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SPECIAL  
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BAB EL EZZ  
SOHOUR

EGYPT'S  
REAL ESTATE  
LINEUP



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# GOLF CENTRAL

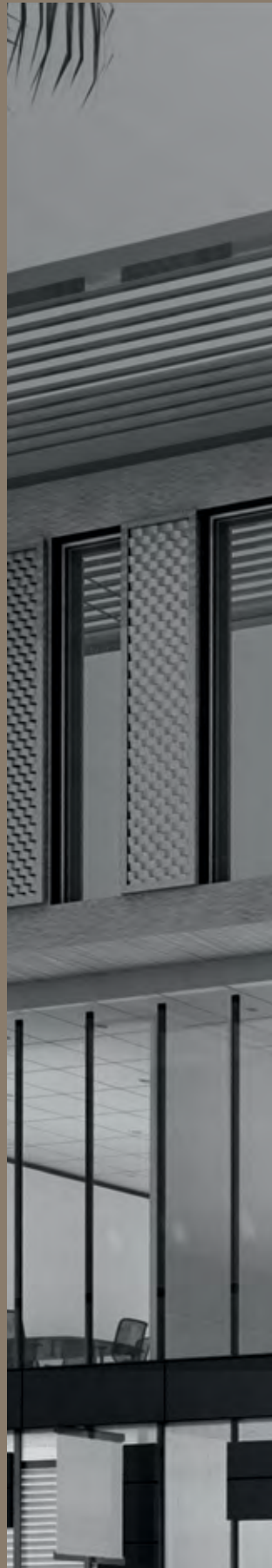
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6TH OF OCTOBER



**DELIVERY  
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## EDITOR'S LETTER

Finally summer, the most exciting season of the year, is here. For the real estate market, it is even more thrilling as we are to witness the birth of the New Alamein City on the Egyptian North Coast.

But before we jump to summer with all its anticipating real estate establishments and events, we celebrate June in a different but equally exciting manner. Let's forget about our disastrous performance during last year's World Cup disaster and cheer for the seven-time titled Africa Cup of Nation winner hosting AFCON 2019.

With football, Invest-Gate looks into the sports facilities investments in real estate and highlights its significance in boosting "the sport" and tourism alike.

In an innovative approach, we dig deeper into the latest sports developments catering to international tournaments hosted by the country. Since hosting global sporting events is often deemed a catalyst for bringing the major infrastructure and urban development into focus, we pinpoint Egypt's latest efforts in this regard as part of the National Roads Project, coming under Egypt 2030 Vision. We did not forget to provide a full guide of intercity transfers that will help you when navigating around Egypt to easily reach your favorite lineup of AFCON matches.

In this issue, we present a special memorable album from our charitable Sohour event in the market- dubbed "Bab El Ezz," which garnered high attention from high-profile developers. Then, we take you across Cairo to capture the most talked about Ramadan late night events hosted by key real estate companies.

And before, you raise your flag and race to the stadium; check out the latest technology of home automation and smart appliances to overcome high electricity prices and combat heat this summer.

Have a blessed Eid!



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## SISI APPROVES EGP 11.415 MN DEAL WITH CHINA FOR RAILWAY PROJECT

Egyptian President Abdel Fattah El-Sisi issued on May 9 a decree approving a framework agreement with China, under which Beijing will offer a soft loan not exceeding CNY 4.604 mn (around EGP 11.415 mn) to Cairo, MENA news agency reports.

To be given through the Export-Import Bank of China (EximBank) to Egypt's Ministry of Transport, represented by the National Authority for Tunnels, the loan will be utilized in implementing a railway project in 10<sup>th</sup> of Ramadan City, the agency revealed.

The deal was previously signed in Beijing on September 1, 2018, and passed by the House of



the Representatives on January 15 of this year. Meanwhile, on May 5, El Sisi inaugurated a total of 12 mega national projects, connecting Sinai to the Nile Delta.

## EGYPT INKS USD 3 BN LOAN DEAL WITH CHINESE BANK FOR NAC BUSINESS ZONE

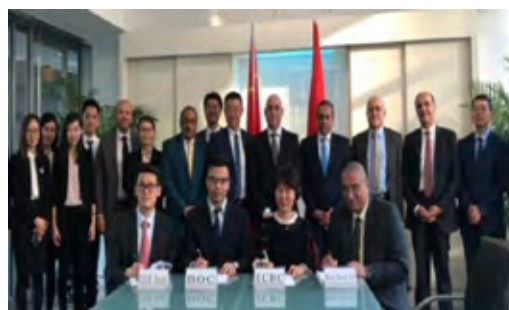
Egypt signed on April 28 a USD 3 bn loan with the Industrial and Commercial Bank of China (ICBC) to finance the design and establishment of the Central Business District (CBD) in the New Administrative Capital (NAC), east Cairo, Invest-Gate reports.

The agreement was signed in the presence of Minister of Housing, Utilities, and Urban Communities Assem El Gazzar, who said that the country will receive USD 834 mn as the first tranche of the loan, according to an official statement released on the same date of signing the contract.

El Gazzar said the first tranche will cover the cost of designing and building seven tall towers, covering a total area of 600,000 square meters.

The CBD will comprise 20 towers, including a 385-meter-tall tower that is slated to be the tallest in Africa, the minister added.

Spanning across 170 acres, NAC will encompass 20 residential districts expected to accommodate 6.5 mn people, while featuring a 650-kilometer road



network, an international airport, and an electric train linking NAC with 10<sup>th</sup> of Ramadan and El Salam cities.

In January, Egypt agreed on a USD1.2bn deal with the Export-Import Bank of China (EximBank) to finance the electric train. It will boast 11 stations and will cover 67 kilometers, with the first phase of construction set to begin by the year-end. All on-site construction works will be carried out by five Egyptian contracting companies before the bank starts working on the project's signals, communications, and control, according to an earlier statement.

## ABOUT 4,500 FACTORIES UNDER CONSTRUCTION IN ALEXANDRIA, RED SEA: OFFICIAL

Egypt's Cabinet Spokesman Nader Saad said 13 industrial complexes, with approximately 4,500 factories, are currently under construction in Alexandria and Red Sea governorates, Invest-Gate reports.

This came during a meeting held on May 7, headed by Prime Minister Mostafa Madbouly, to follow up on the status of delivery of necessary facilities to the industrial complexes, in the presence of Minister of Planning Hala El Saeed and Ministry of Trade and Industry Amr Nassar, according to an official statement.

Saad noted that Madbouly assigned the Industrial Development Authority (IDA) to provide the necessary funding to supply the complexes with facilities,



while urging to speed up work on site to finalize the implementation process as scheduled.

The prime minister also called for coordination among all concerned parties, as well as the Armed Forces Engineering Authority, to hasten the installation of facilities at the industrial complexes to be ready to be offered to their beneficiaries, the official underlined.

## WB GROUP EXTENDS EGYPT COUNTRY PARTNERSHIP FRAMEWORK TILL 2021



The World Bank (WB) Group announced on April 30 a two-year extension to its 2015-2019 Country Partnership Framework (CPF) with Egypt, ending in 2021, aiming to maintain the momentum on the government's reform efforts, Invest-Gate reports.

WB group highlighted that the decision was made following a formal review of the current framework's results by the group's board of executive directors, in a process known as a "Performance and Learning Review," endeavoring to ensure continued progress toward inclusive growth, job creation, and further opportunities for all Egyptians, according to a recent official statement.

"Extending Egypt's partnership framework will enable us to further support the government's ongoing reform efforts, which ultimately aim to improve the livelihood of Egyptians," WB Country Director for Egypt, Yemen, and Djibouti Marina Wes was quoted as saying.

"Operations under this extension include reforming the health and education sectors, strengthening social safety nets and social inclusion, enabling job creation and private sector growth, and transitioning Egypt into a digital economy. The objectives of these interventions are to improve productivity and encourage innovation and competition, and accordingly, contribute to the country's economic and human capital development," Wes explained.

According to the statement, roughly 77% of the original CPF objectives have already been achieved or are on track to be attained by the end of the original framework period or by year-end.

"The extension of the CPF to 2021 will allow the [WB] Group to deepen support in areas where the achievements are substantial. The WB Group will put more emphasis on human capital development by encouraging more rapid implementation of education and health reform projects, while supporting Egypt's transition to a digital economy and e-government services," read the statement.



## SISI INAUGURATES 12 MAJOR INFRASTRUCTURE PROJECTS IN ISMAILIA

President Abdel Fattah El-Sisi inaugurated on May 5 a total of 12 mega national projects, connecting Sinai to the Nile Delta, Invest-Gate reports.

The new developments include four tunnels in North Ismailia and Port Said, in addition to three floating bridges, two of which are in Sarabium Zone in Ismailia and another one named “Martyr Ahmed Omar Shabrawi Bridge” in Suez.

Presidential Spokesman Bassam Rady said two of the four tunnels are located in North Ismailia and are executed under the Suez Canal, with each tunnel to accommodate 50,000 vehicles daily.

Addressing a ceremony for the projects’ inauguration, Prime Minister Mostafa Madbouly confirmed

that the two tunnels, dubbed “Tahya Misr Tunnels,” are each 5,820 meters in length and were developed at a total cost of EGP 11.5 bn. Other infrastructure projects inaugurated by President Sisi include Tahya Misr Road, which links between Ismailia-Port Said Road and Tahya Misr Tunnels. The road has a length of 4.5 kilometers, a width of 26 meters, and consists of three lanes, Madbouly revealed.

Another project is Tahya Misr Bridge, which has been constructed to connect Tahya Misr Road with Ismailia-Port Said Road. The bridge is 1,200 meters long and has a width of 30 meters, comprising three lanes in each direction. “A plan to develop Sinai and Suez Canal region is part of a comprehensive vision lasting till the middle of this century,” Madbouly was quoted as saying.



Meanwhile, President Sisi also inaugurated a community club, called “Narges,” in New Ismailia, in addition to “New Social Ismailia Club,” which consists of a social building, a swimming pool complex, two football fields, two acrylic tennis courts, two modern pentathlon courts, two multi-purpose acrylic courts, two blue multi-purpose acrylic courts, to name a few.

## EGYPT’S FREE ZONE EXPORTS REACH USD 6 BN IN 4M: MINISTER

Minister of Investment and International Cooperation Sahar Nasr said on May 12 that exports of Egyptian free zones amounted to USD 6 bn during the first four months of 2019, Invest-Gate reports.

The number of projects being implemented in Egypt’s free zones has reached 1,095, with a capital worth USD 12.5 bn, Nasr added in a recently released ministerial statement.

The minister noted that these projects were established at an investment cost of nearly USD 26.3 bn, along with foreign direct investment (FDI) worth USD 2.15 bn, which created nearly 194,000 job opportunities.

In addition, a total of seven free zones are being established in Minya, South Sinai, New Ismailia, Giza, Dakahlia, Aswan, and Kafr El Sheikh governorates, Nasr pointed out.



The existing state-run free zones include Alexandria Public Free Zone, Port Said Public Free Zone, Ismailia Public Free Zone, Nasr City Public Free Zone, and Suez Public Free Zone. According to the minister, Nasr City Public Free Zone currently comprises 211 projects, with a capital estimated at USD 3.5 bn, and investments worth USD 6.8 bn pumped into them. Additionally, the zone is seeing FDI of USD 442 mn and is providing about 72,500 jobs.

## HELIOPOLIS HOUSING EYES LAUNCHING SMART ZONE

The Heliopolis Company for Housing and Development (HHD) studies launching a smart zone in partnership with a UAE investor, Invest-Gate reports.

To be modeled on some projects in the UAE, the new smart zone will be established according to the latest technology to facilitate sales and purchases more safely, HHD Managing Director Sahar Al Damati said in a press statement on May 1, noting that the modern mechanization system is the future of real estate sector.

Al Damati elaborated that Egypt is currently undergoing a major digital transformation by setting modern mechanisms to deal with sending money through bank transfers, ensuring the safety of money and reducing money laundering. Back in February, HHD’s board of directors approved selling part of the company’s land portfolio to finance its



investment plan. According to a released statement, the Egypt-based firm decided to sell its 1,980-square-meter plot, located behind Sheraton Heliopolis, and a 190-acre land plot in New Heliopolis City, northeast Cairo, in addition to a 100-acre land area in Heliopark City, east Cairo. HHD is a subsidiary of the Holding Company for Construction and Development, affiliated to the Ministry of Public Enterprise Sector.

