



COMPANY PROFILE
2026



FUN IS SERIOUS BUSINESS



MEET OUR FOUNDER



SIM CHOO KHENG

Founder & Chairman

I see it through my 36 years in the theme park industry where many are stuck in the rut outliving their relevance. Welcome to reality, an era where creativity is no longer only in physical form but more importantly business-centric innovation that gives the real competitive edge. Our cross-cultural theme park experience has given us a rare glimpse into the entire leisure industry.

Lately, we are seeing an evolved demand for unprecedented leisure concepts and products. These are evidence of changing trends as the industry reaches new frontiers. Much of these emerging opportunities reflect what was crazy is now ready to be capitalised.

Sim Leisure is more than just stunning design and competent execution. We see things through a different lens and that's core to our DNA.

Let's innovate together!

MAKING MAGIC



At Sim Leisure, we transform creative visions into immersive, world-class experiences.

Driven by a passion for the extraordinary, we design and deliver environments that spark excitement and leave lasting impressions—because creating fun is serious business.

As theming specialists, we provide end-to-end services from concept and design through to fabrication and construction. Our work ranges from bespoke feature elements to fully turnkey theme park developments, delivered worldwide.

With a strong portfolio across the UAE and international markets—including theme parks, waterparks, FECs, zoos, and aquariums—our multidisciplinary team consistently creates standout attractions and high-impact environments.

OUR FRAMEWORK

CONSULTANCY

Project Management
Feasibility Studies
Cost Estimation
Risk Assessment
Value Engineering
Design Review

BIM SOLUTIONS

BIM Model Creation
Collaborative Design
Visualization and Simulation
Clash Detection
Construction Planning
Quantity Takeoffs
Site Management
As-Built Documentation

DESIGN

Concept and Visualization
Schematic and Detailed Design
Materials and Finishes Selections
Tender/Construction Documentation
Budget and Resource Management
Regulatory Compliance
Client and Stakeholder Engagement

PRODUCTION

Fabrication and Construction
Quality Control
Site Logistics
Coordination with Other Trades
Project Scheduling
Safety Measures
Budget Management
Project Documentation



DESIGN PHILOSOPHY



Every water park, theme park, entertainment center, and environment we create is a living narrative.

Our design language is emotional and sensory — rooted in story, expressed through material, form, and texture.

An environment should not only be seen — it should be felt.



MASTER PLANNING



CONCEPT & PLANNING



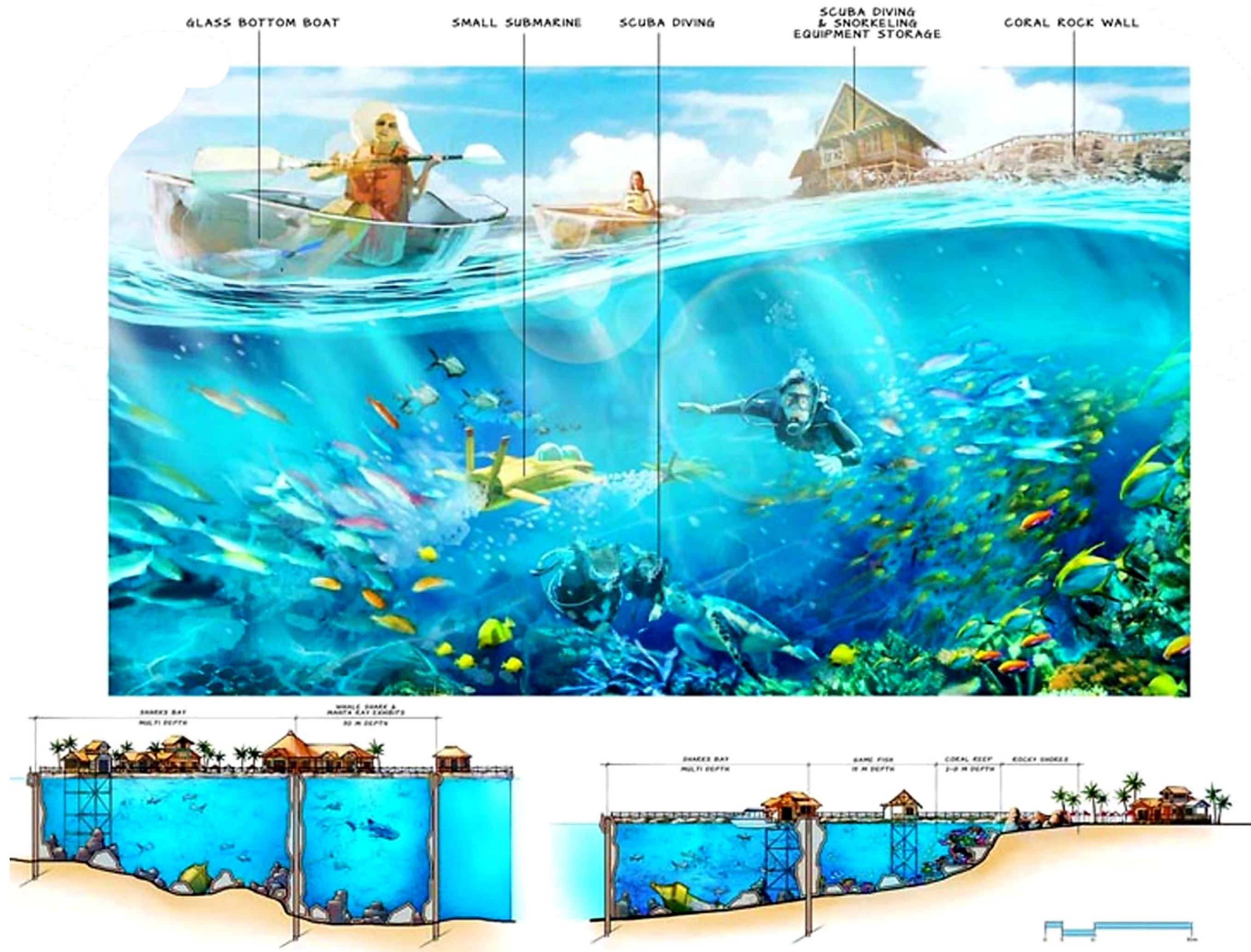
CONCEPT & PLANNING



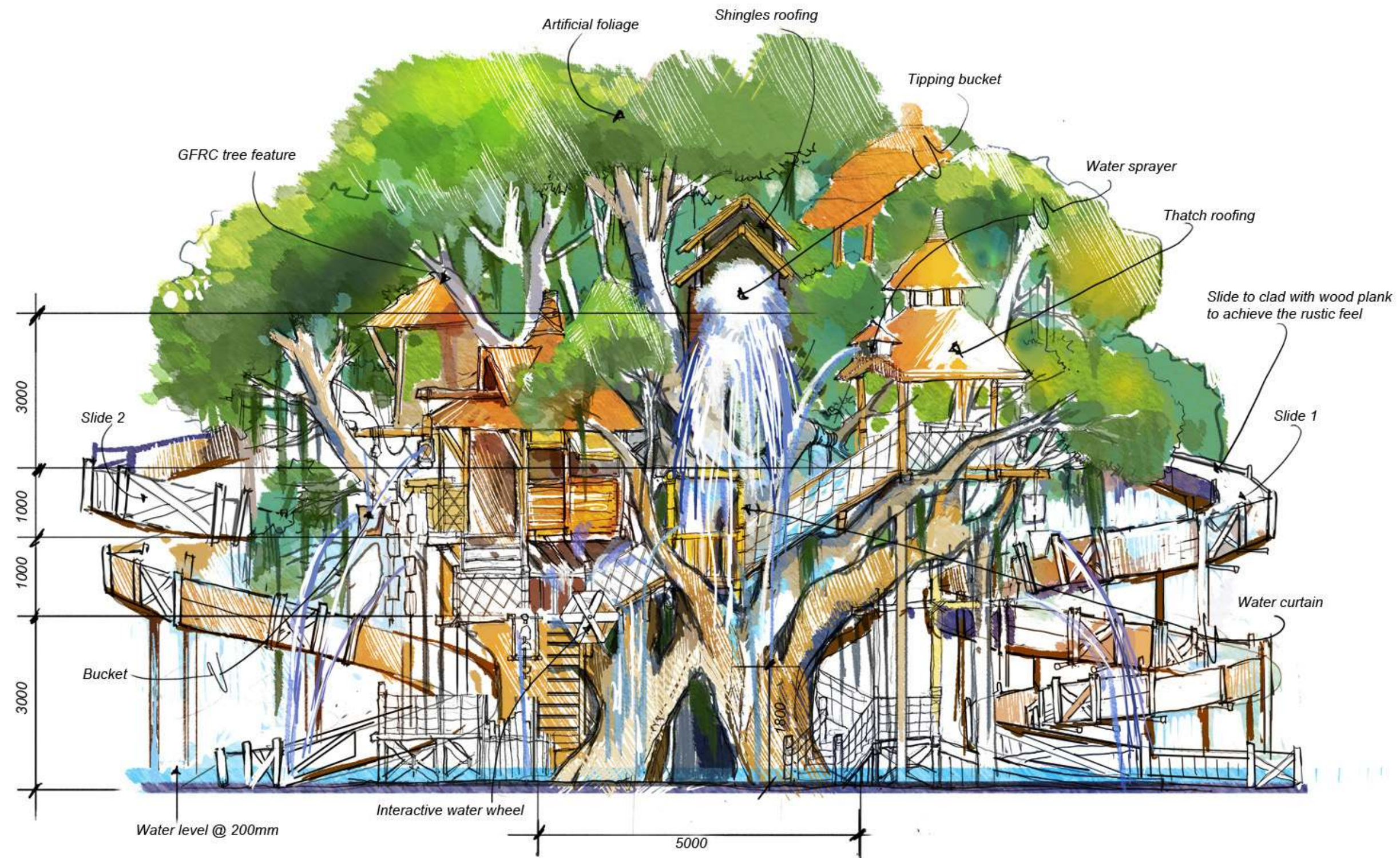
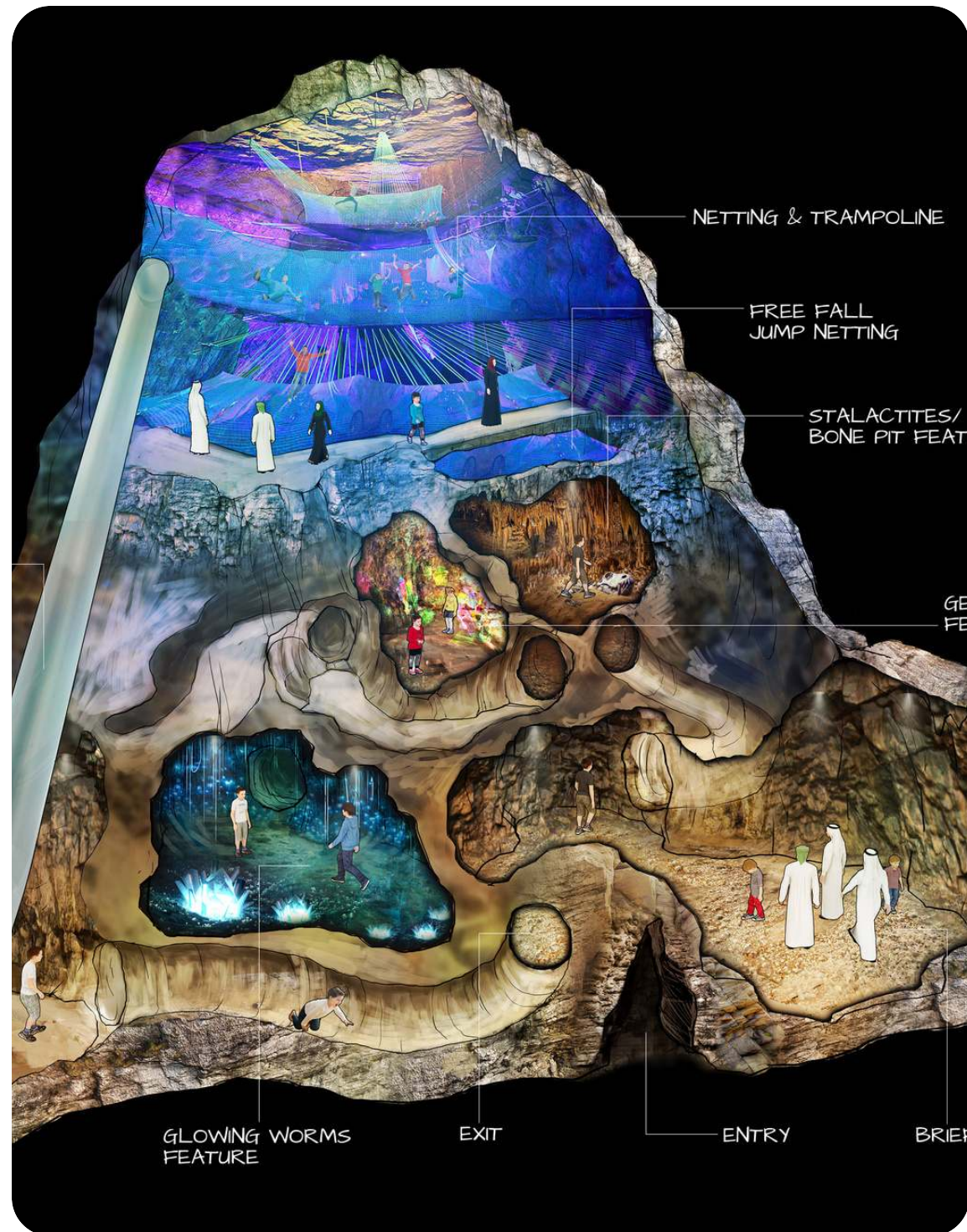
CONCEPT & PLANNING



