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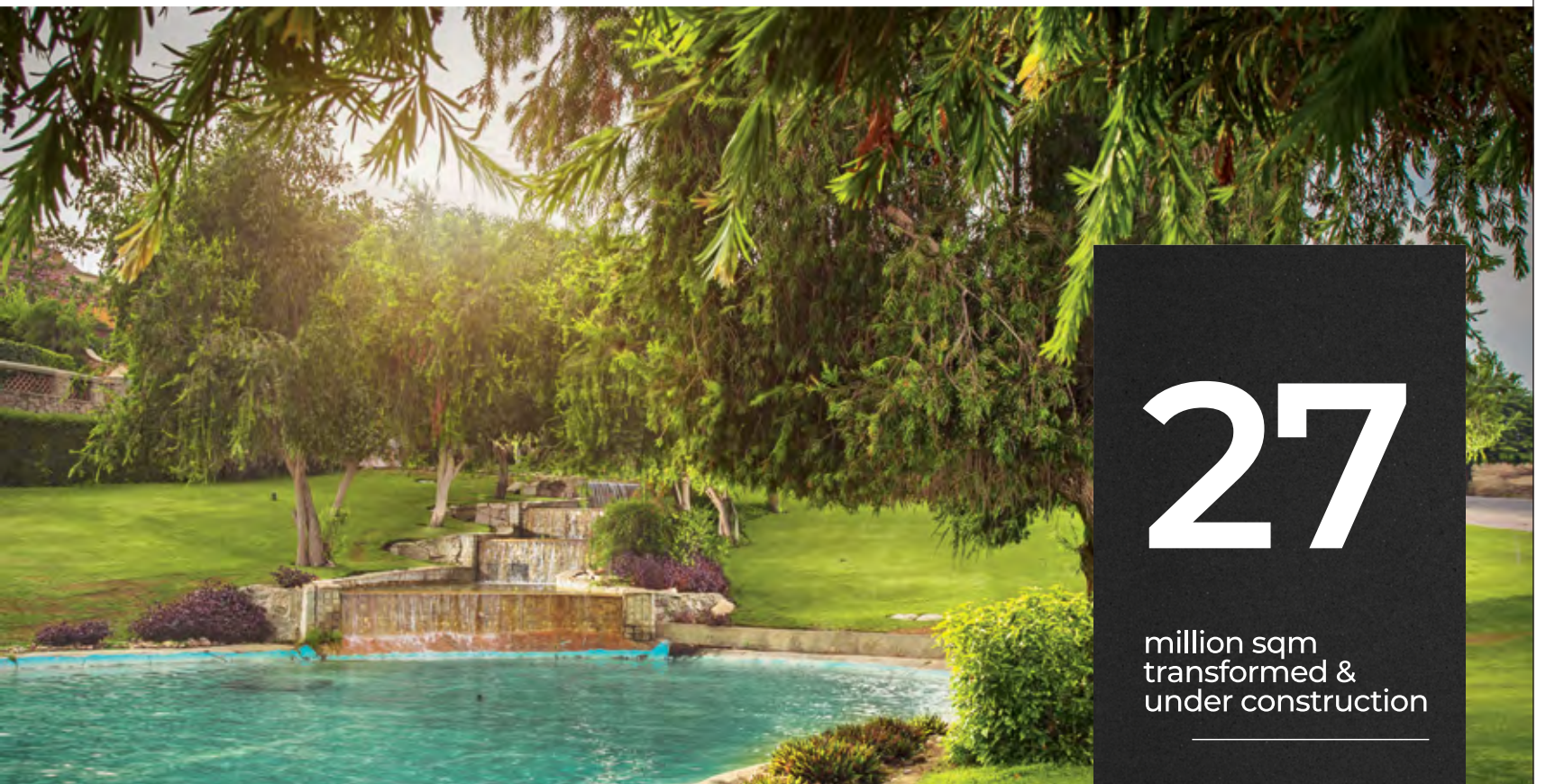


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# EDITOR'S LETTER

Invest-Gate goes global this month; we partner with MIPIM 2020 and Cityscape Egypt 2020 so be sure to get in touch with Egypt's real estate market and grab your copy!

In this issue, we look into the latest ongoing in our real estate industry. We reach out to the investment newcomers and sit with Richard Nakhla, general manager of UAE's provider of plastic piping systems Hepworth, a subsidiary of Corys Investments, to discuss their latest joint venture (JV) in Egypt. We also shed light on the latest of Landmark Sabbour by speaking to its managing director Amr Sultan who shares his insights on the recent real estate industry developments in Egypt and where it is heading.

We give our readers the latest facts and figures on real estate development in our special Market Watch report. For access to further in-depth analysis of the data provided in our issue, scan our QR code to access our monthly monitor, where everything is thoroughly explained.

Also, we join Savills, an international consultancy firm, on its special event, introducing the branded residences to Egypt, highlighting its positive impact on the sector.

And that's not all, [invest-gate.me](http://invest-gate.me) has many to uncover the latest trends and developments on its website so be sure to check it out regularly. We are also pleased to announce that our app will be launched soon so stay in the loop by just a click!

Invest-Gate can be found this month at the Egyptian Pavilion at MIPIM 2020 in France's Cannes, and at Cityscape Egypt in Cairo.

On behalf of Invest-Gate, we thank our readers, audience, and business partners for the continuous support and we hope we have accomplished our mission.



EDITOR-IN-CHIEF

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## MIPIM 2020 Names Invest-Gate Media Partner for 2<sup>nd</sup> Year

MIPIM names Invest-Gate as the media partner for the second successive year for its 31<sup>st</sup> edition of France's leading real estate exhibition planned to be held from March 10 to 13 at France's Cannes.

MIPIM 2020 prepares to welcome around 27,000 participants including 6,380 investors and 480 speakers, while gathering the most influential figures from all international property sectors.

Egypt's Ministry of Housing, Utilities, and Urban Communities is set to participate in the event along with ten Egyptian companies, sharing one pavilion and one vision. Participating developers will include Tatweer Misr, Palm Hills Developments, and Mountain View amongst others.

"The government has been working closely with the private sector on boosting and promoting the Egyptian properties abroad," Deputy Minister of Housing, Utilities, and Urban Communities for National Projects Khaled Abbas, while aiming to achieve "a total USD 4 bn (EGP 62.36 bn) of real estate exports within three years."



During the four-day event, Egypt's government and developers will have the opportunity to jointly showcase a wide range of mega-development projects that are being developed cross-country in general and new cities in particular.

In addition, the MIPIM Awards 2020, which will be held on March 12, has chosen 45 projects from 19 countries that will go forward to the finals of the international real estate industry's premier awards

## Cabinet Approves Real Estate Registry Act

Egyptian cabinet has approved the Real Estate Registry Act amendments that would facilitate procedures for registration of property units, Invest-Gate reports.

The act aims to motivate people to register their units at real estate registry offices to limit unofficial selling processes, which happen due to the complicated registration procedures, not the high fees, according to a recent cabinet statement.

Under the new amendments, the registry office would give each unit a temporary code that becomes permanent if it was not contested within 30 days.

Transfer of ownership to any property's utilities would be allowed only by using this code at any government body, the statement added.



During the meeting, the cabinet also ratified a USD 2.9 mn (EGP 45.6 mn) grant from South Korea to create an intellectual property database that enables online patent applications.

The cabinet also gave a nod to EUR 120 mn (EGP 2.04 bn) funding from the European Investment Bank (EIB) for a wastewater treatment plant in Alexandria.

## Mountain View to Deliver iCity Phase I in June



Egypt's private property developer Mountain View plans to start the delivery of 12,00 residential units in the first phase of iCity development project in June, with EGP 1.5 bn investments allocated for 2020, Invest-Gate reports.

The announcement came during a press conference held on January 27, in the attendance of the company's founder and chairman Amr Soliman and other representatives from ACE Arab Consulting Engineers "Moharram Bakhom," Dar Al-Mimar Engineering (DME), and Redcon Construction.

With EGP 7 bn investments, the project is being developed under a public-private partnership (PPP) agreement signed with the Ministry of Housing,

Utilities, and Urban Communities on the sidelines of the Economic Development Conference (EEDC) held in Sharm El-Sheikh in 2015.

Commenting on the news, Soliman noted, "2020 will be Mountain View's year of achievements...We will inaugurate the first phase of Mountain View Club before year-end."

In November 2019, Mountain View announced that construction works will begin on Egypt's "first international business hub" before November-end, coming as part of its flagship project in New Cairo, called "iCity," Thomson Reuters reported back then.



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## Misr Italia Properties Starts Delivery of IL BOSCO in 2020



Misr Italia Properties (MIP) announced the delivery of the first phase of IL BOSCO in 2020 ahead of schedule set in 2021, Invest-Gate reports.

Located in the New Administrative Capital (NAC), the integrated project's first phase comprises 1,700 units that vary in designs and sizes between standalone villas and twin houses, in addition to two-to-three bedroom apartments.

Mohamed Hany El Assal, CEO of MIP, said, "The company is aware of the importance of the time factor for a project of the size of IL Bosco. Therefore, MIP devotes massive efforts to develop the first phase of IL BOSCO to provide integrated and distinguished residential services to customers."

He added that the company collaborated with eight of the largest contracting and consulting offices to ensure the speedy completion of construction works for the project and deliver the units ahead of its due date.

With IL BOSCO's delivery, "the company becomes the first private real estate developer to hand over the first phase of its project, reflecting the company's continued efforts to be the best performer in the market," according to El Assal.

With a total investment of EGP 16 bn, IL BOSCO is an environmentally friendly project that extends over 207 acres in the heart of NAC, while overlooking one of the largest central parks in the world, Green River.

The project features residential and commercial areas, a gym, a clubhouse, along with 300 villas with complete concrete works and 2,500 apartments under construction.

MIP's clients relish attractive payment plans of a 5% downpayment and equal installments over eight years.

Last December, the company organized on-site visits for homeowners to follow up on the project's latest progress and construction updates. Additionally, owners got the chance to check finished mock-ups for villas and townhouses to visualize the final form of their homes in IL BOSCO.