## EGYPTIAN REAL ESTATE COUNCIL PROPOSES BUILDING SOCIAL HOUSING FOR YOUTH: OFFICIAL



Chairman of Egyptian Real Estate Council (ERC) Adel Lotfy said a draft proposal has been completed for the development of social housing projects for young people in partnership with the government, Invest-Gate reports.

ERC has already submitted the proposal to the New Urban Communities Authority (NUCA), which mainly focuses on setting a price ceiling for these units and reaching an agreement on the draft for its actual implementation, and the provision of such units within the state’s initiative to provide housing units for the community’s neediest groups, Lotfy uncovered in a press statement on May 8.

The chairman pointed out that the state had to shoulder this heavy burden in order to provide these units, especially with the implementation of mega infrastructure projects and establishment of new cities in different governorates, which require substantial cooperation and partnership between the government and private sector.

Additionally, ERC has prepared a draft proposal to regulate real estate development and establish a federation for real estate developers.

## SOMABAY UNCOVERS 2 NEW FLAGSHIP RESIDENCES

Abu Soma Development Company has unveiled its latest two launches at its Red Sea Boutique Destination, Somabay, namely “Mesca” and “Reeftown Residences,” featuring both luxury and modern living together, Invest-Gate reports.

Developed to incorporate modern elements that are inspired by Somabay’s minimalistic style of natural colors and textures, Reeftown Residences endeavors to reflect the beauty of the Red Sea in structure and design, according to a recently released statement.

“Located between Wadi Jebal and Soma Breeze, the strategic positioning of Reeftown on the Reef side of the bay boasts unobstructed, panoramic views of the Red Sea and beyond. The project is comprised of intimate, two- to three-bedroom chalets that are designed to blend seamlessly into the surrounding natural landscape,” read the statement.



Reeftown is serviced with an array of amenities and facilities situated within the resort and is just a short walk away from Somabay’s world-renowned golf course, private coastline, and The Cascades Golf Resort.

As for Mesca, which is Somabay’s exclusive beachfront enclave, is masterplanned on varied elevations to provide unobscured views for all residents alike. It is embraced by the resort’s tranquil lagoon and

sea views in every direction, boasting luxury-finished standalone villas, twin houses, as well as, corner and twin-villa lofts.

“The sundrenched development breaks down the optimum in beauty to invite the Red Sea’s serenity, its panoramic sunsets, and fresh breeze straight into every home,” the company remarked. All Mesca’s units are deemed “a fluid way to experience daily changing vistas, soothing waters, and [Somabay’s] paradise surroundings, captured from the comfort of your room,” the developer noted.

It is worth mentioning that the newest addition is complemented with “signature beachfront hospitality” – or Somabay’s Hotel Mesca, which spans a beachfront gym, beach volley, tennis courts, while featuring one of the top kitesurfing spots in the world.

## IWAN DEVELOPMENTS ANNOUNCES LAUNCHING 2 RESIDENTIAL PROJECTS OUTSIDE WEST CAIRO

Iwan Developments unveiled on May 22 its intentions to launch two new residential projects in New Cairo and Ain Sokhna, after obtaining their lands in these areas last February, Invest-Gate reports.

This comes in line with the company’s plans to transfer its exceptional experience and real estate concepts it had implemented at its 6<sup>th</sup> of October City projects to other areas in the Egyptian market, Ahmed Salah, Iwan Development’s head of the business development, said during a ceremony held to celebrate the announcement at Marriott Mena House Hotel, west Cairo.

Commenting on the move, CEO of Iwan Developments Waleed Mokhtar said, “We have become the top developer of high-end residential communities in 6<sup>th</sup> of October City, west Cairo, without



competition; Axis is our newest project in this area. In this regard, now it is time to move to other areas in the local market.”

“The company will announce more details on these two projects in a timely manner, and

we believe that the time is right to replicate our successful experience in other places with the same vocabulary, tools, and concepts of achievement, success, and excellence,” Mokhtar explained.

The ceremony was concluded by an exceptional performance of Lebanese megastar Wael Kfoury, who performed a series of his most beautiful songs with which the audience interacted with enthusiasm.

It is worth noting that Iwan Developments has so far built seven residential compounds since its inception 15 years ago, on an area of more than 886,000 square meters in Egypt, including Jira, Jawar, Atrium, Alma, and lastly Axis in 6<sup>th</sup> of October City. In addition, the company’s total sales amounted to EGP 4 bn in 2018.

## MARIOUT HILLS TO ESTABLISH 1<sup>ST</sup> SPORTS MEDICINE CITY

Mariout Hills Development, a subsidiary of Mariout Hills Group, is preparing to establish the first sports medicine city, with a total investment of EGP 162 mn at its sustainable city project in New Alamein, North Coast, Invest-Gate reports.

Ahmed Hassan, chairman of Mariout Hills, said that the sports medicine city will include the largest international center for sports camps in the Middle East, in addition to units and centers to discover talents in all individual and group games.

To be inaugurated within two years, the city is characterized by a decreased carbon footprint so as to be the perfect place for hosting athletes. “The sports city will be ready to receive three football teams at a time, with a capacity of 100 people per day, and provide the most modern means of

preparation, physical equipment, hospitalization, rehabilitation, and specialized medical treatment,” Hassan said.

Hassan expected the sports medicine city to receive about 18,000 athletes annually from Africa and northern Europe, with plans to include an accredited center of international associations for the detection of steroids.



**MARIOUTHILLS**  
Real Estate Developments

On the other hand, the sports medicine city will comprise two specialized centers, the first of which will be for treatment of stadium injuries and physical rehabilitation, as well as, women’s care and beauty, Hassan said.

He added that the second center will be dedicated to caring for senior citizens, the hospitalization for the treatment of age-related diseases, and psychological rehabilitation. It will also have special units for Alzheimer cases, he pointed out.

In early May, the chairman announced that Mariout Hills launched its first “eco-city” in New Alamein, Swiss Ranches, with estimated investments of EGP 2.4 bn to be pumped during the project’s first phase.

## REAL ESTATE CHAMBER STUDIES MECHANISM FOR DEVELOPERS' PARTICIAPTION IN SOCIAL HOUSING

The Real Estate Development Chamber at the Federation of Egyptian Industries (FEI) considers the mechanism of private real estate companies' participation in the development of low and middle-income housing projects, Invest-Gate reports.

This comes as a response to the request of the Ministry of Housing to submit proposals in this regard, according to a press statement on May 20.

Head of FEI Tarek Shoukri said that the World Bank (WB) provides USD 500 mn fund for about 125,000 social housing units to be implemented by the ministry within five years.

He explained that the chamber received proposals from a group of companies to express their desire to participate in the development of this type of projects, and the FEI is preparing a memorandum of proposals to be submitted to the ministry.

He elaborated that middle-income housing is witnessing a great demand, yet developers do not develop such types of projects due to the high price of lands.

In March, Minister of Housing, Utilities, and Urban Development Assem El Gazzar discussed in a meeting with a WB delegation, in the presence of a number of real estate developers, the possibility



for launching new mechanisms to allow developers to execute social housing projects and other developments implemented by the New Urban Communities Authority (NUCA).

## EL WADI EYES EGP 400 MN IN SALES OF AGORA SIDI ABDEL RAHMAN

El Wadi for Tourism and Real Estate Investment aims to record nearly EGP 400 mn in sales of its flagship resort in the North Coast, Agora Sidi Abdel Rahman, in 2019, while planning to launch 400 residential units at the project during the same year, Invest-Gate reports.

Ahmed Samir, the company's commercial director, exclusively told invest-Gate that the newly offered units are with areas ranging from 55 to 170 square meters, adding that El Wadi has so far managed to market 40% of the project, which is being marketed over six phases.

"Developed on 21 acres, Agora is a residential tourism project that comprises 900 housing units and a 120-room hotel, in addition to a commercial mall that covers an area of 21,000 square meters," Samir noted.



He pointed out that the commercial mall is currently operating at full capacity, serving Agora's residents as well as locals of the surrounding area.

Stretching over an area of 1,200 square meters, the mall encompasses several international brands, notably IKEA, which opened its second headquarters in Egypt in the North Coast inside Agora resort, the commercial director revealed.

## MG DEVELOPMENTS LAUNCHES 1<sup>ST</sup> KITESURFING CENTER IN BLUE BLUE EL SOKHNA

MG Developments, developer of Blue Blue Resort El Sokhna, has announced the launch of the first permanent kitesurfing center in Ain Sokhna, following the period of its experimental operation, Invest-Gate reports.

"The center's pilot operation has begun last summer and it is now fully operating in a way that allows customers to enjoy their annual vacation within Blue Blue resort," Karim El-Khashab, head of Kitesurfing Sports Center, said in a statement on May 11.

The center is one of a range of entertainment and sports services at Blue Blue Resort, which were implemented with investments estimated at EGP 2 bn. The resort is extending over an area of 120,000 square meters, featuring a variety of chalets with different sizes to suit all needs, with a beach stretching over 300 meters long.



Aya Al Shenawy, head of development at MG Developments, said, "The Kitesurfing Sports Center is the first in Ain Sokhna and is considered the first to be developed by the company."

Blue Blue Resort plans during the coming period to sponsor a number of kitesurfing competitions and receive players and fans from all over the world to boost and promote the country's tourism, according to Mohamed Abdel Mordy, commercial director at MG Developments.

## JDAR GROUP LAUNCHES SEA VIEW NORTH COAST PHASE II



Jdar Group announced on May 19 the launch of the second phase of its 137-acre residential project, Sea View North Coast, Invest-Gate reports.

Jdar Managing Director Ahmed Fakhry said in press statement that the launch of the project's second phase follows the complete sale of the first phase.

While the whole project features 1,670 units, the second phase includes 94 buildings, comprised of 468 units, including villas and chalets with various spaces. Fakhry added that the company offers its customers discounts up to 20% for a limited period when contracting on the second phase of the project, which is scheduled to be delivered in 2021.

The managing director added that 90% of the 700-unit first phase of Sea View has been constructed, with the whole phase is set for delivery before the end of 2020, he highlighted.

The company is also preparing to begin implementing a water desalination plant within the project, he pointed out. He elaborated that the project's investments reached EGP 4 bn and is being developed over three phases.

# BAB AL QASR: ONE BIG RAMADAN FEATURE THIS YEAR

This Ramadan, New Cairo's **Royal Maxim Palace Kempinski** opens a new gate to lavish entertainment with its Bab Al Qasr tent, which is highly received by its guests all throughout the holy month.

Located at the Pool Courtyard, where the hotel's main building, known as the Palace, forms a picturesque backdrop to the magi-

cal setting. Bab Al Qasr tent welcomes Ramadan nights' lovers every night for Sohour as well as corporate gatherings and large groups daily for Iftar and Sohour, with daily Takht performance. On Fridays, guests can enjoy the tent's weekly special nights. Called Star Nights, the line-up includes entertaining shows of Mahmoud El Esseily, Pousy, Adaweya, and Mahmoud Ellithy.





## INVEST-GATE'S 'BAB EL EZZ' MAKES HEADWAY IN LEPERS LIVES

Invest-Gate organized on May 15 its first real estate charitable Sohour, dubbed “Bab El Ezz,” at the Nile-Ritz Carlton, Cairo, as part of its efforts to give back to the community by improving lepers’ quality of life.

Under the slogan, “Time to Give Back,” the first of its kind event was aimed at collecting large amounts of charity donations from the country’s top real estate developers. All proceeds were directed to supporting leprosy patients as “Bab El Ezz” started with funding the necessary medical operations for 15 patients, whether optical surgeries or amputation of affected limbs and joints. Simply put, all of the Sohour’s takings were basically oriented toward providing the leper community with basic life necessities.

On the sidelines of “Bab El Ezz,” a memorandum of understanding (MoU) was signed between Invest-Gate’s Managing Partner Mohamed Fouad and Misr El Kheir Foundation to cooperate in providing on the ground support to leprosy patients and giving them a chance for a better life.

