

INVESTIGATE

THE VOICE OF REAL ESTATE

REAL ESTATE WRAP UP



SCAN
TO DOWNLOAD
THE DIGITAL VERSION



SUBSCRIBE
TO OUR WHATSAPP
BROADCAST

INVEST-GATE
BEST REAL ESTATE
INFORMATION PLATFORM
AWARD



EXPERIENCE THE WARMTH

STARTING
FROM **5%**
DOWN PAYMENT

UP
TO **8** YEARS
INSTALLMENT PLAN

READY TO DELIVER UNITS

16492

REFLECTING EXPERIENCES



ALDAU
DEVELOPMENT

HEIGHTS
ALDAU



Hurghada

TAX NO. 483-581-615



Silva

ZAYED
TRULY
REFINED

IN THE HEART OF SHEIKH ZAYED *City*

10% *Discount* SPECIAL LAUNCHING OFFER



Security



Private Parking



Opulent Landscapes



FIRST GROUP
DEVELOPMENTS

19812

رقم التسجيل الضريبي
٤٨٧_١٠_٤٩٩

COLDWELL BANKER

Reinvents Franchising

Nearly 20 years ago, Coldwell Banker's arrival to Egypt revolutionized how locals search and buy properties by providing real consultancy to the buyers based on their true needs and creating a unified platform to browse and compare available properties in the country.

Coldwell Banker has created this industry in Egypt. At the first nine years, they had no direct competition. Then the market started filling with similar companies and individuals following in Coldwell Banker Egypt's footsteps to sell properties.

Now, Coldwell Banker Egypt is looking to revolutionize a new business line -- real estate Brokerage Franchising. Mohamed Abdallah, Chairman of Coldwell Banker Egypt and the Middle East; and Karim Zein, Coldwell Banker Egypt's CEO, are leading the charge, seeking government oversight and introducing best practices from the U.S. combined with 20 years of local experience.

That will help Coldwell Banker grow its footprint in Egypt, create new jobs for youth, help existing real estate brokers grow their business, and ultimately stimulate economic activity. Abdallah stresses, "It is an accessible opportunity that an American Multinational company is presenting to the Egyptian market, one that will allow this market to reach new highs, leveraging our local knowledge."

How does franchising work, in general, and its benefits?

Abdallah: The real estate brokerage business model, in general, is a human-driven business. It thrives on expanding the network which can be costly and hard to manage if operated as a single entity.

The franchising business model solves such problems by allowing existing and aspiring real estate brokers to be part of a more extensive network, such as Coldwell Banker. It is a win-win situation. We can grow our business quickly as the broker capitalizes on Coldwell Banker's preferential deals and know-how.

Since Coldwell Bank's inception in 1906 in the U.S., we have relied on that model to grow the business in America and across more than 27 markets. However, we opted to wait on that model in Egypt till the market is ready. We focused instead on building the Coldwell Banker name and equity through company owned operation. This has secured Coldwell Banker the best image in the market.

Zain: The main benefit is that franchising gives new entrants to the market immediate access to the franchisor's contact and relationship network and a reputable brand name to leverage.

Moreover, it also allows the franchisee access to the best practices of franchisor's technology and infrastructure. It also enriches the franchisee with the best in class trainings, marketing practices, and know-how that Coldwell Banker has acquired through the years.

Why are you introducing franchising in Egypt after 20 years of unrivaled success?

Abdallah: Franchising is how Coldwell Banker operates worldwide. But we couldn't use it locally as the local market isn't regulated, and informal brokers' practices harmed it. Additionally, franchising laws in Egypt were lacking.

We felt we didn't have control over the franchising network had we introduced franchising earlier. There is a lot at stake: Our reputation, cultivated over two decades in Egypt, and Coldwell Banker's 115-year-old brand image in the U.S. and the world.

However, the current administration is currently developing new laws to regulate the real estate brokerage financing sector.

We are capitalizing on that opportunity now that we have the right legislative environment in place. We have been working on this for over a year, officially introducing it in December 2021.

How did you prepare for this shift?

Abdallah: Shifting our business model in Egypt to align with the global Coldwell Banker model was a big step. We studied how the real estate franchising market worked in the U.S., ensuring our local model is compatible with Coldwell Banker's international franchising standards while tailored to the local needs.

Advertorial



KARIM ZEIN
CEO
Coldwell Banker Egypt



MOHAMED ABDALLAH
Chairman
Coldwell Banker Egypt and the Middle East

How can someone become a franchisee under Coldwell Banker Egypt's umbrella?

Abdallah: It was quite a challenge to develop the right set of criteria, a straightforward selection process to find those who fit Coldwell Banker's demanding standards, and reasonable control and measurement systems.

Accordingly, applicants must register their business with the government to be eligible for our franchise program. They must also meet minimum capital requirements to be eligible. However, we don't require massive capital so that this opportunity is accessible.

We also had to develop a proper system for franchisees, including training. We give it in dedicated offices. The curriculum comes from Coldwell Banker University in the U.S., but we customize it based on our experience in the market.

The aim is to help franchisees benefit from the latest technologies, learn about the latest real estate brokerage marketing tactics, and acquaint them with the preferential deals we have with our national network of developers.

Once onboard, they can benefit from our powerful Customer Relationship Management system.

Zain: At the end of the day, we value applicants who have a learner attitude and are hard workers to make the commitment necessary to meet our requirements.

We haven't encountered any applicants that didn't fill the attitude criteria.

Who benefits from your franchising program?

Abdallah: We target two different markets. The first are existing successful brokers seeking to grow by being part of Coldwell Banker Egypt's network.

We have seen many applying before the official launch of the franchise program. They mostly seek Coldwell Banker Egypt's reputation with homebuyers and developers, our preferential deals with developers, and our local knowledge and expertise accumulated over two decades.

The second type of franchisees are investors who are new to the industry and who want to secure the highest possible ROI with a reputable franchisor like Coldwell Banker. To those investors, Coldwell Banker offers the knowledge and know-how to secure a robust business model that is lucrative to the investors.

