

A Close Up on  
**EGYPT'S**  
**NORTH COAST**  
Development Projects

PUBLISHED BY

**INVESTIGATE**  
RESEARCH & ANALYSIS

SPONSORED BY



**MAXIM**  
DEVELOPMENT

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**INVESTIGATE**  
RESEARCH & ANALYSIS

# ABOUT THIS REPORT

Invest-Gate presents a thorough summer guide dedicated to the northern coastline of Egypt, covering the latest projects from the private and public sectors alike. We will highlight the North Coast projects and the New Alamein City updates.

We will also showcase consumers' preferences, private sector's strategies and directions, as well as, their investment trends in the upcoming period at Egypt's most sought-after seasonal destination as believed today.

## A SPECIAL THANK YOU TO MAXIM DEVELOPMENT

We at Invest-Gate would like to thank Maxim Development for its continuous support and for sponsoring this report. The real estate giant continues to be one of the leading real estate developers especially on the North Coast area with projects of exceptional features and that cater to all needs.

# ABOUT THE NORTH COAST

The Egyptian northern coastline stretches from Al Dekheila to Marsa Matrouh, covering about 1,050 km. It is seen as one of the longest Mediterranean coastlines in North Africa.

Heading back, the North Coast line was abandoned, comprising a hotel or two until the 1980s, when the Housing and Development Bank (HDB) in Egypt started funding residential compounds for second-home buyers. Then on, the private sector came along.

In the 1990s, the North Coast was an attractive summer destination for both Egyptians and Arabs, especially with the HDB's Marina Al-Alamein resort compound. The Marina phenomenon was to become a fully integrated city for permanent residence. In the late 1990s, some private real estate developers offered some hotels inside Marina Al-Alamein, like Amer Group's Porto Marina. After that in the early 2000s, many developers jumped in the North Coast to build on that Marina model and develop it.

Today, the development of the North Coast - from Alamein to Marsa Matrouh- is progressing. All, public and private entities, race to create their versions of integrated

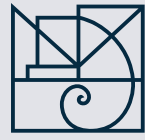
communities and transform this summer destination to a lifelong line of inhabited cities.

Accordingly, the North Coast area is seen as fertile land for investments, motivating the developers to build resorts, residential, and recreational areas, especially after the fourth-generation city, New Alamein City. The government too pays a great deal of attention to this area. The New Alamein City is this area's shining star. It is located on the North Coast on the Alexandria-Matrouh Road, spans over 48,917 acres, and targets around 2-3 mn inhabitants.

One latest discovery before we begin is that some of these to-be-mentioned projects in this report have transformed from secondary to primary units to a number of homeowners throughout the last year due to the pandemic and the work-from-home policy. Furthermore, these destinations represent golden areas for foreigners, who love to visit Egypt, thus, numerous tourist villages and resorts have been established recently. Additionally, the government has facilitated the legislation, and the procedures needed to launch new projects.



# ABOUT



## MAXIM DEVELOPMENT

Invest-Gate R&A team presents all you need to know about the North Coast area in an indepth report sponsored by Maxim Development.

Maxim Development, under the leadership of its founder, Wagdy Karrar, focuses on providing the Egyptian real estate market with several products, including the development of high-end residential projects, commercial projects, hospitality, tourism, industrial, food and beverage, retail and franchising, classics, facility management, investment advisors, design/consulting/finishing, and media and events.

Maxim's main target in the market is to provide outstanding high-quality projects, products, and services. As the company is gearing to enhance the communities' quality of life, which will impact not only the market but also everyone's lifestyles.

There are many projects presented to the market by Maxim Development, including Bo Islands, Maxim Residence, Maxim Country Club, Bo Strip, Maxim Mall, Royal Maxim Palace Kempinski, Bo Islands Hotel, Maxim Plaza White Night Resort, Maxim Inn Garden Resort, Maxim Inn Marina Hotel, Maxim Inn Venezia Hotel, and many more.



# NEW ALAMEIN CITY

## MAIN INFORMATION



EGP **3 bn**  
INVESTMENTS



**14**  
TOTAL NO. OF NEIGHBORHOODS



Around **2-3 mn**  
TARGET NO. OF INHABITANTS



**48,917** Acres  
TOTAL AREA



**5,000** Acres  
INDUSTRIAL AREA



**3,000** Acres  
LOGISTICS AREA



**1,000** Acres  
UNIVERSITIES & SCIENTIFIC  
CENTERS AREA



**5,000** Acres  
COMMERCIAL & SERVICES AREA



**7,770** Acres  
COASTAL AREA



**20,000**  
NO. OF HOTEL ROOMS IN COASTAL AREAS

### TOURIST WALKWAY



LENGTH **7 km**



LENGTH (PHASE I) **750 m**



STATUS Finishing Works  
Of The Beach Part:  
**Complete**



SUPPLY VOLUME

Playgrounds

Restaurants

Lake

Walking Lanes

Sitting Areas

### HERITAGE CITY



AREA **260** Acres



NO. OF FACILITIES **70**



SUPPLY VOLUME

Main Lake

Central Park

Church

Mosque

Opera

Investment District

Hotel Buildings

Roman Theatre

Commercial Areas

Skills Development Center

Cinema Complex

### ENTERTAINMENT AREA



STATUS Finishing Works of  
Commercial Shops  
& Restaurants:  
**Ongoing**

Site Works: **Ongoing**

### LATIN DISTRICT



AREA **404** Acres



NO. OF HOUSING BUILDINGS **249**



NO. OF HOUSING UNITS

**12,000**

## DOWNTOWN AREA

### HOUSING BUILDINGS



TOTAL NO. OF HOUSING BUILDINGS

**40**



UNIT AREAS

**90-300 m<sup>2</sup>**



UNIT TYPES

Apartments To Townhouses



NO. OF EXECUTED UNITS

**1,320** (15 Buildings)

### TOWERS



TOTAL NO. OF TOWERS **5**

#### ICONIC TOWER



HEIGHT

**250 m**  
(68 Floors)



AREA

**465,000 m<sup>2</sup>**



IMPLEMENTATION PERIOD

In **45M**

#### OTHER (4) TOWERS



HEIGHT

**200 m**  
(56 Floors)



AREA

**320,000 m<sup>2</sup>**



IMPLEMENTATION PERIOD

In **39M**



## COASTAL TOWERS

### PHASE I



TOTAL NO. OF TOWERS

**15**



NO. OF EACH TOWER'S FLOORS

**42**



NO. OF HOUSING UNITS

**4,500**



STATUS

Towers' Implementaion: **Ongoing**

Scheduled for Completion in **2021**

### PHASE II



TOTAL NO. OF TOWERS

**8**



STATUS

Last June, 7th floor across a number of towers has been completed.