This came in the presence of Deputy Minister of Housing, Utilities, and Urban Communities for National Projects Khaled Abbas and General Manager of Egypt’s Leper Colony Mohamed El Ghamaz, in addition to CEO of Rooya Group Hisham Shoukri, MENA Group Founder Fathallah Fawzy, Managing Director and Board Member at Tatweer Misr Ahmed Shalaby, CEO of City Edge Developments Amr El Kady, CEO of Iwan Developments Waleed Mokhtar, CEO of Madaar Development Maged Salah, CEO of PACT Real Estate Mohamed Gamal, Managing Director of PACT Real Estate Moaaz Wessam, CEO of The Land Developers Omar El Tayebi, Chairman of El Mostakbal for Urban Development Essam Nassef, CEO of First Group Basheer Mostafa, CEO of Gates Developments Muhamad Essam, Chairman of EgyGab Developments Mohamed Gaballah, and CEO of Inertia Ahmed El Adawy. Several stars and influencers also attended the event and marked significant contributions to the initiative, including renowned Egyptian actress Basma who showed her support and joined “Bab El Ezz” give-back community.

The entertaining night was crowned by the outstanding live performances of Fabrica as well as the trio of percussionist Hamdoon, violinist Azmy Magdy Azmy, and Saxophonist Ramy Samy.



Invest-Gate put all its efforts to make the event’s contributions come to life, while documenting the whole process from the very beginning until the patients actually relish the provided aids.

Most patients live in the Leper Colony located in Qalyubia governorate; they are ostracized from their communities and living in dire need for all types of aids. The area encompasses a giant hospital that houses hundreds of patients afflicted by this contagious disease, while being abandoned by their families and friends. Apart from the leprosarium, there are also thousands of disease carriers that are spreading all over the country and are struggling with leprosy’s deadly symptoms.

Key industry leaders came together under one roof to have their donations making a real change in these marginalized patients’ lives. Invest-Gate would like to thank the participating developers: Tatweer Misr, Rooya Group, Iwan Developments, Madaar Development, PACT Real Estate, The Land Developers, El Mostakbal for Urban Development, First Group, Gates Developments, Coldwell Banker Egypt, Inertia, EgyGab Developments, City Edge Developments, and our event planner Eventfull.





## WE ASKED OUR HONORABLE GUESTS:



“ We previously tried to help lepers, but we did not manage to continue that for so long. When Invest-Gate proposed this initiative, we were really excited to join and we are willing to continue supporting it. The main challenge is the existence of a trusted body to raise funds and it is now Invest-Gate.

**AHMED EL ADAWY**  
Inertia CEO

“

We are thankful to Invest-Gate for organizing such a great and important event, and we would love our company to partake in the rehabilitation of patients to feel part of and integrate in the society once again. We wish our contribution results in a successful recovery of all patients.

**AHMED EL TAYEBI**  
The Land Developers Chairman & Managing Director



“ We participate this year in supporting leprosy patients out of our belief that we should all collaborate to enhance their medical and social situation, and to help them live a normal life.

**AHMED SHALABY**  
Tatweer Misr Managing Director & Board Member

“

One of our important values at City Edge Developments is community participation. For this reason, we devoted high attention to Invest-Gate's invitation to support lepers and put an end to leprosy in Egypt. It's a very good opportunity for us to be part of this initiative and make Egypt free of leprosy.

**AMR EL KADY**  
City Edge Developments CEO



“ I would like to thank Invest-Gate for this generous initiative and its call to look after lepers, as they are highly marginalized in the society.

**BASHEER MOSTAFA**  
First Group CEO

“

Invest-Gate is playing a significant role in supporting lepers, and we were keen on joining forces to give back to the community.

**ESSAM NASSEF**  
El Mostakbal for Urban Development Chairman



“ Once Invest-Gate proposed this initiative's idea to Rooya Group, we got so excited out of our conviction that the Leper Colony is a marginalized part of the Egyptian society that deserves every single aid to no longer feel ostracized.

**HISHAM SHOUKRI**  
Rooya Group CEO

## WHY DID YOU JOIN BAB EL EZZ?



“ Invest-Gate’s initiative to improve lepers’ lives is not something unfamiliar for the magazine’s teamwork.

**KHALID BAHIG**  
Coldwell Banker Egypt CEO

“

We are grateful for Invest-Gate for giving Madaar such an opportunity to be part of this charitable initiative and support lepers in the holy month of Ramadan.

**MAGED SALAH**  
Madaar Development CEO



“ Leprosy is a disease that its psychological pain causes more harm than its physical one. The community should highlight their struggle to spread the awareness of this merciless disease. Invest-Gate’s initiative came as the first of its kind to support lepers and their families, taking away their suffering and helping them live a peaceful life.

**MUHAMMAD ESSAM**  
Gates Developments CEO

“

We chose the Leper Colony and leprosy patients for they are a marginalized part of the community. I am truly happy with the large number of developers taking part in Invest-Gate’s initiative to help and treat lepers. We, as Egypt’s real estate sector, opted for a charity act in Ramadan for lepers to be part of the community once again.

**MOHAMED FOUAD**  
Invest-Gate Managing Partner and CEO



“ We would like to thank Invest-Gate for its initiative to treat lepers in Egypt. We, at EgyGab, are honored to be one of the developers who strongly support this initiative.

**MOHAMED GABALLAH**  
EgyGab Developments Chairman

“

We, at Pact, are glad of Invest-Gate’s initiative to support lepers so as not to feel apart from the community and be able to effectively contribute to the society.

**MOHAMED GAMAL**  
Pact Real Estate CEO

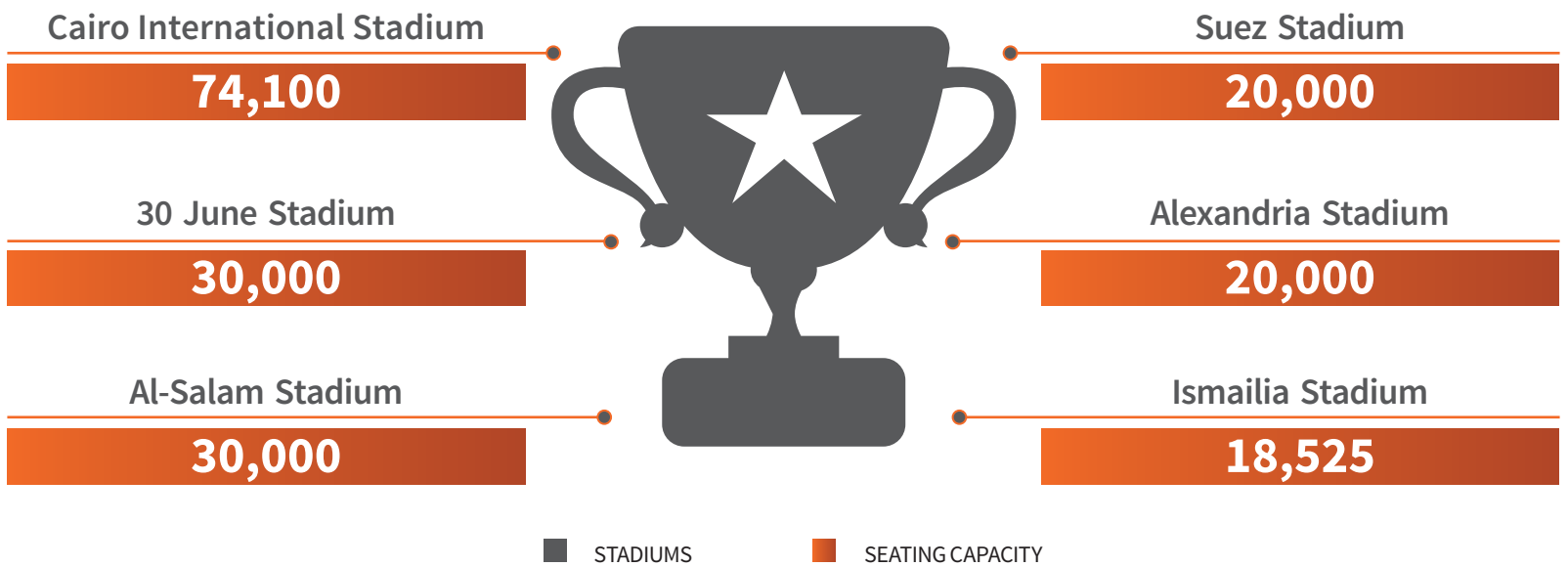


“ Why support such events as Invest-Gate’s initiative? The answer is simply that it is in our culture, our upbringing, and our nature to support any venture or activity which will somehow benefit those underprivileged, if only for the purpose of feeling good about it.

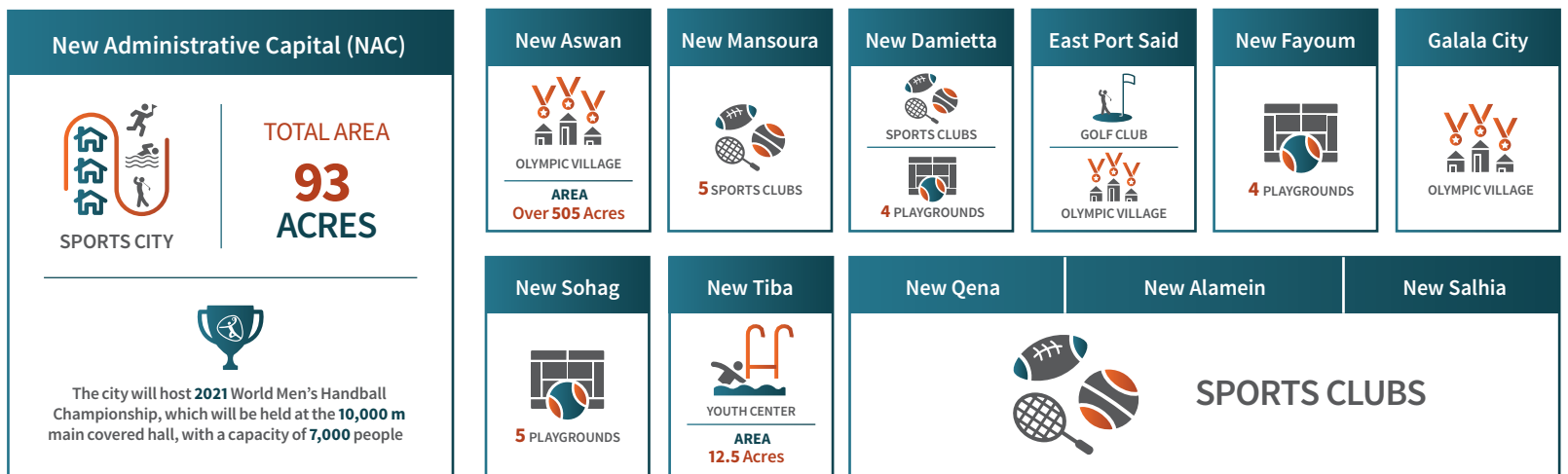
**WALEED MOKHTAR**  
Iwan Developments CEO

# BOOMING INDUSTRY OF SPORTS IN EGYPT

## STADIUMS HOSTING 2019 AFRICA CUP OF NATIONS IN EGYPT

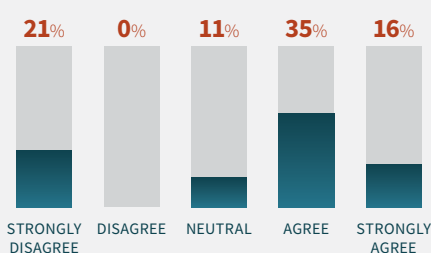


## SPORTS FACILITIES IN EGYPT'S NEW CITIES

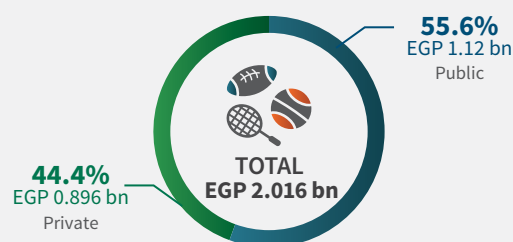


### Online Monthly Survey

WILL AFRICA CUP OF NATIONS AFFECT TOURIST INFLOWS TO EGYPT?