In July 2019, MIP has signed a cooperation agreement with Stefano Boeri Architeti to integrate the brand new architectural design concept of vertical forests at IL BOSCO.

## Castle Development, ABC Ink FM Deal for NAC Project

Egypt's Castle Development signed a memorandum of understanding (MoU) with Ashi and Bushnag Company (ABC) to provide consulting and facility management (FM) services to the former's flagship project, Castle Landmark, in the presence of the real estate company's CEO Ahmed Mansour and Mohamed Amin Bushnag, a representative of ABC, alongside other representatives from both entities, Invest-Gate reports



This reflects the property developer's efforts to introduce high-value residential, commercial, and administrative projects, according to a press release published on February 4.

The 478 fully-finished residential units are under construction for the project's first phase, in parallel with works on 239 fully-finished properties as part of phase II, while concrete works and construction of bearing walls for apartment buildings are also in progress, the company earlier noted.

Mansour noted, "This MoU represents a paradigm shift towards providing comprehensive products with upscale post-sale services. This ensures our project's ability to meet the rapid progress taking place across the real estate industry, as well as, maintain quality and smart solutions that offer round-the-clock services."

The FM industry has been witnessing a "significant growth" over the last 20 years, as more companies join the market to meet the increase in urban development, and thus the demand for quality post-sale solutions, as well as provision of a sturdy infrastructure. The FM market is projected to reach a value of USD 1.74 bn (EGP 27.45 bn) by 2026, according to the statement.

On his part, Bushnag commented, "We aim at employing our wealth of experience in the field, in Egypt and the Gulf area, to best serve the project and offer an unparalleled, comprehensive experience."

In December 2019, Castle Development has allocated about EGP 100 mn to complete 15% of construction works at phase I of Castle Landmark in the New Administrative Capital (NAC) before year-end.

## DM Development Launches New Phase of The Groove



DM Development unveiled on January 20 the launch of a new phase of The Groove, "Siera," in Ain Sokhna, Invest-Gate reports.

Ahmed Abd El-Hamid, managing director of DM Development, said "I would sincerely like to thank our esteemed clients for their profound trust, which was significantly translated into sales volume amounting EGP 1 bn."

He added, "DM Development pledges more with "Siera", where our well-renowned expertise and the world's latest architectural trends are skillfully optimized to offer our customers a flawless masterpiece with lavishing residential and retail units known for its smart and dazzling designs."

He stated, "The Groove is thoroughly structured with cutting-edge architectural designs providing smooth trails for wheelchair and walker users along with baby strollers and bicycles. This revolutionary factor has notably placed The Groove as the first and sole resort in Ain Sokhna to graciously respect the needs of differently-abled people and secure their safety across the resort amenities."

The pioneer developer was keen on undergoing numerous geological checks on The Groove's land for site preparation prior to execution. Such checks resulted in leveling and grading almost 70% of the project's total area to assure the safety of buildings and facilities.

The Groove is located in the heart of Ain Sokhna on Al Zafarana Road, 35 minutes away from the New Administrative Capital (NAC), and 50 minutes away from New Cairo, while being a walking distance from New Galala city.

Last December, Egypt's DM Development and the Hilton International Hotel Management Group announced plans to introduce a DoubleTree hotel by Hilton in Ain Sokhna, Suez governorate.





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# SAVILLS, INVEST-GATE JOIN FORCES FOR “BRANDED RESIDENCES” EVENT IN FEBRUARY

International real estate consultancy firm Savills has organized, in collaboration with Invest-Gate, a remarkable event entitled, “Branded Residences – Emerging Trends and Investment Opportunities,” on February 24 at Four Seasons Hotel Cairo at Nile Plaza.

The event brought together top developers, investors, and owners, who have discussed this emerging trend globally, and demonstrated its suitability to the Egyptian market.

Discussion leaders included Head of Professional Services and Consultancy for Savills Middle East Richard Paul, Head of International Development Sales at Savills UK Rod Taylor, along with Chairman and CEO of Rooya Group Hisham Shoukry, CEO of Iwan Developments Waleed Mokhtar, and CEO of Sixth of October Development and Investment Company (SODIC) Magued Sherif. Furthermore, a keynote presentation has been delivered by Director of World Research at Savills UK Paul Tostevin.

Back in 2019, Invest-Gate held a similar event entitled, “Branded Residences & Hotel Apartments Roundtable,” which gained significance among developers in Egypt.

Mokhtar expected the real estate market has witnessed strong expansions in the past period with the entry of new developers, adding that hotel projects provide a high return on investment for the investor and customer alike. Sherif shared the same sentiment, highlighting SODIC’s ambition to set the bar in this trend.

On his part, Paul pointed to the developers’ leaning towards taking this ride of branded residences, but this depends on a number of determinants. He explained, “It is not merely about a brand, but about the lifestyle associated with this brand, as well as, the added value to achieve uniqueness and profitability.”

Shoukry made it clear that branded residences and serviced apartments are competing with hotel rooms. Commenting on the future formula of branded residences in Egypt, he noted, “Location would not matter, but rather the type of the project. We would not see standalone branded residences in the coming period, but it will be located inside integrated mixed-use projects.”





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## CORNERSTONE'S THE CURVE: A HIGH-END PROJECT AT NAC WITH ZERO DOWNPAYMENT

**W**ith a prime emphasis on the wellbeing of its clients, Cornerstone Development hits the real estate scene with The Curve flagship project in the New Administrative Capital (NAC), bringing innovative architectural approaches to build vibrant homes and provide experiential amenities to its residents. The company draws its attention to details and thoughtful layouts, and its dedication to bringing an extraordinary experience to its clients is grabbing several eyes to their newly branded project.

In view of this, Invest-Gate conducts a one-on-one interview with Cornerstone Development's CEO Ashraf Boulos to discuss his company's current and future plans, while sharing a scoop on its newest offerings.

### **Please brief us about Cornerstone's vision and its value addition to the real estate scene.**

We entered the market last year with The Curve, having a vision of offering a luxurious yet affordable housing and catering to the various needs of our clients, who want to be surrounded by like-minded neighbors. Having this in mind, our first project's concept was created and delivered by Amir Fayou, a highly creative and savvy brand builder based in New York City (NYC). If you measure it in terms of value for money, you will find that we offer a high-end product at a very affordable price.

The Curve is a boutique compound that aims to bring together a group of people, who share the same mindset so that they can interact and enjoy all the amenities and facilities inside the compound. Units have an average price per meter of EGP 13,000 and are delivered with the Flexi finishing (80% completion).

Although The Curve is the company's first project, our board of directors (BoD) has past local and global experiences in the fields of construction, logistics, bulk commodities such as clinker and cement, fuel and minerals supply, and mining. The board is putting all its know-how and expertise in Cornerstone Development to deliver a new different product.

Cornerstone Development's main tagline is "A home is more than just a roof over our heads". It does not matter if you own a big or a small house because your real home is the community you live within.

On a separate note, our latest brand communication was our billboard campaign, launched during the months of October and November in 2019.

### **Why did Cornerstone Development choose NAC to build its first residential project?**

NAC is aimed to be the largest sustainable city worldwide in the near future, while reshaping Egypt's urban landscape thoroughly with lots of attractive factors such as high-quality infrastructure and services. Additionally, the new capital is being built with smart infrastructure to provide an array of economic opportunities, and ultimately a high quality of life for all residents.

We chose NAC because we wanted to develop something new and unique. We believe that most developers are launching projects in NAC just to be part of this megaproject, but we as Cornerstone want to create a place that connects people with their core communities; and where they can enjoy the Cornerstone experience as a whole.

### **What is Cornerstone going to add to this highly-anticipated city?**

With our concept, "the homes we provide are more than four walls and a roof," clients' homes are going to be the entire project developed by Cornerstone Development, and the whole experience that comes with it.

### **What are you offering your clients in terms of facilities and payment plans?**

The project has a social house that features Aperitivo Corner, Kid's Creative Lounge, Listening Library, Alfresco kitchen, and Cinema Room, in addition to a clubhouse that includes Playful Court, Zen Room, a heated pool, and a gym.

Clients will relish various payment plans: a 0% downpayment with equal installments over five years, a 7% downpayment and six years of equal installments, or a 10% downpayment and seven years of equal installments.

### **Given this competitive market, how are you going to maintain your market share?**

Our boutique compound provides 500 units to the niche segment of our society. However, we offer accessible luxury, and therefore "niche" does not necessarily mean the financially high class of people but those who share the same mindset, background, and lifestyle; so they can be able to interact and enjoy the Cornerstone experience with all the amenities that are offered.

### **What are The Curve's strong selling points? And what are your target sales?**

Our main selling point is the tree lounge that we have in every building of The Curve; it is a common area and a connected space for people to use when they meet a friend, a colleague, etc.

The flagship project also encompasses double-height units with glass panoramic views that give a sense of elevation and spaciousness. It also features an exceptional landscape; we will get plants from all over the world and place them in The Curve with their stories.

Furthermore, the project has a strategic location in NAC's R8 District, with a pedestrian walk that passes through the west side of our compound and is connected to a 40-acre park. This makes our location very unique and island-like place.

### **What are your scheduled delivery dates for this project?**

We are planning to start deliveries in mid-2023.

### **Will you carry Cornerstone's project identity and vision to another new city? If so, which one?**

We are planning to develop new projects in coastal cities, in addition to other residential developments in other areas of Egypt.

### **How do you see the current investment climate within this market?**

We believe that the investment climate is challenging yet very promising and this is why we chose NAC to launch our first project.





Continental Tower - Dubai Marina



# LANDMARK SABBOUR A SUCCESS STORY CROSSING BORDERS

**W**ith years of experience and commitment, Landmark Sabbour managed to make its brand name one of the biggest real estate developers not only in the Egyptian market, but also in Europe and the United Arab Emirates by delivering places that give life a whole new meaning. Invest-Gate sits with the company's Managing Director Amr Sultan to know more about the company's plans, market strategy as well as Mr. Sultan's impression of this sector and current trends.

