



الثريا  
AL THURIAH



Sheikh Majid Bin Hamad Al Qassimi and Engineer Raymond Khouzami

# Our Journey

Established in April 1996, Al Thuriah started as a dream project between two friends: Sheikh Majid Bin Hamad Al Qassimi and Engineer Raymond Khouzami.

Over the years, we evolved from being a contracting firm to a growing integrated real estate family in Sharjah, developing and building the finest, high-quality residential and commercial spaces ranging from villas to high-rise towers.

Al Thuriah's name has always been synonymous with the finest quality and utmost dedication. The astute policies and streamlined internal processes have created a productive work environment which has served as the incubator for great ideas and outstanding projects.

Al Thuriah recognizes the importance of its greatest asset, its employees. Al Thuriah's large family has been the true engine behind the company's success, by combining know-how, dedication and loyalty.

To date, Al Thuriah is one of the leading real estate developers in Sharjah - a position strengthened by its comprehensive integration across its four divisions: Properties, Construction, Leasing and Facilities Management.

# Statistics



From left to right: Sahara Tower 4 and Sahara Tower 2

# 29+

## Years

of real estate excellence in United Arab Emirates. Al Thuriah is a true pioneer in the national properties sector.



# 100+

projects developed and completed. Al Thuriah's attention to detail and quality can be seen in every corner.



# 2500+

employees who are part of Al Thuriah's extended family. Their expertise, highly-developed skill set and dedication are the reason behind our success.



# AED 7+ Billion

investments across all divisions of Al Thuriah's extensive project portfolio. The magnitude of the investments over the last 29 years establishes the organization as one of the major players in the sector.

## *Our Vision*

The core of our work is based on the needs, expectations and values of the people we deal with. We strive to go beyond real estate development to build thriving and sustainable communities where families live comfortably.

## *Our Mission*

Each day, we aim to become your most trustworthy partner in real estate. Whatever service you need, we ensure that a carefully designed, detailed timeline and an all-inclusive plan are presented to meet your expectations.



## ***Our Values***

We value strong and healthy relationships with our stakeholders. With each unit that we sell comes a long-term, all-inclusive partnership coupled with full comprehensive services according to our family values.

### ***Trust***

We trust our hand-picked experts and partners to deliver the best. In doing so, we cultivate our clients' trust in our capability to meet, and even exceed, their needs and expectations.

### ***Quality***

We believe that quality is a combination of two things: attention to detail and seeking perfection in every step. Our internal processes are designed to ensure quality is maintained at all times.

### ***Dedication***

Our teams consistently demonstrate their dedication and passion in seeing the projects to the finish line without compromising on any detail, no matter how small.

### ***Authenticity***

Our processes, people, promises and standards are based on real principles. Our promise to our clients is to always keep their best interest at the core of our business.

