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EDITOR'S LETTER

As seen, the Egyptian real estate market is more active than ever this time of year. We see many events promoting the market locally and internationally; in addition to the government's tremendous efforts to push further with its latest new cities including New Alamein, New Mansoura, New Administrative Capital (NAC), and SCZone. Also, Egypt was named the Country of Honor at Cityscape Global 2018. In this issue, we look into the effective measures to promote the country's real estate market internationally.

Invest-Gate, as a partner in this business, has hosted a successful roundtable entitled Real Estate Tourism Development, where members of the public and private sectors went head-to-head to address the many challenges facing both tourism and real estate sectors and ways to overcome them. Following this roundtable, Invest-Gate will present all the recommendations mentioned and present them to the government to make sure that they are adopted. So stay tuned for our outcome!

First, we go one-on-one with Chairman of the New Administrative Capital for Urban Development (ACUD) Ahmad Zaki Abdeen to know the latest about the recent development works at NAC.

Then we investigate the latest market trend in the sector, "Branded Residences", highlighting its dominance in the GGC region and how it is currently being applied across Egypt. We also look into the power of real estate representation internationally and how to effectively market this sector abroad.

Over the course of 2018, Egyptian market leaders have been updating their services and quality of their projects to stand out and hence boost their sales. This idea of luxury living has also been transported into companies owned by the government; they, too, are competing with upscale finishing of their units. In this respect, we speak to a number of contractors to see why homeowners pay more for their latest property investment.

As we approach the winter season, we present the latest techniques to have a sustainable home and save on monthly expenses.

So sit back and enjoy this read!

Thanks

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Invest-Gate Gains Ground With its 2nd Real Estate Roundtable



Branded Residences A Luxury Trend on the Rise



Real Estate Exports: What Hinders Egypt?



New Administrative Capital Is an Incomparable Integrated City: ACUD Chairman



Real Estate Export How Effective Are International Exhibitions?



A+ Compounds Why Homebuyers Pay More?

| EVENT COVERAGE |
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Investments in New Damietta Hit EGP 7.2 bn: Madbouly

Prime Minister and Minister of Housing, Utilities, and Urban Development Mostafa Madbouly said the total investments in New Damietta reached EGP 7.2 bn, with about 984 distinguished housing units will soon be finalized and offered shortly afterwards, Invest-Gate reports.

As per the current fiscal year plan, the volume of investments in the city is estimated at EGP 1.4 bn, in addition to released units in "Sakan Misr" project, Madbouly said in a statement on October 23.

A total of 3,840 housing units, as part of "Sakan Misr" project, are being established in New Damietta, with up to 70% of the project is completed, the minister stated, noting that 925 additional units are currently offered in JANNA luxury project.

In addition, 12 squares are upgraded in the city as well as a number of road projects that will further enhance the

efficiency of New Damietta's infrastructure, Chairman of the New Damietta City Development Authority Mohamed Ragab said in the statement.

He added that the authority has also provided utilities to 359 land plots, as part of "Beit El Watan" housing project for Egyptian expats.



World Bank Agrees on USD 3 bn Loan to Egypt

Egyptian Minister of Investment and International Cooperation Sahar Nasr revealed on October 16 that an agreement was reached with the World Bank to provide the country with a new funding of USD 3 bn during the next few months, Invest-Gate reports.

The agreement came on the sidelines of the minister's meeting with the bank's CEO Kristalina Georgieva during the International Monetary Fund (IMF)-World Bank annual meetings in Bali, according to a ministerial statement.

On her part, Georgieva said the financing deal comes within the World Bank's confidence in Egypt's economic reform and its willingness to continue supporting the country's efforts in "the economic and social transformation process and helping the Egyptian government's efforts to attract foreign investments."

The CEO underscored the bank's keenness to support vital sectors, especially Sinai development with earmarking USD 1 bn, in addition to backing the state's projects of infrastructure, transportation, and agriculture as well as



its economic reform program.

Last March, Egypt received the third and final USD 1.15 bn loan from the World Bank as it concluded a series of three annual loans issued by the bank -"Fiscal Consolidation, Sustainable Energy, and Competitiveness Development Policy Financing Loan"- worth USD 3.15 bn, in efforts to aid the country's economic reform program.

Gov't Reveals Details on "Oasis" Zone in New Capital

The Egyptian government has recently revealed details on the chosen design for the New Administrative Capital's services area - "Oasis" - which is in the middle of a central park and service area, Invest-Gate reports

Located at the R3 site in the new capital, the Oasis zone and services buildings will be implemented based on the most effective seven principles of the planning and design of the intelligent city, according to a statement published on Egypt's Sustainable Development Strategy (SDS) official Facebook page.

The central park links the Oasis with the city's 35-kilometer green river with no roadways, for the safe movement of citizens roaming around the river.

The service area is set to encompass a hospital, elderly care center, a central library, a cultural center, a shopping mall, an administrative building, schools, smart control centers, police and fire stations, as well as a mosque and a church.

In addition, the Oasis will also comprise commercial studios and apartments overlooking the central park, with areas up to 280 square meters, the statement added.

Road networks and parking lots are designed according to international standards, along with pedestrian and cycling networks around the green river and all other



facilities and networks, as part of the plan to make all buildings intelligent and energy efficient via utilizing solar energy, and waste and water recycling systems.

Among 20 other new cities, the new capital has been listed a city of the fourth generation, aiming to accommodate 6.5 mn citizens and span across a 270 square meter footprint between the Nile River and the Suez Canal, east of Cairo.

SODIC Intends to Acquire At Least 51% of MNHD



Sixth of October for Development and Investment (SODIC) announced its preliminary intentions to submit a mandatory tender offer to acquire at least 51% stake in Egypt's urban developer Madinet Nasr Housing and Development (MNHD) through a direct share swap (securities swap only), Invest-Gate reports.

The swap ratio is preliminary set at two shares of MNHD for one share of SODIC, the developer said in a released statement, noting that both firms will carry on their operations separately and will remain listed on the Egyptian Exchange (EGX).

If the deal consummated, both firms' total vacant land area will surpass 15 mn square meters, providing 15 years of development visibility in premium and geographically diverse locations that will eventually create one of the largest entities in Egypt's real estate market, according to the statement.

On its part, MNHD said in a bourse filing that it had received the written offer on October 14 and would study it for the completion of due diligence.

Last May, both developers held a meeting to discuss options available for either merger or acquisition, in the presence of EFG Hermes and Zaki Hashem & Partners (ZH&P) as MNHD's advisors, while SODIC has chosen CI Capital and MHR & Partners (White & Case) to be the company's advisors.

MNHD previously stated that the proposed combination would bring together MNHD's large land bank of over 9 mn square meters -located mainly in East Cairo- and its strong sales track record, and SODIC's premium brand name and track record with a complementary land bank across West and East of Cairo and the North Coast.

Emaar Unveils Marassi Bay Villas in North Coast

Dubai-based developer Emaar has launched Marassi Bay in Egypt for foreign investors seeking assured returns on high-end real estate, Invest-Gate reports.

Marassi Bay comprises a limited collection of premium villas inspired by French Riviera living, offering luxurious beachfront experience along

Sidi Abdel Rahman Bay in the North Coast. The project "marks one of the most prestigious launches by the company globally," Emaar said in a statement

Situated ten meters above sea level on the north tip of the development, the expertly crafted villas are expected to be ringed by the azure waters of the Mediterranean Sea, in which residents will relish pristine white beaches and superb concierge services of Emaar's five-star luxury hotel brand, "Address Hotels + Resorts."

"Marassi Bay is a part of the Marassi Emaar mega development by Emaar in Egypt. It appeals to those who



prefer a year-round beach lifestyle among the Maldives-like waters of the Mediterranean Sea," the company adds

"A range of world-class amenities includes the Marassi Emaar signature 18-hole Golf Course. With its gently rolling terrain, inland waterways, and modern facilities ... All residents of

> Marassi Bay will be granted a ten-year membership at the Golf Club upon property purchase," Emaar noted.

Emaar said other amenities include "The Allure" – a private Miami style beach bar and cafe, and "The Regal" country club that encompasses lounges, pool, steam rooms, and saunas.

The Marassi Marina and Marassi Yacht Club will serve as the getaway destination for yachting, adventure, surfing, and water sports enthusiasts, in addition to gourmet dining, al fresco cafes, and shopping spots.

"Skyline" Named The World's Biggest Residential Building

Skyline, a residential complex by Egypt's real estate developer Memaar Al Morshedy, has been listed by the Guinness World Records as the world's biggest residential building for the record-breaking land area of 200,000 square meters, Invest-Gate reports.

Commenting on the achievement, the company's CEO Hassan Morshedy said on his Instagram page on September 30, "I am very happy we are building this in Egypt, putting us back on the map after the Great Pyramids."

Situated on Cairo-Katameya Road, Skyline endeavors to meet its homeowners' living aspirations, while providing them with a lavishing lifestyle at a convenient value, Memaar Al Morshedy said in a previous statement. The mixed-use development is set to be renowned for its vast landscape of shops as well as entertainment and luxury living, while featuring amenities such as an IMAX cinema, a fitness arena, a spa, a water park, and a shopping district.

It will comprise lush green spaces that will span across the entire rooftops of the complex. In addition, Morshedy is set to present "the crown jewel of the rooftop: the world's largest infinity pool," the statement added.

Interested buyers will benefit from Skyline's eight-year installment plan with 5% down payment, for units ranging from 59 to 132 square meters.