### Investments in Sports Services in FY 2018/19 (EGP bn)



### Government Strategy



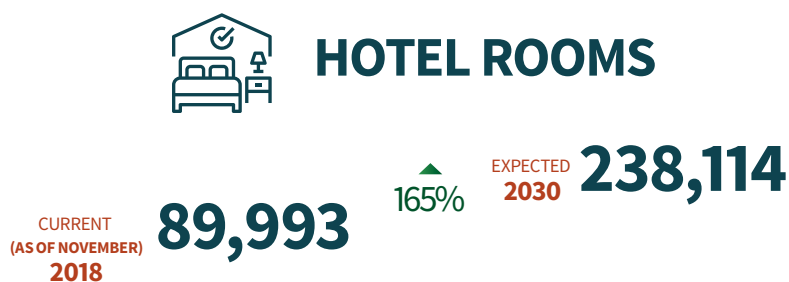
Sources: Egyptian Football Federation (EFF), Invest-Gate R&A, Ministry of Planning & Government Strategy (2018/19-2021/22) Report.



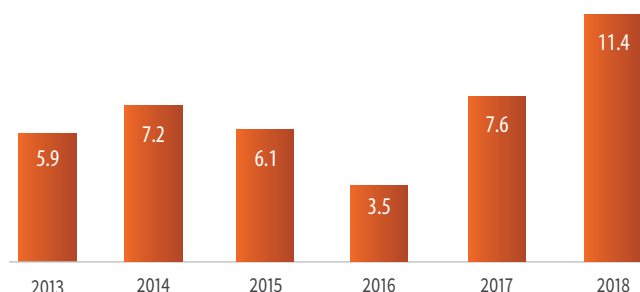
# ECONOMIC SNAPSHOT

## TOURISM DEVELOPMENT IN EGYPT

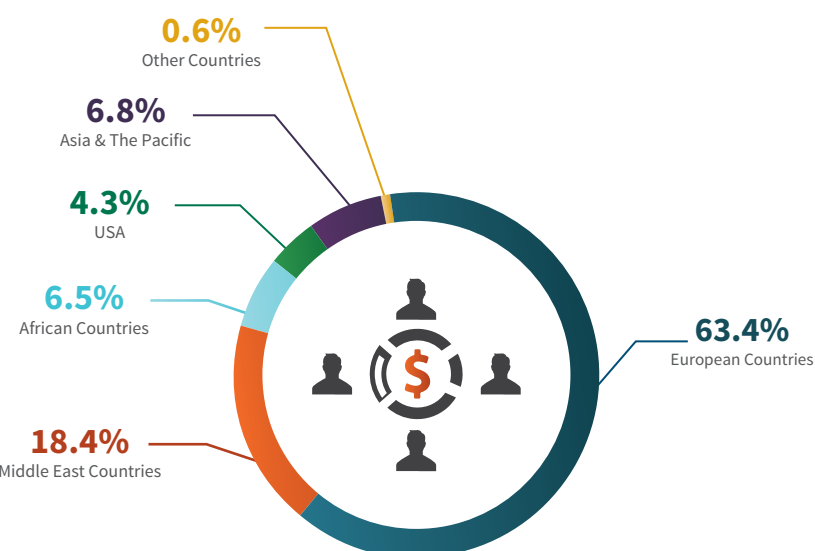
### HOTEL INDUSTRY IN SUSTAINABLE DEVELOPMENT GOALS (SDG) 2030



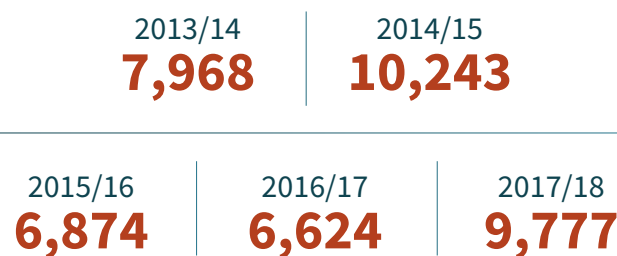
### TOURISM REVENUES (USD BN)



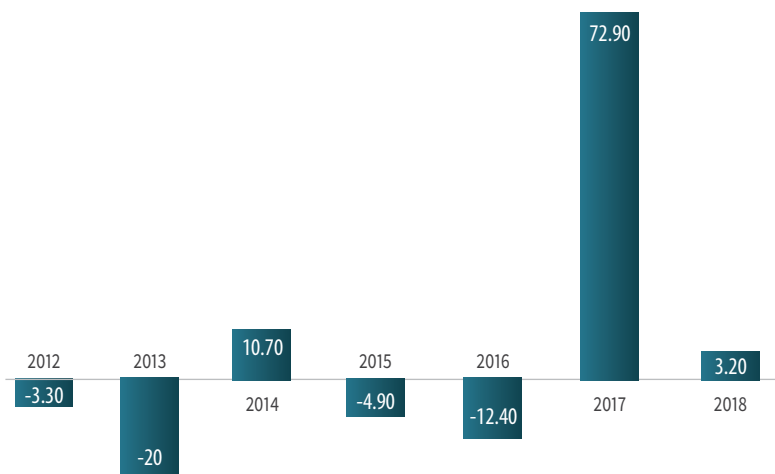
### EGYPT TOURIST ARRIVALS BY MARKET SHARE IN Q4 2018



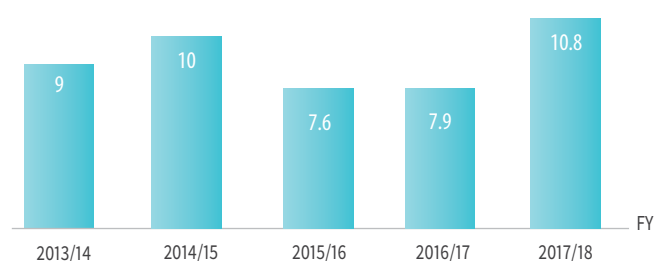
### EGYPT TOURIST ARRIVALS (FY MN)



### DIRECT CONTRIBUTION OF TRAVEL & TOURISM SECTOR TO GDP (ANNUAL GROWTH RATE) (%)



### AVERAGE NO. OF TOURIST NIGHTS



### HIGHER INVESTMENT GROWTH GOES TO RESTAURANTS & HOTELS



Sources: Central Bank of Egypt (CBE), Ministry of Tourism, Central Agency for Public Mobilization & Statistics (CAPMAS), World Tourism & Travel Council, Ministries of Planning & Investment & Invest-Gate R&A

# REAL ESTATE RAMADANA



## EMAAR MISR

Emaar Misr invited its loyal partners to the opening of “Lanterns on the Terrace” at Uptown Cairo’s Golf Clubhouse on May 9 to have a magical Sohour experience. The special performance of Mahmoud El Esseily rocked the night out and made the attendees enjoy a Ramadan-ish ambiance at its best!



## SOMABAY

Somabay held its annual corporate Iftar gathering on May 13 at Marriott Mena House. With their awesome contemporary instrumental music, Dokkan Band took the night to a whole new level of entertainment, offering a unique and cozy experience, and unleashing the exclusive spirit of the blessed month.

# GATE IN NIGHTS

Known as the month of gatherings and generosity, Ramadan always comes with a line-up of widespread events -either Iftar or Sohour- being held across Cairo, where it's all about the lanterns, the Ramadan spirit, networking, being spoiled with food and drinks, and enjoying some quality time. Invest-Gate has accompanied some of its partners in the real estate market at their extravagant events during the holy month. So here is how busy the sector was this Ramadan season.



## TAMEER

Tameer brought its Azad community together for a royal Sohour night on May 14 at Royal Maxim Palace Kempinski's Bab Al Qasr. To ensure a quintessential Ramadan experience, Ayamna El Helwa Band performed their unique brand of contemporary Egyptian music and theatrical compositions.



## AKAM DEVELOPMENTS

Akam Developments held on May 18 an entertaining Sohour night to celebrate the launch of the third phase -or "ClubView"- of its New Administrative Capital (NAC) residential project, Scenario. Held at El Tara Tent at Sky Executive Resort, New Cairo, the night was full of chill and cool vibes with the performance of popular Egyptian singers Mohamed Adaweya and Mostafa Hagag.



## SODIC

In a warm Ramadan ambiance, Six of October Development and Investment (SODIC) hosted the annual Iftar on May 20 for its valued media partners at Four Seasons Hotel Cairo at Nile Plaza. The Iftar was followed by an open discussion between SODIC CEO Magued Sherif and the media people, who were engaged in an enthusiastic talk about the outlook of Egypt's real estate sector and its massive potentials at large, as well as, SODIC's ambitious plans for 2019.

## PROGATE DEVELOPMENT

Progate Development and El Fouad Holding held a remarkable Sohour night for its, partners in success, namely brokers, on May 21 at Triumph Luxury Hotel, New Cairo. The brokers event came to celebrate the partnership between both companies. With Mohamed Adaweya jamming the night out, the event left the attendees with the best nostalgic memories they can ever live throughout the holy month.



## IWAN DEVELOPMENTS

Iwan Developments held one-of-a-kind Sohour event on May 22 at Marriott Mena House, overlooking the Great Pyramids of Giza. The event brought together big developers, an array of media people, and other high-profile attendees. Iwan did not fail to impress us and take the night to a whole new level with the astonishing performance of Lebanese superstar Wael Kfoury who sang his heart out and set the fire on stage with his oriental tunes.

## CASTLE DEVELOPMENT

Castle Development held a generous Sohour like no other for brokers on May 24 at Dusit Thani LakeView Cairo's Layaly El Khedewy Ramadan tent. Invitees embraced the magical spirit of the holy month in an exceptional setting lit up by the softly glowing lamps, and sparkling decorations. The event featured Egyptian singer Mostafa Hagag, making guests experience the season's festive spirit.



## EL ATTAL HOLDING

El Attal Holding held an exceptional Sohour night on May 25 at Blue Nile Boat's Qamar Eldin Tent, which boasts the best Nile views in Cairo. The event made its prominent attendees jump into the vibes of the holy month of Ramadan, while blessing their souls with some Egyptian traditional vibes.

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# SPORTING EVENTS WHAT'S IN FOR HOST COUNTRY?

BY JULIAN NABIL

Sports tourism has increasingly become popular in the recent decade, with sporting events of various kinds and sizes, acting as a catalyst for tourism development and attracting millions of tourists, whether participants or spectators. As a matter of fact, the global spectator sports market was valued at USD 265 bn in 2017, “Spectator Sports Global Market” 2019 report highlights.

## VOLUME OF GLOBAL SPECTATOR SPORTS MARKET

USD **265** bn in 2017  
*Source: Spectator Sports Global Market*

Year over year, this rapidly growing niche is receiving increased attention for its economic impacts, aside from other vast environmental and social benefits, upon host countries. For this reason, nations rival to host major tournaments to distinguish

and showcase themselves on an international stage and to secure maximum benefits at the same time.

With the approach of 32<sup>nd</sup> edition of Africa Cup of Nations (AFCON), hosted by Egypt for the fifth time from June 21 to July 19 of this year, Invest-Gate underlines the wide spectrum of benefits sports events provide for host destinations, while highlighting the impact of 2019 AFCON on Egypt in specific.

### LINEUP OF BENEFITS

Globally, one major contributor to tourism growth in any country nowadays is sports tourism, which is currently deemed by the World Tourism Organization as one of the fastest growing sectors.

While total international tourism revenues reached USD 90.9 bn in 2017, the volume of sports tourism recorded USD 1.34 trn during the same year, according to the German online portal for statistics Statista.

#### VOLUME OF SPORTS TOURISM

USD **1.34** trn in 2017  
Source: Statista

Hisham Shoukri, CEO of Rooya Group, highlights that hosting international events results in a massive leap in the number of international tourist arrivals, represented in spectators and participants, who fly from all over the world to attend key sporting events.

Consequently, the rise in tourist arrivals directly leads to an increase in hotel occupancy. This is evidenced, for example, by the high 75% occupancy rate of hotel beds throughout the European Soccer Championship (Euro) 2012, which was co-hosted for the first time by Poland, according to a report by Munich Personal RePEc Archive in 2016.

Besides, Shoukri explains that the high number of tourist arrivals also contributes to securing cash inflows in foreign currency and fuels trade activity within the country.

The largest share (51%) of sporting events' total economic impact can be attributed to spectators' spending, which includes expenditure on goods and services inside event venues such as food and beverage (F&B), retail, amongst others, in addition to outside facilities such as accommodation, F&B, retail, transport, entertainment, tours, to name a few, a report titled "The Economic Impact of Major Sports Events" by KPMG - a global network of professional services firms - indicated in September 2018.

