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EDITOR'S LETTER

Invest-Gate welcomes Ramadan 2019 with more relaxing and lighter reads this issue. Instead of going deep into the real estate business, we enjoy a soothing Ramadan season full of entertainment and spirituality.

During the fasting hours of Ramadan, you get to enjoy Invest-Gate's May issue with its informative yet entertaining features. We take off with a solid coverage of Egypt's Cityscape, highlighting the latest offers in the market and business achievements.

We move onto what Ramadan 2019 uncovers for this industry and the latest marketing trends available to make up for the sales season as real estate developers gear up for the summer and second home products.

Interested in this industry, check out our special "RETAILTAINMENT" fashion that corporations are adopting across Egypt to see how investments are pouring into entertainment buildings to combat the slow residential activity this season.

But that's not our only monthly special! Invest-Gate celebrates this Ramadan with its first CSR move. Stay tuned for our May 15 real estate industry Sohour, entitled "Bab El Ezz", where we join forces with some of Egypt's top real estate developers to support the evidently neglected Leper Colony.

I personally thank the young creative film director Abu Bakr Shawky for his humanitarian featured film "Yomeddine" that sheds light on such devastating community. From that, we have seen most market leaders eager to help out and support those severely infected patients, aiming at making their lives better.

I am proud to say that ALL proceeds of this event will be donated to leprosy patients, whether by adopting urgent cases or by supporting the colony's operational clinics.

Enjoy our issue this month and Ramadan Kareem!



EDITOR-IN-CHIEF

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PUBLISHER
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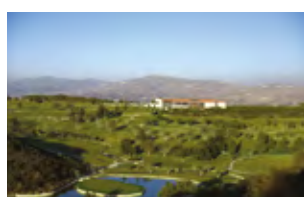
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CITY EDGE DEVELOPMENTS LAUNCHES BAROQUE AT CITYSCAPE EGYPT

City Edge Developments (CED) launched its newest residential project in the New Administrative Capital (NAC), Baroque, during its participation in Cityscape Egypt, held from March 27 to 30, Invest-Gate reports.

Located at NAC's R5 district, Baroque stretches over 250 acres, 80% of which are allocated to roads, piazzas, parks, and open spaces, while residential buildings account for only 20% of the project's total area. It will offer two-to-four-bedroom apartments, ranging from 100 to 300 square meters, according to the company's press release on March 27.

Baroque, CED's second residential project in NAC, is designed to "revive the Khedivial Downtown Cairo with its unique architecture, gardens, roundabouts, and streets," the statement noted. These special and exclusive characteristics are aimed at luring inhabitants seeking classical and vintage designs, it highlighted.



The compound is adjacent to NAC's Canadian university, sports city, smart city, as well as, the presidential palace and the embassies district, while having easy access to the new capital's main roads.

In its statement, CED underlined that "Baroque" refers to an architectural style that was primarily known during the Renaissance period and was famous for its domes, massive use of decorations and ornaments, and picky attention to details.

GATES DEVELOPMENTS CELEBRATES SUCCESS OF LATEST PROJECTS IN NAC



Gates Developments held a spectacular night on April 12 to celebrate the booming success of its very first projects in the New Administrative Capital (NAC), Catalan and Audaz, embracing a Spanish theme that fits in with the developments' designs.

The extravagant event was held at Cairo's iconic Marriott Mena House, where guests were greeted with a welcome note by influential vlogger Marwan Younis, and then set off to take in the panoramic views of Giza Pyramids, while listening to Mahmoud El Esseily's latest beats.

As the evening progressed, attendees indulged in an astonishing live flamenco performance and then had their senses heightened by Lebanese singer Carole Samaha, who concluded the night with her melodious sing-along hits.

Other highlights of the night included the attendance of former football players Hazem Emam and Ahmed Hossam Mido, who are also Catalan's brand ambassadors and were earlier featured in the

compound's indoor and outdoor Spanish-styled advertising campaigns. In addition, the stars were accompanied by retired Egyptian footballer Mohamed Zidan.

Inspired by Spain's Catalonia, Catalan aspires to be introduced to the Egyptian housing market as a new and one-of-a-kind product, featuring colorful residential units that seamlessly recall the typical Caribbean designs.

Meanwhile, Audaz, which is an administrative and commercial building, is characterized by its exceptional location in NAC due to its proximity to the new capital's major spots such as Almasa Hotel, the government district, Egyptian parliament, and the presidential palace.

Audaz will comprise two seven-story buildings that will encompass administrative, commercial, and medical spaces, boasting a 16,800-square-meter green area as well as a number of services and facilities to serve the project's residents and visitors.

MADAAR DEVELOPMENT TO LAUNCH 2ND PHASE OF AIN SOKHNA'S AZHA



Egypt-based property developer Madaar Development has announced plans to launch the second phase of its EGP 13 bn waterfront resort in Ain Sokhna, Azha.

The second phase, dubbed "Kastr," will comprise a number of fully-finished residential units, with areas ranging from 73 to 139 square meters, overlooking vast lagoon spaces, Maged Salah, the company's chairman and CEO, revealed during a press conference held on March 21 at the project's site. The company also intends to offer some chalets in Azha's first phase, dubbed "Tucana," he added, noting that units offered will vary between 151 and 284 square meters.

Interested clients will benefit from a 10% down payment and ten-year installment plan, Salah highlighted.

Prime for a luxury experience all-year-round, Azha's first phase will be fully handed over during the fourth quarter of 2019, offering 400 residential units, along with several other services such as Azha Beach Club House and Club M Sokhna, where residents can enjoy exquisite food by the resort's private beach, the CEO noted. He further unveiled Madaar's plans for featuring a number of serviced apartments and five-star hotels within the resort.

Meanwhile, Madaar eyes to expand its land bank during 2019, as it seeks to acquire plots in Sheikh Zayed and New Sphinx cities, both in west Cairo, to develop further residential projects in these areas in the near future.

On March 27, Madaar officially signed a partnership agreement with Egypt's mobile community platform iCommunity, attempting to establish an advanced security system for Azha's residents. This service comes with the highest international safety standards, Salah said in an official statement, praising the company's collaboration with iCommunity and stressing the efficiency of the platform's business model that applies up-to-date safety solutions.

NAMAA UNVEILS CAPITAL ONE AT ITS 20TH ANNIVERSARY CELEBRATION

NAMAA for Development and Real Estate Investment has announced the launch of its newest project in the New Administrative Capital (NAC), Capital One, which is slated to be the largest administrative complex in NAC's Central Business District (CBD).

The project's release came on April 14, during the company's celebration of its 20-year journey in the Egyptian market at Salah El Din Citadel. The event was attended by Tourism Minister Rania Al-Mashat, NAMAA Chairman Samer Sallam, in addition to a wide range of business partners and journalists concerned with the real estate field in Egypt and the Arab world. The event was crowned by the exquisite performance of the legendary composer Omar Khairat.

Speaking of the occasion, Sallam noted, "Though NAMAA is celebrating 20 years of existence, the company roots back to the 1930s. Throughout those 80 years, the founders have contributed significantly to the Egyptian economy by providing more than 20,000 jobs in the local market and attracting foreign direct investments."



"NAMAA's founders have established more than 30 companies in different fields of business. In 1939, they established 'Shaher,' the biggest retail company specialized in consumer finance," the chairman noted. "Their milestones did not stop at the retail level; they have expanded their business to manufacturing and innovation. In 1997, Olympic Group, [an affiliate], launched the first private sector IPO in Egypt," he added

Meanwhile, Managing Director and CEO of NAMAA Emad El Nattar said, "In the early 2000s, the company expanded its business to the office line

through acquiring lands in the East side of Cairo (Fifth Settlement), and developing and leasing Grade A office properties to major multinational companies in Egypt such as Lafarge Holcim, Metlife, Nestle, Johnson & Johnson, and more."

On his part, NAMAA Development Director Karim Morsi expressed his pride with the new launch of Capital One, saying, "We are proud to announce our expansion in the new capital through developing the biggest office property in [NAC's] financial and business district."

Capital One's administrative spaces will be offered for sale with areas starting from 100 square meters. The project is expected to receive the US "LEED" certification, which will ensure the efficiency of its energy management system and reduce operating expenses.

It is worth noting that NAMAA is cooperating with the world's largest engineering and design consulting firms to design Capital One, in line with the latest international standards.

SODIC SELLS ALLEGRIA RESIDENCE AHEAD OF OFFICIAL LAUNCH

Sixth of October Development and Investment (SODIC) has announced the launch and successful sale of its luxurious apartment complex, Allegria Residence, Invest-Gate reports.

Located on SODIC West's main gateway, the project overlooks the company's flagship development Allegria Golf Club, the first Greg Norman-designed Golf Course in Egypt's west Cairo.

Allegria Residence, where interested clients are asked to choose one of three unique finishing styles, is the developer's first fully-finished project

to be uncovered in SODIC West since the launch of the renowned Forty West complex in 2009.

On March 25, SODIC released the first phase of Allegria Residence, which encompasses 83 apartments and was sold at premium price levels to potential clients.

Moreover, the company plans to launch two new projects in April, namely "Six West," which will feature seven residential buildings, overlooking SODIC Sports Club, in addition to "V Residences" in SODIC's Villette compound in New Cairo.



TMG TO SET UP MORTGAGE FINANCE JV WITH GB CAPITAL, EFG HERMES

Talaat Moustafa Group (TMG) Holding announced signing an agreement to establish a mortgage finance joint venture (JV) with GB Capital, financing subsidiary of GB Auto, and EFG Hermes, in a bid to serve Egypt's growing population of homebuyers, Invest-Gate reports.

The JV is currently owned by TMG Holding, but the other parties will increase the company's capital to allow each to have one-third ownership. The developer will have an initial paid-in capital of EGP 150 mn, which is set to increase to EGP 250 mn as the business grows, according to a statement released on April 17.

Chairman of TMG Holding Hesham Talaat Moustafa said the JV aspires to bring to the market additional housing units with long-term and competitive financing solutions, which would eventually raise



affordability and better align the local market's real estate supply.

"I am particularly pleased to note that the JV will be offering finance solutions for move-in new homes in the existing projects as well as potential developments in TMG's pipeline. EFG Hermes and GB Capital are longstanding partners, with whom we look forward to doing business for years to come," Moustafa said during the signing ceremony.

