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THE VOICE OF REAL ESTATE

*Sea, Sun,  
& Property Sand*



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THE DIGITAL VERSION

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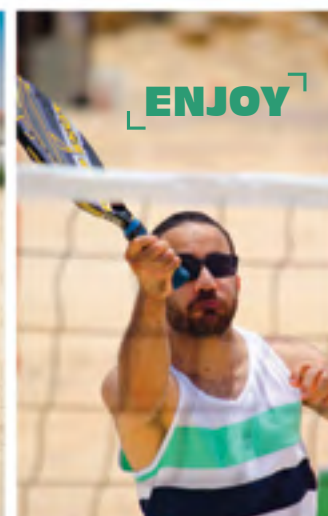
العلمين  
نجام وراءه رؤية



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LIVE

رويا ROOYA

## Building Communities

Hot Line

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**16466**

## SEA, SUN, & PROPERTY SAND

The summer season in Egypt continues and August is its peak. As we push towards the end of summer and its high season in August, Invest-Gate explores the latest in real estate projects and trends not only in its sought-after summer destination, the North Coast, but across Egypt's other coastal destinations.

From the Mediterranean to the Red Sea, we stop at Al-Alamein City to have a quick chat with the mastermind behind the city's facelift, City Edge Development's CEO Amr El Kady. Approximately 30 km west, we make another stop at Telal and go one-on-one with Rooya Developments' CEO Hisham Shoukri to give you a sneak peek at the North Coast's urban development rebirth and the anticipation of its future.

We then move east to the Red Sea, another popular summer destination among many locals and foreigners, to visit El Gouna... one successful all-year-round destination and its powerful input in converting a seasonal location to a permanent first home base. El Gouna could be perfect for mixing business with pleasure!

To make your summer reach its optimum, Invest-Gate looks into the latest interior design trends to perfect your second home. Don't be afraid to spend on your home by the sea given the inflation and the high finishing prices. We have got you covered.

Now that you have settled in your preferred summer destination, Invest-Gate has put together a guide to the "in, out, and about" venues in 2018. So sit back, have a cocktail, and enjoy Invest-Gate's issue, "Homes By The Sea."

It is a good read!

Thanks,

  
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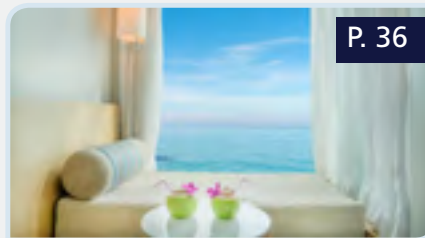
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## Orascom Delivers Emaar’s Al-Alamein Hotel In Marassi



Egypt’s Orascom Construction Limited has finalized the revamp works of Al-Alamein Hotel in Marassi resort and delivered it to Emaar Hospitality Group in less than eight months, Invest-Gate reports.

In line with its “fast-track” project’s schedule, Orascom has said it “implemented an intensive schedule to refurbish, upgrade, and convert” the renowned 200-room hotel to a luxury, state-of-the-art establishment, according to Orascom’s statement.

Commenting on the development, Orascom CEO Osama Bishai says, “[Orascom] is pleased to work with a big

player and repeat client like Emaar and are proud to deliver this high-quality project in record timing. Such projects are expected to boost Egypt’s tourism and our ability to consistently execute projects on a fast-track basis will be of great resource to other developers.”

“We strive for nothing less than the highest global standards for our customers and our developments in Egypt including Al Alamein Hotel, which renovation costs totaled EGP 1.5 bn,” Emaar Chairman Mohamed Alabbar said.

## Inertia Launches The Quayside Neighborhood At Jefaira

Egypt’s developer Inertia has recently launched The Quayside Neighborhood, the newest phase of its North Coast development, Jefaira, Invest-Gate reports.

Aiming to grant its residents a “nautical life” experience at the all-year-round destination, The Quayside Neighborhood is the third phase of Jefaira’s residential project.

Mahmoud Hodroj, sales supervisor at Inertia, tells Invest-Gate that the new phase is one of the 12 neighborhoods to be developed in Jefaira.

“[Inertia] will offer The Quayside Neighborhood’s fully-finished units at competitive prices, with a 10% down payment and installment plans up to eight years,” Hodroj reveals.

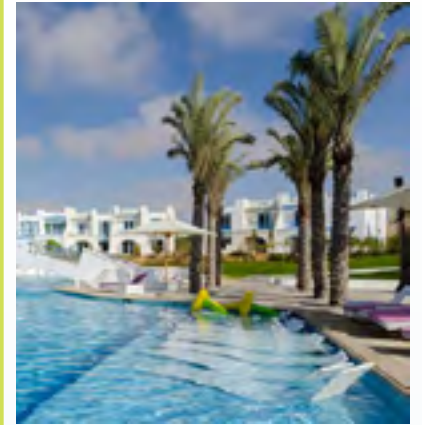
“With prices starting from EGP 1.6 mn, the neighborhood comprises two-bedroom chalets, twin houses, and standalone villas that will be surrounded by a naturally



elevated landscape,” he elaborates.

Hodroj reveals that the delivery date is expected to be within four years, adding that the clients will enjoy all-year-round amenities such as three clubhouses, a sports academy, two schools, as well as, medical facilities.

## Mountain View Launches “Paros” Ras El Hikma



Mountain View announces the launch of its latest phase in Mountain View Ras El Hikma, Paros, Invest-Gate reports.

Launched on Tuesday, July 10, Paros is an exclusive resort aiming to be an ideal destination for young people, couples, and families with its authentic and traditional Greek spirit as the core of its attraction.

Spanning across 48 out of 168 acres, Paros offers a wide range of fully-finished units, varying between standalone, twin houses, boutique villas, garden chalets, and penthouses chalets.

The new phase also offers access to 40,000- square- meter- swimmable lagoons, in addition to an unmatched beach experience spreading over approximately two kilometers inspired by Paros, the heart of the Greek Islands.

Just three hours away from Cairo, and 15 kilometers away from the Fouka Road Exit, Mountain View Ras El Hikma offers its clients a wide range of services and amenities, including a ladies-only beach, a community center, a promenade, a commercial area, food and beverage outlets, 19 swimming pools, as well as, an -800-meters seashore.

## Madbouly Reviews Updates In New Al-Alamein City

Prime Minister and Minister of Housing, Utilities, and Urban Development Mostafa Madbouly has been inspecting various educational, recreational, and service projects being implemented at the New Al-Alamein City, along with government officials, Invest-Gate reports.

During his visit, Madbouly praised the latest developments being carried out at the new city, commenting that the constructions of the Arab Academy for Science, Technology and Maritime Transport branch - in partnership with the New Urban Communities Authority ( NUCA )- is being pursued with great care. The branch of the academy spans across 62 acres of land.

Madbouly also reviewed the foundation of many facilities such as the library, the mosque, and the cinema complex.

Chairman of the New Al-Alamein City Authority Osama Abdel Ghani revealed that 60% of the city’s landscape (lakes-greenery-walkways) have been completed by the Arab Contractors Company. The construction company is also to provide the new city with five wave barriers on its northern shores.

“Most of the infrastructure works have been completed, including the city’s main gates,” he stated.



The chairman also confirmed that the completion of 80 residential buildings of ‘Sakan Misr’ project- part of the ministry’s social housing program- will take place in a one-year-timeframe.

## MNHD Brings Summer To Cairo Via Its Newest Resort

Egypt's Madinet Nasr for Housing and Development (MNHD) has launched its newest resort Cavana Lakes in Sarai Compound to offer an all-year-round luxurious living by the lagoon in New Cairo, Invest-Gate reports.

Cavana Lakes' units are specifically designed and equipped to offer its residents "the most relaxing and pampering resort experience even inside their homes," according to Sarai's official Facebook page.

The resort is set to indulge its residents by having their own private beach to enjoy water activities within a secure gated community of standalone villas, townhouses, and twin houses serviced by a five-star international hotel.

Additionally, the developer offers a 0% down payment and installment plans of up to ten years.



## Hyde Park Partners With Farida Osman To Develop Her Swimming Academy

Egypt-based Hyde Park Developments has signed a three-year global partnership with Egypt's swimming champion Farida Osman to become her exclusive global partner and develop "Farida Osman Swimming Academy," situated in Hyde Park New Cairo, Invest-Gate reports.



Developing the champion's first swimming academy, Hyde Park Developments will back the champion in all her forthcoming local and international championships, both financially and logistically.

Hyde Park's swimming academy is scheduled to be developed after Osman competes in the 2020 Olympics tournament, the developer says in a statement.

The partnership was signed during a press conference in the presence of Minister of Sports and Youth Ashraf Sobhy, President of Egyptian Swimming Federation Yasser Idris, Hyde

Park Developments' CEO Amin Serag, swimming champion Farida Osman, and President of Gezira Sporting Club Amr Gazarin.

Hyde Park Developments' CEO said during the signing event "Hyde Park's choice to partner with Osman comes from an understanding of the role that she can play in shaping the lives of youth, as one of the most successful emerging sports icons. Farida is a real champion who works hard and has already contributed significantly to the history of Egyptian sports."

"Our decision to use Farida's name to start our swimming academy comes from our understanding of the inspirational icon she has become for younger generations and we believe

that this academy will play an important role in encouraging new young talent," Serag adds.

