



# MASDAR CITY PRESS KIT

---

# ABOUT MASDAR CITY

---



Masdar City is a ground-breaking sustainable urban community, a world-class business and technology hub, and a “green-print” for cities that want to be part of the solution to climate change. With one of the largest clusters of LEED Platinum buildings in the world, we are dedicated to creating a new kind of city, a new way of working and living, and a more sustainable future for everyone.

## MAKING CITIES A SOLUTION TO CLIMATE CHANGE

The UN predicts two-thirds of the world's population will live in urban areas by 2050. Cities, as leading contributors to climate change, need to adapt quickly if we are going to deliver on the Paris Agreement. Masdar City is leading this charge—we hope to become the world's reference point for sustainable urban development and community living.



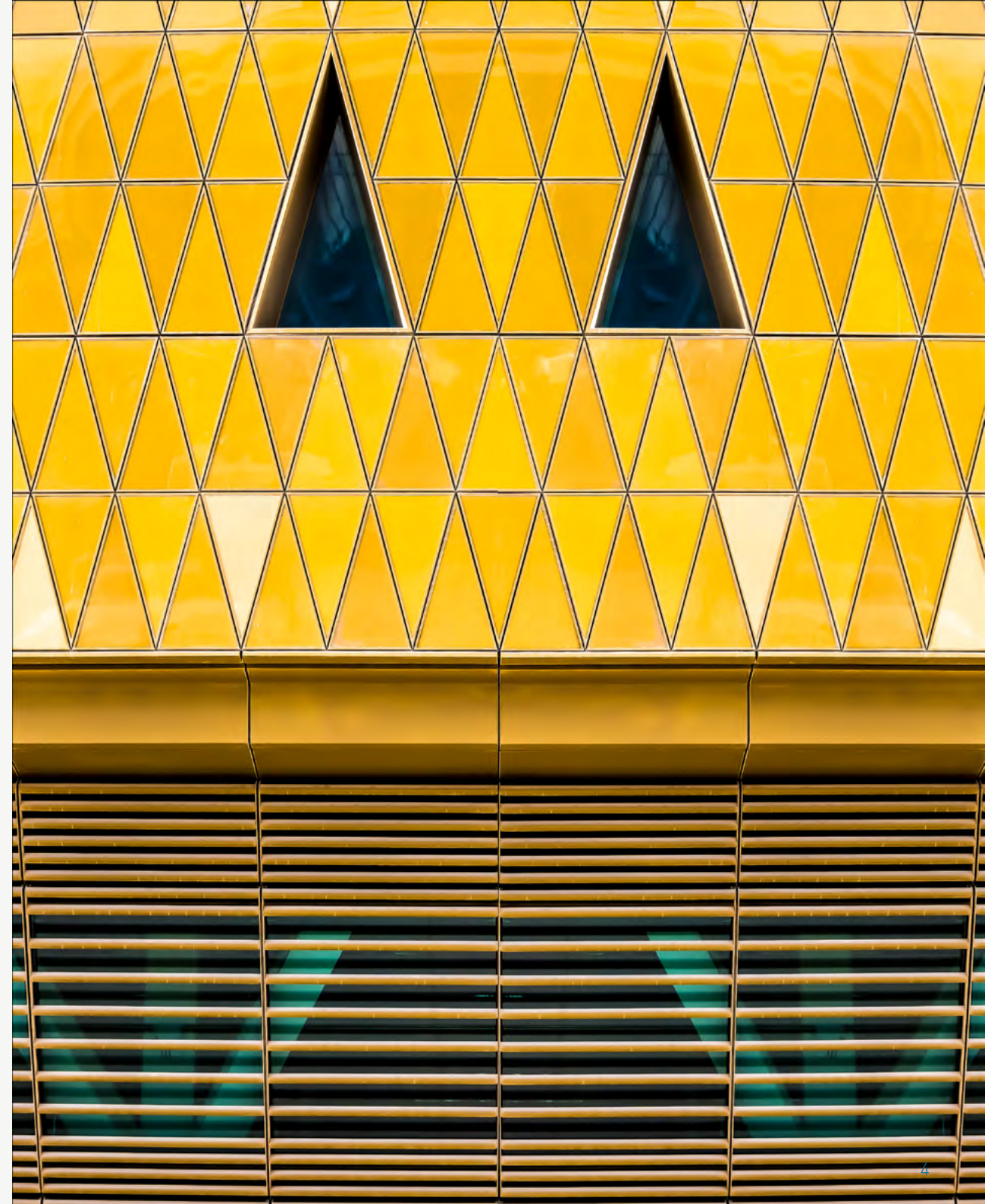
## SUSTAINABILITY AT MASDAR CITY

Our philosophy of sustainability is based on three interconnected pillars: economic, environmental, and social sustainability. Environmental sustainability cannot stand alone—the actions we take need to be both commercially and socially viable to be sustained.

