A Close Up on EGYPT'S NORTH COAST Development Projects

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INVESTIGATE
RESEARCH & ANALYSIS

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MAXIM
DEVELOPMENT

THE TEAM

RESEARCH & ANALYSIS

Head R&A Team	Dina El Behiry
Market Research Analysts	Yassin Mahmoud Mohamed Abdelhamid
Data Collector	Aml Magdy Merna Magdy

MANAGEMENT

CEO & Managing Partner	Mohamed Fouad
General Manager & BD Director	Safaa Abdel Bary
Editor-in-Chief	Farah Montasser
Operations Manager	Nada El-Labban

DESIGN

Creative Director	Omar Ghazal
Art Director	Maged Khattab
Senior Graphic Designer	Marian Wael

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TABLE OF CONTENTS

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 continueous 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 the 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** m²
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** m²
- IMPLEMENTATION PERIOD: In **45M**

OTHER (4) TOWERS

- HEIGHT: **200** m (56 Floors)
- AREA: **320,000** m²
- 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

NO. OF BUILDINGS	**35**
NO. OF UNITS	**840**

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	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
300 Acres (BUA: **12%**)	**6** Islands (Each includes numerous units)	Villas, Townhouses & Chalets	Sports & Leisure Facilities, Dining & Retail Amenities, **2** Hotels, Health & Beauty Spa, Tram Service, Pedestrian Network of Paths & Walkways, Lagoons, Canals, Waterfront Clubhouse & Beaches	**2023-2024**

BO SANDS

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
200 Acres (Excluding Commercial)	Apartments	Shared Commercial Area	**2022-2023**

THE SHORE

Developer: Abraj Misr Urban Development

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
180 Acres	**120** (New Malibu) **500** (View 46)	Chalets, Standalone Villas, Twin Houses & Apartments	Swimming Pools & Other Commercial & Recreational Services

GAIA

Developer: Al Ahly Sabbour Development

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
280 Acres	**2,500**	Chalets, Villas, Twin Houses, Townhouses & Duplexes	Large Lakes, Walking Lanes, Cycling Tracks, Kids' Area & Yoga & Gym Area	**2023-2025** (Phases I & II)

*All developing companies are listed in an alphabetical order

AMWAJ

Developer: Al Ahly Sabbour Development

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
342 Acres	**3,589** (4 Phases)	Standalone Villas, Twin Houses, Duplexes, Chalets & Sea Cabins	Commercial Mall, Swimming Pools, Dining Places & Playgrounds	**2022** (Phase IV)

SMERALDA BAY

Developer: Cleopatra Real Estate

AREA	FACILITIES	DELIVERY DATE
500 Acres	Nature Clubhouse & Other Amenities	In **3** Yrs (Phase II)

SIELA RESORT

Developer: Concept Real Estate Group

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
10 Acres	**700** (3 Phases)	Fully-Finished Chalets	Seawater Desalination Plants, Sewage Network & Electricity for Residences	**2021** (Phase I) Beginning of **2023** (Phase II) **2024** (Phase III)

BIANCHI SIDI ABDEL RAHMAN (PHASE II)

Developer: Developer X

AREA	UNIT TYPES	FACILITIES
104 Acres	Chalets, Villas, Twin Houses, Townhouses & Hotel	Lagoons, Integrated Services, Entertainment Area & Commercial Area

MARASSI

Developer: Emaar Misr

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
1,600 Acres	**23** Residential Villages & **3,300** Hotel Keys	Standalone Villas, Twin Houses, Apartments & Townhouses	**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	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
57 Acres	**380**	Standalone Villas, Twin Houses, Townhouses, Hotel Beach Apartments & Mini-Townhouses	Retail Promenade, **2** Clubhouses, Kids' Area, **11** Beach Pools, **3** Infinity Edge Pools, Security & Maintenance	**2025**

WHITE SAND

Developer: GV Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
186 Acres	**3,500**	Villas, Twin Houses, Chalets & Studios	Greeneries, 750-m Tranquil Shoreline, **22** Swimming Pools, **3** Lakes, Clubhouse, Fitness Center, Spa, Restaurants, Coffee Shops, Tourist Units & Commercial Spaces	In **3.5** Yrs

HYDE PARK NORTH COAST

Developer: Hyde Park Developments

UNIT TYPES	LAUNCH DATE
Apartments, Townhouses, Twin Houses & Standalone Villas	Soon

JEFAIRA
Developer: Inertia Egypt

AREA	NO. OF UNITS	FACILITIES	DELIVERY DATE
5.5 mn m^2	**12,000-14,000**	Medical, Educational & Entertainment Services	End **2021-2022** (Phases I & II)

SEA VIEW
Developer: Jdar Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
137 Acres	**1,670** (**3** Phases)	Villas & Chalets	**23** Swimming Pools, Sports Club, Food Court & Jogging Track	**2021-2022** (Phase I)/ **2024** (Phases II & III)

