

SAHEL'S ALLURE EXPLORING THE NORTH COAST'S EXPANDING REAL ESTATE MARKET

TABLE OF CONTENTS

ABOUT **INVEST-GATE**

ABOUT THIS REPORT

SECTION I EGYPT'S NORTH COAST: GOVERNMENT PROJECTS AND FOREIGN INVESTMENTS

SECTION II CONSUMERS' PREFERENCES

SECTION III

TRENDY INVESTMENTS & SALES POTENTIAL FOR DEVELOPERS

SECTION IV PRIVATE REAL ESTAE PROJECTS



THE TEAM

RESEARCH & ANALYSIS

SENIOR MARKET RESEARCH **ANALYST MOHAMED SAYED YASSEN MAHMOUD**

JUNIOR MARKET RESEARCH ANALYST **ISRAA NOURELDIN**

> DATA COLLECTOR **FATMA KHALID**

MANAGEMENT

GENERAL MANAGER & BD DIRECTOR SAFAA ABDEL BARY

DESIGN

ART DIRECTOR MAGED KHATTAB

SENIOR GRAPHIC DESIGNER WALAA EL HAGRASSY

12 Bavaria Compound - Ring Road -Morshedy Tower First Floor

(+202) 25650489

(+20) 225172053

info@invest-gate.me



(in) Invest-Gate (D) investgate (O) invest.gate

www.invest-gate.me

A B O U T INVESTIGATE

Invest-Gate is Egypt's leading real estate think tank, providing investors, customers, and other stakeholders in the market with the latest trends in the Egyptian real estate sector.

With over 20 roundtables, Invest-Gate has taken the lead in addressing the top challenges facing the Egyptian real estate market with key industry leaders, executives, and officials from different entities across the Egyptian investment landscape.

We are on a mission to empower our readers with the latest trends and unbiased information through our website, magazine, as well as our extensive and impactful social media presence.

Invest-Gate is embarking on an exciting new chapter, poised to redefine the Egyptian real estate industry on regional and global scales. With a lineup of monumental events on the horizon, including top-notch real estate exhibitions and one-of-a-kind conventions, we are driving transformation and innovation in the sector.

Our elite team of experts and specialists in the Research and Analysis (R&A) department contribute to economic knowledge through data-rich studies and uniquely crafted "Market Watch" reports.

As we set our sights on the future, we are committed to fostering a dynamic ecosystem that propels the Egyptian real estate industry to new heights of success and prominence.

For inquiries, email info@invest-gate.me.

A B O U T THIS REPORT

Egypt's North Coast, known locally as the Sahel, has emerged as the epitome of summer luxury and leisure. Stretching along the Mediterranean Sea from El Dhekelia to Marsa Matruh, this region has rapidly gained fame for its stunning beaches, upscale resorts, and vibrant social scene. Whether summer vacationers seek a peaceful retreat or an attractive venue for vibrant festivities, the North Coast has everything any luxury nomad is looking for. In addition, new developments like New Alamein, Ras El-Hikma, and South Med, which combine high-end designs with modernity and natural beauty, have recently enhanced the region's appeal.

IN THIS REPORT, we will delve into Egypt's Mediterranean gems from a variety of different perspectives, moving from the trendiest summer destination, the North Coast, through the modern marvel of the region, New Alamein City, which is designed to be a year-round destination, reaching to the untouched paradise of Ras El-Hikma. Every region will be shown in the report from many different angles, government projects, developers' projects, and primary data collected from consumers and developers by Invest-Gate's R&A team.

THE FIRST PART of the report shows how the Egyptian government is actively involved in various development projects in the Sahel region. THE SECOND PART studies consumer preferences, their desire to be owners of second homes or tenants, and the obstacles facing them. IN THE THIRD PART, we will highlight opportunities for developers to invest in this area and business climate by surveying 30 developers. FINALLY, the last part will be a map for the North Coast project from Kilo 170 to Kilo 283.