Telecom Egypt, TMG Holding Ink Deal for Smart Cities Application

Egypt's real estate developer Talaat Moustafa Group Holding (TMG Holding) has signed an agreement with state-run Telecom Egypt to apply and activate applications of smart cities and digital communities, Invest-Gate reports.

Under the deal, Telecom Egypt will equip TMG Holding with the latest applications in the information and communications technology as regards smart cities, according to a statement published on October 2.

Inked between TMG Holding's CEO Hisham Talaat Moustafa and Telecom Egypt's CEO Ahmed El Beheiry, the agreement comes within Telecom Egypt's strategic plan for digital transformation and turning Egypt into a regional hub for data and a major platform for internet of things and smart solutions, the statement added.

Moustafa underscored that the contract comes in line with the group's scheme to develop its fully integrated real estate projects in accordance with global standards.

On his part, El Beheiry said his telecom company is pleased to supply real estate projects with the latest in the information technology domains, particularly after it launched the 4G technology service.

Real Mark Launches EGP 750 mn West Mark

Egypt's integrated real estate company Real Mark Developments made its debut by launching its first mixed-use complex in 6th of October City, West Mark, offering "a new line of thought to office and commercial real estate in Egypt," with investments worth EGP 750 mn, Invest-Gate reports.

Real Mark Developments introduced the prime project during a press conference held on October 8 at the Four Seasons Nile Plaza, according to the company's statement.

West Mark, which is scheduled for delivery by 2020, stands as the product of a partnership between Real Mark Developments and Business Mark, a subsidiary vehicle from renowned Saudi company Al Hussan Group.

"Premium quality, innovation, and functionality make up the foundation of this project. Apart from the unparalleled location, West Mark takes the lead in introducing the concept of double-height units for the first time to the Egyptian market," Mohamed Younis, CEO of ERA Commercial Egypt, was quoted as saying.

Spreading over 13,700 square meters of land with a built-up area (BUA) of 27,000 square meters, the project has a prime location on a 10-meter elevation above the 26th of July Corridor, within the upscale community of Iwan Developments' Jedar.

The complex will encompass two buildings, A and B, providing fully finished office spaces ranging between 69 and 121 square meters, along with the double-height units sized 800 square meters and above, the statement noted.

It will also comprise a 10,000-square-meter outdoor area and a total of 300 underground parking slots, in addition to providing an easy access to various markets, banks, pharmacies, and a number of F&B options.

Business Mark has earlier signed a sale contract with Iwan Developments, enabling Real Mark Developments to carry out the development, design, construction, marketing, sales, and property management of all commercial plots within Jedar.

Hassan Allam Holding Plans for Dual Listing in Cairo, London

Egypt's construction and engineering company Hassan Allam Holding revealed on October 8 its intention to float up to 44.3% of its shares on the Egyptian Exchange (EGX) and London Stock Exchange (LSE), Invest-Gate reports.



The proceeds of the initial public

offering (IPO) will finance the development of solar energy assets, a water project, the acquisition of a specialized engineering company, in addition to supporting its continued growth in the construction and building materials sector, according to a released statement.

"The selling shareholders are the Hassan Allam family, which collectively owns an 86.2% stake in the company, as well as the International Finance Corporation (IFC), which owns a 13.8% stake," according to the statement.

Arqaam Capital, Renaissance Capital, and EFG Hermes will be joint global coordinators for the sale and will also act as joint bookrunners.

Commenting on the offering, Co-CEO of Hassan Allam Holding Amr Allam said, "This potential offering will see us tap global equity markets and provides us with the necessary growth capital to rapidly build out our utility portfolio."

"Our ultimate goal is to continue delivering steady growth and consistent returns to our shareholders generated by our legacy construction and building materials businesses, while simultaneously driving accelerated recurring revenue growth from utility plays in a nascent and fast-growing market," he added.

However, the company did not reveal details on a date or pricing information for the share offer.

The Cairo-based company first announced its intention to list its shares in 2016, coming in line with the government's launch of its IPO program which aims to offer shares over three to five years in several state-run companies in fields such as petroleum, chemicals, and real estate to attract local and foreign capital flows to Egypt.

Marakez Pays Off Mall of Arabia's EGP 2 bn Loan

Marakez for Real Estate Investment, a subsidiary of Saudi Arabia's Fawaz Alhokair Group, has fully paid off Mall of Arabia's EGP 2 bn credit facility to the Commercial International Bank (CIB) and other banks, "enabling the mall to operate debt free," Invest-Gate reports.

Originally funded in 2008, the credit facility was directed towards finalizing the construction of Mall of Arabia, which the company plans to inaugurate its second phase by the end of October, according to the company's statement.

"Marakez will reinvest Mall of Arabia's revenues back into the company," the developer noted.

Located in 6th of October City, Mall of Arabia's new expansions will add 40,000 square meters to the mall's current gross leasable area (GLA) of 110,000 square meters. The second phase comes with an international retail chain that includes IKEA, Polo Ralph Lauren, Hackett, Calvin Klein, "in addition to a one-of-a-kind dining experience with Egypt's premium local brands, all gathered under phase II's food hall."

The mall's debt-free status comes as "as a vote of confidence from its shareholders in the Egyptian real-estate sector and a reaffirmation

of the strength and stability of the Egyptian economy on the back of the government's recent economic reform program," Marakez stated.

It may also enable the company to go on with its expansion plans and development

of its current projects, including District 5, its first mixed-use project in New Cairo, and the first residential towers in 6th of October City, "AEON."

In its statement, Marakez revealed that it is currently developing two shopping malls – Mall of Tanta with 45,000 square meters of GLA at the Gharbia Governorate and Mall of Kattameya (100,000 square meters of GLA) in New Cairo.

Idia Designs Unveils Preliminary Details on Oblisco Capitale Tower

Idia Designs, an architectural design firm, has revealed some preliminary details on the chosen design of its New Administrative Capital's landmark, the "Oblisco Capitale Tower," which is deemed to surpass Dubai's Burj Khalifa in stature, Invest-Gate reports.

"It is still a concept," according to the company's statement. However, some photos and videos were released, showcasing the tower's features.

Idia notes that state-run El Nasr Housing and Development is the project's developer.

"It is a complete community with a business hub, medical city, educational complexes, etc. It will be an integrated project," Lina Hesham, communication manager at Idia, is quoted as saying.

Commenting on the project's architectural style, Hesham states, "The first inspiration from was to make a Pharaonic design inspired from the obelisk so we added up the Art Deco as a theme to the project since it is a style inspired from Pharaonic civilization." In addition, the Nile River is the second element of inspiration for the landmark's design; represented in a canal that links the land corners in the project. "This water element will be the main means of mobility in the development," the design firm notes.

According to the statement, more details to be revealed about the Oblisco Capitale Tower in the near future.



US Firm Values Orascom's El Gouna Assets at USD 2.1 bn

Orascom Development Holding (ODH) said that a new report by a US firm has valued its land banks and 17 hotels at the Red Sea resort of El Gouna at USD 2.1 bn, 42 times its current book value, Invest-Gate reports.

The report, conducted by international property valuators CBRE Group, has valued the 22.9 mn square meters of undeveloped lands of ODH's El Gouna at an aggregate market value of USD 1.82 bn, 170 times its current book value which stands at USD 10.7 mn,



according to the company's statement.

CBRE also valued ODH's 17 hotels in El Gouna at USD 303.6 mn, compared to their book value of USD 39.3 mn, 87% below the estimated market value. ODH owns a total of 33 hotels across eight places with 7,113 rooms and 66.3 mn of undeveloped land bank, all of which are booked at cost.

The company's CEO Khaled Bichara said in the statement that ODH's assets are "not adequately reflected in its stock price."

"The 17 hotels in El Gouna alone plus the remaining land would make up more than 4.1 times the current market capitalization, using CBRE's market value," he added.

Moody's Upgrades Egypt's Banking System Outlook to Positive



Moody's Investors Service, a leading credit rating agency, has upgraded its outlook for Egypt's banking system to positive from stable as economic growth revives, bolstering credit growth, banks' profitability, and internal capital generation, Invest-Gate reports.

"Increased domestic private sector investment, large infrastructure projects, as well as higher exports will drive economic growth and credit demand," Moody's Assistant Vice President Melina Skouridou said in an official statement on October 10.

The positive outlook was driven by strong links between the banks' and Egyptian government's "(B3positive) improving credit profile," because of the substantial exposure of Egypt's banks on the country, via investments in securities and loans, "which stood at 40% of total banking system assets as of June 2018," according to the statement.

Other key drivers of Moody's positive outlook for the Egyptian banking system is the improving operating environment, following the implementation of the economic reform program "that put the country on a path of sustainable and inclusive growth."

In its statement, Moody's expected Egypt's loan quality to remain stable as new lending is tested, foreseeing the formation of non-performing loans (NPL) to keep on steady and the NPL ratio to stay broadly unaltered from total loans' current levels of roughly 4.5% as of March 2018, as the improvement in asset quality from legacy exposures drops.

As for profitability, Moody's stated it will remain strong, as increasing fees and commissions on new lending will aid banks' pre-provision profit. "Loanloss provisioning will be broadly stable for rated banks," the agency added, anticipating the banks' funding and liquidity profiles to stay strong.

"Egyptian banks will maintain high levels of liquid assets to ensure coverage of liquidity needs and deposit movements," according to the statement.

In addition, Moody's predicted that Egypt's GDP growth will surge by up to 6% via increased private and public investments, higher exports, and recovering tourism.

