

# ASICO

PR Report  
December 2025

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**Online Coverage**

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Month	Publication	Genre	Circulation	Description	Coverage	Advertising Value (AED)	PR Value (AED)
December 2025	Property News International	Real Estate	N/A	ASICO Development launches digital twin	Full Page	33,000	99,000
December 2025	Construction Business News ME	Construction	27,400	ASICO Development launches digital twin	Full Page	33,000	99,000
December 2025	Construction Business News ME LinkedIn	Construction	83,962	ASICO Development launches digital twin	Full Page	N/A	N/A
December 2025	Modern Construction 360	Construction	N/A	ASICO Development launches digital twin	Full Page	5,000	15,000
December 2025	Dubai Property Guide	Real Estate	N/A	ASICO Development launches digital twin	Full Page	N/A	N/A
December 2025	Al Khaleej	Business	1.6m	ASICO Development launches digital twin	Full Page	25,000	75,000

Month	Publication	Genre	Circulation	Description	Coverage	Advertising Value (AED)	PR Value (AED)
December 2025	Al Khaleej X	Business	51.7K	ASICO Development launches digital twin	Full Page	N/A	N/A
December 2025	MSN	Technology	5.5m	ASICO Development launches digital twin	Full Page	1,836	5,508
December 2025	Nabd	Business	2 billion	ASICO Development launches digital twin	Full Page	18,000	54,000
December 2025	News Abroad	Economy	N/A	ASICO Development launches digital twin	Full Page	N/A	N/A
December 2025	Finperform LinkedIn	Finance	26,097	ASICO Development launches digital twin	Full Page	N/A	N/A
December 2025	MarkNtel Advisors	Technology	N/A	Digital Twin	1/10 Page	N/A	N/A
	<b>TOTAL ONLINE PR VALUE</b>						<b>517,608</b>

# Property Time: <https://www.propertytime.ae/featured/strategy-trust-and-instinct/>

PROPERTY TIME

Thursday  
Jan 01, 2026

NOVEMBER 2025  
ISSUE 9 | VOLUME 2  
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PROPERTY TIME > [Featured](#) > Strategy, Trust, And Instinct

FEATURED

REAL ESTATE

## Strategy, Trust, And Instinct

December 8, 2025



**BINESH BABU PANICKER CATCHES UP WITH WAIL**

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**Dubai Real Estate Surges To Record AED 681B in 2025**

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**Abu Dhabi Real Estate Market Shows Highest Price Increases In Over A Decade**

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# Property Time (Continued):

<https://www.propertytime.ae/featured/strategy-trust-and-instinct/>

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## **BINESH BABU PANICKER CATCHES UP WITH WAIL ABUALHAMAIL, DIRECTOR OF REAL ESTATE AT ASICO.**

Dubai's property market is fast, complex, and full of opportunities. Million-dirham deals, off-plan developments, and a mix of global and local investors make it a high-stakes game. At the center of this market is Wail Abualhamail, Director of Real Estate at ASICO, who works directly with brokers, developers, and investors to make deals happen. He is the link between developers and the agents who sell their projects, helping brokers understand which inventory they can access, which developers pay reliably, and how to manage payments and commissions. In this conversation with PROPERTY TIME, Wail shares how he builds trust, creates systems for brokers, plans for cash flow, and why human judgment remains essential even as AI and technology play a bigger role in real estate.

### **Many new people enter real estate thinking they can start a company and succeed immediately, but some shut down within a few months. Why does that happen?**

That happens because they don't understand the business. Some people think they can start a company tomorrow and it will work, but they don't know how brokerage works, how to manage payments, how to manage relationships. Just like currency only works if people trust the system, brokerage only works if there is a clear process everyone agrees on. You need a strategy. Know which inventory you can get, which developers pay on time, how long it takes to receive money. I always pay brokers only when money is in the company account. Being clear from day one avoids misunderstandings and helps the business last.

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**Dubai Real Estate Surges To Record AED 681B in 2025**

Featured | Real Estate | December 31, 2025



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**Some companies offer brokers immediate payouts after closing deals, sometimes within 24 hours, for a small fee. Would you do that?**

I wouldn't. It adds unnecessary risk. What if 90 days pass and the payment doesn't come? Then the company has to cover it. Planning ahead is better than reacting. If you have one deal every month, you will get paid regularly. Each deal may take a few months to close, but once it does, it continues. That is how you create continuity.