NAIA BAY
Developer: Jumeirah Egypt

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
112 Acres	**732**	Villas, Twin Houses, Cabins, Small Units, Townhouses & Chalets	Swimming Pool, Restautants, Mall, Café, Club & 5 Stars Hotel

LA VISTA BAY
Developer: La Vista Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
220 Acres	**5** Rows of Units	Standalone Villas, Twin Houses, Apartments & Townhouses	White Sand Beach, **32** Swimming Pools, Waterfalls, Clubhouse, Gymnasium, Restaurants, Cafes, Medical Services, Commercial Spaces & Entertainment Venues	Delivered

LA VISTA CASCADA

Developer: La Vista Developments

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
88 Acres	Chalets, Twin Houses & Villas	Sandy Beach & Green Landscaping	Immediate Delivery

LA VISTA BAY EAST

Developer: La Vista Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
255 Acres	**6** Rows of Units	Chalets & Standalone Villas	Swimming Pools, Waterfalls, Commercial Services, Entertainment, Supermarket, Clinics, Cafes & Clubhouses	**2024** (Phases III)

LA VISTA RAS EL HEKMA

Developer: La Vista Developments

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
200 Acres	Chalets, Villas & Twin Houses	Supermarkets, Playground, Clinics & Commercial Areas	**2022** (Phases I & II)/ **2024** (Phase III)

ZOYA

Developer: Landmark Sabbour

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
62 Acres	**360** (2 Phases)	Standalone Villas, Twin Houses & Chalets	Beach Hub, Water Activities, Clubhouse, Spa & Hotel	Delivered

LASIRENA NORTH COAST

Developer: Lasirena Group

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
55 Acres	**1,100**	Chalets & Studios	450-m Beachfront, Swimming Pools, Aqua Parks, Restaurants, Cafes, Spa, Mosque, Kids' Area & Security	**2024** (Phase IV)

MASYAF RAS AL HEKMA

Developer: M2 Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
171 Acres	**1,000+**	Standalone Villas, Twin Houses, Apartments, Family Houses & Chalets	Restaurants, Farmers Market, Sports Courts, Bike Lanes & Observatory Tower	In **4** Yrs

MARSEILIA BEACH 4

Developer: Marseilia Group

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
140 Acres	**2,000+** (3 Phases)	Electra Palaces, Hotel Apartments, Chalets & Villas	Swimming Pools, Private Beach, Waves Barriers, Mosque, Security & Safety, Shopping Mall, Kids' Area, Maintainence Services, Landscapes, Sports Area, Cafes & Restaurants	**2022**

CASCADIA

Developer: Marseilia Group

AREA	NO. OF UNITS	FACILITIES	DELIVERY DATE
40 Acres	**1,477**	Medical Services, Green Spaces & Entertainment Services	**2023** (Phase I)

MARSEILIA BOUQUET

Developer: Marseilia Group

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
77 Acres	Bellarosa-Mabella Chalets, Primrose-Elina Chalets & Zahara Chalets	Swimming Pools, Kids' Area, Maintainence Services, Supermarket & Cafes	Delivered

CALI COAST

Developer: MAVEN Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
230 Acres	**2,500+**	Villas, Chalets & Hotel Units	600-m Beachfront, Commercial Spaces, Recreational Area, Boardwalk, Artificial Lazy River, 150,000+ m^2 of Open Water Bodies, Swimming Lakes & Private Women Pools	**2025**

EKO

Developer: Mena Group

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
210,000 m^2	**650- 700**	Villas, Twin Houses, Chalets, Duplex & Penthouses	Clubhouse, Lagoons, Commercial Area & Health Club	**2024**

MOUNTAIN VIEW COMPOUND (KILO 198)

Developer: Mountain View

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
450 Acres (Built: **150** Acres)	Standalone Villas, Chalets & Townhouses	Malls, Supermarkets, Ladies Beach, Café, Commercial Area & Restaurants	Closest Time: In **2** Yrs After Contracting

CRETE ISLANDS

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
45 m² Crystal Lagoon & **2.3** km Beachfront	**1,166** (Clustered Homes)	Standalone Villas, Twin Houses, Townhouses & Chalets	Clinics, Supermarket, Bike Shop, Food and Beverage (F&B) Outlets, Ladies-Only Beach, Community Center, Promenade, Commercial Area, **19** Swimming Pools & 800-m Seashore	After **3** Yrs of Contracting

DIPLOMATS RAS EL HIKMA

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
150 Acres	**800**	Standalone Villas, Twin Houses, Apartments & Townhouses	Agora, Pools, Commercial Area & Beach	Delivered

PAROS

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
48 Acres	Standalone Villas, Twin Houses, Boutique Villas, Garden Chalets & Penthouses	Ladies Beach, Community Center, Promenade, Commercial Area, F&B Outlets, **19** Swimming Pools & 800- m Seashore	**2022**