## How do you expect the real estate market performance for 2020?

I believe 2020 will see real estate continue being the country's strongest sector. There is a strong, stable demand for residential, administrative, and commercial real estate across the board, and this is extremely encouraging to all Egyptian developers. These improvements either take the shape of new laws that facilitate processes and eliminate bureaucracy, or partnerships with private developers all with the sole purpose of supplying for the growing demand.

## What are the latest market trends for 2020?

As I mentioned earlier, administrative and commercial real estate is among the market's leading trends. According to JLL's latest report, prime office rents have been rising as vacancy rates significantly dropped due to a lack of supply during

the past six months on one hand and the fact that more businesses look to enter the Egyptian market on the other. The report also stated that retail rents have also been seeing a significant increase as new market entrants are attracting more footfalls.

Of course, other trends are taking place within the area of real estate development, especially the commercial one. Apart from targeting to have a significantly diverse tenant mix, developers seek experiences that help them stand out and keep a loyal customer base; they also work to provide a variety of entertainment, recreational, as well as food and beverage (F&B) options. This clears the picture for us as developers not only to understand the market's specific needs of the market, but also to capitalize on this growth to further support the industry as a whole and capitalize on changing demands.



### Should the private sector continue on serving the residential sector in 2020- given the slow market activity in 2019- or should they enlarge their portfolios with differentiated projects catering to the other branches of the real estate market?

Having a diversified portfolio allows the developer to become more aware and have a bird's eye view of different aspects of the industry. It also helps as we scan the market to see which products have a higher demand than others. Over the course of the past few years, commercial and administrative real estate have gained sizable interest from both local businesses and others who seek to expand theirs in Egypt. In fact, JLL's research showed that the average office vacancy rates across Cairo dropped to 5% in the third quarter of 2019, reflecting strong demand and limited new supply. Meanwhile, prime retail rents increased to 21% during the same period, with a further growth in retail rents expected over the next 12 months. Supplying for these varying demands sustains our business in an environment that welcomes change, diversity, and new opportunities.

### With new cities and private projects to be delivered this year, how do you see the return on investment (ROI) of this sector and also its contribution to the gross domestic product (GDP)?

Any decrease in sales will be the automatic result of a slowdown in purchasing power. Although the inflation rate has reached 13.87% by the end of 2019, Egyptians still see real estate as the safest form of investment, where almost 35% of A-segment and 30% of B-segment direct their capital towards it. I believe that the scenario will not see much of change with the deliveries taking place this year. In the past few years, we have seen changes and speculations of a bubble; however, this sector stands strong with a contribution of almost 20% to the total GDP, thanks to efforts from both public and private entities to support this industry. In fact, the demand on real estate will never be affected and expatriates push their cash into real estate to hedge inflation despite the challenges.

### How do you see Egypt's performance in international trade shows and exhibitions? And how does it serve the real estate export idea?

International exhibitions are a chance for Egyptian developers to showcase their projects as well as serve as a platform through which we all work together, with corporate identities aside, to highlight what Egypt has to offer.

Reaching outside the borders is a sign of strength and it should be the focus of Egyptian developers now more than ever. Prospective international buyers possess a lineup of different preferences and objectives when looking for real estate in Egypt, including the purchase value. The current financial and economic climate provides developers with a chance to explore their potential, make bold moves, and do the work that ultimately leads to exporting their products abroad.

### When marketing new cities and new urban development projects, where are we now from exporting real estate? What seems to be still missing?

Although real estate export has been on top of every industry's agenda, we still have a long way to go. Real estate export is still in its infancy stage here in Egypt and real change starts during the planning stage. It takes an immense amount of research to understand the needs of an audience you wish to export your products to. This is a job that Egypt's Real Estate Export Council has committed itself to; it ensures that exhibitors representing the industry abroad meet the set standards, while facilitating the communication channels between the government and developers.

We are walking in the right direction and the steps are clear to get there. By bringing out the best in each area, identifying the target demographic, getting committed to upscale finishing, and using all the appropriate tools at our disposal, we will be able to offer products that stand out across the region.

### How do you see the real estate sector serving the rising numbers of tourists to Egypt? And how can private developers contribute to the tourism market?

Efforts, from both the public and private sectors, to boost Egypt's tourism sector have yielded positive results with the number of international visitors reaching 13.6 mn in 2019, a 21% increase year-on-year. Moreover, the country is expected

to receive over 15 mn tourists this year, thanks to the country's current political and economic stability.

In order to contribute to an industry such as tourism in Egypt, developers need to adopt a two-pronged approach. Firstly, projects should be planned in a manner that brings out the best in each of the areas they set foot in by offering fully finished units with premium quality and providing integrated facility management solutions.

Once this part is done, their next step should be providing those visitors with incentives to stay longer. Primarily, this can be done by providing the necessary social infrastructure including schools, universities, healthcare facilities, recreational options, as well as upscale administrative and commercial areas. In this sense, east and west Cairo are growing as promising business, residential, and lifestyle hubs. New Cairo is set to become a focal point for tourist attraction with the new Katameya International Airport currently under construction and slated for opening within the coming two years. Meanwhile, new road networks, the Sphinx International Airport, and the Grand Egyptian Museum will be investment triggers in west Cairo, which currently sees foreign investments that are encouraging developers to launch more projects.



### How do you see the branded residences trend that is on the rise in Egypt? And is Landmark Sabbour adopting this trend?

As I said, we need to offer solutions that provide visitors with an incentive to extend their stay. In this case, we are targeting ultra-high-net-worth individuals (UHNWIs) who are looking for a safe, luxurious haven, which are the founding elements of the branded residence. According to Knight Frank's Wealth Report, residential property is the most popular sector for UHNWIs to invest in, with 81% of wealth advisors saying their clients are becoming more interested in it, and this is why we, as Landmark Sabbour, need to capitalize on this interest.

Our latest project in New Cairo, 1-NINETY, features Egypt and Africa's first W hotel, W Cairo. Located approximately 25 kilometers from the Cairo International Airport, the hotel will embody the brand's "work hard, play hard" philosophy with a signature WET Deck (pool deck), AWAY spa and FIT fitness center, in addition to 350 stunning rooms and suites, as well as W and Saint Regis residences under the remarkable management of Marriott International.

### Please give us an update on Landmark Sabbour's performance in 2019 in terms of ROI and its target for 2020?

Our portfolio expands beyond the Egyptian borders and penetrates foreign markets in Dubai and Barcelona with a total of 5,000 units covering over an area of 3 mn square meters. We have pumped a total investment of EGP 3.5 bn since our launch in 2007. Last year, we invested EGP 600 bn and achieved a 40% ROI. In 2020, Landmark Sabbour will further expand its land bank across European markets, introducing its state-of-the-art designs and services, while planning to invest around EGP 1.2 bn. All in all, we are targeting a 50% ROI this year.

### What is in the pipeline for Landmark Sabbour this year?

We are currently working to further expand our land bank outside the Egyptian borders to reach more European markets. We will disclose more information soon.



INTERVIEW WITH  
HEPWORTH GM:  
**EGYPTIAN  
MARKET  
SHOWS  
POSITIVE  
GROWTH  
TRENDS**





**C**orys Investments, the UAE family-owned business located in Dubai, announced in February 2020 its new joint venture (JV) with GF Piping Systems, a division of GF, and Egypt Gas, a natural gas distribution company listed on the Egyptian Exchange (EGX) and the largest in the Middle East. The JV, in which Corys and GF will take the industrial lead, will invest in a major production site for plastic pipes to participate in the soaring Egyptian gas and water distribution market.

Currently, Egypt is undergoing a major government initiative to develop its gas and water infrastructure. In 2018, more than 1.3 mn households were connected to the gas distribution network. According to Egyptian government forecasts, there is a plan for a similar number to be connected to the network on an annual basis.

As the North African country undergoes its major infrastructure development across its vital cities, Invest-Gate sits with Richard Nakhla, general manager at UAE's manufacturer and provider of plastic piping systems Hepworth, a subsidiary of Corys Investments.

### How do you see the investment climate in Egypt nowadays and what is your forecast?

Egypt's investment climate is becoming more attractive and positive. With the economic reforms such as the new investment law coupled with the stability of the local currency, we believe that this is the right time to invest in the country.

The Egyptian market is diverse with good opportunities across multiple segments, while showing positive growth trends. Driven by the growth of the real estate and construction sectors due to the development of new cities as well as high spending on infrastructure projects as well as the industrial sector, the future outlook for the Egyptian market is promising.

### With your current JV in Egypt, what are the projects you will be working on? Will you focus on Cairo only or will you expand in other cities, especially the new ones?

The new JV in Egypt will establish a manufacturing facility to produce polyethylene pipes and fabricated fittings for the water and gas segments. The JV will also import from Switzerland-based GF different traded items, which will be available for all water and gas projects cross-country.

### How do you view Egypt's current infrastructure plan? And how can it be enhanced to comply with the density of the growing population?

Egypt's current infrastructure plan is very ambitious and is moving fast in terms of execution in major segments such as roads and gas networks. However, water and sewage networks need a retrofit plan to address some current issues in existing systems, and thus we need to adopt new technology in the new systems to meet the high accelerating demand of the population.

### According to Corys Investment, your company works on implementing sustainable infrastructure so how was it applied in the Middle East? Can you give us examples of some projects you worked on and the technologies or products you use?

The sustainable infrastructure products used are related mainly to polyethylene pipes and fittings in major applications such as that of water and gas. These products have

a working life of more than 50 years with minimum service failures; it also protects the working systems from any possible leakage or contamination.

We had supplied many projects in the region such as The Palm Jumeirah and the Burj Khalifa in Dubai, in addition to many water and gas transmission projects in the UAE, Oman, Bahrain, Egypt, the Asian-Pacific region, and Africa.

### Will you be partnering with the private sector, such as developers, in Egypt in the future?

Our business plan is to provide the private sector with the best technical solutions and sustainable products through long-term agreements.