SECTION I: EGYPT'S NORTH COAST: GOVERNMENT PROJECTS AND FOREIGN INVESTMENTS

In this part, we showcase the details of government projects in the North Coast, their development, and their elements, giving special interest to New Alamein and Ras El-Hikma cities

NORTHWEST COAST DEVELOPMENT PROJECT



The Third National Project for Development Nationwide by National Strategic Plan for Urban Development **2052** ABOUT



From El-Alamein to El-Salloum (Distance: about **500** km) LOCATION





STRATEGIC GOALS



6

23

3

Not Less than **12%** Annually Achieving High Economic Growth Rate

Providing about **1.5** mn Job Opportunities

Not Less than **77%** Improving The Human Development Index

Development of Existing Coastal Cities



Establishment of New Cities



LAND RECLAMATION & AGRICULTURAL DEVELOPMENT



EL-HAMAM CANAL

150,000 Acres MAGHARA AREA **50,000** Acres SOUTH OF QATTARA DEPRESSION

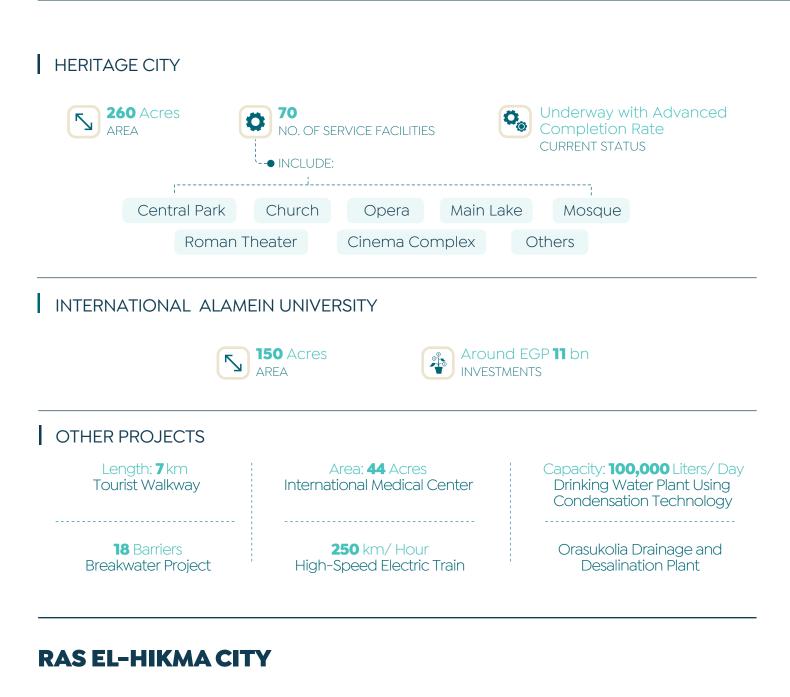
30,000 Acres



Source: Presidency & SIS







THE DEAL OF RAS EL-HIKMA DEVELOPMENT



Source: MHUC, SIS, NUCA & Cabinet



SOUTH MED



Partnership with Private Sector (with TMG) TYPE OF THE PROJECT



West Alexandria, from Kilo **165** to Kilo **170** LOCATION



Increase GNP by EGP **2.4** th CONTRIBUTION TO GNP



2,000 + NO. OF PROVIDED HOTEL ROOMS





EGP 1 th TOTAL INVESTMENTS



EGP **1.6** tn TARGET SALES



1.6 mn NO. OF PROVIDED JOB OPPORTUNITIES



SECTION II: CONSUMERS' PREFERENCES

Invest-Gate's R&A team has studied the preferences of second homes, especially in the North Coast, New Alamein City, and Ras El-Hikma City by surveying roughly 120 respondents

CONSUMERS' DEMOGRAPHICS

According to our surveyed sample, 52% of our respondents are males and 48% are females. 12% are between the ages of 20 and 29, while the other 32% are within the age category of 30-39 years old. 48% of our respondents are between the ages of 40-49 years old, whereas the remaining 8% are above the age of 50. All of our respondents are bachelor's degree holders. Regarding marital status, 50% of the respondents are engaged or married, 39% are single, and the remaining 11% are divorced or widowed.