**51%**  
of sports events' total economic impact can be attributed to spectators' spending  
Source: KPMG

On another note, Somabay's CEO Ibrahim El Missiri sees that "hosting major sporting events is definitely a driver for development."

Sporting events usually bring with them long-term investments, which come from preparing for major tournaments, according to Mennatallah Magdy, business analysis manager at City Edge Developments (CED).

In other words, cities will usually have, as a matter of requirement in most cases, to invest in developing or upgrading sports facilities, infrastructure, and transport systems to cater to an influx of tourists and make the destination more appealing, both El Missiri and Magdy explain.

For example, International Federation of Association Football (FIFA) advised applying countries for the World Cup in 2018 and 2022 that 16-18 venues should be presented in each application, which, in a reasonable manner, should be spread all over the country. Of these 16-18 stadiums, FIFA then picks just 12 venues. It also requires that a venue hosting the opening game and the final must have a net capacity of at least 80,000 people.

Aside from the stadia, one major requirement of cities hosting the World Cup is related to transportation; they are required to have a detailed traffic management plan no later than three years prior to the event. Venues for fan fests as well as public viewing areas must also be provided.

Magdy sees that several years of planning and investment can revitalize cities' overall economy on the short and long term.

Official figures showed that France, for instance, has seen a return of EUR 1.22 bn (USD 1.36 bn) from hosting Euro 2016, despite spending only EUR 200 mn in organizational costs. Another excellent example is Sydney 2000 Olympic Games, when in the six years either prior to or following the tournament, Australia's gross domestic product (GDP) surged by GBP 6.3 bn (USD 7.99 bn), primarily thanks to investments, according to "Economic Impacts of Sports Events" report in 2016.

Moreover, Shoukri adds that sporting events create additional job opportunities for youth, who get involved in different organizational tasks related to the event and tourists. It was estimated that London Olympics 2012 created 8,000 full-time jobs, according to "Advanced Theory and Practice in Sport Marketing" book.

#### LONDON OLYMPICS 2012 CREATED

**8,000**  
full-time jobs

Source: Advanced Theory & Practice in Sport Marketing

There is another long-term positive impact of investments on the local economy. Magdy reckons that the country's infrastructure, after being already developed, automatically cuts the costs for hosting other mega sporting events in the future.

In another vein, major international sporting events, such as Olympic Games and football and rugby championships, have managed to become powerful tourist attractions in themselves, majorly and positively contributing to the tourism image of the host destination.

Shoukri and El Missiri agree that organizing mega sporting tournaments makes a great propaganda for the host country and increases its awareness as a touristic destination.

“This happens through event coverage either by media outlets or fans from around the world, which boosts the tourism influx after the sporting event ends,” Shoukri notes. In addition, El Missiri underlines that such marketing also provides credibility, reinforcing the feeling of security at the destination as the international bodies would put trust in the country hosting such events.

In a nutshell, sporting events contribute to raising the profile of the host country on all levels. In return, “this leads to lasting economic benefits across the board,” Magdy says.

### WHAT ABOUT AFCON 2019 IN EGYPT?

Now Egypt is under the spotlight as all soccer fans around the world are geared toward the hottest tournament of the year, AFCON 2019. According to Somabay’s CEO, this sporting event is now recognized as a serious international tournament due to the participation of African players, who are regularly part of major European leagues, including Premier League, Serie A, Bundesliga, La Liga, and La Ligue.

In fact, hosting the tournament will have some obvious economic benefits for Egypt. The country is expected to see a huge surge of spectators and touristic turnout during the international football event. Earlier in February, Sports and Youth Minister Ashraf Sobhy affirmed, “The [AFCON] is likely to attract around 50,000 tourists to Egypt in June 2019.”

Aside from that, South African daily online news platform Daily Maverick reported earlier that AFCON could boost a country’s tourism economy by around USD 150 bn if marketed well. For Egypt, economic expert Abu Bakr al-Deeb told local newspapers that he expects it to gain a total of nearly USD 14 bn out of hosting the most extravagant sporting event in Africa.

In terms of political advantages, CED’s business analysis manager anticipates that AFCON will be a great and price-less opportunity for Egypt to strengthen its presence and position in Africa, especially at a time when the country is preparing to take over the presidency of the African Union. That is why this mission is placed on top of the government’s priority list, Magdy adds.

As a matter of fact, Egypt is ready to welcome tourists with open arms. In preparation for the event, the ministries of youth and sports, tourism, foreign affairs, information, telecommunications, transportation, and interior joined forces to ensure that the participating teams, fans, and media praise the event’s organization and security.

When it comes to security, Ministry of Interior said last January that approximately 100,000 policemen are to be deployed across the country to provide security for the Nations Cup. Dozens of rapid intervention units will be posted in host cities to secure safety of participating teams and fans traveling to Egypt to watch the matches.

In addition to the football program, the country will be arranging cultural, touristic, and entertainment events to be held on the sidelines of the games.

In brief, El Missiri notes, “The state should ensure that we deliver a world-class experience to all visitors. We should make sure to capitalize on the positive impact following the event, while providing the fans with an unforgettable experience.”

If successfully leveraged in terms of destination branding, infrastructure development, and other economic and social benefits, the tournament will result in an array of advantages on all levels for Egypt.





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# GREEN BUILDINGS

What are they, and do they really matter?

Throughout a building's lifecycle, design, construction and operation phases, buildings use resources and generate wastes. The "Green Building" approach appeared then to manage those phases efficiently.

A green building; is a structure that is designed, built, renovated or operated in a resource-efficient manner. Green buildings are designed to meet certain objectives such as protecting occupant health, improving employee productivity, using energy, water and other resources more efficiently while reducing the overall harmful impact on the environment. All of these features are the results of applying the green building approach elements.

## So, what are the main elements of a green building?

### FIVE MAIN ELEMENTS



#### Sustainable Site Design

Using Space Efficiently - Daylighting - Passive Ventilation - Reducing the Urban Heat Island Effect



#### Water Quality and Conservation

Use of Rainwater Catchment - Gray Water Recycling - Black Water Treatment for Greeneries



#### Energy Efficiency and Environment

High-efficiency glazing - High-efficiency lighting - Solar and renewable energy



#### Indoor Environmental Quality

Maintaining a pleasing atmosphere for stress reduction and improved worker efficiency



#### Materials and Resources

Recycled materials - Local materials - Materials Engineered for Maximum Durability

### RATING SYSTEMS & CERTIFICATIONS

Many organizations in different countries have developed model codes and rating systems that communities can use to develop green building programs or revise building ordinances.

**LEED**, or **Leadership in Energy and Environmental Design**, is the most widely used green building rating system in the world. Each certification has a huge variety of rating systems categories and each category is divided according to the building's usage and type. LEED rating level is based on the number of points achieved, a project then earns one of four LEED rating levels:



#### Certified

40 – 49 points



#### Silver

50 – 59 points



#### Gold

60 – 79 points



#### Platinum

+80 points

### TRIGGERS TO INCREASE LEVELS OF GREEN BUILDINGS

Although the decision of taking the green building approach is affected by many aspects, there are four main triggers that drive and encourage the decision directly:

#### Client Demands

*Conditions of some multinational companies.*

#### Environmental Regulations

*Governmental terms and regulations through building codes.*

#### Healthier Building

*Green buildings protect occupants health and increase productivity.*

#### Marketing Tool

*Some landlords use green approaches as a marketing tool.*



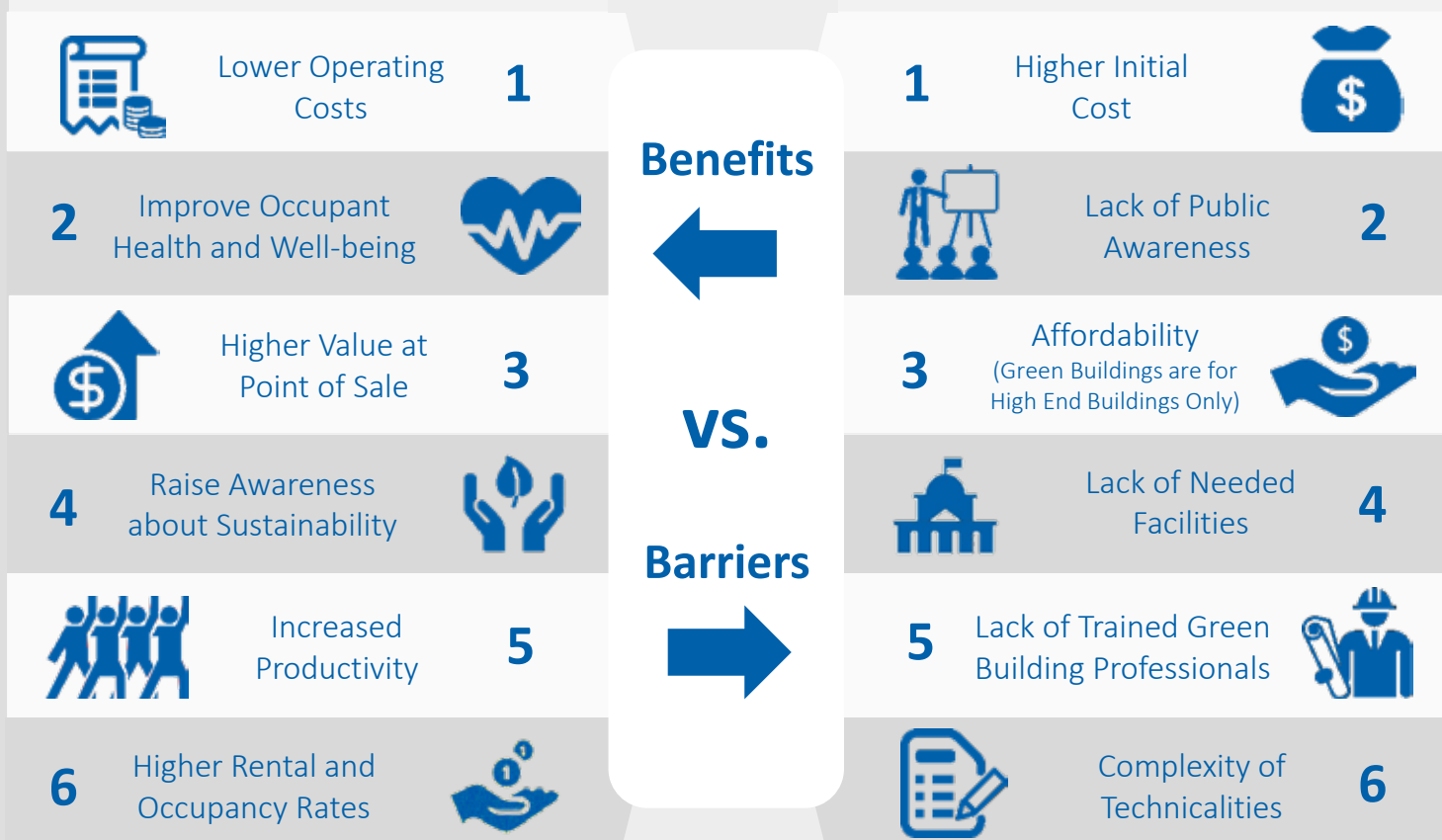
ADVANTAGE

# GREEN BUILDINGS

What are they, and do they really matter?

## BENEFITS VS. BARRIERS

For a landlord or a business owner, it is all about a complicated equation where he must calculate all benefits vs. barriers that could face him while taking such an approach:



## CONCLUSION

While the barriers of taking the green building approach may look a lot, it is very easy to overcome those barriers, because the benefits and the returns are much higher. Rating systems such as “LEED” are becoming globally well-known and green building features might be required in a lot of multinational companies’ terms of renting or buying their properties.

**The world is moving fast towards the green approach and it is believed that in the near future, all buildings will be green...**

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- CBC Advantage

# SPORTS INVESTMENT PROMISING FUTURE VS. CHALLENGING PRESENT

BY MAHMOUD EL-ZAHWEY

Sports never fails to provide its fans with an ultimate vent to let go of their worries and stresses. This has led to the evolvement of sports investment culture worldwide and has been consequently translated into facts and figures, demonstrating the expansion of the international sports industry all along, especially in the past few years.