**How do you manage brokers and commissions with different developers?**

You need to know who pays fast, who pays late. Some big developers pay after six months, even one year. My rule is simple. I pay brokers only when the money is in the company account. Some developers, like Emaar, pay very well. You get half the commission when the company receives payment, and the rest soon after. Others pay within a week, some six months. Being clear from day one avoids misunderstandings.

**How should brokers manage their personal budgets if payments are delayed?**

Treat your work like a business. Budget first for rent, mortgage, car, holidays. Anything left is for savings or investments. One deal every 30 days means you get paid every month. You have to be organized and plan.

**Some brokers get upset even over one-day delays. How do you handle that?**

Delays happen. I accept it, but I don't make exceptions for every case. Bending rules creates complications and more risk. I build the system for the majority. Brokers must be organized and manage their own payables and receivables. I can guide them, but I cannot manage their personal lives.

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**Technology and AI are playing a bigger role in real estate. How do they fit into this system?**

Technology is helpful. AI can look at data, see trends, and forecast. It can help with follow-ups and analysis. But it cannot replace human interaction. When I meet a client for a multi-million-dirham property, they first need to trust me. AI cannot negotiate, read the client, or build a relationship. Those things need a person.

**Some companies are developing AI that mimics agents completely. Could that work?**

No, not really. If the client thinks they are talking to a machine, you lose trust. AI can support and help in the background, but confidence and connection must come from a real person.

**You mentioned AI cannot replicate human instincts. How important are emotions like fear and greed in shaping Dubai's property market?**

Very important. Greed is seeing opportunity before others. Fear is panic selling. During COVID, I sold a townhouse for 860,000 dirhams, the cheapest I ever sold. The client bought with courage. Now that townhouse is premium. The client made four to five times their investment. Market psychology is as important as numbers. You have to understand the human side.

**Many buyers prefer paying cash outright. How should investors think about leverage?**

Freezing all your cash in one property is not smart. Use a mortgage, invest the rest elsewhere. Rental income or returns from other assets can cover the mortgage. A good

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# Property Time (Continued):

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## Many buyers prefer paying cash outright. How should investors think about leverage?

Freezing all your cash in one property is not smart. Use a mortgage, invest the rest elsewhere. Rental income or returns from other assets can cover the mortgage. A good broker helps clients think beyond commissions and focus on long-term value.

## There is talk about bubbles in Dubai's market. Should buyers worry?

A bubble is when prices do not match value. Some compare Dubai to 2008, but that was a US mortgage crisis. Dubai's beachfront and Palm Jumeirah properties are still competitive globally. Demand behind new launches is real. Prices may go up and down, but fundamentals are strong. I don't see a crash coming.

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### 13 Years Of Trust & Credibility

PROPERTY TIME magazine (previously known as PROPERTY TIMES) was launched in December 2012 as a first of its kind real estate magazine in Dubai with over 20,000 copies in circulation monthly, which was then doubled to 40,000 copies per month in

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# ME Construction News: <https://meconstructionnews.com/65402/asico-development-launches-bim-program-for-all-upcoming-projects>

TECHNOLOGY

## ASICO Development launches BIM program for all upcoming projects



By Priyanka Raina

Posted on December 5, 2025

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This initiative underscores the company's commitment to quality, efficiency, and regulatory compliance



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# ME Construction News (Continued):

<https://meconstructionnews.com/65402/asico-development-launches-bim-program-for-all-upcoming-projects>

ASICO Development has launched a Building Information Modeling (BIM) program for its upcoming projects, marking a significant step in its digital transformation journey in compliance with Dubai Municipality standards. The initiative underscores the company's commitment to quality, efficiency, and regulatory compliance. BIM has emerged as a powerful tool in modern real estate development, revolutionising the way projects are planned, constructed, and managed, the firm said in a statement.

BIM creates a comprehensive digital model that integrates design, construction sequencing, cost data, sustainability analysis, and operational information. This unified model enables early clash detection and reduction of design errors, leading to more accurate cost and quantity management. Moreover, it provides clear visualisation of the construction timeline, enhancing design quality and coordination among consultants and contractors. Additionally, BIM ensures the creation of comprehensive and accurate as-built documentation for future maintenance and facility operations, it added.

These advantages are said to directly align with ASICO's mission of delivering high-quality developments, while maintaining better control over time, cost, and technical performance.

“With BIM, we are elevating the way we design, coordinate, and deliver our developments. It sets the foundation for future digital initiatives and supports our commitment to smarter, more efficient, and more sustainable buildings,” said Salah M. Baleed, Director of Engineering at ASICO.