CITYSCAPE GLOBAL 2018 Shines Spotlight on Egyptian Real Estate

he 17th edition of Cityscape Global exhibition returned on October 2 in Dubai, with a key agenda of topics and speakers covering the full spectrum of real estate development, featuring Egypt as the event's Country of Honor, Invest-Gate reports.

The initiative of 'Country of Honor' is new to Cityscape Global and is the result of a recent memorandum of understanding (MoU) signed with the Egyptian Housing Ministry and the New Urban Communities Authority (NUCA), aiming to shine a spotlight on the country's real estate development, as well as, economic and social progress.

In this regard, the ministry and NUCA brought 18 of the top developers to its pavilion, showcasing major projects at developing new cities, including the New Administrative Capital, New Alamein City, and New Mansoura City.

Egypt's real estate developer Tatweer Misr showcased Fouka Bay in the North Coast and its flagship project IL Monte Galala in Ain Sokhna (New Galala City), in addition to its recently launched mixed-use project Bloomfields in El Mostakbal City.

City Edge Developments CEO Amr El Kady said in a press conference on September 27 that his company would take part in the exhibition, along with other real estate developers which will all showcase their projects under the umbrella of the Egypt pavilion.

The developer showcased his latest projects including Zahya in New Mansoura, Baroque in the new capital, North Edge Towers in New Alamein, and ETAPA in Sheikh Zayed.

Other Egyptian developers that participated in the event include Orascom Developments, Talaat Moustafa Group Holding (TMG Holding), and Madinet Nasr for Housing and Development (MNHD).

Shalaby noted in a press release, "Egypt is extremely well equipped to compete in the second home market. To begin with, prices of second home units in Egypt are less than similar units in the international market and we also have the highest return on investment compared to the nearby markets such as Turkey and Greece."

Held at the Dubai World Trade Center in Dubai, UAE, the two-day event comprised three distinct programs: Investment and Development, Architecture and Design, and The Built Environment – newly added for the 2018 edition.





INVEST-GATE GAINS GROUND WITH ITS 2ND REAL ESTATE ROUNDTABLE



"We exert more efforts to acquire about 1% of real estate exports in the global market, with expectations to generate USD 5-6 bn annually equivalent to the income of the Suez Canal."

KHALED ABBAS Deputy Minister of Housing, Utilities & Urban Development for National Projects



"partnerships should be between the state and developers with a long experience, a record of successful projects, and a strong financial solvency."

> HUSSEIN SABBOUR Chairman of Sabbour Group



"To export real estate, we collectively need to intensify all efforts to create a proper strategy that aims to increase revenue and economic growth that meets our vision"

> FATHALLAH FAWZY Founder of Mena Group



nvest-Gate Egypt has launched the second edition of its Real Estate Matrix Roundtable series entitled "Real Estate Tourism Development" on October 23 at the Nile Ritz-Carlton, with the participation of top government officials and mega real estate developers and experts from Egypt and abroad.

Building on the success of its first comprehensive "Executive Strategic Roundtable" in January, the second roundtable was held under the auspices of Minister of Housing, Utilities, and Urban Communities Mostafa Madbouly and in the attendance of Deputy Minister of Housing, Utilities, and Urban Development for National Projects Khaled Abbas.

The two-session roundtable, which was moderated by Mena Group Founder Fathallah Fawzy and comoderated by Managing Partner of Invest-Gate Mohamed Fouad, tackled two main topics of publicprivate partnerships (PPPs) and real estate exports. In the first session, Abbas notes the implementation of PPPs projects is one of the mechanisms that the government is adopting to accelerate the development rates and achieve ongoing returns.

On her part, Chief Commercial Officer of Palm Hills Developments Mona El-Helw notes the partnership with the state was quick and strong solution to resolve the crisis of scarcity of land available for investment in real estate market, suggesting to offer lands for development in Aswan.

In addition, Chairman of Sabbour Group Hussein Sabbour notes that partnerships between the state and developers have many investment advantages, yet they should be applied under specific terms that protect the rights of both sides.

Within the same context, CEO of Inertia Group Holding Ahmed El Adawy agrees that PPPs contracts should be adjusted and clarified more. To guarantee success of PPPs projects, Sabbour says "partnerships should be between the state and developers with a long experience, a record of successful projects, and a strong financial solvency."

However, Managing Director and Board Member of Tatweer Misr Ahmed Shalaby says PPPs mechanism in the real estate tourism sector is not active enough, hoping to see a clear partnership module for tourism real estate projects.

Iwan Developments CEO Waleed Mokhtar also calls the government to launch PPPs system in other areas in Greater Cairo beside new cities.

In the second session, Chairman of Bahrawi Investment Company Samir El Bahrawi pointed out the need to provide privileges and payment facilities for foreign homebuyers, with long installment periods. He elaborates "Egypt's real estate companies provide installments plan range from 5 to 10 years, which is not sufficient enough to attract the foreign customer."



" lourism and real estate exports are two sides of one coin. Exporting real estate is highly dependent on the tourism inflow"

HISHAM SHOUKRI Chairman of Rooya Group



"an official authority should be established to promote real estate exports and handle all related issues"

AMR EL KADY CEO of City Edge Developments



"Partnership with the state was quick and strong solution to resolve the crisis of scarcity of land available for investment in real estate market. The government has to also offer lands for development in Aswan"

MONA EL-HELW Chief Commercial Officer of Palm Hills Developments

SPECIAL COVERAGE



" PPPs mechanism in the real estate tourism sector is not active enough, hoping to see a clear partnership module for tourism real estate projects"

> AHMED SHALABY Managing Director and Board Member of Tatweer Misr



"The government has to launch PPPs system in other areas in Greater Cairo beside new cities"

WALEED MOKHTAR CEO of Iwan Developments



"Egypt needs to form regulatory and registration systems for foreigners to be able to truly export real estate"

> SHERIF HELIW Chairman of Marseilia Group

Hisham Shoukri, Chairman of Rooya Group, sees that tourism and real estate export are two sides of one coin. "Exporting real estate is highly dependent on the tourism inflows," he adds.

Amr El-Kady, CEO of City Edge Developments, recommends "an official authority should be established to promote real estate exports and handle all related issues."

Therefore, "Egypt needs to form regulatory and registration systems for foreigners to be able to truly export real estate," Sherif Heliw, Chairman of Marseilia Group, notes.

Additionally, "Real estate should be marketed through licensed real estate marketing agents, confirming the need to study the needs of target client," Vice President of Coldwell Banker and Coldwell Banker New Homes Mohamed Banany. President of FIABCI Egypt Abdel Nasser Taha from Egypt highlights the importance of establishing an economic base in new cities, calling for integration of projects -with all facilities needed- being marketed abroad.

El-Helw also stresses that property exports are not about selling a separate unit, but a unit that should be within an integrated real estate project.





"We should study the country's current potential to work on what it lacks, while promoting for potential areas for investment."

> KARIM HELAL Country Director at Colliers International



"Real estate should be marketed through licensed real estate marketing agents, confirming the need to study the needs of target client"

MOHAMED BANANY Vice President of Coldwell Banker and Coldwell Banker New Homes



"This sector to tap into retirement community to export real estate, while promote for benefits of investing in real estate in specific and Egypt in general"

> KELLY CROSBIE COO of KW Panama



"Egypt has to launch cheap internal flights among cities to encourage development of areas away from Cairo, and thus attract potential foreign homebuyers"

AHMED EL ADAWY CEO of Inertia Group Holding



"Egypt's real estate companies provide installments plan range from 5 to 10 years, which is not sufficient enough to attract the foreign customer"

> SAMIR EL BAHRAWI irman of Bahrawi Investment



"We need to establish an economic base in new cities, calling for integration of projects -with all facilities neededbeing marketed abroad"

ABDEL NASSER TAHA President of EIABCL Equat

Country Director at Colliers International Karim Helal highlights "We should study the country's current potential to work on what it lacks, while promoting for potential areas for investment."

Adawy calls for launch of cheap internal flights among cities to encourage development of areas away from Cairo, and thus attract potential foreign homebuyers.

Talking of potential opportunities, COO of KW Panama Kelly Crosbie suggests to tap into retirement community to export real estate, while promote for benefits of investing in real estate in specific and Egypt in general.

Fawzy also notes "To export real estate, we collectively need to intensify all efforts to create a proper strategy that aims to increase revenue and economic growth that meets our vision"

On his part, Abbas comments "We exert more efforts to acquire about 1% of real estate exports in the global market, with expectations to generate USD 5-6 bn annually equivalent to the income of the Suez Canal."

Invest-Gate's second roundtable succeeded in garnering significant media attention, with a number of eminent media outlets shining spotlight on the fruitful event, including Mubasher.info news website, Al Mal Newspaper, and Misr News.

Not to mention the event's media partners Daily News Egypt, HAPI Journal, Al Borsa newspaper, and Al Masdar, who exclusively covered the roundtable's sessions where real estate experts divulged the latest of the Egyptian market.

Each session was followed by recommendations to boost the Egyptian real estate exports and improve the model of PPPs. Stay tuned for the list of recommendations!









NEXTROVE GARNERS MAJOR SUCCESS IN ITS 2ND EDITION

NextMove Egypt, powered by Cityscape, held its second edition from October 18 to 20 at the Egypt International Exhibition Center (EIEC), showcasing some of the country's top residential projects from the country's new and old cities, Invest-Gate reports.









Around 40 developers exhibited new diversified projects in the residential, hospitality, and commercial sectors and offered attractive payment plans on new apartments, villas, and townhouses.

