



# CASE STUDY

## Silk Road Samarkand Tourist Center

A landmark hospitality and infrastructure project redefining tourism in Central Asia thanks to Legrand solutions.

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## ABOUT

Application Type: Hotel  
Location: Samarkand Uzbekistan

## PROJECT PLAYERS

Investor: ERIELL Group  
Customer: Silk Road Samarkand  
General Contractor: Enter Engineering  
System Integrator: Light Technology  
Legrand international teams

## PROJECT CHALLENGE

The Silk Road Samarkand Tourist Center is one of the most ambitious hospitality developments ever realized in Central Asia. Built between 2019 and 2022 for the Shanghai Cooperation Organisation (SCO) Summit, the project was designed to host heads of state, official delegations, and international guests within a completely new tourism district. Developed from scratch around the Samarkand rowing canal, the project transformed an undeveloped area into a modern destination combining eight hotels, more than 1500 rooms, a congress center, and extensive public infrastructure. The objective was to create a fully integrated hospitality ecosystem meeting international standards in terms of guest comfort, automation, energy efficiency, and reliability. The entire complex had to be delivered in less than three years, with multiple hotels built simultaneously. This timeframe coincided with the global COVID-19 pandemic, which introduced supply chain disruptions, logistical constraints, and construction limitations. Despite these conditions, Legrand mobilized international teams and local partners to ensure successful and timely delivery.

## THE SOLUTION

Designed by leading international architects and engineers, the development brings together diverse thematic spaces within a single architectural ensemble, creating a landmark destination unique across the Central Asian region. Supporting the realization of this ambitious vision, Legrand played a pivotal role in delivering the right integrated solution for the project's scale and complexity, encompassing two international 5-star hotels, two premium 4-star hotels, and four wellness-oriented boutique hotels, by seamlessly combining guest room management, power distribution, structured cabling, and energy management systems into one unified ecosystem. At the core of the project was the implementation of the Legrand GRMS BACnet system across all hotel rooms. This solution enables intelligent control of lighting, HVAC, and occupancy-based scenarios, enhancing guest comfort while optimizing energy efficiency. The integration of automation technologies contributed to a significant reduction in energy consumption, estimated at around 27% compared to conventional systems, with a projected return on investment of approximately 4.5 years. To ensure operational continuity, the infrastructure was supported by advanced UPS systems and reliable power distribution solutions across hospitality, conference, and technical areas. The project also incorporated high-performance cabling systems and premium wiring devices, combining functionality with refined design aligned with luxury hospitality standards.



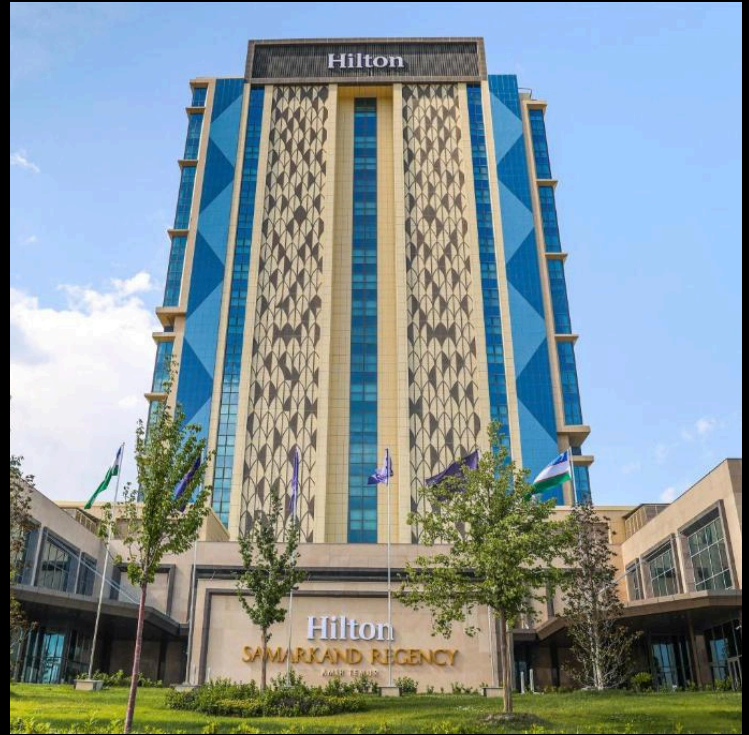
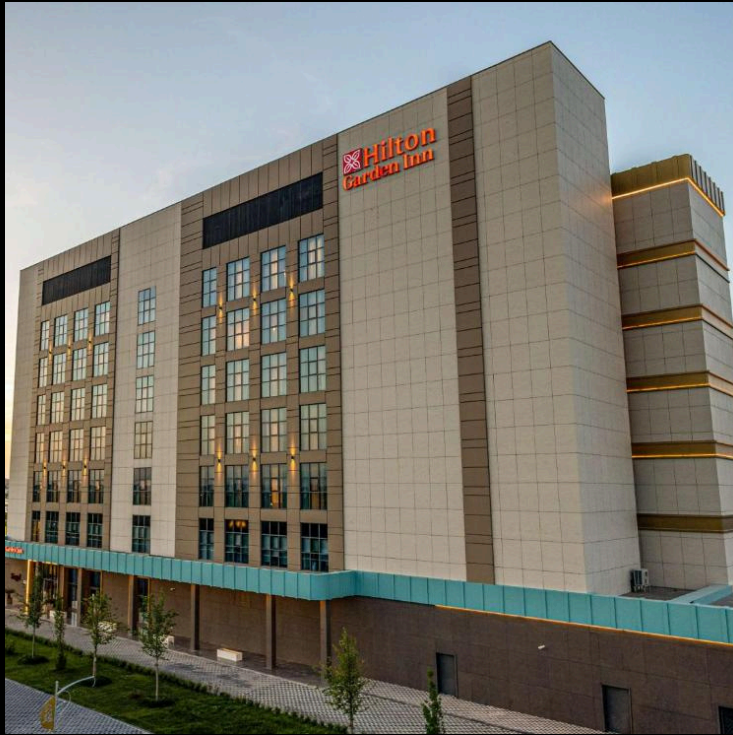
## PROJECT BENEFITS

- First fully GRMS-enabled hospitality destination in Uzbekistan
- Approximately 27% reduction in energy consumption
- Improved guest comfort through smart room automation
- High reliability with uninterrupted power supply
- Successful delivery despite COVID-19 challenges
- One of the largest integrated hospitality projects in the region



## PRODUCTS INSTALLED

Legrand GRMS BACnet system, sensors, and EMS  
Bticino Axolute, Celiane, Valena Life, Plexo3, Mosaic  
Electrical enclosures, circuit breakers, compensation system  
4000+ floor boxes, desktop units, mini-columns  
UPS systems: Keor HPE, Keor T Evo, Daker DK Plus, Keor MOD  
LCS3 cabling, Cablofil trays, DLP system  
EV charging stations



Are you looking for a solution to elevate your project with Legrand? Don't hesitate to contact us!  
Our experts team is here to support you every step of the way and provide comprehensive solutions  
tailored to meet the unique needs of your project!