
CERTIFICATE

for

**His Highness Muhammed bin Raschid Al Maktum,
Sheik of Dubai Emirate**

It's crazy. What people hear about Dubai is simply unbelievable. It's like a tale from the 1001 Arabian Nights. But even if we stand in the middle of the desert and see suddenly in front of our eyes a real estate protagonist from the Land of Dubai, the largest theme park and nth shopping mall in the world, we are still standing in the desert sand, disbelieving and marveling. But there, where today skyscrapers stand next to one another, a few years ago was nothing else but desert sand. Someone must have seen that! And this is what the sheiks of Dubai count on! They did not risk that one would have smiled at it if a couple of high houses had grown out of the desert sand. Out of anxiety they decided to build a very large number of such houses.

If Professor Dr. Ing. Jürgen Erbach would have drawn up a certificate for the Sheik after a visit in Dubai, it would look as follows:

ASSET MANAGEMENT

For someone who probably could only just assume the quantity and quality of his assets, the sheik is very future-oriented and works intensively on further developing his assets.

good

CONSTRUCTIONS, ECONOMIC ASPECTS

He never made a purpose out of constructing and therefore this purpose was not outstandingly reached. People who produce tower buildings en masse, fall in love with the most uneconomical (although the most spectacular) construction form of all.

sufficient

CONSTRUCTION QUALITY

When building so much and so rapidly, one must have in view that the construction quality is affected. We, the Germans are still reconditioning our boom time. The consequences are to come. Later perhaps, but they will come up anyway.

sufficient

OPERATING MANAGEMENT

Following the Chinese model: fraternize, learn and then make by yourself. Indeed a successful strategy which, however, doesn't make you very popular.

good

ETHICS

The positioning of Dubai as a metropolitan area implies that other regions have to suffer. The aspects regarding the social city in a metropolis which grows exuberantly like cancerous ulcer are not taken into account. The relation with the foreign workers is improving, but still resembles a sort of modern slavery.

deficient

FACILITY MANAGEMENT

Because of too many courses in this semester, this course was adjourned for the next semester.

no participation

FINANCING

Bringing money to Dubai equals to bringing coals to Newcastle. Therefore the understanding of the need for professional financing forms is missing. Given the current development, it would have been wiser to deal earlier with this matter.

sufficient

CIVIL ENGINEERING

Even if only on sand constructed: a solid and static system can be created even out of a jelly, if one mounts a brush in it with the bristled side below. A couple of auger piles less would be no problem if one would do more precise calculation. But no one is interested in such things (especially the construction companies).

good

INFRASTRUCTURE

The one who manages to create in 3 years such an infrastructure on sand deserves credit. It remains to be seen if the infrastructure will also be sufficient for the aimed-at 15 million inhabitants of Dubai.

good

INVESTMENT SAFETY

When someone invests his money over and over again in the tallest skyscraper and in the largest shopping mall, one can say that he plays a game of hazard. At the end, the image damage can be so high that he could risk losing all that laboriously acquired fame.

satisfactory

CULTURE

A little bit of everything. All kinds of swiped elements and nothing original. Yet an awareness of this problem can be noticed and there is an intention of introducing culture in this project. Man is more than a consuming creature! The own culture, vaguely perceptible in bazaars, is being persistently replaced by the Indian one.

satisfactory

MARKETING

It's just simply brilliant how a small desert country manages to achieve so much fame.

very good

COURAGE

The sheik did not want to risk making only a little publicity with a few skyscrapers. Therefore he introduced spectacular projects with the echo of a machine gun volley. However this is a rather anxious than a courageous attempt.

satisfactory

ECOLOGICAL SUSTAINABILITY

It seems that where oil and sun abound, one does not have to worry about tomorrow. However, those who are concerned about new income sources for the future seem to understand that the country could eventually exhaust its resources.

insufficient

ECONOMIC SUSTAINABILITY

If no economic support accompanies the X-tallest skyscraper and the Y-largest shopping mall, Dubai as a tourist destination will be just a flash in the pan. It is questionable whether Mr. Steinbrück sets the tax oasis Dubai on its „black list“, to tout for the financial center Dubai.

sufficient

PUBLIC RELATIONS

An active public work did not take place. Simply large, larger, the largest ... the mass media reports, people talk about Dubai and a few doubting persons travel there to convince themselves of the truth. But one can hardly speak of public work in this case.

sufficient

PORTFOLIO

Cluster risk in Dubai!

sufficient

PROJECT DEVELOPMENT

What project development? Someone ordered a high building and received it. No projects were developed. Master plans were developed everywhere.

no participation

RELIGION

Even God of the Old Testament did not find it desirable when people tried to "play God" by building the Tower of Babel. It remains to be seen whether God of the Moslems sees things differently.

insufficient

RESEARCH

Subject failed. The meaning of research according to the international standards was seriously misunderstood. But which was the data to be collected? There was nothing to collect.

sufficient

RISK MANAGEMENT

What risk? Deficient awareness of the problem.

deficient

INTERNAL SECURITY

No one can see it but the police are everywhere! However a bit exaggerated.

good

EXTERNAL SECURITY

External security is bought for a high price. This is not such a big deal. Who knows how long will it last or how long it takes until the other side becomes too greedy?

good

CITY PLANNING

Let everyone do it if they can. And this is how it goes!

sufficient

STRATEGY AND TACTICS

When such "crazy ideas" come into one's mind and he has the power to persuade other people and to turn his plan into reality, that man must be a great strategist and tactician.

very good

WATER ENGINEERING

The fact that people in Dubai have no idea about the water coming from above can be impressively observed after an intensive rainstorm, which is such a rarity in that region.

barely sufficient

Since the glass is more than half-full, the participant has succeeded in the verification.



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Professor Dr.-Ing. Jürgen Erbach teaches real estate project development at the University for Applied Science and Arts in Holzminden. This certificate expresses his personal opinion.