

Business Bay – will it be the new finance capital of Asia?

Business Bay is literally a city in Dubai, and is touted as being the city which will make the United Arab Emirates a big business and commercial marketplace. The Dubai Festival Center is its closest neighbor. The business area extends right from Dubai Creek near Ras Al Khor, to Sheikh Zayed Road. It is promoted, and is maintained by the Dubai Properties, a Dubai Holding member. In Dubai, Business Bay is the primary commercial district, and houses many high-rise offices in that locality. There are 230 buildings in total at the Business Bay, which attracts residential apartment promoters, as well as international companies.

Concept of Business Bay

Business Bay is to Dubai, what Manhattan is to New York. The famed Dubai Creek, a landmark in the history of Dubai's civilization which turned it from a pearl diving and a merely fishing center to an overseas port, has been elongated taking into account the importance that it holds as the primary commercial center of Dubai. In fact, Business Bay has assumed the benchmark of the progression of Dubai; something that had a great role to play behind the success of Dubai Creek.

Initiative behind Business Bay

In the recent past, Dubai has witnessed many great successful commercial opportunities like the Dubai Media City and the Dubai Internet City, to name a few. But Business Bay assumes a significant importance in this respect, as the project was initiated after careful study by top consultancy firms of the world, and this reflects the long-term vision that UAE had regarding Dubai's future.

Business requirements

The Business Bay is touted to solve Dubai's long run growth plans. Owing to the annual growth rate of between 5% and 9%, United Arab Emirates is a major attractor for foreign investors. Many international concerns are increasingly setting up offices in Dubai, which provides for many successful home companies as well. Such a development has resulted in increased demand and less supply. This necessitates the development of Business Bay to cater to the needs of the society. Besides, economic reforms are being made to attract foreign capital as well.

Ambience of Business Bay

The ambience at the Business Bay, with luxurious apartments and comfortable offices, speak for themselves. There is a courtyard in the area of business which provides for many social activities, area meant for playing, plazas and arcades. The rare marriage of new themes of architecture with latest amenities makes a great attraction. Podium is yet another added feature that connects residential buildings and allows for blanketed walkways and pathways for people.

The location

As mentioned earlier, the Business Bay's location lies away from the Dubai Creek, and extends right from Ras Al Khor to Sheikh Zayed Road. This location is appropriate for trading on an international scale since one corner of this growth intersects Sheikh Zayed Road, which is famous for the offices that it has, the international companies, and also the international financial center of Dubai. There are many international hotels at Sheikh Zayed Road as well, like Shangri-La and Emirates Towers. When it comes to the Dubai Creek, Business Bay has the Dubai Festival Center as its immediate neighbor, which is a development in the leisure and retail field, and very much near the international airport of Dubai.

About the Author

William King is the director of [Dubai Property Rentals & Dubai Rents Properties](#), [Islamabad Property & Real Estate Properties](#), [Dubai Business Bay Property Rentals & Business Bay Real Estate Rents](#) and [UK Wholesale Electrical Good Wholesalers](#). He has 18 years of experience in the marketing and trading industries and has been helping retailers and startups with their product sourcing, promotion, marketing and supply chain requirements.

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