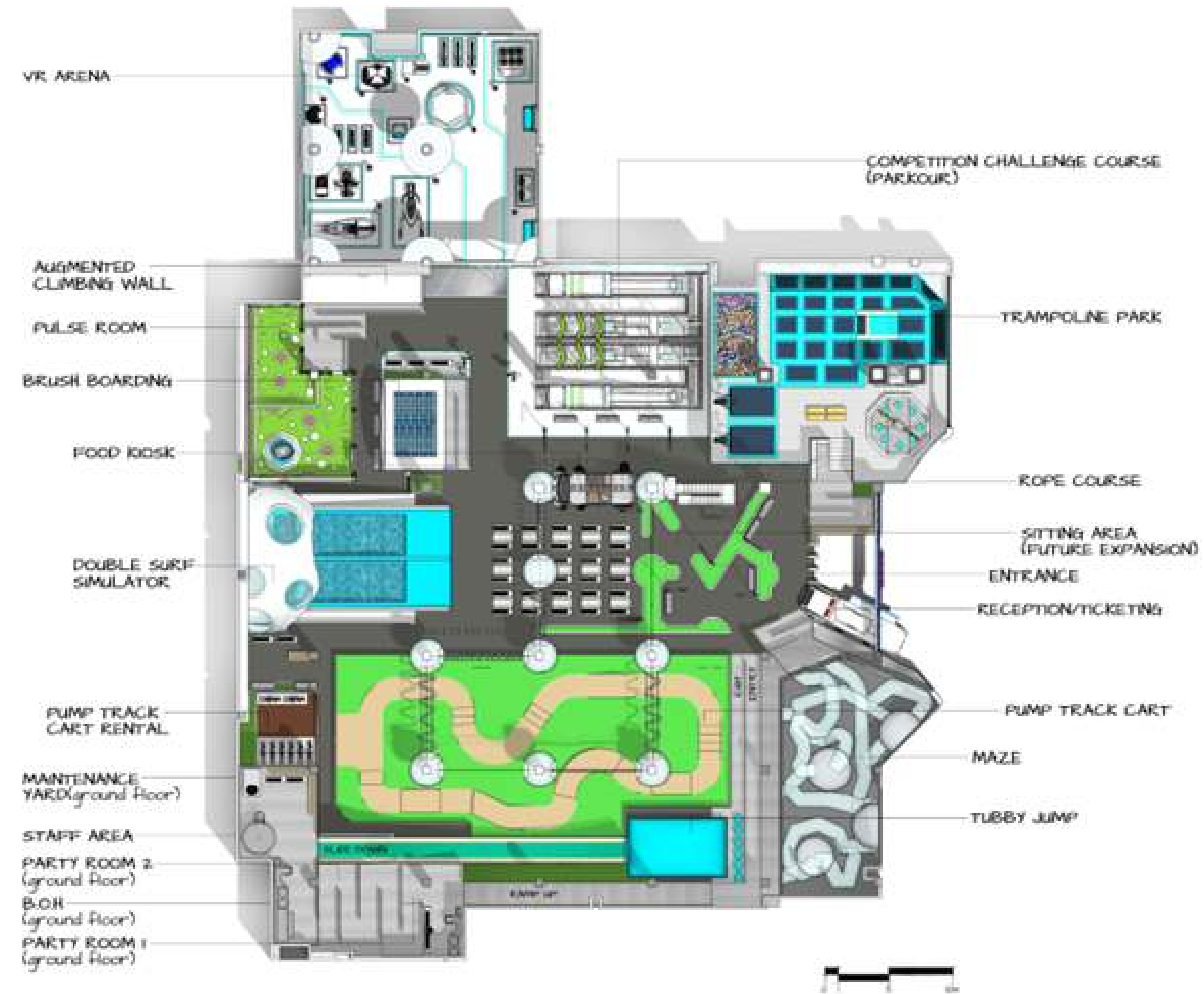
SCHEMATICS



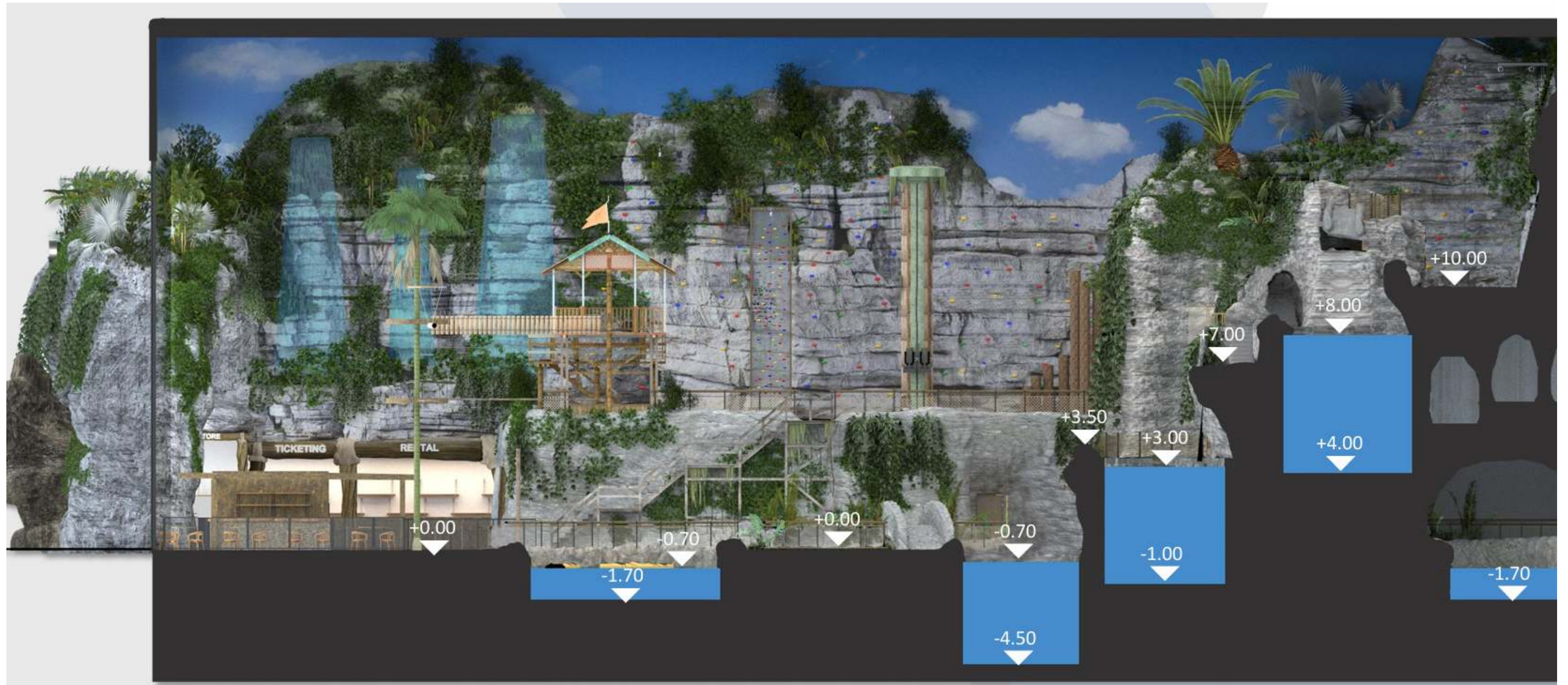
SCHEMATICS



SCHEMATICS



SCHEMATICS

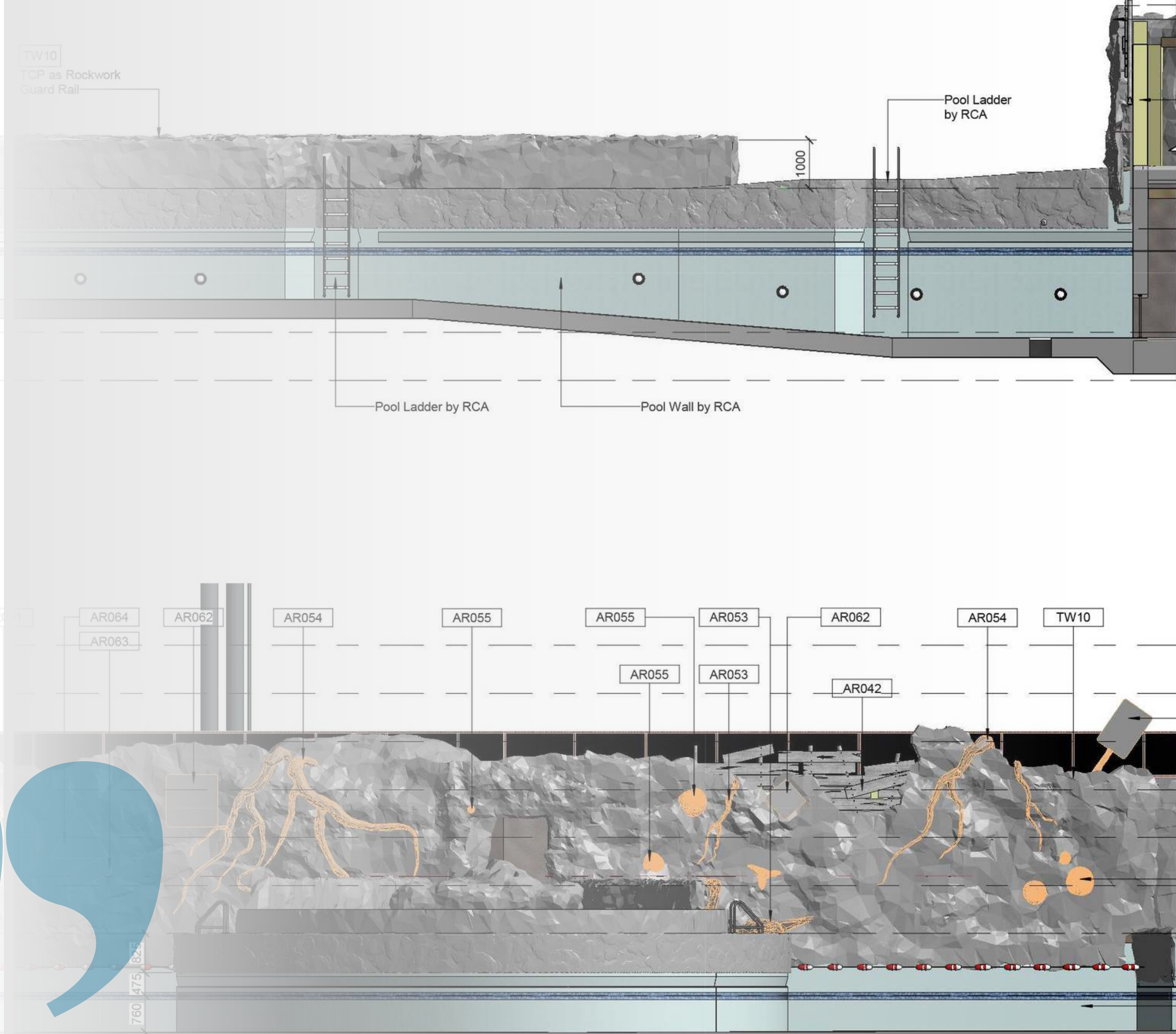


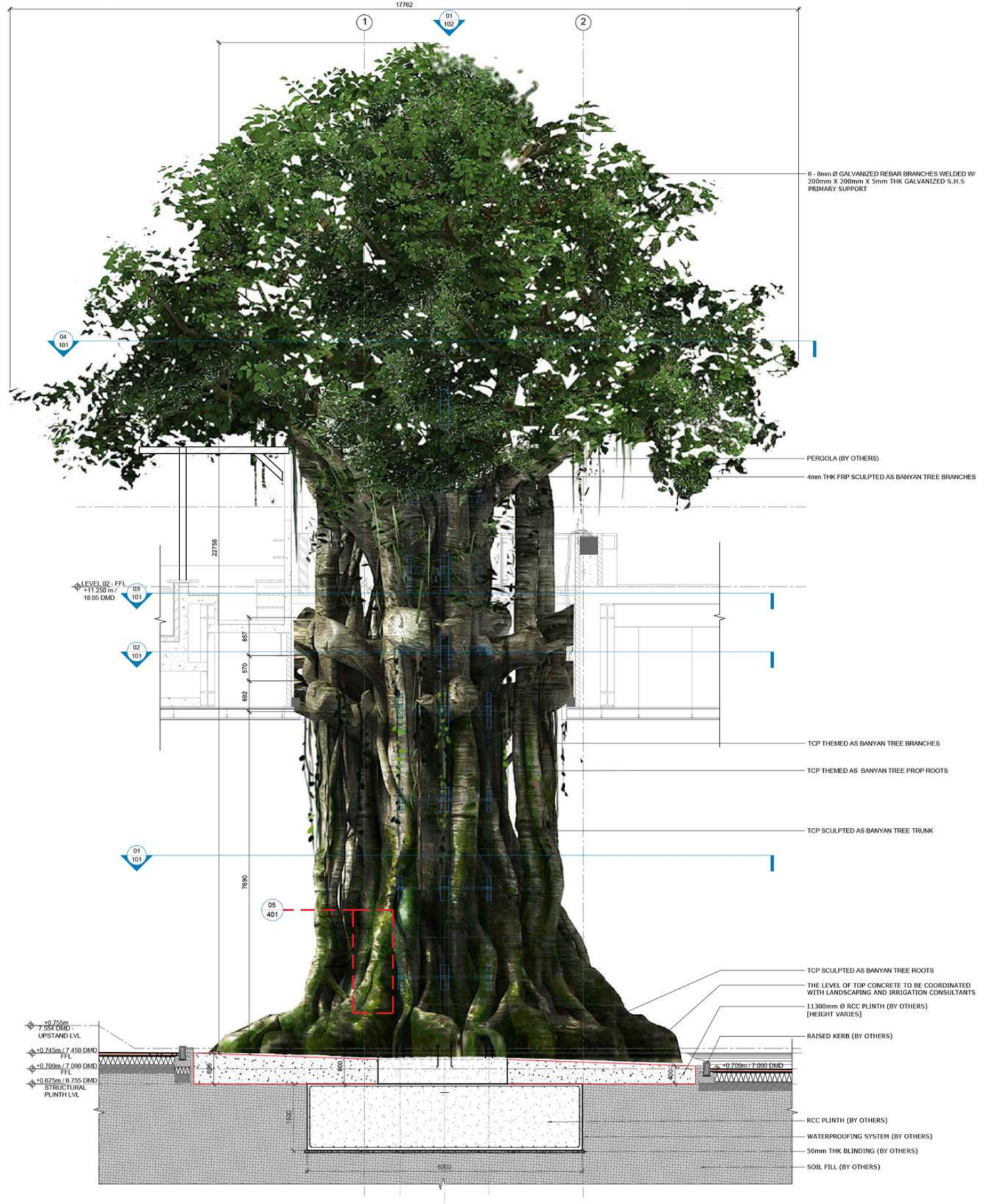