Our franchise model offers a great opportunity for investors and professionals who want to invest the effort to grow their own business. Some of them are even seeing this as a great opportunity to invest for the future of their kids who can join and run the company later.

How will Coldwell Banker change franchising in Egypt?

Zain: We are building the country's real estate brokerage franchising business, similar to when Coldwell Banker Egypt started over 20 years ago.

We will be the first to operate in a formalized real estate brokerage franchising landscape in Egypt. As such, it will use our systems and locally-developed and international operation manuals.

First-mover franchisees will operate as per Coldwell Banker's service levels, thereby ensuring that future entrants must meet or exceed those standards to be competitive.

Lastly, we will create a new category of professionally trained real estate brokerage franchising specialists who can then expand our teachings and standards to our future competitors.

Abdallah: We are starting on a clean slate. And it will use the same best practices as in the U.S tailored to the local needs. That will elevate the entire market, making it a globally competitive business. By the end of 2022, we aim to have above 20 more offices all over Egypt.

EDITOR'S LETTER

We bid 2021 farewell with Invest-Gate's "Going Commercial" roundtable, in which we discussed the many investment opportunities in the Egyptian real estate market, namely industrial, logistic, and administrative in a bid to encourage real estate developers to meet the current demand and help in the new urban development plan of Egypt.

All you need to know about the roundtable will be featured in our upcoming issue as we welcome the New Year.

In this issue, however, Invest-Gate looks into the demand on commercial units despite COVID-19.

We also head to Dubai and capture the highlights from the Egyptian pavilion at EXPO 2020. Furthermore, we keep you in the loop with the latest real estate market updates from news to market analytic insights; so take a read.

From behalf of the entire Invest-Gate team, we wish you a Merry Christmas and a Happy New Year



EDITOR-IN-CHIEF

Email: fmontasser@invest-gate.me

General Manager & BD Director	Safaa Abdel Bary
Editor-in-Chief	Farah Montasser
Operations Manager	Nada El-Labban
Contributors	Kholoud Mohamed
	Dunya Hassanein
Economic Writer	Reem Selim
Arabic Editor	Shaimaa Ibrahim
Arabic Economic Writer	Abdelrahman Elsanhoury
Contributing Research Analyst	Yassen Mahmoud
Data Collectors	Fatima Khalid
	Mirna Magdy
Creative Director	Omar Ghazal
Art Director	Maged Khattab
Graphic Designers	Merna William
	Kholoud Omar
3D Visualizer	Tamer Gamal
Web Master	Olfat Kamel
Financial Manager	Abdallah El Gohary
Accountants	Mahmoud Khalil
	Mohamed Nagy
Database Executive	Taghreed Mounir
CEO Assistant/ HR Coordinator	Noha Zayed
Distribution Officers	Mahsoub Kenzi
	Mohamed El-Sayed
	Mahmoud Nabil
	Hesham Mohamed
	Osama Mohamed

PUBLISHER MOHAMED FOUAD

All rights to editorial matters in the newspaper are reserved by Invest-Gate and no article may be reproduced or transmitted in whole or in part by any means without prior written permission from the publisher.

INVESTGATE

THE VOICE OF REAL ESTATE

CONTENTS



DEMAND FOR ADMINISTRATIVE & COMMERCIAL UNITS SKYROCKET
DESPITE UNCERTAINTIES

P 26

MARKET WATCH

P 18

EVENT COVERAGE

THE EGYPTIAN PAVILION REVIEWS NAC'S
INVESTMENT OPPORTUNITIES AT EXPO DUBAI 2020 P 16

EGYPT SHOWCASES UELDP BEST
PRACTICES AT EXPO DUBAI 2020 P 17

2nd District, 3rd Area, Villa
130 5th Settlement New
Cairo, Egypt

☎ (+202) 25650489

☎ (+20) 225172053

✉ info@invest-gate.me

f investgateofficial

in Invest-Gate

yt investgate

tw investgatemag

ig invest.gate

www.invest-gate.me

TO ADVERTISE WITH US
marketing@invest-gate.me
(+20) 1005186813

DIGITAL MEDIA PARTNER

brandbourne
THINK. CREATE. PERFORM



COLDWELL BANKER
EGYPT

GUIDING
YOU HOME
FOR MORE THAN
20 YEARS



☎16223

Tax Number. 200-221-590

www.coldwellbanker-eg.com

Franchise & Capitalize

A Franchise model
by COLDWELL BANKER

The wait is **FINALLY** over
COLDWELL BANKER Egypt offers
a unique Franchise opportunity to
an **EXCLUSIVE** list of Investors
and Brokers

WHY TO JOIN?

01

*20 years of expertise in Egypt & 115
years globally*



02

*Unique business model that provides
the highest return on investment*

03

*Access to over 100 developers in
Egypt with best terms and
highest commission*





COLDWELL BANKER
EGYPT

04

***Best in class training through
Coldwell Banker Egypt Training
Academy & Virtual University***

05

***Robust knowhow of the real estate
industry backed by global CRM,
best marketing practices & top
class exhibitions***

06

***Global recognition programs
including trips to Coldwell Banker
US conferences***



***Sign up now through scanning our QR
code to attend our Franchise Conference
on 7th of December, 2021***



SCAN
ME

Government Reforms Egypt's Rent Law



The Egyptian government reforms Egypt's rent law, ending Old Rent Law and evacuating all units of non-residential purposes from residential properties under the eradicated law, Invest-Gate reports.

The Council of Ministers approves draft law on some provisions regarding all legal leased residential units for non-residential purposes. The first article specifies the scope of the draft law, limiting it only to legal rentals of properties or places for purposes other than residential on leased properties or places under the provisions of Law No. 49 of 1977 unless the parties agree otherwise. According to the ministerial statement, **Article I** also regulates the relationship between the tenants and landlords under the provisions of Law No. 136 of 1981 in regards to buying and selling unless both parties agree otherwise.

Article II sets a timeframe for such evacuation that it is mandatory within a period not exceeding five years from the date of law enforcement.

Article III is to balance the relationship between both parties by setting a rental value five times the applicable legal value. This value is subject to an annual 15% increase.