As a result, the three-day show garnered significant interest from potential homebuyers and investors.

With Egypt experiencing positive investor sentiment, the economy and real estate sector are looking up, according to a statement by NextMove.

For experts, the government's initiatives are helping drive investment and improvement. "The government's investment in infrastructure offers a support pillar to the increased number of projects underway," JLL Country Head of Egypt Ayman Sami said in the statement.

"The real estate market is looking brighter than ever as the market is now stable. For potential homebuyers, the factors which affect them are prices and location," Omar Al Morshedy, Marketing Director at Memaar Al Morshedy, said in the statement. The developer showed visitors its latest project SkyLine, the world's largest residential building.

Among this year's launches was the residential project, Country by Misr Al Ghad in Bait Alwatan in New Cairo, with the developer offering an EGP 50,000 discount on the new project. El Tayebi Development has also launched Buena Vista in New Cairo and Project 215 -Degla El Maadi- both are luxury residential projects.

NextMove Egypt is supported by platinum sponsor Next Home and silver sponsors Master Group and Contact Mortgage Finance.

After it success this year, NextMove has revealed that the third edition will take place next year from October 24 to 26.











nextmove \$

REAL ESTATE ACTIVITY IN EGYPT VS OTHER COUNTRIES

INVESTIGATE

RESEARCH BY HAGER MAGDY



Sources: Dubai Land Department (DLD), NBK Economics, Ministry of Justice, Real Estate Observatory of the Revenue Agency, National Institute of Statistics (INE), Land Registry Offices, and New Cushman & Wakefield.

ONLINE MONTHLY SURVEY



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ECONOMIC SNAPSHOT

RESEARCH BY HAGER MAGDY



The overall ranking of 80 best countries measures global performance across 24 rankings drawn from a survey of more than 21,000 global citizens, measuring 75 dimensions. (lower values indicate higher ranks)



Net International Reserves (USD bn)



Key Balance of Payments (BOP) Accounts (USD mn)



Gross Official Reserves (USD mn)



Sources of Raw Data: Central Bank of Egypt (CBE), Ministry of Trade and Industry, and U.S. News 2018 Best Countries Rankings.

NEW ADMINISTRATIVE CAPITAL IS AN INCOMPARABLE INTEGRATED CITY: ACUD CHAIRMAN

Since **President Abdel-Fattah El-Sisi** laid the first stone of the New Administrative Capital (NAC), located east of Cairo, back in October 2017, the government has been racing against time and construction works are afoot to deliver the mega project as scheduled. With an area of 170,000 acres, the new capital will include 20 residential areas expected to accommodate 6.5 million people, as well as a 650-kilometer road network, an international airport ,an electric train to link it to 10th of Ramadan and El Salam cities. It will also feature 1,250 mosques and churches, a 5,000-seat conference center, nearly

2,000 schools and colleges, over 600 medical facilities, and a park that is projected to be the largest in the world.

Invest-Gate meets *Chairman of the New Administrative Capital for Urban Development (ACUD)* AHMAD ZAKI ABDEEN to know the latest development works at the NAC. ACUD is 51% owned by the Egyptian Armed Forces and 49% by the New Urban Communities Authority (NUCA), with a paid-up capital amounting to EGP 20 bn and authorized capital worth EGP 204 bn.

By Shaimaa Ahmed

WHAT IS NAC EXPECTED TO BECOME IN THE COMING YEARS? ADDITIONALLY, WHAT HAS BEEN IMPLEMENTED DIFFERENTLY IN NAC COMPARED TO OTHER NEW CITIES?

The new capital is a different type of urban community that will be smart, safe, sustainable and environmentally friendly. The city will be integrated in designs of buildings, neighborhoods and landscape.

To ensure air quality, the city will be equipped with air pollution sensors, while featuring a green river, an unprecedented green space in Egypt.

The city is also planned to be a high-tech hub by having the country's first technological knowledge city, similar to Smart Village, to host research, innovation, and entrepreneurship centers in the fields of advanced digital technologies, like internet of things, artificial intelligence, embedded systems, and electronic designs.

Therefore, the new capital is incomparable.

WHAT ARE THE EFFORTS EXERTED BY ACUD TO MARKET NAC AMONG FOREIGN HOME BUYERS?

The new capital has a number of attractive factors for foreign buyers, such as its high-quality and solid infrastructure and services. Having most influential branded developers in the capital, especially those with a great experience in developing mega residential projects of distinctive designs and finishing, will also encourage foreigners to buy properties in the project.

Furthermore, road networks and advanced transportation system will connect the capital with other new cities especially Ain Sokhna and New Alamein, a key selling point when marketing the project.

Additionally, we participate in foreign real estate exhibitions to brand our project, aiming to acquire a share of property exports.

IS THE IMPLEMENTED PROJECT DIFFERENT IN ANY WAY FROM THAT IN THE INITIAL MASTERPLAN?

We are committed to the project's masterplan and development timeline, but are open to all real estate projects' proposals, whether residential or commercial. If a project emerges, it will be included as long as it has an economic feasibility.

ACUD sets conditions to ensure implementation of projects on time, with specific financial, technical, and time frame requirements. When contracting with any company, time frame requirements come first to ensure that the land will not be put on hold for reselling at higher prices. We also put strict construction requirements for any developer to build an integrated urban community other than what was previously built in Egypt. Besides, there are financial requirements to guarantee ACUD's right in receiving the land's value.

Moreover, land is available to all developers

-whether new or have long experience in the market- those with financial solvency and ability to execute projects, whether they are new or have previous experience in the market.

WHAT IS THE SITUATION OF THE THREE LAND OFFERINGS FOR DEVELOPERS IN THE FIRST PHASE OF THE PROJECT? WHEN WILL ACUD ANNOUNCE THE FOURTH OFFERING OF LANDS?

The company has sold the entire first and second offering of lands with total area of 1,700 acres and 2,500 acres, respectively. Notably, 30% of the total area of each phase is being allocated for streets and basic services, while the remaining area is developed through developers and companies.

The third offering of 2,469-acre lands in R8 neighbourhood consists of 52 land plots. The waiting list of 18 companies- deferred from the first offering- are given a priority in the third offering, while lands sold at the same price offered at the second offering until August 2018.

As for the fourth offering, it will be announced after selling all lands in the second and third offerings.

WHAT ARE THE UPDATES REGARDING THE MONORAIL AND THE ELECTRIC TRAIN?

The capital project is currently close to being linked to other cities through the implementation of the electric train project with a Chinese loan worth USD 2.3 bn. The project's procedures have already begun and the electric train is planned to extend to the heart of the new capital. Further, the extension of the project came in accordance with ACUD's requirements to link the capital with other means of transport commensurating with its level of development.

We hope that, after finishing the government district, the train will be ready and in full operation to serve citizens.

The second project to connect the new capital with the new cities is a monorail, which is scheduled for completion in two years. The ministries of housing and transport have started seeking investors to submit their offers during the upcoming period.

WHAT ARE CHALLENGES THAT MAY FACE THE MEGA NATIONAL PROJECT?

There are many challenges facing the green smart project since it is the first of its kind in Egypt. The first challenge is initiating very modern technologies in the city, which are being introduced for the first time in Egypt and the entire Middle East, as well as, building upscale architectural systems for the capital to compete with other modern cities around the world. Another challenge is that infrastructure of smart cities is very costly. Finally, the provision of utilities such as water, sewage, electricity, gas and other services including roads and landscape are also very expensive.

WHAT IS THE PERCENTAGE OF SOLD LANDS IN THE FIRST PHASE OF NAC?

We sold approximately 80% of lands.

WHEN THE CITIZENS CAN LIVE IN THE CAPITAL?

By the end of 2019, all ministries, state agencies, parliament, presidency premises and some of our residential districts will be in full operation.

Nevertheless, it will take more than three or four years for people to live in the capital.

HOW DO YOU GUARANTEE THAT PEOPLE WILL MOVE TO LIVE IN THE NAC RATHER THAN USING THEIR UNITS FOR INVESTMENT PURPOSES?

I think when people find all needed services and road networks, as well as, high-class utilities, large green spaces and high-quality technological infrastructure, they will move immediately to live in the city.

Moreover, we required developers to deliver their units fully finished so clients won't deal with the hassle of finishing.



VOICE OF THE EXPERT

IS NAC APPEALING TO A CERTAIN TYPE OF RESIDENTS?

We do not have a target audience to live in the city. It's open for all social classes; everyone can afford to live there.

WHAT IS THE DEVELOPMENT COST OF NAC'S 1ST PHASE? ARE THERE ANY ESTIMATES OF HOW MUCH THE STATE ALLOCATED TO NAC'S DEVELOPMENT IN THE 2017/2018 BUDGET?

The total cost of NAC's 1st phase reached EGP 300 bn.

As for the state budget, we do not incur the state any costs because as I mentioned before, we sell lands to developers to get cash flow for development process.

WHAT IS THE RATE OF FOREIGN INVESTMENTS IN NAC?

Foreigners acquire 40-50% of the total investments in the new capital and we expect this percentage to increase in the coming period.

HOW MANY SCHOOLS AND UNIVERSITIES APPLIED FOR OBTAINING LANDS INSIDE NAC?

A total of 13 private and international schools applied to ACUD to acquire lands. Six schools out of the 13 have so far acquired lands in the third offering, in the eighth residential neighbourhood (R8), with a total area of 18.26 acres. The six schools paid 20% of the land's value as a down payment and first instalment, while the rest of the schools paid only 2% as a down payment.