BIM DELIVERY



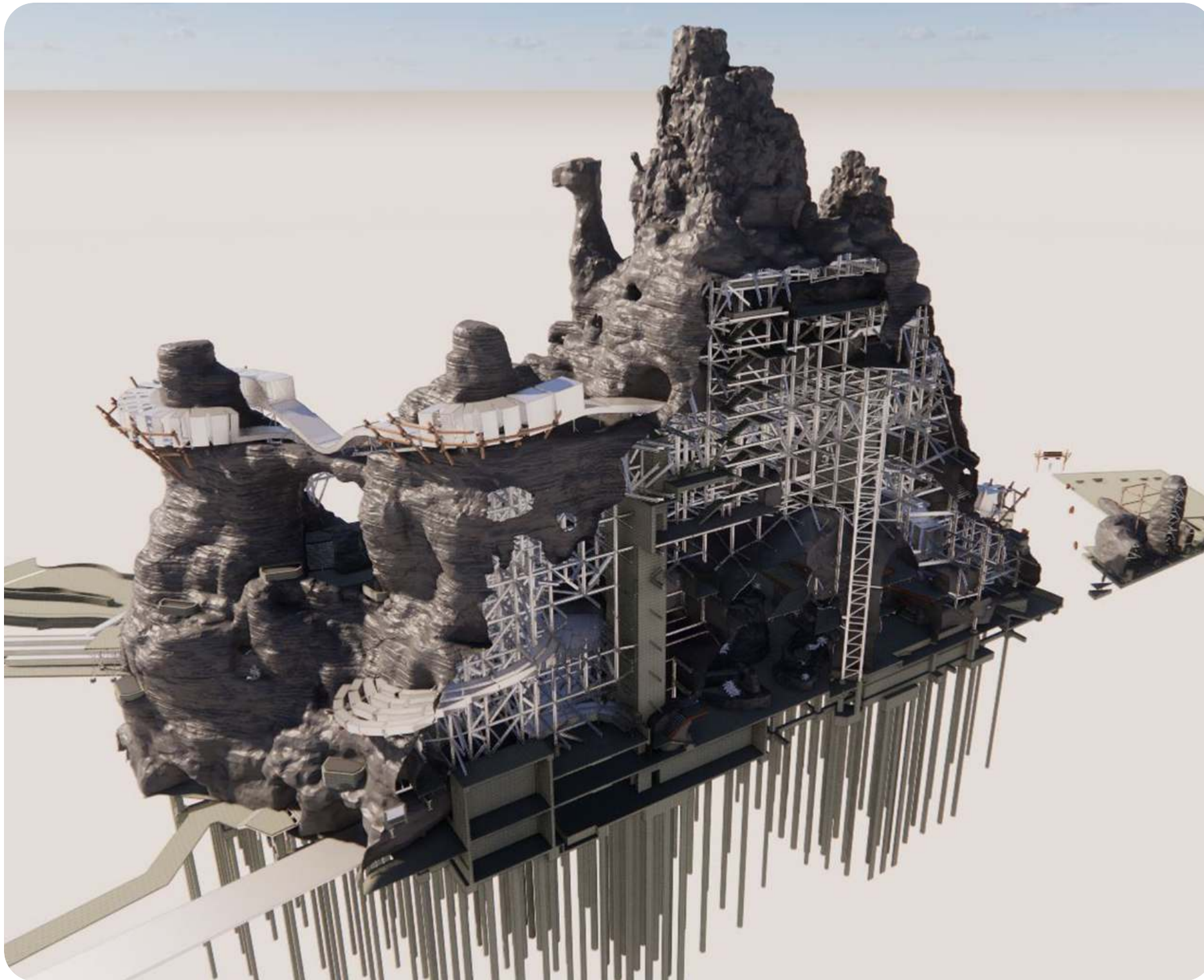
Our BIM approach is the bridge between imagination and construction — a digital foundation where design intent, technical coordination, and buildability come together.