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ASICO is rolling out BIM across all new development projects as part of a phased digital engineering strategy. This includes – coordination for enhanced design accuracy and clash detection, schedule integration to support construction planning and progress tracking, cost modeling for more precise budgeting and dynamic updates as designs evolve, sustainability simulations to support energy efficiency and environmental targets, facilities management models to ensure accurate handover data and long-term operational readiness, the firm explained.

These workflows will be implemented through structured BIM Execution Plans



SUSTAINABILITY

**AMEA Power advances Solar PV Project in the Ivory Coast**



INDUSTRY NEWS

**NEOM Green Hydrogen Company signs MoU with Fahd bin Sultan University**



INDUSTRY NEWS

**Serco appoints Maryam Alamasri as Head of Concrete Services**

## ME Construction News (Continued):

<https://meconstructionnews.com/65402/asico-development-launches-bim-program-for-all-upcoming-projects>

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These workflows will be implemented through structured BIM Execution Plans (BEPs), clear consultant requirements, and internal capability-building. This ensures that all ASICO projects meet Dubai Municipality requirements for BIM-based documentation and digital model submissions.

The BIM program will be delivered in full alignment with the Dubai Building Code and Dubai BIM submission standards, including ISO 19650-aligned information management and the required IFC/IDS deliverables for permit submission.

**RELATED ITEMS: ASICO DEVELOPMENT, BIM EXECUTION PLANS (BEP), BUILDING INFORMATION MODELING (BIM), CONSTRUCTION, DUBAI BIM, DUBAI BUILDING CODE, FEATUREDNEWS, TECHNOLOGY, UNITED ARAB EMIRATES**



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## ASICO Launches BIM Program for Upcoming Projects

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This initiative underscores the company's commitment to quality, efficiency, and regulatory compliance



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## ASICO Launches BIM Program for Dubai Projects

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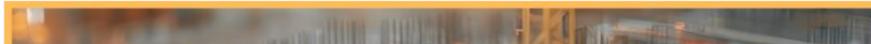
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**Asico** Development has launched a Building Information Modeling (BIM) program across all upcoming projects, aligning with Dubai Municipality standards and marking a significant digital transformation initiative. BIM creates a comprehensive digital model integrating design, construction sequencing, cost data, and sustainability analysis, enabling early clash detection and reducing design errors.

The program delivers structured workflows including design coordination, schedule integration, cost modeling, sustainability simulations, and facilities management models, all aligned with Dubai Building Code requirements and IFC/IDS deliverables for permit submission. This approach provides enhanced accuracy, better time and cost control, and comprehensive as-built documentation for future maintenance and operations.

ASICO's phased BIM strategy includes structured Execution Plans (BEPs), clear consultant requirements, and internal capability-building to ensure all projects meet regulatory compliance while improving construction efficiency and project delivery quality.

[#BIMTechnology](#) [#DigitalConstruction](#) [#DubaiConstruction](#) [#RealEstateTech](#)  
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#BIMTechnology #DigitalConstruction #DubaiConstruction #RealEstateTech  
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**News**

**Dubai's smart-build evolution accelerates as ASICO Development launches BIM program for all upcoming projects enhancing quality, coordination, and compliance**

# Zawya: <https://www.zawya.com/en/press-release/companies-news/asico-development-announces-digital-twin-and-iot-initiative-for-existing-buildings-ctw6pagg>

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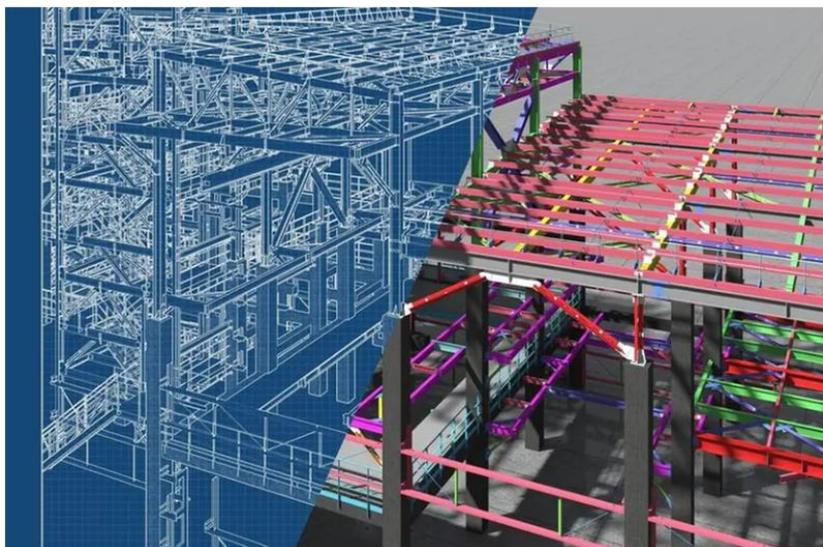
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AI: Shaping Digital Future