RHODS

FACILITIES	DELIVERY DATE
Swimming Pools, Sea View, Lagoon, Cafes & Resturants	**2023**

SKALA

UNIT TYPES	FACILITIES	DELIVERY DATE
Chalets, Townhouses, Twin Houses & Standalone Villas	Swimming Pools, Sea View, Lagoon, Cafes & Resturants	After **4** Yrs of Contracting

SEASHELL PLAYA
Developer: NEWGIZA

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
Around **650** Acres	Standalone Villas, Twin Houses, Townhouses, Cabins & Chalets	Swimming Pools, Restaurants, Football & Tennis Playgrounds, Clubs, Lagoon & Cafes	**2024** (Phase I)

SILVERSANDS
Developer: Ora Developers

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
486 Acres	Villas, Twin Houses & Chalets	Sea View & Panoramic View of Lagoons	**2024** (Phase I)

WHITE BAY
Developer: Pact for Investment and Real Estate Development

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
80 Acres	**660** (4 Phases)	Standalone Villas, Twin Houses, Townhouses & Chalets	Smart Homes, Spa, Arena, Business Center, Kids Park, Water Activities, Club, Sport Academy & Hospitality Services

HACIENDA BAY
Developer: Palm Hills Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
471 Acres	**4,772 & 144** Cabins	Townhouses, Twin Houses, Standalone Villas, Chalets & Cabins	Security, Cafes, Restaurants, Kids' Area, Garage, Gold Area & Tennis & Football Playground

HACIENDA WHITE

Developer: Palm Hills Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
6,328.30 m² (BUA)	**43** Keys (2 Buildings)	Chalets & Duplex	Large Beach Side Lagoons, Clubhouse, Boutique Hotel & Corte Mall	Delivered

HACIENDA WEST

Developer: Palm Hills Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
116 Acres	**297**	Villas, Twin Houses, Cabins & Chalets	Branded Hotels, Kids' Area, Spoty Arena, Restaurants & Fitness Facilities	Delivery In Progress

CAESAR ISLAND

Developer: Pibic Group

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
250,000 m² (Main Resort Over Beach) & **810,000** m² (Entertainment Area)	Around **300** (Phase I) (3 Phases)	Chalets, Standalone Villas, Twin Houses & Townhouses	Security, Landscaping, Swimming Pools, Beaches & Playground	**2023** (Phase I) **2024** (Phase II) **2025** (Phase III)

PALI NORTH COAST

Developer: Shahawi Properties

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
75 Acres	**745**	Standalone Villas, Twin Houses, Apartments, Townhouses & Chalets	Lagoon, Private Sand Beach, Private Pools, Commercial Areas, Sea View & **3** Clubhouses	**2025**

JUNE

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

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
125 Acres	**950**	Chalets, Twin Houses & Townhouses	600-m Frontage, Pristine Pool & Beach Clubhouse	End **2024** (Phase I)

KATAMEYA COAST

Developer: Starlight Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
200 Acres	**434** (Phase I)	Standalone Villas, Twin Houses, Duplex, Condos, Cabanas & Lux Villas	K-Club Hotel, Beach Club & Kids Recreational Park	**2024** (Phase I)

D-BAY

Developer: Tatweer Misr

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
845,000 m^2 (Around **200** Acres)	**1,800+**	Chalets, Villas & Serviced Apartments	Lagoons, Sea Views & Green Spaces	End **2024** (Phases I & II)

FOUKA BAY

Developer: Tatweer Misr

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES
215 Acres	**1,682** (4 Phases)	Standalone Villas, Twin Houses, Apartments, Townhouses & Chalets	Beachfront, Island Clusters, House Hotel, Crystal Lagoons, Clubhouse & Beach Bar

BLUMAR SIDI ABD EL-RAHMAN RESORT

Developer: Wadi Degla Developments

AREA	UNIT TYPES	FACILITIES	DELIVERY DATE
270,000 m^2	Chalets & Villas	Swimming Pools, Spa, Fitness Center, Maintainence Services, Supermarket, Cafes & Restaurants	Delivered

NEW ALAMEIN

NORTH EDGE TOWERS

Developer: City Edge Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
48,000 Acres	**300** (15 Towers)	Apartments	Parks, Schools, Universities, Hospitals & Commercial & Retail Areas	**2022**

MAZARINE ISLANDS

Developer: City Edge Developments

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
128 Acres	**285**	Contemporary Designed Villas	Swimming Pools, Walking Tracks, Spacious Greenery & Parking Spaces	**2022**

THE GATE

Developer: City Edge Developments

AREA	NO. OF UNITS	UNIT TYPES	DELIVERY DATE
264,000 m² (BUA)	**669**	Two "**44**-Floor Towers" (Height: **170** m)	**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	UNIT TYPES	FACILITIES	DELIVERY DATE
890 Acres	Villas, Chalets, Townhouses & Twin Houses	Clubhouse, Fitness Center, Sports Club, Spa, Cafes, Resturants & Family Fun & Commercial Areas	**2024**