Article IV obliges the tenant to evacuate the leased property and return it to the owner or landlord, immediately after the expiry of the period referred to in Article II of this law.

In the event the tenant refuses to do so, the owner or the landlord may ask the judge, under which jurisdiction the property is located to expel the tenant refraining from eviction, without prejudice to the right to compensation if necessary.

SHMFF To Partner With The Private Sector in 2022



Social Housing and Mortgage Finance Fund (SHMFF) plans to launch projects in partnership with the private sector in early 2022, as part of the state's plan to involve the sector in the development process, Invest-Gate reports.

Head of Social Housing and Mortgage Finance Fund (SHMFF) Mai Abdel Hamid states that it is planned to offer 25,000 housing units

embracing green architecture methods, in about five cities, most notably New Aswan and New Minya, after studying the environmental impact and techniques involved. SHMFF has announced the implementation of 1,000 units in Housing for All Egyptians project using green architecture in Badr City.

Additionally, Abdel Hamid clarifies that 265,000 customers have already applied to the offered units of the program across several cities; in addition to another 57,000 applicants of "Housing for All Egyptians 2" project. She further adds that such units are ready-for-delivery and are part of President Sisi's real estate 3% financing initiative.

She also confirms that the SHMFF has delivered 688,000 housing units inhabited by about 2mn individuals, as these units have been financed by about EGP 40.5 bn from banks, and EGP 6.3 bn from the fund.

Housing Officials Inspect NAC's Capital Central Park



Gamal Talaat, assistant vice president of the New Urban Communities Authority (NUCA), inspects Cairo Capital Central Park, one of the world's largest parks, located within the Capital Park corridor of the New Administrative Capital (NAC), Invest-Gate reports.

The park will be more than 10 km long, with an area of approximately 1,000 acres.

The park is planned to provide recreational areas that are on par with international standards.

Talaat says that the Capital Park project is divided from east to west into three planning sectors, each of which contains a park with a different focus. He affirms that all executing companies are stick to the project's timetable to finish the project as scheduled.

The easy-accessed park is divided into three coherent phases, namely CP 01, CP 02, and CP 03, each of which reflects a unique, urban, and visual character.

CP 01 includes more than 250 acres of open areas for picnics and outdoor activities, and will house a mosque, botanical gardens, a bedouin camp, and an iconic monument plaza.

The second phase, CP 02, comprises 60 acres of jogging trails, multi-sports fields, a wetlands park, and a community garden, in addition to open areas for walking, in addition to a heritage garden, recreational areas, and an open theater.

Meanwhile, CP 03 boasts 250 acres of open areas, while allocating 50 acres for unique projects such as a kids park, a library, and an entertainment sports club. It will include riverfront restaurants and retail shops, a sculpture garden, a ferris wheel, an open library with reading gardens, and the recreational sports club.

This park is on the edge of the new capital's central business area.