ASICO is evaluating and piloting technologies that allow older buildings to be digitally reconstructed and managed. Image Courtesy: ASICO

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# Zawya (Continued): <https://www.zawya.com/en/press-release/companies-news/asico-development-announces-digital-twin-and-iot-initiative-for-existing-buildings-ctw6pagg>

REAL ESTATE

## Asico Development announces Digital Twin and IoT initiative for existing buildings

This initiative builds on the BIM program recently launched for new projects

Press Release

December 8, 2025



Dubai, UAE – As part of its long-term digital transformation strategy, ASICO Development announced today a new initiative focused on enhancing the performance of existing buildings through IoT-enabled digital twins, laser scanning, and data-driven asset management.

This initiative builds on the BIM program recently launched for new projects and expands it into the operational phase of ASICO's asset portfolio.

### Preparing Existing Buildings for a Smart Future

ASICO is evaluating and piloting technologies that allow older buildings to be digitally reconstructed and managed using real-time performance data. This includes:

- Laser scanning surveys to create 3D as-built models of priority assets
- Development of BIM-based digital twins to centralize building documentation, equipment data, and maintenance history
- Integration of IoT sensors with building systems (HVAC, power, water, indoor environment)

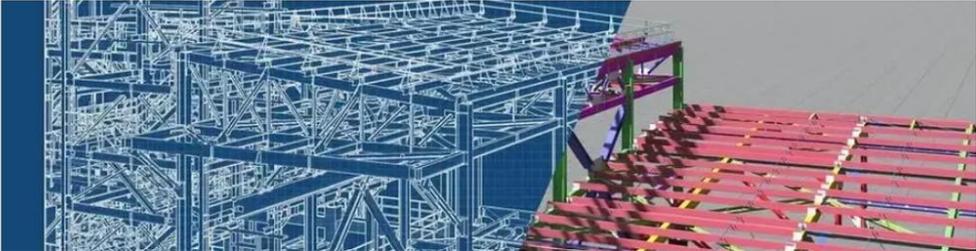


# Property News International: <https://www.propertynewsint.com/en-ae/news/asico-launches-digital-twin-and-io-t-upgrade-for-existing-buildings>

## ASICO launches Digital Twin and IoT upgrade for existing buildings

Shabnam Tahernia | Dec. 08, 2025 | Technology

ASICO Development launches a Digital Twin and IoT initiative to enhance performance, sustainability and smart operations across its existing building portfolio in Dubai.



# Property News International (Continued):

<https://www.propertynewsint.com/en-ae/news/asico-launches-digital-twin-and-io-t-upgrade-for-existing-buildings>

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ASICO Development advances smart building operations through its new Digital Twin and IoT initiative. Image: ASICO

**Dubai, UAE:** As part of its long-term digital transformation strategy, *ASICO Development* has announced a major new initiative focused on enhancing the performance, sustainability, and operational intelligence of its existing buildings through the implementation of Digital Twin technology, IoT integration, and advanced data-driven asset management.

The move builds on the company's recently launched Building Information Modelling (BIM) programme for new developments and now extends this digital framework into the operational phase of its existing asset portfolio. The initiative represents a significant step toward the creation of a fully connected, intelligent real estate ecosystem across ASICO's developments.