TELAL

Developer: Roya Development

AREA	NO. OF UNITS	UNIT TYPES	FACILITIES	DELIVERY DATE
134 Acres	**1,200**	Standalone Villas, Twin Houses & Chalets	Lagoon, Sea View & Clubhouse	In **4** Yrs

PALM HILLS NEW ALAMEIN

Developer: Palm Hills Developments

AREA	UNIT TYPES	FACILITIES	LAUNCH DATE
32 Acres	Twin Houses & Apartments	Green Areas, Restaurants & Corniche	Soon

DIRECTIONS OF PRIVATE REAL ESTATE DEVELOPERS

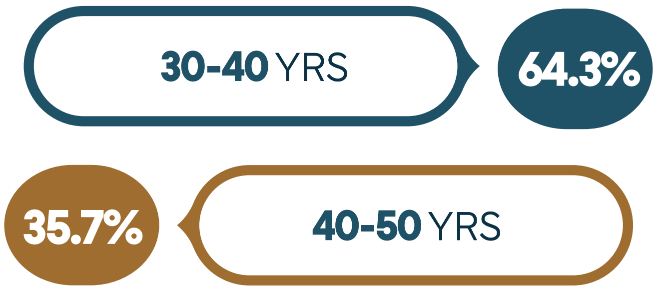
After passing through a hectic year full of headwinds because of the Coronavirus outbreak and the unprecedented shock that the market experienced, now is the time to have a brighter experienced look at the market.

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.

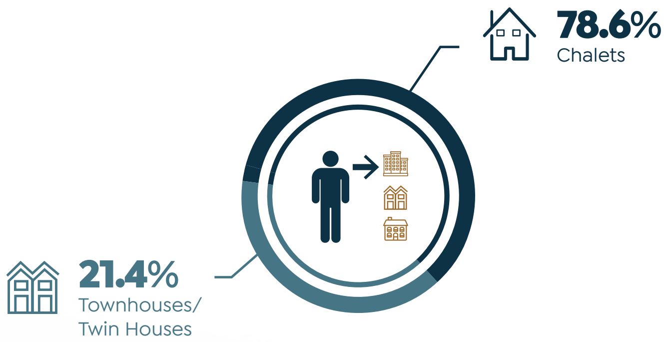
Accordingly, Invest-Gate R&A team looks at this niche chunk, focusing on the North Coast area and the New Alamein City by surveying roughly 16 Egypt-based developers to check the demand wave, how companies motivate consumers to invest in these areas and get some insights into the business climate, and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

AGE GROUPS OF HIGH DEMAND CONSUMERS



UNITS OF HIGH DEMAND



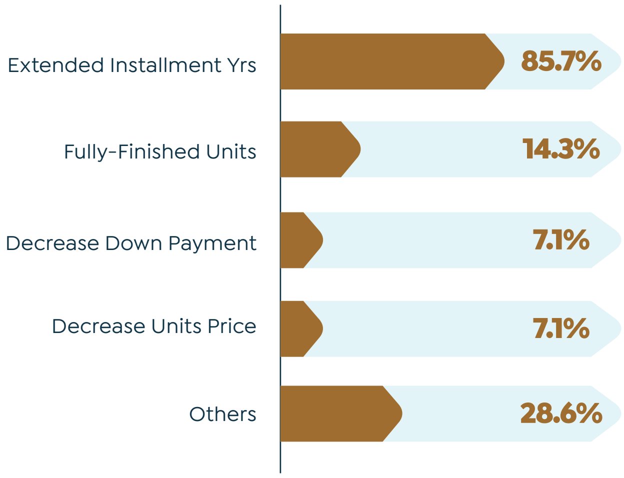
NORTH COAST MARKET INSIGHTS

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.

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^2 (EGP)

