

## > GZA Group: Smarter Living in the Middle East



A new era has dawned on the Middle East. The region has been experiencing a shift in socio-economic needs, which has greatly impacted the populations' living standards. That's where development projects such as BeitMisk swooped in and seized the opportunity to break away from outdated infrastructure and unsustainable living arrangements. In return, BeitMisk offers modern residential and commercial apartment buildings, built with the residents' requirements in mind and designed to be the harmonious continuation of their urban surroundings.

**B**eitMisk secured its prominent international position by initiating and supporting smart and sustainable living and working solutions. The minimal level of environmental impact, efficient use of resources, and forward-thinking nature of its real estate developments earned the project the 2014 Best Smart City in the Middle East Award.

Spread over 655,000 square metres of green space in Lebanon's mountainous Metn Region, BeitMisk offers the ideal blend of entertainment, culture, and leisure. It forms the perfect balance between a traditional residential village and a bustling city in a more modern, mixed rural-urban setting.

The development boasts a country club, a sports centre, and a culture and arts centre. It also offers world class amenities and comes with a range of built-in green hi-tech innovations. This series of integrated features have given BeitMisk's design a considerable edge while providing residents, visitors, and the local workforce a healthier, more secure, practical, and sustainable environment.

The village is conveniently located merely minutes away from Central Beirut. It is easily accessible by a highway that strategically separates it from the hustle and congestion of the city.

### SEAMLESS FIT

The living arrangements found at BeitMisk vary from traditional or contemporary villas to townhouses, apartments, office spaces, and retail boutiques. Moreover, the entire project is nestled in the heart of a green mountain region and blends in seamlessly with its beautiful surroundings.



Chairman and CEO: George Zard Abou Jaoude



MiskTown



Master Plan

The entire village is well connected with stairways and pedestrian-friendly zones such as sidewalks and jogging trails that overlook the Mediterranean Sea. Around the village, inhabitants may enjoy a large number of uncongested green areas that encourage outdoor activities. BeitMisk also has an on-site tree nursery that is currently planning to plant an estimated 200,000 trees in the whole of Mount Lebanon. In addition, it has applied advanced water recovery systems and irrigation plants in all of its private and public gardens.

At the heart of BeitMisk's green initiative lies MiskTown. The estate's main square comprises three large piazzas and exhibits a series of residential and retail establishments to the around 10,000 residents. The vast green spaces, piazzas, and inviting pedestrian areas of MiskTown are also within reach of 21,000 surrounding households and accessible to over 30,000 people who work in the area.

By successfully merging the principles of smart urban design and pairing them with an eco-conscious way of life, MiskTown has earned the BREEM (Building Research Establishment Environmental Assessment Methodology) certificate – the world's most recognised indicator of eco-friendly development.



Misk Town



Amber Neighborhood

#### SMART SOLUTIONS

In line with BeitMisk's sustainable energy plan, the residential and retail spaces of the development and MiskTown are all powered by highly efficient and innovative sources of energy that were installed to improve the overall health and comfort of residents and guests alike. The site operates on smart solutions such as solar-powered heating systems, low energy lights, energy saving lifts, double exterior walls for improved insulation, innovative ventilation systems, and advanced VRV (Variable Refrigerant Volume) systems that heat and cool the premises at a lower cost – be it financially and environmentally.

The village is well attended to and offers a range of custodial, maintenance, security,



MiskTown

and technological facilities and services that tremendously improve the quality of life on-site. BeitMisk and MiskTown include advanced firefighting, monitoring, and 24/7 security systems, as well as fibre-optic connectivity, and large common areas most of which are child-friendly. More importantly, the site is also well equipped to cater to individuals with physical disabilities.

Although BeitMisk was initially considered a high-risk investment, its principal backer, the GZA Group, went against the odds and proceeded with the execution of the project. According to the GZA Group's founder George Zard Abou Jaoude: "We rolled up our sleeves and started working on it as soon as we got the green light. We were particularly passionate about this project knowing that we would be actively contributing to creating a new vision for Lebanon and ultimately paving the way for future generations to enjoy a better quality of life."

**BRANCHING OUT**

Named after its founder, the GZA Group is George Zard Abou Jaoude's biggest lifetime achievement. The group principally incorporates George Zard Abou Jaoude's real estate developments, activities, investments, and current expansion plans. Today, the GZA group is known as the backer of various real estate investment firms, thereby positioning itself as one of the largest real estate developers in Lebanon.

Over the years, the GZA Group has also branched out into different sectors, including resorts, media, and the automotive industry. Just under two years ago, the GZA Group added another valuable asset to its portfolio: Virgin Radio Lebanon. The radio station's online and offline key performance indicators are a demonstration of excellence not only in Lebanon but worldwide.

On Facebook, the station has over 9.1 million likes and reaches over 300 million users with an impressive engagement rate. Moreover, one of the group's latest achievements was to acquire the local dealership of the reputable automotive brand and Formula 1 icon Lotus. If the past offers any indication of what is yet to come, the GZA Group merits close attention in the years to come. ❄️



Club House



Meysan Villa



Rawasi Neighborhood



Ward Neighborhood



Yasmine Neighborhood



Rawasi Neighborhood