## Preparing existing buildings for a smart future

ASICO is currently evaluating and piloting a range of technologies that enable older buildings to be digitally reconstructed, monitored, and optimised using real-time performance data. This process begins with high-precision laser scanning surveys to

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WFES 2026 to Highlight AI's Expanding Role in Middle East Clean Energy

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Abu Dhabi Unveils USD 54 Billion Smart City Vision with 600+ Projects

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Dubai to host PropTech Connect 2026, the largest real estate tech event

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UAE's PropTech Sector Set to Reach USD 1.55 Billion by 2030

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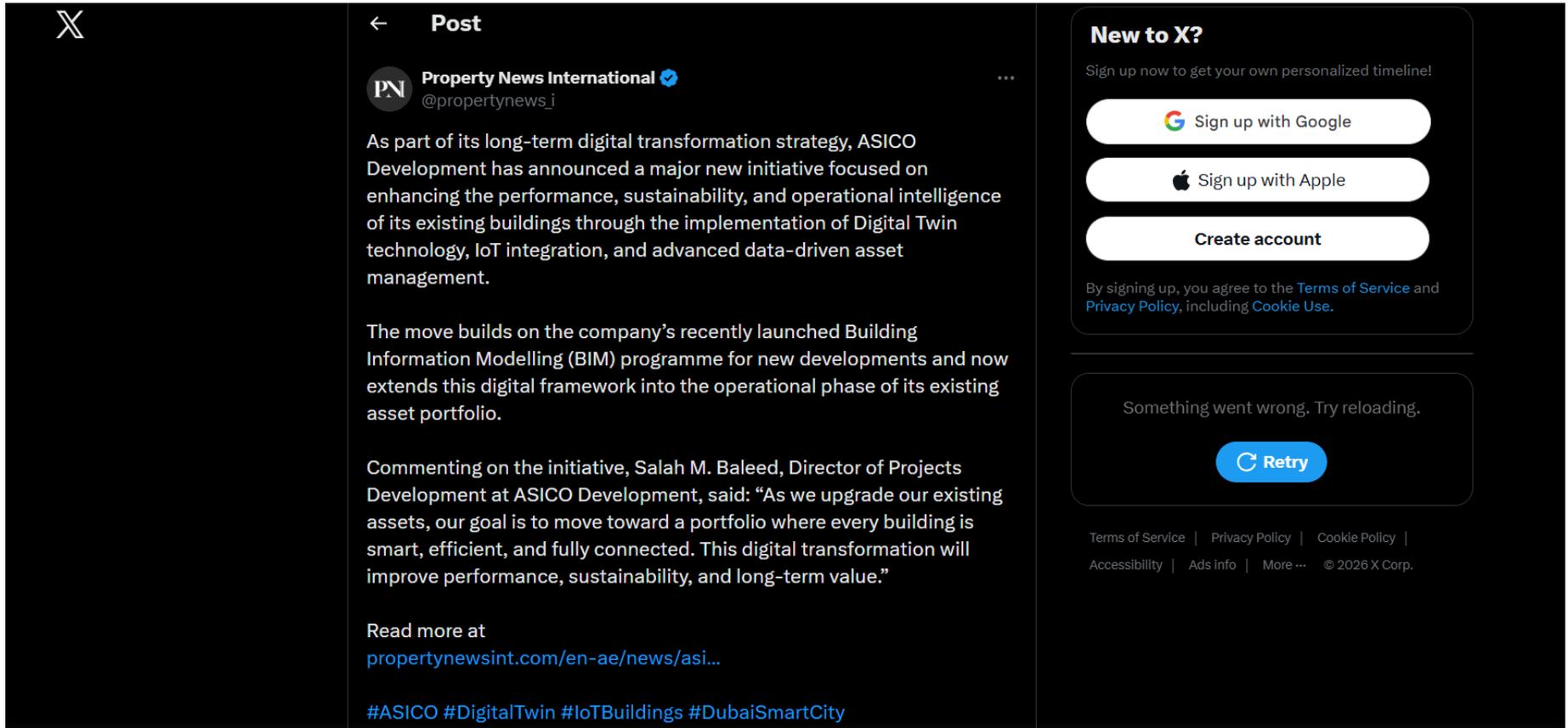
KAFD and Samsung Forge Smart-City Alliance in Riyadh

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Dubai Land Department and Microsoft Launch AI-Powered CRM System

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As part of its long-term digital transformation strategy, ASICO Development has announced a major new initiative focused on enhancing the performance, sustainability, and operational intelligence of its existing buildings through the implementation of Digital Twin technology, IoT integration, and advanced data-driven asset management.

The move builds on the company's recently launched Building Information Modelling (BIM) programme for new developments and now extends this digital framework into the operational phase of its existing asset portfolio.

Commenting on the initiative, Salah M. Baleed, Director of Projects Development at ASICO Development, said: "As we upgrade our existing assets, our goal is to move toward a portfolio where every building is smart, efficient, and fully connected. This digital transformation will improve performance, sustainability, and long-term value."