## DISTINGUISHED HOUSING PROJECT (PHASE I)



NO. OF BUILDINGS

**80**



NO. OF UNITS

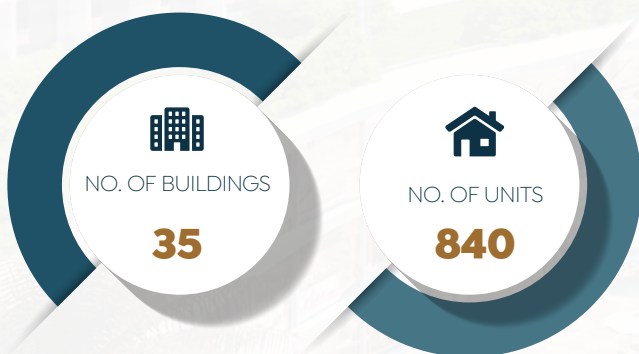
**1,920**



NO. OF EXECUTED UNITS

**1,080**

### PHASE II



## SAKAN MISR (PHASE I)



NO. OF BUILDINGS

**128**



NO. OF UNITS

**4,096**

## ALAMEIN INTERNATIONAL UNIVERSITY



AREA

**128** Acres



NO. OF PHASES

**3**



NO. OF FACULTIES

**13**



TARGET NO. OF STUDENTS

**25,000**

## ARAB ACADEMY FOR SCIENCE, TECHNOLOGY & MARITIME TRANSPORT



AREA

**64** Acres



NO. OF FACULTIES

**12**



NO. OF BUILDINGS

**34**



TARGET NO. OF STUDENTS

**10,000**

## UNIVERSITY OF LAUSSANE



AREA

**39.5** Acres



SUPPLY VOLUME

Main & Administrative Buildings

Ballrooms & Dining Places

# PRIVATE REAL ESTATE PROJECTS

## Our Sponsor: Maxim Development

### BO SIDI ABDEL RAHMAN



AREA

**1,000** Acres



NO. OF PHASES

**4**

Bo Islands	Bo Sands
Bo Med	Bo Sunstone

### BO ISLANDS



AREA

**300** Acres  
(BUA: 12%)



NO. OF UNITS

**6** Islands  
(Each includes numerous units)



UNIT TYPES

Villas, Townhouses & Chalets



FACILITIES

Sports & Leisure Facilities, Dining & Retail Amenities, **2** Hotels, Health & Beauty Spa, Tram Service, Pedestrian Network of Paths & Walkways, Lagoons, Canals, Waterfront Clubhouse & Beaches



DELIVERY DATE

**2023-2024**

### BO SANDS



AREA

**200** Acres (Excluding Commercial)



UNIT TYPES

Apartments



FACILITIES

Shared Commercial Area



DELIVERY DATE

**2022-2023**

### THE SHORE

Developer: Abraj Misr Urban Development



AREA

**180** Acres



NO. OF UNITS

**120** (New Malibu)  
**500** (View 46)



UNIT TYPES

Chalets, Standalone Villas, Twin Houses & Apartments



FACILITIES

Swimming Pools & Other Commercial & Recreational Services

### GAIA

Developer: Al Ahly Sabbour Development



AREA

**280** Acres



NO. OF UNITS

**2,500**



UNIT TYPES

Chalets, Villas, Twin Houses, Townhouses & Duplexes



FACILITIES

Large Lakes, Walking Lanes, Cycling Tracks, Kids' Area & Yoga & Gym Area



DELIVERY DATE

**2023-2025**  
(Phases I & II)

\*All developing companies are listed in an alphabetical order



## AMWAJ

Developer: Al Ahly Sabbour Development



AREA

**342** Acres



NO. OF UNITS

**3,589**  
(4 Phases)



UNIT TYPES

Standalone Villas,  
Twin Houses, Duplexes,  
Chalets & Sea Cabins



FACILITIES

Commercial Mall,  
Swimming Pools, Dining  
Places & Playgrounds



DELIVERY DATE

**2022**  
(Phase IV)

## SMERALDA BAY

Developer: Cleopatra Real Estate



AREA

**500** Acres



FACILITIES

Nature Clubhouse &  
Other Amenities



DELIVERY DATE

In **3** Yrs  
(Phase II)

## SIELA RESORT

Developer: Concept Real Estate Group



AREA

**10** Acres



NO. OF UNITS

**700**  
(3 Phases)



UNIT TYPES

Fully-Finished  
Chalets



FACILITIES

Seawater Desalination  
Plants, Sewage Network  
& Electricity for Residences



DELIVERY DATE

**2021** (Phase I)  
Beginning of **2023**  
(Phase II)  
**2024** (Phase III)

## BIANCHI SIDI ABDEL RAHMAN (PHASE II)

Developer: Developer X



AREA

**104** Acres



UNIT TYPES

Chalets, Villas, Twin Houses,  
Townhouses & Hotel



FACILITIES

Lagoons, Integrated Services,  
Entertainment Area &  
Commercial Area

## MARASSI

Developer: Emaar Misr



AREA

**1,600** Acres



NO. OF UNITS

**23** Residential Villages & **3,300** Hotel Keys



UNIT TYPES

Standalone Villas, Twin Houses, Apartments & Townhouses



FACILITIES

**5** Beaches, Clubhouse, 18-Hole Golf Course, International Hotels, One of The Largest International Marinas & 2 commercial hubs & water park

## WATERWAY NORTH COAST

Developer: Equity Real Estate Developments



AREA

**57** Acres



NO. OF UNITS

**380**



UNIT TYPES

Standalone Villas, Twin Houses, Townhouses, Hotel Beach Apartments & Mini-Townhouses



FACILITIES

Retail Promenade, **2** Clubhouses, Kids' Area, **11** Beach Pools, **3** Infinity Edge Pools, Security & Maintenance



DELIVERY DATE

**2025**

## WHITE SAND

Developer: GV Developments



AREA

**186** Acres



NO. OF UNITS

**3,500**



UNIT TYPES

Villas, Twin Houses, Chalets & Studios



FACILITIES

Greeneries, 750-m Tranquil Shoreline, **22** Swimming Pools, **3** Lakes, Clubhouse, Fitness Center, Spa, Restaurants, Coffee Shops, Tourist Units & Commercial Spaces



DELIVERY DATE

In **3.5** Yrs

## HYDE PARK NORTH COAST

Developer: Hyde Park Developments



UNIT TYPES

Apartments, Townhouses, Twin Houses & Standalone Villas



LAUNCH DATE

Soon

## JEFAIRA

Developer: Inertia Egypt



AREA

**5.5** mn m<sup>2</sup>



NO. OF UNITS

**12,000-14,000**



FACILITIES

Medical, Educational & Entertainment Services



DELIVERY DATE

End **2021-2022**  
(Phases I & II)

## SEA VIEW

Developer: Jdar Developments



AREA

**137** Acres



NO. OF UNITS

**1,670**  
(3 Phases)



UNIT TYPES

Villas & Chalets



FACILITIES

**23** Swimming Pools,  
Sports Club, Food  
Court & Jogging Track



DELIVERY DATE

**2021-2022** (Phase I)/  
**2024** (Phases II & III)

## NAIA BAY

Developer: Jumeirah Egypt



AREA

**112** Acres



NO. OF UNITS

**732**



UNIT TYPES

Villas, Twin Houses,  
Cabins, Small Units,  
Townhouses & Chalets



FACILITIES

Swimming Pool,  
Restaurants, Mall, Café,  
Club & 5 Stars Hotel

## LA VISTA BAY

Developer: La Vista Developments



AREA

**220** Acres



NO. OF UNITS

**5** Rows of  
Units



UNIT TYPES

Standalone Villas, Twin  
Houses, Apartments &  
Townhouses



FACILITIES

White Sand Beach, **32**  
Swimming Pools, Waterfalls,  
Clubhouse, Gymnasium,  
Restaurants, Cafes, Medical  
Services, Commercial Spaces &  
Entertainment Venues



DELIVERY DATE

Delivered

## LA VISTA CASCADA

Developer: La Vista Developments



AREA

**88** Acres



UNIT TYPES

Chalets, Twin Houses & Villas



FACILITIES

Sandy Beach & Green Landscaping



DELIVERY DATE

Immediate Delivery

## LA VISTA BAY EAST

Developer: La Vista Developments



AREA

**255** Acres



NO. OF UNITS

**6** Rows of Units



UNIT TYPES

Chalets & Standalone Villas



FACILITIES

Swimming Pools, Waterfalls, Commercial Services, Entertainment, Supermarket, Clinics, Cafes & Clubhouses