GENDER



40-49

50+

30-39



📥 MARITAL STATUS

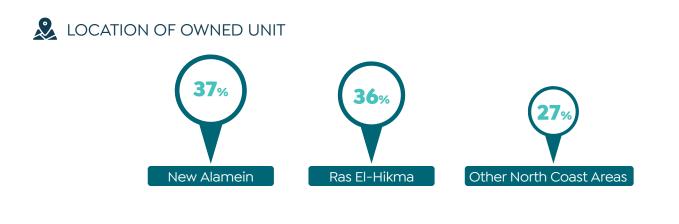
20-29



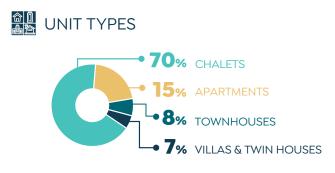
SECOND HOME OWNERSHIP

68% of our respondents are second home owners. Coming to the location of the second home, 37% of the surveyed respondents, being the majority, bought their summer homes in New Alamein City, followed by 36%, who preferred Ras El-Hikma, and the remaining 27% preferred other North Coast areas. **INCOMPANIE OWNING SECOND HOME**

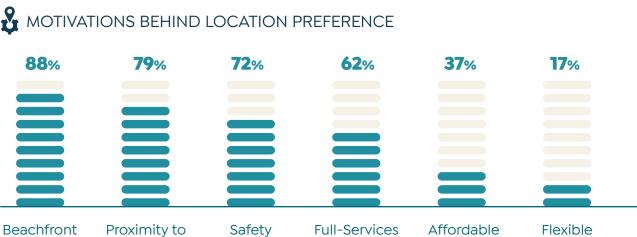




Most of the respondents, around 70%, had chalets, 15% of overviewed second-home owners preferred apartments, though 8% of the respondents purchased townhouses, 7% of them favored villas and twin houses



According to our respondents, 88% of the buyers chose their locations due to beachfronts, 79% prioritize proximity to vital cities, and 72% found that safety is a vital reason for selection. Amongst the reasons for selecting these locations are full-service cities and affordable prices by 62% and 37% respectively.



The majority of our respondents, accounting for 83%, prioritized entertainment facilities when searching for summer homes, while 11% were seeking properties with better access to commercial outlets. The remaining 6% prioritized medical and security services when searching for summer homes.

City

Prices





Vital Cities





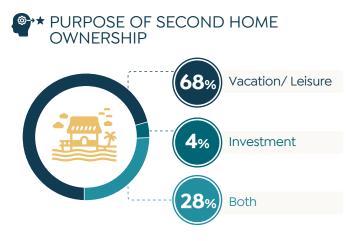
Payment Terms

12%

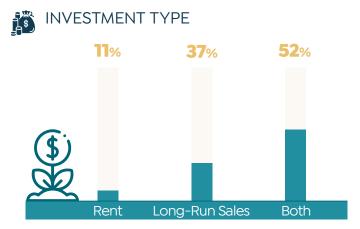
After Sale

Services

Home buyers have different motives and intentions for seeking to purchase a second residential property. 68% of them purchase summer homes to spend their leisure time, 4% buy summer homes for investment, and 28% of the second home buyers are using them for both motives (investment and leisure). Additionally, for those who have investment purposes, 11% of them agree that renting these units is the most profitable way of investment, while 37% prefer long-run sales, and 52% of our respondents use both investment methods.



After the pandemic, remote and hybrid working had become more normalized and appealing, popularizing the idea of turning second homes into primary residences. Hence, 30% of our respondents see their second homes are not only summer destinations but also an all-year-round destination.

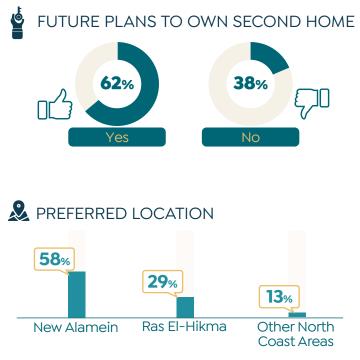




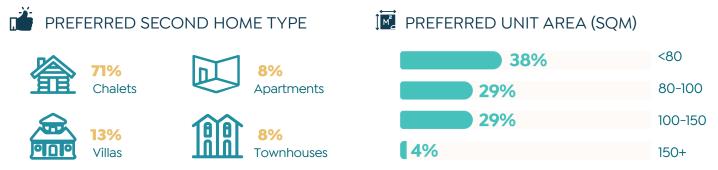


POTENTIAL TO PURCHASE SECOND HOME IN THE FUTURE

Among those 32% who do not own second homes, 62% of our respondents have plans to own a second home soon. Meanwhile, 38% of them have no plans to purchase a second home.