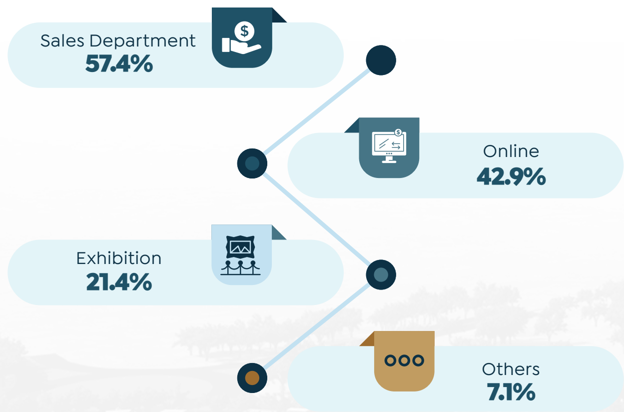
Minimum **12,000 : 18,000**

Maximum **20,000 : 30,000**

PAYMENT METHODS

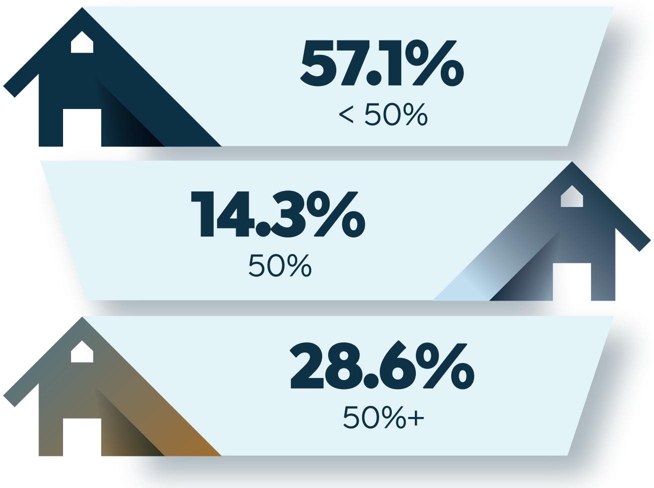
In a bid to further reinforce sales and achieve more, there are several mechanisms followed. Around 57.4% of our surveyed developers depend greatly on the efforts of their sales departments to represent their firms and interact closely with the consumers. Besides, 42.9% of respondents believe that the 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



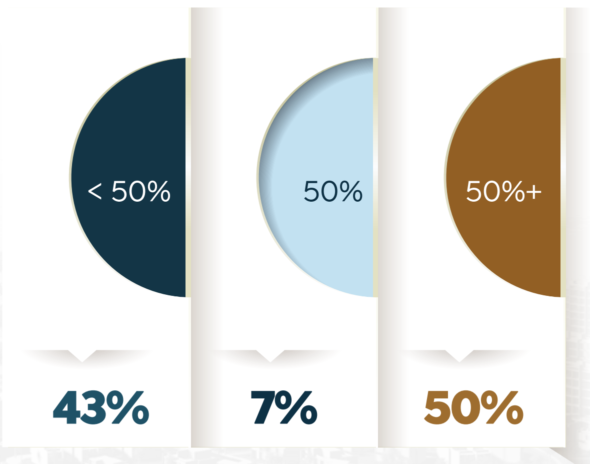
Looking at the market stance, according to 57.1% of our surveyed developers, sales of their North Coast projects are less than 50% compared to their other projects. Sales of 14.3% of companies from the private sector's projects on the North Coast represent 50% of total sales; in addition to the remaining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

EXPECTED FUTURE INVESTMENTS

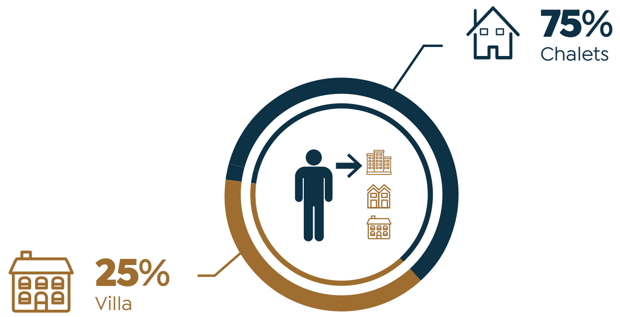
NEW ALAMEIN MARKET INSIGHTS

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.

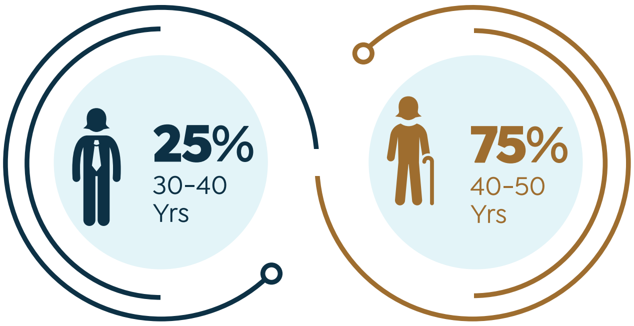
UNITS OF HIGH DEMAND



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

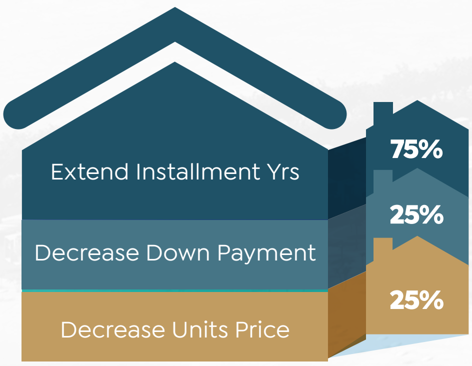
AGE GROUPS OF HIGH DEMAND CONSUMERS



AVERAGE PRICE/ M^2 (EGP)

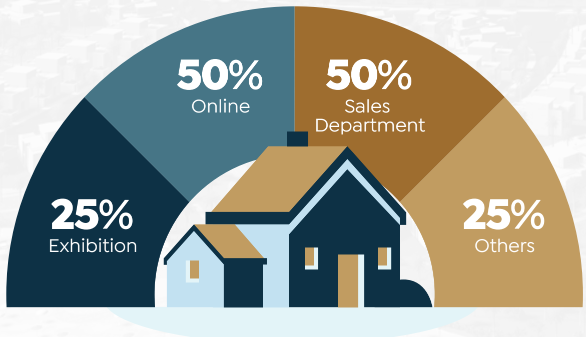
Looking at the offers several developers have been using to promote their projects, around 75% of our surveyed developers see that extending the installment years is on top of the list. Additionally, the remaining developers believe that decreasing down payment and unit prices are motives for more demand.