### ***Transparency***

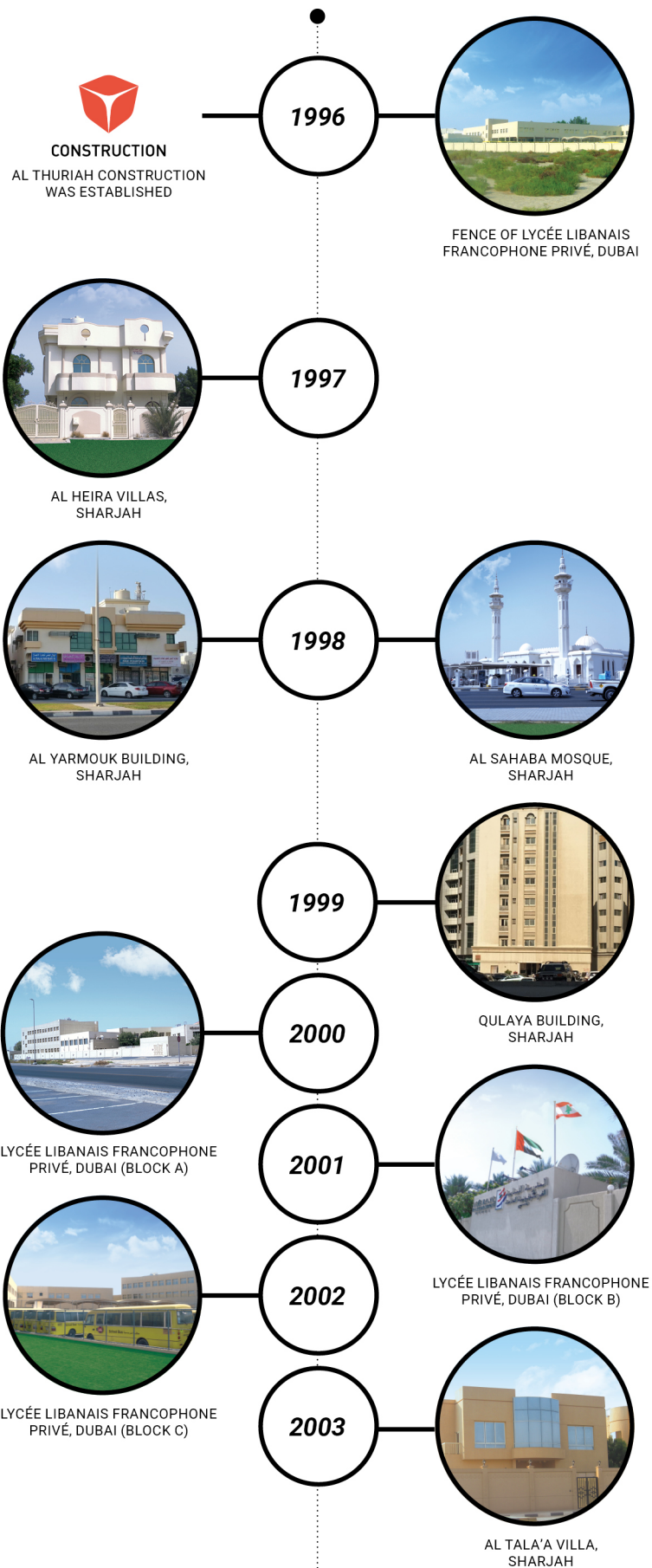
Our open-door policy and willingness to share every detail with our clients, every step of the way is key to our success. This intrinsic value, when reciprocated, is conducive to a healthy work environment.