Besides, there are seven international universities in NAC- Egyptian and foreign partnerships- in the project's first phase; and one of these universities is in full operation and is currently receiving students.

ARE THERE NEW NEGOTIATIONS WITH DEVELOPERS TO OBTAIN LANDS?

There are ongoing negotiations with Emaar Misr over a 1,500-acre land for the establishment of an integrated residential project. The land is very distinctive in terms of location, so we are trying to reach on a land price favourable for both parties. Besides, negotiations with the Talaat Moustafa Group Holding (TMG Holding) are still ongoing over an area of 5,000 acres in the new capital.

MOVING TO THE BUSINESS DISTRICT, HOW MANY BANKS RECEIVED THEIR LANDS INSIDE THE NEW CAPITAL?

ACUD delivered lands for approximately 16 out of 30 banks in the district.

WHAT'S THE LATEST UPDATE ON THE DIPLOMATIC DISTRICT?

ACUD has completed 80% of the utilities and infrastructure at the diplomatic district.

We provide embassies with design samples, yet they have the choice to design their buildings





upon their desire.

HOW MANY EMBASSIES SHOWED AN INTEREST IN MOVING TO NAC? IS THERE IS A DEADLINE FOR EMBASSIES TO MOVE TO THE NAC?

A total of 56 embassies in Egypt sent requests to Ministry of Foreign Affairs to move to the new capital.

And no, there is no deadline or an obligation for embassies to move to the administrative capital, but this will become necessary once all state institutions and ministries move there.

WHAT ARE THE LATEST DEVELOPMENTS GOING IN REGARDS TO INDUSTRIAL ACTIVITIES IN NAC?

The company is keen on establishing industries that are not polluting the environment, and negotiations are still underway with China Fortune Land Development (CFLD) to carry out the infrastructure of industrial zones inside the NAC.

The first phase will include only residential, commercial, and administrative activities, but industrial activities will not be included in that phase. ACUD is open to any industrial investment that is environmentally friendly.



40-50% FOREIGN INVESTMENTS ARE EXISTED IN THE CAPITAL WITH EXPECTATIONS TO BE INCREASED IN THE COMING PERIOD **9**



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BRANDED RESIDENCES A LUXURY A LUXURY A LUXURY A LUXURY A LUXURY A LUXURY A LUXURY

The branded residences concept is believed to have started in the 1920's at Sherry-Netherland Hotel on New York's Fifth Avenue. However, the branded residence market as known today has not become an established product within the hotel and resort market until the mid-1980's when Four Seasons successfully sold out its Boston hotel condominiums, soon after which Aman launched Amanpuri in Thailand with 30 branded villas, according to a report by Garaham Associates, a global agency specializing in branding and marketing strategy for real estate developments.

For the know-how, branded residences are normally a partnership between a brand (often a hotel operator) and a developer to grant a license to the latter to market and sell residences incorporating their brand. Although the branded residence model is fairly new to the Middle East, especially to Egypt, it is seen to be a well-established concept across many global cities. Invest-Gate delves more into this model to see its many beneficial faces, as well as hurdling factors.

MUTUAL INTERESTS

The branded residence sector has started to intrigue many developers and investors in Egypt, evolving as a hassle-free prestigious home (concept) for property owners looking for peace of mind; protection of both their home and of its inherent value. Buyers or users are usually offered a wide array of benefits of a five-star living starting from security to top interior design and quality of numerous amenities and services provided.

There are usually two types of services provided: base and on-demand. The first kind is included in service charges and comprises concierge and the use of hotel amenities, while the second kind of services is offered at an additional cost, ranging from housekeeping to laundry services.

BASIC SERVICES

- 24-Hour Concierge & Security
- Secure Parking Facilities
- Entertainment Systems
- Access To Leisure Center

ON-DEMAND SERVICES

- F&B Outlets
- Room Service
- Accommodation & Cleaning
- Laundry
 - Spa & Health
- Meeting Facilities

Sources: Colliers International and Savills World Research

VOICE OF THE MARKET

"Branded residences could be a great investment opportunity for they have a potential enhanced resale value, as well as a potential for investment returns from a managed rental scheme if the owner chooses not to live in the residence all year round and seeks long-term rental yields," Frank A. Naboulsi, Regional Vice President at Accor Hotels Luxury Brand, Egypt and General Manager at Fairmont Nile City, notes.

However, a successfully branded residence is not usually a one-way win. "The income can usually be shared among three players: rental income for individual property owners, management fees for the operator, and potential operating profit for resort owners and investors," according to Ahmed Shalaby, Managing Director and CEO of Tatweer Misr.

Associating the hotel brand with residences component not only serve people, who want to live in the environment of a hotel and have its facilities, but also supports and sustains the whole project financially into the future "as it technically helps the management company to have permanent residents whether the owner chooses to live in it or not," Naboulsi notes.

SOME CHALLENGES TO BE PUT IN MIND

Given that the business model is still in the early stages in Egypt, awareness of the concept is a key challenge. Naboulsi sees that people like the idea but they are not sure if they will be able to get used to it, adding that it is going to take time to be more and more known among affluent people, who surely like to live in a unique environment that is not for everybody.

From a developer's perspective, Shalaby also lists a number of challenges to branded residences in Egypt, starting from the availability of good development sites to the project's lead times, highnet-worth individuals' (HNWIs') expectations, and finding the right partner.



"It is all about location, location, location – the rules never change – and it is actually very hard to create a new destination [from scratch], whatever anyone may tell you. You need true vision, deep pockets, and a great deal of commitment and patience," Shalaby notes.

Since the targeted market is HNWIs, they usually have high expectations, which are getting higher all the time. The successful brand should know how to appeal to the decision maker's emotions, intellect, and soul.

"The experiences offered by the brand, in terms of personalized services, kids' programs, entertainment events, and wellness activities, are now really important in the consumer's eyes," Shalaby says, adding that "Gone are the days when the primary motivation for buying branded product was the status symbolism and the assured quality of the furniture, fixtures, and equipment."

However, finding the perfect site and creating a product that meets the needs of the customer alone will not make the end produce ensures achieving success.

"We need to remember always that development's lead times are relatively long, especially for complex, mixed-use resorts; the project usually needs to be constantly re-evaluated and adapted to take into account new trends," Shalaby adds. "This comes at a cost – cost in time and money – that neither investors nor banks will be happy with," he elaborates. This all impacts the project's execution within an estimated budget and possibility of opening it on time.

The in-capital-letters key challenge, in Shalaby's view, is "finding the right partner at the right time in the execution process, and then bringing that operator on board at the right time so that the operational realities are properly reflected in design". "It is critically important for a developer to partner with a brand that will resonate with the desired target audiences and aligns with their lifestyle aspirations," Shalaby elaborates.

In Tatweer Mir's case, they have chosen to partner with Kerten, "primarily not only because Kerten operates three different brands to serve a range of lifestyles and client's requirements, but more importantly because they manage boutique hotels, which is a rising market not only globally, but also in Egypt," he adds. "Marketing plays a pivotal role in the effective positioning, presentation, and communication, particularly for branded residences if all the above is in place," Shalaby concludes.

WAY TO GO FOR BRANDED RESIDENCES

Despite challenging waters, most experts see that the bigger the challenge, the better the opportunity for growth of branded residences in Egypt.

Naboulsi sees that this business model has a great potential to glow in Egypt – although it is a new market trend – especially amid the current stage of "limited supply and high demand."

The model is expected to have the interest of foreign wealthy people, specifically from the GCC region, "who love to own properties in Egypt and want to experience a worry-free living, high-end luxury, and comfort in a place, where all their issues are being taken care of," he elaborates.

Regarding the investment benefits, Savills World Research's analysis - a report released in September 2018suggests that branded residences achieve a price premium of 31% on average, but this varies according to location.

The report highlights that the largest premiums are usually achieved in emerging markets, where luxury brands have proved appealing to the newly wealthy; owning a branded property is seen as both status affirming and a safer investment choice. Premiums are larger in these markets because the standards of branded properties are usually so much higher than existing and even new-build non-branded stock, according to Savills.

"The affluent buyer is usually more than happy to spend extra money on the luxury living

experience of a branded rather than non-branded property," Shalaby explains. Savills attributed this buyer's willingness in the report to the fact that when a luxury brand is given to a residential product, it enjoys a greater profile and attracts a larger demand base as purchasers are assured that the product will benefit from the same qualities of that brand by association and design.

However, to attract demand, Shalaby notes "the developer needs to be innovative, in touch with future trends, willing to take risks, beyond location, and looks towards the added value in very different terms. The design will factor in strongly and the convenience of onsite services is a must." The branded residence is seen as an intriguing product for many developers; it is dynamic and still evolving. "At Tatweer Misr, we always look towards this kind of value-added benefit not only for us as a developer, but also for the brand equity of our products, and therefore the overall value added for our owners," he adds.

"Honestly, I tend to see branded residences if well executed as a winning horse," Shalaby notes. In the Middle East generally, at least compared to North America and parts of Asia, there are very few players in this field – but this is destined to change – and this creates an investment opportunity.

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REAL ESTATE EXPORT HOW EFFECTIVE ARE INTERNATIONAL EXHIBITIONS?

BY SHAIMAA AHMED

N ow who wouldn't seek every opportunity to market their real estate projects abroad to generate more revenue in foreign currencies, attract foreign homebuyers, and hence export real estate?

The launch of the state economic reform program impacted the Egyptian real estate market, leading to unprecedented increases in development costs of projects, and consequently a rise in the prices of real estate units and a decline in purchasing power of many Egyptians. Therefore, the government, represented in the Ministry of Housing, and real estate companies started to look for new markets to tap into to promote their real estate products and open external channels for sales.