The chairman added that this partnership integrates the expertise and potential of the three parties, as TMG Holding owns 100,000 housing units at its various projects across Egypt. He confirmed that the JV targets to fund a portfolio of units worth EGP 450 mn during its first 12 months of operation.

On his part, CEO of EFG Hermes Holding Karim Awad highlighted that the new company will begin operating in May and the brand name will be later announced upon its launch.

"With approximately 700,000 people entering the workforce each year, the huge potential of Egypt's market for home buyers is underserved and under-penetrated by non-bank financial institutions. This JV is the natural evolutionary step to help grow the mortgage business in Egypt," Awad remarked.

HASSAN ALLAM PROPERTIES SUCCESSFULLY LAUNCHES SWANLAKE RESIDENCES IN NEW CAIRO

Egypt's real estate developer Hassan Allam Properties (HAP) has launched its signature, most luxurious residential apartment buildings sub-project, The IRIS, in its integrated mixed-use development SwanLake Residences New Cairo, Invest-Gate reports.



our market compelling demographics support launches with the right product mix and need gap fit."

In September 2018, HAP successfully launched its 436-acre SwanLake Residences, in continuation of its exponential growth and land bank expansion.

"Master-planned by the renowned CallisonRTKL and landscaped by the reputable Cracknell, the appetite re-The IRIS offering was quite remarkable, signaling burgeoning demand pattern, where the launched parcel was almost two times covered," read a released statement on April 9. Commenting on the launch, HAP's CEO Mohamed Allam says, "This confirms that

Strategically located in Cairo's prestigious east side and in close proximity to many prime destinations, the project promises a ritzy lifestyle with its very own eclectic Rodeo Drive – a 1.3-kilometer promenade boasting handpicked eateries, signature restaurants, and retail luxuries.

MARAKEZ ACQUIRES LAND PLOT IN MANSOURA FOR NEW MALL

Marakez for Real Estate Investment, a subsidiary of Saudi Arabia's Fawaz Alhokair Group, has acquired a 47-acre land plot from the Internal Trade Development Authority (ITDA) in Mansoura to develop a new internationally modeled commercial mall, Invest-Gate reports.



With investments worth EGP 1.4 bn, the new mall aims to serve as a regional retail, dining, and entertainment hub, while meeting the needs of Delta residents, including 7 mn people living in Dakahlia Governorate, according to a press release on April 8.

"Marakez's expansion plans materialize into the company's full-scale success. Going beyond primary cities, and establishing developments that are at the heart and soul of the communities, is what we aim for," CEO of Marakez Basil Ramzy was quoted as saying.

Set to open in 2021, the mall will feature a hypermarket, Cineplex, food court, dining and entertainment areas, as well as, local and international fashion brands, creating 10,000 job opportunities. It is also complemented with 1,500 parking spots.

"With the new project, Marakez is helping develop these under-served areas, meet the growing demand on retail services in secondary cities, provide thousands of job opportunities, and create value to these cities," Executive Vice Chairman of Marakez Ahmed Badrawi highlighted.

Mansoura's new mall is the second commercial development Marakez has undertaken in the Delta region, following the establishment of Mall of Tanta, which is due to open during 2019, marking the first internationally modeled mall in Egypt's secondary provinces.

Currently, Marakez is implementing a strategic investment plan in Egypt that surpasses EGP 15 bn.

DELEGATION OF EGYPTIAN BUSINESSMEN DISCUSS BILATERAL INVESTMENT TIES WITH KSA

A delegation of Egyptian businessmen met on April 8 with the Saudi Housing Minister Majed bin Abdullah Al-Hogail to discuss future investments in real estate, Invest-Gate reports.

The delegation was chaired by Egyptian Businessmen's Association (EBA) Construction Committee Chairman Fathallah Fawzy, alongside several Egyptian businessmen such as CEO of IWAN Developments Waleed Mokhtar, CEO of First Group Besheer Mostafa, and Managing Director and Board Member at Tatweer Misr Ahmed Shalaby, according to a released statement.



During the meeting, suggestions were put forward regarding future investments in the real estate industry, with respect to Egypt's Vision 2030. Al-Hogail expressed his willingness to help execute such

PROGATE UNCOVERS EGP 2 BN ZAVANI IN NAC



Progate Development released on March 27, the first day of Cityscape Egypt 2019, its newest residential project in the New Administrative Capital (NAC), Zavani, Invest-Gate reports.

Zavani is being developed with investments worth EGP 2 bn on a total area of 33 acres in NAC's Diplomatic District, featuring a variety of residential units with designs mixing originality and modernity, according to a released statement.

Mohab Fahmi, chairman of Progate, said Zavani will comprise 1,376 fully- and semi-finished housing units, varying between luxury apartments, duplexes, and penthouses, with areas ranging from 122 to 366 square meters.

The project's green spaces represent 80% of the total area to provide a unique lifestyle, Fahmi noted, confirming that Progate is offering clients a variety of payment plans to suit the various purchasing powers.

He further added that the company is also developing Centro Business Hub in New Cairo, with investments up to EGP 400 mn.

Meanwhile, Progate's Sales Director Alaa El-Keraby told Invest-Gate that the company also showcased its EGP 1 bn beach townhouses project, "The K" in Sahl Hasheesh, during the four-day exhibition, which was held at the Egypt International Exhibition Center (EIEC).

innovative plans, while learning from the experiences and knowledge of the Egyptian market's leaders.

The minister offered a few lands in KSA for investment purposes, which the Egyptian businessmen were enthusiastic about and expressed their eagerness to take part in developing projects there.

During the visit, the delegation also met with a number of businessmen from the Saudi Chambers of Commerce, whereby they discussed further potential investments in both Egypt and Saudi Arabia.

NEW PLAN DEVELOPMENTS UNCOVERS ATIKA AT CITYSCAPE EGYPT

Egypt's real estate developer New Plan Developments launched on March 27 its third project in the New Administrative Capital (NAC), ATIKA, on the sidelines of Cityscape Egypt 2019, held from March 27 to 30.

Stretching over 35 acres, ATIKA is the company's second residential project in NAC's R7 district, encompassing 1,500 units with investments up to EGP 4.5 bn, CEO of New Plan Developments Walid Khalil told Invest-Gate during the four-day property exhibition.

"New Plan achieved EGP 192 mn in sales of its three projects in NAC during Cityscape Egypt 2019," Khalil underlined, emphasizing that the company has garnered such investments on the back of the soaring demand on its projects during the event, which captured the attention of visitors and potential clients.

The company also intends to implement a 35-story residential tower in NAC's Central Business District (CBD), which will be developed on an area of 25,000 square meters and will comprise diverse activities and an international school, the CEO added. The project's plot was acquired and ministerial approval is underway, he noted.

Meanwhile, the property developer will invest EGP 8 bn in its three real estate projects in NAC during 2019, while planning to pump investments worth EGP 3 bn into the projects' construction, the CEO revealed.

Khalil noted that the company has sold out its first residential project in NAC, Serrano, after six months of its launch. The 15-acre project comprises 622 units, with total investments worth EGP 1.5 bn. He pointed out that the project's earthwork already began in February, while its construction works are planned to commence soon.

As for the second project, ELEVEN, it is slated to be a commercial and administrative complex, covering 7,500 square meters in NAC's CBD. The project's targeted sales are estimated at EGP 1.2 bn.



CITYSCAPE

EGYPT 2019 MARKS SUCCESS WITH NEW DEVELOPMENTS

Cityscape Egypt held its eighth edition of the country's largest networking exhibition at Egypt International Exhibition Center (EIEC), east Cairo, from March 27 to 30, with an expanded portfolio of exhibitors and a number of new project launches, reinforcing its role at the heart of the reinvigorated Egyptian real estate market.

More than 60 companies, including industry heavyweights and first-time participants, showcased their flagship projects, with a full gamut of new-to-market real estate solutions at the four-day show, which ran across EIEC's four halls.

This year's exhibitors, up 25% from the 2018 edition, have set out their stall to engage discerning property investors and serious buyers with a diverse range of projects, from the latest developments to the New Administrative Capital's (NAC) first fully-furnished homes and smart compounds in Sheikh Zayed, west Cairo.

"The market is evolving, demand for variety is rising and as a result, the biggest names in the industry, joined by those looking to make their mark, have opened with an intent to set themselves apart from the competition, from the outset," Cityscape Group Director of Informa Exhibitions Chris Speller said in an official statement.

PROJECT LAUNCHES ON THE GO

The following are some of the exhibitors who participated in Cityscape Egypt 2019 with a host of new projects to meet the needs of potential investors:

GATES DEVELOPMENTS

1st Projects in NAC

AUDAZ

Administrative, commercial & medical complex

CATALAN

Spain-inspired residential compound

PROGATE DEVELOPMENT

1st Residential Project in NAC

ZAVANI

1,376 housing units
130,000 m²

AL-FUTTAIM GROUP REAL ESTATE

3 Developments at Cairo Festival City (CFC)

ORIANA IV VILLAS

600 units
830,000 m²

AURA APARTMENTS

14 six-story buildings
56,359 m²

THE PODIUM OFFICES

6 five-story buildings
30,000 m²

EMAAR MISR

New Phases Within its Existing Projects

STREETS OF DREAMS VILLAS IN UPTOWN CAIRO

THE DUOS IN MIVIDA

RIVA VILLAS IN MARASSI

(Sold out on Cityscape's 1st day)

THE LAND DEVELOPERS

1st Residential Project in NAC

ARMONIA

1,750 apartments
41 acres



EL ASREYA DEVELOPMENTS

1st Compound in NAC

BROADWALK

40 acres

AKAM DEVELOPMENTS

3rd Phase of NAC's

SCENARIO

40 acres

CITY EDGE DEVELOPMENTS

2 Residential Projects in NAC

AL MAQSAD

1st ready destination

211 acres

BAROQUE

Apartment buildings

250 acres

IWAN DEVELOPMENTS

Sneak Peek at its Upcoming Project in Ain Sokhna & Showcased its Latest Project

THE AXIS

50 acres

NEW PLAN DEVELOPMENTS

2 New Projects in NAC

ATIKA

Residential compound

35 acres

ELEVEN

Administrative & commercial building

7,500 m²

AL AHLY SABBOUR DEVELOPMENTS

New Compound within "The City Of Odysia" in Mostakbal City

ORENDA

EL ATTAL HOLDING

1st Compoundhood in NAC

PARK LANE

Residential units across

26 acres

Amongst other developers who exhibited their various projects being implemented across Egypt were Palm Hills Developments, Madaar Development, Sixth of October for Development and Investment (SODIC), Talaat Mostafa Group (TMG) Holding, Hyde Park Developments, El Shahawi Group, Misr Italia Properties, Living Yards Developments, and Hassan Allam Properties (HAP).