Concerning the preferred locations for the potential buyers, 58% of them have plans to buy second homes in New Alamein City, while 29% have plans to buy in Ras El-Hikma, but the remaining 13% intend to buy in other North Coast areas. Moving to the different preferences and requests of potential summer home owners, the majority of them, accounting for 71%, prefer to own a chalet. Talking about the favorite unit area, most of our respondents, making up 38%, prefer to have a unit area of less than 80 sqm, while the least attractive unit area is more than 150 sqm at 4%.

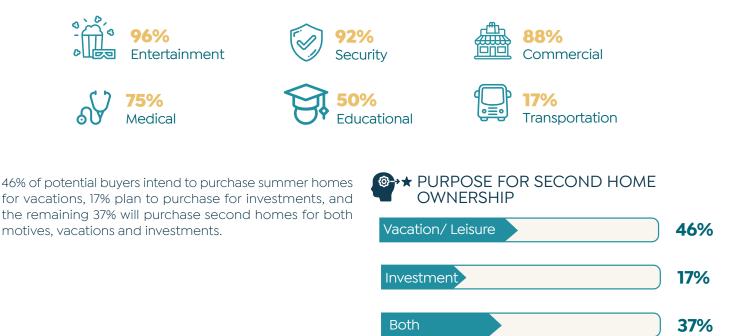


Having a look at the most appealing payment method, 96% of potential consumers prefer the installment method, but the remaining 4% prefer to pay in cash. Moving to the most attractive installment method, the majority of potential summer home owners, accounting for 44%, prefer to have an installment plan for more than 8 years, and the least appealing option ranges between 3 and 6 years at 17%.



For the potential summer home owners, entertainment and security services come at the first two ranks, 96% and 92%, followed by commercial, medical, educational, and transportation services at 88%, 75%, 50%, and 17% respectively.

SERVICES NEEDED BY FUTURE BUYERS



For those who plan to invest in summer homes, 15% plan to invest by renting their future summer homes, 23% plan to invest in them by long-term sales, and the remaining 62% plan to invest in summer homes by both investment methods, renting and long-term sales.



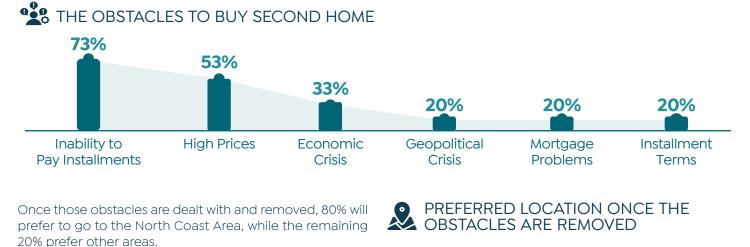
POTENTIAL TO BECOME SECOND HOMES TENANT

Concerning the 38% who have no plans to purchase second homes in the future, 40% tend to rent units in the North Coast area, while the remaining 60% have no plans to rent units there. Regarding the most appealing area for those who plan to rent summer homes, 53% of them have a desire to rent in New Alamein City, while 7% plan to rent in Ras El-Hikma, and the remaining 40% prefer to rent in other areas in the North Coast.



OBSTACLES OF BECOMING A SECOND HOME OWNER

Coming to those who can't become potential owners, it is worth noting the challenges preventing them from doing so. Thus, when we tried to find out these obstacles, 73% of them were facing an inability to pay installments, while 53% of them mentioned the problem of high prices, and the others were augmented by the economic and geopolitical crisis, problems with mortgages, and installment terms.