SPECIAL OFFERS TO BOOST 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.

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.

INVESTMENTS IN NEW ALAMEIN VS. OTHER AREAS

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.

EXPECTED FUTURE INVESTMENTS

Increase

EXPECTED FUTURE DEMAND

Increase

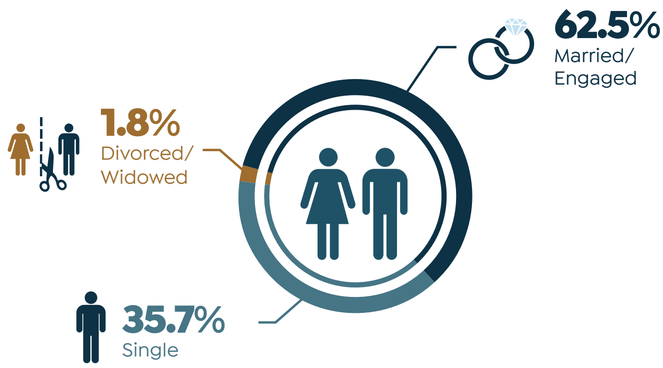
CONSUMERS PREFERENCES

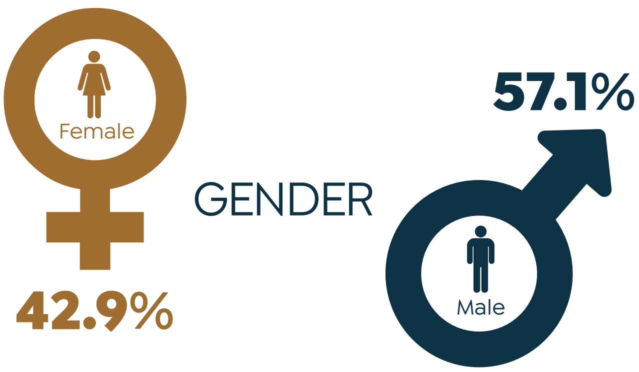
Invest-Gate R&A team has surveyed roughly 79 respondents about their second home preferences, especially in the North Coast and the New Alamein City area.

CONSUMERS DEMOGRAPHICS

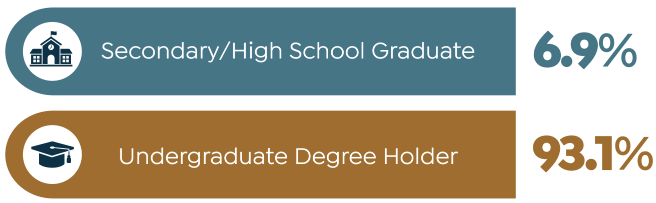
According to our data, 57.1% of respondents are male and 42.9% female. Around 41.5% are within the age category of 20-29 years old, and 34% are between 30-39 years old. For the respondents' marital status, 62.5% of those polled are either married or engaged, 35.7% of them are single; meanwhile, the remaining 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

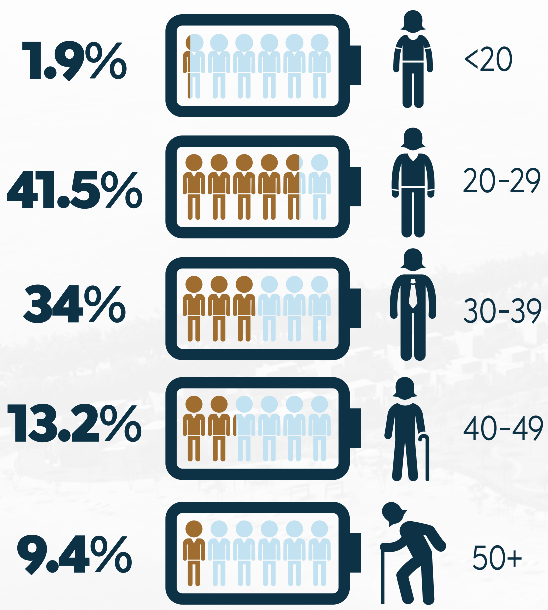




EDUCATIONAL LEVEL



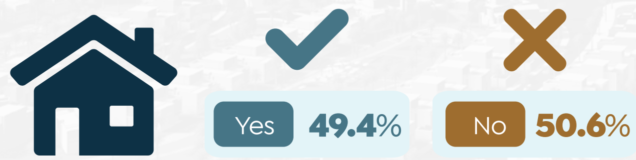
AGE GROUPS (YRS)



