

Gulf Housing Solutions launches NAJEM

Gulf Housing Solutions has announced the launch of Najem, which will provide the hospitality industry with innovative, premier quality employee housing solutions. Translated as 'a star on the rise', Najem was introduced by GHS, the leading specialist and independent provider of housing concepts to meet the demand for quality employee accommodation across the GCC and UAE.

Set to raise the standard of employee accommodation for the hospitality sector and beyond, Najem will use a number of distinct construction methods, including a dynamic new construction method of uniquely designed, modular units that not only include the latest technology but are an extremely fast, flexible and innovative method of creating premium and customised employee housing complexes.

“Through the introduction of Najem, Gulf Housing Solutions will raise the benchmark for staff accommodation throughout the GCC and UAE,” said Juan Fernando Valdivieso, President and CEO of Gulf Housing Solutions. “Through its international standing within the industry, Gulf Housing Solutions will meet the demands of premium, cost effective and innovative employee housing throughout the Gulf region, whilst exceeding owners and governments requirements for international accommodation standards

Valdivieso added that Najem is more than a unique housing concept but also a much-needed innovative and practical way forward of providing and managing quality employee accommodation. “Where hotel management is concerned, we offer a comprehensive turn-key solution. Najem will facilitate the process of setting up and managing employee accommodation on behalf of hotel management, enabling them to focus on their core business, namely average daily and occupancy rates as well as guest satisfaction.”

Najem's modular offering, includes units which are maintained and operated according to international best practices and standards of quality, safety and health, are easily transported, cost effective and extremely durable. They can be customised to meet individual client requirements and modular units, available in single or double occupancy, come fully fitted with amenities that include private bathrooms and kitchenettes.

In conjunction with the launch of Najem and to reinforce Gulf Housing Solutions, dedication and support of the hotel industry, the company has recognised the region's best hotels by sponsoring the Best Hotel Staff Accommodation Award, part of the 2009 Arabian Hotel Investment Conference (AHIC) Development Awards. The prestigious Best Hotel Staff Accommodation Award was presented by GHS to the Hyatt Hotel, Dubai in recognition of its excellent staff housing complex, Sahari Village.