A 2016 study by India-based business advisory firm KPMG on sports teams, leagues, and federations found that the value of the entire world's sports industry, including sports infrastructure, events, hospitality, training, as well as, manufacturing and retail of sports goods, ranged between USD 600 bn and USD 700 bn by the end of 2016, exceeding the national income of more than 100 countries.

This does not only give a clue about the unquestioned importance of sports as a powerful engine in developed economies, but also reflects the increasing popularity of sports investment and the growing awareness among both investors and community members of the extended as well as the industry's far-reaching impacts.

Residential and commercial projects might be taking the lion's share of urban development planning in Egypt. However, recent trends have indicated that the establishment of recreational and sports facilities all around the North African country is progressing at an unprecedented pace, with both public and private players making significant strides in this sector.

While the country's extensive preparations proceed by leaps and bounds as the 32<sup>nd</sup> edition of Africa Cup of Nations (AFCON) edges closer, InvestGate takes a tour around the most remarkable sports facilities in Egypt, shedding light on multiple investments run by the government and real estate developers in this regard.

### VOICE OF THE REAL ESTATE MARKET

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Making waves in the global and local economic sphere, the sports industry has just started to act as an alluring opportunity for some investors worldwide. For Egypt, although developers see that implementing standalone sports projects an unworthy investment for various reasons, incorporating such type of amenities in the master plan of their integrated projects has recently become a common approach. Even if these sports developments do not stand lucrative by themselves, they add up to the package of services that developers offer to their clients when selling a housing unit.

General Manager of Club Development Department at Talaat Moustafa Group (TMG) and Region Chairman of Egyptian Squash Association in Cairo Ziad El Chazly sees that the majority of real estate developers do not mainly target developing a real sports investment. He explains that they rather prefer to build sports clubs and incorporate fancy sporting activities like golf and tennis just to promote their residential projects and provide an additional service to their residents.

Many gated compounds are now comprising iconic golf courses, tennis courts, fully-fledged gymnasiums, international sports academies, among other sports facilities. Complementary to its successful project in 6<sup>th</sup> of October, Badya, Palm Hills Developments, for instance, has offered a vast variety of sports facilities at its luxurious sports center, widely known as Palm Hills Club. In addition to a group of cultural and social activities, the venue contains an Olympic-size swimming pool, eight tennis courts, four basketball courts, a professional soccer field, a fully-equipped gym, along with many reputable sports academies for different sports.

Katameya Heights Golf and Tennis Resort is also considered one of the most vibrant and distinctive sports hubs in Egypt, encompassing a group of sports academies and hosting some professional tournaments. Additionally, Mirage City Golf Club was earlier recognized as one of the largest and most distinguished golf courses, after winning the MENA platinum award for the best golf club in the Middle East.

Similarly, TMG Holding's Madinaty Sports Club, Egypt's second largest club in terms of size, is home to several sports fields, including squash, tennis, and golf courses. Even further, the company has recently signed a deal with English football club Liverpool to establish one of the most successful soccer academies in the North African country.

"The higher the level you target, the more services you have to offer; this explains why mega real estate projects comprise sizable spaces for fancy sports like golf or water surfing," TMG's El Chazly says. Madinaty Sports Club is now offering a wide range of services only for the city's residents, while further strategic planning might include the attraction of new members and the hospitality of major championships for direct sports investment purposes, he adds.

On the flipside, some of these clubs are not ready or eligible to host international tournaments. "Here is a fun fact: Most clubs existing within housing projects in Egypt do not include enough bleachers for the audience at their courts or playgrounds," the general manager notes, explaining that the main intention of constructing such facilities is just to attract more clients and offer a unique lifestyle that includes thrilling sports activities.

"In order for a club to make a real sports investment, it has to build up good sports teams, raise sports champions, host tournaments and events, and obtain a wide network of sponsorships, aiming to cover the venue's running costs and overhead expenses," El Chazly elaborates, citing New Cairo's Black Ball Sporting Club as a good example for direct sports investment.

### SPORTS INVESTMENT IN GOVERNMENT'S CARDS

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No wonder the Egyptian government is now pumping millions of dollars to develop the sports industry, given that the country is currently gearing up to host AFCON finals between June 21 and July 19, followed by World Men's Handball Championship in 2021.

According to latest data released by the Ministry of Planning, the government injected around EGP 1.12 bn into sports projects during FY 2018/19, representing around 55.6% of EGP 2.016 bn worth of sports investments.

Clearing the decks for these upcoming sporting events, the country - based on the government's program for FY 2020/21 - targets increasing the number of open playgrounds to 429 from 264 fields, while bringing the number of soccer stadiums up to 25 grounds, at an investment value of EGP 6.5 bn, including the establishment of a new stadium in Minya.

In the same vein, the government also announced plans to raise the number of soccer playgrounds from 640 to 850 fields, develop six covered halls for handball, establish five sporting clubs, and renovate 14 others. The state also revealed intentions to found 18 swimming pools and four new sports development centers, while finalizing the establishment of two clubs for disabled and paralympic players in Sohag and Minya governorates.

Back in November 2018, Ministry of Youth and Sports signed a contract with sports facilities operator Estadat. Under the agreement, the latter would have the right to manage, develop, and make the most commercial use of a group of Egyptian stadiums in a number of cities, namely Ismailia, Port Said, Shebin El Koum, Sharqia, Damanhour, Mansoura, Banha, Kafr El Sheikh, Minya, Aswan, Damietta, Fayoum, Sohag, Alexandria, and Suez.



After all, investments directed toward sports facilities are supposed to forge the governmental efforts to rebrand the country as a safe destination that is eligible to host international shows and exhibitions. Similar to private real estate companies capitalizing on their opulent sports facilities to promote their compounds and lure more clients, the country attempts to make good use of its public facilities, including stadiums, clubs, and other sports amenities to attract tourists, investors, and giant events.

With hurdles to privatization of sports clubs and absence of a specialized authority to facilitate and regulate private investments in the sports sector coming into play, the state stays ahead in the sports market. Real estate developers, however, are less encouraged to adopt direct sports investments.

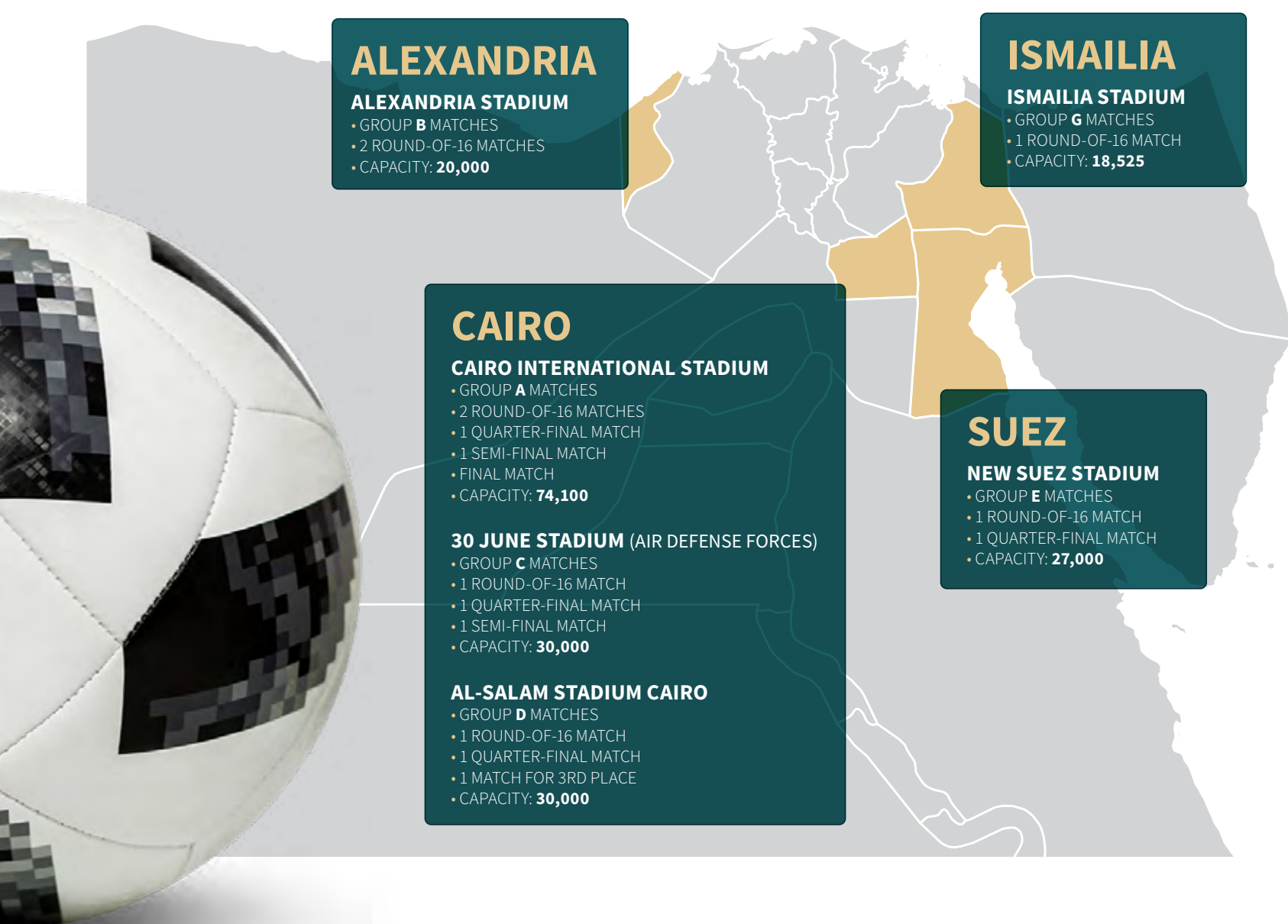
As for factors challenging progress in sports investment in the Egyptian private sector, El Chazly attributed the skeptical attitude of the real estate companies to the modest demand on sports services and facilities in the Egyptian market, blaming education and cultural perceptions for not introducing and spreading health and sports concepts among the young generations. He also indicated that building a small sports club, with the minimum set of equipment, is very costly and may be an unworthy investment for many developers.

“Putting an end to these pressing problems would turn sports layout more appealing in the private sector’s eyes,” El Chazly concludes.

## FULL MAP OF AFCON’S 32<sup>ND</sup> EDITION STADIUMS

With a total of 24 national teams participating in the 32<sup>nd</sup> edition of AFCON, held at a number of governorates, Egypt is getting a hard push to its sports investment environment, which will boost the government’s efforts to position the country as a favorable destination for tourists coming from all over the world.

Mohamed Fadl, head of the organizing committee of the 2019 AFCON, has recently affirmed that all stadiums to be used in the championship were ready by the end of May. The following is the full map of stadiums hosting AFCON’s matches, alongside some details on the stadium’s capacity and championship fixtures.





# EGYPT'S TRANSPORT INFRASTRUCTURE GOOD-TO-GO FOR NATIONS CUP

BY **SARA MOHAMED**

All eyes have turned to Egypt as a global investment destination after running as an official regional supporter of 2018 FIFA World Cup Russia; the imprints of the tournament mania were literally everywhere; and this year is no different. Egypt has all hands on deck as it prepares to host the 2019 Africa Cup of Nations - better known as AFCON, which will take place from June 21 to July 19. This came after Cameroon stripped off the rights to host the 32<sup>nd</sup> edition of the Nations Cup due to delays in meeting the organizational requirements for the tournament

But make no mistake, this series of matches is more than just a few games being played by football stars. Soccer is a big business – with billions of cash invested by host countries in preparation for the move. For Egypt, AFCON is poised to leave a lasting legacy for the country long after the final whistle blows in two crucial areas: International reputation and urban infrastructure. In this regard, the prestigious tournament is essentially an excuse for the emergence of vast development projects.

Needless to say, Egypt has always had to work overtime to ensure that infrastructure capacity keeps up with demand. Indeed, it was about time to put emphasis on establishing nuts-and-bolts infrastructure within the country's various

governorates, which naturally ought to grant opportunities to investors, operators, and the government alike.

This leads to the question: What has the North African country done in the past few years to principally improve its infrastructure and transport systems in progress of hosting AFCON?

Toward that end, Invest-Gate puts the spotlight on Egypt's transport sector to examine its performance over recent years, while offering insights on the recent public works and already-existing facilities to provide easier transitions for those attending games on football grounds of Cairo, Ismailia, Alexandria, or Suez governorates.