### Moving to the industrial sector, will you be supplying factories with any of your products?

Yes, we can supply pipes and fittings to all kinds of factories for their different industrial applications.

### Given that Egypt struggles with waste management, what are the best methods we can adopt to eliminate its dangers and protect the environment in your opinion?

The best solution is to work toward establishing a recycling culture in the country, while encouraging investments in establishing new companies and factories that operate in the waste management industry.

### Can you give us a little background information about your company and its greatest successes?

Hepworth manufactures and markets integrated piping systems to the civil and building construction sectors. This business was established over 40 years ago in Dubai, and now we manufacture pipes and fittings in three locations in the UAE and one location in Oman.

In addition, Hepworth trades through companies operating in Oman, Bahrain, and Saudi Arabia, while exporting to the MENA region.





## GOVERNMENT'S ACHIEVEMENTS IN 2019

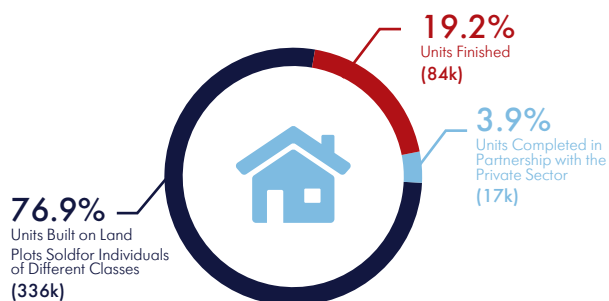


### HOUSING PROJECTS

#### Housing Units



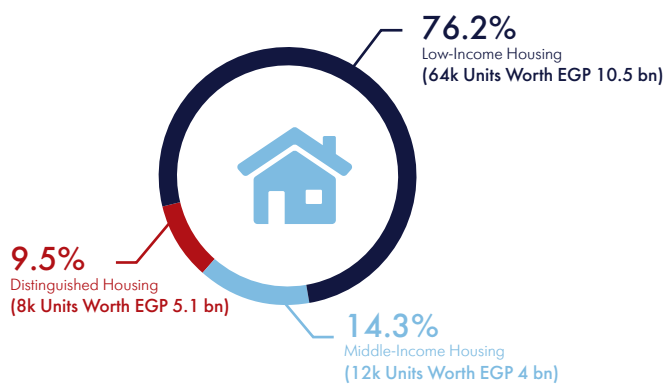
Total Units  
**437k**



#### Types of Social Housing Units Built



Completed Units  
**84k**



### NEW CITIES THAT LAUNCHED IN 2019



City



Area (acres)



Target Population

New Rashid 3,200 250k

New Al Fashn 18,000 1.2 mn

New Mallawi 18,400 1.3 mn



### SLUMS DEVELOPMENT

#### Unsafe Areas



Total Investment  
**EGP 32 bn**

#### Completed



#### Under Development



#### Unplanned Areas



Total Investment  
**EGP 318 bn**

#### Completed



#### Under Development







### INFRASTRUCTURE PROJECTS

#### Potable Water and Sanitation Program

##### Water Projects



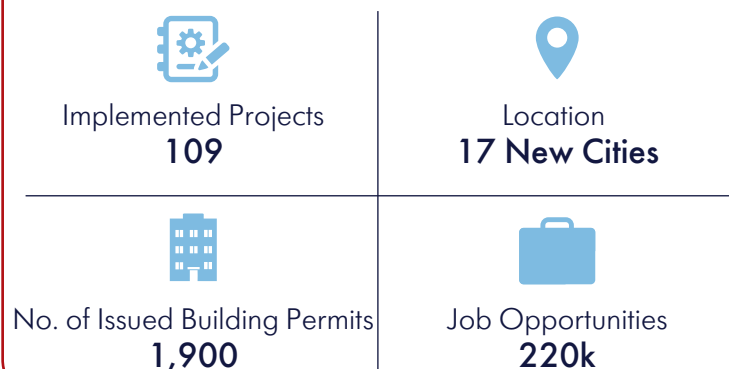
##### Sanitation Projects



#### National Road Networks



### NUCA'S ACHIEVEMENTS IN 2019



### NUCA'S LAND OFFERINGS IN 2019

	No. of Land Plots	Total Area (acres)
Social Housing	2,108	121
Distinguished Housing	2,359	310
More Distinguished Housing	1,762	260
For Egyptian Expats	2,068	250

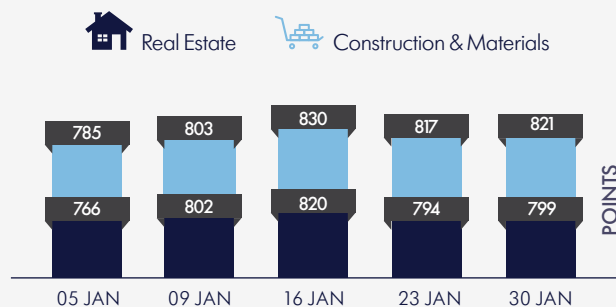


### PRICES OF CONSTRUCTION MATERIALS (JANUARY 2020) (EGP)

STEEL BARS (per ton)	CRETAL STEEL (per ton)	PORTLAND CEMENT (per ton)	COARSE SAND (per sqm)
10,400 (YOY -10.7%)	10,500 (YOY -16%)	800 (YOY -5.9%)	70 (YOY 7.7%)
SOLID CEMENT BRICKS (per 1,000 bricks)	BRICK HOLLOW CONCRETE (40x20x12 cm) (per 1,000 bricks)		
1,100 (YOY 3.8%)	5,200 (YOY 4%)		