On her part, Osman expressed her pride in collaborating with Hyde Park to become an Egyptian ambassador for the game through "Farida Osman Swimming Academy," which will contribute to the training of a new generation of swimmers.

Osman also praised the developer's role in providing support to the Egyptian sports sector, especially the individual games, highlighting that "Egypt has many talents that deserve support," and adding that "such a valuable partnership makes her want to achieve more and more in the future."

## Egypt's First Insured Properties Found At "HAPTOWN" Mostakbal City



AXA Egypt and Hassan Allam Properties (HAP), in a first of its kind collaboration, announced the launch of the first insured property scheme in the Egyptian market at "HAPTOWN" Mostakbal City.

Today HAP's flagship developments, Seasons, Park View, and more come together in one premium city center "HAPTOWN", spanning 250 acres and situated within an ultra-prime location within Mostakbal City located south of Mostakbal Road. The town offers c.a 5k world class contemporary villas and sophisticated apartments designed by CRTKL and Alchemy.

Ahmed Nasef, managing director of AXA Egypt comments, "This is a great milestone for insurance in Egypt. We are proud to be on the forefront of it together with our partner Hassan Allam Properties, sharing the same strategy of putting customers' needs as our ultimate priority."

"Being the first provider of home insurance in Mostakbal City derives from our continuous thrive at AXA to develop innovative distribution channels ensuring the provision of our insurance services to everyone, easily and effectively," he says.

Mohamed Medhat Allam, CEO of Hassan Allam Properties says, "Stemming from our customer centric approach in development and anchored by our vision which transcends bricks and mortar to bettering our end-users' living experience, we were excited to join forces with AXA to introduce this unprecedented home insurance scheme to our HAPTOWN customers within Mostakbal City to start with. Living up to our corporate signature line "From Our Family To Yours", HAPTOWN owners will be eligible for a one year free of charge home insurance post their unit delivery. We see extensive merit in this partnership and much looking forward to rolling through-out our upcoming developments."

### EVENTS:

03 September 2018  
**THE 5TH ANNUAL ARAB FUTURE CITIES SUMMIT**  
 Duration: 2 Days  
 Location: Sofitel Dubai The Palm Resort & Spa, Dubai

04 September 2018  
**THE EUROMONEY EGYPT CONFERENCE 2018**  
 Duration: 2 Days  
 Location: Cairo, Egypt

18 September 2018  
**THE BIG 5 CONSTRUCT EGYPT**  
 Duration: 4 Days  
 Location: EGYPT INTERNATIONAL EXHIBITION CENTER



# CITY EDGE DEVELOPMENTS REVEALS LATEST UPDATES ON NORTH EDGE TOWERS

Egypt's developer City Edge Developments released latest construction details for their new project at New Al-Alamein, North Edge Towers, during a press conference held on July 12, Invest-Gate reports.

With the first phase of the project to be delivered in two years, the towers will be the first of their kind in the North Coast as they will feature a wide variety of facilities and amenities designed according to international standards.

The 40-story towers will offer three heated infinity pools, air conditioning and ventilation systems, first-rate surveillance and security systems, a smart card private parking area, as well as a waste management system.

The project will also encompass a beach club and a

wide range of entertainment and services vendors. "North Edge Towers represent the first residential project in the city of New Al-Alamein; its contemporary design combines modern architecture and the application of durable materials that resist damage from natural causes," Yasser El Beltagy, President of Yasser Al Beltagy Architects, said during the press conference held in the city.

Mohamed El Alfy, Chairman of City Edge Developments, said the project is "expected to cause a change in our perception of the North Coast, from being a seasonal spot to a year-round, vibrant destination. Being one of Egypt's fourth generation cities; New Al-Alamein represents an integrated urban community that is efficient and self-sustainable."

"Spread over more than 48,000 acres, the first phase takes up a total of 8,000 acres and comprises two main components; the coastline area, which includes the International Tourism Center, and the archaeological district," El Alfy added.

Amr El Kady, CEO of City Edge Developments, revealed that the company is "so far done with 40% of the commercial area, and around 85% of the towers' foundation," adding that the whole project will be delivered by 2030.

New Al-Alamein is expected to be the home of prime developmental projects, aiming to attract the investments of high-profile multinational corporations.



# AQUATHLON RACE

## IN TELAL AL-ALAMEIN IGNITES THE WEEKEND

An overwhelming turnout of runners and athletes took on the challenge and participated in the Javelin Sports Club's first splash and dash Aquathlon event which ignited the weekend in Telal Al-Alamein on Friday, July 20, Invest-Gate reports.

The spectacular swim-run format competition featured races and sports activities for adults and kids with ages ranging from eight up to 50 years old, in which it targeted racers, multisport newbie, and even solo or relay teams; all to host an event that was suitable for all groups to revel in.

The race categories were divided into two options. The first option was for individuals aged between eight and above, and the second option was for relay teams comprising of either two females, males, or a mix of both sexes.

The race course for the adult participants consisted of a 2.5-kilometer run, a swim of 500-meters long, and finally another 500-meter run.

As for participants in the Kids Run Race, which featured 1000 meters run for 8-12 years old in Telal Al-Alamein Promenade, Javelin Sports Club has awarded the kids a free fitness session led by fitness guru Ali Ismail, as well as, a free tennis assessment with Stars Tennis Academy led by coach Moustafa Naim.

Moreover, winners of all age groups received prizes on the Aquathlon Race Day worth EGP 100,000 in cash and gifts such as trophies and medals.

The Aquathlon event was brought by Rooya Group, Javelin Sports Club, In The Zone Sports, Samsung, Magma Sportswear, and NRJ Egypt.



# EGYPT'S HOSPITALITY SECTOR MAKES A COMEBACK

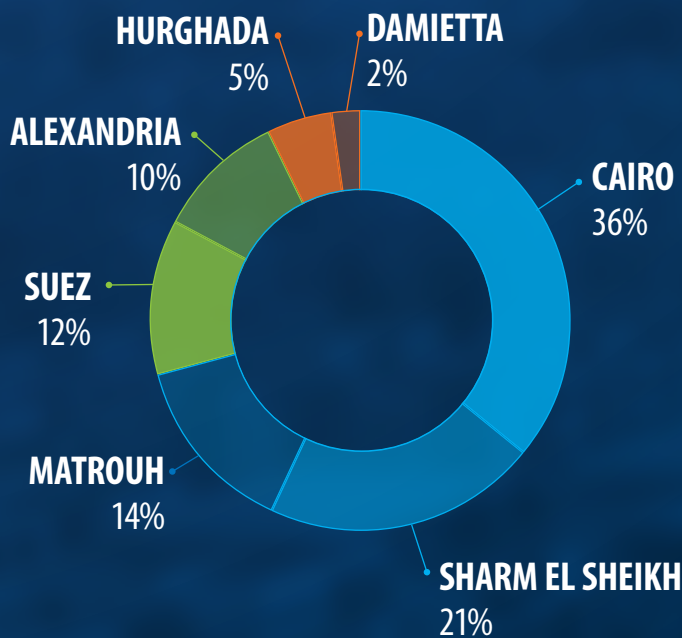
RESEARCH BY HAGER MAGDY

## Hotel Supply (no. of branded hotel keys)



Q1 2017 **77,000** Q1 2018 **78,000**

## Percentage Of Under-Construction Hospitality Projects As Of Q1 2018



## Value Of Hospitality Projects At Different Stages Of Construction As Of Q1 2018 (USD bn)



CONCEPT  
**3.1**



DESIGN  
**1.4**



ON HOLD  
**0.95**



TENDER  
**0.15**



UNDER CONSTRUCTION  
**2.2**

## Hotel Occupancy Rate In Q1 2018

EGYPT

**60%** (21% YOY)

AVERAGE DAILY RATE  
(ADR)

EGP **1,292**  
(11.8% YOY)

REVENUE PER AVAILABLE ROOM  
(REVPAR)

EGP **775.69**  
(35.5% YOY)

CAIRO

**61%**

SHARM EL SHEIKH

**42%**

HURGHADA

**55%**

ALEXANDRIA

**64%**

MATROUH

**70%**

## ONLINE MONTHLY SURVEY

Where do you prefer to spend your vacation?

