



*Unfolding Life's Treasures*

**KLEINDIENST**



**BENTLEY**

HOME



# SWEDEN VILLAS

*Furnished by*



**BENTLEY**

HOME

**THE HEART OF EUROPE**

“Our mission is to create one of the world’s most iconic island destinations and provide investors with the most lucrative opportunities in the luxury lifestyle sector. Our ultimate goal is to make The Heart of Europe one of the most prestigious and talked about luxury holiday hotspots in the world. Our vision is to offer an elegant European lifestyle experience where every detail is underscored by luxury and perfection and draws from the very best of European designs, heritage and culture.”

The Heart of Europe, a cluster of six islands off the coast of Dubai, is owned by Kleindienst Group in Dubai. Kleindienst Group is the largest European real estate and property developer in Dubai and its portfolio of different brands include JK Properties, The Heart of Europe, Austria Business Center, European Business Center and JK Bauen.

*Josef Kleindienst*

Chairman of Kleindienst Group

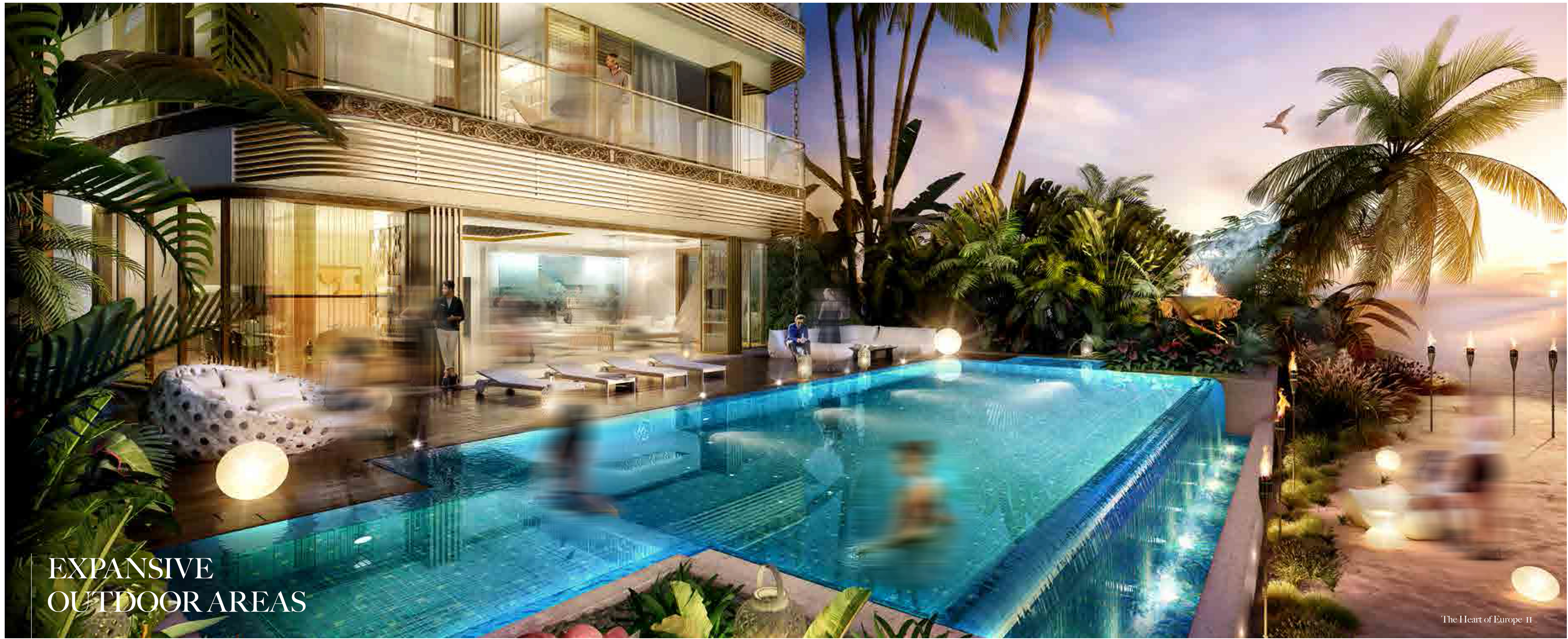
SWEDEN VILLAS FURNISHED BY BENTLEY HOME <sup>8</sup> / THE CÔTE D’AZUR  
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# The Heart of Europe