DELIVERY DATE

**2024**  
(Phases III)

## LA VISTA RAS EL HEKMA

Developer: La Vista Developments



AREA

**200** Acres



UNIT TYPES

Chalets, Villas & Twin Houses



FACILITIES

Supermarkets, Playground, Clinics & Commercial Areas



DELIVERY DATE

**2022** (Phases I & II)/  
**2024** (Phase III)

## ZOYA

Developer: Landmark Sabbour



AREA

**62** Acres



NO. OF UNITS

**360**  
(2 Phases)



UNIT TYPES

Standalone Villas, Twin Houses & Chalets



FACILITIES

Beach Hub, Water Activities, Clubhouse, Spa & Hotel



DELIVERY DATE

Delivered

## LASIRENA NORTH COAST

Developer: Lasirena Group



AREA

**55 Acres**



NO. OF UNITS

**1,100**



UNIT TYPES

Chalets & Studios



FACILITIES

450-m Beachfront, Swimming Pools, Aqua Parks, Restaurants, Cafes, Spa, Mosque, Kids' Area & Security



DELIVERY DATE

**2024**  
(Phase IV)

## MASYAF RAS AL HEKMA

Developer: M2 Developments



AREA

**171 Acres**



NO. OF UNITS

**1,000+**



UNIT TYPES

Standalone Villas, Twin Houses, Apartments, Family Houses & Chalets



FACILITIES

Restaurants, Farmers Market, Sports Courts, Bike Lanes & Observatory Tower



DELIVERY DATE

In **4 Yrs**

## MARSEILIA BEACH 4

Developer: Marseilia Group



AREA

**140 Acres**



NO. OF UNITS

**2,000+**  
(3 Phases)



UNIT TYPES

Electra Palaces, Hotel Apartments, Chalets & Villas



FACILITIES

Swimming Pools, Private Beach, Waves Barriers, Mosque, Security & Safety, Shopping Mall, Kids' Area, Maintenance Services, Landscapes, Sports Area, Cafes & Restaurants



DELIVERY DATE

**2022**

## CASCADIA

Developer: Marseilia Group



AREA

**40 Acres**



NO. OF UNITS

**1,477**



FACILITIES

Medical Services, Green Spaces & Entertainment Services



DELIVERY DATE

**2023**  
(Phase I)

## MARSEILIA BOUQUET

Developer: Marseilia Group



AREA

**77** Acres



UNIT TYPES

Bellarosa-Mabella Chalets,  
Primrose-Elina Chalets & Zahara  
Chalets



FACILITIES

Swimming Pools, Kids' Area,  
Maintenance Services,  
Supermarket & Cafes



DELIVERY DATE

Delivered

## CALI COAST

Developer: MAVEN Developments



AREA

**230** Acres



NO. OF UNITS

**2,500+**



UNIT TYPES

Villas, Chalets &  
Hotel Units



FACILITIES

600-m Beachfront, Commercial  
Spaces, Recreational Area, Boardwalk,  
Artificial Lazy River, 150,000+ m<sup>2</sup> of  
Open Water Bodies, Swimming Lakes  
& Private Women Pools



DELIVERY DATE

**2025**

## EKO

Developer: Mena Group



AREA

**210,000** m<sup>2</sup>



NO. OF UNITS

**650-700**



UNIT TYPES

Villas, Twin Houses,  
Chalets, Duplex &  
Penthouses



FACILITIES

Clubhouse, Lagoons,  
Commercial Area & Health  
Club



DELIVERY DATE

**2024**

## MOUNTAIN VIEW COMPOUND (KILO 198)

Developer: Mountain View



AREA

**450** Acres  
(Built: 150 Acres)



UNIT TYPES

Standalone Villas, Chalets  
& Townhouses



FACILITIES

Malls, Supermarkets,  
Ladies Beach, Café,  
Commercial Area & Restaurants



DELIVERY DATE

Closest Time: In **2** Yrs  
After Contracting

## CRETE ISLANDS



AREA

**45** m<sup>2</sup> Crystal Lagoon & **2.3** km Beachfront



NO. OF UNITS

**1,166**  
(Clustered Homes)



UNIT TYPES

Standalone Villas, Twin Houses, Townhouses & Chalets



FACILITIES

Clinics, Supermarket, Bike Shop, Food and Beverage (F&B) Outlets, Ladies-Only Beach, Community Center, Promenade, Commercial Area, **19** Swimming Pools & 800-m Seashore



DELIVERY DATE

After **3** Yrs of Contracting

## DIPLOMATS RAS EL HIKMA



AREA

**150** Acres



NO. OF UNITS

**800**



UNIT TYPES

Standalone Villas, Twin Houses, Apartments & Townhouses



FACILITIES

Agora, Pools, Commercial Area & Beach



DELIVERY DATE

Delivered

## PAROS



AREA

**48** Acres



UNIT TYPES

Standalone Villas, Twin Houses, Boutique Villas, Garden Chalets & Penthouses



FACILITIES

Ladies Beach, Community Center, Promenade, Commercial Area, F&B Outlets, **19** Swimming Pools & 800- m Seashore



DELIVERY DATE

**2022**

## RHODS



FACILITIES

Swimming Pools, Sea View, Lagoon, Cafes & Resturants



DELIVERY DATE

**2023**

## SKALA



UNIT TYPES

Chalets, Townhouses, Twin Houses & Standalone Villas



FACILITIES

Swimming Pools, Sea View, Lagoon, Cafes & Resturants



DELIVERY DATE

After **4** Yrs of Contracting

## SEASHELL PLAYA

Developer: NEWGIZA



AREA

Around  
**650** Acres



UNIT TYPES

Standalone Villas, Twin Houses,  
Townhouses, Cabins & Chalets



FACILITIES

Swimming Pools, Restaurants,  
Football & Tennis Playgrounds,  
Clubs, Lagoon & Cafes



DELIVERY DATE

**2024**  
(Phase I)

## SILVERSANDS

Developer: Ora Developers



AREA

**486** Acres



UNIT TYPES

Villas, Twin Houses &  
Chalets



FACILITIES

Sea View & Panoramic View  
of Lagoons



DELIVERY DATE

**2024**  
(Phase I)

## WHITE BAY

Developer: Pact for Investment and Real Estate Development



AREA

**80** Acres



NO. OF UNITS

**660**  
(4 Phases)



UNIT TYPES

Standalone Villas, Twin  
Houses, Townhouses &  
Chalets



FACILITIES

Smart Homes, Spa, Arena,  
Business Center, Kids Park,  
Water Activities, Club,  
Sport Academy & Hospitality  
Services

## HACIENDA BAY

Developer: Palm Hills Developments



AREA

**471** Acres



NO. OF UNITS

**4,772 & 144** Cabins



UNIT TYPES

Townhouses, Twin Houses,  
Standalone Villas, Chalets &  
Cabins



FACILITIES

Security, Cafes,  
Restaurants, Kids' Area,  
Garage, Gold Area &  
Tennis & Football Playground