It ensures that every narrative environment we create can be delivered with precision, efficiency, and fidelity to the original vision.

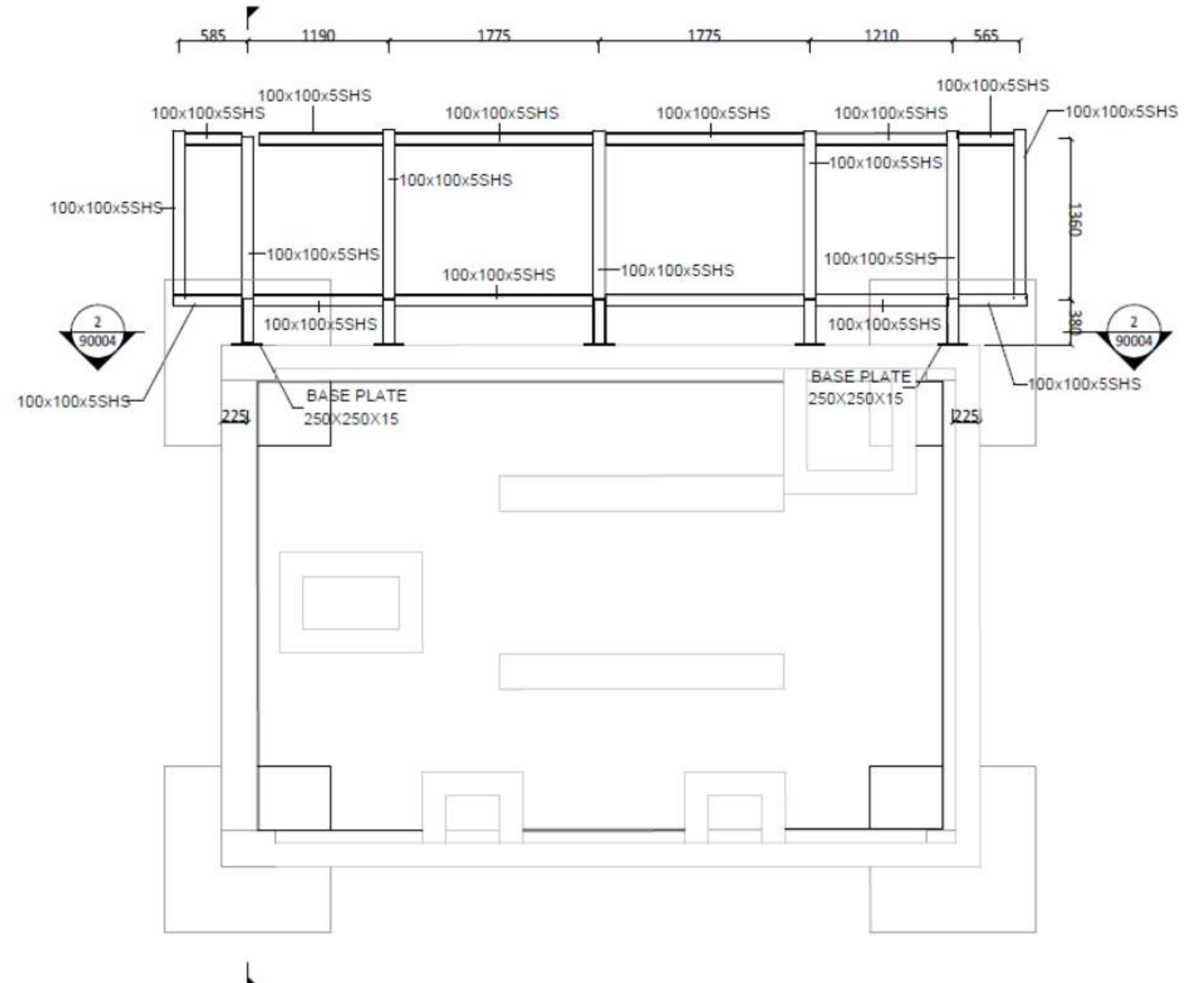




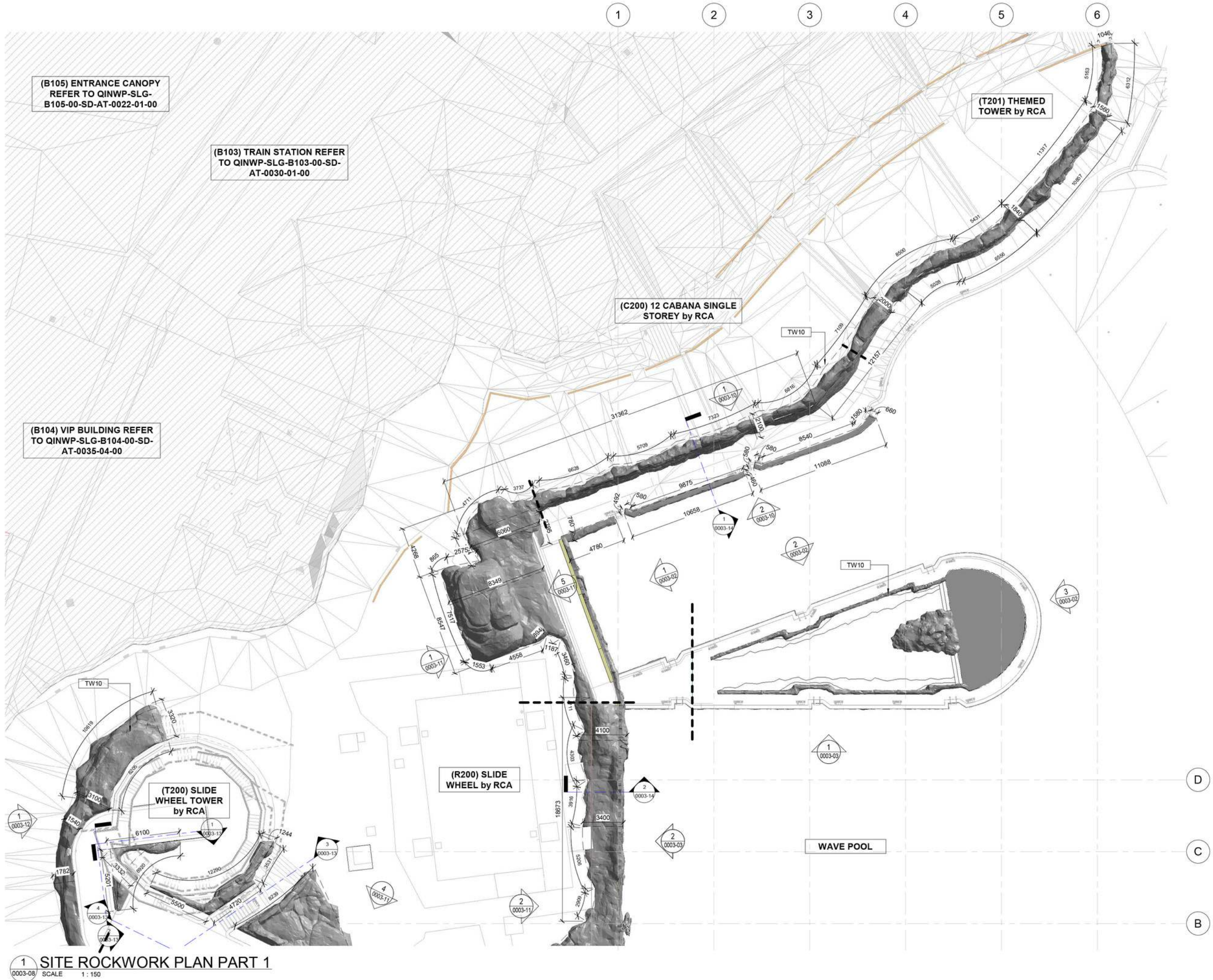
MODEL & ENGINEERING



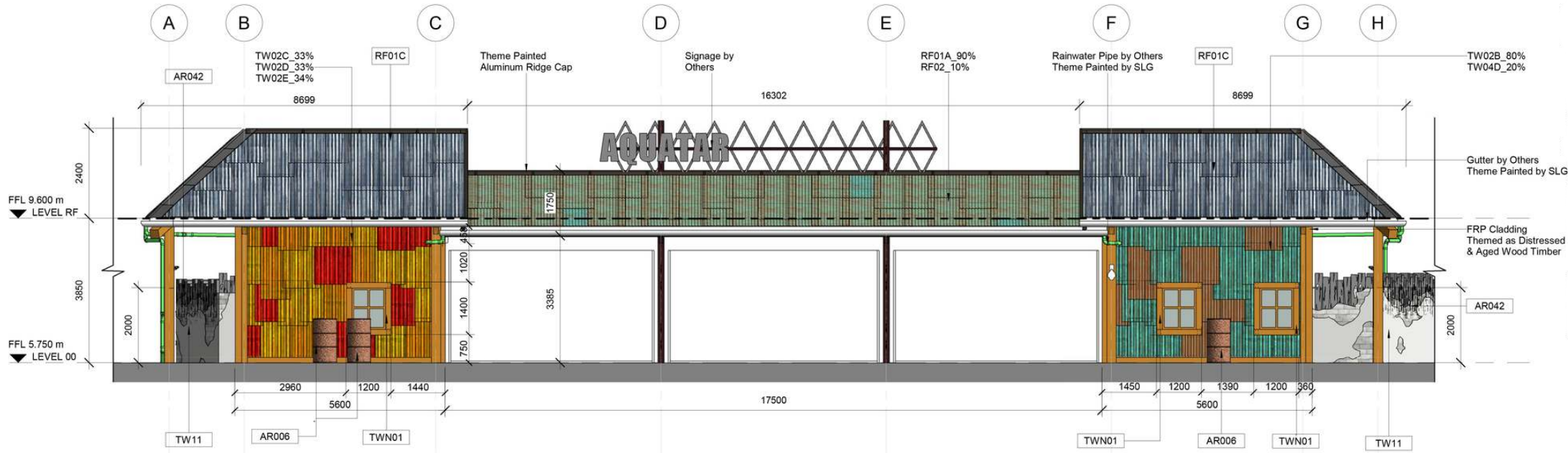
STRUCTURAL COORDINATION



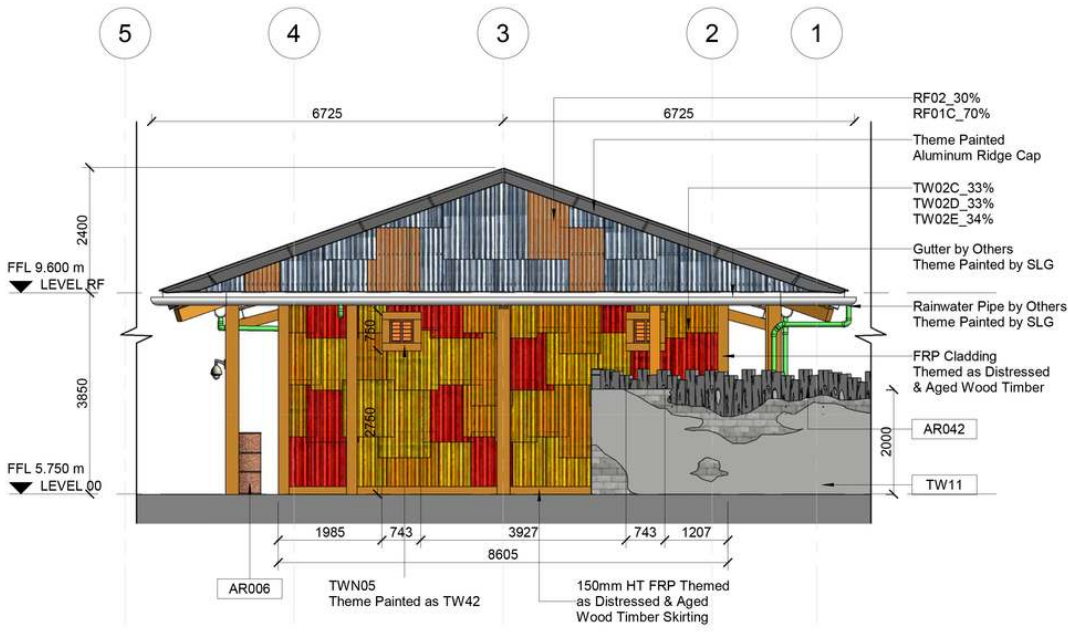
SET OUT PLANS



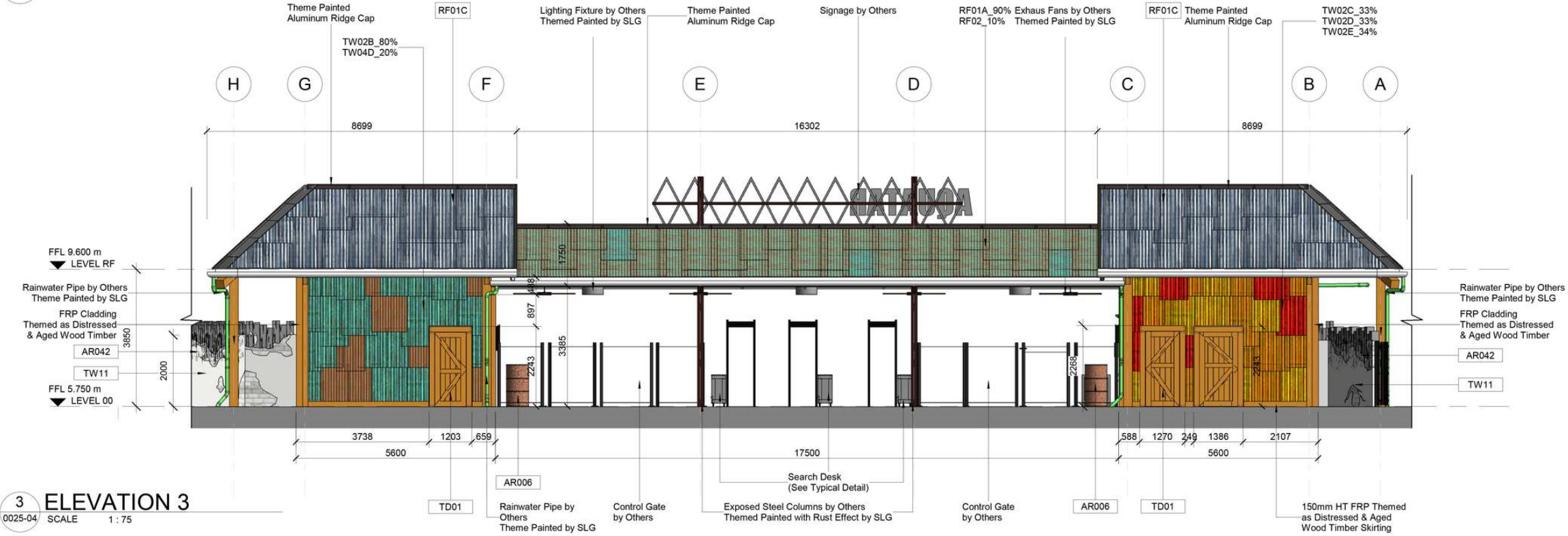