North Coast

**51%**

El Gouna

**26%**

Ain El-Sokhna

**9%**

Dahab

**7%**

Abroad

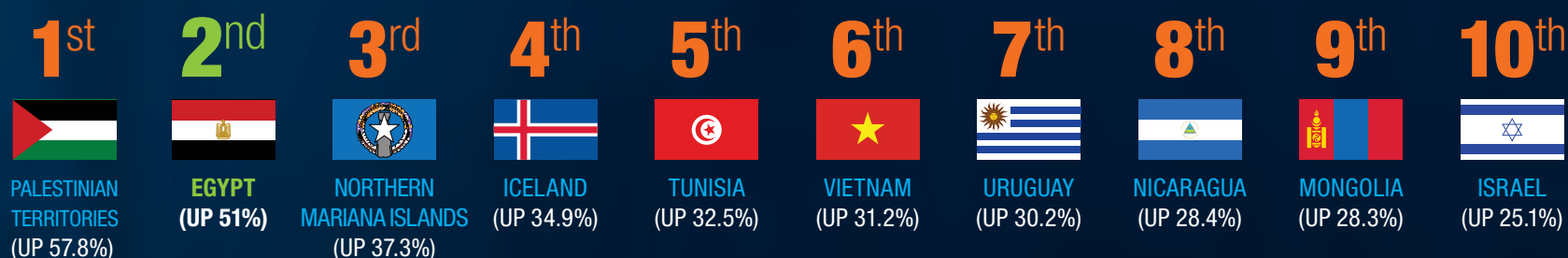
**7%**



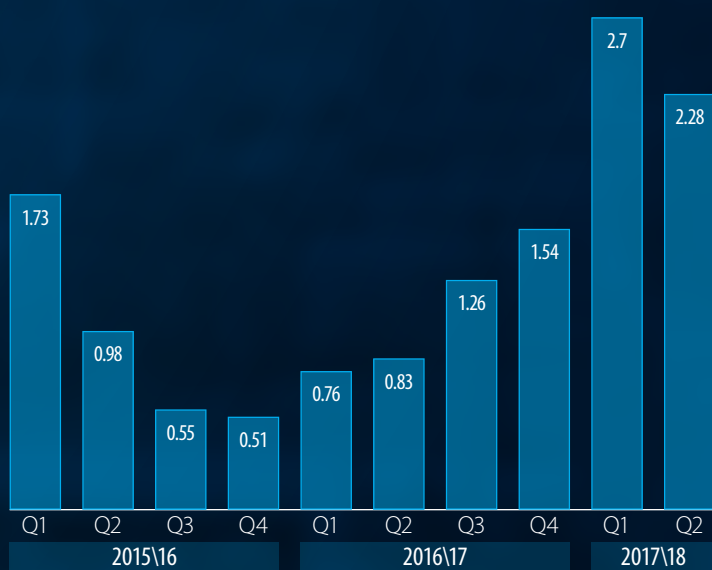
# ECONOMIC SNAPSHOT

RESEARCH BY HAGER MAGDY

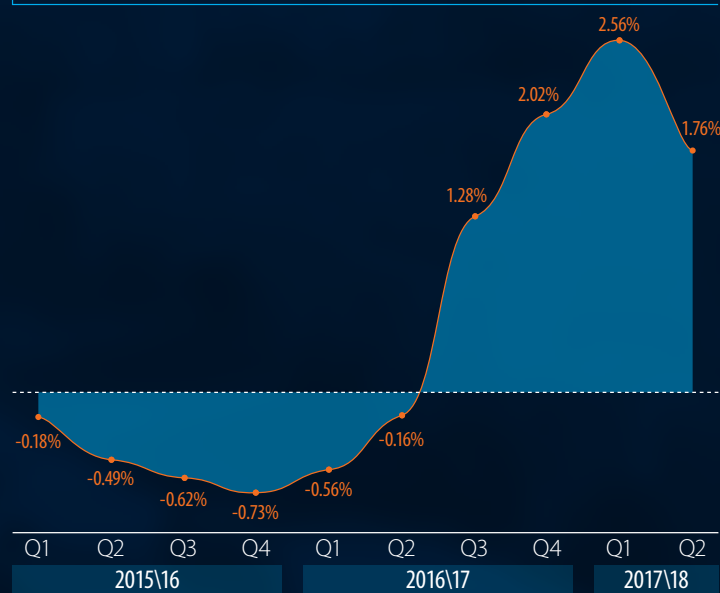
## World's Top 10 Fastest Growing Tourism Destinations In 2017



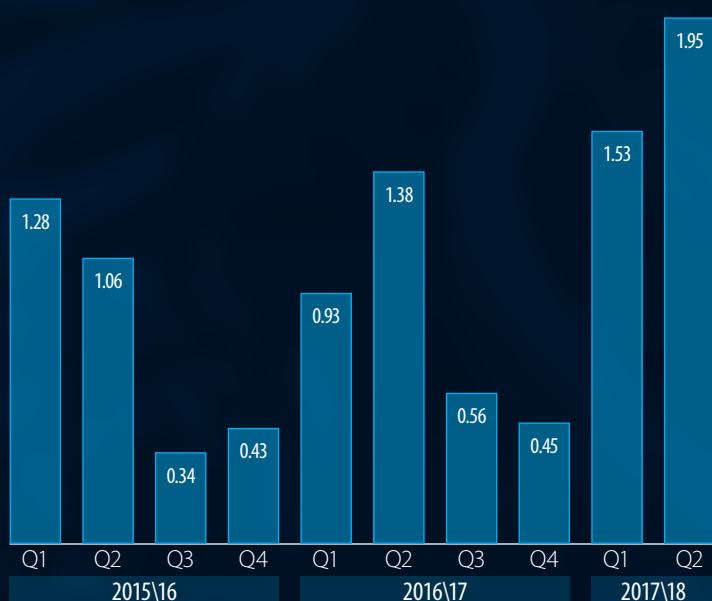
## Egypt's Tourism Revenues (USD bn)



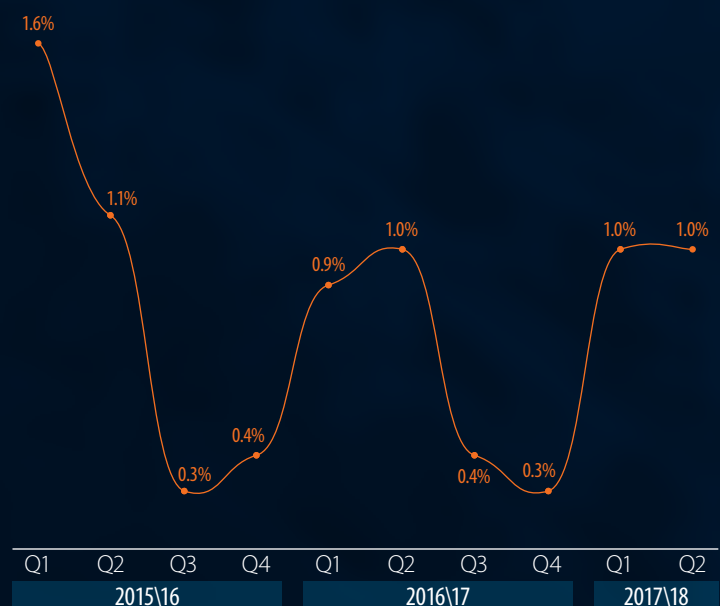
## Tourism Sector's Annual Growth Rate



## Investments In The Tourism Sector (EGP bn)



## Tourism Sector's Contribution To Total Investments



Sources of Raw Data: United Nations World Tourism Organization (UNWTO), Central Bank of Egypt, Ministry of Investment and International Cooperation, and Ministry of Planning

# ROOYA:



## STUDYING THE MARKET AND ITS NEEDS KEY TO SUCCESS

By Passant Darwish

There are a few big names in the Egyptian real estate world that stand out today, not only because of their big projects, but also because of their thorough study of the market and their perpetual efforts to improve the sector. Invest-Gate speaks with one of these names, Rooya Group's Chairman and CEO **HISHAM SHOUKRI**, who talks in-depth about the country's investment climate and real estate sector, as well as, providing ideas on how Egypt can market its real estate abroad and how to benefit from the country's coastal destinations not only in the summer, but in the off season too.

### ***How do you view the investment climate in Egypt?***

I believe that the current economic climate is the best since 2011 due to the economic measures undertaken, although they were hard, such as the floatation of the currency and cutting subsidies which burdened the budget, as well as, introducing the new investment law. As a result, we are witnessing a state budget that has a surplus in FY 2018/19 for the first time. Even if some might say that the debts on loans have increased recently, we know exactly where this money is going; it is being spent on infrastructure and development.

Another important aspect to the improvement in the economy, which is related to real estate, is the huge boom in the infrastructure projects. I believe the infrastructure projects carried out in the past four years alone are equal to those executed in the past 40 to 50 years. This is very important because no country can achieve economic development without developing its infrastructure, be it ports, airports, electricity, roads, water networks, and everything else.

We used to have an enormous shortage in electricity, but now we are self-sustainable and the country is discussing exporting electricity, we also have the new Suez Canal and new ports such as the East Port Said Port, new airports as the airport in the New Administrative Capital and Sphinx Airport, west of Cairo. I believe the infrastructure boom contributed to the country's growth and creation of job opportunities.

### ***....And how has this improved economic climate affected the real estate sector?***

It is also common that, whenever a country develops its infrastructure, the first sector

to benefit from this is the real estate sector. The government started selling a number of lands, whether for commercial, residential, and industrial projects, widely available to developers.

To everyone who keeps saying that the real estate sector has become overcrowded and a bubble is being formed, this is not true as we need around 1 mn housing units annually, plus the services and facilities to benefit these units. It is expected that by 2050, Egypt's population will almost double, thus, from now until then, the country's inhabited area should increase from 7% to around 12% by then, just to maintain the increasing population. In my opinion, Egypt's true raw material is its land and we should utilize and develop it efficiently.