- 17

North Coast Area

Other Area

80%)

20%

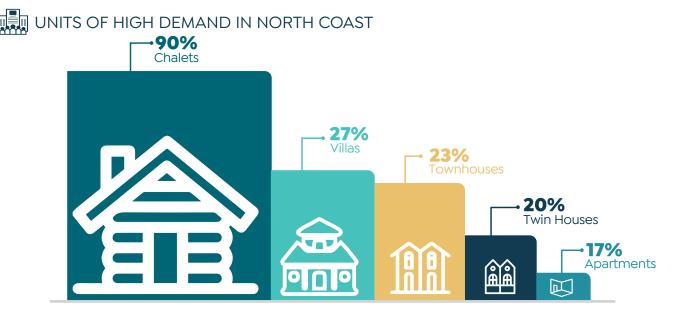


SECTION III: TRENDY INVESTMENTS & SALES POTENTIAL FOR DEVELOPERS

Invest-Gate's R&A team looks at this very trendy and appealing area of the real estate sector in Egypt, focusing on the North Coast, New Alamein City, and Ras El-Hikma, by surveying thirty Egypt-based developers to learn more about how companies attract consumers to invest in these projects and gain some insights into the business climate, and future plans.

DEVELOPERS' SALES TECHNIQUES & MARKETING DRIVERS

Looking at the most appealing types of summer homes, chalets come first at 90%, followed by villas at 27%, then townhouses at 23%, and for the last two preferred units come twin houses and apartments at 20% and 17%, respectively.

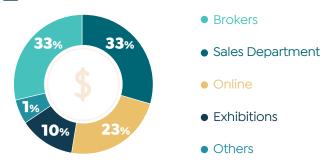


Regarding the companies' strategies to boost demand, it was found that 63% of respondents believe that extending the installment years is the main motive for consumers. Moreover, decreasing the down payments and providing fully-finished units on top of the list for 30%, and 27% respectively. 23% of surveyed companies are decreasing units' prices to push the demand cycle, and 17% of our respondents are considering other strategies to attract consumers.



When it comes to efficient sales mechanisms to boost sales, most companies believe that brokers and their sales departments play the biggest role in selling their units by 33% for each. As many developers nowadays can showcase their products online and reach consumers easily, 23% of them believe that online marketing helps a lot in pushing their sales further. Besides, 10% of respondents believe that the current exhibitions play a major role in increasing sales.

EFFICIENT SALES MECHANISMS

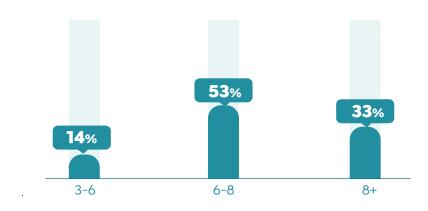


Regarding the supply volume offered in the North Coast areas, the kids' area comes at the top of the services supplied by developers at 97%, followed by restaurants, gyms, spas, swimming pools, hotels, and commercial malls at 93%, 90%, 87%, 23%, 17%, and 10%, respectively. In addition, 30% of our developers said that they tend to provide other services, like hospitals, nurseries, mosques, and pharmacies.



According to the surveyed developers, the majority of consumers, accounting for 53%, prefer installment plans ranging between 6 and 8 years, followed by 33% believing that consumers prefer more than 8 years installment plan.

CONSUMERS' PREFERRED INSTALLMENT PLAN (YRS)



DEMAND & INVESTMENTS IN NORTH COAST

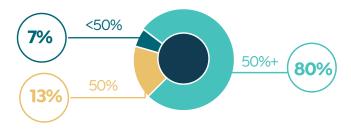
Taking a closer look at the North Coast's market, it was found that 73% of our surveyed developers said that North Coast projects account for more than half of their sales. However, 14% of the developers in this survey stated that only half of their sales are generated from North Coast properties, while 13% made less than half of their sales in North Coast.

When it comes to companies' investments, according to 80% of our surveyed developers, more than half of their investments are directed to the North Coast area; meanwhile, 13% of the developers said that they are dedicating exactly half of their investment to North coast, the remaining 7% are investing in North Coast by less than half of their investing capacity.









Moving to future forecasts, 97% of our survey developers believe that both demand and investments in the North Coast will increase in the future, while the remaining 3% believe they will remain the same.



NEW ALAMEIN CITY MARKET INSIGHTS

New Alamein City, situated on Egypt's northern coast along the Mediterranean Sea, is distinguished for its cutting-edge infrastructure, including residential, commercial, and recreational facilities that fulfill a diverse range of needs. It boasts pristine beaches, upscale resorts, and a dynamic cultural scene, positioning itself as a premier destination for summer homes. The strategic location, coupled with ambitious urban planning, makes New Alamein City a symbol of Egypt's future—a blend of contemporary living standards and rich cultural heritage. As it continues to develop, New Alamein City is set to attract both local and international investors, offering a unique blend of luxury, comfort, and investment potential.