CONSTRUCTIBLE DESIGN



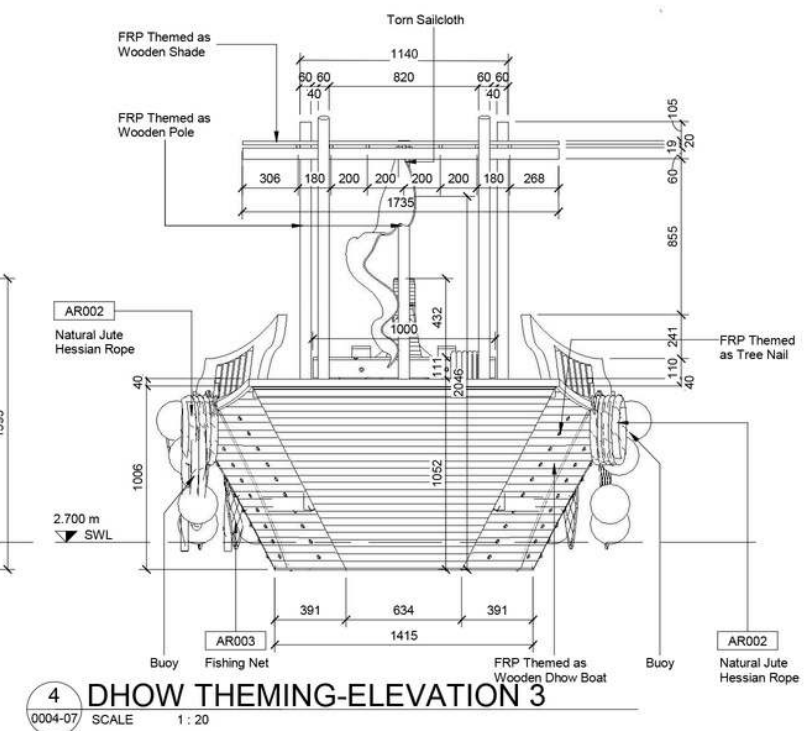
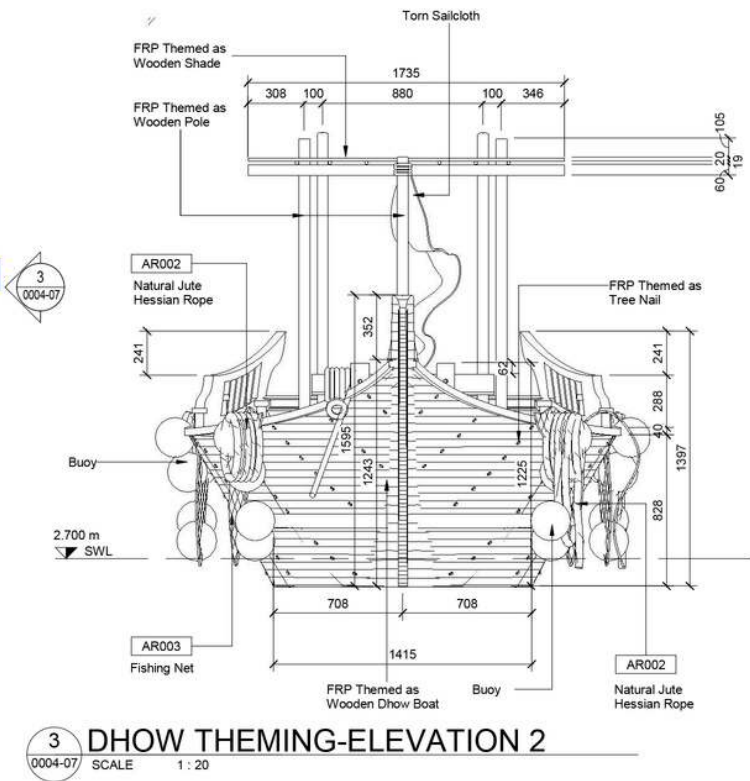
1 ELEVATION 1
0025-04 SCALE 1:75



2 ELEVATION 2
0025-04 SCALE 1:75



3 ELEVATION 3
0025-04 SCALE 1:75



BUILT REALITY

“

Built to tell stories — each delivered project reflects our commitment to transforming imaginative concepts into tangible, high-quality environments.