Sweden Island

SWEDEN VILLAS

Furnished by Bentley Home



EXPANSIVE  
OUTDOOR AREAS



STUNNING  
INTERIOR DESIGN



PREMIUM QUALITY  
DINING AREAS





# BREATHTAKING VIEWS





HIS & HERS  
WALK-IN CLOSETS



EN-SUITE BATHROOMS  
WITH SEA VIEWS

THE ULTIMATE  
IN COMFORT





BEAUTIFUL  
BATHROOMS



IMMACULATE  
RECEPTION AREAS



## SWEDEN VILLAS FURNISHED BY BENTLEY HOME

Five of the ten luxury properties on Sweden Island will be furnished by Bentley Home. Each Sweden Villa will boast exclusive high end home interiors provided by the internationally renowned luxury brand. In addition, each sumptuous residence will feature a state-of-the-art party/chill-out floor in the roof of the upturned Viking vessel, which will be customised and furnished by Bentley Home.

Bentley furniture is inspired by the time-honoured craftsmanship and material selection that characterise Bentley car interiors. The new Bentley Home Collection combines traditional and modernist designs with a little spirit of the British gentleman driver which the Bentley motor is renowned for. The range of handmade furniture is inspired by the techniques, materials and high quality finishes that are synonymous with Bentley car interiors.

At The Heart of Europe you can live the way you drive, with a Sweden Villa furnished by Bentley Home which offers the ultimate in luxury and comfort!

# SWEDEN ISLAND

Sweden Island at The Heart of Europe will represent not just the vast array of culture, art and historical treasures from Sweden, but also picturesque medieval beauty. It will capture the very essence, aura and classic touches of a complete Swedish lifestyle.

Sweden Island will offer authentic, traditional Swedish food and drink based on Stockholm's famous Saluhall Market and will serve the finest Swedish cuisine. During the year it will host authentic Swedish themed events and celebrations such as Midsummer, National Day, St Martin's Day, Walpurgis Eve, Saint Lucia and crayfish parties. What's more, the island will celebrate the best of Swedish film, music and arts. During these popular cultural events, guests will be able to enjoy traditional Swedish delicacies such as sour herring, meatballs, Raggmunk, toast Skagen, smorgasbord, and mouth-watering crayfish to name a few.

If you're looking for the ultimate in privacy and tranquility, Sweden Island in Dubai will offer you just that and more! Sweden Island will be home to premium quality majestic waterfront villas which boast seven bedrooms, an exterior pool deck, a private beach and a stunning tropical landscape. Each waterfront villa has been meticulously designed to the highest standards and is synonymous with classic Swedish design and architecture.







## SWEDEN VILLAS

Furnished by Bentley Home

Sweden Island's shoreline will be home to ten prestigious beachfront villas inspired by the beautifully crafted and intricate structure of inverted Swedish Viking vessels. The roof of each majestic seven bedroom residence will resemble the upturned hull of a Viking ship and inside each luxury abode, a stylish interior unfolds. Synonymous with clean lines, stunning design features and functionality, each Sweden Villa offers the very best in modern Scandinavian living.

Special features include snow and sauna rooms, floor-to-ceiling windows, breathtaking views of Dubai's epic skyline, expansive balconies, a gym and spa, a private infinity pool and landscaped gardens. Each Sweden Villa will be finished to the highest specifications throughout. What's more, each property will have its own customised, state-of-the-art party / chill-out floor inside the roof area.