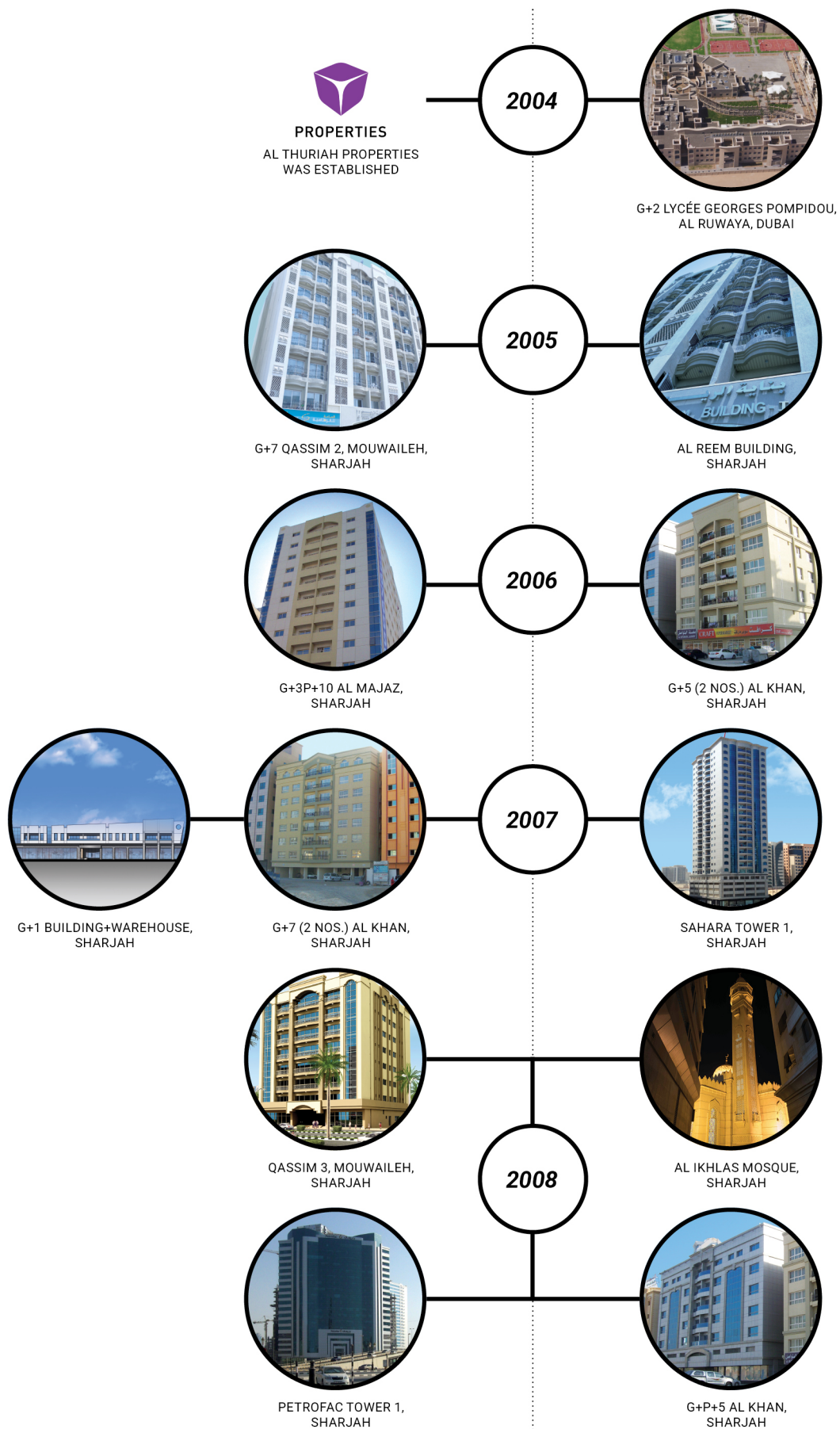


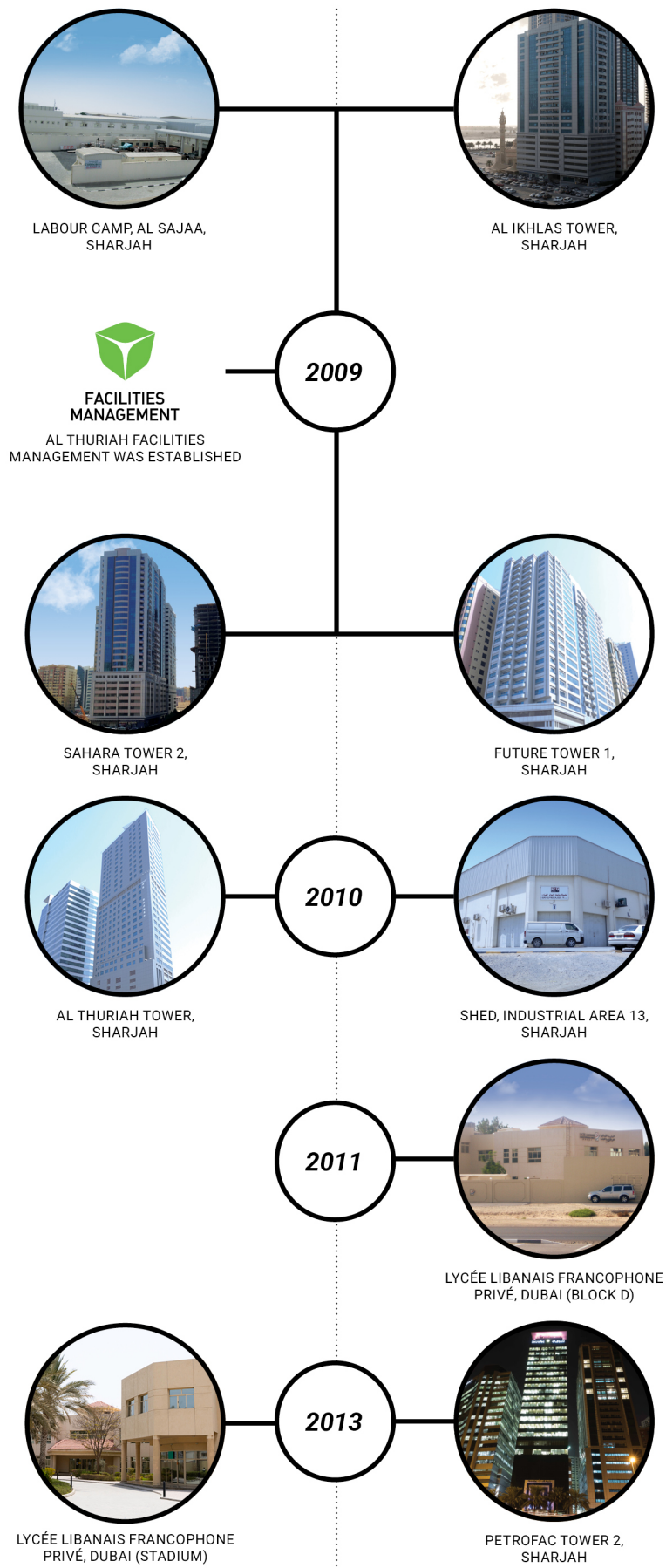
## **Our Brand Manifesto**

*Progress is only sustainable when it's built on solid foundations.  
And it's our foundations that define who we are.  
At Al Thuriah, we believe in craftsmanship, not gamesmanship;  
Doing it right, not just "right now";  
That our family values are non-negotiable;  
And that only a solid foundation leads to true appreciation.  
We know your investment is tied to both your legacy and ours.  
We only take projects and partners we believe in, across all we do.  
And we never shy away from our commitments.  
We believe values that are appreciated, lead to value that appreciates.  
Which is why at Al Thuriah, we stand for foundations to appreciate.*

# Our History









**LEASING**  
AL THURIAH LEASING  
WAS ESTABLISHED

**2014**



SHARJAH TOWER 3,  
SHARJAH



BANK OF SHARJAH HQ,  
SHARJAH

**2015**



AL THURIAH SALES OFFICE,  
SHARJAH

**2016**



SAHARA TOWER 5,  
SHARJAH

**2017**



SAHARA TOWER 4,  
SHARJAH



LYCÉE LIBANAIS FRANCOPHONE  
PRIVÉ, DUBAI (BLOCK J)