## HACIENDA WHITE

Developer: Palm Hills Developments



AREA

**6,328.30** m<sup>2</sup>  
(BUA)



NO. OF UNITS

**43** Keys  
(2 Buildings)



UNIT TYPES

Chalets & Duplex



FACILITIES

Large Beach Side Lagoons,  
Clubhouse, Boutique Hotel  
& Corte Mall



DELIVERY DATE

Delivered

## HACIENDA WEST

Developer: Palm Hills Developments



AREA

**116** Acres



NO. OF UNITS

**297**



UNIT TYPES

Villas, Twin Houses,  
Cabins & Chalets



FACILITIES

Branded Hotels, Kids'  
Area, Spoty Arena,  
Restaurants & Fitness  
Facilities



DELIVERY DATE

Delivery In  
Progress

## CAESAR ISLAND

Developer: Pibic Group



AREA

**250,000** m<sup>2</sup>  
(Main Resort  
Over Beach) &  
**810,000** m<sup>2</sup>  
(Entertainment  
Area)



NO. OF UNITS

Around **300**  
(Phase I)  
(3 Phases)



UNIT TYPES

Chalets, Standalone  
Villas, Twin Houses &  
Townhouses



FACILITIES

Security, Landscaping,  
Swimming Pools,  
Beaches & Playground



DELIVERY DATE

**2023** (Phase I)  
**2024** (Phase II)  
**2025** (Phase III)

## PALI NORTH COAST

Developer: Shahawi Properties



AREA

**75** Acres



NO. OF UNITS

**745**



UNIT TYPES

Standalone Villas, Twin  
Houses, Apartments,  
Townhouses & Chalets



FACILITIES

Lagoon, Private Sand  
Beach, Private  
Pools, Commercial Areas,  
Sea View & **3** Clubhouses



DELIVERY DATE

**2025**

## JUNE

Developer: Sixth of October for Development and Investment (SODIC)



AREA

**125** Acres



NO. OF UNITS

**950**



UNIT TYPES

Chalets, Twin Houses  
& Townhouses



FACILITIES

600-m Frontage,  
Pristine Pool & Beach  
Clubhouse



DELIVERY DATE

End **2024**  
(Phase I)

## KATAMEYA COAST

Developer: Starlight Developments



AREA

**200** Acres



NO. OF UNITS

**434** (Phase I)



UNIT TYPES

Standalone Villas, Twin  
Houses, Duplex, Condos,  
Cabanas & Lux Villas



FACILITIES

K-Club Hotel, Beach  
Club & Kids Recreational  
Park



DELIVERY DATE

**2024**  
(Phase I)

## D-BAY

Developer: Tatweer Misr



AREA

**845,000** m<sup>2</sup>  
(Around 200 Acres)



NO. OF UNITS

**1,800+**



UNIT TYPES

Chalets, Villas & Serviced  
Apartments



FACILITIES

Lagoons, Sea  
Views & Green Spaces



DELIVERY DATE

End **2024**  
(Phases I & II)

## FOUKA BAY

Developer: Tatweer Misr



AREA

**215** Acres



NO. OF UNITS

**1,682**  
(4 Phases)



UNIT TYPES

Standalone Villas, Twin  
Houses, Apartments,  
Townhouses & Chalets



FACILITIES

Beachfront, Island Clusters, House  
Hotel, Crystal Lagoons, Clubhouse  
& Beach Bar

## BLUMAR SIDI ABD EL-RAHMAN RESORT

Developer: Wadi Degla Developments



AREA

**270,000** m<sup>2</sup>



UNIT TYPES

Chalets & Villas



FACILITIES

Swimming Pools, Spa, Fitness Center, Maintenance Services, Supermarket, Cafes & Restaurants



DELIVERY DATE

Delivered



## NEW ALAMEIN

### NORTH EDGE TOWERS

Developer: City Edge Developments



AREA

**48,000** Acres



NO. OF UNITS

**300**  
(15 Towers)



UNIT TYPES

Apartments



FACILITIES

Parks, Schools, Universities, Hospitals & Commercial & Retail Areas



DELIVERY DATE

**2022**

### MAZARINE ISLANDS

Developer: City Edge Developments



AREA

**128** Acres



NO. OF UNITS

**285**



UNIT TYPES

Contemporary Designed Villas



FACILITIES

Swimming Pools, Walking Tracks, Spacious Greenery & Parking Spaces



DELIVERY DATE

**2022**

## THE GATE

Developer: City Edge Developments



AREA

**264,000** m<sup>2</sup>  
(BUA)



NO. OF UNITS

**669**



UNIT TYPES

Two "**44-Floor Towers**"  
(Height: 170 m)



DELIVERY DATE

**2022**



FACILITIES

**2** Sky Pools, Panoramic L-Shaped Restaurants, Spa, Gym, Retail Outlets, Panoramic Elevators, Cinema Halls, Waste Management System & Generators

## ZAHRA

Developer: Maamar El Morshedy



AREA

**890** Acres



UNIT TYPES

Villas, Chalets, Townhouses  
& Twin Houses



FACILITIES

Clubhouse, Fitness Center, Sports  
Club, Spa, Cafes, Restaurants & Family Fun  
& Commercial Areas



DELIVERY DATE

**2024**

## TELAL

Developer: Roya Development



AREA

**134** Acres



NO. OF UNITS

**1,200**



UNIT TYPES

Standalone Villas, Twin  
Houses & Chalets



FACILITIES

Lagoon, Sea View &  
Clubhouse



DELIVERY DATE

In **4** Yrs

## PALM HILLS NEW ALAMEIN

Developer: Palm Hills Developments



AREA

**32** Acres



UNIT TYPES

Twin Houses &  
Apartments



FACILITIES

Green Areas, Restaurants  
& Corniche



LAUNCH DATE

Soon

# DIRECTIONS OF PRIVATE REAL ESTATE DEVELOPERS

After passing through a hectic year full of headwinds because of the Coronavirus outbreak and the unprecedented shock that the market experienced, now is the time to have a brighter experienced look at the market.

And since we are in the summer season, when people desire to head to their vacation homes to re-energize their appetite before returning to formal life; this motivates market players to move to these areas, pump more investments, highlight their projects, and bring out the utmost offers for their clients to avail from a broad range of competitive benefits and exclusive payment plans.

Accordingly, Invest-Gate R&A team looks at this niche chunk, focusing on the North Coast area and the New Alamein City by surveying roughly 16 Egypt-based developers to check the demand wave, how companies motivate consumers to invest in these areas and get some insights into the business climate, and future plans.

Looking at the most attractive second-home areas, the North Coast one comes at the top of the list. Thus, according to our survey, the majority of the surveyed developers (75%) have second-home projects on the North Coast area, around 12.5% moved to the New Alamein City, and the remaining respondents managed to mark their place in both areas.

## NORTH COAST MARKET INSIGHTS

With an eye on the demand wave that the majority of our surveyed companies experience, and according to 64.3% of respondents, the mainstream of consumers look for new second homes are within the age category of 30-40 years, while the remaining 35.7% of respondents see that consumers are within the age category 40-50 years.

For the unit types consumers mostly search for, around 78.6% of our surveyed companies indicate that consumers primarily look for chalets; meanwhile, the remaining 21.4% see that consumers mainly need to have a townhouse or twin house.