Read more at  
[propertynewsint.com/en-ae/news/asi...](https://propertynewsint.com/en-ae/news/asi...)

#ASICO #DigitalTwin #IoTBuildings #DubaiSmartCity

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# Construction Business News ME: <https://www.cbnme.com/news/asico-development-unveils-digital-twin-iot-push/>

The screenshot displays the Construction Business News ME website. At the top, there is a navigation menu with categories: News, Analysis, Expert Insight, Machinery, Suppliers, Interviews, Events, Powerlist, Videos, and Logistics News ME. A search icon is located on the right. Below the navigation is a breadcrumb trail: Home » News » ASICO Development Unveils Digital Twin, IoT Push.

The main article is titled "ASICO Development Unveils Digital Twin, IoT Push" and is attributed to "By CBNME EDITORIAL | December 9, 2025". Below the title are social sharing icons for Facebook, X, Pinterest, LinkedIn, and a general share icon.

On the right side of the page, there is a sidebar advertisement for "MUAR" jewelry, featuring a gold necklace and the text "ARROW new collection" with a "Purchase Now" button.

Below the article, there is a large image showing a digital twin interface with multiple screens displaying 3D architectural models and data charts. Three people wearing hard hats are visible in the foreground, looking at the screens.

At the bottom right, there is a "TOP POSTS" section with a red underline. The first post is titled "Bayut 2025 Report Reveals Healthy Price Movements in Dubai's" and features a small image of a city skyline.

# Construction Business News ME (Continued):

<https://www.cbnme.com/news/asico-development-unveils-digital-twin-iot-push/>

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## *The initiative extends ASICO's new-project BIM programme into the operational phase of its asset portfolio*

As part of its long-term digital transformation strategy, [ASICO Development](#) announced today a new initiative to enhance the performance of existing buildings through IoT-enabled digital twins, laser scanning, and data-driven asset management.

This initiative builds on the [BIM program](#) recently launched for new projects and expands it into the operational phase of ASICO's asset portfolio.

### Preparing Existing Buildings for a Smart Future

ASICO is evaluating and piloting technologies that allow older buildings to be digitally reconstructed and managed using real-time performance data. This includes:

- Laser scanning surveys to create 3D as-built models of priority assets
- Development of BIM-based digital twins to centralise building documentation, equipment data, and maintenance history
- Integration of IoT sensors with building systems (HVAC, power, water, indoor environment)
- Real-time monitoring dashboards for energy use, equipment performance, and



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## ASICO Launches IoT-Enabled Digital Twin Upgrade

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[Asico](#) Development Unveils Digital Twin, IoT Push

As part of its long-term digital transformation strategy, ASICO Development has launched a new drive to upgrade existing buildings using IoT-enabled digital twins, laser scanning and data-led asset management. The move extends its BIM programme from design and construction into live building operations across its portfolio.

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## ASICO Launches Digital Twin IoT for Smarter Buildings



By Mariyam Banu

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Digital Twin IoT Push starts ASICO Development's new plan to improve old buildings. The company brings out this program to improve operations better with **modern tech**. ASICO uses IoT sensors and digital twins to watch buildings in real time.

## Contents

- 1 Initiative Details
- 2 Technology Integration
- 3 Operational Benefits
- 4 Industry Impact
- 5 Future Expansion

## Initiative Details

ASICO Development shows the program on December 9, 2025. Engineers put IoT digital twins and laser scans in some buildings. These tools make exact copies that continuously check building work. The setup takes live data from sensors inside the buildings. It checks energy use, repair needs, and how many people are there. Workers see the info on one screen and fix things fast. The setup causes little stop in work.

## Technology Integration

ASICO takes its Building Information Modeling from new builds to daily use. Digital twins copy real buildings exactly. IoT tools send data that updates the copies in real time. Laser scans make clear 3D pictures of the

