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WOMEN IN REAL ESTATE

Nadia Zaal and the Green Revolution: Merging luxury with environmental responsibility



nadia zaal

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By Krishnendu P

Nadia Zaal is a prominent figure in the Emirati business landscape, renowned for her substantial contributions to the real estate and hospitality sectors. Recognized by Forbes as one of the 100 Most Powerful Women in the Middle East, she co-founded Zaya Group, a boutique development firm that has made waves with its luxurious real estate projects. Among her most notable achievements is Nurai Island, a stunning development that not only showcases luxury living but also embodies her deep commitment to sustainability.

Zaya Group, established in 2008 and based in Dubai, is dedicated to creating unique living environments that foster community and connection. Under Nadia's leadership, the company has developed over \$6 billion worth of exceptional real estate, and its latest venture, Zuha Island, promises to redefine luxury living. This upcoming private island will feature a range of high-end amenities, including a boutique retreat, spa, beach club, and a selection of limited-edition residences—all designed with sustainability at their core.

Nadia's passion for the environment is reflected in many of her projects. Nurai Island features the region's first floating solar plant, innovative public solar lighting, and electric buggies for transportation, all part of her vision for a sustainable lifestyle. The introduction of the 'green carpet' concept further illustrates her aim to blend luxury with ecological responsibility, making a significant impact on the landscape of high-end real estate in the region.

Her influence extends beyond Zaya Group. As the CEO of Al Barari Group, Nadia was instrumental in creating the Al Barari project, a luxury residential community designed for eco-conscious living. Known for its lush, low-density environment, Al Barari prioritizes sustainability and features ample community spaces, greening practices, and innovative recycling systems for greywater and green waste.

Nadia's dedication to education also plays a significant role in her career. She founded Zaya Early Learning, a school inspired by the Waldorf educational philosophy, aimed at reimagining how children learn and grow. This initiative highlights her belief in the importance of innovative learning experiences and her commitment to shaping future generations.

As she looks forward to the completion of Zuha Island, Nadia Zaal continues to push the boundaries of luxury, hospitality, and sustainability in her projects. Her visionary approach not only enhances the real estate market but also sets a standard for integrating ecological consciousness into everyday living. With each development, she aims to create spaces that resonate with the community and provide more than just a place to call home, reinforcing her status as a trailblazer in her field.

Nadia Zaal's leadership style:

Visionary Thinking:

Nadia has a knack for seeing the bigger picture. She doesn't just focus on immediate profits; she aims to create lasting, impactful developments combining luxury and sustainability. This forward-thinking approach helps her stand out in the competitive real estate market.

Commitment to Sustainability:

Her strong focus on environmental responsibility is a key part of her leadership. Nadia integrates sustainable practices into all her projects, like the floating solar plant at Nurai Island. This commitment inspires her team and sets a standard for the industry.

Community-Centric:

Nadia believes in fostering connections within the communities her developments create. She prioritizes designs that encourage social interaction and well-being, ensuring her projects aren't just places to live, but vibrant, thriving environments.

Innovative Education Advocate:

By founding Zaya Early Learning, Nadia showcases her belief in the power of education. She's committed to reimagining learning experiences for children, which reflects her desire to invest in the future and nurture the next generation of leaders.

Empowering Leadership:

Nadia empowers her team by encouraging creativity and collaboration. She values their input and fosters an environment where innovative ideas can flourish, which helps drive the success of her projects and the company as a whole.