”





Escape_Malaysia









Ski Dubai_Dubai





Mattel Play! Town_Dubai

Bollywood_Dubai



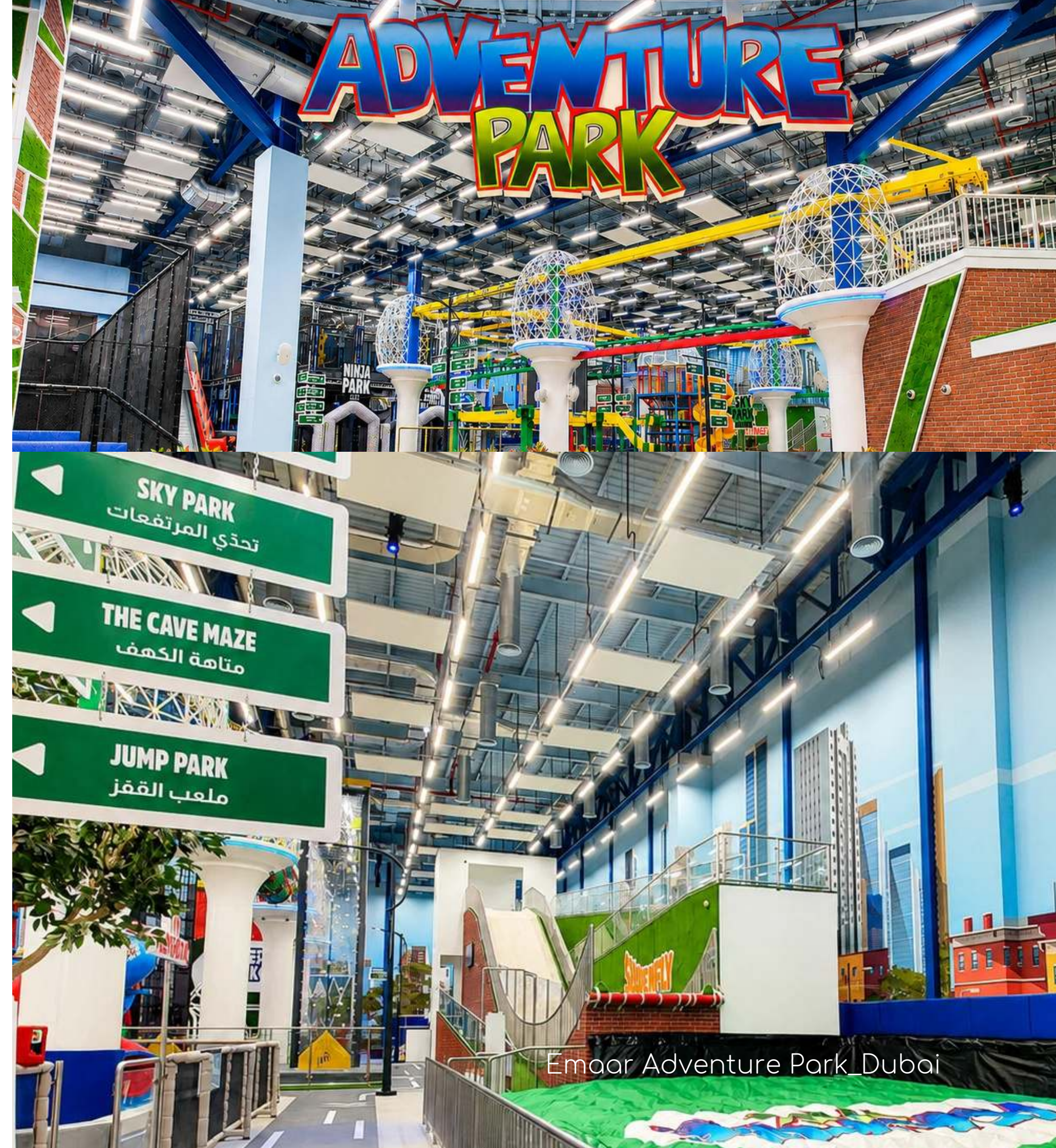


Yas Waterworld_Abu Dhabi





Le Meridion Hotel_Dubai



Embar Adventure Park_Dubai



Show Oman_Oman

DreamWorks, Shrek_ Dubai





DreamWorks, How To Train Your Dragon_ Dubai





Motiongate_Dubai

NOW YOU SEE ME

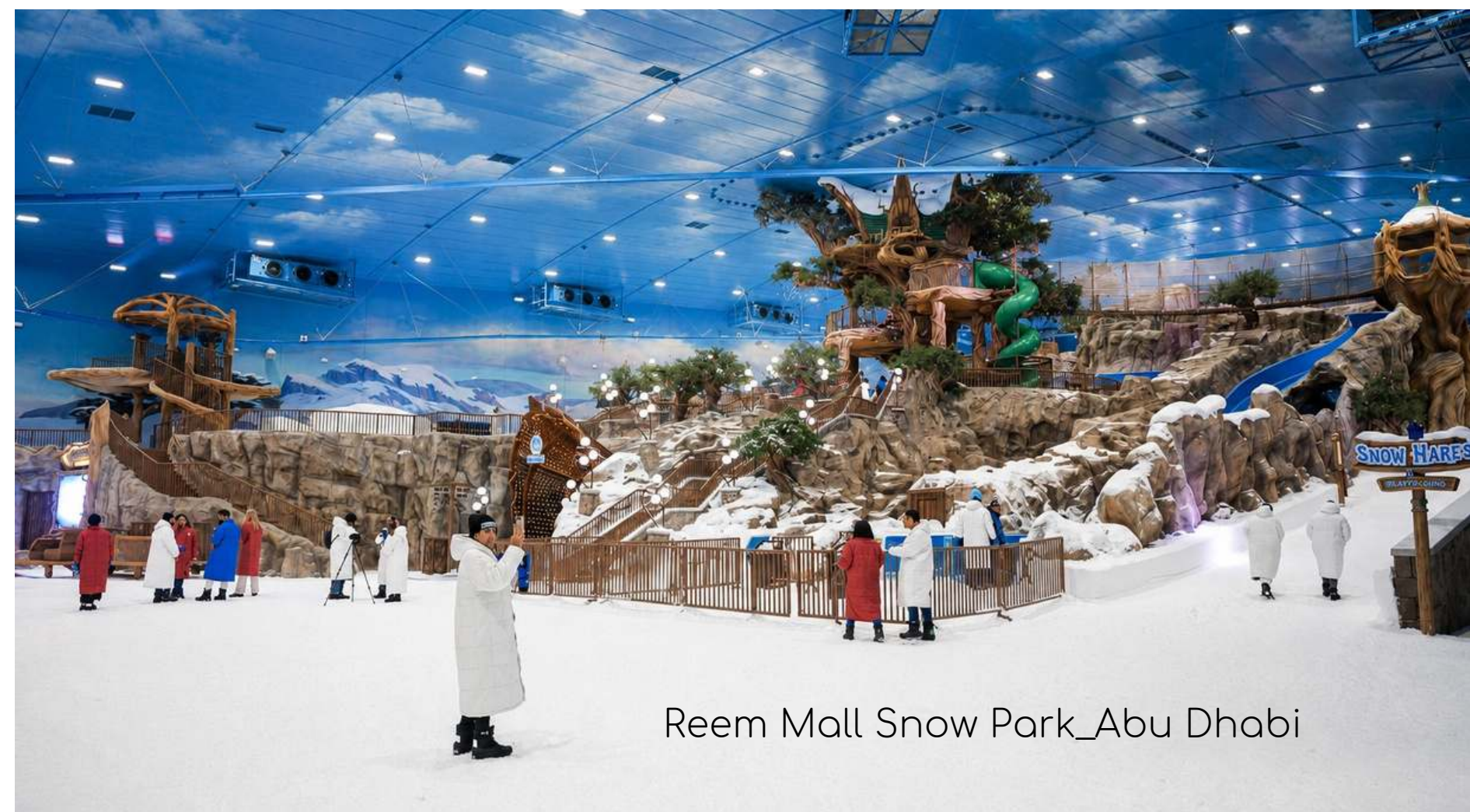
HIGHROLLER

GOLDEN MIRAGE THEATRE



Sesame Street Ride_Spain



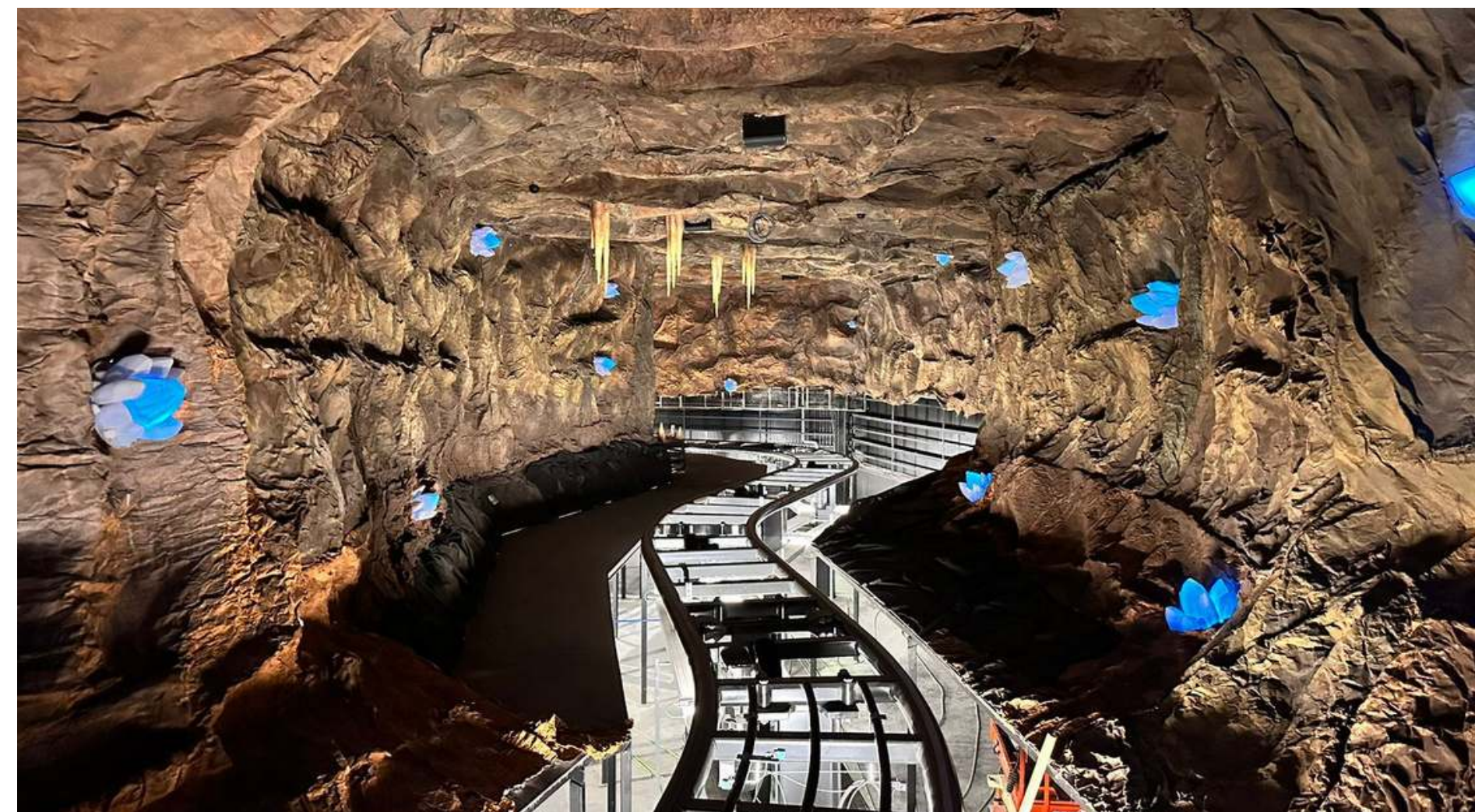


Reem Mall Snow Park_Abu Dhabi

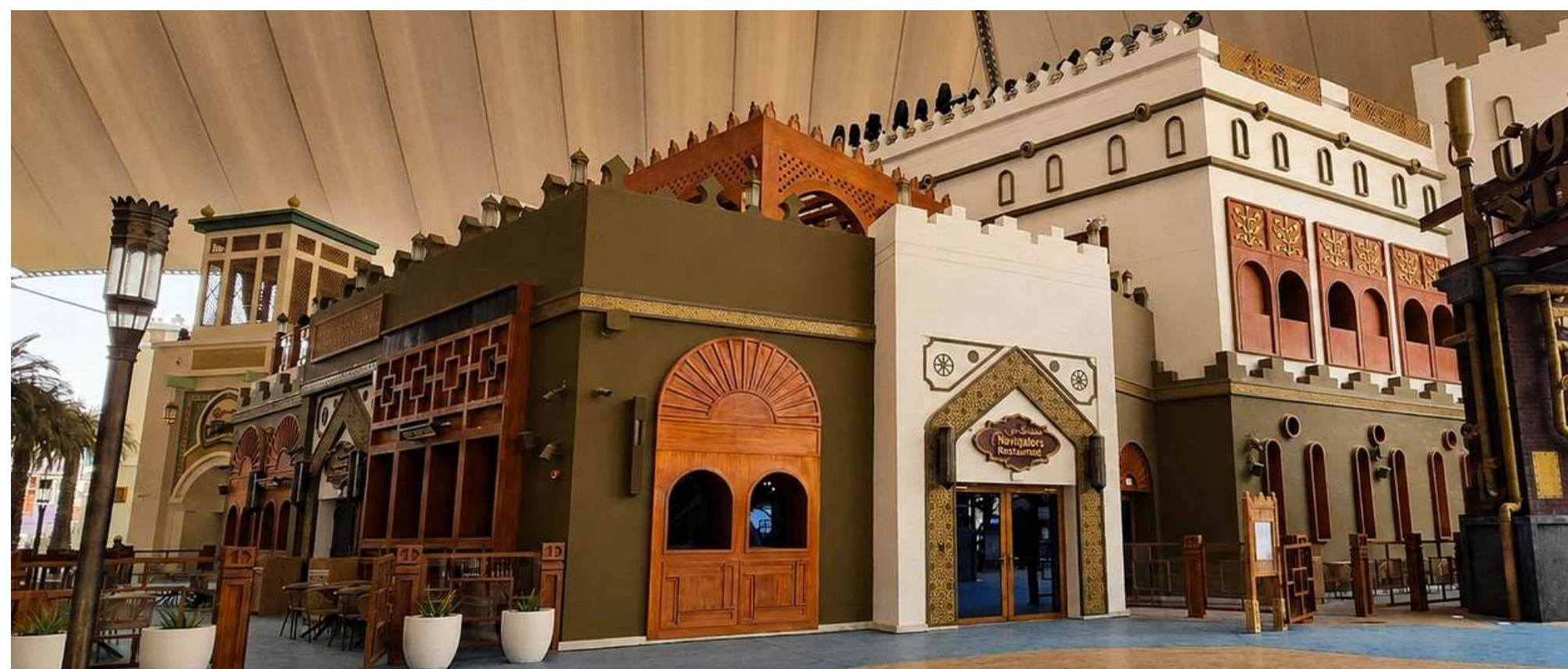


Meryal Waterpark_Qatar

Uncharted Ride_Spain



Six Flags Qiddiya City_KSA



OUR TEAM



Wesley Rae
Chief Operations Officer

Wes is a chartered Civil Engineer from UK. His international minded project management approach has been quite instrumental in growing Sim Leisure's business into a complete solution provider. Wes is responsible for the group's securing and execution of high profile projects such as Universal Studios, Yas Island Waterworld, Legoland, Wahooo, Ski Dubai and Motiongate™.



Josie Booth
Managing Director

Josie is a well respected member of the team with over 12 years' experience in marketing, sales and management in the USA and UAE in the creative design industry. Josie leads Sim Leisure in international business and is responsible for the day to day running of the company in the UAE. She is proficient in technical design and excellent with contract negotiation.



Karen Stojanovski
Head of Design & Operations

Karen leads the design side of the business. Having been based in the UAE for over 18 years, she offers her expertise and knowledge of the region. Karen ensures that all design projects are managed and delivered on time and to the highest quality. She is hands on with the creative and technical sides of the design and is dedicated to project success.



Naqeeb Ahmed
Commerical Manager

Naqeeb is a professional member of the team, who is responsible for all commercial elements from estimating and tendering, through to project cost management. His logical and rational approach has ensured Sim Leisure commercial success over recent years. Naqeeb's experience in contract and commercial issues is an invaluable resource.



Dragos Stanculescu
Project Director

Dragos has been working as a Senior Project Manager internationally for over 15 years. He has successfully delivered large scale projects all the way from Jamaica to Dubai and now in Saudi Arabia. He is a proven expert at planning and site organization. His first-hand experience within the industry combined with his result-driven focus ensures the client receives the look and feel exactly as they imagined. He takes great pride in all that he does.

OUR TEAM



Mark Boughton
Senior Production Manager

The Sim Leisure factory has grown in size & complexity over recent years, producing themed effects, props and scenic items which rival the best theme productions globally. Mark was brought on board to manage the factory and the elements produced. He has improved the factory facilities and added procedures which increase productivity and monitor QA/QC. Under Mark the factory productions will continue to go from strength to strength.



Khaled Aldalabih
BIM Technical Manager

Khaled uses his expertise in BIM modeling and management to lead our fully in house BIM team. He leads all aspects of BIM design for Sim Leisure to ensure the final deliverables are high quality, coordinated and delivered on time. His time management and attention to detail play a paramount role in the success of our design team.