Soon after, the government and major real estate companies have put foreign real estate exhibitions as a top priority tool to export real estate (i.e selling real estate property to foreigners and Egyptian expats in USD). Invest-Gate delves more into the benefits of participation in international exhibitions that are supported by the government.

GOVERNMENT - PRIVATE SECTOR MARKETING ALLIANCE

Both the government and the private sector head to GCC exhibitions for marketing for a number of reasons most importantly because Gulf residentswhether Arabs or Egyptian expats- are number one investors in the Egyptian real estate market. Of course the liberalization of the exchange rate is seen as a major attractive factor luring in foreign property investments.

The government aims to make use of international exhibitions to acquire a market share of real estate exports abroad. As an example, **Egypt Property Show (EPS)**, held back in April 2018, has recorded property sales of **USD 100 mn**. There have been talks among many officials, forecasting full-year sales of USD 250 mn. Now that 2018 is coming to end, such expectations are still to be confirmed.

Furthermore, back in August 2018, the Ministry of Housing, Utilities and Urban Development has signed MoU with Informa Exhibitions, organizer of the real estate exhibition Cityscape Global. Egypt was then named "Country of Honor" with a special pavillion back in September.

Chairman of Emirates-based company Event Gate Sheikh Salem Al Kaabi adds that the government's support for real estate export enhances chances of foreign exhibitions success, especially in Arab countries, due to the convergence of culture and language; in addition to the fact there is a large amount of Egyptian expats in these countries, who have a desire to buy Egyptian real estate.

Market activity and hard currency liquidity to the sector specifically and the economy in general are among the top benefits developers seek when participating in international exhibitions. Such belief is widely spread among developers, including Sorouh Developments Company Co-founder Ahmed El Tayebi.

Egypt's pavilion at Cityscape Global included the Ministry of Housing, the New Urban Communities Authority (NUCA), among 18 other major companies from the private sector including Tatweer Misr and City Edge Developments, and Tabarak Developments. "Cityscape Global offered a strong opportunity to promote real estate investment in a secure manner," Ali Shorbani, Chairman of Tabarak Developments, says.

Ahmed Shalaby, CEO and managing director at Tatweer Misr, sees that the presence of an Egyptian pavilion at the Cityscape Global with the participation of the Housing Ministry is one of the most important



gains and serious steps towards the export of properties, adding that this is the step many developers have been awaiting for years.

Marketing Egypt's properties under the umbrella of the ministry enhances confidence in real estate companies, Amr El Kady, CEO of City Edge Developments, agrees with Shalaby.

Cityscape Global is a prelude to a strong presence in many international events, thus pushing towards attracting heads of local and foreign funds, Shalaby expects.

In this regard, the ministry plans to participate in a number of other real estate exhibitions, notably Cityscape Jeddah and Cityscape Abu Dhabi in April, the International Property Show (IPS) in January 2019, Egypt Property Show in November 2018 and SMART Expo in Hong Kong in November 2019.

"At IPS, we will be supporting this growth by attracting a new wave of investment from buyers from across the globe," according to Mahmoud Abd Al Haleem, Chairman of Makanak Real Estate Club (MREC), a strategic partner of IPS.

At Invest-Gate's roundtable "Real Estate Tourism Development" held last month, Deputy Minister of Housing for National Projects Khaled Abbas confirms the ministry's continuous updated incentives to boost the market's real estate export. "The Egyptian real estate market is seen very promising to the foreign homebuyer," he says. He adds, "when Egyptian real estate exports make 1% of sales, it is estimated to be approximately USD 5-6bn, which is equivalent to fullyear sales of the Suez Canal."

Still, Hisham Shoukri, Rooya Group Chairman,

sees that tourism and real

estate export are two sides of one coin. "Exporting real estate is highly dependent on the tourism inflows," he adds.

The private sector also plans to hold a number of events targeting the Arab and foreign investors

to promote Egypt's real estate and investment opportunities, and thus push the wheel of development.

El Kady believes that the coordinated participation between the government and the developers aims not only to sell properties but also to market the



EGYPTIAN REAL ESTATE EXPORT HITS & MISSES

local real estate market and Egypt as an attractive destination for foreign clients.

At Invest-Gate's roundtable, as well, El Kady suggests the establishment of an official entity, similar to the Egyptian Tourism Authority, to coordinate with all responsible authorities to boost and promote property exports overseas to promote national economy.

Abeer Essam, chairman of the Council of Arab Business Women (ABWOC), also proposes the establishment of a cornerstone council under the name of "Arab Women Real Estate Union Council," which aims to promote the real estate sector in the Middle East.

Egypt should also be marketed as a destination in global marketing channels, such as airlines and international events, in accordance with professional marketing plans, as well as launching real estate exhibitions for non-Egyptians, accompanied by strong marketing campaigns for foreigners and not only for Egyptians residing in these countries.

At Invest-Gate's roundtable, Shoukri requests the government to have a real estate marketing hub at New Alamein City so to promote the touristic destination and the projects within. The Egyptian real estate market has experienced a big boom in recent years, thanks to the efforts of both the government and developers. Opening new and diversified investment opportunities, coupled with devaluation of local currency and issuance of new laws related to residency, make the Egyptian real estate attractive for foreigners.

"The Egyptian government opens new horizons for investment by establishing sophisticated new cities that are more in line with the needs of foreign buyers, especially in the New Administrative Capital and New Alamein," according to Al Kaabi.

The new capital, which is due to open in mid-2019, has brought a range of new investment opportunities in the city, according to Mahmoud Abd Al Haleem, chairman of MREC and strategic partner of International Property Show (IPS).

Thiqa For Real Estate Chairman Mohamed El Dahshory believes Egypt has all the qualifications and potentials that make it an international center for exporting real estate, especially that the country has the cheapest real estate market in the Arab and European region, in addition to other advantages such as scenic areas spread all over the country. Shalaby points out that "the Egyptian real estate market is regarded as the most affordable, compared to others in the region, giving us a more competitive advantage to expand."

As for future prospects, AI Haleem notes "Egypt's property market is expected to rise strongly in value over the coming years, with construction booming to meet the growing demand."

The issuance of the law in early May 2017 to grant residency to foreigners for five years or one year in return for buying property with value of USD 400,000 or USD 100,000 respectively also offered new investment opportunities for both Arab and foreign countries. El Kady stresses that the residence is a key step to put Egypt on the international property map.

"Egyptian real estate market is very promising and can compete globally," El Dahshory notes, adding that "opening new fields such as educational tourism and the construction of universities, academies, and international schools will attract students of these universities and the whole world to live in Egypt."

"Moreover, the government should pay attention to medical tourism to raise the quality of hospitals and doctors, as well as, make the country a global headquarters for medical science," he adds.

"Studies show that British and Russian citizens, along with Arabian Gulf citizens, are the most interested in owning units in Egypt, which makes these countries fertile markets for this Egypt's real estate export," Shalaby elaborates. However, Shalaby sees that it is important to provide a real estate product that aligns with the requirements of this target group of customers.

Highlighting the Egyptian real estate market as a product at international exhibitions is a promising and significant progress for both private and public sectors, yet Egypt as a country with exceptional touristic destinations that meet demands of the foreign home buyer still needs a lot of marketing. There are many new markets to explore to be able to compete on the real estate investment world map.

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Better Income **Options**



Commercial properties often cost more to rent than similar-sized residential properties. Even if you buy a multifamily property for people to live in, you'll typically bring in more per month renting out multiple units than you would renting out a single-family home. You might also have the option of increasing the rent over the course of the lease with a commercial property

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be easier to deal with

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Another benefit of investing in commercial real estate is that the value of the property can go up over time. That's good news for you if you decide to sell the property. Additionally, appreciation of the property means you can charge more for rent when signing on new tenants.

When you rent retail or office space to a business, that business typically signs a multi-year lease (you don't have to check in with tenants every 3-5 years, nor do you need to advertise for new tenants regularly)

Admittedly, this isn't universally true. But generally, business tenants cause less drama and can be less difficult than residential tenants. When a company signs a lease with you, its reputation is on the line as well. That means you can expect it to be more likely to keep the property looking good and in good repair.

Depending on the type of lease your tenants sign, you might end up having to pay fewer expenses than when you rent out residential properties. Some tenants agree to pay all the utilities, as well as property taxes, in exchange for more freedom to design or decorate the property however they'd like. These details are part of the negotiation process, which is where a strong agent can properly assist.

Commercial Real Estate Classifications



Class A properties are the best of the best. They might be newer buildings built within the last 10 years or so. They tend to be in downtown centers, and they usually have all the best amenities and features. A Class A office building, for example, will typically be new, located in a central business district and have up-to-date facilities.

Class

Class

Class B properties tend to be older than Class A properties and most likely not as up to date. Additionally, they might have tenants who pay lower-thanaverage rents.

The bottom of the heap, but not necessarily a bad investment, Class C properties tend to be more than 20 years old, and often need updates and renovations.





ADVANTAGE

Commercial Real Estate Market

Better Investment Opportunities

Although investing in commercial real estate can be a reliable way to improve your assets portfolio and build wealth, a lot can go wrong if you rush headfirst into it. These commercial real estate tips and tricks will help you make the best choices for your own needs and enjoy the best return on investment possible



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Tenant Representation





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REAL ESTATE EXPORTS: WHAT HINDERS EGYPT?