# SWEDEN ISLAND PLAN



The Developer

# KLEINDIENST GROUP

The Heart of Europe is brought to you by Kleindienst Group, an established real estate and property developer with global expertise spanning more than 30 years. The company is proud to be the biggest European real estate company in Dubai and has an exclusive international property portfolio in some of the world's most coveted locations, having made real estate investments in a number of countries including Austria, Dubai, Germany, Hungary, Italy, Luxembourg, Pakistan, Seychelles and South Africa.

Within the UAE, Kleindienst Group owns industrial, commercial and residential sites at Dubai World Central, Dubai Investments Park, Jumeirah Village, Dubai Waterfront and The World. It also owns residential buildings in Discovery Gardens as well as apartments and villas in Dubai Marina, Burj Dubai, The Palm and Jebel Ali.

Kleindienst Group is also seed investor to the exclusive Seychelles Eden Island Development, a similar size project to The Heart of Europe, which is home to an infinite number of luxurious villas, sophisticated maisons, stylish apartments and deep-water marina. Eden Island really is a taste of island paradise offering a luxurious residential marina development in the heart of the Seychelles islands, with each property complete with its own private mooring and an array of restaurants and bars, boutique shops, supermarkets and various service outlets for guests and visitors to the island.

Kleindienst Group has also created a number of highly successful stand alone brands:

- The Heart of Europe
- JK Properties
- Austria Business Center
- ABC Business Center
- Kleindienst Development Sales
- European Business Center





## INVESTING IN DUBAI

Dubai is a global city, a business hub and a popular holiday destination for millions of tourists every year. In 2014, Dubai International Airport was the world's busiest airport in terms of international passenger traffic.

The truly cosmopolitan city boasts a sound infrastructure, fabulous sports and leisure facilities, luxury hotels, beautiful beaches, mega malls and numerous other attractions. Dubai is also extremely safe and has a very low crime rate – making it the perfect place for individuals and families to live and holiday. The climate in Dubai is very sunny and pleasant throughout the year, with only four months of real summer heat.

Dubai is a tax-free city, with no income or capital gains tax. This makes it highly attractive for people from all around the

world to invest in property. Foreign investors are also attracted to Dubai due to the various free zones. Currently the city is home to over 200 different nationalities, making it an interesting proposition for those looking to live and work in Dubai. Over recent years, many multi-national organisations have opened up offices in the city. Today, Dubai is a business hub, similar to London, New York and Hong Kong and with the World Expo (2020) on Dubai's horizon, there has never been a better time to invest in the world's fastest growing and most exciting hospitality market.

Dubai acts as a year-round reminder of human potential, defying the odds and going where no man has ever gone before with its iconic skyscrapers, futuristic landscape and cultural matrix – everywhere you look, the innovation and development of this progressive city is profound for all to see.

The future certainly looks bright for Dubai!





Dubai at a  
**GLANCE**

**71**

Dubai International Airport received over 71 million passengers in 2014. This staggering figure awarded Dubai with the title of the busiest airport in the world. Passenger numbers are projected to reach 78 million in 2015 and 103 million by 2020.

**20**

In 2014 Dubai welcomed over 10 million tourists. By 2020, this figure is due to soar to 20 million per year.

**78%**

hotel occupancy average across 2014.

**+6.1%**

It was estimated that Dubai's GDP in 2014 reached USD 107.1 billion, posting a growth rate of 6.1% in 2014 and exceeding Dubai government's estimate of 5%, according to Citibank.

**2.2**

million people live in Dubai (according to 2013 records) and this was set to increase by 5% in 2014 alone.

**Average Daily Rate**

Growth in the next 2 years is expected to be higher than during the last 5 years

**Revenue Per Available Room**

Growth is expected to exceed during the last 5 years

Over the past 5 years, room demand has expanded 63.4% (10.3% per annum)