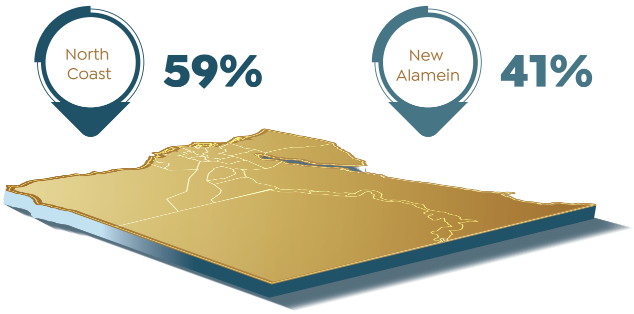
SECOND HOME OWNERS STATUS

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?

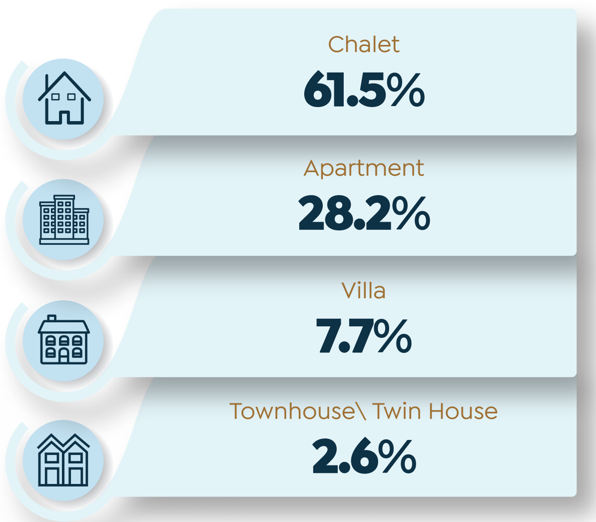


LOCATION



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.

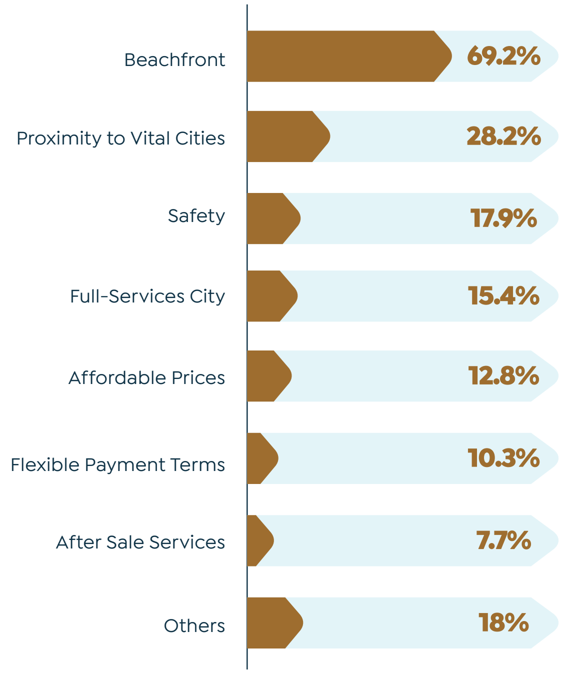
UNIT TYPES



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

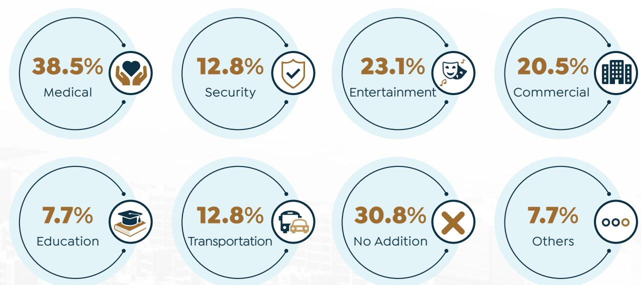
Based on our results, the majority of owners (around 69.2%) selected these areas for their summer units due to the magnificent beachfront; however, 28.2% of them focus on proximity to vital cities, and 17.9% found that safety is a vital reason for selection. Amongst the motives of selecting these areas 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.

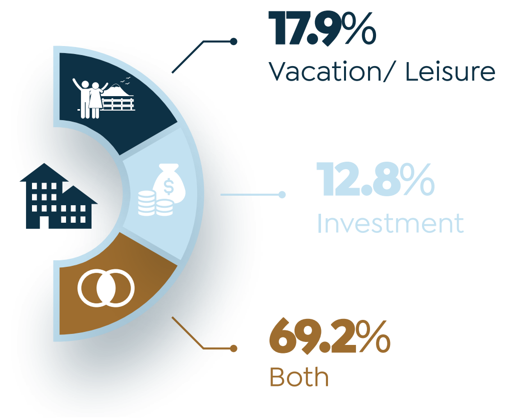
HIGH DEMAND SERVICES TO SECOND HOMEOWNERS



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 motivates. 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.

