

Mövenpick Hotels & Resorts' Pakistan presence blooms as firm signs new property in the 'city of gardens'

Hospitality firm secures its third project in the country in just two years as agreement to manage Mövenpick Hotel & Apartments Lahore is finalised

Dubai, United Arab Emirates, 18 April 2017 - Mövenpick Hotels & Resorts has expanded its footprint in Pakistan after finalising an agreement to operate its third property in the country. The Swiss hospitality firm has signed a deal with the Orient Group of Companies to manage the 310-key Mövenpick Hotel & Apartments Lahore, part of a new mixed-used development the government has earmarked as the city's new commercial hub.



From left to right, front row: Andreas Mattmuller - COO Middle East and Africa Mövenpick Hotels and Resorts, Mian Ahmad Fazal - Executive Director of Orient Group of Companies, Olivier Chavy - CEO and President Mövenpick Hotels and Resorts. Back row: David Weir - Senior Legal Counsel Mövenpick Hotels and Resorts, Amir Lababedi - Vice President Development Middle East & Africa Mövenpick Hotels and Resorts, Andrew Langdon - Chief Development Officer and Senior Vice President Asia Mövenpick Hotels and Resorts. For high resolution version, click [here](#).

Set to be one of the tallest buildings in Pakistan when it opens in 2021, the property will be the focal point of the high-profile Finance and Trade Centre project in Johar Town, an up-and-coming district earmarked for significant development.

The hotel will also be close to the Lahore International Expo Centre, the Bank Square financial precinct and several corporate and government offices, as well as new and upcoming theme parks and shopping malls.

"Mövenpick Hotel & Apartments Lahore will be perfectly positioned to capitalise on the significant resident and visiting population this new commercial hub will attract," said Mian Ahmad Fazal, Executive Director of Orient Group of Companies.

"We are pleased to be able to support the government's ambitions for infrastructure development and look forward to Mövenpick Hotels & Resorts setting new hospitality standards in Lahore, as it has in other key cities across the region."

Known as the 'city of gardens', Lahore is the Punjab province's capital and its commercial and banking centre.

The Finance and Trade Centre development, which aims to grow the city's prominence as a regional financial hub, comes as Pakistan ploughs significant investment into developments designed to transform the country's economic landscape.

Located at the heart of this new project, Mövenpick Hotel & Apartments Lahore will feature 260 rooms and 50 serviced apartments; five restaurants and lounges; 1,500 square metres of meeting and event space, including a large ballroom; a 700-square-metre spa and fitness area; and a kids' club and business centre.

Mövenpick already operates the 407-room Mövenpick Hotel Karachi and is scheduled to open the 361-key Mövenpick Hotel Centaurus Islamabad in 2018.

"Signing our third property in Pakistan marks yet another milestone in our expansion strategy, which focuses on operating properties in key gateway cities across the Middle East and Asia regions," said Andrew Langdon, Chief Development Officer, Mövenpick Hotels & Resorts.

"Pakistan is undergoing rapid development and we are actively seeking opportunities to further expand our footprint in a country that offers strong growth potential."

For further information or high-resolution photography, please contact:

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About Mövenpick Hotels & Resorts:

About Mövenpick Hotels & Resorts: Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 24 countries with 83 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Nairobi (Kenya). Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss

heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment – all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world. The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit www.movenpick.com.

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