



SMEC Urban Rebrands to SMEC

As part of SMEC's global brand strategy, wholly owned subsidiary SMEC Urban will fully rebrand to SMEC from 1 July 2014.

This move is the final stage in a 4-year integration plan that SMEC has been carefully implementing since it acquired the remaining 49% interest in SM Urban in 2010 (SMEC acquired the initial 51% interest in SM Urban in 2007).

SMEC Urban provides integrated urban development consultancy services throughout Australia. With key clients including Mirvac, Lend Lease Communities, Peet Limited and Defence Housing Australia, SMEC Urban has delivered iconic urban development projects nationally, including: Caroline Springs in Victoria, Northern Expressway in South Australia, Menangle Park in New South Wales, Pacific Pines in Queensland, and Breezes Muirhead in the Northern Territory.

SMEC Urban management believe that a united brand (under the SMEC name) will enable the urban development business to offer an even better client experience. According to Hari Poologasundram, SMEC's Chief Operating Officer Australia and New Zealand Division, "the Australian business is excited about this transition as it reinforces our One SMEC approach and our client focused culture."

Ross Hitt, SMEC CEO welcomes the change, commenting "we look forward to building a stronger partnership with all our urban development clients in Australia under the SMEC brand."

To find out more about SMEC's urban development business, click here.

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