Youcef Bettiou
Design Lead

Youcef is a professional architect with over 10 years of international experience, with a proven track record of successful project delivery. He efficiently manages a multi-disciplinary team of designers and architects. Collectively, the team produces concept designs and full detailed design drawings sets. Youcef's effective coordination across all disciplines ensures that designs are properly developed and coordinated.



Sarang Nimbark
Project Manager

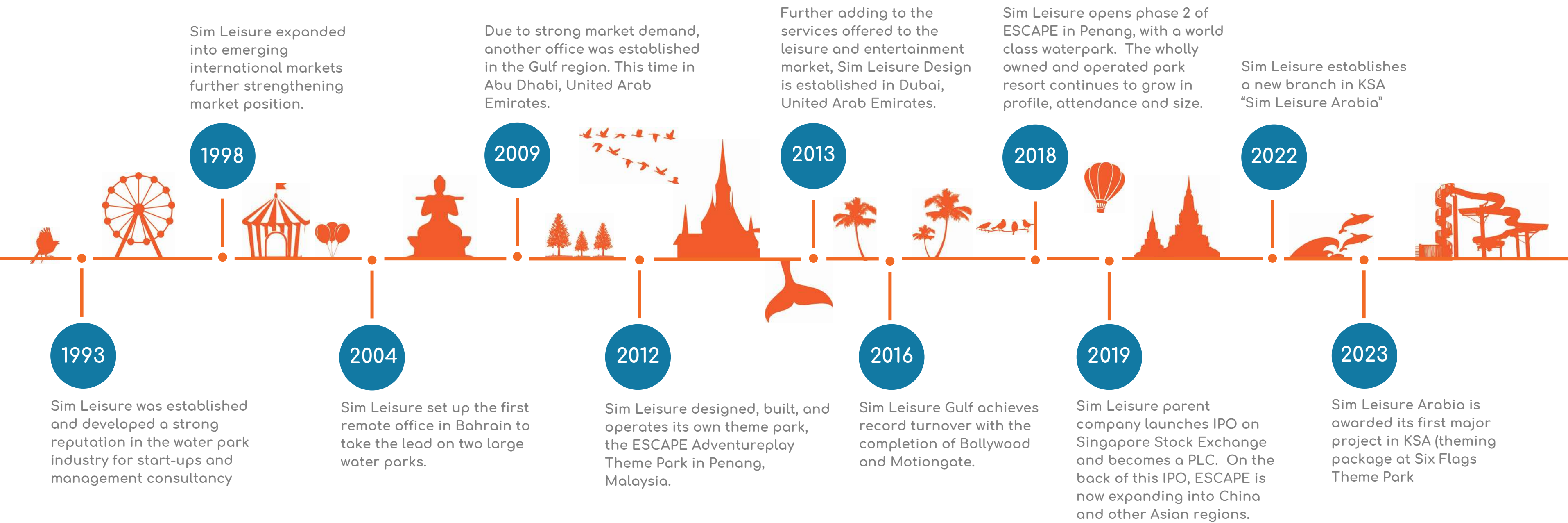
Sarang has vast experience delivering high end interior fit outs as well as themed projects. He focuses on the Snow Park projects with Sim Leisure, having successfully delivered projects in Ski Dubai and ongoing projects in both Oman and Abu Dhabi. Sarang's knowledge of his projects in all aspects and the management of his teams directly contributes to the project success.



Merheb Merheb
Lead Site Artist

Experienced in the field of art as a professor and director on various projects, Merheb strives to ensure that creative visions are maintained and accomplished by providing clear, practical, artistic, and technical direction while working with the design support teams, consultants, and vendors. His work includes the insightful relationship between heritage and art while maintaining the creative content and storyline.

OUR MILESTONES



NOTABLE PROJECTS



Escape Waterpark Malaysia

Located in Penang, Malaysia, Sim Leisure designed, constructed, owns and operates the #1 Theme Park in Malaysia. The park covers over 118,000sqm and includes the Guinness World Record for the World's Longest Tube Waterslide



Laguna Waterpark Dubai

A smaller waterpark packed full of theming and attractions, Sim Leisure carried out the design and build theming and interior fit out package of this beachside attraction



Universal Studios Singapore

Sim Leisure themed the Egypt and Jurassic Park Zones in this world-renowned theme park. This design and build project is one of the more well known projects we have completed

NOTABLE PROJECTS



Lost Paradise of Dilmun Bahrain

With an area of 45,000 square meters, Sim Leisure completed full design, build and project management services for this world class water park located in Bahrain



Yas Waterworld Abu Dhabi

Our scope for this GCC project included the themed plaster, pearl diving tank, and props. This project was one of our first introductions to the UAE



Legoland Malaysia

Completing both the theme park and the hotel, Sim Leisure delivered the design and build theming and show packages for one of the highest quality Legoland parks in the world

NOTABLE PROJECTS



Motiongate Dubai

Completing the full scope of theming in the Dreamworks zone (45,000sqm), the iconic main entrance gate and various works elsewhere, Sim Leisure delivered a world class quality product on time and has been beacons as our largest project in the UAE. In 2021 we also completed the expansion of the park.



Bollywood Dubai

Completing this complete Show and Scenic package, at the same time as the Motiongate project, is a huge achievement for us. From elaborate façade pieces to a special effects for a stunt show, this design and build project is the first of its kind. In 2020 we also completed the expansion of the park.