### ***How can Egypt export its real estate abroad and can it effectively compete with other regional real estate markets?***

In the international market, the two most exportable real estate types are second homes and projects that generate permanent income, such as educational and medical real estate projects which attract real estate investment trusts (REITs). The question is can Egypt compete in both markets? The answer depends on the presence of fundamentals, which have to exist as a precondition, and variables, which can be created. Egypt's fundamentals allow it to compete in the second home market. For starters, prices of second home units in Egypt are a quarter of the prices of international market and we also have the highest return on investment (ROI) compared to the nearby markets of Turkey, Cyprus, and Greece. Most importantly, anyone who buys a second home unit abroad wants to utilize it for the maximum time possible and, in the case of nearby countries, they only utilize it for an average of

three months, but in Egypt, regions as the Red Sea can be accessed and enjoyed all-year-round.

As to what attracts REITs, there is a huge gap between what people want and what actually exists in regards to retail, offices, and healthcare real estate as they constitute 0.04 meter square per person, almost one tenth of other comparable markets such as Rio De Janeiro. There is a huge shortage and, thus, a huge potential to the market.

### ***....and what about variables related to exporting real estate abroad?***

Variables, on the other hand, are not entirely on our side, but they can be changed and improved. Some variables are already being improved such as granting a residency to foreigners who invest in real estate in Egypt. A recent draft law stipulates that foreigners who







purchase real estate worth USD 200,000 will get a three-year residency, while those who purchase units worth USD 400,000 or more will receive a five-year residency. This is very good as a first step. Another variable, which is currently being addressed and fixed, is easing the registration of real estate units as foreigners do not understand initial contracts, widely used in Egypt. The third important variable that should be controlled is the fact that we do not know how to market ourselves; no one is really familiar with the Egyptian real estate market, we are not widespread. In international conferences, we find real estate that is significantly inferior to what we have in Egypt, but they have a big propaganda surrounding it, so they sell more and are better known. Both the government and developers are to blame for the shortcomings of marketing.

### ***So how can we market the Egyptian real estate market abroad?***

To begin with, we have to be permanently present in at least four to five international real estate exhibitions annually with an Egyptian pavillion, that comprises both representatives from the government and developers. This is a long-term strategy, buyers won't flock to buy real estate in Egypt the next day.

There should always be a buzz about Egypt's real estate in media. We should start an advertising campaign that can reach the target audience -the foreign homebuyer- through TV channels such as CNN, and international real estate platforms. This is how Turkey managed to raise its real estate revenues from foreign homebuyers from a negligible amount in 2009 to its current over USD 20 bn annually. They became very widespread in real estate magazines, with articles on their summer homes and their retail projects, as well as, being present in the major international real estate exhibitions. We should also work closely with real estate service companies such as JLL and Colliers International to show a positive image of Egypt in their international reports, especially that they are popular among REITs.

I believe that if a comprehensive plan is put together and everyone works cohesively to execute it, we can generate an annual real estate revenue of around USD 20 bn in a matter of four years. That is four times higher than the revenues of the Suez Canal, which is currently Egypt's highest source of income.



### ***How can coastal areas in Egypt become an all-year-round destination?***

The issue of having areas to become all-year-round destinations is a problem facing the entire world, and not just Egypt. Greece and Cyprus are facing the same problems; you will find their coastal areas very crowded in the summer, and completely deserted in the winter. But France's Cannes was able to solve this problem, they discovered that hotels are at 100% occupation during the festivals and conferences so they hired a company to organize events throughout the year. This caused hotel and rent prices in Cannes in the midst of winter to be higher than those in the summer. I believe that each city has its own identity, and the New Al-Alamein City, currently under construction, should be marketed as a center for conventions, exhibitions, and festivals.

### ***What is, in your opinion, the next big tourist destination that the government and investors should focus on developing?***

I believe that Marsa Alam has little attention and should be focused on more. It has a good weather all-year-round, a brilliant sea, many





water activities such as diving, and its desert side houses a number of nature reserves, that can drive the country's ecotourism. I believe that Marsa Alam can be the next boom to Egypt's tourism sector, and can even be a more popular destination than Sharm El Sheikh.

***Moving on to Rooya's projects, how do you distinguish yourselves from other compounds in your projects Telal Sokhna and Telal Sahel?***

Our slogan has always been "Building Communities" and I do not consider our work just building compounds, selling them, and moving on to the next big project. We continue to manage and be involved in our projects beginning from our very first resort, La Vista Sokhna which we handed over in 2002, and everything else that followed. We continue to develop and spend money out of our own pockets on our handed-over projects, out of a deep belief that the money we spend on maintaining these projects helps in advertising for all of our new projects. I believe that maintaining our old projects and keeping them in the best shape possible is the best advertising we can do for future projects; it is better and more impactful than spending money on billboards or TV commercials.

We also build communities in our projects through creating food and beverage (F&B) areas where people can hangout without the need to leave the compound, by signing in with venues and creating a hangout hub. Another aspect to our vision of "Building Communities" is sports; we started a new concept of "Sports is for Everyone" by creating courses as well



as weekend tournaments for all kinds of sports. We are also introducing sports tournaments for the 50+ age category. We have also introduced an icommunity program, a platform that creates communication between us and our residents; it communicates all news and updates to residents and allows them to send us suggestions or maintenance issues that need to be addressed.

***What is next for Rooya?***

We are currently finalizing the paperwork for an extension of our Telal project in the North Coast, we will hopefully launch it after the summer. As to Telal in Ain El Sokhna, we are also finalizing the paperwork for a marina there, which we consider it as part of our "Building Communities" strategy as we expect it to be a commercial and retail hub not only for our community, but for the entire Ain El Sokhna. As to our project Stone Residents in New Cairo, we are almost done with it and will start delivering units in 2019.

Concerning our new projects, we are working on two connected retail and office space projects in New Cairo, Stone Street and Stone Towers, and we will start constructing the 600,000 square meter projects by the end of this year. A new concept we are introducing in this retail project is a two-kilometer long pedestrian street passing through restaurants, cafes, and piazzas. We are also starting a new project in Marsa Alam, with construction starting early 2019, on a 1.5 mn square meter land, close to the airport. We are also looking into developing two new lands with the government in New Cairo.



# THE REAL ESTATE TOURISM DEVELOPMENT ROUNDTABLE

OCTOBER 16  
2018

- An Enhanced Approach For A Proper Real Estate Development
- An Uplift To Egypt's Real Estate Tourism
- An End To The Real Estate Tourism Challenges

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DAILY NEWS



# CITY EDGE *Developments* SETS THE STANDARDS SKY-HIGH WITH ITS NORTH EDGE TOWERS

By Julian Nabil



Being part of the government's development plan for fourth generation cities, New Al-Alamein is standing out with the increasing number of residential and commercial projects being established there, with the crown jewel being North Edge Towers, a project by City Edge Developments. Invest-Gate meets with the company's CEO, **AMR EL KADY**, to tell us the latest about their luxurious project in the eco-friendly city and his vision to create a new era of all-year-round living.

## WHAT IS UNIQUE ABOUT NORTH EDGE TOWERS IN NEW AL-ALAMEIN?

As a concept, our high-rise towers are the first of their kind to be established on Egypt's Mediterranean coastline. The 40-floor towers are equipped with all the facilities and amenities that exist in any global high-end tower, offering fully-finished units with ACs.

We are also applying the highest architectural standards used in smart cities around the globe, while paying attention to all the related technical details, to deliver a premium management system across all buildings.

## WHY DID YOU CHOOSE NEW AL-ALAMEIN?

New Al-Alamein is one of the fourth generation cities in Egypt, in addition to the New Administrative Capital and New Mansoura. New Al-Alamein is special for having a 14-kilometer shoreline spreading along its foreground. Covering an area of 48,917 acres, the city is expected to attract a total of 3 mn Egyptians following the delivery of its first phase by 2030. Moreover, it will offer 20,000 – 25,000 hotel rooms on an area of 7,770 acres along the coastal area, 14 multi-leveled residential neighborhoods, industrial zones covering 5,000 acres, logistic areas on 3,000 acres, universities and scientific centers on 2,000 acres, and commercial areas spanning across 5,000 acres, which all provide

it with great potential for comprehensive economic growth.

New Al-Alamein is also becoming very close to Cairo, especially with the newly-established road networks. The country's railway investment plans, that include a high-speed train between Ain El-Sokhna and New Al-Alamein, will also shorten the distance. Thereby, existence of different means of transportation will make New Al-Alamein easily accessible. The city is expected to be very attractive with the residential products being innovated and the economic base to be developed. Also, its closeness to the sea gives it a different flavor.



## WHAT ARE THE FACILITIES TO BE PROVIDED FOR RESIDENTS OF NORTH EDGE TOWERS?

The towers themselves have all the luxury facilities and services any resident would need, including swimming pools, a gym, a jogging track, kids' area, and garages.

On the city level, there will be shopping malls, cinemas, and entertainment venues, in addition to hospitals, universities, and food and beverage venues.

## WHAT ARE THE RECENT UPDATES ON CITY EDGE DEVELOPMENTS' PROJECTS? WHAT DO YOU HAVE IN THE PIPELINE?

We have launched earlier this year Etapa in Sheikh Zayed and we now have North Edge Towers in New Al-Alamein with its units' allocation to start in the third week of July.

As for our future projects, we will launch two new projects in New Mansoura and the New Administrative Capital, with all the details to be revealed soon.

## HOW DO YOU SEE THE CURRENT BUSINESS ENVIRONMENT?

Egypt's business environment is very challenging and the ranking of doing business is not that high, yet that is where the opportunity lies. Challenges are followed by great gain if you know how to tackle them. Egypt has the highest return on investment (ROI) compared to its peers in the region.