### AGE GROUPS OF HIGH DEMAND CONSUMERS



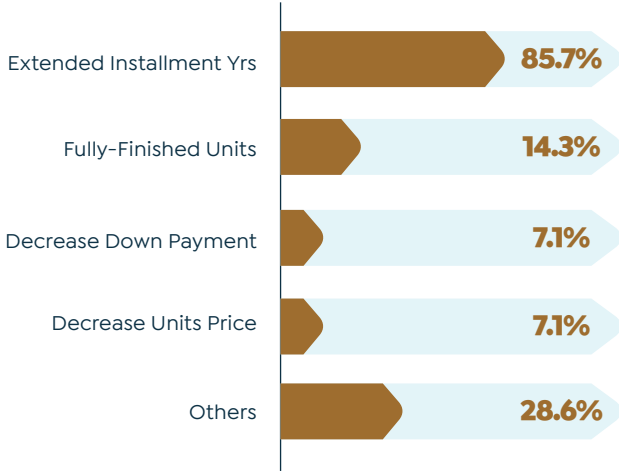
### UNITS OF HIGH DEMAND



When it comes to the companies' strategies to boost demand, about 85.7% of respondents believe that extending the installment years is the main motive for consumers. Moreover, decreasing the down payments and unit prices come on top of the list for 14.2% (7.1% for each), and 14.3% of surveyed companies offer fully-finished units to push consumers to invest there. Adding to these policies, other companies provide various payment facilities and methods to attract consumers and enrich the demand cycle.



## SPECIAL OFFERS TO BOOST DEMAND



According to our surveyed developers, the minimum price per square meter ranges between EGP 12,000- 18,000, and the maximum price per square meter ranges between EGP 20,000- 30,000. Additionally, to ease the burden on consumers, developers provide consumers with both payment methods; cash and installment.



## AVERAGE PRICE/ M<sup>2</sup> (EGP)



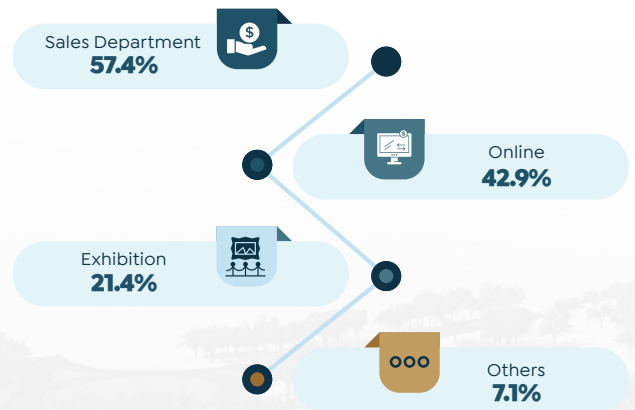
## PAYMENT METHODS



In a bid to further reinforce sales and achieve more, there are several mechanisms followed. Around 57.4% of our surveyed developers depend greatly on the efforts of their sales departments to represent their firms and interact closely with the consumers. Besides, 42.9% of respondents believe that the current technological wave plays a major role in increasing sales, as many developers now can showcase their products online and reach consumers easily. The remaining developers believe that exhibitions also are a main method of sales, especially under the massive offers that companies provide throughout the events.



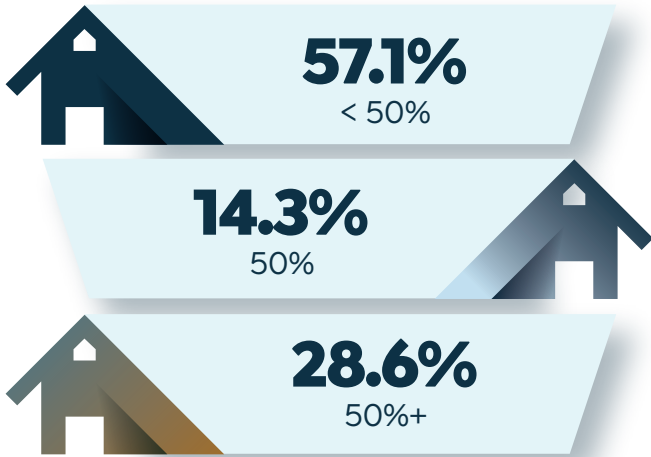
## EFFICIENT SALES MECHANISMS



Looking at the market stance, according to 57.1% of our surveyed developers, sales of their North Coast projects are less than 50% compared to their other projects. Sales of 14.3% of companies from the private sector's projects on the North Coast represent 50% of total sales; in addition to the remaining 28.6% achieved sales of more than 50% of their North Coast projects, in comparison to other areas.



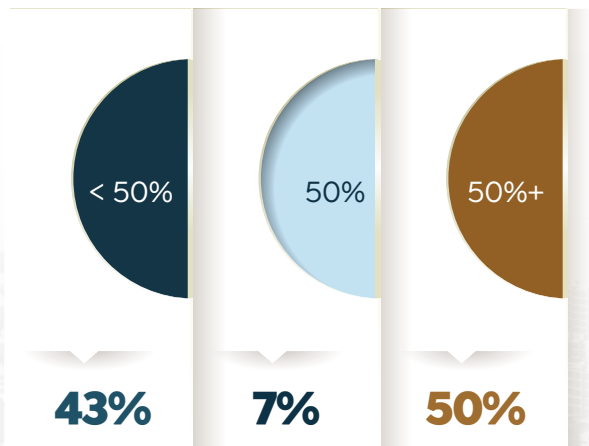
## NORTH COAST SALES VS. OTHER AREAS



When it comes to companies' investments, according to 50% of our surveyed developers, more than 50% of their investments are directed to the North Coast area; meanwhile, less than 50% of the total investments of 43% of our respondents are to the North Coast area.



## INVESTMENTS IN NORTH COAST VS. OTHER AREAS



Concerning the future, all our surveyed developers have agreed on having a bright look at the future, as they all expect that they will pump more investments to the North

Coast area to put more marks there. Not only that but they expect also that more consumers will go to this area to invest or own their second homes, especially in today's new world in which many employees can work remotely.



## EXPECTED FUTURE DEMAND



**Increase**



## EXPECTED FUTURE INVESTMENTS



**Increase**

## NEW ALAMEIN MARKET INSIGHTS

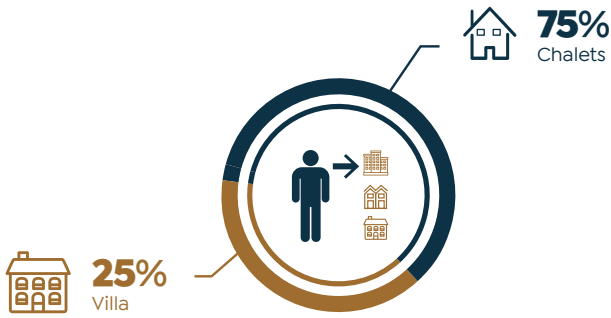
Since the New Alamein City is one of the fourth-generation cities that government pays a great attention to, the private real estate developers have begun looking at this city, assessing potential opportunities.

Regarding the consumers' desires in this city, 75% of our respondents believe that chalets are the number one selling type that consumers look for; meanwhile, the remaining 25% believe consumers are interested in villas.

It is noteworthy that according to 75% of surveyed developers, the majority of second homes consumers are between 40-50 years old, and the remaining companies see future homw owners age between 30-40 years old.



## UNITS OF HIGH DEMAND



Analyzing average prices today, the average minimum price per square meter is EGP 19,000; meanwhile, the average maximum price is EGP 33,000. Furthermore, all developers provide consumers with the ability to pay either in cash or installments, to encourage them to become future homeowners, and to boost their sales.