SEVERAL DEVELOPERS RECOGNIZED WITH CITYSCAPE AWARDS

Attempting to celebrate excellence in real estate development and architecture, Cityscape Awards for Real Estate in Egypt was held, prior to the property exhibition, on March 25, in a bid to recognize the innovators and initiators behind some of the country's most high-profile developments.

Covering a range of categories, these annual awards offer international architects and leading real estate developers a prestigious platform to collaborate and share their vision for the future, from culturally integrated city skylines to sustainable urban communities. In this regard, the following are the 2019 awards winners:

COMMERCIAL PROJECT AWARD - BUILT

Mall of Arabia Phase II (The Expansion) by Marakez for Real Estate Investment

LOCATION

6th of October City, west Cairo

ARCHITECT

SWA Group - Innovation Design - Eklego

LEISURE & HOSPITALITY PROJECT AWARD - FUTURE

Ein Hills by El Shahawi Properties

LOCATION

Ain Sokhna

ARCHITECT

RFA-raeffahmi Architects

COMMERCIAL PROJECT AWARD - FUTURE

Consoleya Coworking Space by Al Ismaelia for Real Estate Investment

LOCATION

Downtown, Cairo

ARCHITECT

Style Design

MASTERPLAN PROJECT AWARD

Oriental Coast by Orientals for Urban Development (OUD)

LOCATION

Oriental Coast, Marsa Alam

ARCHITECT

Wimberly, Allison, Tong & Goo (WATG)

RESIDENTIAL - MEDIUM- TO HIGH-RISE PROJECT AWARD

Badya by Palm Hills Developments

LOCATION

6th of October City, west Cairo

ARCHITECT

AS+P Albert Speer + Partner GmbH - Aecom



RENOVATION & REVIVAL PROJECT AWARD

La Viennoise by Al Ismaelia for Real Estate Investment

LOCATION

Downtown, Cairo

ARCHITECT

Alchemy (Exterior & Facade Consultant) - Ebony & Ivory (Interior)

RESIDENTIAL - LOW- TO MEDIUM-RISE PROJECT AWARD - BUILT

Oriana III by Al-Futtaim Group Real Estate

LOCATION

Cairo Festival City (CFC), east Cairo

ARCHITECT

KMA Architects - Engineering Consultants Group (ECG)



SPORTS & RECREATION PROJECT AWARD

Port Said Olympic Village by Egypt's Ministry of Youth

LOCATION

Port Said

ARCHITECT

Diaa Consult Engineering Consulting & Services

LEISURE & HOSPITALITY PROJECT AWARD - BUILT

Club M by Madaar Development

LOCATION

Azha, Ain Sokhna

ARCHITECT

Creative Clinic

RETAIL PROJECT AWARD

Commercial Beach Alamein by City Edge Developments

LOCATION

New Alamein, North Coast

ARCHITECT

Yasser El Beltagy Architects

COMMUNITY, CULTURE, & TOURISM PROJECT AWARD

Sun Capital by Arabia Holding

LOCATION

Pyramids Square, Giza

ARCHITECT

Arabia Holding

RESIDENTIAL - LOW- TO MEDIUM-RISE PROJECT AWARD - FUTURE

Atum Residence by Cairo Capital Developments

LOCATION

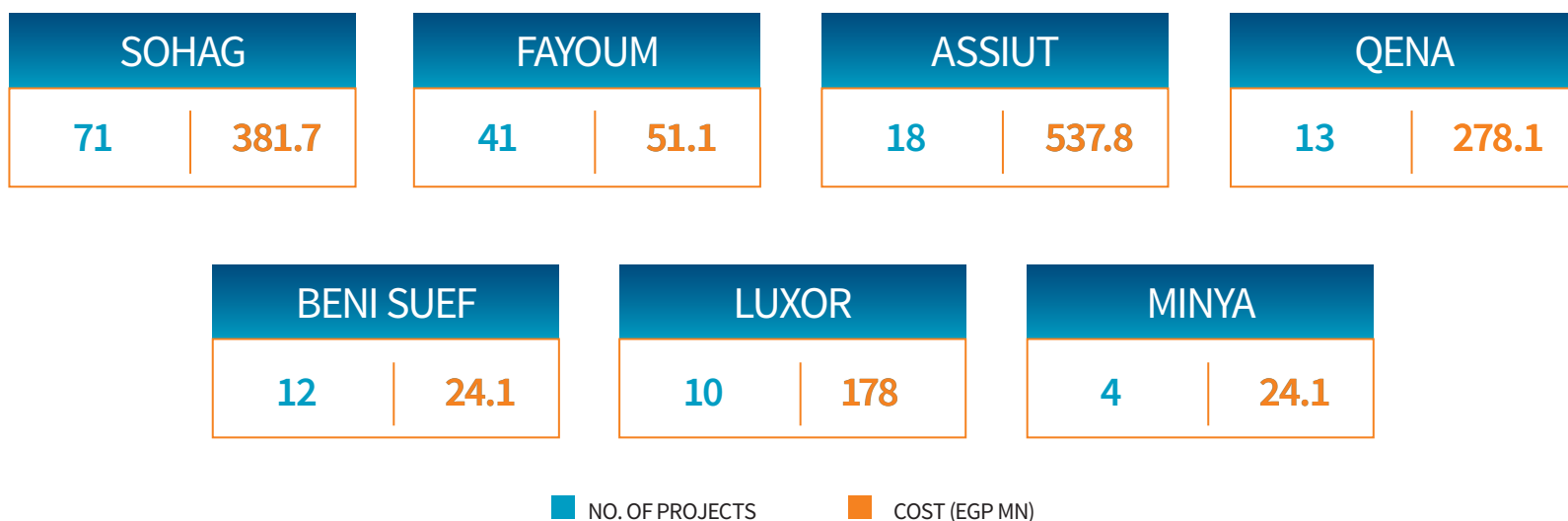
Alexandria Desert Road, 6th of October City, west Cairo

ARCHITECT

A Imam

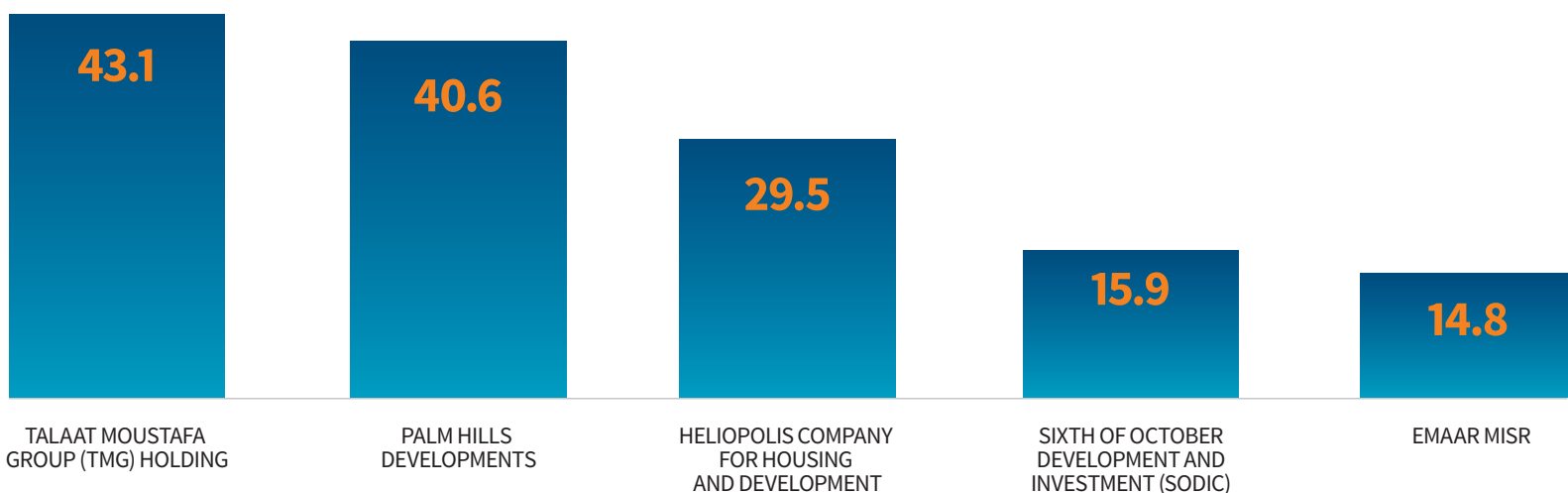
WHAT'S NEW IN REAL ESTATE INVESTMENTS?

PROJECTS IMPLEMENTED IN UPPER EGYPT IN Q2 2018/19



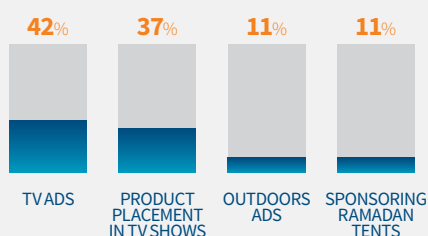
* This is the latest data released by the Ministry of Planning in March 2019

TOP 5 LISTED DEVELOPERS WITH LAND PORTFOLIOS (MN SQUARE METER)

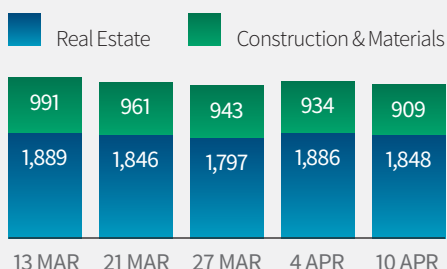


ONLINE MONTHLY SURVEY

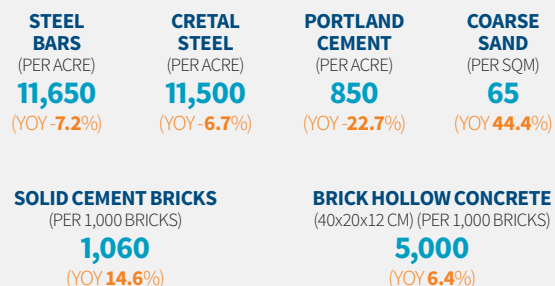
HOW DEVELOPERS CAN REACH AUDIENCE IN RAMADAN?