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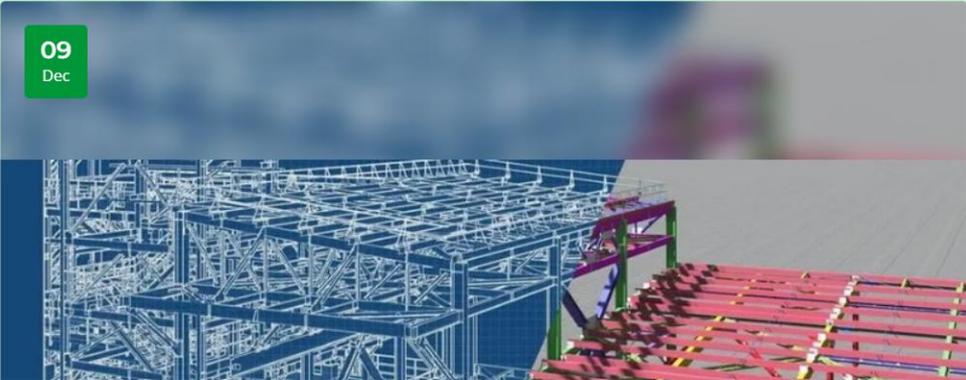
Dubai Property Guide: <https://dubaipropertyguide.io/asico-development-announces-digital-twin-and-iot-initiative-for-existing-buildings/>

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# ASICO Development Announces Digital Twin And IoT Initiative For Existing Buildings

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لاستلام اشعارات وعروض من صحيفة "الخليج"

كشفت «اسيكو للتطوير العقاري» عن مبادرة جديدة لتعزيز أداء المباني القائمة من خلال التوأمة الرقمية المدعومة بإنترنت الأشياء، والمسح بالليزر، وإدارة الأصول المعتمدة على البيانات. تأتي هذه المبادرة لتكمل برنامج نمذجة معلومات البناء (BIM) الذي أُطلق مؤخراً للمشاريع الجديدة، وتمتد لتشمل مرحلة التشغيل في محفظة أصول «اسيكو». تقيم وتختار الشركة التقنيات التي تسمح بإعادة بناء المباني القديمة رقمياً وإدارتها باستخدام بيانات الأداء اللحظية. وقال صلاح بليد، مدير تطوير المشاريع في الشركة: «نسعى نحو محفظة تضم مباني ذكية وفعالة ومتصلة بالكامل، وهذا التحول الرقمي سيعزز الأداء والاستدامة والقيمة طويلة الأمد».



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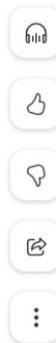
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December 13, 2025

## Asico Unveils Initiative to Boost Building Performance with Digital Twin Technology

Asico for Real Estate Development has unveiled a new initiative to enhance building performance using digital twin technology, IoT, and data-driven asset management.



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Month	Publication	Genre	Circulation	Description	Coverage	Advertising Value (AED)	PR Value (AED)
December 2025	Property Time	Real Estate	N/A	ASICO Development launches digital twin	2 Pages	10,000	30,000
22 December 2025	Gulf Today	Business	30,000	ASICO Development launches digital twin	¼ Page	2,000	6,000
	<b>TOTAL PRINT PR VALUE</b>						<b>36,000</b>

# Property Time:

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## ASICO DEVELOPMENT ANNOUNCES DIGITAL TWIN AND IOT INITIATIVE FOR EXISTING BUILDINGS

THIS INITIATIVE BUILDS ON THE BIM PROGRAM RECENTLY LAUNCHED FOR NEW PROJECTS.

As part of its long-term digital transformation strategy, ASICO Development announced today a new initiative focused on enhancing the performance of existing buildings through IoT-enabled digital twins, laser

scanning, and data-driven asset management.

This initiative builds on the BIM program recently launched for new projects and expands it into the operational phase of ASICO's asset portfolio.

Preparing Existing Buildings for a Smart Future

ASICO is evaluating and piloting technologies that allow older buildings to be digitally reconstructed and managed using real-time performance data. This includes:



- Laser scanning surveys to create 3D as-built models of priority assets
- Development of BIM-based digital twins to centralize building documentation, equipment data, and maintenance history
- Integration of IoT sensors with building systems (HVAC, power, water, indoor environment)
- Real-time monitoring dashboards for energy use, equipment performance, and alerts
- Predictive maintenance models to detect anomalies and reduce unplanned downtime

This approach ensures existing buildings benefit from the same transparency, efficiency, and planning advantages as newly developed assets.

