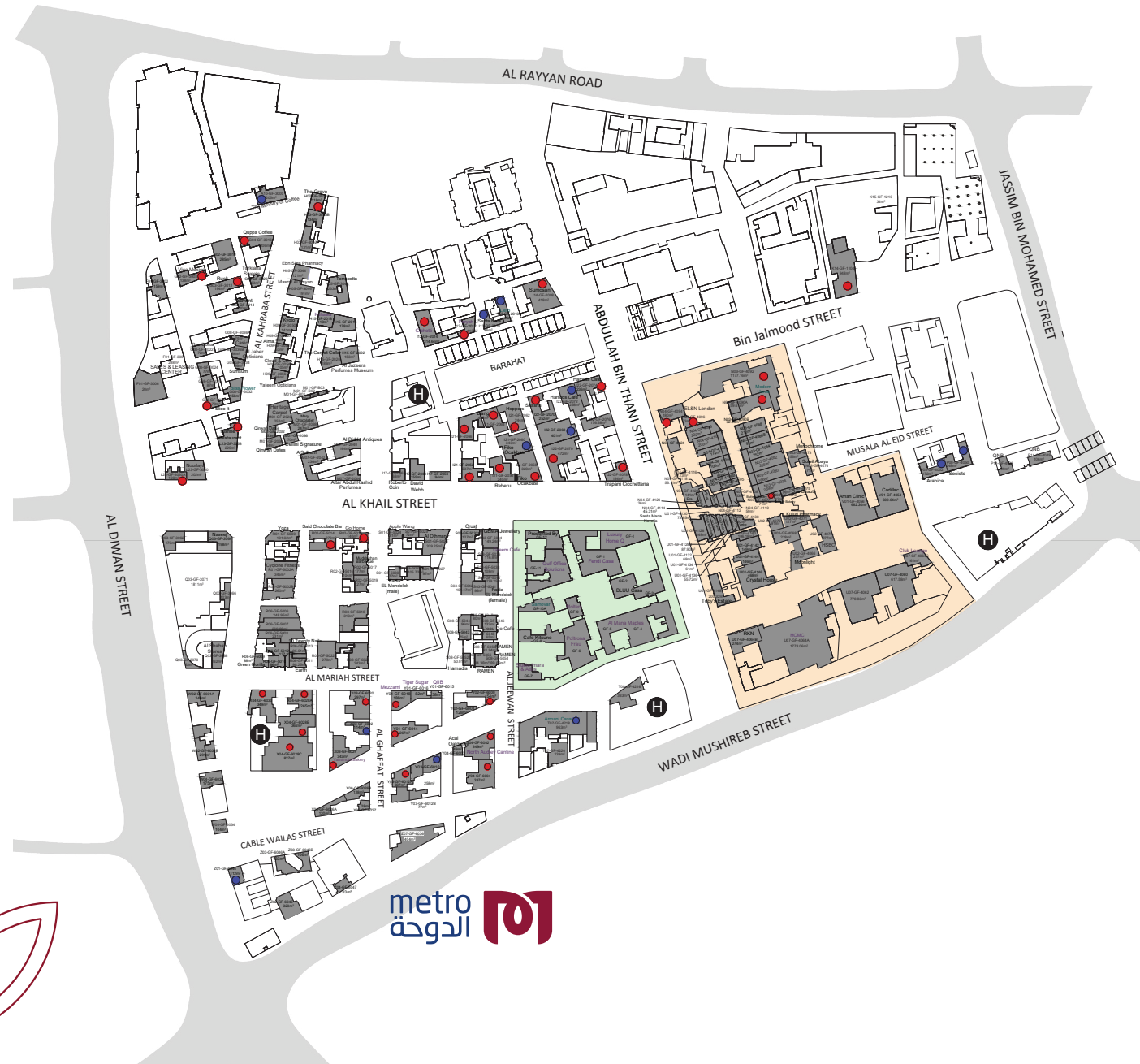
### Zoning

	DDD - Doha Design District
	Galleria Superblock

### Units F&B Status

	Units F&B with Kitchen
	Units F&B without Kitchen

	Hotel
	Metro



metro  
الدوحة









# RETAIL ZONING




6 DIFFERENT ZONES

## LEGEND

### Zoning

	Upper Kahraba
	Fine Dining
	Al-Khail / Al-Wadi Community Lifestyle
	DDD - Doha Design District
	Galleria Superblock
	Underpass

### Units F&B Status

	Units F&B with Kitchen
	Units F&B without Kitchen
	Hotel





# STREET RETAIL

200+ SHOPS

25% F&B INCIDENCE

TOTAL LEASABLE AREA **33.000 m<sup>2</sup>**



Msheireb Downtown Doha is the beating heart of the city, a crossroads of streets that tell of its past and its future: from Sikkat Wadi, the longest pedestrian street in the district to Al Kahraba Street, the first to have electricity in the city, to the elegant arcade of Al Kahlil, not forgetting various stylish plazas, including Barahat Msheireb, the region's largest shaded open-air square.