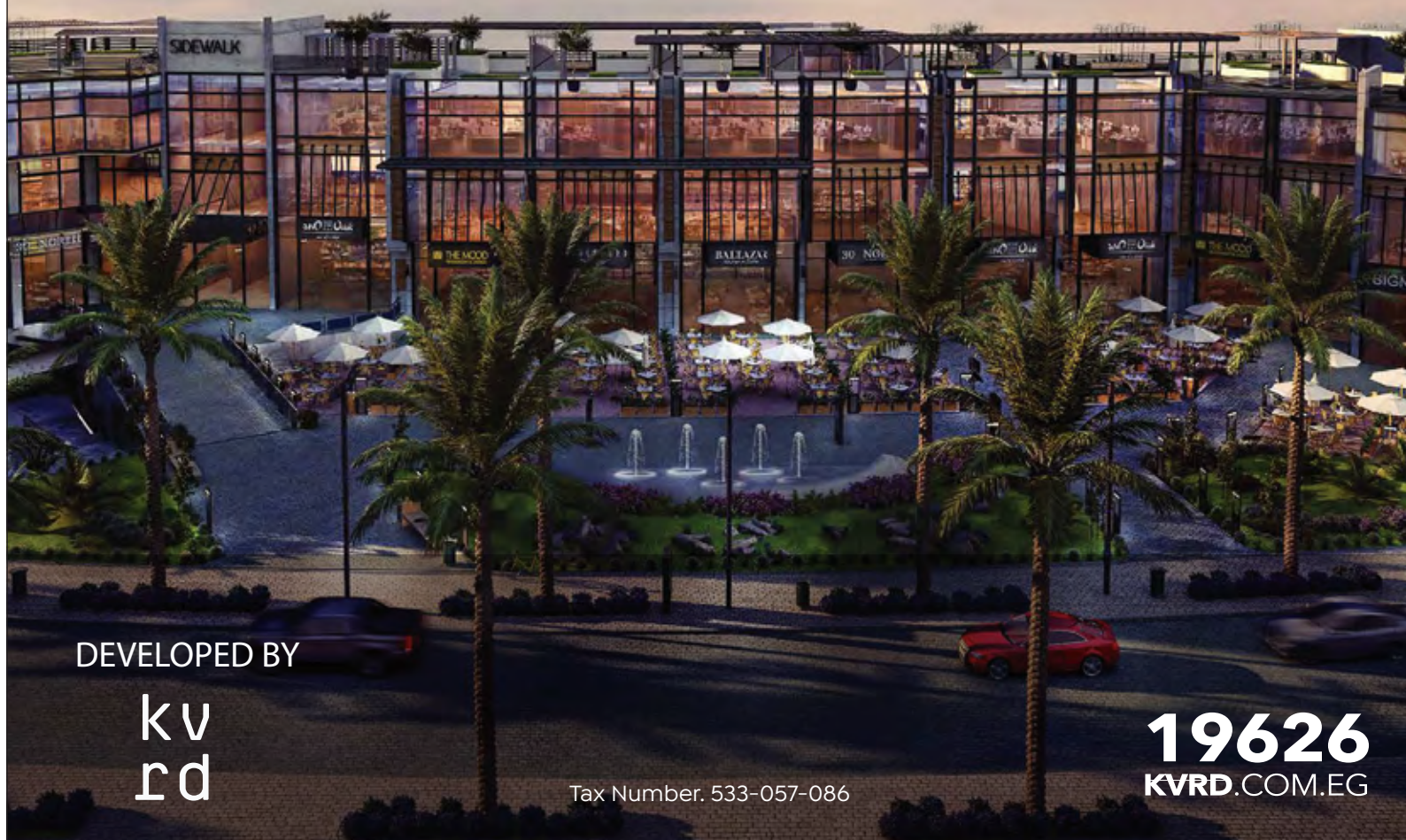
SIDEWALK

OPENING SOON

AT THE ELITE
GOLDEN SQUARE OF NEW CAIRO

A DESTINATION FOR ALL TO ENJOY, SIDEWALK WILL BE A
CONVIVIAL MEETING PLACE FOR EVERYONE

A unique, miscellaneous strip mall that incorporates business,
corporate life and dining experiences, exciting recreational zones all
ideal for both work and recreation.



DEVELOPED BY

kv
rd

Tax Number. 533-057-086

19626
KVRD.COM.EG

Cabinet Amends The Real Estate Registration Law



The cabinet approved two draft laws amending some provisions of the Real Estate Registration Law No. 114 of 1946, and the Income Tax Law promulgated by Law No. 91 of 2005, Invest-Gate reports.

The amendments aim to facilitate property registration procedures through several steps, including separating tax payment from registration procedures and fees, with the possibility of registration despite the absence of a sequence of registered property in several cases, a statement by the cabinet reveals.

The registration cases come as follows:

1. First, if the registration applicant has a valid document along with five years of possession and good faith.
2. Second, the presence of a final ruling on ownership or other real rights in kind.
3. Third, seizure of possession for a period of more than 15 years with the intention of ownership, with the real estate registry realization of the interest of the real estate registry from that. s regards amending the provisions of the Income Tax Law, Article 42 indicates that the lump-sum tax will be imposed on the last seller only, regardless of the number of contracts. Besides, the lump-

sum tax period will be imposed on contracts made prior to the enforcement of Law No. 11 of 2013.

Additionally, the value of the lump-sum tax is determined according to the segments related to the value of the disposal, as follows:

1. If the contract value is up to EGP 250,000, the tax value will be EGP 1,500.
2. If the value of the contract is more than EGP 250,000 up to EGP 500,000, the tax value will be EGP 2,000.
3. If the value of the contract is more than EGP 500,000 and up to EGP 1 mn, the value of the tax will be EGP 3,000.
4. If the value of the contract is more than EGP 1 mn, the tax will be EGP 4,000, without delay penalties.

According to the decision, there is no link between the payment of real estate tax and the registration procedures in the real estate registry or its connection with the entry of any facilities to the real estate.

The Egyptian Tax Authority will also follow up on the collection of the real estate tax, from the legally mandated seller, without referring to the buyer, unless the buyer voluntarily applies to pay this tax.

It's noteworthy that the real estate transaction tax is scheduled to apply 2.5% during the working period of Law No. 11 of 2013, amending the Income Tax Law, and in accordance with Law No. 5 of 2021, issued on 3/06/2021, amending the text of Article 42 of the Income Tax Law, after deleting the two paragraphs related to the collection of the real estate tax by publicity, or by inserting utilities on the property.

Deputy Minister of Housing Meets Swedish Ambassador in Cairo

In order to discuss joint cooperation in establishing smart cities, smart sustainable transport and seawater desalination, Deputy Minister of Housing for National Projects Khaled Abbas meets the Swedish Ambassador to Cairo Hakan Emmsgard and his accompanying delegation, InvestGate reports

According to the ministerial statement, the two sides have agreed to hold a workshop to study the proposals and financing solutions submitted by the Swedish side and how to benefit from them in implementing the projects being implemented by the New Urban Communities Authority (NUCA).

Furthermore, Abbas explains that the Ministry of Housing, in cooperation with the United Nations Human Settlements Program (Habitat), is working to support the planning, implementation and



management of sustainable urban development in the Greater Cairo Region.

He further points out that one of this project's outputs is the planning and design of the Rapid Bus Transportation "BRT" project to serve new cities, and link them to their urban scope in the Greater Cairo Region, the ministerial statement adds.

El Gazzar Reveals the Latest Updates on New Alamein Towers



Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, tours the coastal towers and other ongoing housing projects in New Alamein City to inspect their implementation status, accompanied by officials of the Ministry and the New Urban Communities Authority (NUCA), Invest-Gate reports.

El Gazzar asserts the need to accelerate implementation rates, adhere to schedules, intensify employment and work around the clock to finish the projects on the scheduled dates, the ministerial statement reveals.

Furthermore, El Gazzar states that the concrete structure of 15 residential towers, with heights of up to 44 floors, has been completed. Besides, the towers' exterior facades are underway.

Additionally, he points out that the Ministry of Housing is currently implementing concrete structure works for three towers with heights ranging from 100 m to 170 m. Moreover, subtraction and awarding procedures for five towers in the beach area, Marina El Alamein Towers, are underway.

The ministerial statement remarks that the downtown area includes 40 buildings with 1,320 units, with above-middle housing finishing specifications, with areas ranging from 90 sqm, not including the garden, to 300 sqm for twin house units with the roof.

In a related context, El Gazzar discloses that a residential and commercial compound in the beach area is being implemented, with an area of 700 acres; in which five major contracting companies are working to implement about 10,000 housing units between buildings, villas and chalets.

Orascom Developments Uncovers Makadi Heights Design & Masterplan



Orascom Development Egypt reveals the design and masterplan of Makadi Heights, one of its integrated communities, in collaboration with the international architectural designer, EDSA, Invest-Gate reports.

Located at the heart of Makadi Bay on the Red Sea Coast, Makadi Heights is only 15 minutes away from Hurghada airport, while the towns of Hurghada and El Gouna are just 20 and 30 minutes away. Makadi Heights covers an area of 3.4mn sqm with more than 85% of its total area dedicated to green areas, water, and open spaces. The project offers different types of units varying between apartments, townhomes, and villas.