Regarding the consumer preferences in this city, 100% of our respondents believe that chalets are consumers' first choice, 33% said that twin houses and apartments are consumers' preferred choice.









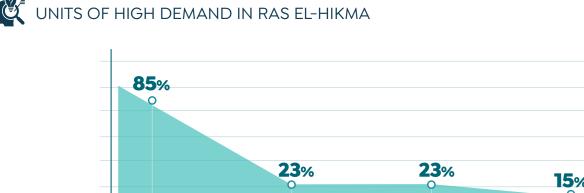
Analyzing the current situation, our surveyed developers have achieved more than half of their sales from New Alamein City's projects, and more than half of the investments are directed to New Alamein City.



RAS EL-HIKMA MARKET INSIGHTS

Ras El-Hikma, an emerging potential on Egypt's North Coast, is rapidly gaining recognition as a promising destination for summer homes. Located on the Mediterranean shoreline, this area boasts stunning white sandy beaches and crystal-clear turquoise waters, making it an idyllic retreat for both relaxation and adventure. As part of Egypt's strategic development initiatives to boost tourism and real estate, Ras El-Hikma is transforming into a vibrant hub that combines natural beauty with modern amenities.

Regarding the consumer preferences in Ras El-Hikma, 85% of our respondents believe that chalets are consumers' first choice, followed by villas and townhouses in the same category by 23% each, while the remaining 15% said that the buyers are searching for twin houses.



Villas

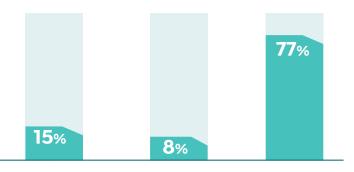
Looking at the sales of Ras El-Hikma, 77% of our surveyed developers, said that they achieved more than half of their sales in Ras El-Hikma, 8% of the developers believe that they achieved exactly half of their sales in Ras El-Hikma, and the remaining 15% made less than half of their sales in Ras El-Hikma.

Townhouses

Twin Houses

RAS EL-HIKMA SALES VS. OTHER AREAS

Chalets



Moving to companies' investments, according to 85% of our surveyed developers, more than half of their investments are directed to Ras El-Hikma; meanwhile, the remaining 15% of the developers said that they are dedicating exactly half of their investment to Ras El-Hikma.



50%



Bringing future forecasts to the analysis table, all developers have an optimistic vision for the market situation either in New Alamein City or Ras El-Hikma and they believe that demand and investments will increase in both areas in the future

EXPECTED FUTURE DEMAND IN NEW ALAMEIN CITY









EXPECTED FUTURE DEMAND IN RAS EL-HIKMA





EXPECTED FUTURE INVESTMENTS IN RAS EL-HIKMA





SECTION IV: PRIVATE REAL ESTAE PROJECTS

NEW ALAMEIN CITY (STARTING FROM KILO 107)

PROJECT NAME	O DEVELOPER	AREA
PORTO ALAMEIN	Amer Group	100,000 sqm
GOLF PORTO MARINA	Amer Group	650 Acres
SIA NORTH COAST	Arab Developers Holding	600 Acres
ARCO LAGOON	ARCO Developments	33 Acres
MAZARINE	City Edge Developments	707 Acres
THE GATE TOWERS	City Edge Developments	BUA: 264,000 sqm
DOWNTOWN NEW ALAMEIN	City Edge Developments	31 Acres
NORTH EDGE	City Edge Developments	XXX
BEACHFRONT TOWERS	City Edge Developments	42,000 Acres
LATIN DISTRICT ALAMEIN	City Edge Developments	404 Acres
BLUE VALLEY	City Line Developments	30 Acres
CITY VIEW NEW ALAMEIN	EDEN Development	4 Acres
MARSEILIA LAND EL ALAMEIN	Marseilia Group	159,600 sqm
WINTER	New Generation Developments (ngd)	37 Acres
L'HIVER	New Generation Developments (ngd)	75 Acres
ALMA	New Generation Developments (ngd)	135 Acres
PALM HILLS NEW ALAMEIN	Palm Hills Developments	32 Acres
IL-LATINI NEW ALAMEIN	Saudi Egyptian Developers	DIVIDED INTO 6 REGIONS: 1 ST REGION: 66 Acres 2 ND REGION: 57 Acres 3 RD REGION: 51 Acres 4 TH REGION: 50 Acres 5 TH REGION: 86 Acres 6 TH REGION: 93 Acres