REAL ESTATE & CONSTRUCTION STOCK MARKETS INDEXES PERFORMANCE IN EGYPT (2019)



PRICES OF CONSTRUCTION MATERIALS (MARCH 2019) (EGP)



ECONOMIC SNAPSHOT

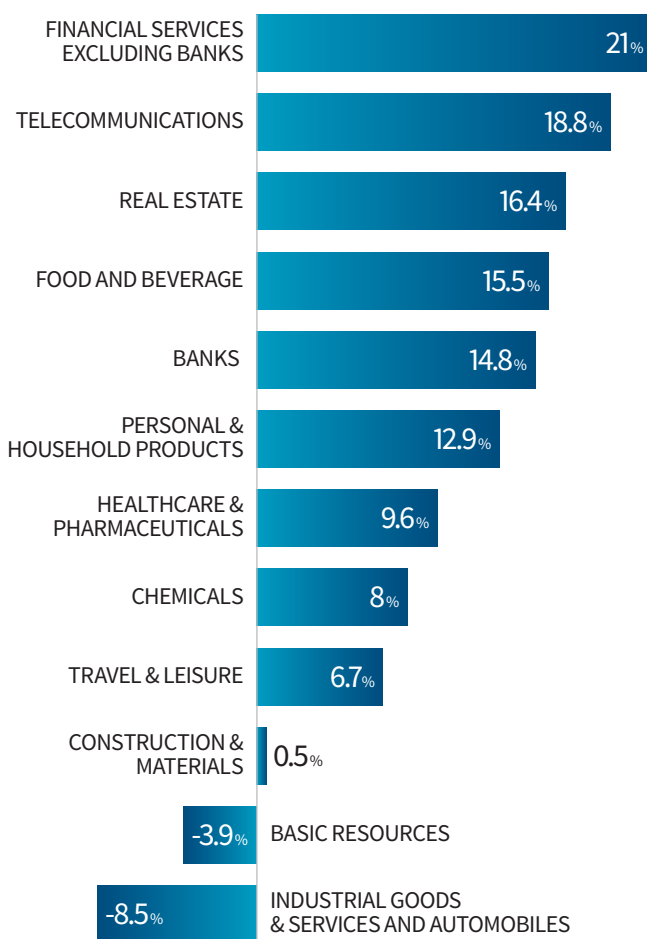
ANNUAL HEADLINE INFLATION CPI



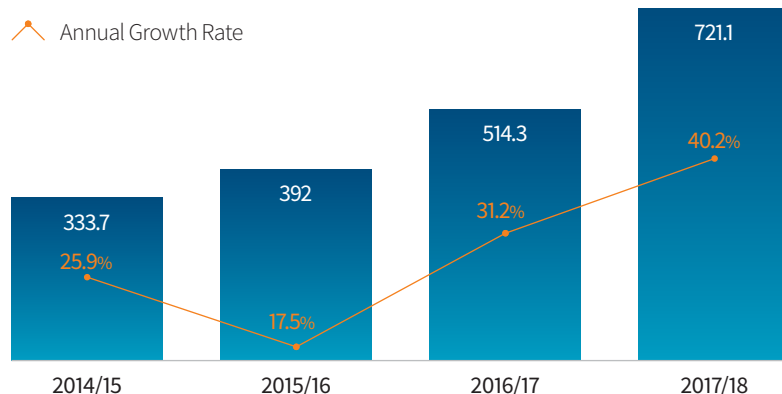
NET INTERNATIONAL RESERVES (USD BN)



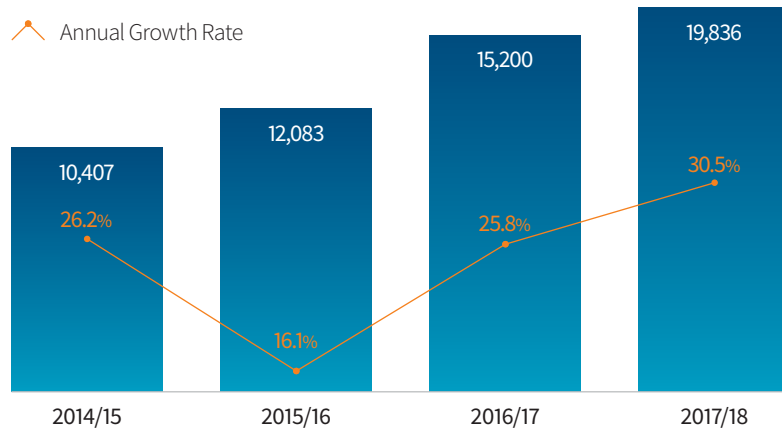
PERFORMANCE OF SECTORAL INDICES Q1 2019



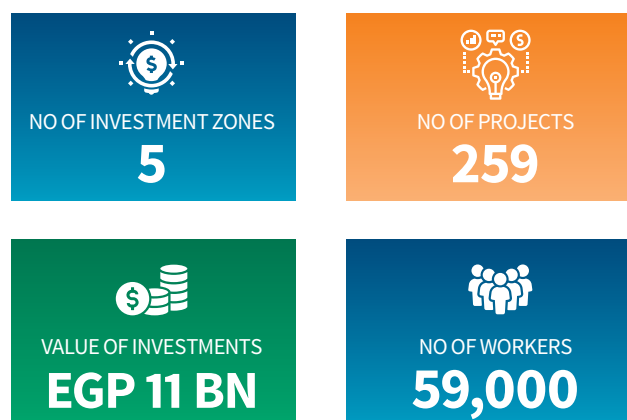
TOTAL DOMESTIC INVESTMENTS (EGP BN)



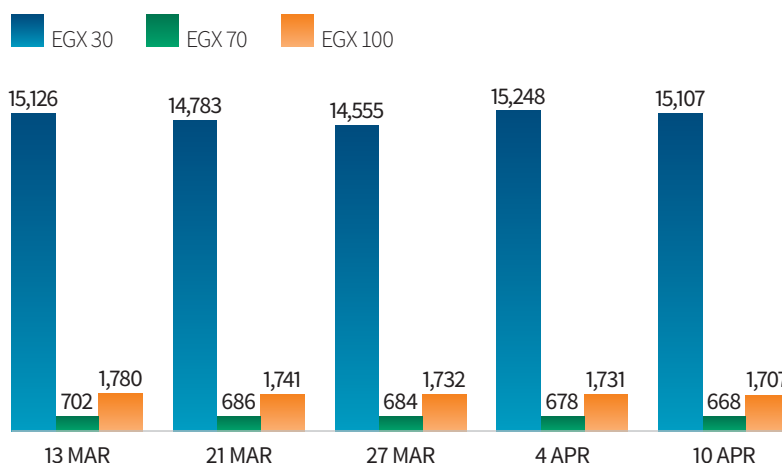
NUMBER OF ESTABLISHED COMPANIES



CURRENT INVESTMENT ZONES



CAPITAL MARKET INDICATORS



Sources: Central Bank of Egypt(CBE), EGX, Ministry of Planning, Ministry of Investment, and Invest-Gate R&A

INVEST-GATE'S CAUSE THIS RAMADAN EGYPT'S LEPROSY COMMUNITY

BY SARA MOHAMED

As we celebrate Ramadan this year, we divert our attention to one of the unfortunate communities in Egypt. We delve more into their livelihood and document their daily struggles, aiming to enhance their living conditions. We take pride in adopting the leper colony of Egypt and fight for a cause for Ramadan is the **#TimeToGiveBack**.





Under the slogan “Time to Give Back,” Invest-Gate is to host its first real estate industry charitable Sohour “Bab El Ezz,” this Ramadan, giving back to the leprosy community across Egypt. Through the event, Invest-Gate aims to collect massive donations from the country’s top developers for supporting leprosy patients and supplying them with medicines, while helping to conduct operations whether optical surgeries or amputation of affected limbs and joints. Generally speaking, proceeds will be directed toward providing the community with basic life necessities.

What image does leprosy conjure up in your mind? Depictions of the disease on TV, films, and Internet, which only paint a fantasy picture of all leprosy patients being severely disfigured, could perhaps be a driving factor behind the prejudice surrounding the illness. The reality, however, is far different.

Leprosy, also known as Hansen’s Disease, is a chronic disease that affects skin, peripheral nerves, upper respiratory tract, and eyes, resulting in physical deformity and disability if left untreated. Despite a centuries-long stigma, which certainly is as painful as the symptoms, leprosy is not hereditary and not highly contagious.

In fact, the World Health Organization’s (WHO) latest figures showed that more than 85% of clinical cases are non-infectious and curable with multi-drug therapy (MDT), which prevents transmission of the disease, only if caught early enough and can prevent the disability associated with a late diagnosis. Leprosy is likely transmitted during close and frequent contacts with untreated cases.

EPIDEMIOLOGY OF LEPROSY IN EGYPT

“Since 1994, Egypt has met WHO’s global leprosy elimination goal of reducing prevalence to less than one per 10,000 population; however, there are still governorates, in which prevalence rates are higher. Sustained efforts since 2004 have reduced the

number of these governorates,” pursuant to the WHO Regional Office for the Eastern Mediterranean (EMRO) in May 2018.

“ Almost 60% of new cases detected each year in Egypt are from only six governorates, across Upper Egypt. These governorates have not yet reached the national elimination goal. Approximately 6% of new cases reported annually are children under 15 years of age,

EMRO underlined.

Digging deeper into Egypt’s leprosy sufferers, in 1932, long after the disease appeared, the Ministry of Health founded the first specialized hospital to fight against Leprosy, known as “Abu Zaabal Leper Colony.” The institution is located an hour north of Cairo, tucked away in the no man’s land of Abu Zaabal and is surrounded by a vast desert and military factories. Since established, the colony has gone from dire circumstances and lack of funding to a relatively well-organized government facility.

In addition to the Abu Zaabal colony, another leprosy center exists in Amreya, Alexandria, though it is more of a hospital that can accommodate no more than 50 patients.