The project occupies a prime position 78 m above sea level at the highest point of Makadi Bay, guaranteeing unbeatable panoramic views of the Red Sea. Tamer Dewidar, CEO of Orascom Development, stresses that the company is keen on cooperating with one of the major international architectural designer companies to develop a design based on creating a mixture between the nature and human resources. The design is also based on creating a sustainable development environment in line with Egypt's Vision 2030. He adds that Orascom Developments is also collaborating with two other architectural designers are AAA and Ayman Arafa.

Al Ahly Sabbour, MEDE Sign MoU to Provide Healthcare Services in City of Odyssia

Al Ahly Sabbour Development announces signing a memorandum of understanding (MoU) with MEDE for Medical Development to prepare feasibility studies for the planned medical complex project in the City of Odyssia in Mostakbal City, Invest-Gate reports.

The new medical complex spans over an area of five acres within the Central Business District (CBD), where the total area of the City of Odyssia project is 417 acres.

The City of Odyssia is the largest and first residential, service, and recreational city with international standards in Mostakbal City. The city is a central hub, connecting Cairo with new urban communities and major cities located east and northeast of Cairo, including Madinaty, and the New Administrative Capital.

Ahmed Sabbour, CEO of Al Ahly Sabbour, says that the integration of residential and mixed-use projects with health care services will greatly help in developing an independent



entity that can provide all services to its residents.

Sabbour stresses on the great importance of hiring specialists, whether in construction operations or management to ensure that the service is provided in a scientific and thoughtful manner.

Ezan Developments Kicks off Median Project New Cairo



With EGP 2.2 bn of investments, Ezan Developments, one of the subsidiaries of EGYGAB Holding, launches its project The Median Residences in New Cairo, Invest-Gate reports.

Chairperson of Ezan Developments Sherihan Gaballah discloses that Median Residences is a residential and commercial project, covering 20 acres in New Cairo. The project is characterized by a distinctive and unique location overlooking the entrances to the Fifth Settlement.

Moreover, the project consists of three phases, encompassing 1,400 residential units and 100 commercial units. According to the project schedule, work on the project will start at the end of 2022 and all its phases are scheduled to be delivered within four years, in 2025, Gaballah elaborates.

She further explains that the choice of the project location has come in a pivotal area in front of Cairo International Airport, next to all services from the commercial malls, and on the new axis "Al-Wafa and Al-Amal", noting that the company has taken into account finding flexibility in the design of the project spaces, including spaces for privacy, improved connectivity and infrastructure for integration of technological solutions.

At its core, Median Residences is designed with different requirements in mind, allowing for 74% of green landscaping with water features along with facilities for homeowners to live, work, and play through the latest in advanced technology.

Gaballah reveals that the company expansion plan targets to move towards the New Administrative Capital and the North Coast, in line with the state development plans.

It's noteworthy that Ezan Developments is the second-generation offspring of EGYGAB Holding, which focuses on developing high-end products with a differentiated approach to all aspects of operations and development to attract a more discerning client.

Palm Hills Inaugurates Palm Hills New Cairo

With investments of EGP25 bn, Palm Hills Developments inaugurates “Palm Hills New Cairo” project, in cooperation with the New Urban Communities Authority (NUCA), Invest- Gate reports.

Palm Hills New Cairo covers 500 acres, equivalent to 2.1 million sqm. Besides, the project has recorded EGP 10 bn since its launch. Additionally, the project is located on the Middle Ring Road, near the main streets such as 90th Street, 15 minutes away from the American University Cairo, and 10 minutes from the New Administrative Capital (NAC).

Furthermore, the project encompasses 4,500 residential units spanning over 400 acres, varying between apartments of various sizes, townhouses, twin houses and standalone villas; meanwhile, 100 acres have been allocated for various commercial and recreational services.

According to the company press release, the project is being built on seven construction phases. Moreover, the company has completed the first phase of the project on an area of 95 acres, with 768 residential apartments and 277 independent villas, to be fully delivered by the end of this year.

The project features various recreational areas, including a Club House, luxury restaurants and



cafes, kids area, playgrounds for children, a social gathering, green spaces and artificial fountains.

Palm Hills Developments Chairman Yassen Mansour comments, “The company intends to put its 24 years of experience in its Palm Hills New Cairo project to become a boom in real estate development in terms of international designs and various services at the highest level.”

For his part, the company’s Executive Board Member Hazem Badran remarks that the company has delivered about 154 units to the clients, bringing the total number of units that will be delivered by the end of this year to 300 units, and 1,000 units during H1 2022. Besides, the project sales are scheduled to be completed in 2026.

It is noteworthy that SWA has designed the residential units in the project with a height of up to 330 m above sea level, which makes the units overlook the landscape.

MARAKEZ Inaugurates First In-Mall Commercial Registry Office in 6th of October



MARAKEZ inaugurates first In-Mall Commercial Registry Office in sixth of October city at Mall of Arabia., Invest -Gate reports.

The newly opened commercial registry office is located inside the mall near Gate 5. It receives visitors daily from 10 am to 4 pm, except for Fridays and Saturdays.

The commercial registry office services include issuing and updating commercial registers, issuing data certificates and negative certificates, delivering all demands of Misr El Raqameya’s portal registering, searching the entry in the commercial registry, providing information and evidence for a commercial register, providing single registration renewal and registry of a facility that is not listed.

The commercial registry office has been inaugurated in Mall of Arabia by Minister of

Supply and Internal Trade Aly El Meselhi and Chairman of the Internal Trade Development Authority (ITDA) Ibrahim Ashmawy through video conference.

“Ensuring convenience, easy access to governmental services for the people of Egypt is an important initiative as the country continues the forward momentum from ongoing efforts to bolster economic growth,” Ashmawy says.

He further states, “Mall of Arabia was an obvious choice for this commercial registry office, particularly given the success of the governmental offices at Mall of Tanta and those opened early this year in Mall of Arabia.”