## WHAT SHOULD BE DONE TO PROMOTE OUR RANKING?

On the general economy level, the market is doing fine and this is reflected on Egypt's improved GDP growth and credit ratings. However, Egypt still needs to resolve some issues related to obtaining licenses and issuing laws to ease business for investors, especially the foreign ones. The best way for foreign investors newly entering the market is to partner with local investors because they know their way around.

But the good news is that the Egyptian market currently enjoys a number of factors that attract foreign investments. The number of residents and strategic location have been of major significance in making the country among the most inviting in the region. Moreover, the devaluation of the Egyptian pound has specifically proved significance in driving up the volume of foreign direct investments (FDI) in Egypt to USD 3481 mn in January 2018, compared to USD 2950 mn during the same month last year.

## WHAT IS YOUR EVALUATION FOR THE REAL ESTATE SECTOR?

The real estate sector is doing very well and the demand growing; it continues to be a promising sector in the economy as it contributes with a total of 15% to Egypt's GDP. This has also affected



the number of players in the market as it keeps on increasing year after year, which makes it extremely competitive; one should be up to the game to increase their market share.

## HOW DO YOU THINK WE CAN ATTRACT FOREIGN HOMEBUYERS?

Developers should deliver products with designs that cater to the taste of foreigners in accordance with the region they are coming from. The product should be fully finished and located in areas that are efficient and accessible all the way through from the port of entry till the unit itself. Developers should facilitate registration of units and finalizing the deal; they have to help them navigate through local challenges. Developers should also work on the accreditation of the product to make the buyer trust the financial or the contractual side of the purchase process.

## WHAT ARE THE TECHNIQUES YOU SUGGEST TO MARKET REAL ESTATE PRODUCTS?

Any developer should define the target audience and understand their needs, and then start developing campaigns to reach out to them.

## WHY DON'T DEVELOPERS INVEST IN ESTABLISHING BUSINESS PARKS?

After the campaigns carried out for the city, investors started to see the construction updates happening on the ground and I think they will begin to look with a different eye to New Al-Alamein.

## DO YOU THINK NEW AL-ALAMEIN WILL BE A HOME FOR FIRST RESIDENTS? AND WHEN?

With the government's development plan currently being executed, and current speed and completion rate of construction works, New Al-Alamein will definitely attract primary homebuyers in the near future, starting two years from today.

## WHAT WILL BE THE ENCOURAGING FACTORS FOR FIRST HOMEBUYERS TO RELOCATE OUTSIDE CAIRO?

The existence of an economic base in any city in terms of companies and factories to create business and job opportunities.



**HOTSPOT:**

**FAMILY-FRIENDLY OPEN AIR CONCERTS  
IN THE NORTH COAST**



**H**otspot, the North Coast's newest summer destination, located next to Amwaj Gate one, has opened its doors this summer season with a full-schedule of amazing concerts.

Hotspot is a family-friendly open air concert venue. You can enjoy concerts from popular performers such as Mahmoud El-Esseily all summer long while sipping on soft drinks and having the air ruffle your hair!

Bean Bags and a mega screen are also available, giving you the perfect spot to enjoy the Premier League matches starting this August.





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# TIDES TRUE TO THE SOUL

T I D E S  
BY  
LA HACIENDA  
RAS SUDR

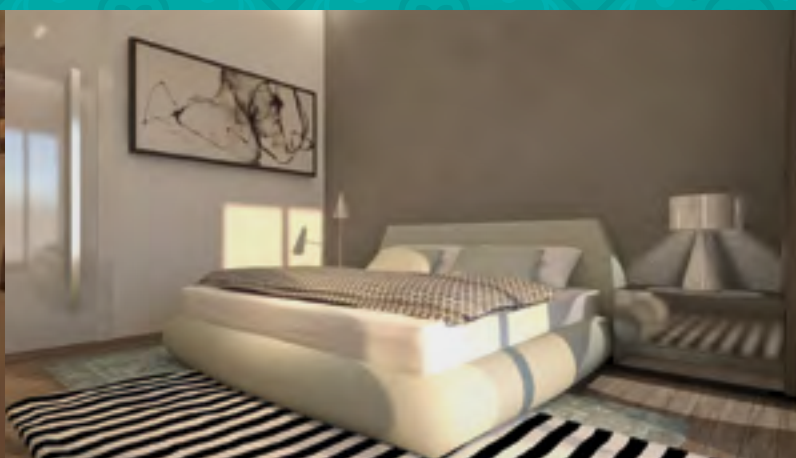




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# BUSINESS HUBS HIT THE COASTAL CITIES!

BY SARA MOHAMED



Sales office spaces in Egypt have witnessed significant growth in the commercial real estate sector in recent years- particularly among Cairo’s suburbs- as business hubs became appealing for occupants and investors chiefly seeking flexibility, security, and value. Consequently, this boosted the business and recreational standards of the country’s present office spaces; thus, the number of office buildings among Egypt’s coastal destinations is accelerating in light of their potential opportunities.

Not long ago, Orascom Development Holding (ODH) introduced the first business park at its exceptional Red Sea destination, El Gouna, aiming to launch a one-of-a-kind business district situated by the seaside. The development became much viable as ODH signed an agreement with a German-based company to develop the first office building at the hub. Invest-Gate explores the dynamics and challenges of applying such strategy in coastal destinations and the forthcoming developments in the pipeline, in addition to developers’ future outlook for the business climate and potential opportunities across these areas.

## MODERN BUSINESS HUBS: A FOREIGN DIRECT INVESTMENT (FDI) AGENT

El Gouna’s location on the Red Sea and its mild weather not only do they deem it as a prominent holiday destination, but also destine it to be a prime location that hosts numerous businesses and co-working spaces.

In this regard, ODH signed a nine-year lease agreement with the German-based company, to lease the first office building in El Gouna’s business park, at a total cost of USD 6.7 mn. ODH is set to develop the office space at Al-Bustan area south of El Gouna over a total land area of nearly 8,000 square meters and a built-up-area (BUA) of 6,330 square meters, scheduled for completion in June 2019, according to a company’s statement.

General Manager of El Gouna Mahmoud El Baroudi highlights that the new office building is “a welcome addition to the existing business infrastructure communal offices at G-space,” as ODH endeavors to “remain true to its fully-integrated, green, and family-friendly DNA,” he elaborates.

“ODH expects it to drive other international and national companies to see the potential of offering their employees top-quality office buildings combined with great living standards by the sea,,,”

**El Baroudi tells Invest-Gate.**

Furthermore, the general manager affirms, “El Gouna will also remain on the map for international travelers and investors in order to promote Egyptian tourism and FDI.”

“The success of opening the business park is that it will highlight a new geographical offering to multinationals that wish to relocate,,,”

**El Baroudi reveals.**



## SOME KEY FACTORS UNCOVERED

### JLL reveals factors that attract investors:

- Supply of car parking
- A 'plan' to control environment
- Transportation links
- Building quality
- Amenity offers

Business parks were initially seen as an office space for mostly technology-based companies, but in recent years their appeal has spread to a broader occupier base such as pharmaceuticals, utilities, oil and gas, and media segments, all of which benefit from spacious floor plates and land plots that are strenuous to come by in town centers.

Concerning the amenity offer attribute, JLL says in a report "when trying to attract occupiers, the quality of amenities and surrounding environment is just as important as the quality of the building. The presence of cafés, bars, convenience stores,

gyms, schools, and doctors help create a sustainable community that can compete with a town center offer."

Consequently, ODH's vision is in harmony with JLL's key attributes for successful business parks as El Baroudi highlights, "El Gouna already offers its community a world-class hospital, national and international schools, a university, real estate and housing developments, as well as, commercial hubs and office spaces."

## WILL COASTAL AREAS ROLL-UP THE GAME?

The main purpose of establishing business parks in coastal destinations is to develop new integrated communities, hosting a number of businesses and residents. For instance, El Gouna's business park is another successful footprint under ODH's strategy of turning El Gouna to an all-year-round destination and increasing the number of its residents.

"ODH wants to continue to attract families to move to El Gouna permanently and continues to be the place young entrepreneurs see their dreams come to fruition," El Baroudi tells Invest-Gate.

## THE NEW BORG AL-ARAB PARK

An additional representation to the strategy of developing business parks in coastal destinations is the New Borg Al-Arab Park, Alexandria's forthcoming business hub.

Situated in New Borg Al-Arab city, the business park check marks almost all of JLL's key drivers as it is set to encompass the essential modern services and amenities including a wide range of commercial and business facilities, national and international schools, an international airport, hotels and motels, residential compounds, as well as, healthcare services.

Developed by Silicon Waha, a leading joint-stock company (JSC), aiming to spread science and technology parks across second-tier cities, New Borg Al Arab City is embraced by a 32-kilometer coastline on the Mediterranean Sea in north Egypt; together with a new rail line linking Borg Al Arab to Alexandria.

The business park is substantially targeting the young population, seeking education and job opportunities. "New Borg Al Arab City is a virgin hub for young people from Alexandria studying, working, relocating, or living in a quite new spot," according to Silicon Waha's official website.