## WHERE ARE WE HEADING?

In general, Egypt strives to address some of its most prominent transport bottlenecks, which have substantially reduced time consumed in urban mobility and raised investment inflows.

Given this, the government's total spending on the Egyptian transport sector, within the framework of its medium-term sustainable development plan, stood at EGP 77 bn in FY 2018/19, compared to EGP 65.7 bn in the previous fiscal year, according to a ministerial statement back in September 2018.

### GOV'T TOTAL INVESTMENTS IN EGYPT'S TRANSPORT SECTOR

FY 2017/18	FY 2018/19
EGP <b>65.7</b> bn	EGP <b>77</b> bn

Additionally, according to Planning Minister Hala El Saeed, the cost of implementing the sector's basic development programs of the transport ministry and its affiliates amounted to roughly EGP 40.7 bn in FY 2018/19, with investments making up 85% of them.

El Saeed highlighted that the country's medium-term sustainable development plan, which is part of Egypt 2030 Vision, endeavors to boost the transportation sector's growth rate to hit 4.1% during the current fiscal year versus 3.2% a year earlier, noting that the state aims to raise the industry's growth rate to 7.5% by FY 2021/22.

### EGYPTIAN TRANSPORT SECTOR GROWTH RATE

FY 2017/18	FY 2018/19	FY 2021/22
<b>3.2</b> %	<b>4.1</b> %	set to hit <b>7.5</b> %

Source: Ministry of Planning, Follow-Up & Administrative Reform

The most visible evidence of Egypt's plans is the Suez Canal Expansion Project, which was completed in just one year - 2016, despite having been scheduled to take at least three consecutive years, and was almost entirely financed by the local market. The project demonstrates that the country, and more importantly the government, can get tough jobs done swiftly, and that urban infrastructure construction is on top of the state's agenda.

## INTERCITY TRANSFERS DURING AFCON

Not long after being officially awarded the bid in January, Egypt chose six venues to host the Nations Cup: Cairo International Stadium, 30 June Stadium, and Al Salam Stadium in Cairo, in addition to Alexandria Stadium, Suez Stadium, and Ismailia Stadium.

From expanded underground networks to updated public transit systems and revamped roads, the country witnesses a tangible facelift in its urban infrastructure as AFCON edges

Speaking of more developments within the targeted sector, El Saeed confirmed that renovating railway networks acquires the largest stake of 33% of the program's total cost, followed by Cairo Metro's expansion project, making up 21% of the budget. She added that the development plan also covers the modernization of the national road network as well as the overhauling of maritime, land, and river transport systems.

“The increase in investments directed toward [the transport sector] is due to its importance as a key player and main catalyst in the economic and social development of the country ... Transportation networks such as railways, land routes, and navigational channels are the lifeline of current economic and social activity that promote prosperity,

”

PLANNING MINISTER  
HALA EL SAEED

Subsequently, the country bounced from the 118<sup>th</sup> to the 75<sup>th</sup> place in the World Economic Forum's Road Quality Index in 2018, after over 4,000 kilometers of new lanes were added to the road network during that year only, developed at a total cost of almost EGP 22.5 bn, the transport ministry announced in September 2018.

“This came as a result of embarking on the National Roads Project in 2014, when Egypt had only 24,000 kilometers of roadways nationwide at the time and was ranked among the top ten countries for its annual number of road accidents,” former Transport Minister Hisham Arafat said back then.

With investments worth EGP 36 bn, Egypt aims to expand its transport network to span about 29,000 kilometers by 2020. Once completed, further 7,000 new roadways will be added across the board as part of the mega project, which will represent 29% of the country's national road system, Arafat added.

closer, with no overt red-flagging issues related to that matter. The Egyptian government has committed itself to highly invest in the related industries and vowed to provide the millions of fans, who will attend the one-month event, with more efficient and highly-equipped commutes across the nation.

In that context, Invest-Gate presents an easy guide to intercity transfers during AFCON, specially tailored to help spectators successfully plan their travel on match days, while underlining

the newly-formed developments, as well as, those underway within each of the country's modes of transportation.

### GOING UNDERGROUND

If you happen to go underground on game days, then you will be riding Africa's first metro network, which currently consists of two lines, with a further two under construction and two more lines eyed in the future. Considering that Cairo Metro is the country's only subway system, and with a population surpassing the 100-mn mark, Egypt's transport infrastructure was clearly overwhelmed and unable to keep pace with the growth rate, which called for the creation of Greater Cairo Urban Development Project.



As part of the expansion plan, Line III will run for 45.5 kilometers and will be served by 36 stations. It is slated to be the first transversal line in the metro network, intersecting with Line I and II, and linking the east to the west of Cairo. The third line will extend over the eastern edge all the way to Imbaba and Mohandessin in the west, passing under the Nile River to Zamalek. Then over to Attaba, Abbassia, Cairo International Stadium, Heliopolis, Alf Maskan, Ain Shams, and Cairo International Airport (CAI), thereby linking east and west Cairo, while exchanging both lines in Gamal Abdelnasser and Attaba stations. It will be carried out over four phases and is expected to be completed this year.

### TOTAL INVESTMENTS PUMPED INTO CAIRO METRO

#### Line I:

EUR **536.25** mn (nearly EGP **10.19** bn)  
**Investors:** French government & French Development Agency (AFD)

#### Line I:

EGP **9.7** bn (nearly EGP 10.19 bn)  
**Investor:** State

#### Line III (so far):

EUR **12.72** bn (almost EGP **241.13** bn)  
**Investors:** French government & AFD

Source: Ministry of Investment & International Cooperation

Meanwhile, Line IV is still in the design stage and is set to operate from 6<sup>th</sup> of October City and Downtown Cairo to the densely populated areas of Haram, Faisal, Omrania, and Giza Pyramids. It is expected to be implemented over two phases and will be nearly 24 kilometers long, with possible connections to the planned 6<sup>th</sup> of October Tramway, Giza Railway Station, as well as, Lines I and II. It is scheduled to be fully operational by October 2020.

### RAIL JOURNEYS

Trains in Egypt are best used for long-haul journeys, as shorter distances are often slower and less reliable, despite choosing to commute via rail might guarantee comfort and convenience. The country comprises one of the most extensive networks in the Middle East and Africa, having roughly 5,000 kilometers of track, a third of which is double track. In addition, there is a rolling stock system, encompassing 597 passenger trains, 224 freight trains, 3,738 passenger coaches, and 11,613 freight vehicles, according to the Egyptian National Railways (ENR).

As the tournament draws near, the country's rail network begins to see a glimmer of hope, exceptionally after ENR launched its long-term National Railways Restructuring Project in 2016. The refurbishment of 208-kilometer Cairo-Alexandria Corridor highlights what can be achieved. Not long ago, the authority and French technology company Thales agreed to upgrade the country's busiest line, which now has a new signaling system that allows speeds up to 160 kilometers per hour, instead of 120 kilometers. Nonetheless, the program also calls for renovating 275 kilometers of Cairo-Aswan track.



But a recent agreement signed between Egypt and the Russian-Hungarian Transmashholding consortium could be the most decisive and impactful solution to the country's long outdated rolling stock market as the state prioritizes the development of rail transport until 2020. The deal will see 1,300 passenger carriages handed over to ENR in the next few years, with investments worth EGP 22 bn, the transport ministry announced on September 25.

"The move will increase the country's total rail vehicle capacity by 34%, marking the beginning of a new, more prosperous era for Egypt's rail sector," Arafat previously said, confirming that the first batch will be delivered after 14 months.

As if nearly tripling the existing railway capacity was not enough to suppress the country's appetite for more infrastructure, but also the commencement of the civil works of Egypt's first monorail project took place in early May, linking between Greater Cairo and New Administrative Capital (NAC), and running 66 kilometers in length. It is expected to be implemented over 24 months. Besides, the government is studying the development of another 42-kilometer monorail in 6<sup>th</sup> of October City, connecting east and west Cairo together, to serve and cope with the rapid development of new cities.

## URBAN BUS FLEET

The backbone of every large metropolis is a well-functioning urban bus transport system; where the subway and railways do not reach, the city's bus fleet, varying between coaches, minibuses, and vans, comes into play and fills in the gap. In fact, you can get to most cities, towns, and villages in Egypt on a bus at reasonable prices. For many long-distance routes beyond the Nile Valley, it is ultimately the best option, and sometimes the only one.

In light of the above, Egypt's government has allocated 1,000 buses to transfer fans to stadiums in Cairo, Giza, and Qalyubia during the Nations Cup, targeting to move people about efficiently and reduce private car use, according to a ministerial statement in April. GPS devices will also be installed on board to show traffic and routes from the main bus stations to stadiums. In addition, a number of committees were formed to inspect tournament preparations at Cairo, Alexandria, Ismailia, and Suez provinces.

Apart from the government-operated buses, there is also a range of private bus companies running between the host cities, namely Go Bus, Super Jet, West and Middle Delta Bus Company, as well as, East Delta Travel Company and Upper Egypt Bus Company. Most of them serve major routes around the country and internationally; they mainly reach out to AFCON's host cities, with multiple stops throughout the trip.

Concerning its future plans, the state is looking at other means of mitigating the imprints of Egypt's road-led transport system. For example, in January 2018, Egypt's Passenger Transport General Authority inked a deal with Chinese manufacturer BYD for 15 electric buses, which will be part of Alexandria's bus fleet - the foremost in the country to embrace electric vehicles for public transport.

Over the course of the same year, the government introduced the first smart buses to Cairo, as part of its under-development public mass transport system, dubbed "Mwasalat Misr," a game-changing point for the capital as it became the first in Africa and the Middle East to add its bus routes on Google Maps. It applies six routes so far and covers almost all of New Cairo, Shobra, Obour City, Ramses, Mohandessin, Nasr City, CAI, and Heliopolis.



## ON THE ROAD

Central to the government's efforts to enhance the country's transport infrastructure is a set of restructuring initiatives for its road network. Major road projects are being undertaken in nearly every host city, endeavoring to update access and extend circulation.

In practical terms, Egypt's National Roads Project offers perhaps even greater benefits to the broader economy than other transport infrastructure programs, given that more than 90% of the country's freight move by road. Besides, an estimated USD 8 bn (nearly EGP 136.17 bn) of improvement and expansion works are planned to be carried out over the course of the next five to ten years, calling for 39 roads to be added to the current network.

As with the Suez Canal expansion, those ambitious targets are seemingly well met. Last September, President Abdel Fattah El-Sisi inaugurated five new major bridges and road projects, including the last phase of Regional Ring Road and the Nile project axis, at total costs of EGP 7.9 bn.

Progress coming on the back of the national program did not just halt there, but El-Sisi also opened on May 5 a total of 12 mega national projects, connecting Sinai to the Nile Delta, a step which comes under the country's pursued Sinai Peninsula development project. This includes four tunnels in North Ismailia and Port Said, in addition to three floating bridges, two of which are in Sarabium Zone in Ismailia and another one, named "Martyr Ahmed Omar Shabrawi Bridge," in Suez.

The Egyptian president also inaugurated Rod El Farag Axis Bridge - or Tahya Misr Bridge, setting a new Guinness World Record for being the widest cable-stayed bridge, which measures 67.36 meters wide. It was designed and constructed by Arab Contractors, and is meant to ease traffic congestion in Cairo, with investments hitting about EGP 170 bn, according to a recent presidential statement.



Partly running over the Nile River, the new project links the east and west of the capital with Cairo-Alexandria Desert Road. It also connects the Mediterranean to the Red Sea, starting at Zafarana city and running to Cairo, and all the way to Marsa Matrouh.

Long term, major priorities are Ras Sudr-Sharm El Sheikh Road, Safaga-El Quseir-Marsa Alam Road, and Alexandria-Abu Simbel Road.

## WRAP UP

The infrastructure results may seem mixed at this time. However, if the state's full transport ambitions are met by private sector involvement, these developments will likely be just the beginning of an infrastructure investment over the forthcoming few years.

Meanwhile, whether you like soccer or not, take out your country's flag - or your favorite one - and cheer. Indeed, it will be a fun-packed tournament, with highly-equipped capabilities and easygoing rides on board.