# QUICK FACTS

---

- Masdar City has 21 LEED Platinum buildings comprising 175,000 square meters.
- In total, we have developed 600,000 square meters of building space, with another 800,000 in the works.
- Masdar City's buildings are, on average, 40 percent more water- and energy-efficient than conventional buildings.
- Thanks to sustainable urban design that maximizes both breeze and shading, Masdar City feels five to 10 degrees cooler than downtown Abu Dhabi.
- Masdar City is home to the Masdar City Free Zone, a diverse, innovative, and ambitious group of over 1,000 companies of all sizes.
- Key tenants include the International Renewable Energy Agency (IRENA), the UAE Space Agency, Siemens Energy, G42 Healthcare, the Advanced Technology Research Council, the Mohamed bin Zayed University of Artificial Intelligence, and several Fortune 500 companies.
- The Catalyst, a joint venture between Masdar City and BP, invests in and supports start-ups that are focused on clean tech.
- Masdar City hosts a growing residential community of 4,000 people and counting, and a working population of over 10,000.
- Masdar City has pioneered two generations of autonomous electric vehicles.
- Masdar City manages the Masdar Green REIT, a real estate investment trust that invests solely in LEED-rated real estate assets and is currently worth nearly AED 2.8 billion.
- Masdar City is committed to net-zero: We have three net-zero energy commercial projects underway.
  - NZ1, our first net-zero energy office building, will be complete in 2023.
  - Masdar City Square's HQ building will be complete in 2024.
  - Co-lab, a shared working and living space within The Link, will be complete in 2025.





## RECENT PRESS COVERAGE

---



Plans for Abu Dhabi's first net-zero energy commercial HQ building attract crowds at UAE Climate Tech



Masdar City completes LEED ratings for all Masdar Green REIT assets



Future mobility is electric, shared and autonomous



**Ahmed Baghoum,**  
CEO, Masdar City.

Ahmed Baghoum oversees operations and development at Masdar City. He is responsible for driving its strategy, innovation-focused initiatives, partnerships, and R&D cluster towards sustainable growth.

Baghoum joined Masdar in 2009 as director of the free zone at Masdar City, where he oversaw all special economic zone functions. He then took the role of executive director of human capital and services at Masdar. In this position, he led the department on talent acquisition, development, and optimizing the company's UAE national workforce. He also led the company's corporate services activities.

Prior to joining Masdar, Baghoum was the executive director of customer operations at the Dubai Technology & Media Free Zone Authority. This included Dubai Internet City, Dubai Media City, and Dubai Knowledge Village.

Baghoum holds an MBA from Texas Tech University. Additionally, he holds a master's certificate in project management and management concepts from Regis University in the U.S.



**Mohamed Al Breiki,**  
Executive Director,  
Sustainable Real Estate,  
Masdar City.

Mohamed Al Breiki is responsible for leading the advancement of sustainable development at Masdar City, from investment and planning to delivery and sustainable community management. Al Breiki provides strategic planning, value creation, and financial oversights in the development of real estate assets while maintaining highest standard of excellence.

He has over 20 years of development management experience, including planning and design, new construction, commercial tenant fit-out, operations optimization, and business plan execution.

He spent 10 years at Mubadala, during which he managed major projects in various sectors such as real estate, health care, education, aerospace, and information and communications technology. Notable Abu Dhabi projects include the design and delivery of New York University, the Four Seasons Hotel, Cleveland Clinic Abu Dhabi, and Khazna Data Center.

Al Breiki holds a BTEC national diploma in business studies from Southampton City College in England. He also holds a bachelor's degree in civil engineering, a post-graduate diploma in business administration, and a master's degree in engineering management from the Higher Colleges of Technology in Abu Dhabi.



**Steve Severance,**  
Director, Growth,  
Masdar City.

Steve Severance oversees numerous projects that balance sustainability and economic requirements, guaranteeing each project meets sustainability, revenue, cost, and schedule targets.

Severance also leads the development of the technology lines of business, including district cooling, mobility, and smart city initiatives. He develops new business models, execution of strategies, and partnerships with leading global companies to implement technology requirements.

He has 20 years of experience in project and program management, strategy consulting, financial analysis, and economic development in the United States, Moldova, and the Middle East.

Severance holds a Master of Business Administration from San Jose State University and a bachelor's degree in business administration from Cedarville University in the U.S.



**Francisco Galan,**  
Director, Sustainable  
Development,  
Masdar City.

Francisco Galan is the director of development and portfolio management at Masdar City. He is responsible for development and investment in residential and commercial projects across their full cycle, and for management of Masdar City's real estate portfolio.

