

Turkey, One of HWP's Starting Points: Innovative Healthcare and Education Cities in the MENA



Healthcare expenditure and demand for innovation are constantly growing in the Middle East and North Africa (MENA). Combining its expertise in architecture, engineering, project management, management consultancy and operational planning with its extensive experience in medical-industry related projects, Germany-based **HWP Planungsgesellschaft mbH (HWP)** has the resources to meet the huge potential offered by these growing regions.

By opening a subsidiary office in Istanbul, HWP is looking to grow within the Turkish market by working closely with Turkish suppliers and subcontractors, which will be mutually beneficial for all involved. Moreover, the Turkish market functions as one of the starting points for further business development within the MENA region. The Sulaiman Alrajhi University in Al Bukaryiah is a current healthcare and education-planning project that is being coordinated by HWP and HWP Istanbul. Located 350 Km NW of Riyadh, Saudi Arabia – the capital of the Kingdom of Saudi Arabia – HWP and HWP Istanbul are planning a hospital, a university, sports and recreation areas, housing for both staff and students and the entire related infrastructure for the project.

From 2008 until 2013, HWP will be realizing a college campus for more than 15,000 students, a university hospital with 1,000 beds, and housing for over 12,000 inhabitants. The

emerging healthcare and education city combines highly innovative elements with traditional cultural requirements: Following latest findings on education environments of the University of Maastricht, HWP utilizes a ground-breaking problem-based learning concept to inspire the architecture of the project.

Further to this, HWP creates sustainable, energy-saving solutions by using both traditional Arabian architectural elements as well as current knowledge on energy conservation. Healthcare projects in the MENA business region require a level of cultural sensitivity in their implementation. Therefore, Sulaiman Alrajhi University, Al Bukaryiah site planning is influenced by the concept of gender segregation.

For nearly 40 years, HWP has been planning and creating complex architectural and development projects in many different sectors - including healthcare, education, scientific research and high-tech industry. HWP helps to realize universities, special clinics, general hospitals, research centers, production plants and even efficient production systems for pharmaceuticals and biotechnology companies. The group's knowledge pool and its company structure enable HWP to successfully contribute to viable solutions by having open access to all of the necessary competencies. Based in Stuttgart, HWP has subsidiaries in Cairo, Istanbul and Tripoli. ■

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