# HOME AUTOMATION & SMART APPLIANCES NEW CONCEPT FOR LIVING

BY MAHMOUD EL-ZAHWEY

Gone are the days when you had to do your daily household chores by yourself. Giant tech companies are now jostling to produce super smart home appliances and provide optimal solutions for the time-consuming household activities that have been seen for long as an unavoidable burden.

Such a breakthrough in smart home devices industry, along with state-of-the-art technologies like the Internet of Things (IoT), has enabled the world to enter a new era of home automation. This is when life gets much easier and people get to monitor and control every single part of their houses with few button clicks or even voice commands.

The global home automation industry is expected to value around USD 25 bn by 2021, jumping at a compound annual growth rate (CAGR) of 25.9% from USD 4.41 bn in 2013, MarketWatch recently reported, citing a research conducted and published by Market Research Engine.

Home automation and smart appliances industries are currently witnessing a robust and rapid growth all across the globe, with new tech solutions reshaping the world's future and revolutionizing the old traditional concepts of living. Invest-Gate highlights the latest smart home solutions and technologies, while reviewing the potentiality of the Egyptian market in terms of production, product availability, and consumptive demand.

## DEEP DIVE INTO HOME AUTOMATION

It is not magic or sci-fi, now you can turn your dwelling smart at a relatively low cost, having a sophisticated system of connected devices taking your orders and communicating with you in a very simplified way.

Amr Mamdouh, co-owner of Cairo-based Green for Construction and Design Company (GCC), defines home automation as an easy control of all the devices and systems of a specific house for multiple purposes, including the establishment of an efficient energy saving mechanism, interactive lighting and audio systems, along with an adequate security code.

Talking of his company, Mamdouh says, "GCC now offers a Polish product named Fibaro, applying a new wireless home automation system that allows full and remote control of items like lighting, house temperature, and safety measures, and does not require any modifications to the house's built-in electric system."

Additionally, Waleed Mohamed, CEO of Mastery IT -an Egyptian home automation and software solutions company, tells Invest-Gate that these smart systems are affordable and user-friendly, pointing out that they can be used to manage any residential unit's lighting and temperature system, energy consumption, security, in addition to the house's doors, windows curtains, and home appliances - all wirelessly and even remotely.

Generally speaking, "The home automation industry has witnessed a significant breakthrough in the past five years," Mamdouh notes. The growing number of vendors and suppliers sparks a benign competition in the market, making home automation solutions available for consumers in more efficient and affordable ways, he adds



Other countless smart devices are now produced everyday to automate and digitize the old traditional housework, rocking the international markets and stimulating a strong global demand.

US tech magazine CNet has recently published a list of best smart home devices in 2019, including “Google Home Hub,” an extremely smart voice assistant that is able to perform a variety of complicated actions and tasks. Another device is “Kohler Verdera Voice Lighted Mirror,” which adds more voice-based and touchless interactions into the bathroom and kitchen walls, in addition to “Maximus Camera Floodlight” that ensures high levels of security.

The list also contains devices such as Ring Stick Up Cam Wired, a super advanced surveillance camera, and TP-Link Kasa Smart Wi-Fi Power Strip, a smarter way to control multiple devices from anywhere, as well as the new generations of Amazon Echo Plus and Amazon Echo Dot, among other smart speakers that respond to voice commands and allow control over compatible home devices.

When going smart, your kitchen can be enhanced with a smart steam oven, responsive induction cooktops, interactive heat plates, or genius washing machines, while your living room can be provided with modernized air purifiers and temperature control devices such as Nest Thermostat.

## WHERE DOES EGYPT STAND?

The home automation market is now flourishing in Egypt and the number of people requesting smart home services is growing quite significantly, according to Ahmed Ebeed, project manager at Mastery IT.

Ebeed adds that choosing the right target segment is a decisive factor to stand out amid the strong competition in Egypt’s home automation industry.

“One other successful approach is offering separate and standalone smart home products and services at lower prices, instead of full packages, to attract new market segments and categories that have already shown readiness to adopt some smart home techniques,” he clarifies.

Meanwhile, smart home industry does not progress at the same pace as home automation in Egypt, with products such as Google Home Hub, LG’s Hom-Bot cleaner, and Amazon’s smart speakers remaining unavailable in the local market; some of them do not even ship to Egypt.

GCC’s Mamdouh attributes this lack of smart products to the absence of competition, arguing that few companies are dominating the smart home appliances market and controlling the prices.

“Unlike home automation, smart home appliances are overpriced and less affordable,” Mamdouh argues, indicating that the low number of suppliers negatively contributes to product availability and market demand.

Coinciding with the current tremendous digital transformation, tech industries such as home automation and smart appliances have managed to leap and mark the beginning of a brand new era, with an entirely different understanding of home building.

Developed countries have taken massive steps in these industries, outpacing their developing counterparts. Egypt, however, has just started to show a great potential for growth, with positive future prospects looming.

## CUTTING EDGE APPLIANCES

In line with this marked progress in home automation, global tech giants started to adopt new production lines that include super smart home appliances, ranging from small digital gadgets to cutting edge durable products.

Samsung, which has established itself as one of the leading companies in this sector, hit the global market with its outstanding smart products such as SmartThings Hub, sensors, and trackers, which are compatible with over 100 devices and allow absolute control over the house.

The South Korean multinational company is also famous for its revolutionary home appliances like Samsung “Family Hub” refrigerator and Samsung Chef Collection of commercial-grade refrigerators, ranges, cooktops, ovens, hoods, and dishwashers. Indeed, all products enjoy a number of unprecedented features and revolutionize the concept of traditional kitchen machines.

LG Electronics has similarly been one of the world’s most remarkable smart devices manufacturers with its exceptional “Hom-Bot” robot vacuum cleaner, managing to receive a high demand worldwide. The slim and seamless cleaner uses laser mapping for zone cleaning to provide a spotless dusting performance. The tech giant also achieves high sales out of its super smart “ThinQ” home products and its one-of-a-kind “InstaView Door-In-Door” fridge.

# 2019 AFRICA CUP OF NATIONS ALL EYES ON EGYPT

In January of this year, Egypt was chosen as the host nation for the 2019 Africa Nations Cup – the premier international competition for African football. The country was selected to host the competition in place of Cameroon, which had been stripped of hosting duties at the end of 2018 due to delays in infrastructure delivery and security concerns.

This edition of the tournament will be unique as it will be held in the summer months of June/July, instead of the traditional January/February window. It will be the first time that 24 teams will participate, an increase from 16 teams in the previous edition. The change to the summer season is expected to be a huge gamechanger for the competition in terms of global TV viewership, as it will no longer compete against the strong European football league competitions, whose season break for the summer. With that, we can expect that the international football fraternity will have their eyes fully on Egypt for the month-long tournament; and what an opportunity this is to promote the country!

International sporting competitions have long been used as a focal point for infrastructural development. Typically, stadia and other sporting arenas are either built or refurbished, transport links are improved, and additional hotel stock is added. However, given that Egypt was only selected to host the competition six months prior to kick off, a lot of the typically large scale infrastructure development, associated with hosting a tournament of this size, will not be possible. Luckily the stadia

infrastructure is in place across the country and a number of the stadiums being used for the tournament were shut in February to allow for refurbishment works.

The big opportunity with this tournament is to boost Egyptian tourism, to show to the world that the country has bounced back after a difficult period. The organizing committees are certainly embracing this chance, illustrated by the tournament draw being held against the backdrop of the Great Pyramids of Giza - a change from the typical international tournament draw, which are regularly held in conference halls or theaters.

For a successful hosting of the Nations Cup, it is imperative that all tourism stakeholders play their part in ensuring that visiting fans have an enjoyable experience and become ambassadors for Egyptian tourism. For the global audience watching at home, a good run in the tournament by everyone's "second team" – Egypt, will keep international interest alive and TV screens tuned in. Here's hoping for a great tournament and for us to show the world the true meaning of Egyptian hospitality!



BY **AHMAD YOUSRY**

Manager | Hospitality Consultancy Services |  
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## BIO:

*Yousry has an extensive background, covering over eight years in the real estate and hospitality industries, working for real estate developers, real estate consultants, and hotel operators. Over the years, he has acquired a solid foundation of multi-disciplinary skills, including customer service, feasibility studies, reports writing, acquisitions and disposals, corporate solutions, and market research.*

*Prior to joining Colliers, Yousry worked for JLL MENA as a senior analyst in the corporate solutions division for four years based in Cairo, Egypt.*

*Yousry has advised fortune 100 and 500 companies within the IT, oil and gas, banking, and pharma sectors on corporate real estate strategies for their HQ's in Egypt. He has provided dedicated market research and insights to his clients.*



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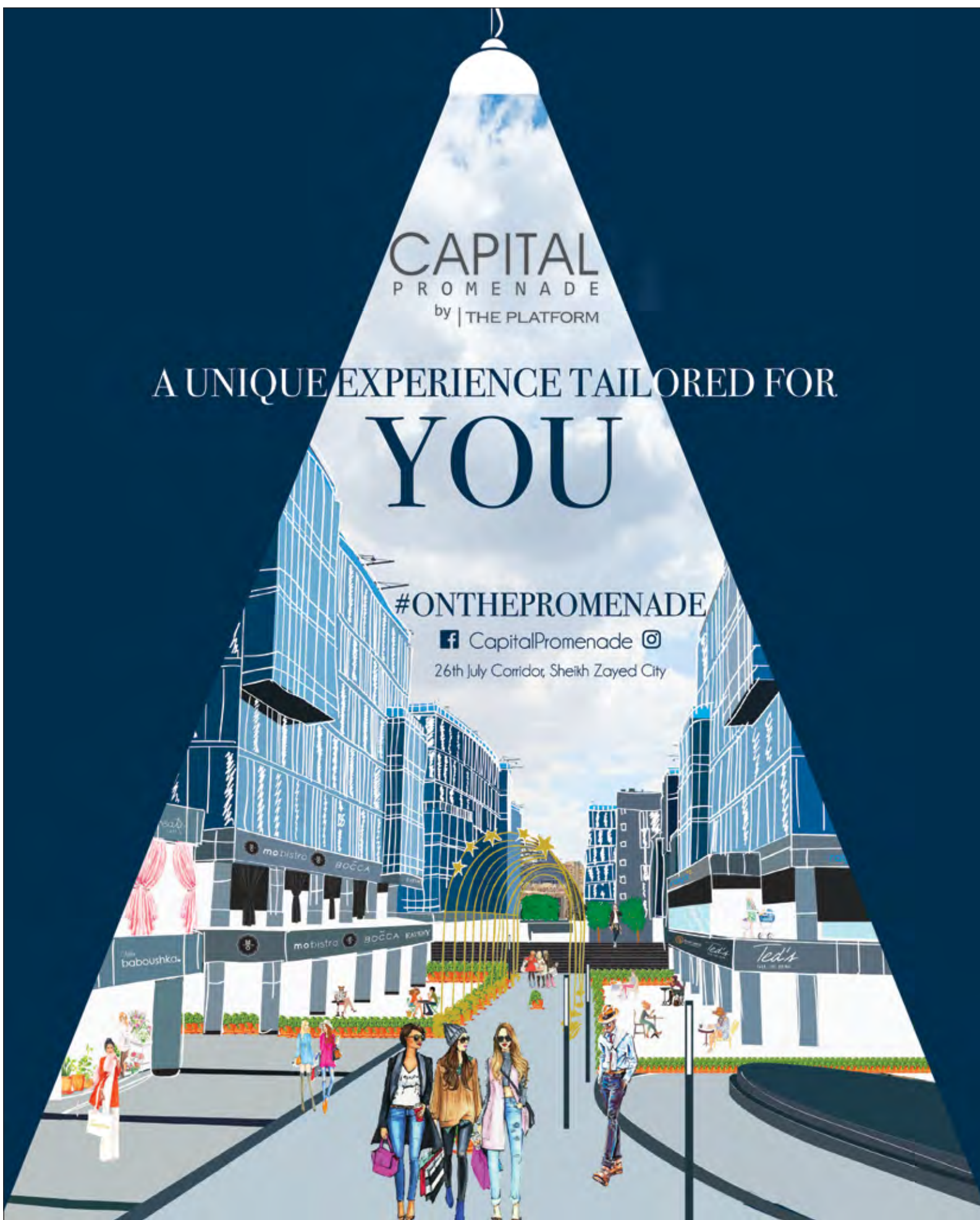


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