## SUEZ CANAL CORRIDOR DEVELOPMENT

### Major Pillars:

- Ports
- Logistics
- Maritime-related activities
- Industrial development
- Infrastructure opportunities

Across: Port Said – Ismailia - Suez-Sokhna

(source: ALEXBANK and the Italian-based Mezzogiorno Study and Research Center SRM)

For the time being, plans for the expansion of business parks across Egypt's coastline are rooted in such destinations' potential to become major business hubs; given the abundance of land available in the areas' hinterland, as well as, its location and number of occupants and residents in the region.

Simultaneously, a new mega project is on track to transform the Suez Canal Zone (SCZ) into a world-class logistical and industrial hub that serves both the European and Asian markets.

Strategically located alongside one of the world's vital maritime routes, which implies outstanding potential returns, the SCZ is supported by the recent expansion of the Suez Canal and is expected to provide opportunities for the development of industrial and logistics districts to establish fully-integrated business hubs.

## EAST PORT SAID PORT AND INDUSTRIAL DEVELOPMENT COMPLEX

**COMMERCIAL USE** ON **100** OUT OF **4,000**  
(OFFICE SPACES - HOSPITALITY - BUSINESS PARKS) HECTARES

**104,000** HOUSING UNITS ON **273** HECTARES

**RETAIL SPACE** ON **130** HECTARES

## AIN SOKHNA PORT AND INDUSTRIAL ZONE

## EGYPT'S MAIN GATEWAY TO GCC - EAST AFRICA - ASIA

**OFFICE SPACES AND BUSINESS PARKS** ON **325** HECTARES

**202,000** HOUSING UNITS ON **1,616** HECTARES

(Source: ALEXBANK and the Italian-based Mezzogiorno Study and Research Center SRM)

On the other hand, commenting on the future outlook for El Gouna, El Baroudi tells Invest-Gate, "ODH is always looking at expanding its offering, but the key for the short-term is to improve the existing services to accommodate a growing residential population and at the same time maintaining and even enhancing the quality of life that is currently offered."



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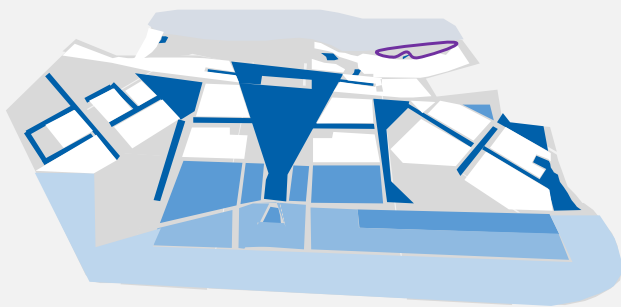
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New Alamein City is located in El-Sahel (North Coast), one of the most favored seaside destination for Egyptians and lately tourists where the weather is usually milder than the Red Sea in summer and plenty of luxury compounds. New Alamein City is considered the First model of the new generation of the one million population cities which will be one of the best touristic cities in Egypt. It includes international shopping centers and residential and tourist towers. The total area of New Alamein city is about 49,000 feddans. The city comes within the project to develop the North West Coast to accommodate the population increase in other governorates. The region is planned to accommodate 34 million capita by 2052, not only in Alamein but over the extension of 450 kilometers along the Mediterranean coast

## Location

Located on the International Coastal Rd between Wadi Al-Natrun exit and Al-Dabaa comprising an area of around 49,000 feddans; a strategic location surrounded by Alamein Intl. Airport, Borg Al-Arab Intl. Airport, and Al-Dabaa Rd & Wadi Al-Natrun Rd for travelers coming from Cairo by car



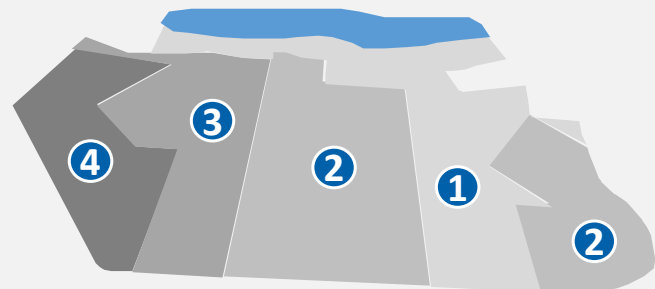
The city also contains 6 lakes connected with an area of 1,700 feddans, medical center with an area of 44 feddans, and a 14 km beach front

## Main Components

- Residential** | 14 Districts
- Services** | 5,000 Feddans
- Hospitality** | 7,770 Feddans
- Industrial** | 5,000 Feddans
- Logistics** | 3,000 Feddans
- Educational** | 1,000 Feddans

## Phasing

- Phase 1** | 14,300 Feddans
- Phase 2** | 14,000 Feddans
- Phase 3** | 9,900 Feddans
- Phase 4** | 10,700 Feddans



## Milestones

- Contract to incept a desalination plant with a capacity of 150,000 m<sup>3</sup>/ day
- Agreement to implement electricity networks to provide 540 MW
- A term sheet protocol was signed between Urban Communities and École Hôtelière de Lausanne
- MOU with Marriott Hotels to manage and operate two hotels with a total capacity of 600 rooms



# New Alamein City

From War & Destruction to Development & Construction

## El-Sahel Before & After New Alamein

### Limited Services

Most crucial amenities were not met to conveniently transform the spot from a summer destination to an all-year-round city...



Absence of Universities or Schools



Unreliable medical Aids or Low Publicity on the Reliable ones



Jammed Highways due to Unorganized resort entries and Low Supply of Local Transportation



Overpriced Hotels and Absence of Serviced Apartments



Absence of Sports Centers/Clubs

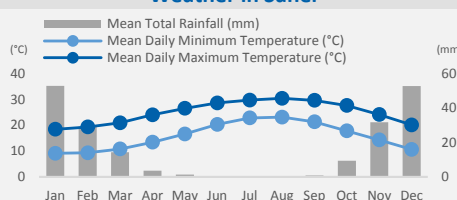


Overpriced Food Chains Blocking the high demand on the destination to only higher economic classes

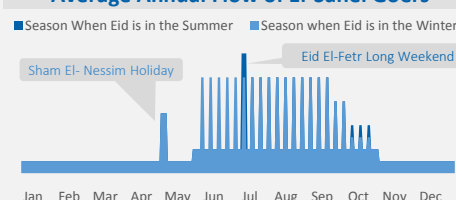
### Low Temperature

...since that Sahel is considered a seasonal destination given its weather conditions...

Weather in Sahel



Average Annual Flow of El-Sahel Goers



### Weather Compared to Other Cities

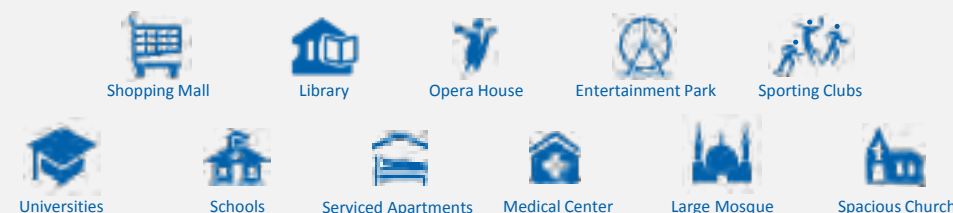
...; however, other destinations with similar weather qualified with just the main resources to be primary governorates and a first home for millions, ...

Sahel Weather Compared to Cities with Same Geographic Conditions



### Better Services

... therefore, with recent plans for future facilities & amenities in the district, New Alamein City is set to have edgy components compared to other cities similar in geographic conditions



El-Sahel is no longer going to be just a summertime travel getaway. The destination will have all the facilities qualifying the district to be a first home spot instead of the normal routine. Utilizing the excess of land available for development in the area along with the continued efforts by the government and the assistance of the UN and relevant organizations working in the field to demine all landmines from Alamein battle during World War II, many residence who invested millions to own and maintain their homes in the North Coast to enjoy only 3 months per season might seize the opportunity to make their second home a primary beach side residence

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- Corporate Services
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# THE EGYPTIAN CULTURE EXPOSED: OWNING PROPERTIES VS. HOTEL RESERVATIONS

BY HUSSEIN ELMOATEZ

Over 20 mn Egyptians spend their vacations domestically within Egypt, making use of Egypt's touristic cities such as Alexandria, North Coast, Sinai, and the rest of the Red Sea. However, most Egyptians, who can afford to pay in such resorts, choose to own a second home in coastal areas, rather than staying at a hotel, even if they go out of their way to secure second home's installments.

NUMBER OF HOTELS IN EL GOUNA

**18 HOTELS**

( Source: El Gouna official website )

HOTELS SUPPLY IN Q1 2018 IN BRANDED HOTELS

**78,000 ROOMS**

( Source: Colliers International )

AVERAGE PRICE OF SQM IN EL GOUNA

APARTMENTS

**USD 1,041 TO 1,097**

VILLAS

**USD 1,463 TO 2,139**

AVERAGE PRICE OF SQM IN NORTH COAST

APARTMENTS

**EGP 9,000 TO 21,000**

VILLAS

**EGP 10,000 AS A STANDING PRICE**

ALEXANDRIA HOTELS HAS FACED

**0% OCCUPANCY CHANGE IN Q1 2018**

AL AIN AL SOKHNA CURRENTLY ENCOMPASSES

**30,000 SECOND HOMES**



"I sold my chalet in Ras Sudr and put its price as a deposit in a new property in El Gouna," Ali Morsi, a second homeowner, tells Invest-Gate, highlighting his interest in following new trends.