PEARL TOWER,  
SHARJAH

**2018**



FUTURE TOWER 2,  
SHARJAH



FUTURE TOWER 3,  
SHARJAH

**2019**



SAHARA TOWER 6,  
SHARJAH



MUWAILEH COMMUNITY,  
SHARJAH

2021



FUTURE TOWER 4,  
SHARJAH



SUNSET TOWER,  
SHARJAH

2022



LA PLAGE TOWER,  
SHARJAH



GANDA TOWER,  
SHARJAH

2024



VICTORIA INTERNATIONAL  
SCHOOL OF SHARJAH

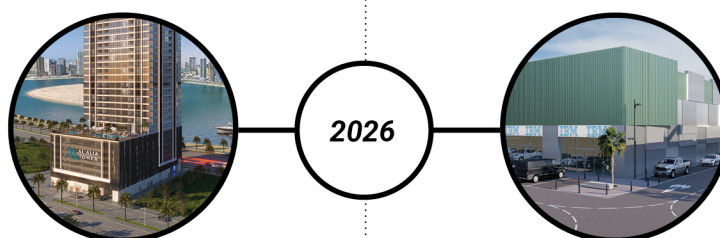
**SECT**  
**STERLING**

STERLING ELECTRO-MECHANICAL  
WAS ACQUIRED

2025

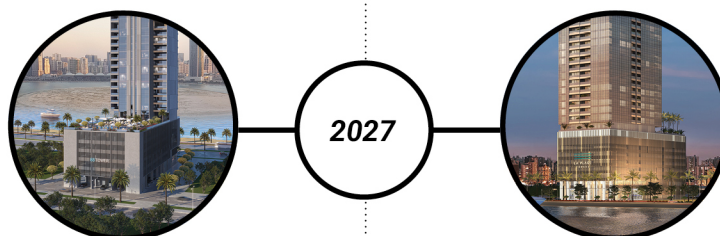


SHARJAH TERRACES,  
SHARJAH



AL ALIA TOWER,  
SHARJAH

AL HABTOOR AVENUE,  
DUBAI

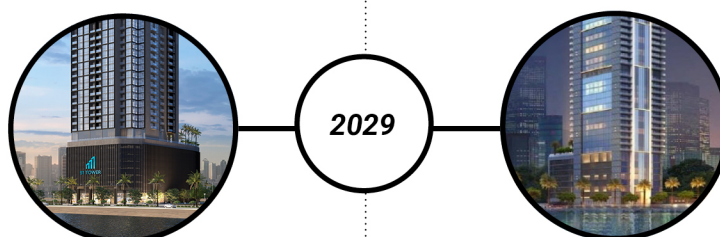


88 TOWER,  
SHARJAH

LA PLAGES TOWER 2,  
SHARJAH



AL MAZA TOWER,  
SHARJAH



S1 TOWER,  
SHARJAH

KALOTI TOWER,  
SHARJAH



From left to right: La Plage Tower 2, 88 Tower, Al Alia Tower and Sharjah Terraces

# Al Thuriah Properties

We develop with passion

Al Thuriah's reputation in the property development sector is built on its core value – delivering high quality units with exceptional finishing to clients. A unique environment that enhances the quality of life, and characterizes our residential and commercial projects.

*“We are at the forefront of this industry because of the integrated services that we provide. Our clients feel reassured with the knowledge that their relationship with us does not end with the delivery of the units but continues for a lifetime. They become our family.”*

**- Georges Khouzami / Chief Operations Officer**

We are different because...

Perfection in every detail is key for the success of our property development projects. From determining the best location of power outlets to carefully studying the durability and functionality of the material used in each unit, we make sure that the best finishing quality is maintained for the satisfaction of our clients.



**Areas  
Developed**

**4**

Al Khan, Al Nahda,  
Muweileh and  
Al Mamzar



**Recurring  
Customers**

**90%**



**Projects  
Developed**

**11**



**Years Of  
Service**

**21**

2004 - 2025



PROPERTIES



CONSTRUCTION



LEASING



FACILITIES  
MANAGEMENT



Sahara Complex, Al Nahda, Sharjah

# Al Thuriah Properties

We develop with passion

## Case Study



**Towers**

**6**



**Total Investment**

**1.2+ Billion**

## Residential



**Apartments**

**1,395**



**Total Area** in sq.ft.

**3,092,292**

## Commercial and Retail



**Total Area** in sq.ft.

**62,700**

Strategically located between Sharjah and Dubai, the Sahara Complex offers easy access from both emirates. The complex is ideal for families who want to avoid the heavy traffic of the daily commute.

In addition, residents enjoy a stunning view of Al Mamzar Lake and the Dubai skyline making the complex a true gem.



PROPERTIES



CONSTRUCTION



LEASING



FACILITIES  
MANAGEMENT



La Plage Tower, Al Mamzar, Sharjah

# Al Thuriah Properties

We develop with passion

## Case Study



Floors

45



Total Investment

261+ Million

## Residential



Apartments

350



Total Area in sq.ft.

837, 371

## Commercial and Offices



Spaces

19



Total Area in sq.ft.

29,420

A dazzling 45-storey skyscraper, La Plage Tower perceived to be the future landmark bordering the emirates of Sharjah and Dubai.

Tower amenities include spacious parking slots, swimming pool for both kids and adults, separate gym for gents and ladies furnished with new and modern equipment. The tower is equipped with 24/7 security staff to monitor safety of the premises and its residents.

  
PROPERTIES

  
**CONSTRUCTION**

  
LEASING

  
FACILITIES  
MANAGEMENT



# Al Thuriah Construction

We build with our hands

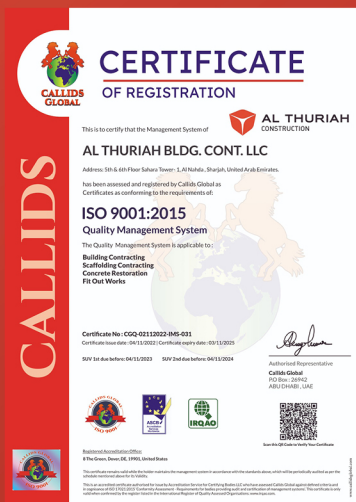
We are keen on using state-of-the-art technologies in order to maintain our levels of efficiency and to ensure that we deliver on, or often times, before our deadlines.