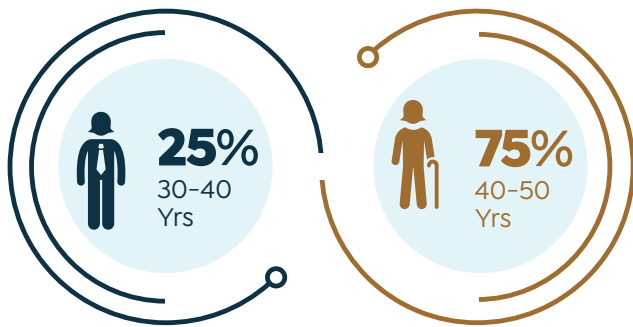
## PAYMENT METHODS



## Installment / Cash



## AGE GROUPS OF HIGH DEMAND CONSUMERS



## AVERAGE PRICE/ M<sup>2</sup> (EGP)

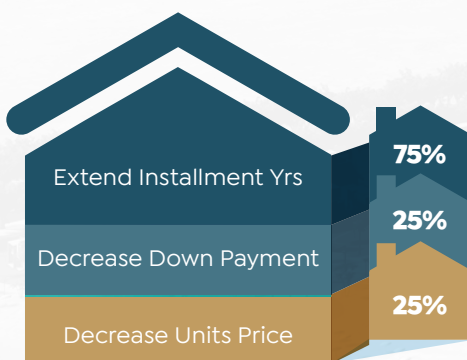


Looking at the offers several developers have been using to promote their projects, around 75% of our surveyed developers see that extending the installment years is on top of the list. Additionally, the remaining developers believe that decreasing down payment and unit prices are motives for more demand.

To enhance their market status, several developers have followed many strategies to boost their sales. The majority of our surveyed developers depend greatly on their sales department and new technological methods to attract consumers. Besides, the exhibitions' return will help ease the sales burden and motivate consumers to take part by releasing several special offers, discounts, and payment plans.



## SPECIAL OFFERS TO BOOST DEMAND



## EFFICIENT MECHANISMS FOR MORE SALES





Analyzing the current situation, 50% of our respondents have directed more than 50% of their investments to this city, while the other 50% have allotted less than 50% of their investments to this area.

As for sales, the same situation applies. 50% of our surveyed developers managed to achieve more than 50% of their sales of their projects in this area, while the rest have reached less than 50% sales from this area.

 EXPECTED FUTURE INVESTMENTS



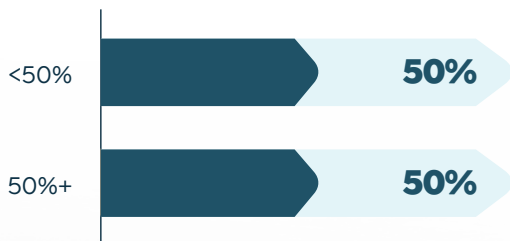
 INVESTMENTS IN NEW ALAMEIN VS. OTHER AREAS



 EXPECTED FUTURE DEMAND



 NEW ALAMEIN SALES VS. OTHER AREAS



With an eye on the future, all developers have a bright look regarding the market situation especially in this area. They all agreed that they plan to pump more investments and to have more footprints at the New Alamein City. They all believe that more consumers will tend to become homeowners in the future, especially under the current circumstances we live in.

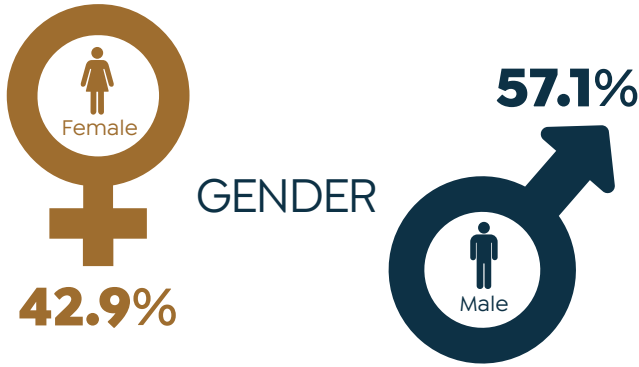


# CONSUMERS PREFERENCES

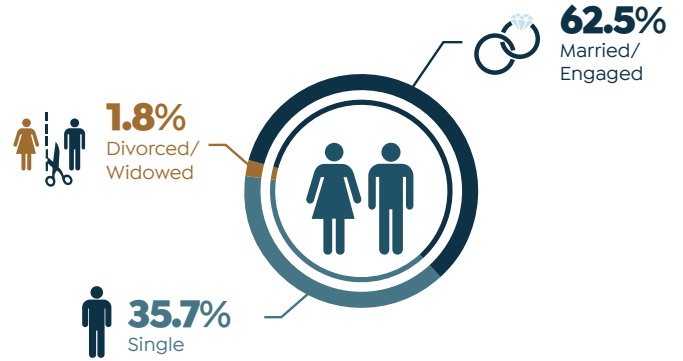
Invest-Gate R&A team has surveyed roughly 79 respondents about their second home preferences, especially in the North Coast and the New Alamein City area.

## CONSUMERS DEMOGRAPHICS

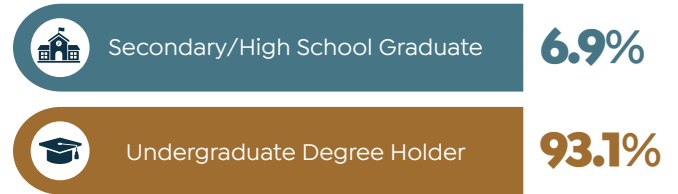
According to our data, 57.1% of respondents are male and 42.9% female. Around 41.5% are within the age category of 20-29 years old, and 34% are between 30-39 years old. For the respondents' marital status, 62.5% of those polled are either married or engaged, 35.7% of them are single; meanwhile, the remaining 1.8% are divorced or widowed. The majority of the respondents (around 93.1%) are bachelor's degree holders, while the remaining are high school graduates.



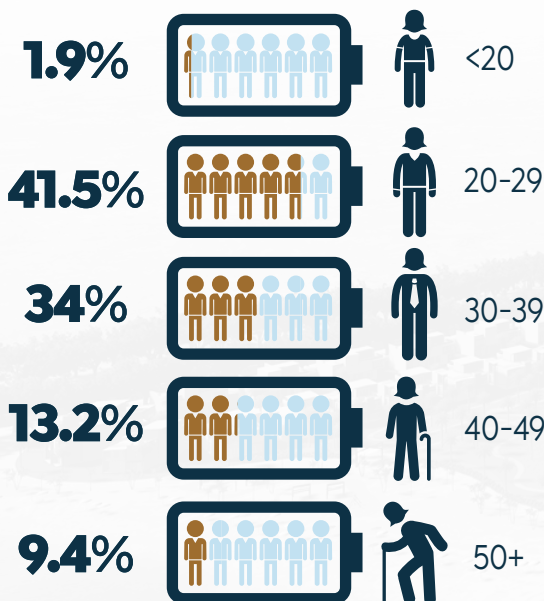
## MARITAL STATUS



## EDUCATIONAL LEVEL



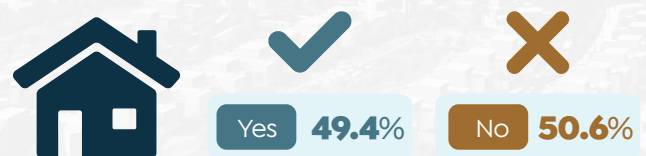
## AGE GROUPS (YRS)



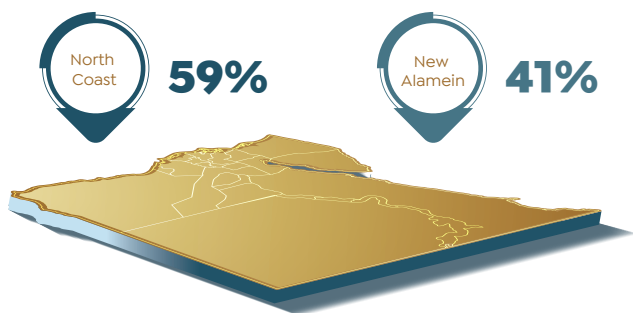
## SECOND HOME OWNERS STATUS

Around 49.4% of surveyed people are homeowners. The majority of surveyed respondents (59%) bought their summer homes on the North coast, and the remaining 41% preferred the New Alamein City.