A neighborhood with a unique style, with a perfect blend of casual and high street boutiques, community spaces and pedestrian-friendly areas that enhance the shopping experience.



# FOOD & BEVERAGE

80 F&B UNITS

STREET & ENCLOSED

TOTAL LEASABLE F&B AREA **22.000 m<sup>2</sup>**



## Cafés & Restaurants

Msheireb Downtown Doha is a lively and diverse neighbourhood that is bustling with a community of residents, office workers and tourists all hours of the day. It is already well known in the country as a favourite place for those looking for culinary delights and flavors from all over the world. It also consists of a very unique mixed presence of Qatar and expats.

Top-level brands have already chosen Msheireb as their ideal location from fancy cafés such as Harrods, and EL&N London, to innovative formats such as Earth Café, %Arabica or Go Home. It is also home to all kinds of fine dining restaurants like Sumosan, Fiko, Izu, Reberu, Liang, Trapani, and many others.



# FOOD & BEVERAGE MAP

**80 F&B UNITS**

**STREET & ENCLOSED**

**TOTAL LEASABLE F&B AREA 22,000 m<sup>2</sup>**

## LEGEND

Units F&B Status

	Units F&B with Kitchen
	Units F&B without Kitchen



# MSHEIREB GALLERIA

4 LEVELS

5 ACCESS POINTS

100+ SHOPS

4 FOOD COURT UNITS

TOTAL LEASABLE AREA **45,000 m<sup>2</sup>**



The epitome of shopping, dining, leisure and entertainment, customized to meet the needs of the local community, visitors, office workers and international travelers alike. With over 100 stores spread across four levels, Msheireb Galleria is anchored by a luxury cinema, all-encompassing supermarket and an exciting kid's edutainment.

## ANCHORS

SMART MSHEIREB MONOPRIX	4,100 m <sup>2</sup>
NOVO CINEMAS	3,300 m <sup>2</sup>
CHILDREN EDUTAINMENT ZONE	5,000 m <sup>2</sup>
FASHION DEPT. STORE	1,500 m <sup>2</sup>

# MSHAREB GALLERIA

4 LEVELS

5 ACCESS POINTS

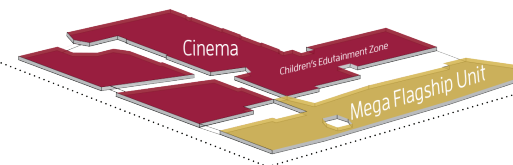
100+ SHOPS

4 FOOD COURT UNITS

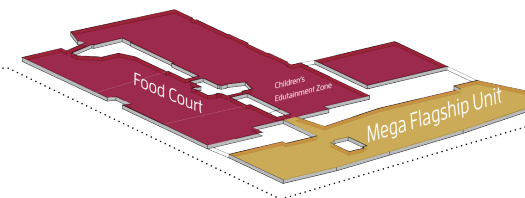
TOTAL LEASABLE AREA **45,000 m<sup>2</sup>**



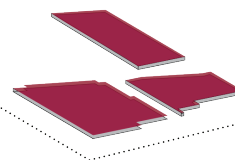
2nd Floor



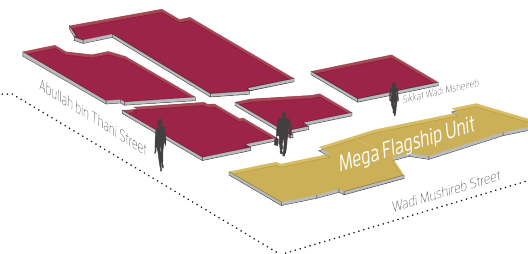
1st Floor



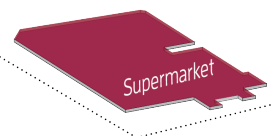
Lower Ground Floor



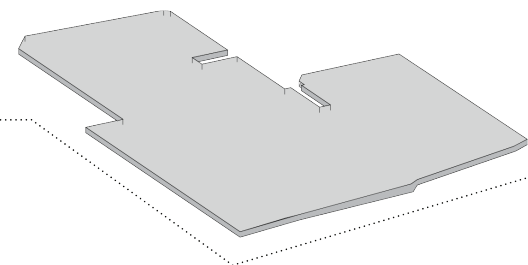
Ground Floor



Basement



Basement Parking







**20 SHOPS**

**2 FLOORS**

TOTAL LEASABLE AREA **12.000 m<sup>2</sup>**



Located in the heart Msheireb Downtown Doha, the new Design District is a new destination for designers, architects and anyone who wants to be inspired by the latest design trends, artistic installations or design innovations.