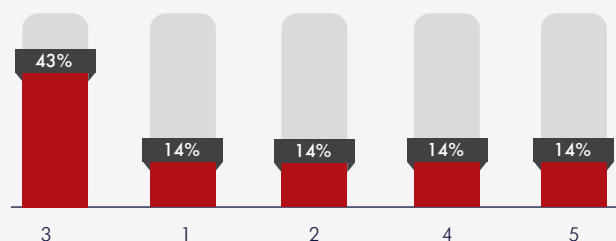


### REAL ESTATE & CONSTRUCTION STOCK MARKETS INDEXES PERFORMANCE IN EGYPT (2020)



### ONLINE MONTHLY SURVEY (%)

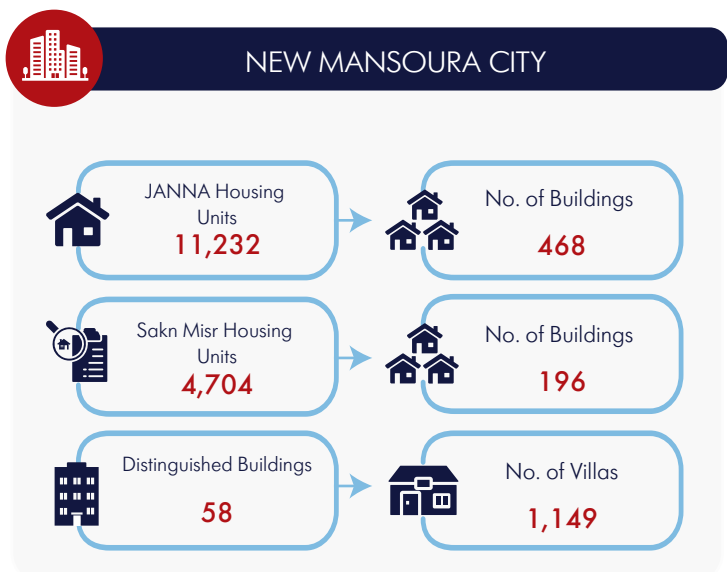
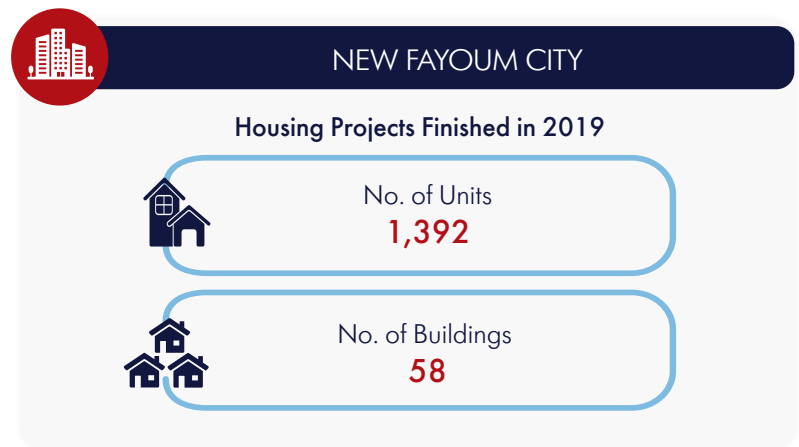
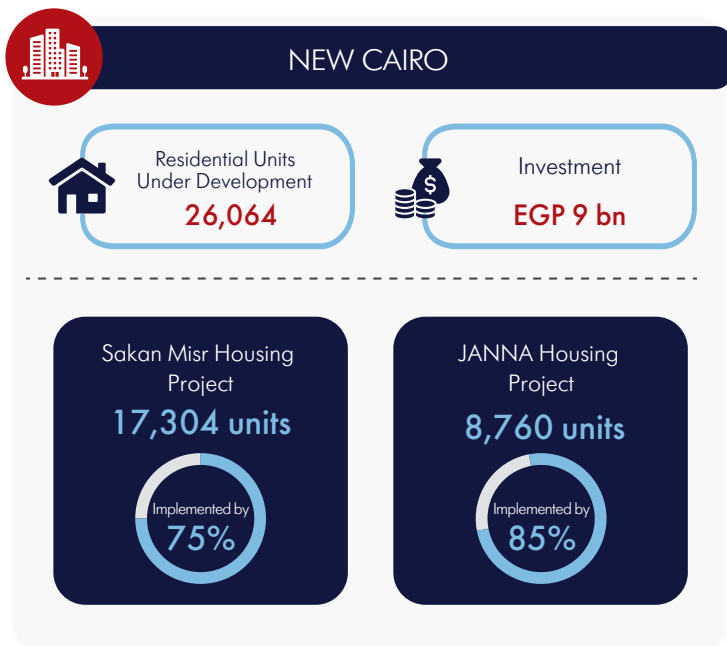
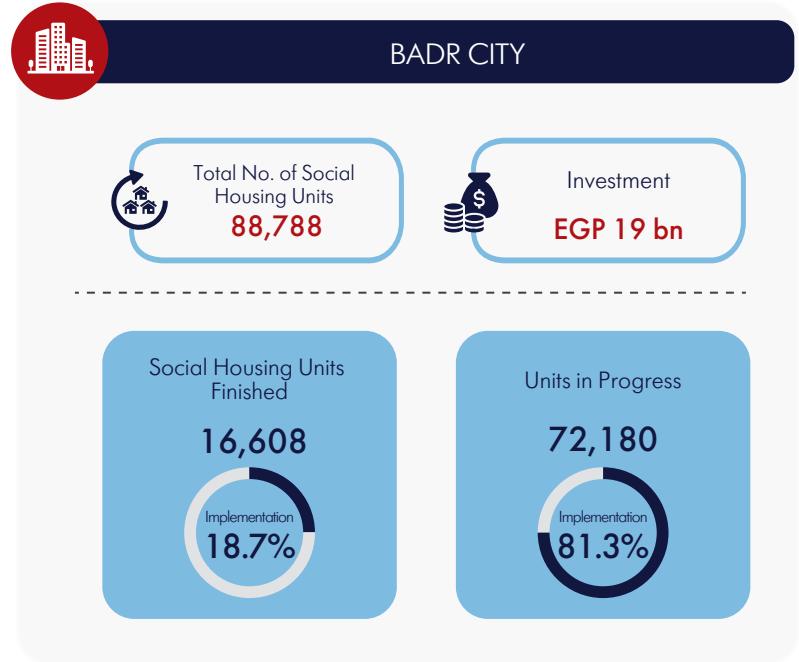
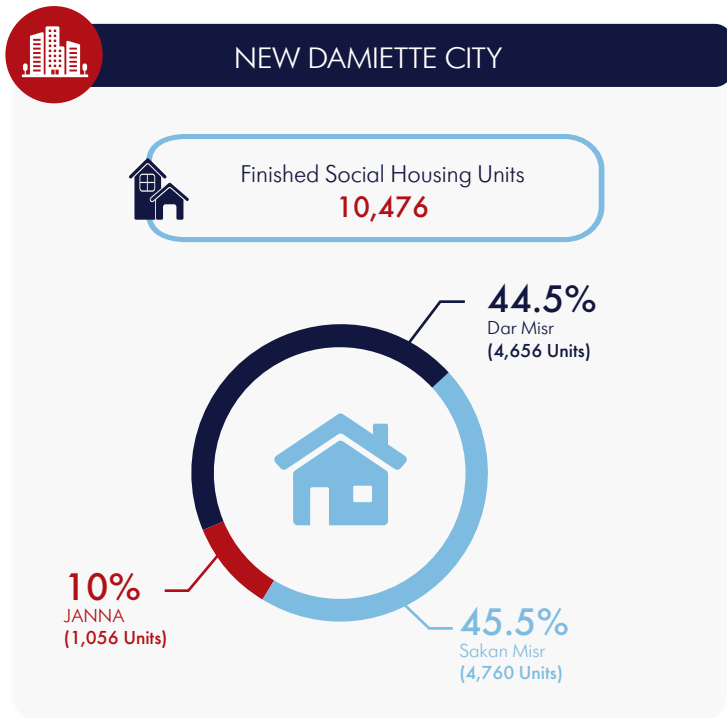
#### HOW DO YOU RANK THE GOVERNMENT'S ACHIEVEMENTS IN THE INFRASTRUCTURE SECTOR?



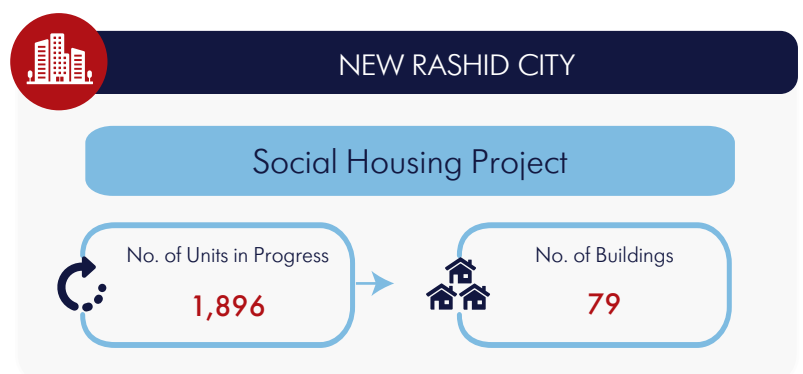
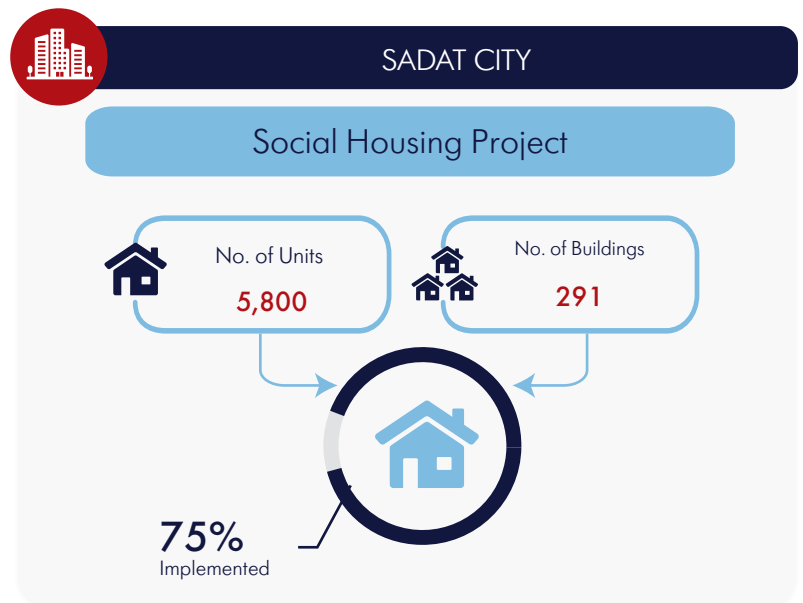
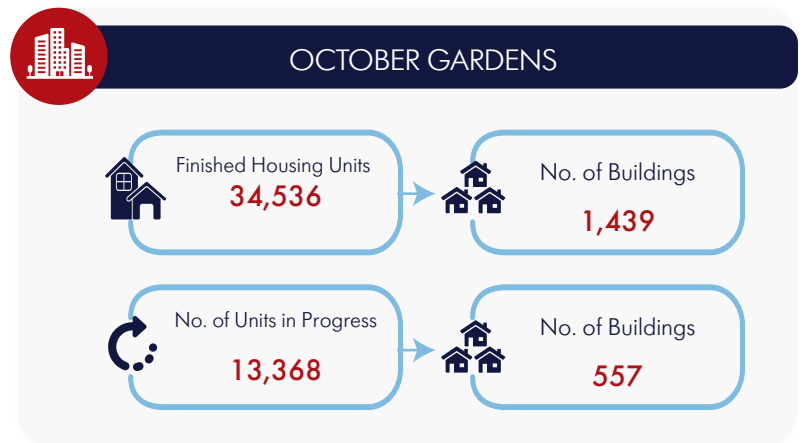
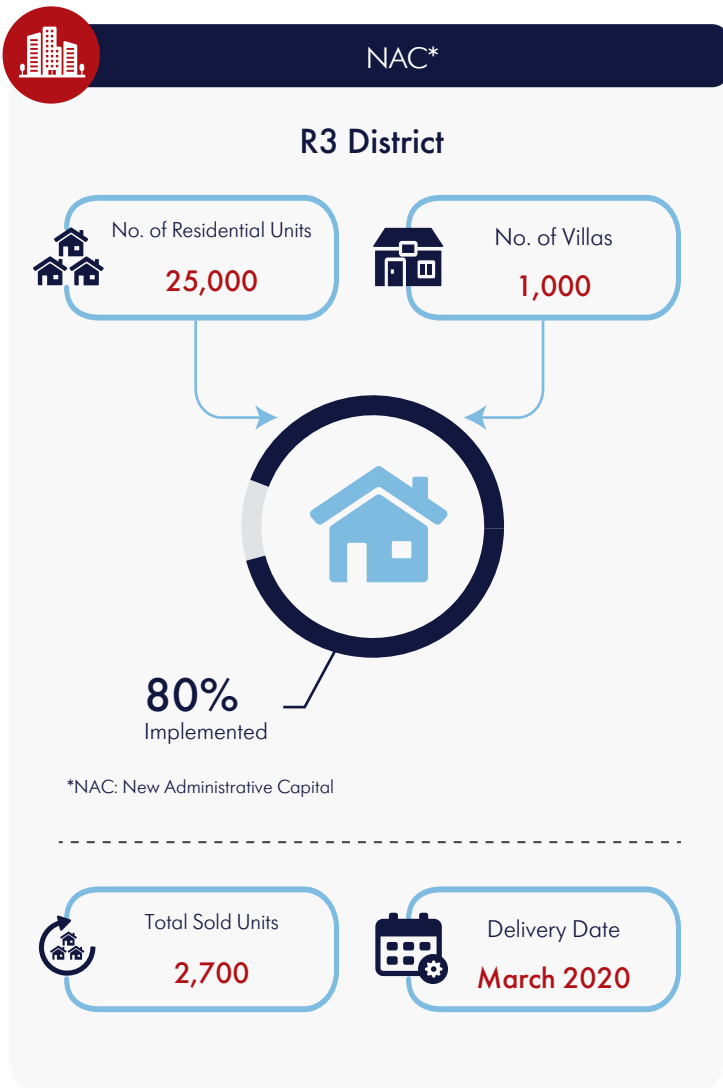
Sources: Ministry of Housing, Utilities, and Urban Communities, Egyptian Exchange (EGX), and Invest-Gate R&A



