

Singapore Management University students tour Bahrain World Trade Center

Press Release

Bahrain's iconic landmark part of curriculum for Business Management Students

Manama, 29 December 2009: More than 40 business management students from the Singapore Management University (SMU) recently visited the Bahrain World Trade Center (BWTC) Bahrain's iconic landmark, as part of a Business Study Mission (BSM) Middle East to produce a case study on the world's most pioneering and innovative development. The visit helped the students to gain insight through direct in-situ exposure of the state-of-the-art commercial building. BWTC is a symbol of the driving force behind the thriving business and social culture of Bahrain and reflects the economic momentum in the Kingdom.

The delegation, hosted by BWTC's architects and engineers ATKINS as well as BWTC's managing and leasing agents DTZ, was given a tour of the building and the students learnt how BWTC, the iconic building is the first in the world to suspend electricity-generating wind turbines between two commercial towers' structures, surpassing existing construction boundaries as well as the commercial aspects of the project. The three 29-metre diameter turbines provide 11-15% of the towers' energy requirements and are now set to auto-mode, supplying power to the 50 storey twin office towers.

Mr. Bob Addison Country Manager and Director of DTZ, BWTC's Managing and Leasing Agents, said: "We are delighted to have hosted the business management students from Singapore and the tour of BWTC which is part of the BSM course. It is Bahrain's business-friendly environment, commitment to sustainable development and BWTC's unique ground breaking design which has resulted in the iconic building becoming the subject matter for the case study. We are pleased to see the BWTC raising Bahrain's profile internationally, and becoming a true landmark for the Kingdom's progress."

During the tour, the students also learnt how the development cleverly combines the essential elements of business and leisure with cutting-edge corporate offices and leisure amenities including exceptional shopping, fine dining and casual dining restaurants, cafes, a health spa, a five-star hotel and a range of other services.

In addition to visiting the BWTC, the students also visited the Bahrain Financial Harbour, Raffles City Bahrain, Bahrain Economic Development Board and the University of Bahrain.

As part of an extensive ten-day itinerary, the students visited over 20 companies and site attractions of the most pioneering and innovative developments in Kuwait, Oman, Qatar, Saudi Arabia and the UAE.