**Enhancing Sustainability, Reliability, and Operations**

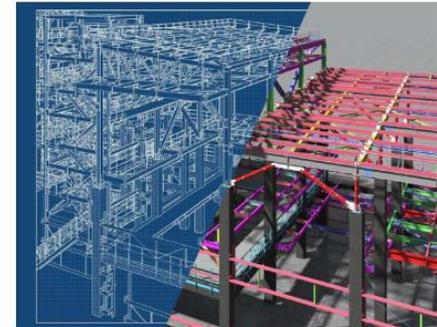
- The IoT-BIM integration enables:
- Improved energy efficiency through live system optimization
  - Early detection of equipment issues before failure

- Reduced operational costs through data-driven decision making
- Better comfort, safety, and reliability for occupants
- Centralized digital documentation for all facility teams

**A Phased Roll-Out Aligned with Dubai Municipality and Regional Standards**

The initiative will be implemented in phases, beginning with data collection, scanning, and pilot installations. All digital twin models will follow the Dubai Building Code and BIM information standards, ensuring consistency between new and existing buildings.

"As we upgrade our existing assets, our goal is to move toward a portfolio where every building is smart, efficient, and fully connected," said Salah M. Baleed, Director of Projects Development at ASICO Development. "This digital transformation will improve performance, sustainability, and long-term value." ↗



## Business

### Bodour Al Qasimi leads Sheraa's 2030 strategic vision discussions



**Bodour Al Qasimi**, Chairman of the Sheraa Strategic Vision 2030, led a meeting with the Board of Advisors, which focused on reviewing ongoing projects and mapping the organization's 2030 strategic vision.

The meeting featured the unveiling of the Sheraa 2030 strategic vision, outlining the organization's long-term goals, key performance indicators, and the roadmap for achieving them. The vision is centered on three pillars: **Operational Excellence**, **Customer Centricity**, and **Strategic Growth**.

Al Qasimi emphasized the importance of digital transformation in achieving these goals, highlighting the need for continuous innovation and investment in technology. She also stressed the importance of talent development and leadership, stating that Sheraa's success will depend on the skills and capabilities of its workforce.

The meeting concluded with a discussion on the next steps for implementing the 2030 vision, with Al Qasimi expressing confidence in the organization's ability to achieve its long-term goals.

**Sharjah**

Sheraa's work is driven by a long-term drive to boost Sharjah's position as a competitive, innovation-led economy, stressing the importance of providing founders with strong infrastructure.

**Sheikha Bodour**

The meeting followed the support for Sheraa 2030 Vision and Sheraa's efforts to develop a sustainable future for the organization in the emirate of Sharjah. Sheraa will continue working with partners and stakeholders to drive long-term economic impact and strengthen the emirate's position as a globally recognized hub for entrepreneurship.

The meeting was held in the presence of Haja Al Hada, Vice-Chairperson of Sheraa, and Abdulla bin Tawfik Al Hamri, Minister of Economic and Planning of the Emirate of Sharjah. Also present were Sheraa's Board of Advisors, including the Chairman, Al Qasimi, and other members of the organization's leadership.

Al Qasimi, Chairman of the Sheraa Strategic Vision 2030, expressed her confidence in the organization's ability to achieve its long-term goals and her commitment to supporting the emirate's economic development.

### VOYAH's expanding lineup highlighted

**DUBAI** VOYAH, exclusively distributed by the Ministry of Health in the UAE, participated in the 2025 Pharmacy Week Conference in Sharjah on December 21, 2025. The event highlighted the company's commitment to bringing next-generation generic medicines to the Emirates. The event featured a presentation on the company's vision and strategic direction, along with a Q&A session with the audience.

VOYAH's expanding lineup of generic medicines, including the recently launched **VOYAH 100** and **VOYAH 200**, was a key focus of the presentation. The company's commitment to quality and patient safety was also highlighted.

### Mobile Developers Week lures tech leaders



The event offers insights into cutting-edge mobile development, artificial intelligence, and digital innovation. It is a platform for tech leaders to share their knowledge and experiences, and for startups to showcase their products and services.

**AIU DUBAI** The inaugural Mobile Developers Week event, organized by AIU DUBAI, is a landmark occasion for the UAE's tech community. The event is a testament to the emirate's commitment to fostering a vibrant and innovative tech ecosystem. The event is a platform for tech leaders to share their knowledge and experiences, and for startups to showcase their products and services.

### ASICO Development announces new initiative

**DUBAI** Dubai, as part of its long-term digital transformation strategy, ASICO Development has announced a new initiative focused on enhancing the performance of existing buildings through IoT-enabled digital twins, laser scanning, and data-driven asset management.

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Enhancing Sustainability, Reliability, and Operations The IoT-BIM integration enables: Improved energy efficiency through live system optimization. Early detection of equipment issues before failure. Reduced operational costs through data-driven decision making. Better comfort, safety, and reliability for occupants.

Staff Reporter, Gulf Today

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