Galan leads the Masdar Green REIT, the first real estate investment trust in the UAE to invest solely in sustainable assets. The REIT's portfolio currently includes 11 commercial properties in Masdar City with a value of around AED 2.8 billion.

A real estate industry veteran with over 20 years' experience, Galan joined Masdar in 2016 as senior development manager, responsible for phases 1 and 3 of the Etihad Eco Residences project. Before joining Masdar, he was the general manager for auction.com, an online real estate platform in his native Spain. He has also held management positions at Hines Interests Spain.

Galan holds a bachelor's degree in business administration and management, a post-graduate diploma in urbanism and real estate development, and a master's degree in finance from IE Business School.



**Mohamed Abdelrazik,**  
Director,  
Asset Management,  
Masdar City.

Mohammed Abdelrazik is a real estate asset management expert with 20 years of experience in commercial real estate, specifically in asset management roles, responsible for the formulation of effective business strategies to optimize asset performance across all asset classes: commercial, retail, residential, industrial, and hospitality. At Masdar City, he oversees the development and execution of sustainable asset management strategies and plans for the city's assets and community.

Abdelrazik started his career in London in 2001 with Marriott International and worked extensively across the EMEA before moving to the UAE in 2007. Prior to joining Masdar City, he worked for UAE-based real estate developers leading in-house asset management teams as well as regional consultancy firms providing advice to asset managers and real estate developers on real estate development and asset optimization strategies.

He is a member of the Royal Institute of Chartered Surveyors with keen interest in climate risk to sustainable development, biodiversity, and the transition from offsetting to nature-based solutions locally.



**Amier Alawadhi,**  
Director, Acting Director,  
Masdar City Free Zone,  
Masdar City.

Amier Al Awadhi brings business opportunities and investments to Masdar City by pioneering ways to attract companies, from start-ups to multinationals, to establish their businesses at the Masdar City Free Zone.

Al Awadhi brings more than 20 years of experience in business development and relationship management to his role. He has in-depth knowledge of international business research, sales and marketing, franchising, strategy, project management, financial management, and real estate and company development.

Prior to his time at Masdar City, Al Awadhi established the National Bank of Abu Dhabi's real estate arm, Abu Dhabi National Properties (ADNP). Amier was appointed as ADNP's deputy general manager and vice president.

A UAE national, Al Awadhi holds a master's degree in digital communication and marketing from Sorbonne University Paris and a bachelor's degree in international business management from the University of New Hampshire in the U.S.





**Chris Wan,**  
Associate Director,  
Sustainability and CSR,  
Masdar City.

A seasoned architect with particular expertise in sustainable design, Chris Wan focuses on advocating for sustainability and ESG at Masdar City and beyond through outreach, public education, and knowledge sharing.

Wan has worked extensively in sustainability, architecture, and design management in Hong Kong and Abu Dhabi. Previously, he was the head of design management at Masdar, where he promoted a holistic approach to sustainable development that balances environmental, commercial, and social requirements. Wan has made many contributions to Masdar City. His work has led to the construction of multiple developments that explore the boundaries of sustainable design, including a series of net-zero energy buildings.

Wan holds bachelor's degrees in architecture from the University of Bath in the U.K.

# IMAGE GALLERY



10 MW Solar Farm



Eco Residences 1



Eco Residences 2



Masdar Solar Platform



Incubator Building



IRENA Building



ADQCC HQ



Central Residence



Tabreed Building



Siemens Energy HQ



Honeywell



TII Building



MBZUAI Campus



Navya



Personal Rapid Transit (PRT) System



UAE Space Agency



Leonardo Residences



My City Centre Masdar

Our digital press kit is in progress. To download high-res versions of any of these images, email us at [press@masdarcity.ae](mailto:press@masdarcity.ae).

For tours, interviews, assets, and other media-related inquiries, contact

Amy Robertson

Manager, Communications

Masdar City

Email: [press@masdarcity.ae](mailto:press@masdarcity.ae)





WhatsApp: +971 54 378 8459

PO Box 2282, Abu Dhabi, United Arab Emirates

---

Get in touch:	Phone	+971 2 815 6666
	Website	<a href="http://masdarcity.ae">masdarcity.ae</a>

---

Stay connected:		<a href="https://www.facebook.com/masdarcityAD">masdarcityAD</a>
		<a href="https://www.instagram.com/masdarcityabudhabi">@masdarcityabudhabi</a>
		<a href="https://www.linkedin.com/company/Masdar-City">Masdar City</a>
		<a href="https://twitter.com/masdarcity">@masdarcity</a>

---