# UPDATES ON NEW CITIES



Source: Ministry of Housing, Utilities, and Urban Communities



Source: Ministry of Housing, Utilities, and Urban Communities



# DEVELOPERS' PROJECTS



## RESIDENTIAL PROJECTS

**Baymont**

**Developer**  
Maven Developments

**Location**  
Galala City

**Area**  
76 acres

**Investment**  
EGP 4 bn

**Supply Volume**

No. of Residential Units  
1,756

**Rivan**

**Developer**  
Al Tameer Arabian Developments

**Location**  
NAC

**Area**  
71,000 SQM

**Investment**  
EGP 3 bn

**Unit Sizes**  
77-500 SQM

**Supply Volume**

No. of Hotel Residential Units  
700



## COMMERCIAL PROJECTS

**5A by The Waterway**

**Developer**  
Equity Real Estate Developments

**Location**  
New Cairo

**Area**  
35,000 SQM

**Investment**  
EGP 4 bn

**Delivery Date**  
March 2021

**ZED Park**

**Developer**  
Ora Developers

**Location**  
Sheikh Zayed

**Area**  
265 acres

**Supply Volume**

Playgrounds

Parties Area

Entertainment Area  
(Winter Wonderland)

**Capital One**

**Developer**  
Namaa for Development & Real Estate Investment

**Location**  
NAC

**Area**  
60,000 SQM

**Investment**  
EGP 2 bn

**Delivery Date**  
2023

**MARQUEE Mall  
New Capital**

**Developer**  
Warren Developments

**Location**  
NAC

**Area**  
14,000 SQM

**Investment**  
EGP 1.2 bn

**Supply Volume**

No. of Units  
400

Source: Developers' official statements



## COMMERCIAL PROJECTS



Skywalk

Developer

Skywalk Developments

Location

6th of October City

Area

280,000 SQM

Investment

EGP 8 bn



Supply Volume

Hotel

Luxury Restaurants

Spa and Wellness Resort

Entertainment Outlets

Shopping Centers



Elite

Developer

SAK Developments

Location

NAC

Area

5,500 SQM

Delivery Date

2022



Supply Volume

No. of Commercial Units  
48No. of Offices  
182La Mirada  
Mall

Developer

Grand Plaza for Real Estate  
& Tourism Investment

Location

New Cairo

Area

3,850 SQM

Investment

EGP 250 mn



Commercial Unit Sizes

60-350 SQM



Medical Unit Sizes

35-300 SQM



## HOSPITALITY PROJECTS



Regis Hotel

Developer

Marriott International

Location

NAC

Delivery Date

Q2 2020



Supply Volume

No. of Hotel Rooms  
270No. of Suits  
90No. of Apartments  
60No. of Villas  
14No. of Food and Beverage Outlets  
20Hotel Project  
(Name Still Unknown)

Developer

El Attal Holding

Location

Red Sea

Delivery Date

2020



Supply Volume

No. of Hotel Rooms  
300Hotel Project  
(Name Still Unknown)

Developer

Global Travel International (GTI)

Location

Sahl Hashesh

Delivery Date

H1 2020



Supply Volume

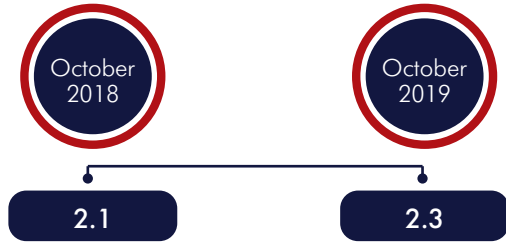
No. of Hotel Rooms  
350



# ECONOMIC SNAPSHOT



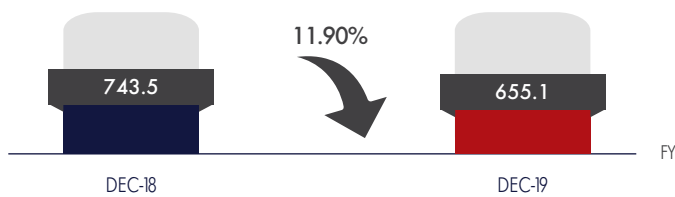
EGYPTIAN EXPAT REMITTANCES (USD BN)



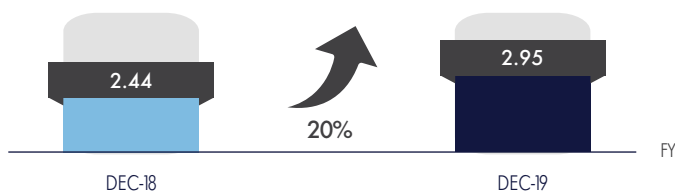
EGYPT'S BUDGET SURPLUS (EGP BN)



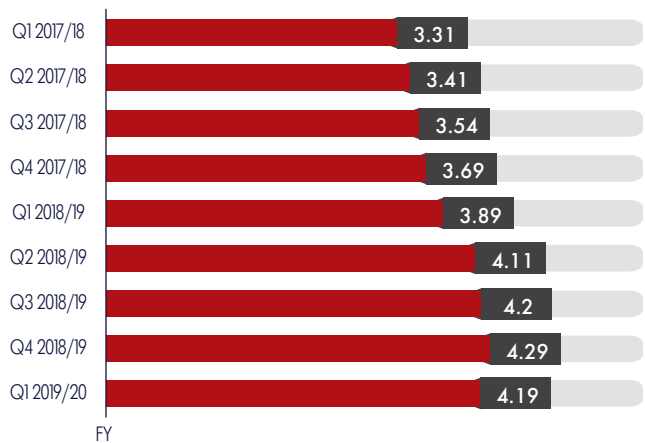
EGYPT'S FOREIGN DEPOSITS (EGP BN)



EGYPT'S DOMESTIC DEPOSITS (EGP TRLN)



GROSS DOMESTIC DEBT (EGP TRLN)



EGYPT'S TRADE EXCHANGE (USD BN)



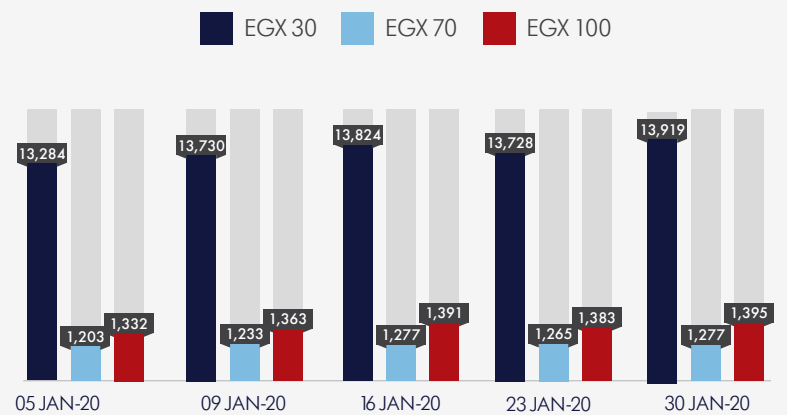
NET FOREIGN RESERVES (USD BN)



ANNUAL HEADLINE INFLATION



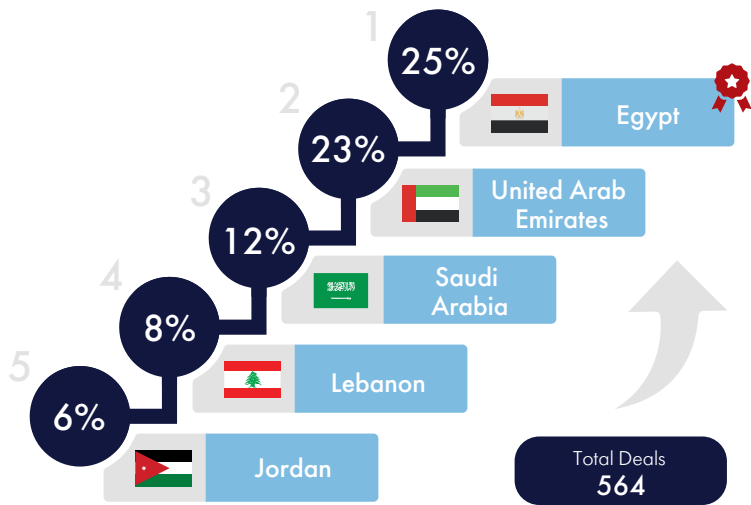
CAPITAL MARKET INDICATORS



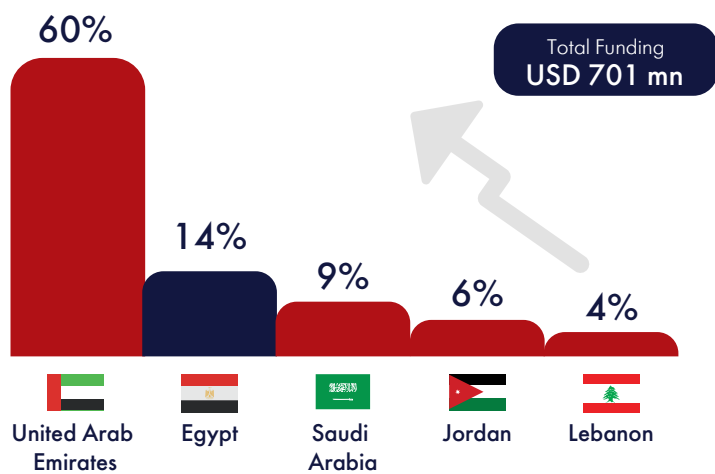
Sources: Central Agency for Public Mobilization and Statistics (CAPMAS), Central Bank of Egypt (CBE), and EGX