PURPOSE OF SECOND HOMEOWNERSHIP



INVESTMENT TYPE

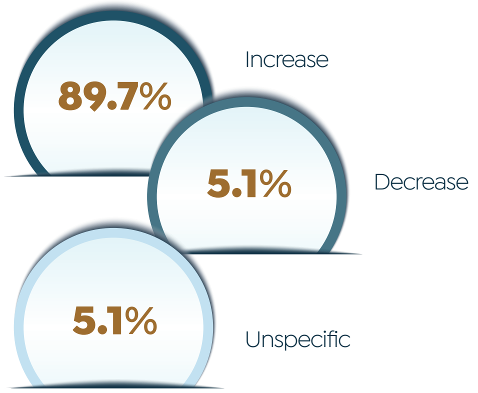
Rent	Long-Run Sale	Both
90.6%	6.3%	3.1%

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.

TURNING SECOND HOMES INTO PRIMARY ONES

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

EXPECTED FUTURE DEMAND

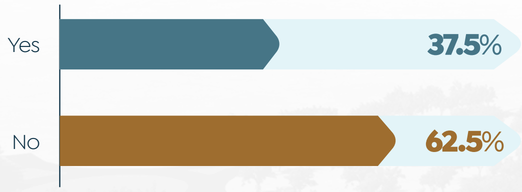


CONSUMERS PREFERENCES OF BECOMING HOME OWNERS

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.

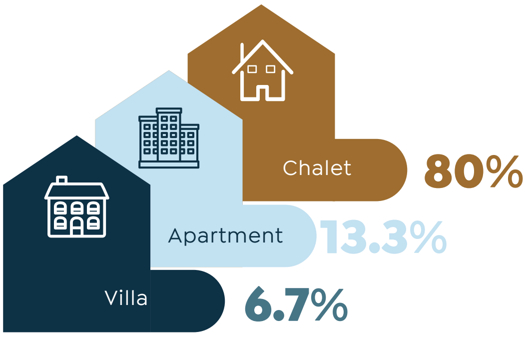
FUTURE PLANS TO OWN A SECOND HOME



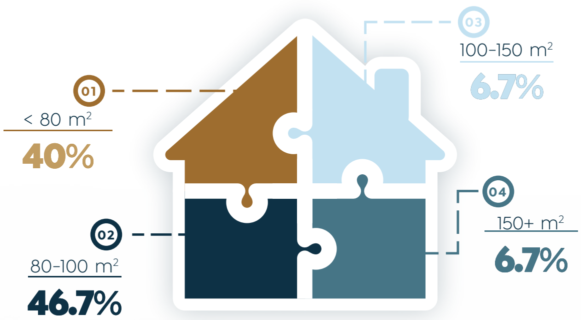
PREFERRED LOCATION

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^2, while 40% need units less than 80 m^2, and the rest plan to have unit areas between 100-150 m^2 and more than 150 m^2 (6.7% each).

HIGH DEMAND SECOND HOME TYPES



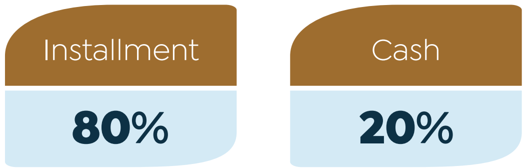
FAVORITE UNIT SIZE



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.

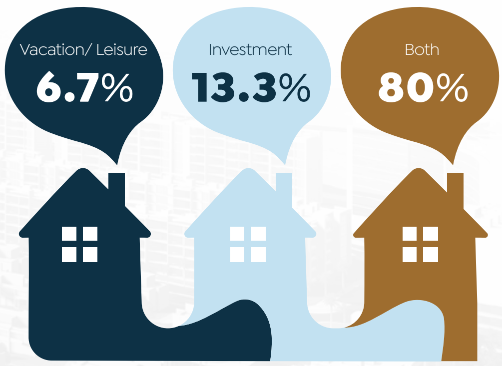
MOST SUITABLE PAYMENT METHODS



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



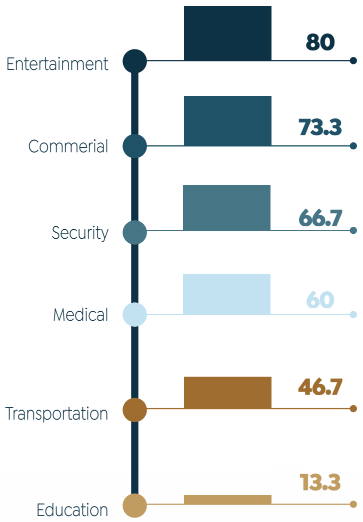
FUTURE INVESTMENTS

Rent **85.7%**

Long-Run Sale **14.3%**

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 (%)

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.

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