## HOW MANY OWN A SECOND HOME?

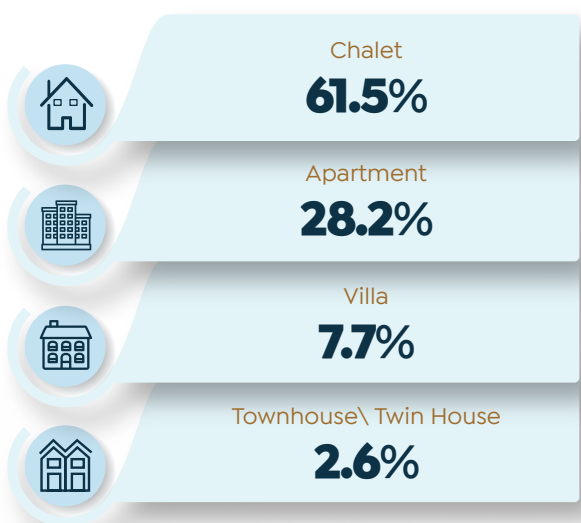


## LOCATION



The majority of respondents, around 61.5%, desired to have a chalet; 28.2% of surveyed second-home buyers own apartments, whereas 7.7% of the respondents bought villas, and the remaining 2.6% have town or twin houses.

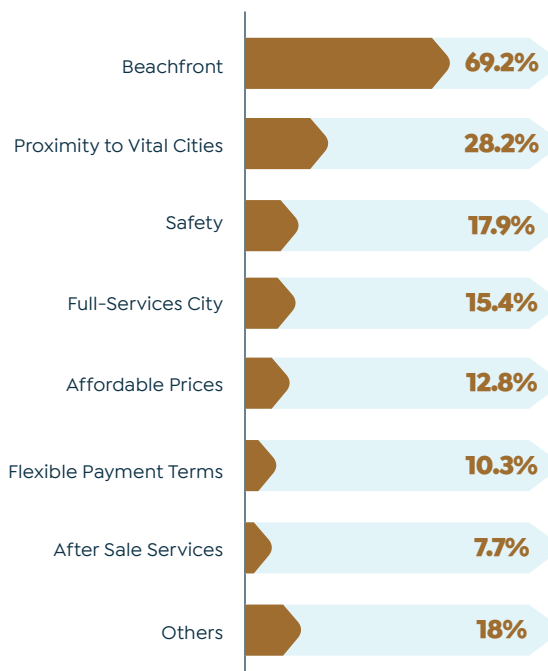
## UNIT TYPES



They all agreed that the North Coast and the New Alamein City have many features that can strongly attract homeowners.

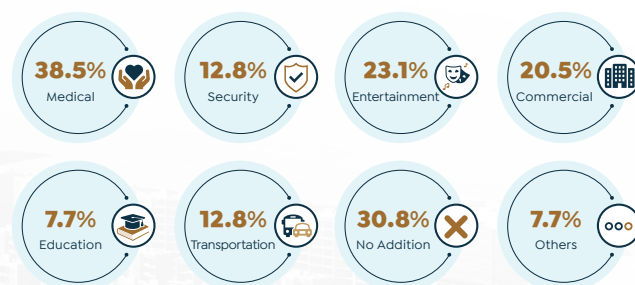
Based on our results, the majority of owners (around 69.2%) selected these areas for their summer units due to the magnificent beachfront; however, 28.2% of them focus on proximity to vital cities, and 17.9% found that safety is a vital reason for selection. Amongst the motives of selecting these areas is the units' affordable prices, especially under the current harsh situation, in addition to flexible payment terms provided, based on the opinions of 12.8% and 10.3% of our respondents, respectively.

## REASONS BEHIND CHOICE



According to our respondents, 30.8%, believe that all services are available in these areas. However, from the point of view of around 38.5% and 23.1% of owners, they stressed the importance to invest more in health and entertainment services, respectively. Besides, 20.5% of surveyed consumers refer to the need for more commercial services. Additionally, the remaining respondents, around 12.8% and 7.7%, respectively, need to add security and education facilities.

## HIGH DEMAND SERVICES TO SECOND HOMEOWNERS



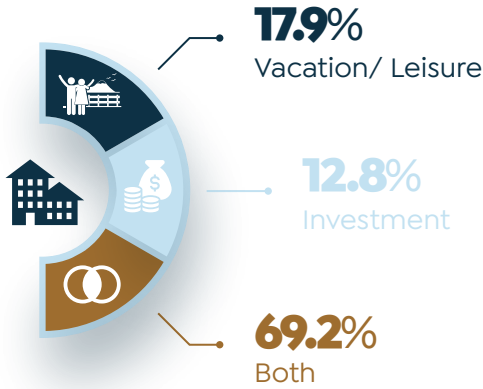
Individuals differ in the purposes of purchasing summer units as some people own units for leisure, while others have investment purposes, or both. In this regard, 69.2% of our second homeowners have both motives. However, the purpose of 17.9% of respondents is only entertainment, and the remaining 12.8% buy units for investments only.

Additionally, for those who have investment purposes, 90.6% of them agree that leasing these units is the most profitable way of investment, while 6.3% prefer long-run sales as a

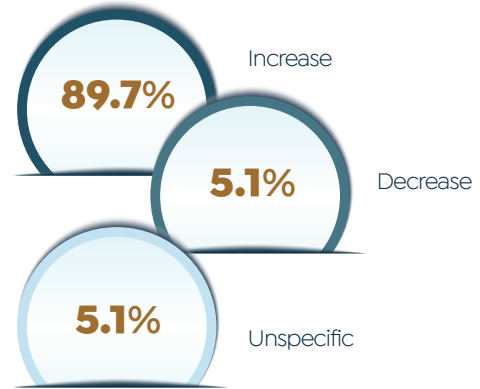
gainful type of investment, and the remaining 3.1% consider both methods.

demand will boost in the future, while 5.1% of them see that the demand will drop.

## PURPOSE OF SECOND HOMEOWNERSHIP



## EXPECTED FUTURE DEMAND



## INVESTMENT TYPE



Under the pandemic woes, the second homes have turned to primary ones for many owners thanks to the remote working policy adopted in several fields. Thus, 46.2% of owners see that the North Coast and the New Alamein City are not only a summer destination but an all-year-round destination; meanwhile, the circumstances of the remaining 53.8% of respondents do not allow them to do that.

## CONSUMERS PREFERENCES OF BECOMING HOME OWNERS

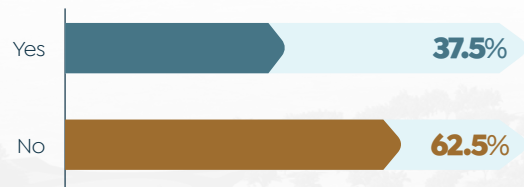
Concerning those who seek to become homeowners in the near future, approximately 37.5% of respondents plan to buy a second home soon; meanwhile, 62.5% do not have any near plans.

Regarding the preferred location of those who aspire to become future homeowners, the majority of them (60%) are interested in the New Alamein City; however, the remaining 40% prefer the North Coast.