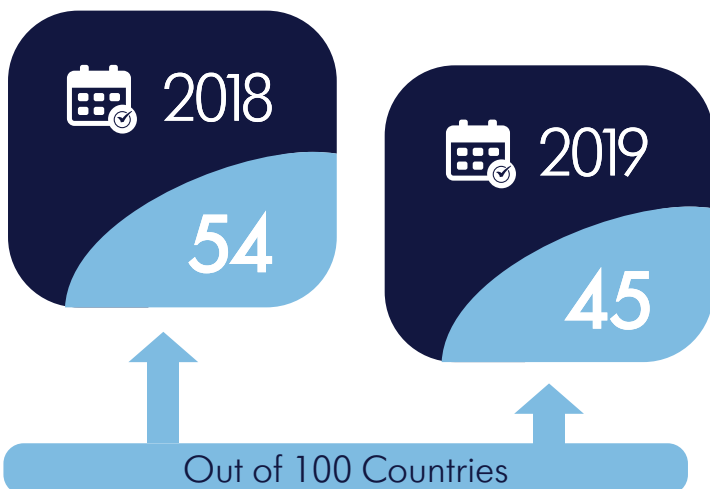
TOP 5 MENA COUNTRIES BY NUMBER OF STARTUP FUNDING DEALS IN 2019



TOP 5 MENA COUNTRIES BY TOTAL FUNDING (USD) IN 2019



EGYPT'S BRANDS INDEX

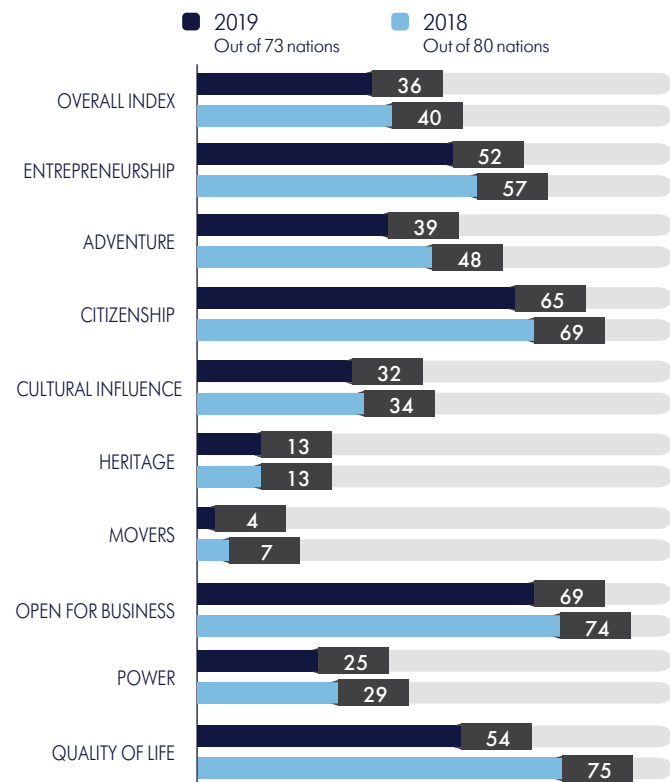


TOP 20 COUNTRIES BY FASTEST-GROWING BRANDS (VALUE) IN 2019

Rank	Country	Growth Rate
1	Ghana	67.1%
2	Uganda	55.7%
3	Paraguay	55.4%
4	Bangladesh	53.8%
5	Egypt	50.1%
6	Turkey	46.5%
7	Yemen	45.2%
8	Kazakhstan	41.9%
6.5	China	40.4%
10	Qatar	35.5%
11	Uruguay	30.1%
12	Nepal	29.3%
13	Libya	29.0%
14	Ethiopia	27.1%
15	Japan	25.9%
16	Nigeria	25.6%
17	Israel	24.2%
18	Kenya	23.6%
19	Morocco	23.3%
20	Turkistan	23.1%



EGYPT RANKING IN BEST COUNTRIES INDEX

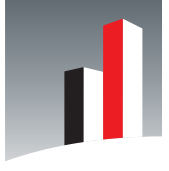


FOR ACCESS TO FURTHER IN-DEPTH ANALYSIS PLEASE SCAN



Sources: Magnitt, Brand Finance, and US News





# سيتي سكيب مصر



مطورين جدد. مشاريع جديدة. محتوى أكثر. الآن في نسخته التاسعة، سيتي سكيب مصر 2020 يتم التجهيز له ليكون الأكبر والأفضل على الإطلاق، مقدمين لمشتروا المنازل والمستثمرين وخبراء العقارات مجموعة ضخمة من العروض العقارية الفخمة.

احصل على تذكرك المجانية أونلاين ووفر 100 جنيه  
[cityscapeegypt.com](http://cityscapeegypt.com)