However, Dina Hussein, a member of the Friends of Leprosy Patients Association, argues that efforts to curb the disease are met with stiff resistance from patients themselves for choosing to remain secluded and avoid seeking treatment, leaving the number of new cases stagnant. This is due to the fact that lepers are often ostracized and alienated in the Egyptian society, even by their own families, due to some beliefs and stereotypes that eventually led to the isolation and segregation of communities of people affected by Leprosy.

Hussein tells Invest-Gate that lepers consider the Abu Zaabal colony as “paradise,” since patients- brought to the place- instead found themselves locked in an open-air prison with little contact with the outside world. “As in other parts of the world, individuals living with leprosy are shunned with misconceptions held by non-sufferers about how the disease is transmitted, which continue to act as barriers to full integration.”

“Earlier, the government hired nuns from abroad to treat patients of the Abu Zaabal colony because no Egyptian nurses would come near the place,” Hussein elaborates, adding that leprosy patients “suffer from other diseases just like everyone else, including blood pressure, diabetes, kidney problems, amongst others, and regular hospitals refuse to admit them for everyday ailments.”

“Leprosy is still shrouded in myth. Just like AIDS, the fear is particularly manifested in doctors or surgeons who are afraid to be exposed and be in contact with leprosy patients, leaving them untreated and neglected,” she adds.

Besides, Hussein says that there is no hospital in Egypt that allows performing any surgeries or operations on lepers, except for Caritas Egypt, an affiliate to Rome-based Caritas International Confederation, which is dedicated to enhancing the lives of patients in the leprosy hospital, while collaborating with public hospitals to treat those who cannot afford good medical care.



FACTS & FIGURES ON LEPROSY

Abu Zaabal colony houses more than

560
patients

Roughly **85** lepers
are being treated in Amreya's Leprosy ward

Nearly
24
outpatient clinics are available across various
governorates to treat patients outside Abu Zaabal
colony

Most Leprosy patients are mainly concentrated in

Beni Suef, Fayoum & Qena

Around **1,790** lepers
are found in Qena



CHALLENGES OF LEPROSY DISEASE

Without treatment, leprosy can permanently damage the patients' skin, nerves, arms, legs, feet, and eyes. According to Hussein, the majority of patients have residual problems, mainly loss of sensibility in hands, feet or eyes - with or without motor paralysis and attendant deformities. The affected parts are certain to develop further complications and secondary impairments like ulceration of soft tissue, stiffness of joints, and destruction of skeletal architecture, particularly if they are not well cared for. Inevitably these complications will worsen the disability, make correction of the deformities very much more difficult or impossible, and eventually cripple the patient severely.

"However, the occurrence of these secondary impairments can be contained altogether by taking the necessary measures," Hussein confirms.

For starters, surgery, as an intervention in the management of leprosy and its complications, is performed on patients-already under anti-leprosy treatment or after they have completed it satisfactorily. Therefore, preventive and corrective surgeries like nerve decompression, tendon transfers, and partial amputations are seamlessly integrated into their course of treatment.

But with medical practitioners refusing to be in close contact with lepers, alongside being absolutely isolated and discriminated against, those affected by the disease are left with limited places when it comes to surgical interventions, namely Abu Zaabal Leprosarium and Caritas Hospital. In spite of that, "leprosy patients still call for access to basic medical care."

According to Hussein, "Abu Zaabal colony lacks the devices and types of equipment necessary to perform such surgeries and operations. For example, the autoclave device, used to sterilize surgical instruments and hospital equipment, is in short supply in the Abu Zaabal hospital; and that is a major apparatus to conduct any surgical procedure. In addition, remedies used

for treating diseases other than leprosy are also inadequate to medicate all patients."

On top of that, "the MDT is free in all government hospitals but there are no sufficient funds for further medical care to other illnesses such as diabetes, kidney failure, and so on," she claims.

LEPER COLONY IN NEED

When asked about ways of containing such shortage, Hussein urges the entire nation to help depict a positive image of leprosy and increase awareness about the disease among members of the society, while providing the adequate finances towards those patients.

Interested donors can contribute to offering a better quality of life to leprosy patients, through the provision of funds directed toward providing the necessary surgical procedures, devices, equipment, and medications.

To name a few, autoclaves cost EGP 7,000 per device, while intracapsular cataract operations, which are undergone to prevent leprosy patients from blindness, vary between EGP 15,000 and EGP 200,000, according to Hussein.

After all, the ultimate goal for leprosy patients in Egypt is an ambitious one, whether to live a normal life within their communities or even receive adequate treatment and go on with their lives. However, public perception toward these sufferers needs to be changed first for them to be able to have access to their basic necessities and human rights. "You cannot imagine how happy a leprosy patient is when you just shake his hand ... It is like you are telling him that he is still a human being... that he is worth it," Hussien concludes.

A very special gratitude we ought to give to one shining Egyptian filmmaker Abu Bakr Shawky, who shed light on this lost community in his dramatic humanitarian "Yomeddine" film that was critically acclaimed during the Cannes Film Festival last year. Because of him and his leprosy patient star Rady Gamal, this community would have been forever forgotten.

REAL ESTATE MARKETING FRONTIER **DURING RAMADAN**

BY **SARA MOHAMED & MAHMOUD EL ZAHWEY**

Ramadan in Egypt has always been tied to television featuring popular programs that keep viewers glued to their sofas all night long. TV shows have immensely developed that most advertisers run for primetime scheduling; and among those are the real estate developers. Real estate sales might come very slow during Ramadan but marketing campaigns have grown fast.

Coming roughly one month after the country's leading real estate exhibition Cityscape Egypt 2019, and ahead of the summer season, this year's Ramadan makes an unrivaled opportunity for offering a perfect timing for property developers to reach out to a large bunch of potential clients via different approaches, varying from TV commercials to outdoor billboards and online campaigns, along with other newly introduced marketing strategies such as product placement and promotional events.

Invest-Gate digs through Ramadan's real estate marketing campaigns in Egypt and tracks the new tactics companies use to make the most out of the holy month, while trying to deduce the actual outcome of these promotional strategies, in the context of a growing housing sector and a strong rivalry among property developers.



NEW APPROACHES STEM AMID FIERCE COMPETITION

Since Ramadan is mostly deemed a peak time for the brands arena, many developers consider it as a Super Bowl extravaganza, and are constantly keen on creating unspoken rules or standards for the types of ads produced during this month.

Last year, Mountain View, for example, deviated from the traditional real estate trends to bring a new and fresh type of content to the real estate scene, mingled with a little bit of fun and mystery.

The company launched a TV campaign including a series of comedic riddles that were presented by two Egyptian stars, Donia Samir Ghanem and Maged El Kedwany. Mountain View's focus in the series was mainly centered around iCity compound, located in east Cairo. The answers to the riddles as well as the project's landscape surely remained in the back of the audience's minds, especially because the campaign was complemented with an EGP 100,000 prize.

The choice to go out of the norm is good news, but deciding upon what looks to be a multi-part series of content is an exciting one. Besides increasing viewership, this strategy was mainly aimed at enabling the brand to continuously keep the audience interested and engaged online, as those who have forgotten the events of the previous riddles would often be eager to rewatch the online video content.

People have already applauded the brand for choosing a great celebrity combination and were also fervent about what was more to come. To back up such results, the total seven episodes of Mountain View's series managed to attract more than 2.7 mn viewers on Youtube, according to the company's official Youtube page.

On the changing television backdrop in Egypt, some companies recently started to opt for the so-called "product placement" tool by featuring their real estate projects in various Ramadan TV series, especially those on demand, attempting to promote their products and increase brand awareness. For property developers, compounds were seamlessly lambasted in a number of television shows for being too much like one long commercial, in a bid to lure viewers to purchase properties in these projects.

For instance, Palm Hills Developments was one of the many developers who deemed such a tactic promising. The developer hosted at least two Ramadan TV shows at some of its residential compounds in Cairo. In 2017, "La Totfe' El Shams" (Don't Let the Sun Set) was hosted at Palm Hills Katameya. Meanwhile, in 2016, the developer also hosted "Foq Mostawa El Shobohat" (Above Reproach) inside Palm Hills New Cairo, east Cairo, and "Soqout Horr" (Freefall) in Palm Parks in 6th of October City, west Cairo.

Mountain View and Emaar Misr followed suit and had their projects - Mountain View Hyde Park and Uptown Cairo - placed in past Ramadan TV series, Rayah El Madam (Please the Missus) and Zel El Raees (Shadow of the President), respectively.

On the other end of the spectrum, other developers favor different approaches when it comes to the Ramadan marketing race, attempting to escape the overflowing sea of commercials.

Last year, IWAN Developments hosted the 2nd Ramadan Football Tournament at one of its most prestigious residential projects, Jeera, endeavoring



La Totfe' El Shams" series (Don't Let the Sun Set)

to pump the beats of Sheikh Zayed, west Cairo. Every night, kids and adults shook the compound's football playground and eagerly came together as one to win the tournament's prize. This indescribable aura aspired Jeera to be the main hanging spot for people after Iftar.

Similarly, Sixth of October Development and Investment Company (SODIC) jumped on the bandwagon in 2017 and teamed up with Foundation Atletico Madrid Egypt to kickstart their first annual Ramadan Tournament, which was held at SODIC Sports Club (SSC) in SODIC West. Throughout the Ramadan season, the SSC field has witnessed some fierce competition among the 19 participating teams, consisting of adults as well as young boys and girls; first place winner was awarded a grand price of EGP 20,000. The developer vowed to keep up with such a trend, with plans to supposedly run a second round next Ramadan at SCC.

Beyond the usual family gatherings, series binge-watching, and late night nibbling, some property developers tend to host a series of Ramadan tents and Sohour events to add a little sparkle to the daily routine of Egyptians during the holy month.

Since 2015, SODIC has been transforming its Westtown Hub in SODIC West into the ultimate hangout spot for members of the Sheikh Zayed community, offering delicious Ramadan treats all month long. During this annual occasion, guests are offered a place to chill at for Sohour, with a unique edge of hosting musicians performing live on stage such as Cairokee, Wust El Balad, Sharmoofers, and Aida Al Ayoubi. With their Khan El Khalili themed decorations, the hub also holds Moulid games for an unforgettable experience.