Besides showcasing the finest collection of premium brands of furniture, lighting, accessories DDD will surpass traditional shopping experience and offer its visitors a unique experience: a real hub for people to meet and discuss architecture, design and the contemporary city, creating opportunities for new generations of researchers, curators and designers: a lively stage constantly animated by a calendar of events, conferences, workshops and exhibitions.

**20 SHOPS**

**1 FLOOR DEDICATED TO RETAIL**

**1 FLOOR DEDICATED TO DESIGN HUB**







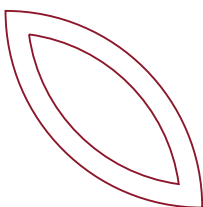
# POP UP STORES & SPECIAL PROJECTS



Msheireb Downtown Doha is a unique location to create experiential formats, street pop-up stores or special projects. It offers total flexibility in terms of available outdoor and indoor spaces as well as in terms of set-up and customization.

It is also the ideal place to create interesting cross-brand synergies with our restaurants and hotels, or to create successful hybrid formats, such as perfumeries with tea rooms, bookstores with cafeterias, fashion stores with DJs, etc.

The only limit will be your imagination!



# MSHEIREB PROPERTIES

Msheireb Properties is a real estate development company and a subsidiary of Qatar Foundation. The company was established as a commercial venture to support the Foundation's aims, as well as the goals of Qatar's 2030 Vision.

Msheireb Properties' mission is to change the way people think about urban living and improve their overall quality of life, through innovations that encourage social interaction, respect for culture and greater care for the environment.

Msheireb Properties received ISO certification from the British Standards Institution for Quality (ISO 9001:2015), Environmental Performance (ISO 14001:2015), Occupational Health and Safety (BS OHSAS 18001:2007), and Risk Management Standard (ISO 31000:2009).



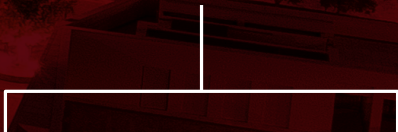
MSHEIREB PROPERTIES



MSHEIREB  
DOWNTOWN DOHA



Zulal  
Wellness Resort  
by Chiva-Som



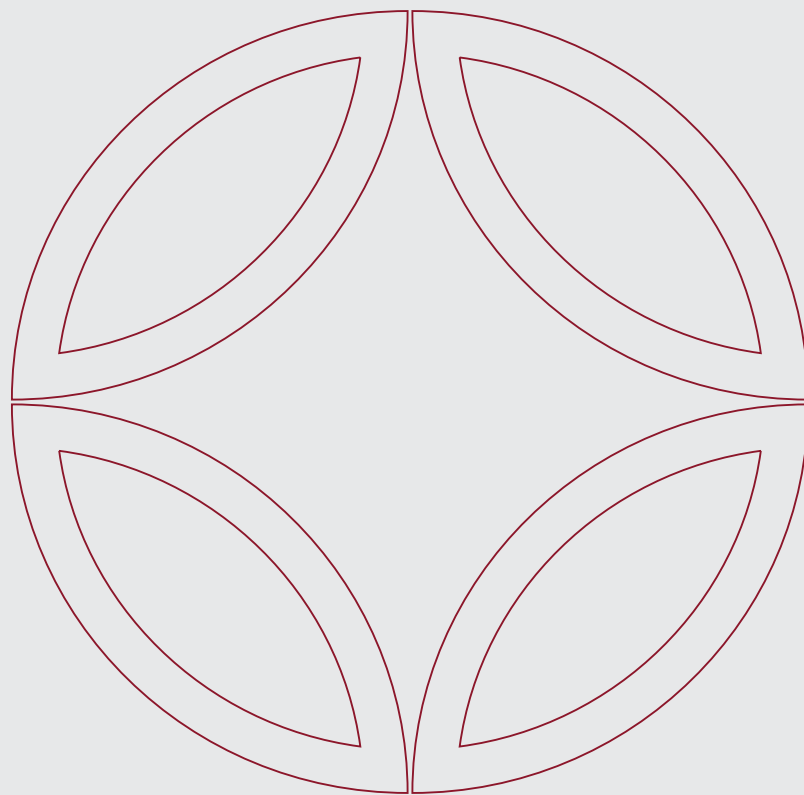
MSHEIREB  
GALLERIA



متاحف مشيرب  
MSHEIREB MUSEUMS



doha  
design  
district



طوّرتّه بفخر  
Proudly Developed by



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