SIDI ABDELRAHMAN

PROJECT NAME	Ö DEVELOPER	O LOCATION	™ AREA
PLAGE	Mountain View Development	Kilo 120	900 Acres
ZAHRA	Maamar El Morshedy	Kilo 124	Approximately 990 Acres
HACIENDA BAY	Palm Hills Developments	Kilo 124	593 Acres
MARSEILIA BEACH 4 SIDI ABD EL RAHMAN	Marseilia Group	Kilo 124.5	140 Acres
MARASSI	Emaar Misr	Kilo 125	6.5 mn sqm
STELLA DI MARE SIDI ABDEL- RAHMAN RESORT	Remco Tourism Villages Construction Company	Kilo 130	550,000 sqm
SWANLAKE NORTH COAST	Hassan Allam Properties	Kilo 132	208 Acres
LA VISTA CASCADA	La Vista Developments	Kilo 132	Arround 92 Acres
RETAN	Cairo Global Construction Company (CGC)	Kilo 133	26 Acres
MASAYA	EGYGAB Developments	Kilo 133	30 Acres
SEASHELL NORTH COAST	New Giza Developments	Kilo 134	1 mn sqm
SHAMASI SIDI ABDEL RAHMAN	Serac Developments	Kilo 134	80 Acres
ALURA SIDI ABDEL RAHMAN	Serac Developments	Kilo 134	4 Acres
CASCADIA NORTH COAST	Marseilia Group	Kilo 134.5	40 Acres
BIANCHI ILIOS	Developer X	Kilo 135	115 Acres
AMWAJ	Al Ahly Sabbour Developments	Kilo 136	342 Acres
Q NORTH	Q Developments	Kilo 136	100 Acres
BLUMAR SIDI ABD EL RAHMAN	Wadi Degla Developments	Kilo 139	270,000 sqm
HACIENDA WHITE	Palm Hills Developments	Kilo 140	687,000 sqm
PLAYA GHAZALA	"New Giza Developments	Kilo 141	700 Acres
ZOYA GHAZALA BAY	Landmark Sabbour (LMD)	Kilo 142	134 Acres
TELAL	Roya Developments	Kilo 142	165 Acres
TELAL SOUL	Roya Developments	Kilo 142	143 Acres
STELLA DI MARE HEIGHTS	Remco Tourism Villages Construction Company	Kilo 150	750,000 sqm
GRAND RESORT	Grand Group	Kilo 164	63 Acres

EL-DABAA

PROJECT NAME	DEVELOPER		S AREA
SOUTHMED	Talaat Moustafa Group (TMG)	Kilo 165	23 mn sqm
D-BAY	Tatweer Misr	Kilo 165	200 Acres
LASIRENA NORTH COAST	Lasirena Group	Kilo 165	55 Acres
SEAZEN NORTH COAST	AL QAMZI Developments	Kilo 170	204 Acres
LA VISTA BAY	La Vista Developments	Kilo 170	204 Acres
LA VISTA BAY EAST	La Vista Developments	Kilo 170	278 Acres
THE WATERWAY NORTH COAST (WWNC)	The Waterway Developments	Kilo 173	124 Acres
D.O.S.E	Akam Al Rajhi Developments	Kilo 174	125 Acres