Likewise, Palm Hills Developments usually hosts "Al Hara," which has been considered one of the posh Sohour venues for several years. The Ramadan tent is hosted at Palm Hills Club in 6th of October City and is often bedecked as a typical Egyptian "Hara," through its decoration, colorful festive lights, and numerous food carts.

Moreover, IWAN collected the spirit of the blessed month last year and unleashed it in their "Khan Jeera" nights, featuring a two-week schedule that was jam-packed with oriental Sohours and complemented with massive performances. Khan Jeera was also taking part in the "Pick a Street" Foundation, which usually not only showcases young talent, but also raises money for children in need; so people were out there having fun and doing it for a good cause.

WHAT'S ON THIS YEAR?

Although the purpose of advertising may vary from one developer to another, the holy month maintains its position as a prime promotion season; and this year is no exception. A large number of real estate developers are expected to join the 2019 race, with either traditional marketing campaigns that comprise TV ads and outdoor billboards, or even simply generate new creative ideas to jump on board.

Marketing Communication Manager of Akam Developments Omar Shawkat tells Invest-Gate that he strongly believes in the influential effect of featuring celebrities in TV commercials to capture the audience's interest.

"Akam intends to feature a famous superstar in Scenario compound's marketing campaign during Ramadan," Shawkat reveals, emphasizing that TV ads should be complemented with billboards, as well as, printed and online ads to maximize the benefit.

However, IWAN Developments' Marketing Manager Lina El Tazy says, "Our strategy does not include TV ads, since our projects are mainly boutique compounds that are aimed at attracting a specific category of clients."

"Amid Ramadan's clutter, developers should hand-pick the type of advertisement that seamlessly delivers their messages and suits their clientele as well," El Tazy elaborates, noting that the public audience has even started to break away to online platforms to enjoy an ad-free watch of its favorite TV shows.

In the same vein, Marketing Manager of Hyde Park Developments Sandy Tarek agrees that TV commercials only fit certain customer bases,

especially with people tending to stream television content on the various digital platforms and even skip online ads.

For many developers, event sponsorships have managed to stand out as a favorable marketing technique, thanks to their capability to precisely target a vast audience within a certain market segment. Considering the forthcoming season, it seems like such method will remain as a staple tradition for a long time.

For this year's Ramadan, Gates Developments, for example, has confirmed its sponsorship of ZAD Tent, which takes place at Sheraton Cairo Hotel and Casino, while Akam Developments has unveiled plans to hold a Ramadan tent to gather its clients and update them on its most recent projects such as the new commercial facility currently being implemented at its New Administrative Capital's (NAC) project, Scenario, in addition to another compound in the new capital, which is expected to launch during the holy month.

Stressing on the significance and efficiency of this approach, IWAN's El Tazy indicates that the company prefers to hold or participate in various events during Ramadan, however, not only for promotional purposes. "We will carry on with our football tournaments and other entertaining activities for residents of our compounds, while taking part in more Ramadan-themed events that are being held all around Cairo," she affirms.

Hyde Park's Sandy accords with such notion, saying, "Although sponsoring events in Ramadan is not in our plans, we believe that such an approach provide a golden opportunity for developers to directly communicate with their clients and raise the awareness of their brand and projects."

CSR ACTIVITIES COME INTO PLAY

The exponential growth in spendings of real estate companies on promotional activities during Ramadan in the past few years comes in line with a binding commitment to social accountability, with the spirit of the holy month spreading across the country and creating a favorable environment for charity and corporate social responsibility (CSR) events.

Along with the government's efforts, and in compliance with CSR policies, many developers have pumped large sums of money into mega charitable projects and events in favor of giving back to the community during the blessed month. Palm Hills Developments, for instance, launched

in 2016 a CSR campaign, dubbed "Reviving the Egyptian Soul," to renovate some of the impoverished villages in Upper Egypt and enhance the quality of life in these indigent spots.

Similarly, some developers opted for partnering with well-known charitable organizations to ensure a real impact when it comes to giving back to the society. This includes IWAN Developments, who sponsored Ahl Masr Foundation 3rd Annual Fundraising Sohour at Marriott Mena House in Ramadan 2018. The event's proceeds were solely directed toward Ahl Masr's non-profit burn hospital.

Additionally, having established its position as a leading player in the Egyptian real estate scene, Invest-Gate gears up to host the first Real Estate Industry Sohour "Bab El Ezz" in Ramadan, featuring a massive number of property developers and directing the charitable event's proceeds toward supporting leprosy patients.

Once announced, the initiative garnered high attention among key market leaders, of which some of them have immediately confirmed their participation, showing true willingness to donate cash aids and conforming with the notion of giving back to the community.



RAMADAN SEEMLY CONVENES CREATIVE DEVELOPMENT

In a nutshell, many industries slow down during the fasting month, particularly the property market; few conferences are held, while music entertainment takes an extended breather, and daytime dining is largely off-limits. Besides, the frenetic pace of real estate sales and rental inquiries barely ebbs.

But participating in the Ramadan marketing race does not mean an instant impact on sales, it rather paves the way for exposure of developers among its clients and target audience, and later gets translated into purchase deals.

The key tip of the season is that Ramadan gives room for creative development, as the strong

performance of the TV market during Ramadan bodes well for a host of industries, notably real estate. According to a recent survey conducted by Ejabat Market Research, Egyptian TV viewership rates rise by a full hour, on average, during the holy month. This can be attributed to the fact that the number of TV series produced for Ramadan surge exponentially every year, with about 43 and 44 Egyptian TV shows were aired during the 2017 and 2016 holy seasons, respectively.

Such record-breaking rates attract advertisers and prompt different companies, particularly real estate developers, to conduct integrated marketing campaigns to promote their projects and gain exposure.

After all, most developers rush into the marketing arena and take Ramadan as a sprint; few others take the holy month as a marathon - all to lure buyers and keep the marketed projects and developments imprinted in the back of their minds.

This suggests that Ramadan marketing campaigns and strategies will continue to develop and evolve from one season to another, in a bid to increase viewers interactivity, while making them enjoy the most coveted advertising efforts of the year.



RETAILTAINMENT BREATHES NEW LIFE INTO REAL ESTATE WORLD

BY **JULIAN NABIL**

Lately, retailers are investing more in “customer experience” to boost in-store traffic and sales. As a reaction to the evolving consumer shopping trends and changing demographics, developers and owners of shopping centers started to merge retail with new entertainment concepts; industry professionals often refer to this trend as “retailtainment” or “experiential retail.”

This provocative combination started to grant retailers a refreshing magnetism, which keeps existing visitors loyal and draws in new shoppers into stores by offering fun activities and enticing experiences.

The pivotal tenants of these projects include entertainment, retail, arts and culture, movie theaters, restaurants, family entertainment centers (FECs), and indoor snow centers. But the key to success lies in building a unique tenant mix that combines all these components under one roof. A number of successful attractions are already incorporated in today’s shopping centers such as Ski Egypt, Little Explorers, and Magic Planet in Mall of Egypt, The Park in Mall of Arabia, and The Marquee and KidZania in Cairo Festival City (CFC).

Invest-Gate delves more into this trend by exploring the reasons behind it, its impact on the retail sector and end-consumers, as well as, the obstacles hindering its application.

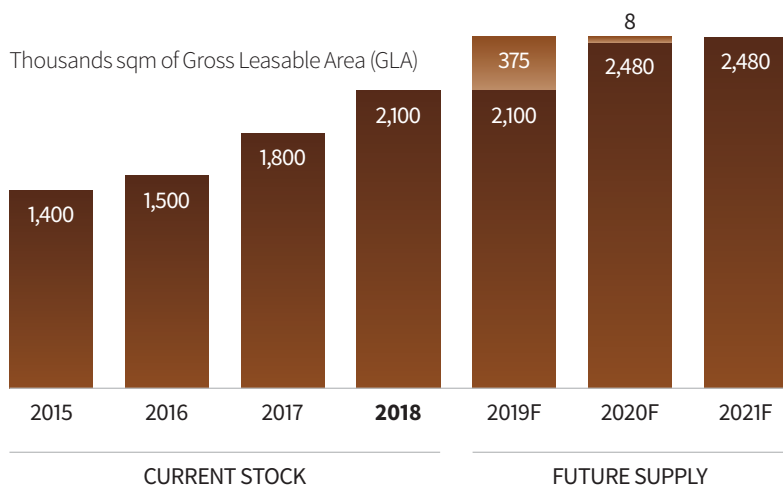


WHY RETAIL ENTERTAINMENT?

Generally speaking, modern shopping malls are common in Egypt, particularly in Cairo, and they are practically performing well, with a healthy footfall and retail spend. However, there are a couple of reasons that chiefly drove developers to race in creating more interactive retail developments to provide a different retail experience, and thereby, increase dwell time - the average time spent by consumers in a center.

Director of Healthcare, Education, and Public-Private Partnership (PPP) Sectors at Colliers International Mansoor Ahmed notes that the influx of supply also prompted competition to fiercely stem amongst shopping center developers to stand out in the market and futureproof their shopping malls.

Piggybacking Ahmed's sentiment, the total supply of retail space in Cairo reached around 2.1 mn square meters in 2018, while expected to increase by another 375,000 square meters of retail space, based on JLL's "A Year in Review 2018" report on the city's real estate market.



Source: JLL

The rise of e-commerce is another reason. Egypt scored the highest growth of online shopping in the Arab World, with a 32% increase in the volume of payments, according to Payfort's 2017 report "State of Payments in the Arab World." People aged 26-35 years were the largest age group to buy products online - a fact that paves the way for the potentiality of online purchases to continue growing in Egypt, since the majority of the population under 30 years old, the study indicated.

However, Ahmed highlights that "the relatively young demographic is known to enjoy entertainment, dining out, and spending time experiencing new concepts in the market. Therefore, the retail offerings in Greater Cairo eventually evolved to cater to the needs of this age group."

"Developers have defined products and facilities that meet the requirements of such demographics, such as FECs, edutainment centers, cinemas, arcade game halls, escape game areas, and indoor sports activities," he elaborates.

In fact, real-life experiences provide consumers with a long-lasting sense of happiness and fulfillment than buying new things, according to a study conducted by Thomas Gilovich, a professor at Cornell University. Gilovich further highlighted that people are now moving away from traditional retail, buying new things, or even going to malls, for seeing themselves doing a chore rather than a fun activity.