We are different because...

We strive for perfection at every step and that is why we partner with third party experts such as Bureau Veritas in order to ensure that quality control is maintained in all our processes.

**Al Thuriah is keen on maintaining a safety culture and strict standards in each one of its projects. By collaborating with internal and external health and safety experts, risk is drastically reduced and even eliminated.**

Al Thuriah strives to maintain these standards not only in the construction process but in every aspect that precedes delivering the units to the final customer.



We are committed to delivering high-quality services, protecting the environment, and ensuring employee safety. Our dedication is reflected in our recent achievement of three ISO certifications: ISO 9001:2015 for Quality Management, ISO 14001:2015 for Environmental Management, and ISO 45001:2015 for Occupational Health and Safety.

These certifications highlight our commitment to excellence, sustainability, and a safe work environment.

  
PROPERTIES

  
**CONSTRUCTION**

  
LEASING

  
FACILITIES  
MANAGEMENT



# Al Thuriah Construction

We build with our hands

## Our Process

  
**Concept  
Design**

1

  
**Construction  
Planning**

3

  
**Post Completion  
Review**

5

**2**  
**Drawings  
Approval**  


**4**  
**On-site  
Construction**  


To date, our construction division has been involved in more than 50 different projects including residential and office buildings, schools, mosques, banks, and so on.



**Cities Covered**

**3**

Abu Dhabi, Dubai  
and Sharjah



**Projects**

**50+**



**Employees**

**2000+**



**Years of Service**

**29**

1996 - 2025



Lycée Georges Pompidou, Al Ruwaya, Dubai

# Al Thuriah Construction

We build with our hands

Case Study

Lycée Georges Pompidou



Total Area in sq.ft.

120,652



Employees

400



Blocks

4



Completion Date

Jan 2006

  
PROPERTIES

  
CONSTRUCTION

  
LEASING

  
FACILITIES  
MANAGEMENT



Petrofac Tower 1 and 2, Al Khan, Sharjah

# Al Thuriah Construction

We build with our hands

## Case Study

### Petrofac Tower 1



Total Area in sq.ft.

464,603



Employees

3,000



Floors

18



Completion Date

Feb 2008

### Petrofac Tower 2



Total Area in sq.ft.

322,457



Employees

2,000



Floors

24



Completion Date

May 2013



Bank of Sharjah, Al Khan, Sharjah

# Al Thuriah Construction

We build with our hands

**Case Study**

**Bank of Sharjah**



**Total Area** in sq.ft.

**136,548**



**Employees**

**500**



**Floors**

**7**



**Completion Date**

**Jan 2014**



Victoria School of Sharjah - Central Region (Phase 2)

# Al Thuriah Construction

We build with our hands

## Case Study

Victoria International School of Sharjah - Central Region (Phase 2)



Total Area in sq.ft.

210,983



Employees

500



Blocks

6



Completion Date

Jan 2024



# Al Thuriah Leasing

We lease with a smile

The Leasing division of Al Thuriah officially launched in 2014.

We are different because...

We offer comprehensive services that both landlords and tenants enjoy. One of our key services is integration.

***Investors who buy units from Al Thuriah can also avail of our leasing services. By doing so, we ensure a headache-free property management for busy investors.***

By assisting landlords and investors in leasing their units, we offer the following:

- Matching the suitable tenant
- Assisting rental contract
- Completing governmental requirements
- Collecting rental payments
- Handing over apartment to tenant

Tenants will also benefit from our services as follows:

- Finding the right apartment
- Fulfilling all governmental procedures – worry free
- Profiting from our integrated Facilities Management services for additional peace of mind

By doing that we protect the mutual benefit between our organization and our big family: landlords and tenants.