El Gouna gives a great example of the Egyptians' perception. Although prices of hotels at El Gouna are somehow affordable and most of the city's hotels offer luxurious services, dwellers prefer to own their own properties with prices reaching an average of USD 70,000, according to Colliers International.

Aqarmap Business Development Manager Ahmed Abdel-Fattah tells Invest-Gate that the concept of owning properties, in general, is part of the inherited Egyptian culture. "Starting from the 1930s, there were no variety of hotels and resorts unlike today. Up until the 1990s, tourism in Egypt was mainly religious and historical." Onwards, Egypt started to offer resort tourism. "So, Egyptians used to own their properties as it was the only option and then it became a habit," he explains.

### ACCESS MADE EASY

Despite the fact that hotels provide convenience, comfort, cleaning, food, in addition to some luxurious facilities, people prefer to do it all themselves in the comfort of their own houses because of accessibility. "I can go whenever I want at any given time... no reservations or scheduling required," Tarek Sherif, an owner of a property in Ain Sokhna and another one in the North Coast, tells Invest-Gate.

Ain Sokhna and Ras Sudr are two of the preferred destinations for Egyptians as they are all-year-round destinations given their great warm weather. "In the summer, I enjoy the beach while in the winter, I enjoy the morning sun and warmth in Sokhna," Sherif adds.

Abdel-Fattah also adds that one of the advantages of owning a property by the sea is those "unplanned vacations" at any given time.

## THERE ARE ABOUT 30 BRANDED HOTELS

IN AL AIN AL SOKHNA

SUPPLY OF HOTELS IS EXPECTED TO INCREASE IN NORTH COAST AFTER OPENING OF NEW AL-ALAMEIN CITY

HOTEL ROOM CAPACITY

**110,000**

ANNUALLY

**EGP 2,000**

PER WEEK ON AVERAGE

(Source: Global Hotels website)

SECOND HOME SUPPLY INCREASED BY

**90%**

IN 2016

REACHING

**65,000 UNITS**

**75%**

OF SECOND HOMEOWNERS

LOOK FOR LONGER PAYMENT PLANS OF

**3-5 YEARS**

IF NOT MORE

**A PRIVILEGED PRIVATE VACATION**

Abdel-Fattah also explains that privacy is one of the main drivers behind people preferring to own a second home. "I own a private chalet, not too close to neighbors unlike hotel rooms. We are comfortable and stay isolated from any external disturbances," Sherif elaborates.

Ras Sudr homeowner Morsi adds that just having a private property gives the owner control on the everyday living. Besides control, Morsi explains, "Just having your own garden instead of a large public open area all the time, I believe is safer for your little ones. . . you always have an eye on what is going on and are in control of all surroundings."

Living in a gated community became a priority for first homeowners and now it is becoming bit by bit adopted amongst second homes communities for their privacy and security.

**THE SAFEST OF INVESTMENTS**

One of the major motives behind buying second homes is investment. Mohamed Rashad, who owns a number of properties in the North Coast, states, "I invest in second homes to get financial returns by renting them, allowing me to put my revenues in my new property installment plan back in Cairo." Abdel-Fattah advises those who pursue renting their properties to hire property managers to proceed in investing the units for them.

NORTH COAST AVERAGE RENT  
PRICE PER NIGHT

**EGP 10,000**

( Source: Aqarmap )

To others, like Sherif, "I keep my chalet rent-free and my unit is an asset to use whenever I desire," he prefers.

**AVAILABILITY OF HOTELS & RESORTS**

Another main driver behind choosing to own a second home property is the location of the place. Ain Sokhna and North Coast are the two top coastal destinations where Egyptians prefer to own houses.

"My home in Ain Sokhna is near to Cairo with well-paved roads, which makes it an all-year round destination," Sherif says.

In spite of both top destinations being favored amongst second homeowners, the hospitality business remains limited. In the North Coast, for an example, there are nearly 50 hotels, according to Colliers, and almost double this figure in residential compounds.

Abdel-Fattah confirms a behavior change amongst the mindset in general with many compounds, especially newly developed, building a hotel or two within their communities. "People will start to book rooms instead of buying properties," he states.

"I think I chose to own a property in the North Coast because of the place itself, its weather, and the lack of hotels available. Had there been hotels, I think I would have considered making hotel reservations instead," Rashad adds.

Abdel-Fattah recommends that developers must start mixing between tourism and real estate so that people may make use of the services offered, while investing or owning houses at the same time; at the end putting Egypt on the world real estate and tourism maps. Hitting two birds with one stone as they say!

"Things like vacation clubs that exist globally may help a lot in changing people's behavior and changing their perceptions," Abdel-Fattah adds so to encourage local and international visitors to those yet neglected destinations.

Behavior, perception, and location are main factors driving people to own a second home. By time, offering different services and facilities may change these attitudes and guarantee people booking hotel rooms instead.





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Egypt

# LATEST INTERIORS TREND FOR YOUR HOME BY THE SEA

BY HUSSEIN ELMOATEZ



Just like your first home, second homes are not just a fruitful property investment, but a home investment. Having said that, Invest-Gate sums up the latest design trends to make your property a home for you and your family. As we have spoken to some design experts in Egypt, most second homebuyers do not much care for their second homes as they do for their permanent residences. So take it seriously, invest wisely and make it your home.

"The main difference between a first and a second home is that owners furnish their first homes based on their daily activities and necessities, while their second homes according to what will be more convenient for social gatherings and having good times," Ahmed Atef, CEO of Golden Ratio Designs, speaks to Invest-Gate to tell us how his customers deal with their second homes.

## GO BIG BUT STAY SIMPLE

Don't go big on money or excessive designs, but consider large reception areas for social gatherings with your loved ones. According to Atef, social gatherings are one of the main factors second-home owners consider when designing their homes by the sea; most people would like to have a wide reception area that can host the maximum number of guests.

Osama Saeed, a property owner on the North Coast, says that he shares his summer home with some relatives, and they all agreed to furnish their reception in the simplest way so as to have a wide place for gatherings.

Atef adds that reception usually takes the biggest area in any summer home, as well as, landscapes -in case it exists. Chairs, sofas, and dining tables are the main elements when furnishing a summer home, "whereas in permanent residences, the essential elements include bookshelves, chimineas, and formal salons," he notes.

"Most of the gatherings in summer houses are more of informal. It is all about dining, so no need for formal salons and luxurious furnishing," Atef explains.

## EXTRA BEDROOMS FOR MORE CONVENIENCE

Have a bed popping out in wherever space is available. The more bedrooms the merrier, advises Atef when it comes to furnishing your rooms and ditch living rooms.

Bedrooms are the most important feature in any second home to cater to the maximum number of guests as well. "Our unit has three rooms, all of which are changed to bedrooms so as to host the largest number of people," Saeed adds.

But "in some cases, owners make private spaces or allocate special rooms for reading or children and they pay a lot for designing and furnishing," Atef states. According to his years of experience in that field, in rare cases you find owners creating a replica of their permanent residences. "Some people deal with second homes the same way as their first," he determines, focusing on their usage especially if they have children.

When designing second homes, some prefer going very simple yet minimal by just adding the essential furniture like beds, cupboards, and mirrors. "They exclude the extras, including commodes and dressing rooms to cut costs," he clarifies.

## KITCHENS, THE WARMEST OF THEM ALL

Known to be the warmest room in any household, where family members gather, kitchens are the vital or focal point in any home. When designing kitchens, the American-style open kitchen tops the latest in interior design trends. "Kitchens are now small for simple and fast cooking," he explains.

For kitchens being an essential feature of a house, most developers today deliver finished or semi-finished units, which is a highly received feature among clients. "Our unit was delivered ready-to-move in with kitchen cabinets and bathrooms all in place. . . and their quality was good," Saeed notes.

However, Atef believes that most of his clients do not like the finishing carried out by developers neither for first homes nor for second homes. "They prefer to do the finishing themselves to guarantee sustainability and give their homes character."

Regarding choices of colors, Atef determines that light pastel colors are mainly used in second homes, unlike darker colors including brown and black that are used in the first homes, are popular today.

## LUXURIOUS-LESS FINISH

Finishing is a very important aspect in any home, whether it is a main or seasonal house. Given today's prices, most go simple to cut cost on their frequently used properties.

Unlike permanent residences, second homes stay elegant of course but very simple with less designs and expensive materials, "and comfort comes in first," Atef adds. For example, when it comes to the quality of floors and walls used in second homes, "people use ceramic instead of wood, marble, or granite to avoid extra costs and to guarantee comfort ability and relaxation."

## HOMES BY THE SEA ESSENTIALS

Of course design and style are very subjective, differing from one person to another and whether you opt for a finished unit or prefer to do it yourself, there are some rules to follow to minimize pop-up problems and guarantee efficiency.

## RECYCLE FURNITURE

To cut costs, you can use some of your old furniture that are found suitable for your seashore unit. "This is a practical trend suitable only for bedrooms, while it is not recommended for receptions because old furniture pieces are mostly made of wood that might be worn out; and thus can be badly affected easily by water and humidity," Atef advises, adding that it might consume large spaces. "Avoiding using huge furniture generally will allow a good air flow and having a good space for relaxation."

