



New Luxury Shared and Fractional Ownership Conference Announced: 'Shared Ownership Fractional Summit Middle East' to be held at the YAS Hotel, Abu Dhabi 23-24 November 2010.

World leading luxury fractional ownership brand and fractional conference organiser, Fractional Life is delighted to announce the launch of the inaugural Shared Ownership Fractional Summit Middle East conference, to be held at the spectacular new YAS Hotel, Abu Dhabi 23- 24 November 2010.

This follows on from a series of sold out fractional events organised by Fractional Life in London and Miami.

The B2B Shared Ownership and Fractional Summit conference <http://www.sharedownershipfractionalsummit.com> has been devised to attract the brightest and most dynamic minds in the shared and fractional ownership industry to help define the 'new rules' and future opportunities within an ever changing market landscape.

Shared Ownership and Fractionals encompasses:

- fractional real estate
- co-owned assets such as fractional jets, cars and yachts
- co ownership of hotel rooms
- timeshare/vacation ownership
- religious timeshare
- private residence clubs

The conference will provide a cutting edge insight into the practical application and development of these exciting concepts into the Middle Eastern context. The conference will focus on all aspects of, and best practice in shared ownership including timeshare, fractional ownership, destination and private residence clubs together with other emerging fractional ownership sectors such as fractional yachts, aviation and supercars.

There will be a spotlight on shariah compliant structures.

Expert presentations and panel sessions will highlight executable solutions that fully utilise current market conditions including resort financing, development, branding, marketing, selling and management of vacation ownership properties. Delegates will also benefit from exceptional networking opportunities and 'meet the expert' sessions.

"There has never been a more appropriate time to look at, assess and react to the shared and fractional ownership challenges the 'new global economy' presents. Our conference promises to highlight the undoubted opportunities the Middle Eastern and North African market will present over the next few years" said Piers Brown, Founder of Fractional Life.

Designed to stimulate the sharing of knowledge, innovation and fresh new ideas, pre-promotional conference ticket sales will attract attendance from the real estate, hospitality, aviation, marine and motoring sectors considering entry into the fast emerging shared ownership industry.

Tracey Carter, Conference and Event Manager said "Our Middle Eastern conference takes place at the Yas Hotel just as the eyes of the world are on the venue which hosts the Abu Dhabi Formula One race - the climax to the Formula One season the week before.

With recessionary conditions receding and financial markets improving these are exciting times and we look forward to welcoming delegates, speakers and sponsors from around the world. The stunning newly designed venue epitomises the strong will, innovation and vision the Middle East is renowned for. "

The event is the ideal place to get up-to date with the changing market. With its global appeal, the conference is held over 2 days and packed with renowned speakers, group panels and presentations from worldwide experts. The conference offers the perfect platform to network, learn and exchange information and ideas.

The Shared Ownership Fractional Summit Middle East complements the already successful Fractional Summit Europe, and the Fractional Summit USA in Miami in August 2010.

For Press, Speaker and Sponsorship enquiries please contact Piers Brown in the first instance, piers@fractionallife.com +44 (0)20 8340 7989

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Notes To Editors

About Fractional Life

From a fractional jet to fractional real estate, Fractional Life <http://www.fractionallife.com> is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences <http://www.fractionalsummit.com> and exhibitions <http://www.fractionallifeexpo.com>.

Dates:

2010

Fractional Summit USA, 31 August – 1 September 2010, InterContinental Hotel, Miami

Fractional Life Expo, 13 – 15 September 2010, Broadgate Event Venues, London

Shared Ownership Fractional Summit Middle East, 23 – 24 November 2010, YAS Hotel, Dubai, Abu Dhabi

2011

Fractional Summit Europe, 18 - 19 February 2011, London Marriott, Grosvenor Square, London, United Kingdom.