بتنظيم من



خطوط الطيران  
الرسمية



الشرك الرسمي  
للتقانات



الفندق الرسمي في  
الأقصر



الشرك الإعلامي  
المحلي



الصحيفة العقارية  
الرسمية



شرك التلفاز الإقليمي

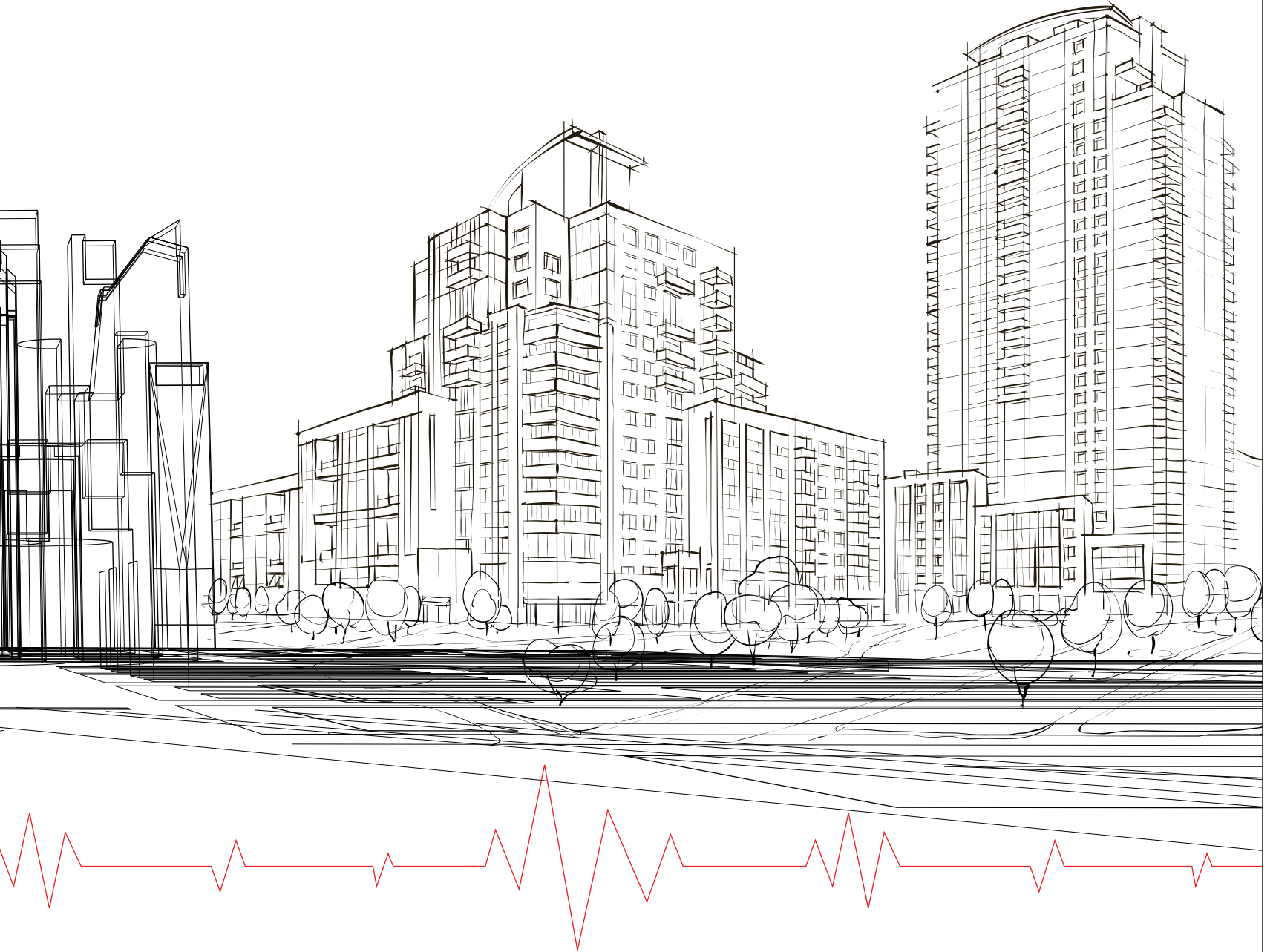


المنصة الرسمية  
للمعلومات العقارية



الشرك الرسمي  
للمنظمات المهنية





# أصل العقار في مصر

**18 - 21 مارس 2020**  
مركز مصر للمعارض الدولية

راعي سيتي سكيب



الراعي البلايني



الراعي الرئيسي





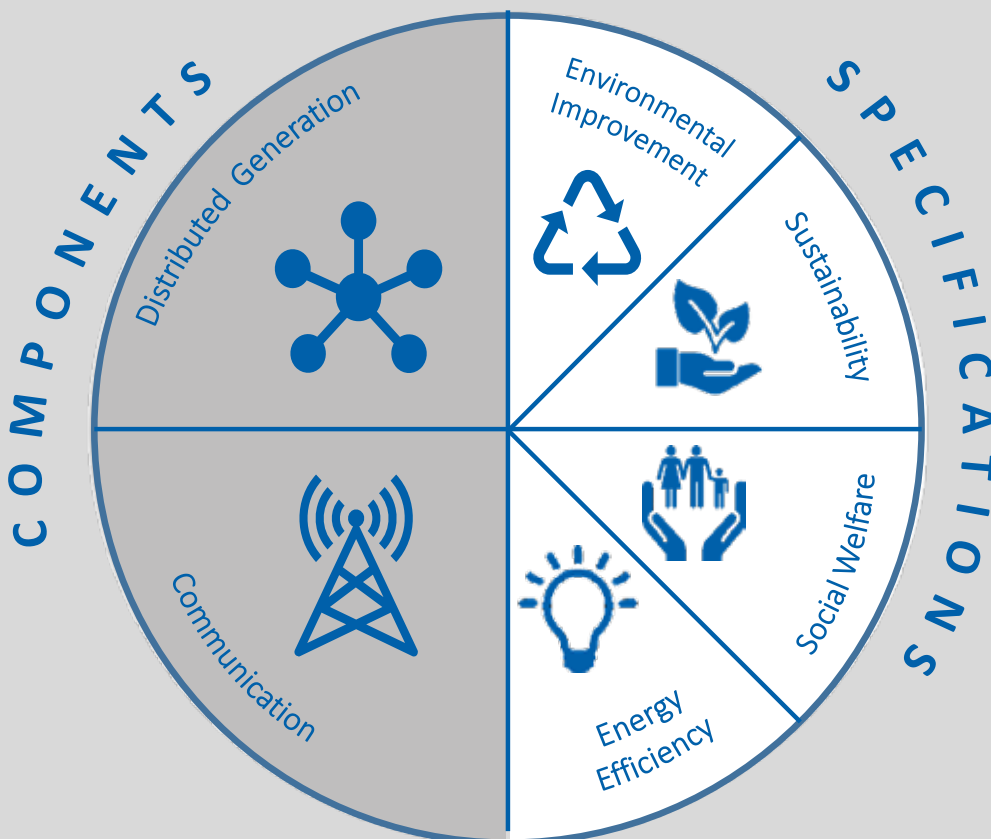
# SMART FURNITURE

## A BUILDING BLOCK OF SMART CITIES



Smart cities mainly engage in environmental and public services but the main building block is represented as a smart home. As “the internet of things” is now becoming a reality, also, Smart cities are presently becoming a reality for an increasing number of people living in modern cities around the world, where various aspects automated and integrated with information and communication technologies to improve quality of life. In addition to the well-defined smart city or smart homes, smart furniture can be seen as belonging under the umbrella of the smart home and smart city, with an overlap with the furniture sector.

Smart furniture is product that has the ability to change residential or commercial space to “intelligent space” through information technology



Demand for multifunctional furniture has significantly risen. Individuals do not mind investing in household furniture that gives them dual benefits. When it comes to designing or planning a particular space in the house, individuals prefer achieving the maximum use of the space without any restrictions

SMART CITIES



ADVANTAGE

## CHARACTERISTICS OF SMART FURNITURE



**DESIGN:** Smart furniture design is accommodated according to individual requirements. It can be novel, traditional or extravagant.



**SPACE:** An important factor that affects the design of smart furniture. Space requirements can include ample open space, some space or restricted space.



**FUNCTIONALITY:** Smart Furniture can be designed as a space saver or have a multipurpose function.



## WHY SMART FURNITURE ?

**Energy Efficiency & Saving Measures** Individuals prefer to buy products that help reduce energy consumption and bills. This is essential for the environment considering that natural resources are reducing at a drastic pace.

**High Demand on Fresh Designs, Innovative & Creative Gadgets** Today the demands are not just about creative and innovative gadgets but also design. The selling factor today for any product includes its overall looks, features, benefits and upgradability

**People are Becoming more Tech Savvy** Regular home products are adopting smart technology. For individuals to avail the benefits of such products, it is essential that they keep up with the latest advancements

**Home Entertainment is Preferred the most Today** Statistics and market watchers reveal that people are investing in products that give them the benefit of having their very own entertainment zone at home.

### Coldwell Banker Commercial Advantage (CBC Advantage)

A full service commercial real estate company in Egypt, offering various investment services:



Market Research & Asset Valuation



Development Management



Investment Analysis



Capital Services



Acquisition & Disposition Services



Corporate Services



Distressed Assets



Landlord Representation



Tenant Representation



Property Management



Start-up and Small Businesses

For more details, please contact | **Sherif Hassan, Development Director**



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**NÜWA**  
A taste of Asia

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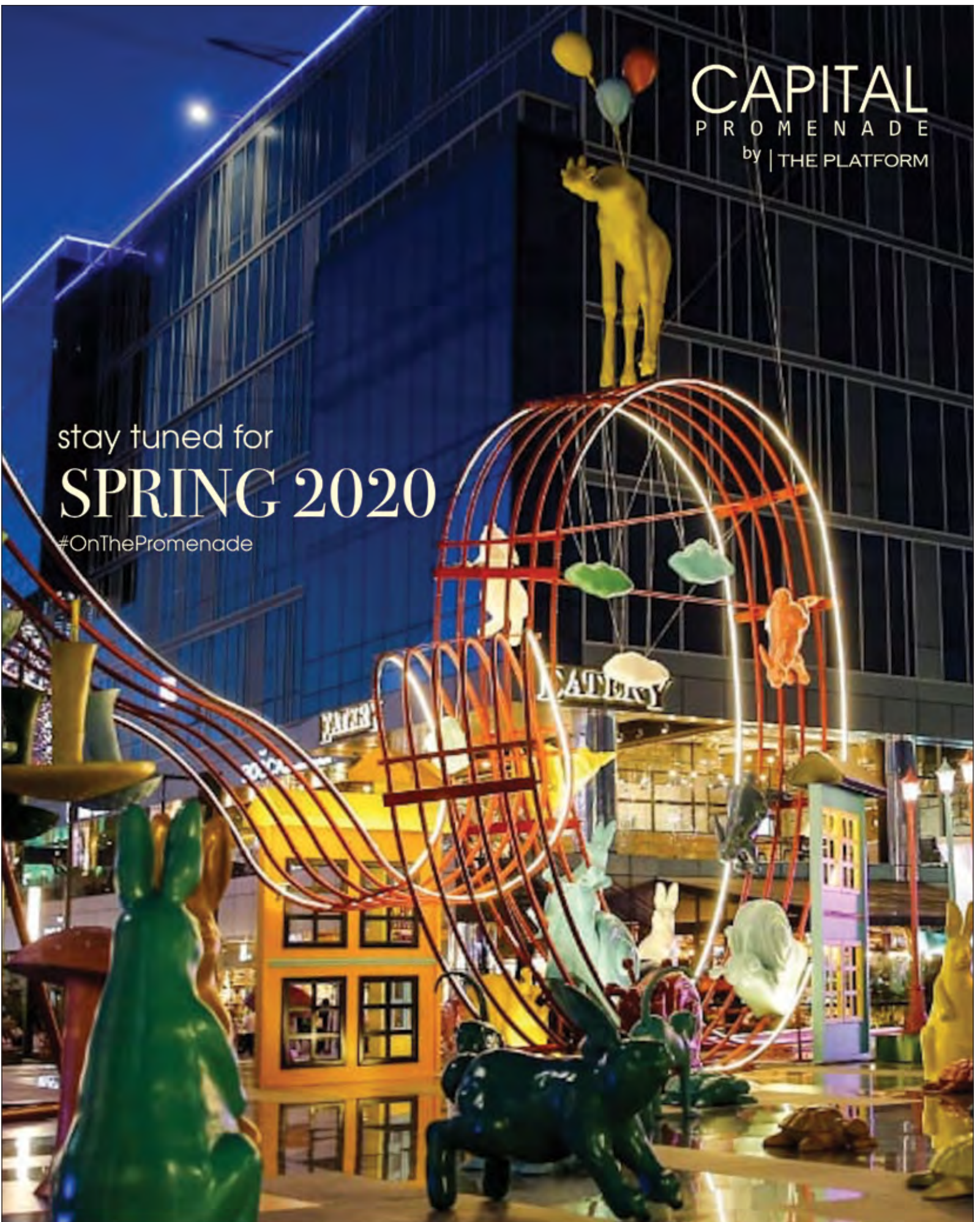
Capital Business Park, Sheikh Zayed. Giza

  NuwaEG

# CAPITAL PROMENADE by | THE PLATFORM

stay tuned for  
**SPRING 2020**

#OnThePromenade



- |                  |                 |                   |                  |                   |                |                    |                 |                         |              |              |               |
|------------------|-----------------|-------------------|------------------|-------------------|----------------|--------------------|-----------------|-------------------------|--------------|--------------|---------------|
| <b>ZÖÖBA</b>     | <b>GRACIAS</b>  | <b>reacto</b>     | <b>JOYE OFF</b>  | <b>mo bistro</b>  | <b>TAMARA</b>  | <b>mori sushi</b>  | <b>30 NORTH</b> | <b>EATERY</b>           | <b>BOCCA</b> | <b>be.</b>   | <b>Gaby's</b> |
| <b>BOULEVARD</b> | <b>MINCE</b>    | <i>Mawlawiyah</i> | <b>Bab Tooma</b> | <b>Ted's</b>      | <b>NÜWA</b>    | <b>coppermelt</b>  | <b>DIVA</b>     | <b>JOIE DE VIVRE</b>    | <b>R Ä X</b> | <i>Nile</i>  | <b>CORNER</b> |
| <b>ZHIVAGO</b>   | <i>El Kahky</i> | <b>bloom*</b>     | <b>Bank Audi</b> | <b>AutoLounge</b> | <b>PORSCHE</b> | <b>swatch Plus</b> | <b>UFC GYM</b>  | <i>Oldie baboushka.</i> | <b>rays</b>  | <b>EMAAR</b> | <b>MISR</b>   |





# ERA

REAL ESTATE  
COMMERCIAL  
EGYPT



OUR PARTNERS  
IN SUCCESS



# WORK & LIVE DISTINCTIVELY

COMMERCIAL | RESIDENTIAL

As real estate experts. We at ERA Commercial Egypt devise and provide holistic solutions that run across the entire business cycle of the project from inception to revenue generation. Because we are forward-thinkers, we are able to envision unconventional solutions that deliver new and inventive services to the market.

With this new approach, we capture unseen market needs, potentials, and create our solutions accordingly covering every step of the project development.

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18 - 21 March