**Areas  
Covered**

**6**

Al Khan, Al Nahda,  
Al Majaz, Al Mamzar,  
Al Taawun, Muweillah



**Leasing  
Projects**

**20+**



**Rented Out  
Projects**

**100%**



**Years Of  
Service**

**11**

2014 - 2025



# Al Thuriah Leasing

We lease with a smile

## Our Process

### ● 48 Hours Leasing Process

1 Owners list their property with Al Thuriah

2 Update CRM with availability

3 Filter potential matches through CRM database

4 Approach potential customers

5 Customers visit the apartment and confirm

6 Customer provides legal documents and cheques

7 Al Thuriah processes payment to owner

8 Al Thuriah processes registration with governmental entities

9 Tenant receives keys and contract

  
PROPERTIES

  
CONSTRUCTION

  
LEASING

  
**FACILITIES  
MANAGEMENT**



# Al Thuriah Facilities Management

We manage with a heart

An important addition that completes Al Thuriah's services is the Facilities Management department, established in 2009. We are one of the best of its kind in the UAE and the partner of choice for many real estate developers.

- Our qualified staff has extensive Facilities Management experience
- We have a strong safety culture, both for our people and our assets
- We provide deep competency and operational excellence to tenants and owners
- We put great emphasis on service delivery with KPI and SLA review
- We are committed to setting the highest standards in all matters relating to health, safety, security and environment (HSSE)



We are committed to delivering high-quality facilities management services while protecting the environment and ensuring employee safety. This dedication is reflected in our recent achievement of four ISO certifications: ISO 9001:2015 for Quality Management, ISO 14001:2015 for Environmental Management, ISO 41001:2018 for Facility Management, and ISO 45001:2018 for Occupational Health and Safety.

These certifications affirm our excellence in managing facilities, our commitment to sustainable practices, and our dedication to a safe and effective workplace.





# Al Thuriah Facilities Management

We manage with a heart

The department deals with the entire facilities management business module by integrating hard, soft and special services.

## Soft Services

- Security Services
- Cleaning Services
- Special Services related to common Areas

## Hard Services

- Building Fabric Maintenance
- Mechanical Maintenance
- Electrical Maintenance
- Fire Fighting Systems
- Utilities Management
- Building Maintenance Systems

### Process

1

Service Level Agreement

2

Asset Capturing

3

Planned Preventive Maintenance

4

System Integration CCTV/BMS

5

Reactive Maintenance

6

Response Time

7

Reporting

8

Customer Survey

9

Key Performance Indicator

# Some of our current projects

Al Thuriah Facilities and Management

## **Project Name**

## **Location**

Sahara Tower 1

Al Nahda, Sharjah

Sahara Tower 2

Al Nahda, Sharjah

Al Seef Tower 2

JLT, Dubai

Mag 218 Tower

Dubai Marina, Dubai

Bank of Sharjah

Al Khan, Sharjah

Sahara Tower 3

Al Nahda, Sharjah

Sahara Tower 5

Al Nahda, Sharjah

Pearl Tower

Al Khan, Sharjah

Sahara Tower 4

Al Nahda, Sharjah

Al Ikhlas Tower

Al Khan, Sharjah

Charity Building

Al Khan, Sharjah

Future Tower 1

Al Khan, Sharjah

Habtoor Warehouse

Industrial 6, Sharjah

Future Tower 2

Al Khan, Sharjah

Future Tower 3

Al Khan, Sharjah

Sahara Tower 6

Al Nahda, Sharjah

Lake Tower

Corniche St. Sharjah

Habtoor Tower Tawuun

Al Tawuun, Sharjah

DT1 Tower

Downtown Dubai, Dubai

# Al Thuriah Facilities Management

We manage with a heart

<i>Project Name</i>	<i>Location</i>
Opal Tower	Dubai Marina, Dubai
Grand Heights	JVC, Dubai
Lakeshore Tower	JLT, Dubai
Signature Livings	JVC, Dubai
Sunset Tower	Al Mamzar, Sharjah
Muweilah Community	Muweilah, Sharjah
Habtoor Towers Qasimia	Al Qasimia, Sharjah
Lebanese School Meydan	Meydan, Dubai
Bank of Sharjah Residence	Al Khan, Sharjah
Future Tower 4	Al Khan, Sharjah
Green Community - In Unit Maintenance	DIP, Dubai
Signature Livings - In Unit Maintenance	JVC, Dubai
Residence 3	JVC, Dubai
Residence 9	JVC, Dubai
La Plage Tower	Al Mamzar, Sharjah
Milano Giovanni Boutique Suites	JVC, Dubai
All In Sports Services	Meydan, Dubai
Ganda Tower	Al Nahda, Sharjah
Al Waleed Paradise Tower	JLT, Dubai