For his part, MARAKEZ CEO Basil Ramzy comments, “This partnership between ITDA and MARAKEZ stems from a long-standing partnership that we are proud of,” adding the commercial registry office to the wide range of Mall of Arabia amenities, provides individuals and families with an opportunity to conduct governmental business in an environment that supports efficiency and accessibility, the official statement reads.

Mountain View Participates in the Cairo Design Award through Heartwork Project



Mountain View Developments participates in the Cairo Design Award (CDA) with a model of its Heartwork project, as the first administrative project that applies the science of happiness in Egypt and the Middle East, Invest- Gate reports.

Aiming at implementing the project, Mountain View has contracted with Callison RTKL and Delivering Happiness company to implement the science of happiness, which is based on four main pillars, namely, heart, body, mind, and soul. Those are the essential pillars for increasing productivity and efficiency and maximizing corporate profits.

Heartwork project includes units of different types and sizes, such as HQ500, HQ50, and HQ500i, which allows customers to choose the unit’s design that suits them.

During his speech at the closing ceremony of the award, Amr Soliman, chairman of Mountain View Developments, asserts that the company adopts the latest scientific systems in design for its projects.

Mountain View’s Innovation Director, Omar Morsi, and Mona Hussein, one of the clients of the Heartwork project, participate in one of the discussion sessions held on the sidelines of the Cairo Design Award, entitled “How building design affects employee happiness and productivity”.

In this session, Morsi reviews the latest technology used in the project and the services it provides to entrepreneurs. While Hussein highlights the reasons for choosing her company’s headquarters in the Heartwork project.

The CDA’s fourth edition is held at the Nile Ritz-Carlton Hotel during November 11-13. It witnessed an awards ceremony for three winners in each of the six main categories: “Architecture, Landscape Architecture, Decoration, Ornament Design, Cinema Decoration, and Products Design”.

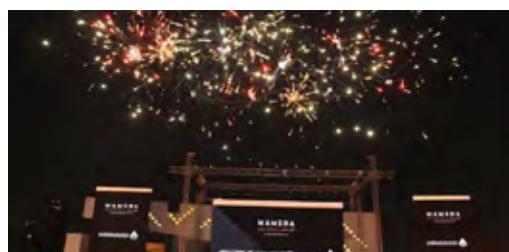
Counsel Masters Launches Phase I of 1.8 KM-long Mamshah Ahl Masr

Counsel Masters, one of the leading companies working in the field of consultancy and services for commercial agencies and hotel management, tourism and commercial projects, holds a ceremony to launch the Mamshah Ahl Masr project, Invest-Gate reports.

This comes after the completion of the first phase, which is located between Imbaba Bridge and May 15 Bridge, overlooking the hotels' area with a total length of 1.8 km. It's noteworthy that Counsel Masters is currently working on managing, operating, and marketing the commercial part of the project.

The ceremony is attended by Prime Minister Mustafa Madbouly, Minister of Housing, Utilities and Urban Communities, Assem El Gazzar, Deputy Minister of Housing and Urban Communities Khaled Abbas, Head of the Engineering Authority of the Armed Forces Ihab El-Far, Vice President of the New Urban Communities Authority for Development and Cities Development Abdul Muttalib Mamdouh, Assistant Minister of Housing and Urban Communities Walid Abbas, Vice President of the Urban Communities Authority for Real Estate and Commercial Affairs Hatem Mahmoud.

Furthermore, the ceremony hosts the Governor of Cairo Khaled Abdel Aal, Director of Cairo Security Ashraf El-Gendy, Director of Investigations of the General Administration of Tourism Police and Antiquities Medhat Montaser, CEO & Chairman of the Board of Directors of Consuel Masters George Metry, Managing Director of the Board of Directors in Counsel Masters Consulting Malak El-Ashiry, Member of the Board of Directors of Counsel Masters Tarek



El-Ashiry, and CEO of City Edge Mohamed El-Dahan.

El Gazzar indicates that Mamsha Ahl Masr includes a walkway of gradual levels along the Corniche, with an average width of 4.5 m for the upper walkway. The average width of the lower walkway is 6.5 m and it also includes several facilities, namely: five restaurants, five cafeterias, 56 shops, three garages with a total capacity of 180 cars, in addition to three terraces with a total length of 315 m, accommodating 1240 people.

He further remarks that the project first stage features a 275 sqm theater, accommodating 772 people, in addition to landscapes and fountains. El Gazzar highlights that work is in full swing to complete the remaining three phases, in coordination with the Engineering Authority, which is supervising the implementation. In parallel with that, the lighting of the facades of all buildings surrounding the Ahl Masr project will be developed.

Moreover, El Gazzar explains that the second phase of the Mamsha Ahl Masr project, with a length of 3.2 km, is as follows:

– The distance from Qasr El Nil Bridge to October Bridge is 0.8 km long.

– The distance from October Bridge to May 15 Bridge is 1.1 km long.

– The extension from Imbaba Bridge to Sahel Bridge is 1 km long.

As for the third phase, he elaborates, "It extends to three km and consists of two sectors. The northern sector of the Tahya Misr Bridge to the Coast Bridge at a length of 1.9 km, while the southern sector extends from Qasr El Nil Bridge to the Meridian Bridge at a length of 1.1 km."

Reflecting on this milestone, Metry states, "Since the beginning, we have had a clear goal to manage and operate Mamashah Ahl Masr project within the framework of international standards and the application of an integrated strategy we set to provide a unique experience for the walkway visitors."

Mamsha Ahl Masr is a walkway overlooking the Nile River and open to all people within the state's plan to develop Cairo and create large public spaces for entertainment, tourism and shopping.

The project covers 7,100 sqm and features 45 units, 30 restaurants and 15 shops, noting that about 78% of the shops in the walkway have been rented so far. It also encompasses 50 food carts for service and commercial activities and an open 500m-theater, which qualifies the walkway to accommodate more than 10,000 visitors.

It is worth mentioning that the event is complemented with a Nile tour with a Cafelluca Nile trip to enjoy the charming view over the Nile.