RAS EL-HIKMA

PROJECT NAME	Ö DEVELOPER	O LOCATION	S AREA
LVLS	Mountain View Development	Kilo 179	200 Acres
PALI NORTH COAST	Shahawi Properties	Kilo 180	75 Acres
KATAMEYA COAST	Starlight Developments	Kilo 180	205 Acres
AZZAR ISLANDS NORTH COAST	Reedy Group	Kilo 182	400 Acres
SA'ADA NORTH COAST	Horizon Egypt Developments	Kilo 183	125 Acres
SALT	Tatweer Misr	Kilo 185	294.5 Acres
THE SHORE	Abraj Misr	Kilo 186	180 Acres
SOUL	Emaar Misr	Kilo 186	580 Acres
SAFIA	Il Cazar Developments	Kilo 186	180 Acres
SEA VIEW NORTH COAST	Jdar Developments	Kilo 187	137 Acres
LAMERA RESORT	Sakkara Developments	Kilo 190	33 Acres
MAR BAY	AL MARASEM Development	Kilo 191	640 Acres

RAS EL-HIKMA

PROJECT NAME	O DEVELOPER	O LOCATION	S AREA
GAIA	Al Ahly Sabbour Developments	Kilo 192	284 Acres
DIRECTION WHITE	Arabella Tourist and Urban Development	Kilo 192	290 Acres
CALI COAST	Maven Developments	Kilo 193	245 Acres
JUNE	Sixth of October for Development and Investment (SODIC)	Kilo 194	280 Acres
LA VISTA RAS EL-HIKMA	La Vista Developments	Kilo 195	201 Acres
THE MED	People & Places	Kilo 195	307 Acres
SEASHELL PLAYA	New Giza Developments	Kilo 196	700 Acres
CITYSTARS	ARCO Developments	Kilo 199	743 Acres
SOLARÉ	Misr Italia Properties (MIP)	Kilo 199	386 Acres
LYV CAESER RAS EL HEKMA	Gates Developments	Kilo 200	206 Acres
JEFAIRA	INERTIA Egypt	Kilo 200	5.4 mn sqm
MOUNTAIN VIEW RAS EL HIKMA	Mountain View Development	Kilo 200	Around 300 Acres
HACIENDA WEST	Palm Hills Developments	Kilo 200	2 mn sqm +
CAESAR	Sixth of October for Development and Investment (SODIC)	Kilo 200	192 Acres
KOUN	Mabany Edris	Kilo 201	447,657.5 sqm
PLAYA RAS ELHEKMA	New Giza Developments	Kilo 204	200 Acres
EL GAWHARA RESORT	Sakkara Developments	Kilo 205	100 Acres
SEASHORE	Hyde Park Developments	Kilo 207	240 Acres
REMAL NORTH COAST	Mezyan Real Estate Development	Kilo 208	63,000 sqm
MARSEILIA BEACH 5 RAS EL HEKMA	Marseilia Group	Kilo 210	140 Acres
FOUKA BAY	Tatweer Misr	Kilo 211	1 mn sqm
MASYAF RAS ALHEKMA	M Squared Developments	Kilo 212	103 Acres
ΝΑΙΑ ΒΑΥ	NAIA Developments	Kilo 212	470,400 sqm
AZHA NORTH	Madaar Development	Kilo 214	250 Acres
RAMLA	MARAKEZ	Kilo 215	400 Acres

SIDI HENEISH

PROJECT NAME	DEVELOPER		S AREA
EL ABD RESORT – SIDI HENEISH	El Adb	Kilo 220	585 Acres
MARSA BAGUSH	Shehab A. Mazhara Architects	Kilo 237	330 Acres
SILVERSANDS NORTH COAST	Ora Developers	Kilo 243	506 Acres
SMERALDA BAY (S BAY)	Cleopatra Developments	Kilo 245	500 Acres
SUMMER NORTH COAST	Al Ahly Sabbour Developments	Kilo 246	864 Acres
HACIENDA HENEISH	Palm Hills Developments	Kilo 247	420 Acres
ALMAZA BAY	Travco Properties	Kilo 250	6.5 mn sqm
CRYSTALS NORTH COAST	Delta Developments	Kilo 258	194 Acres
GARAWLA ISLAND	Emtelak For Real Estate And Tourism Development	Kilo 270	160 Acres
CELEBRATION NORTH COAST	Amer Group	Kilo 272	40 Acres
BEIT AL BAHR RESORT	BAM Joint Venture	Kilo 272	450 Acres

SAHEL'S ALLURE EXPLORING THE NORTH COAST'S EXPANDING REAL ESTATE MARKET



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