Adventure Park Dubai

Officially opening its doors on February 17, 2022, the same day Dubai Hills Mall opened to the public, we delivered on a promise to showcase an innovative matrix of attractions to entertain younger demographics with a playful and urban landscape.

NOTABLE PROJECTS



Snow Abu Dhabi

Design and Build contract to deliver the entire theming package for Al Farwaniya Investments including the iconic enchanted tree. The tree is a 15m tall expansive art piece connected by rope bridges housing platforms and treehouses.



Qetaifan Water Park Qatar

The regions newest waterpark in Lusail, designed by Atkins Realis. Sim Leisure fabricated and constructed the themed façade finishes, props & artifacts and artificial rockwork.



Snow Oman

Design and Build contract to deliver the theming package for Majid Al Futtain's next genre in snow parks. The park includes extensive themed facades, artificial rockwork, ride theming and digital graphics. The notable artistic piece on this project is a 25m long frozen shipwreck containing rides and attractions.

NOTABLE PROJECTS



SeaWorld Abu Dhabi

The newly opened themed ocean attraction on Yas Island. Sim Leisure engineered, fabricated and installed a large package of props, artifacts and wall finishes including artificial rockwork.



Seven Leisure Projects

Engaged as a design consultant on numerous projects for SEVEN from initial concept ideation to detailed design. Full digital modelling using numerous software types to finalise theming design packages.



Aquarabia Qiddiya KSA

As a design only project from schematic to IFC stages, all theming elements were modelled in BIM, followed by a clash coordination process in Navisworks. Subsequently, These models included the remarkable Camel Rock Mountain, which featured over 50,000 square meters of artificial rockwork.

NOTABLE PROJECTS



Six Flags Qiddiya City KSA

Successfully delivered theming works across the area development and within several interior environments, our scope included the fabrication and installation of comprehensive theming packages, including 11,000 sqm of rockwork, 35,000 sqm of themed façades, and interior fit-out works, spanning 25 buildings.



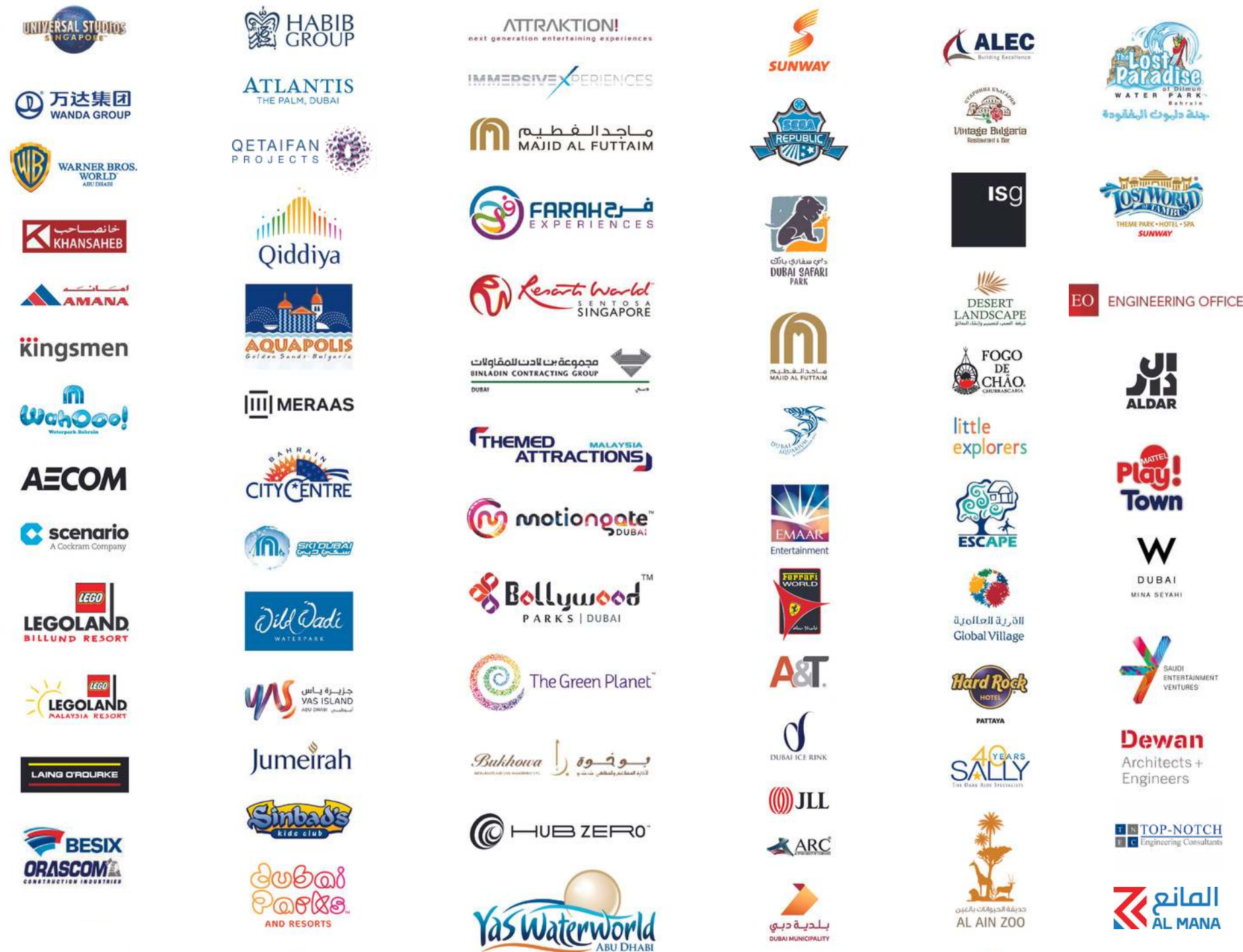
Dragon Ball Qiddiya City KSA

Appointed to deliver themed design and consultancy for the exterior and area development across two hospitality assets, from concept through construction documentation. Our scope covers the complete themed design and engineering while ensuring the creative direction remains consistently aligned with the project IP.



Exit 15 Riyadh KSA

Currently appointed to deliver all theming works spanning the Waterpark, Indoor Ski Park, and selected Public Realm areas. Our scope includes the fabrication and installation of comprehensive theming packages, covering all themed finishes, architectural elements, props and secondary structures.



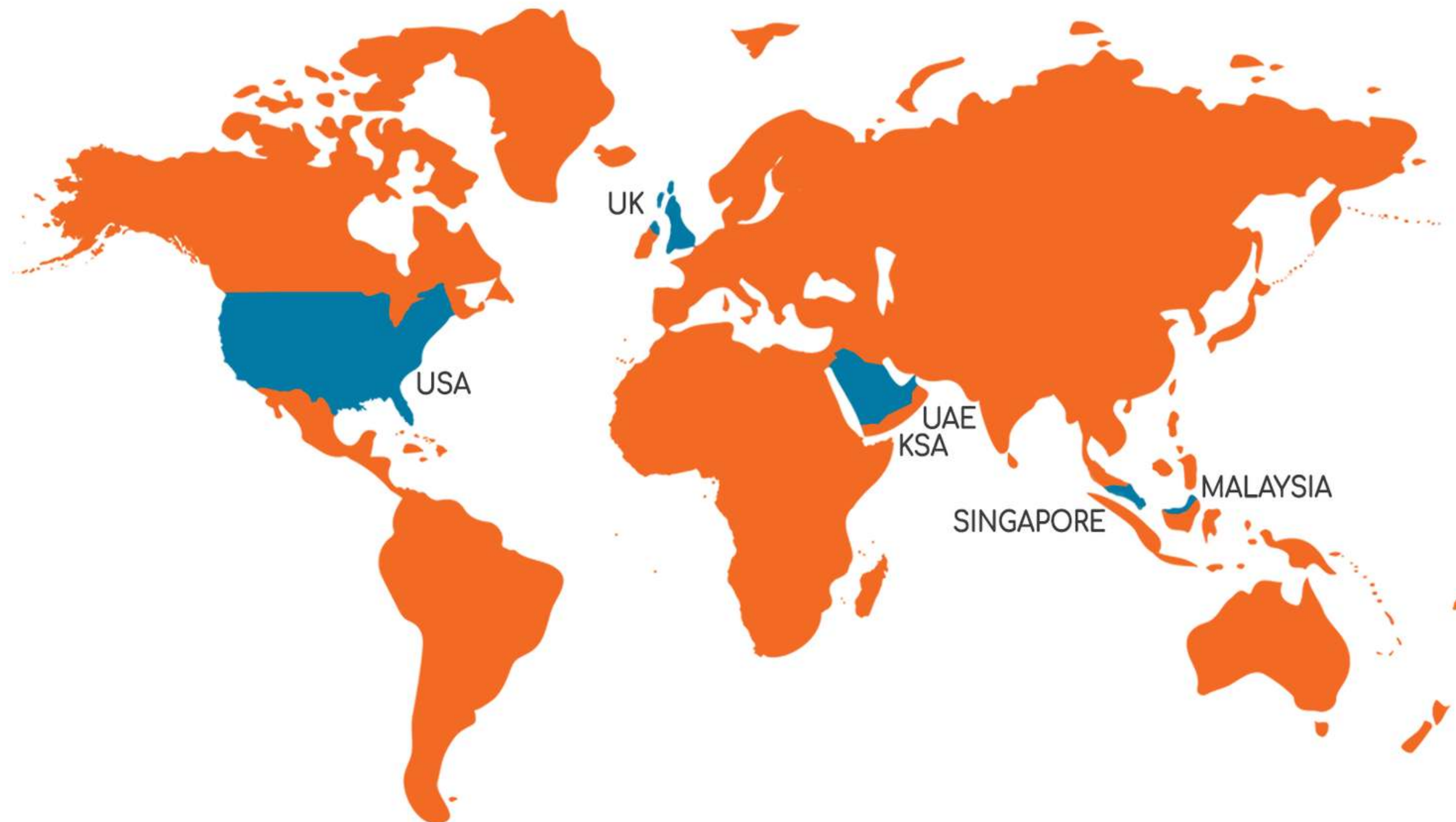
Here are some of the clients we have been working with for the past 30 years in the world.

“Sim Leisure demonstrated professionalism and efficiency throughout their involvement in the project. They consistently delivered high-quality work with the specified timelines. The cooperative attitude and adaptability in response to changing requirements were notable attributes that contributed to the project’s success.”

Werner Scheepers
Commerical Manager
ALEC Engineering and Contracting LLC

A large graphic of the number '30' in a bold, sans-serif font. The number is filled with a vibrant image of fireworks exploding in a dark night sky. Below the '30', the word 'years' is written in a white, cursive script font.

GET IN TOUCH



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