Starlight Developments Announces Life Sports Club its Official Sports Partner

Starlight Developments signed a partnership agreement with Life Sports Club to be the official sports partner of Starlight Developments' projects, Invest-Gate reports.

Through this partnership, Life Sports Club will offer Starlight Developments community members fully integrated sports and wellness services. "Starlight Developments is committed to bringing our communities the best in class in every aspect of their lives, offering a fully integrated community, with facilities that cater to a well balanced and healthy lifestyle," says Sherif Abuotaleb, Starlight Developments CEO following the signing ceremony.

Aboutaleb adds, "Through our partnership with Life Sports Club, our clients will be offered a state of the art sports facility, where families can come together to lead active and socially engaged lives."

With an investment allocation of EGPI bn, the sports club will be established in New Cairo to operate the highest standards of sports facility



and wellness programs. The club, due to open by 2023, will hold exciting daily life experiences within fully equipped facilities, and offer progressive and socially engaging athletics programs for families and athletes with the most professional, internationally accredited coaches.

Set on a sprawling 25 acres of land in a premium location directly on the Mohamed Naguib Axis, Life Sports Club will offer cutting edge and fully equipped facilities and innovative athletic programs. Conveniently located near from Katameya Creeks and a 6-minute drive from

Katameya Heights, the club is easily accessible and an ideal spot for the community to gather.

Medhat Shalaby, Chairman of Life Sports Club says, "We are putting together years of various experiences and professional backgrounds, and a unique mix between generations, to realize the vision and objectives of the club," adding, "this new partnership will offer more sports services and social elements for Starlight Developments community members."

On his side Maged Fawzy, WellSpring Egypt founder and CEO, says, "We are extremely proud of this partnership and we are determined to fulfill our shared vision of better improving the lives of families, athletes, and coaches, and transforming the sporting experience as a whole."

Life Sports Club was founded in 2021 by Shalaby Development Group and WellSpring Egypt with an aim to empower the new generation on the social, athletic, and professional fronts.

MBG Achieves EGP 750M Sales in Q3 2021



MBG Development Company achieves sales worth EGP 750 mn in the New Administrative Capital (NAC) during Q3 2021, Invest-Gate reports.

Mahmoud El Adl, CEO of MBG, says that sales at PUKKA New Capital reached 90%, while sales at White Tower 14 reached around 50% of the total project since starting the marketing process.

As for the company's medical project, sales reached 70% of the total project.

El Adl attributes the high turnout for the company's projects to the clients' great confidence. He adds that the company's sales to Egyptians living abroad and foreigners exceeded 40% of the company's total sales over the quarter.

During the last period, El Adl explains that he met a number of foreign investors and businessmen, in addition to organizing a number of lectures in several countries to show the importance of investing in Egypt and the great return through these investments. El Adl affirms that the export of real estate has become one of the largest trade in the world with a volume of USD 2 tn annually.

ATRIC Developments Launches The Second Phase of Boho Sokhna



ATRIC Developments CCO, Mohamed Khattab, discloses the launch of the second phase of the Resort Boho El Sokhna project under the name, Riveri, which consists of standalone villas and townhouses directly on the sea, Invest-Gate reports.

Boho El Sokhna is the company's third project that covers 20 acres, encompassing 300 units with EGP 1.5 bn of investments. It is located on Zafarana Road, 3.5 km from the second exit of the New Galala Road. The implementation rate of the project has exceeded 62%. Besides, the first phase will be delivered by the end of 2022.

Moreover, the project contains a hotel with investments of EGP 250 mn and a capacity of 100 hotel rooms directly on the beach. ATRIC Developments will announce soon about the English company that will manage and operate the hotel.

Khattab confirms in his statements that the company aims to launch two new projects during the next year 2022; the first in the North Coast on an area of 200 acres in Ras Al Hekma area. The second one in New Cairo on an area of 70 acres, with investments of EGP 6 mn to EGP7 mn.

For her part, Monia Ghareeb, the head of sales, elaborates that the company is presenting special

sales offers on the occasion of the launch of the second phase of the Boho project.

Furthermore, Gharib explains that the project is characterized by its multiple facilities, including swimming pools, clubhouse, aquapark, artificial waterfalls, entertainment areas for children and adults, a commercial area. It also features a jogging track and a cyclist, a gym, a spa, restaurants and cafes, equipped medical clinics, pharmacies, and security and guard 24 hours.

Gharib further indicates that the units' areas in the project vary from 63 sqm to 310 sqm. Adding that the company is currently implementing two integrated projects.

The first is the BoardWalk project in the New Administrative Capital (NAC). This project spans over 45 acres in the R7, comprising 1,500 units area, with a total investment of EGP 4 bn. The project's construction rate has exceeded 53%. Besides, the company has sold about 75% of it. The last phase will be opened before the end of this year.

The second one is a commercial project attached to the BoardWalk but, it is a separate project on a building area of 30,000 sqm, and it will be launched during Q1 of 2022.

Royal One Developments Accelerates Implementation Rates of Capital Prime Business Park



Royal One Developments confirms its plan to speed up the implementation rates of the Capital Prime Business Park project in the New Administrative Capital (NAC) in order to keep pace with the state's plan to start the actual transfer of the government district to the NAC at the beginning of December 2021, Invest-Gate reports.

Saher Magdy, CCO of Royal One Developments, elaborates that the actual transfer of the government to NAC means the transfer of more activity and life there, which supports the purchasing decision-making for many customers during the coming period in various projects in the NAC.

Additionally, he discloses that the company has reached 40% of the construction rate in the Capital Prime Business Park project, which is in line with President Sisi's directives not to market any project before 30% of it is implemented.

He further points out that the transfer of government employees to the NAC means the speedy operation of commercial and administrative projects and the achievement of returns for companies and clients investing in them.

Capital Prime Business Park is a commercial, administrative, residential, hospitality, and medical project. It features 61 administrative units with areas starting from 43 sqm, 45 commercial units with areas starting from 38 sqm, and 21 medical units with areas starting from 22 sqm.