That is why adding entertainment and similar concepts to the retail mix is now becoming one way for retailers and shopping centers to lure consumer foot traffic, while making them less enamored about buying goods.



BENEFITS ACROSS THE BOARD

Mingling leisure, and food and beverage (F&B) within shopping centers is a relatively new and evolving trend, yet it notably impacts the retail industry.

Ahmed sees a positive relationship between the entertainment offering in any retail development and its performance. The mall's occupancy and rental rates, alongside retail density, get positively impacted by the surge in footfall and dwell time that usually come with adopting the retailtainment concept, resulting in high retail spending on all fronts, he explains.

To back up this assertion, a report dubbed "Ingredients for Success" by Urban Land Institute (ULI) and JLL in November 2016, acknowledges that the integration of leisure and F&B outlets raises retail sales and footfall by 6.2% and 5%, respectively, while reducing vacancy rates by 95 basis points - or 0.95%. This was identified based on the performance of eight shopping centers in Europe, who recently upgraded or extended their properties to include additional leisure and F&B spaces.

CHANGES IN FOOTFALL AND VACANCY RATES AFTER ADDITION OF LEISURE/F&B	Footfall	Vacancy Rate
	5%	0.95%
	Increase	Decrease

Based on the performance of eight shopping centers in Europe

Basil Ramzy, CEO of Marakez, adds that incorporating such concept in any mall contributes to its overall positioning among other market players. He attributes this to the fact that "embracing a consumer-driven experience through innovative engagement spaces centered around entertainment attractions helps the developer's project become a destination for the surrounding community.

The remarkable tenant mix not only attracts high-end retailers but traditional ones as well, Ahmed elaborates, adding that it also gives leverage to developers/landlords to raise rents on tenants. In general, leaseholders are willing to pay premium rentals for such assortment and bow out of customary shopping centers, which originally come with limited/no entertainment retail spaces, he adds.

Nevertheless, the mall's high footfall and dwell time are generally translated into higher trade volumes for tenants, who certainly do well out of the larger pool of consumers. For example, F&B tenants are directly benefiting from the higher inflow of customers targeting entertainment offerings, Ahmed notes.

On the consumers part, Ramzy and Ahmed see that they are given access to avail the choice of experiencing various and distinctive entertainment elements under one roof within the convenience of a shopping mall. As an example, Ahmed says, "Consumers can combine weekly convenience retail chores, alongside these leisure activities. Young families can also leave their children to enjoy FECs (such as KidZania) while shopping."



ADVANTAGES OF RETAILTAINMENT

DEVELOPERS:

- Increases dwell time
- Supports bottom-line targets, such as increasing rental income and overall retail sales
- Ensures the success of retail units
- Attracts traditional and non-traditional tenants, and also retains them
- Improves the center's vacancy rates
- Provides reasons for consumers to extend their visits, and thus, increases potential spending in the malls

RETAILERS:

- Lures a larger pool of consumers
- Increases trade volumes

VISITORS:

- Offers an emotionally engaging experience
- Widens the range of reasons to go to malls and increases the frequency of consumers visits
- Allows visitors to do more than one activity in the same place

WHAT'S NEXT?

Despite the various opportunities that retailtainment offers on all fronts, it still brings forth a couple of challenges. Ahmed notes that some of the concepts being introduced by local developers are becoming repetitive in terms of entertainment offerings.

For this reason, JLL Country Head in Egypt Ayman Sami says there is an increasing pressure on retail developments to distinguish themselves more precisely, given the intense competition. "There is no room for traditional malls anymore since they do not get the right traffic," he adds.

Another challenge, in Marakez CEO's view, is immersing the customer in an experience that they respond to, adding that this requires operational and financial investments. "Secondly, understanding how this impacts your bottom line, and predicting that will always be a hurdle to any investment committee," he notes.

Therefore, shopping centers should keep in mind the following points when considering retail entertainment:

KNOW THE MARKET

JLL's Sami sees that any developer should identify the target audience and their preferences. Also, it is important to recognize other competitors, and acknowledge what they offer, he adds.

BE CREATIVE

Ahmed recommends that developers should look for bringing in newer concepts not just from within the region, but also from the international landscape.

CHOOSE THE RIGHT MIX

Attract and find the right mix of creditworthy retailers and entertainment tenants to ensure that the development appeals to the existing customers and brings in more visitors, according to Ahmed.

KEEP PACE WITH EMERGING TRENDS

Ramzy notes, "At Marakez, we constantly undertake our own market research to identify new trends to be able to introduce unique services and offerings that meet our customers' expectations and needs."

CHOOSE THE RIGHT LOCATION

Sami sees the development's site is important for the genuine success of any retail developer. Developers should look for high demand areas.

Studies have shown, that the work environment immensely affects productivity.
A question that resonated in a significant number of professional individuals' minds for years

“My office design, does it matter?”

- A question that not only was not answered promptly, but inflicted a sense of guilt on certain employees who accused themselves of being idle, spoiled or perhaps slothful for developing the need for a **proper encouraging** work space.
- In 2016, **Google** answered that question. And the answer was Yes, office design is paramount.
- Nothing kills innovation, pulls the breaks on creativity and significantly decreases productivity more than a **cubicle**; hence, the progressive evolution of the work space design.
- Regardless of the size of your business, from a world renowned company's CEO to a Startup's founder or an entrepreneur, your best asset is your **people**.
- Their morale and productivity amongst other aspects, is key to **your** success.
- As Egypt evolves in a number of different directions, we encourage **business owners** to hop on that progressive-evolution train.
- By creating and securing working spaces that triggers minds, un-inhibits capabilities and challenges one's self, you are not just guaranteed results, but rather: unique results, results that make a difference and isn't that what we all strive for? Making the **difference**.

The current detrimental situation in some offices can be laid out as the employee's day actually plays out as follows


Clock-In

Desk

Partition

Restlessness

Clock-Out

Needless to say, we generally have less than satisfactory inputs and results which is the very manifestation of the work environment itself that our valued employees are using, translated into numbers and figures and perhaps drawings.

You do not have to install a slide in the office per say, as much as it is an approach that tickles the mind; yet, the key to its success is

Which company?
What does this company do?
Is it doing right?

What works for a company, does not necessarily mean that it would ultimately work for the other

- Find your rhythm
- Enhance it and defies its tendency to plateau
- Come to terms with what meets the service you provide
- Inject an individual identity into the market

This will help you arrive to the optimum work environment that nourishes your business and certainly flourish into excellence



WORKSPACES THAT MOVE PEOPLE

The Future Of The Offices





“Well begun is half done”
that being said; we, at Coldwell Banker urge businesses to

Determine their own organizational culture.

Study the general psychology of their potential staff along with the business objectives, with the aid of a professional sociologist.

Brief designers to create workspaces that support and encourage your findings and business culture.

Next to introducing natural lighting, proper ventilation, office hygiene and comfortable furniture we need to cater for the human body and mind as a complex creation, requires multilayered care.

	Color	<ul style="list-style-type: none"> High wavelength colors are an energy booster due to the increase in heartrate Medium wavelength colors induce happiness and increases Serotonin levels Low wavelength colors promote focus
	Casual Collision	<ul style="list-style-type: none"> Provide fully equipped/smart spaces for express meetings by placing high tables for quick “idea swapping” in high foot traffic areas
	Provide Private paces	<ul style="list-style-type: none"> Not all employees operate best under the same circumstances, some require music to focus and unleash creativity, others require complete and utter silence
	Breakout Spaces	<ul style="list-style-type: none"> A 20 minute quiet private time could be crucial in an employee’s day to enhance productivity

Applying those methods will assist you as you strive for an optimum environment that increases a team’s efficiency, raises their spirits and challenges their minds with zero negative impact by arriving to the best out of the box office space fit.

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We are always welcoming to answer your questions and receive your valuable insights, comments or inquires at any time.
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For more details, please contact | **Sherif Hassan, Development Director**

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REAL ESTATE MARKET: WHAT'S ON?

When speaking of the real estate market, the residential sector is the hottest topic to tackle. The industry is facing a new challenge, and it is not due to oversupply since demand is already soaring, but it is rather driven by the prevailing issue of affordability, which recently started to show some signs of recovery.

Firstly, units' offerings are mainly focused on the upper middle class, yet there is a huge demand by middle- and lower-income classes. I believe that the government and developers are trying to reach a formula to solve this issue.

On another note, the high competition led to the rise of new trends, the newest of which is offering finished units on installments.

With more activity around New Cairo and the New Administrative Capital (NAC), the rental market has witnessed a large increase in the prices and will continue to rise further due to the higher trading activity by retailers and the opening of more corporates in New Cairo. There is an increasing demand from residents to rent villas due to the increased business activity and limited levels of affordability towards purchasing villas. For the same reason, the growth of the secondary market is minimal and may drop in prices due to the slow purchasing power.

On the offices front, the performance is improving as the relocation of multinationals and businesses are still happening with more activity being witnessed in the oil & gas and e-commerce sectors. Another reason is the emergence of regional services centers due to Egypt's competitiveness in terms of set-up and running costs after the EGP devaluation.

Additionally, the relatively new trend in offices that is gaining attractiveness is co-working spaces or flexible offices.

When it comes to shopping malls, there is still a stronger direction

toward value, and food and beverage (F&B). As for prices, rentals are also expected to increase, as affordability levels improve.

Furthermore, the performance of hotels is getting better and is expected to improve further. Room rates and occupancy levels are getting better due to the increased number of conferences and business travels, as well as the higher tourism figures.

In terms of location, east Cairo, especially NAC, is pulling more developers and buyers. Consequently, prices in east Cairo are outweighing those of west Cairo.

However, the Grand Egyptian Museum (GEM) and Sphinx International Airport are strong drivers for the west side of Cairo. This will create a touristic and lifestyle hub. In this context, I am expecting tourism to drive more activity in the west next year. This is encouraging the development of new hotels, as well as, rebranding and refurbishment of existing tourism developments.

We can conclude that west Cairo is generally linked to touristic activity and lifestyle, while the east side is catering more toward serving businesses and multinationals, and is becoming more like a central business district.

Talking of the new subsidy cuts, the price increases are not expected to be very big. Consumers got used to a certain level of annual inflation yet they will not be able to absorb any price hikes. Accordingly, developers should take that into consideration and work carefully on managing their costs.