BY HUSSEIN ELMOATAZ

E xporting real estate has become one of the common goals among different stakeholders in the Egyptian real estate industry. This comes in line with the government's efforts to open the business field for foreigners so they can own properties. That was apparent when Egypt has been named the country of honour at the 2018 edition of Cityscape Global that took place in Dubai. Invest-gate interviews experts to have more insights on how to fully increase foreigners' demand on Egypt's properties.


"Real estate export can majorly help in obtaining hard currency to support the local economy and drive job creation, which is why the government is serious about working to eliminate obstacles and bringing forth a smoother process," Mohamed Younis, CEO of ERA Commercial, states.

Egypt has many attractive factors -such as touristic sights and suitable weather- that can help in grabbing a share in the real estate exports market. "The primary demand driver for Egyptian properties is its price positioning. Price wise, Egypt offers best value for money when comparing holiday home destinations across the globe. Not only unit prices, but overall costs, which includes maintenance/ labour, F&B, visa costs etc," Mansoor Ahmed, director of healthcare, education and PPP at Colliers International MENA, tells Invest-Gate.

Ahmed goes on to say "The beaches and the favorable weather conditions, especially in the Red Sea region and the North Coast have successfully attracted foreign nationals, although the majority of buyers are still Egyptians either working abroad or in Cairo." However, Egypt till now has not lured a considerable number of potential foreign homebuyers to invest in the market, compared to other countries in the Middle East area such as United Arab Emirates (UAE), Qatar, and some other countries such as Greece and Spain.

"Foreign investment in the residential sector forms less than 2% of the overall local market," Mansoor Ahmed, director of healthcare, education and PPP at Colliers International MENA tells Invest-Gate.

MORE FACILITIES NEEDED OUTSIDE CENTRAL CAIRO

In Egypt, there is a variety of touristic attractions whether historical, coastal, or medical in the current established cities or the new ones, and this can contribute to making Egypt as one of the main investment hubs for foreign homebuyers in the region. At Invest-Gate's roundtable that has taken place on October, Mohamed Banany, Vice President of Coldwell Banker agrees that Egypt has various touristic places that must be made use of such as Hurghada, Ras Sudr, and Sharm El Sheikh.

Kelly Crosbie, COO and Owner of KW Panama, revealed in the roundtable that Egypt has various opportunities to promote for such as healing tourism, which is considered one of the luxurious aspects in tourism.

However, more facilities and utilities should be provided in such cities to lure potential foreigners to own properties. In a city such as Cairo, we have all factors to provide foreigners with all the luxurious lifestyle needed, yet other cities lack commercial facilities in terms of shopping, dining, and nightlifes.

"An emphasis must be placed on the community living by offering more retail and F&B, and family entertainment to enhance the offering," according to Ahmed.

He sees that Egypt should also consider combing healthcare and wellness, such a nursing homes,



VOICE OF THE MARKET

retirement homes, long-term rehab, beauty and cosmetic to broaden their offering to attract more investors. "Therefore, a strategy to attract foreign investors needs to offer more choices in terms of price, quality and specifications, but also combine it with healthcare and wellness and more importantly emphasis must be placed on the community living by offering more retail and F&B, and family entertainment to enhance the offering," Ahmed adds.

Healthcare is one of the factors that affect foreigners' investment decisions. Crosbie pointed out that providing good healthcare facilities is one of the main aspects that a foreigner need when buying a property.

Within the same context, Education can also play a vital role in grabbing foreigners to live in the country, where people come especially to some countries that encompass internationally accredited universities and living over there requires some of them to own properties near to the campuses. Some people prefer owning rather than renting or living in students dorms, as they can invest in their properties after finishing their education period.

Mansoor Ahmed highlighted in a statement to Invest-Gate that education is one of the approaches to increase population density in some cities such as North Coast, and this will have ultimately a positive impact on all real estate sectors. He elaborated that North Coast, for example, can be developed into a truly education hub by offering number of activities offering around education sector.

UNITS' QUALITY MATTERS

Nowadays, foreign homebuyers look for units that are luxurious with in-house facilities that make his/ her home more different and unique and also to add more value to units so that they can be resold with higher price compared other usual units.

In Dubai for instance, the default offering is a smart home, which features automated appliances and furniture, centralized light systems, ventilation, and heating and cooling systems.

Units supplied with premium services such as high security technologies, trash circulation systems, housekeeping, and maintenance make the owners' lives easier.

Beside the services, high-quality finishing and furnishing of units make the product look very special.

Managing Director and Board Member of Tatweer Misr Ahmed Shalaby stressed during Invest-Gate' roundtable the importance of offering high-end units that are fully finished and furnished.

RULES & REGULATIONS PLAY A ROLE

Till now, Egypt allows foreigners to own a property only if they have a business in the country. This is unlike the UAE which has allowed now foreigners to own properties and live there without such condition.

Bureaucracy is also playing a role in attractive a low percentage of foreign buyers; the slow processes along with hard terms and regulations make some foreigners avoid buying units in Egypt.

"Investors are looking at ease of transactions (both buying a property and also selling and exiting when required), transparency, limited bureaucracy and hidden costs. Maintaining and facilitating this transaction process at a minimum time frame is likely to attract more foreigners into the local market," Ahmed adds.

Samir Bahrawi, CEO of Bahrawi Investment Company, said during Invest-Gate's roundtable that the are still obstacles in terms of registration and insurance of units, stating that solving such obstacles means solving 70% of exporting real estate problems.

Mortgage as well is one of the factors that may grab foreigners to own properties in Egypt. Banany confirmed that facilitating provision of mortgage through international banks may positively affect the demand on Egyptian properties by foreigners.

DIFFERENT TECHNIQUES TO PROMOTE REAL ESTATE ABROAD

Developers outside now use different strategies and techniques that attract foreigners to invest more of foreign currency in their projects.

Some developers market for their compounds and facilities by building them beside the most important places that attract people to live in. For example, developers in Greece, Cyprus, and Spain are building more residential projects around touristic landmarks.

Moreover, developers in cooperation with their governments try to showcase their properties in

international fairs and exhibitions so as to have more international exposure like what happened in last Cityscape Global in Dubai, where the Egyptian Ministry of Housing and private developers had a special pavilion to market their various projects.

Shalaby noted that attending such exhibitions not only contribute to generating profits, but also to surveying foreign investors' needs.

Adding branded residences to the compounds can also attract more foreign owners as it raises the credibility and popularity of the compound, experts agree.

Some developers also offer different after- sales services to their foreign owners such as property management through which developers manage each and everything related to the unit -in terms of housekeeping and maintenance- when the owner is not in the country.

An additional property management service that started to take place is that the developer can rent the property anytime when the owner is not using it the country, which increases the investment return of the property and drives the individual to own it.

On another note, Younis notes "the market still needs a solid real estate finance system to support purchasing decisions for potential customers." "Apart from facilitating processes and improving units' affordability, mortgages can be an extremely helpful tool to help developers as well, especially that a developer will stop acting as a financer; something that hampers expansion plans and diminishes the value of their funds over the customer's instalments period," Younis adds.

According to Ahmed, the state should play a vital role in promoting the Egyptian real estate by marketing for the "experience" the foreign buyer will have in coastal cities for example, then it comes the role of the developer in marketing for their facilities and services.

Younis adds, "Investors are mainly focused on getting a better return on their investment, the current economic climate has been a significant factor in promoting Egyptian property as a distinctly affordable and safe investment offering a myriad of high-quality solutions; especially when compared with other countries across the Mediterranean," he says.

In this regard, Banany suggested that booklets should be prepared to show facilities and investment opportunities available in such cities.

Egyptian developers have to consider these strategies -some of which started to be applied- to increase the foreign demand on their properties, so as to generate revenues and benefit the country with more foreign inflows.

Mansoor states that the government is also having a very important role to promote for Egypt as a holiday destination to grab more foreigners, by" participating in international events such as Arabian Hotel Investment Conference regionally and similar events internationally, work on ease of visa and direct flights."

"The country possesses the resources that enable it to compete with other surrounding destinations, it's not a matter of choosing one aspect over the other but identifying our strengths, finding where our advantages lie and develop the necessary tools to create opportunities," Younis concludes.





A+ COMPOUNDS WHY HOMEBUYERS PAY MORE?

BY HUSSEIN ELMOATAZ

gypt is now witnessing a complete transformation in its urban and real estate development with a number of new cities underway and various types of units offered accordingly. Given the diversified supply, developers are adopting different techniques to acquire a share of the market's sales.

Some developers depend on their brand name and reputation to drive sales, while others use their project's locations as a strong selling point. Additionally, other companies offer flexible payment plans with long-term installments to attract buyers.

However, one may find a developer offering a standalone villa in a compound for EGP 20 mn, while another developer sells a similar villa of the same exact surface area for EGP 10 mn. Do you wonder why?

You will probably find the first located in an A+ compound, while the other is in a lower-quality compound. Does it still make sense to buy a villa for a high price when you have the opportunity to get the same villa with the same-sized area at a lower price? Invest-Gate will answer all your questions through a detailed comparison between both A+ compounds and lower-categorized ones.

CONTRACTORS EXPLAIN

Invest-Gate talks to engineers from Hassan Allam Holding and Consolidated Contractors Company (CCC), who are working on both types of compounds, pinpointing main factors that make this difference in prices between both categories.

"As a huge contractor, we work with all developers with the same quality of raw building materials, yet specs of deliverables required differ from one developer to the other," an engineer at Hassan Allam , who chose not to reveal his name, says. "This is what mainly controls the price of any unit," he adds.