Gates Developments Accelerates its Projects' Implementation Rates

Gates Developments accelerates the construction rates of its three projects in New Administrative Capital (NAC) and west Cairo, as part of its plan to adhere to execution schedules and fulfill its contracts with Administrative Capital for Urban Development (ACUD) company and clients, Invest-Gate reports.

Ali Gaber, CCO at Gates Developments, states that the company has reached 70% of construction rates of the Catalan project, which is a residential project in R7, covering 40 acres with a total investment of EGP 1.8bn. Additionally, the company has completed 60% of Audaz' constructions. Audaz is a commercial mall situated in CBD in NAC.

Gaber further declares that construction rates of West Gate in the 6th of October city, west Cairo, have reached 40%. The project is a commercial mall located in the west Cairo region.

He elaborates that the company works at its full operational capacity to speed up construction rates of all projects, noting that the commitment to execution maintains the company's credibility towards its customers. He further explains that



the company's ability to continue and compete strongly in the market depends on the volume of construction, and the commitment to delivery dates in order to be able to gain customers' confidence.

Speaking of the real estate prices, Gaber expects hikes in property prices in the coming period as a result of the high cost of raw materials due to global inflation, in addition to, high construction cost with the transfer of all ministries to the NAC.

Accordingly, "real estate companies continue to support the purchasing power of customers," he notes, adding that mortgage is the most effective solution in the market in general. It's noteworthy that Gates Developments was established in 2018 with total investments exceeding EGP 7bn in NAC.

Madaar Development Implements Azha Project for EGP 6 bn in Ain Sokhna

Gasser Bahgat, Chairman and CEO of Madaar Development Company, reveals the details of the company's project, Azha Ain Sokhna, during his meeting with the real estate sector editors on the sidelines of their visit to the project, Invest-Gate reports.

He further remarks that Ain Sokhna has now turned into an important and wonderful place to reside, especially for Cairo residents and for the residents of the New Administrative Capital (NAC) in the future.

Additionally, Bahgat notes that the current internal road network contributed to saving time to the extent, as the trip time to Ain Sokhna became less than the trip time between the assembly and Zamalek.

Azaha Ain Sukhna is a tourism project that spans over 400 acres, with a 700m-beach façade and investments of EGP 6 bn.

In this regard, Bahgat states that the project consists of about 2,500 housing units designed with the latest in green architecture technology and modern construction methods in all fields.

The project features Downtown, five-star hotels, water games, restaurants, cafes, a private beach and a special club for members. Moreover,



Bahgat stresses that the project provides more than 4,000 direct jobs and thousands of indirect jobs.

Furthermore, he discloses that the company is set to start its second project in the North Coast in 2022 at an investment of EGP 8 bn, stressing that the company plans to invest about EGP 22 bn in the Egyptian real estate market.

Moreover, he points out that the ongoing construction expansion projects in Sokhna will increase due to the doubling demand on the site for its importance and natural and service features, which qualifies it to absorb new projects.

He adds that the company is partnering with distinguished global expertise in real estate, including YBA, Benoy, Omni View, WATG, Hany Saad, Memark Moharram Bakhoun RMC, BW, Raouf Fahmy, Barton, Well More.

Tatweer Misr Inks With The Benchmark Education Company



Benchmark Education announces its first partnership is with Tatweer Misr in its project, Bloomfields, in Mostakbal City to present a new branch for Narmer American College, offering 1800 new seats, and a second branch of Maadi Narmer School at the project's educational zone, Invest-Gate reports.

Relying on its rich experience in the field, Benchmark Education offers pre-operational and operational services that have proven to be extremely successful through their 50,000 graduates and 10,000 new students that its network of schools hosts annually.

Gihan El-Rashidy, Benchmark Education CEO, says, "With Egypt's real estate sector's expansion in new cities, we at Benchmark Education are constantly searching for opportunities to provide educational opportunities for the new emerging communities across Egypt."

Tatweer Misr President & CEO Ahmed Shalaby comments, "We wanted to include an educational zone in Bloomfield, so that we can offer the best standards of education. Given the vast history of Narmer schools and with graduates in almost every Egyptian family, the best company for us to partner with is no other than Benchmark Education."

Benchmark Education offers pre-operational and operational services to schools, as it offers market research studies, curriculum development, school staff hiring, master planning, ICT & student management systems, in addition to marketing & enrollment management services among others.

THE EGYPTIAN PAVILION REVIEWS NAC'S INVESTMENT OPPORTUNITIES AT EXPO DUBAI 2020

In a move to promote the investment opportunities in the New Administrative Capital (NAC), the Egyptian pavilion at Expo 2020 Dubai reviews the exceptional plans and expected investments in the NAC and the governmental achievements in this huge national project, Invest-Gate reports.

Titled "How will the NAC be among the most powerful capitals in the world", the Egyptian pavilion holds a session at the "Expo Dubai 2020", on November 14, 2021. The speakers include Gihan Gadou, public relations manager of the Administrative Capital for Urban Development "ACUD", and Hamed Mousa, urban planning head at ACUD, and Mina Adel, project manager at ACUD.

The session covers the NAC's first phase details, which extends over 40,000 acres and includes the Administrative District, Commercial District, Residential Neighborhoods, the Government District, the Presidential Palace, and other areas.

The session also highlights that the NAC is supported by new means of transportation, namely the light electric train (LRT), which connects the Greater Cairo with the NAC, in addition to the high-speed train (HSR), which will connect the first phase of Matrouh City and Ain Sokhna. This train will provide an alternative connection between the Mediterranean and the Red Sea.

Gadou says that ACUD has been keen to create a smart city with a unified digital infrastructure that includes an integrated and smart transportation network and provides a sustainable green environment, noting that the NAC is being promoted as a real profitable deal for investors and clients.

"In Egypt, we consider NAC as a mediator of integration and communication between us and the world, which enhances cooperation and cohesion between different cultures to create a global city with global features," Gadou adds.

She further explains that the NAC is being built over three phases, located over an area of 184,000 acres. The first phase covers 40,000 acres, while the second and the third span over 47,000 acres and 98,000 acres, respectively.

Gadou notes that NAC is surrounded by new urban cities such as Mostakbal City, