

Summertown Interiors eyes Abu Dhabi as a major corporate growth area

Mohammed Al Kailani appointed as General Manager of Summertown Interiors' Abu Dhabi division

▶ With the rise of commercial property being constructed throughout Dubai to accommodate a steady influx of international corporations setting up shop in the emirate, cramped quarters and rising property prices are common obstacles being faced by large multinationals eager to penetrate and expand into the Middle East market.

Abu Dhabi has recently come into play as a viable alternative to the bustle of neighbouring emirates. With its plan for expansion in the pipeline over the next decade, the capital is emerging as a hub for corporations looking for more space, and long-term objectives to establish regional roots.

Summertown Interiors – the international

corporate turnkey design and fit-out solution specialist – has recently set its proverbial sights on the emirate, by appointing Mohammed Al Kailani as General Manager to the company's Abu Dhabi division: Summertown International.

"With the recent downturn in the market, many corporations are hesitant to invest significant amounts on uprooting and relocating right now. Many corporations are placing extensive focus on space optimisation of their current offices, along with refurbishment, as space issues and increased property prices are becoming more prevalent," said Kailani.

"Businesses are looking to invest in the



space they already occupy with 30-40% turning to refurbishment and 60-65% turning to a completely new fit-out. Space remains a major concern. The key is space optimisation, to emerge with an end solution that is both aesthetically pleasing and also fully-functional on a long-term basis," Kailani added.

Kailani, who has more than 12 years experience living and working in the capital city, joined Summertown International in 2001 as a Business Development Manager, and later became

Abu Dhabi Branch Manager, prior to his recent new appointment as General Manager. He earned a Bachelor's degree in Applied Arts-Interior Design from the College of Arts at Yarmouk University in Jordan. Kailani later continued his education, earning a Master's degree in business administration from Lincoln University in the United Kingdom.

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MOHAMMED AL KAILANI, SUMMERTOWN INTERNATIONAL