BY **AYMAN SAMI**

JLL Country Head of Egypt

BIO:

Sami is a real estate consultant with a wide local and regional market knowledge. He also maintains the highest credentials for consulting on landmark properties.



Egypt

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UNLOCKING REGAL RAMADAN VENUES

As the lanterns are lit to celebrate the advent of the holy month of Ramadan, all food venues become crowded and excitement gets doubled. However, eating out in Ramadan is sometimes a risk, since there is no much room for special customization. This is why Invest-Gate recommends a few favorite venues and food outlets to enjoy an unprecedented Ramadan season in a city that never sleeps.

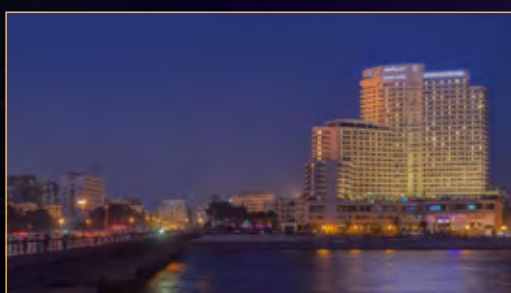


RENAISSANCE CAIRO MIRAGE CITY HOTEL

After two successful years, Renaissance Cairo Mirage City Hotel welcomes this year Ramadan with its Arabian-style tent, Afandina, in its brand-new look. The tent will take you to a whole new continent and make you wander off to India, while experiencing the bright Indian colors that will give the place this extra allure. The tent will make you savor delicious Sohour with some new additions to meet all tastes.

ROYAL MAXIM PALACE KEMPINSKI

With The Royal Maxim Palace Kempinski, you won't need to look further than Bab Al Qasr for "royal" Ramadan nights. The tent offers great live entertainment hosting everyone starting from local stars to underground bands. The place serves Iftar and Sohour throughout the month, with menus that have plenty of mouth-watering mezzahs, eclectic range of main courses, and lots of side dishes and yummy desserts.



INTERCONTINENTAL CAIRO SEMIRAMIS

InterContinental Cairo Semiramis will bring back this year iconic Ramadan tent, Fawanees. While offering a magnificent Nile view, Fawanees by Nile Terrace has variety of culinary choices for authentically flavored Iftar, outdoor Sohour, aromatic shishas, and live entertainment. The tent promises a unique dining experience that is truly memorable!

CAIRO FESTIVAL CITY MALL

Cairo Festival City (CFC) Mall, owned by Al-Futtaim Group Real Estate and located in New Cairo, gives you the opportunity to enjoy the festivities of Ramadan nights, offering you various Iftar vendors that bestow grilled kofta, shawarma, and some other Ramadan-themed stations. You can have a meal of your choice in various Ramadan tents that spread an oriental vibe, whilst enjoying your shisha, Ramadan drinks, and relaxing tunes.



POINT 90 MALL

Decorated with lanterns and beautiful ornaments, Point 90 Mall awaits New Cairo residents this Ramadan to properly celebrate and enjoy the arrival of the holy month. It is a luxurious place where you can look fancy, enjoy delicious meals, and revel in the dazzling decorations. Ramadan is a month of gathering and love, so make this one count!

CAPITAL
PROMENADE
by | THE PLATFORM

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Ramadan 2019

#ONTHEPROMENADE

CapitalPromenade

26th July, Corridor, Sheikh Zayed City



 mori sushi the art of fusion sushi	 TAMARA LUXURIOUS RESTAURANT	 mobistro	 30 NORTH RESTAURANT & BAR	 EATERY	 BOCCA Cafe & Social House	 be. good to you	 zööba	 GRACIAS ITALIAN RESTAURANT	
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CONRAD CAIRO HOTEL

If you are looking for a safe bet that will prove to be a satisfying experience, let us tell you what central Cairo's Conrad Cairo Hotel has to offer during the blessed month. Everything is better with a view, and if you want to spend a spectacular Ramadan night in the company of your loved ones, then Conrad Cairo's Jayda Nile Terrace, which is home to the hotel's mesmerizing Ramadan tent "El Lama El Helwa," is exactly what you need. The tent not only offers delicious Sohour meals, but it also boasts a daily live entertainment and an exceptional ambiance.

MALL OF EGYPT

At Mall of Egypt, which is located in 6th of October City, Ramadan nights are more special and memorable. Enjoy your Ramadan meals, both Iftar and Sohour, at Mall of Egypt's vast array of food outlets, while being entertained with several live performances of some of the most prominent bands, and enjoy an assortment of oriental and international food and beverage. Do not miss out on a wondrous night!



MALL OF ARABIA

As always, Mall of Arabia in 6th of October City, offers you an unforgettable Ramadan experience. From the dazzling decorations to the wide range of food options and entertaining events, Ramadan nights at Mall of Arabia are like no other. Join this year's gleesome spirit and make every night of the holy month count.

ARKAN PLAZA MALL

Promoting a new concept for shopping, Arkan Plaza Mall makes one of the most attractive commercial and social spots in Ramadan, with access to a diverse array of dining outlets, ranging from fancy lavish restaurants to oriental-themed eateries. Arkan Plaza will also impress you with its awe-inspiring designs and decorations. If you aspire to soak up in an unrivaled Ramadan-themed atmosphere and enjoy abundant activities in one place, head to 6th of October's Arkan Plaza.



CAPITAL BUSINESS PARK

Hosting a massive number of successful events and featuring a bunch of famous brands, Capital Business Park in Sheikh Zayed stands out as a perfect entertainment choice for leisure seekers. Ramadan nights will glow like never before with "El Nafikha" event that takes place at Capital Promenade every season, offering a unique and cozy experience coupled with oriental brass music. Amidst breathtaking views and exquisite ornamentation along the walkway, the great combination of entertaining activities will ensure your time is well-spent.

PALM HILLS CLUB

Palm Hills Club will never fail to change your mood and relieve your stress in Ramadan. A perfect depiction of the typical Egyptian local suburbs will catch your eyes at "Al Hara" tent, which managed to be one of the posh Sohour venues for several years with its festive lights and numerous food carts.

Additionally, the 6th of October venue will host a slew of recreational events during this year's holy month, including "Nine and Iftar" and "Ramadan Scramble," attempting to gather a massive number of people and unleash the exclusive spirit of the blessed month.





After two successful years, the events boutique proudly presents Afandina fi El Mirage in its brand new look at Renaissance Cairo Mirage Hotel.

Afandina will take you to a whole new continent and make you wonder off to India, you'll be experiencing Ramadan in our cozy atmosphere, bright Indian colors that will give the place this extra allure, savoring on our delicious sohour with some new additions to meet all tastes, our weekly program and activities will keep you entertained all week round

Operation period: From the 1 st - 30 th of Ramadan.
Operating Hours: 9:30 PM to 3:00 AM

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KATAMEYA HEIGHTS

A whole new level of leisure can be experienced in Katameya Heights. The lush green hills of the vast golf and tennis courts, along with one-of-a-kind entertainment facilities, distinguish Katameya Heights from its rivals and make it a favorite destination for all family members. Summon up your Ramadan's memories at one of the most vibrant hubs in New Cairo and get yourself surrounded by spectacular landscapes, as well as, exceptional restaurants, bars, lounges, and terraces.

THE PLATFORM

In case you are looking for a serene and cozy place in Maadi to chill out and escape from your daily pressures, The Platform will mark the perfect getaway for you. In addition to an amazing collection of stylish restaurants extending across the Nile Corniche and offering a variety of cuisines for Iftar and Sohour, The Platform presents thrilling activities that you will never want to miss, including Yoga sessions, rowing experiences, and sunset cruises. Refresh your mind, cleanse your soul, and experience Ramadan's spirit at its best in this marvelous and remarkable spot.



CONCORD PLAZA

For an alternative and exclusive experience during the holy month, Ramadan spirit is all glamored up at Concord Plaza to another level, by offering unmatched interactive Ramadan activities and outdoor sparkling decorations. The one-stop destination hosts an array of restaurants and food vendors to serve the Ramadan eateries during the fasting month. Also, it offers a wide range of interactive and entertainment activities such as The Battlefield Egypt and Black Ball Sporting Club, to add up to the venue's captivating spirit, alongside the abundant hanging ornaments and colorful lanterns.

WESTIN CAIRO GOLF RESORT & SPA

Westin Cairo jumps head-first into the Ramadan spirit this year, with its sparkling vibes and festivities coming a month early. This year's Ramadan at Westin Cairo is all about the late-night Sohours and shared Iftars, with only a few hours in between to catch your breath, while enjoying some live oriental beats and exceptional Tanoura performances. Whether you are heading for Iftar or Sohour, you can also get to relish a night at the hotel by benefiting from Westin's Ramadan special room rates.



TIVOLI DOME HELIOPOLIS

To be honest, not all places can serve delicious food in Ramadan, but there is no need to panic over what you can eat outside for Iftar or Sohour for Tivoli Dome Heliopolis has got your back! From Enab Beirut and Mori Sushi to Burger King, Chili's, and Starbucks, Heliopolis' Tivoli Dome has it all when it comes to the kind of crowd-pleasing restaurants and cafes Egyptians love so much. "Ramadan Nights Bazaar" also takes place every weekend during the holy month, hosting an eclectic range of vendors that cover everything from food and drinks to fashion, accessories, and more.

GALLERIA40

Galleria40 is always keen to celebrate the holy month in style, with favorite beats on, amazing food served, and a true Ramadan vibe. For three years, Galleria40 has been running Cairo's oldest Ramadan tent, "3alTawla," and last year was better than ever, partnering with The Tap Ramadan's live performance, "El 7anafeya." Weekdays at 3alTawla will make you hard-pressed not to forget the daytime struggles of the blessed month - with a lineup of comedians, bands, and other entertainment activities awaiting at the tent. However, the weekend is when 3alTawla really comes alive; El 7anafeya brings a long list of some of the best entertainers lined-up throughout the month to offer you a chillaxing after-Iftar night.



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THE SPIRIT OF RAMADAN



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CAIRO

The divine spirit of Ramadan has spread to every corner, bringing our individual and corporate guests the alluring Bab Al Qasr Ramadan Tent for the third year, with the same breathtaking vibe, enchanting experience and exciting star nights every weekend.

Be it groups or individuals, we promise you no less than a captivating experience in a cosy setting capturing the true essence of Arabian hospitality.

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