## NEW FURNITURE AT ITS BEST

If you choose to buy new furniture and are more comfortable with wood, make sure that the type of wood material in of a high quality and humidity friendly. Atef advises, "Avoid placing wooden furniture in gardens and large façades to avoid peeling."

## CLIMATE CONTROL

If you are going to cut costs on everything, you still can have a beautiful house and enjoy your vacations. However, when it comes to weather change and humidity control, spend it wisely and don't go cheap. Insulated windows and doors are a must to protect your interiors and the condition of your house from year to year. And that's our final advice. Enjoy your summer!





## THE WATERWAY NORTH COAST LAUNCHES IN SAHEL

Equity has launched the first phase of its beachfront project, The Waterway North Coast, Invest-Gate reports.

Stretching over 57 acres, The Waterway North Coast is strategically situated at 173 kilometers on Alexandria-Matrouh road; with easy access from El Dabaa axis and a few minutes away from Al-Alamein.

The residential project offers 380 units that cater to the clients' needs with each unit having a direct view to the beach.

The project comprises villas, standalone villas,

twin houses, townhouses, and mini townhouses.

The project's units are built on elevations to seemingly overlook a calm waveless sea and a 429 meters wide and 200 meters deep white, rockless sandy beach.

"The Waterway North Coast takes pride in its serene water features, tropical styled landscape, infinity pools, clubhouses, and many other facilities that offer families a grand and exclusive coastal home," the statement reads.

"The Zen-inspired minimalist architecture style creates a haven that embraces nature," the

developer adds, "precise lines, natural earth colors and stone materials combine to create a powerful aura that inspires peacefulness and allows you to truly enjoy nature in all its ravishing beauty."

Delivering fully-finished units at The Waterway North Coast, Equity affirms that it has sustainable units in which the used interior and exterior building materials have high moisture resistance to eventually withstand the region's humid climate.

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# SUMMER NIGHTS

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OUT & ABOUT  
SUMMER  
2018

August is here! There is one month to go for summer in Egypt so it is the time to make use of every second of your vacation before going back to business. Invest-Gate provides a guide for venues in different summer destinations that will cater to all tastes and needs, wherever you are. From dining, sports activities all the way to nightlife, you will find what you want here!

By Hussein Elmoatez - Julian Nabil





## NORTH COAST

### LIVIO'S

Bringing you your favorite dining outlets, Livio's gives you a different experience for outings in the North Coast. Besides enjoying your favourite meal, you will have the opportunity to do your shopping in more than 20 retail shops offering luxurious services. It is also a brilliant family outing destination where your children can enjoy play areas. Keep an eye out for Livio's concerts, as they bring the trendiest superstars throughout the summer. It is located in km 128 North Coast.



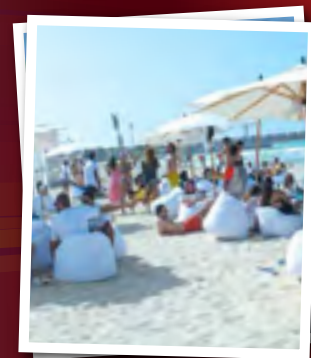
### PEARL BEACH BAR

This is the North Coast's newest and hottest spot in Bo Islands. Pearl Beach Bar is offering a variety of things to do such as watersports, food and beverages, and other activities for all age categories. You will have access to crazy nights by the sea with chill and hard-hitting music selections, fine dining, and unique atmosphere. You also don't have to worry if you have children, Kids Hub will take care of them and Remal Adventures Egypt will be there too to take your little monkeys for day and overnight camps. As for your fitness needs, the beach will have Ignite Egypt for a robust workout every morning.



### ABSTRACT BEACH CLUB

For Marina Al Alamein residents and lovers, don't worry, you don't have to look far away for a night-rocking party. Abstract Beach Club is bringing North Coast new party vibes and trends to your original place. Operating as a beach club at daylight and a restaurant and nightclub after sunset, Abstract Beach Club will bring you the greatest music hits on an exquisite view, you will find it in front of Maxim Hotel in Marina 5.



### U NORTH

U North in Bianchi luxurious resort, provides its clients with the ultimate tasty experience. You will have a variety of mouthwatering food items and signature cocktails to choose from, while enjoying the perfect combination of beautiful turquoise sea, sand, and music. The place provides an atmosphere of comfort, elegance, and intimacy, with a high quality of service.



### JAVELIN

Featuring the best sporting brands in Egypt, Javelin Sports Club brings all the fun sporty events to the North Coast. Located in Telal, it hosts large scale sports events such as Aquathlon race for both adults and kids and Racketlon, which combines Padel and Beach Tennis. Moreover, you may sign up to one of their various training programs.



## SHARM EL SHEIKH AND HURGHADA

### PIRATES PREMIER SAILING

Going to Sharm El Sheikh and Hurghada is all about enjoying water activities and relaxing at the same time. Pirates Premier Sailing offers you five-star luxurious boat trips in the Red Sea. Whether in Sharm El Sheikh or Hurghada, you can have your best snorkeling and diving trips throughout the day exploring the multi-colored coral reefs while having your fresh Seafood meal. The pretty-designed decks and salons are also equipped with a Wi-Fi service, so that you can Instagram your trip live!



## OUT & ABOUT SUMMER 2018

### EL GOUNA

#### MOODS RESTAURANT AND BEACH CLUB

Want to have a good mood? Whether in the morning or at night, head to Moods Restaurant and Beach Club. Located in one of the best places in El Gouna, overseeing the beach and the Marina, you can have your delicious breakfast, lunch, or dinner. Moods also brings you the best night parties in Gouna.



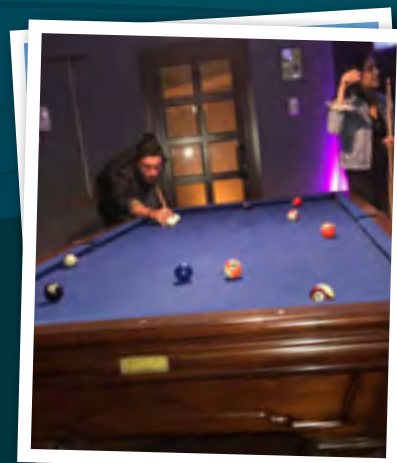
#### OCEAN DIVA CATAMARAN SAILING CRUISES



Diving and boat trips are one of the adventures that you shouldn't miss in El Gouna, however, you need someone who is adroit at exploring the best diving and snorkeling destinations in the Red Sea. Ocean Diva Catamaran Sailing Cruises offers you the place to go to for all your diving needs. Their comfortable boats give you the opportunity to laze in the sun and enjoy the view while sailing. They offer you needed food and beverages for your trips, you can easily reserve a trip with them online.

#### RUSH SPORTS LOUNGE

El Gouna is too hot in the morning, that is why you need to have a chill break at night in a good location. Rush Sports Lounge brings you your favourite drinks in a sport-themed bar. Located in and viewing Abu Tig Marina, you will find everyday different themes and events that entertains you, bringing the music you love and even Karaoke nights. You can also play table sports and watch all soccer matches worldwide on their screens.





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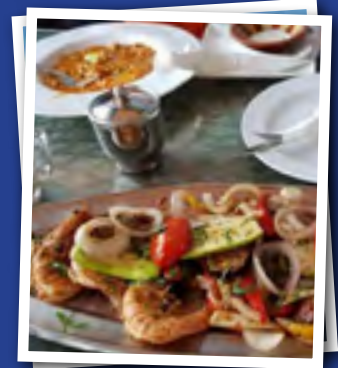
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## OUT & ABOUT SUMMER 2018

### DAHAB

#### SHARK RESTAURANT

Usually Dahab travelers prefer non-meal stays and love to explore more in the touristic city. But the challenge here is to find a restaurant that serves the best seafood plates. Shark Restaurant brings you fresh Red Sea fish cooked by experts and served in different ways that cater to all needs. Moreover, it is a multi-cuisine kitchen, offering other delicious dishes beside seafood, and they open all day and night so you can have any meal there. Located in the center of Masbat Bay, Shark Restaurant can also host parties and special occasions.



### RAS SUDR



#### KITELOOP EGYPT

Ras Sudr is well known for its windy weather which gives you the opportunity to kitesurf all year round. Tourists come from all over the world to this destination to learn kitesurfing and take mini-courses to learn the sport more. KiteLoop Egypt is a kitesurfing camp that brings you the best kitesurfing experience in Ras Sudr. You can also enjoy other water activities such as fishing and stand up paddling. KiteLoop Egypt can also arrange day trips to historical places in Sinai such as Moses' Spring and the Pharaoh's Bath.

### MARSA ALAM

#### VIVASUB DIVING CENTER

Marsa Alam is considered one of the world's best diving destinations, people from all over the world come to see coral reefs and sea creatures only present in this Red Sea city. But you need a diving expert to guide you to the best diving and snorkeling venues in Marsa Alam. Located in Fantazia Resort, ViVa Sub will take you to the best locations to see all the wonders of Marsa Alam's underwater world. If you are not a diver, you can use their equipment to snorkel. VivaSub also helps you access the best diving places such as Marsa Ghamal, Sha'Ab Nakari, Torfa Mekki, and Torfa Tunduba. If you fancy becoming a diving guru, or at least a certified diver, you can also sign up to their different diving courses.



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