For example, contractors pay attention to some tiny details - when working with A+ developers - such as the type of paint and sustainability of the materials used in the whole project starting from the units' exterior shape to interiors, the engineer notes.

When it comes to safety precautions, this does not add much to the final price of the product as the contractors are the ones, setting the safety measures, which are the same everywhere. "However, A+ developers like to have more precautions in their projects than the norm so as to eliminate any risk," the engineer says.

On another note, the hierarchy, or the process of construction project management, in both types of the projects differs, anonymous sources at Hassan Allam and CCC note. "For A+ compounds, there are usually main contractors and more than one subcontractor working under their umbrella," they add.

"The whole project is given to more than one main contractor; each handling a small part of it so as to execute the whole project efficiently and to make the utmost use of manpower," the engineer adds.

In addition, A+ developers usually hire international consultants to overview and proctor the building process of each project "in order to guarantee delivering a project with the highest quality," according to a source at CCC. Hiring such consultants incurs the developers extra operational costs.

A LOOK AT DESIGNS & MASTERPLAN

When you compare designs between both types of compounds, you may love both but an A+ developer usually pays more attention to details, uses realistic and culturally-inspired designs, and provides vast green areas.

A+ developers usually outsource international famous designers to give the projects an artistic touch, "yet assigning such designers costs millions of dollars so this reflects on the end product and its final price," the source at CCC reveals.

Accordingly, in order to execute the exceptional designs provided, "very expensive materials should be used in order to add the artistic view and make the outside shape unique," the source adds.

As for the project's master plan, Omar Walid, CEO of House Yards Brokerage explains that A+ developers are keen to decrease the built-up area and increase the greenery and service areas. He adds that other developers make the utmost use of the compound's land to build the highest possible number of units, so they can generate more revenues. This definitely affects the price of the properties in both types of compounds.

FINISHING OF END PRODUCT

Finishing of units also plays a role in setting the end product's price. Finishing differs in all terms for both types of compounds, starting from ceiling and floors to bathrooms and kitchens.

"The higher quality of finishing, the more you pay for the unit," Walid says.

The quality of finishing differs a lot in an A+ compound, compared to all other lower categories. "A+ developers are usually keen on saving the hassle of self-finishing and guaranteeing the highest quality possible for residents," Walid adds.

Sources from Hassan Allam and CCC agree with Walid, noting that A+ compounds have different specifications for finishing and use high-quality materials so that the customer can have a premium product at the end.

"A sub-contractor is hired especially to handle the finishing works only and a daily follow up is made on their work," sources add.

Price increase of construction materials throughout the past three years has also affected the value of unit in an A+ project as opposed to that of lower categories.







IN-HOUSE AND COMPOUND FACILITIES

The compound's in-house and external facilities are among the factors that contribute to raising or lowering the unit's price.

People, who look for luxury and entertainment go for an A+ compound, where they will find different in-house facilities such as automatic trash circulation systems and more of such luxurious options.

Walid notes, "Sometimes, I find people ready to pay more just to have a swimming pool inside their villas, instead of building one on their own." Sources from both contactors confirm that A+ developers usually add some unique features to units such as sound insulation or automatic ceiling heating systems, which require different and more expensive engineering strategies and approaches.

"Such internal facilities can appear not very important, but they add to the final price of the unit," Walid concludes.

When it comes to external facilities, most compounds are well facilitated with services such as markets, nurseries, and others.

However, in Walid's point of view, A+ compounds encompass exceptional facilities, giving the unit's owner a sense of loyalty and love to the place s/he lives in.

Some of these services include providing a clubhouse for all family members, which is yet another added value to the A+ compound as it gathers all the neighborhood residents, offering them the highest of quality of lifestyle they need in their breaks. Moreover, having a club car available anytime helps a lot inside the compound and adds a lot more to the value of the place.

One of the contractors in CCC, who speaks with Invest-Gate, says that some of the A+ compounds like to encompass fountains that keep the environment clean and absorb any unclean air transmitted from cars.

Walid also adds that the diversity of facilities offered caters to various needs of homeowners and increases the price of the surrounding units within the same compound.

TO SUM UP

All of the mentioned facilities and qualities in A+ compounds make an A+ community, which people usually look for.

"Families now look for a good community to live and raise their children in, so they mostly head to A+ compounds," Walid shows.

Walid also states that A+ developers have their well-established brand names that attract the interest of potential buyers, and this automatically increases the branded unit's price. He also adds that branded developers impose the "market value" of their products.

However, he sees that gated compounds other than the A+ ones still attract people, who want to pay less and would like to get a similar lifestyle and privacy; yet with less of the features mentioned above.

HOW TO IMPROVE WEALTH & PROMOTE HEALTH

BY SARA MOHAMED

G reen roofs might be a new concept to you, but you may be stunned to know that people around the world are seizing the opportunity to improve their homes and enjoy a variety of monetary and pleasing benefits by redesigning their flat rooftops into a garden, or even just revamping it by adding solar panels to relish some financial benefits. Hereof, Invest-Gate provides some sound advices on planning and utilizing your roof space on your home or building.

TURN YOUR ROOF GREEN

Both locally and globally speaking, an increasing number of homeowners are building or redesigning their homes to encompass a living roof - literally planting a garden on a roof whether with succulents, grass, or some other mix of local plants.

For example, roughly 12% of Germany's flat roofs are green, in addition to the fact that Scandinavian sod roofs have existed all along years, according to Reuters.

As for Egypt, some locals are starting to adopt the eco-friendly strategy too. Tarek Abdelrahman, a 58-year-old chemical engineer, decided to maintain a green property in Cairo a year ago; he was able to implement some of the best going-green-on-abudget strategies in his six-story building in New Cairo, given his background in sustainability.

"If designed and maintained properly, a green roof can make you see green in your wallet later," Abdelrahman says.

"The biggest thing I'm currently doing is growing my own organic vegetable garden. It can be an income generator as I'll surely plant some extra fruits and vegetables to exchange with my neighbors for cash," he adds.

Another major advantage of installing a roof garden is that although it is a valuable amenity that enhances the worth of the structure, yet it can be done with a relatively modest expenditure.

According to Abdelrahman, it only takes around 15 minutes to set up the planting system on any rooftop, and the beds - where plants grow - are made up of wood and foam, "so it is an affordable method to create a living space, grow organic products, and also gain profit."

The chemical engineer goes on listing further benefits for implementing rooftop gardens such as saving money on electric bills as they help reduce cooling costs during the hot summer months.

"Plants and greenery help to absorb the sun's sizzling rays, adding an extra layer of protection between those rays and the underlying roof covering," he elaborates, noting that "this helps in keeping the house cooler so one won't need the air conditioner, and thus cut extra costs."

In the same context, Nevien Yasser, a housewife in her mid-40s, tells Invest-Gate that green roofs provide some social benefits as she considers her duplex roof "an extra usable space" to her house. "It is my very private and cozy spot. I sometimes host gatherings there with my friends or I would solely enjoy the green scenery and the breezy air," Yasser notes.

Living in the city involves plenty of challenges. "One sometimes need a spot to escape from the everyday heavy noises," says Yasser, adding, "making good use of your roof can grant you a permanent space to enjoy being outdoors in a private setting."

She remodeled her roof and added some shade to it by placing a pergola and a brick patio, along with fencing the sides with a collection of green plants and hot-hued flowers.

As to the garden's application, Yasser explains that she had to install a waterproof insulation membrane on top of the roof decking, in addition to a layer of foam or plastic "that will serve as a root barrier for the plants," Yasser says.

"Afterwards, I got some rectangle-shaped trays, or beds, for the soil to sit in, then I added compost and I set the plants in place," she adds.

"[Roof gardens] are a cheaper, easy-to-use form of relaxation. I water my plants daily and I handle all the gardening tasks myself."

GO GREEN, GO SOLAR!

An extra tip for making good use of your rooftops is installing solar panels. Harnessing the sun's rays to power houses - or properties in general - not only makes good ecological sense but there is also a financial reason behind it.

One of the major advantages of utilizing solar energy is the money one can save, and even earn, in return for switching to a more sustainable source of power.

"With today's changing economic landscape in Egypt and electricity price hikes, if you are a homeowner you can expect a payback as of seven to nine years on your installed panels and then enjoy up to 18+ years of free electricity, this amounts to up to EGP 320,000 of lifetime savings," according to SolarizEgypt's website.

Aiming to provide an alternative to conventional energy, SolarizEgypt is a company that offers cost effective solar energy solutions, attempting to make solar energy more accessible and affordable to both homeowners and commercial entities.

START NOW

Generally speaking, "green homes are healthier, more comfortable, more durable, more energy efficient, and have a much smaller environmental footprint than conventional homes," according to the US Green Building Council.

But as a real estate investor, you might want to consider investing more in green buildings for a number of reasons.

London-based independent researchers 'Marsh & Parsons Lettings Estate Agent' found that a roof garden or terrace typically adds about 10% to 25% more value to a property in high-end neighborhoods.

Similarly, in case of Abdelrahman, he rents 12 apartments in his building - either by a monthby-month or a fixed-term lease - and due to the implemented green innovations, he has been witnessing some bottom line.

"For a fixed-term lease, I ask for up to EGP 240,000 per year, while for a periodic tenancy I ask for around EGP 25,000 per month," he says, noting that his unit's prominent location also adds to the rental value. Sustainable rooftops can in fact save lives and cut budget on the long term. So if you are opting on a new home investment or remodeling your current residence, go green!





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