

ABDALI CONVENTION CENTER



Abdali Convention Center

Opportunity Overview:

The Abdali Convention Center – a key part of phase 2 – will be the largest in the country. It is envisioned to be the landmark of Amman's new downtown, and an attraction hub to visitors and MICE business (meetings, incentives, conferences and exhibitions) from all over the world.

The Convention Center will boast a wide selection of premium event spaces, including an auditorium, a banquet hall, different meeting rooms, a business center, and a semi-enclosed multi-purpose space.

Investment Highlights:

- Expected investment size: USD 1 billion.
- Expected IRR: 12-13%
- Payback period: 10 Years
- Job creation: 3000

Location Features and Characteristics:

Strategically located in the center of major commercial, financial, public, touristic and medical institutions, The Abdali is the largest mixed-use urban development project in the heart of the Jordanian capital. Developed on 384,000 m² of land, the project comprises of a total built-up area (BUA) of over 2 million m². The Abdali is considered the premium, central district for business, residence, tourism, retail, wellness and entertainment, catapulting the city into the 21st century, and placing it on par with most of the world's renowned city centers.

Value proposition:

The capital of Jordan currently lacks a purpose-built convention center to host large-scale international events in the face of significant demand for conferences, exhibitions, and other events. The development of a state-of-the-art facility in the city will capitalize on this opportunity.

- A stable and steadily growing economy: 3% annual GDP growth to be reached by 2028.
- One of the most visited Arab cities: 7.8 million arrivals at Queen Alia Intl. Airport (2022).
- A recognized location for conferences: 3rd most popular in number of meetings for ICCA events in Middle East (2022).
- A popular destination for events: 400+ multipurpose events held annually.
- A well-established tourism sector: 38K working in tourism-related occupations.

Insights:

Located in Amman's central business district, the convention center will attract a steady flow of business travelers and international events (MICE tourism), providing a significant economic boost to the area. This, in turn, supports local businesses, as well as the tourism and hospitality sectors. Additionally, the project fosters job creation, enhances infrastructure, and strengthens global ties, making it a sustainable and impactful venture.

Opportunity details:

Tower A: 71,011 m2.

- Retail + Commercial (G - L7) 15,756 m2
- 4-Star Hotel (L8-L27) 25,700 m2
- Residential (L28-L50) 29,555 m2

Tower B: 74,011 m2.

- Retail + Commercial (G - L7) 15,756 m2
- 5-Star Hotel (L8-L27) 25,700 m2
- Residential (L28-L50) 29,555 m2

The Podium: 80,044 m2.

- Retail + Commercial (G - L7) 35,494 m2
- Convention Center 44,550 m2

Investor Role:

Investing in a convention center in The Abdali presents a compelling opportunity for financial growth and strategic positioning. This project promises robust profit generation. The Abdali is open to discussing cooperation opportunities, making it an ideal moment for investors to inject capital and partake in this promising enterprise with different financial investment models.

Success Factors:

- Profit Generation: Provides revenue through event bookings, facility rentals, and related services, ensuring financial returns on investment.
- Economic Boost: Attracts business travelers and international events, supporting local businesses and boosting economy growth.
- Business Hub Enhancement: Complements The Abdali's status as Amman's central business district.
- Tourism Growth: Attracts visitors, boosting cultural tourism and hospitality sectors.
- Job Creation: Generates construction and long-term employment opportunities.
- Infrastructure Improvement: Enhances transportation and public facilities.
- International Relations: Strengthens global ties and promotes cultural exchange.
- Sustainable Development: Incorporates green building practices, promoting environmental awareness.
- Educational Impact: Hosts cultural and academic events, enriching the community.



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