# Our Latest Presence



**Acres Exhibition 2024 - Sharjah**



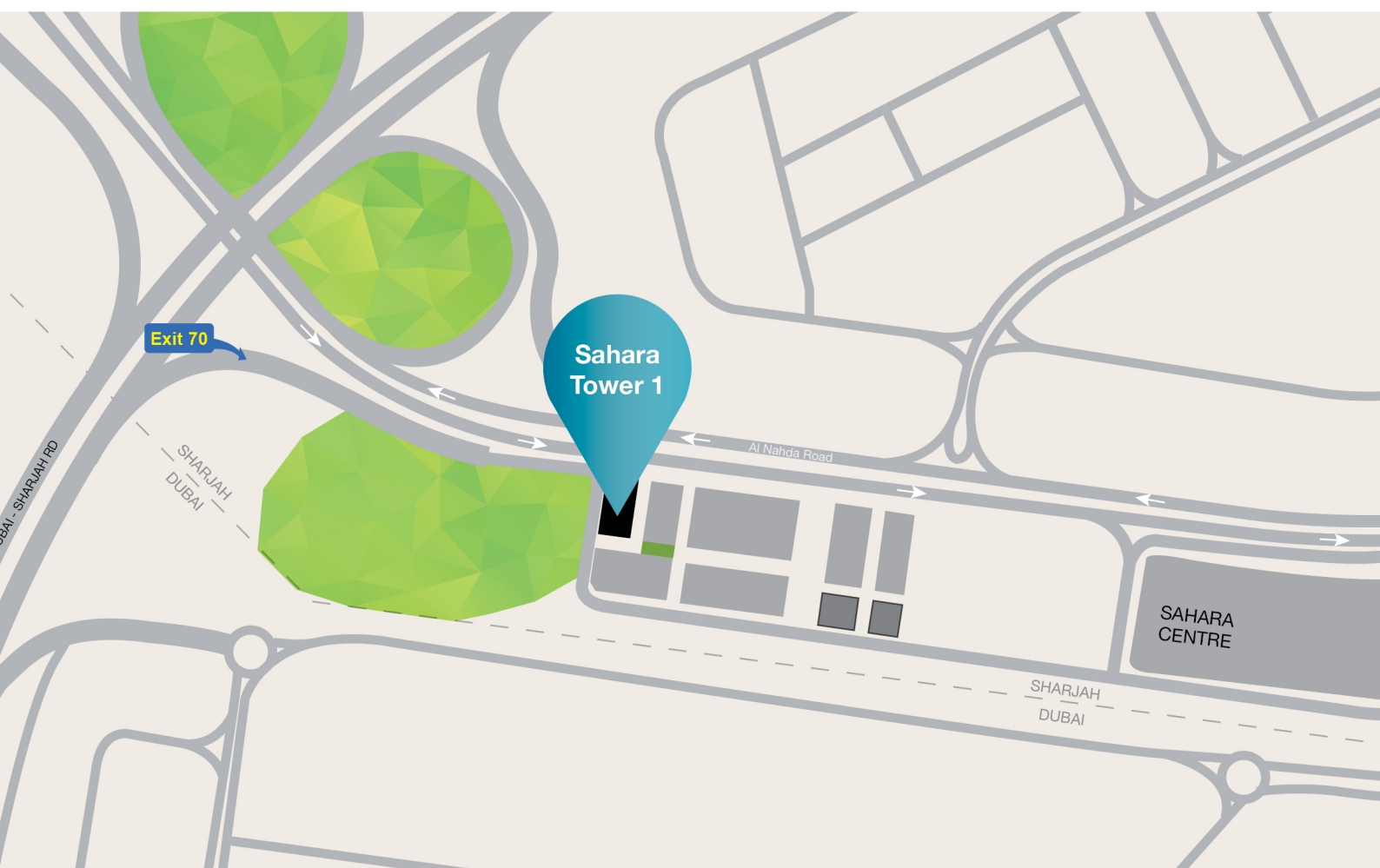
# Our Latest Presence



**Acres Exhibition 2024 - Dubai**



# Al Thuriah Headquarters



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