## TURNING SECOND HOMES INTO PRIMARY ONES



## FUTURE PLANS TO OWN A SECOND HOME



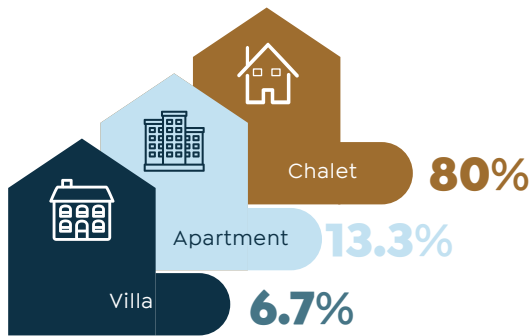
## PREFERRED LOCATION



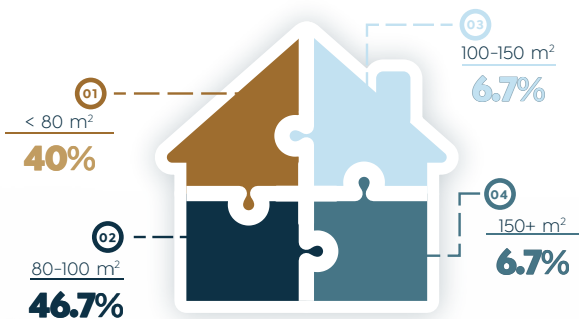
Looking at the future demand for these areas, especially under the current developments, the surveyed second homeowners clarified their expectations on this matter. Hence, around 89.7% of the respondents believe that the

Focusing on the preferences of those planning to become new owners, 80% of them prefer to purchase a chalet, while 13.3% and 6.7% of respondents tend to own an apartment or a villa, respectively. Speaking of unit areas, the favorite area for 46.7% of potential buyers ranges from 80 to 100 m<sup>2</sup>, while 40% need units less than 80 m<sup>2</sup>, and the rest plan to have unit areas between 100-150 m<sup>2</sup> and more than 150 m<sup>2</sup> (6.7% each).

**HIGH DEMAND SECOND HOME TYPES**



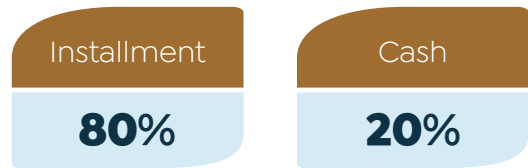
**FAVORITE UNIT SIZE**



Regarding the affordable price ranges to future owners, the majority of them (93.3%) see that unit prices less than EGP 2 mn is suitable for them, while the rest (6.7%) prefer to have unit prices exceeding EGP 4 mn.

Looking at the most suitable payment method, according to 80% of potential consumers, the installment method is best; however, the remaining 20% prefer to pay in cash. Moreover, 50% of respondents opt for a payment plan that exceeds eight years; however, 25% look for a period between three and six years, and the other 25% go for paying over six to eight years.

**MOST SUITABLE PAYMENT METHODS**

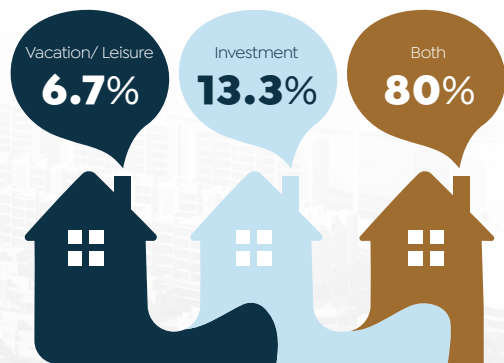


**OPTIMUM PAYMENT PLANS (YRS)**



When it comes to the purpose of owning a second home, 80% of potential buyers want to own summer units for leisure and investment; however, 13.3% need this unit for investment purposes, while the rest 6.7% seek leisure aims only. For those who consider investment purposes, 85.7% of respondents see that rent is the best way for investment, and 14.3% prefer long-run sales as an investment method.

**PURPOSE OF FUTURE SECOND HOME OWNERSHIP**





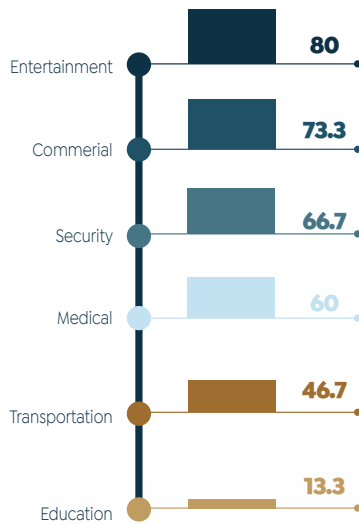
## FUTURE INVESTMENTS



In the same vein, the potential consumers have high-demand services that they want to have in their second home area. According to 80% of them, they are seeking entertainment services, whereas 73.3% and 66.7% pay great attention to commercial services and security, respectively. Additionally, 60% and 46.7% of respondents see that the provision of medical services and transportation are necessary, respectively, and the remaining 13.3% aspire to have education facilities in these areas.



SERVICES NEEDED BY FUTURE BUYERS (%)



## POTENTIAL OF BECOMING SECOND HOME TENANT

As we mentioned before, there are 62.5% of respondents have no desire to own units in the future, however, 64% of them prefer to rent units there, compared to 36% who do not prefer that.

For those who look for units for rent, 68.8% of them have a desire to rent on the North Coast, and the others 31.3% choose the New Alamein City as their preferred destination



## PREFERENCE OF BECOMING SECOND HOME TENANT



Yes 64%



No 36%



## BEST LOCATION FOR RENT

68.8%

North Coast

31.3%

New Alamein

## OBSTACLES OF SECOND HOME OWNERSHIP

Focusing on those who can become neither future owners nor tenants, it is worth to note the challenges hindering them from doing so. Thus, when we tried to find out these obstacles, all of our respondents agree that the high prices are the main reason that hinders them, while 75% of them mentions the inability to pay installments, in addition, the remaining 25% refer to the pandemic woes and its reverse effect on their purchasing power.



SECOND HOME OWNERSHIP CHALLENGES (%)

25 Pandemic Woes

75 Failure To Pay Installments

100 High Prices

In a nutshell, the Invest-Gate R&A provides an overview of the North Coast and New Alamein City. This is through focusing on the governmental achievements and highlighting the significant projects by the private real estate developers. Moreover, two surveys are present to analyze the opinions of consumers and developers about the North Coast and the New Alamein City as places for investments, living, or other purposes.

Based on the analysis provided, we found out that there is high interest in the North Coast and the New Alamein City

from the government side, pushing the private sector to pay great attention to these areas leaving their footprints there.

It is worth mentioning that the projects in these areas have different features suitable for attracting consumers. Accordingly, the demand for second home units is anticipated to increase in the future, in addition, investments are aspired to boost as well.

Consequently, there are some recommendations to flourish these areas as follows:

- Since second home units have turned to be primary ones to several consumers due to the remote work policy adopted amidst the pandemic, investments in different services have to increase, including entertainment, medical, educational, and commercial facilities.
- Providing more flexible payment plans and offers, such as decrease the amount of down payment, extend the installment years, discounts, etc.
- Cut unit prices to be more suitable with the consumers' purchasing power, especially under the current circumstances.
- Organization of more exhibitions to enable developers to showcase their projects along with their features, in addition to exploiting these events as a chance to provide more offers for consumers to encourage them to know more about different projects and get their needs.
- Pay more attention to marketing campaigns, in addition to adopting modern mechanisms in promotion through social media and digital tools.
- Adopt the technological tools that help both developers and consumers share the information about the projects to increase sales, such as artificial intelligence (AI), blockchain, etc.



A CLOSE UP ON  
**EGYPT'S**  
**NORTH COAST**  
DEVELOPMENT  
PROJECTS

SPONSORED BY

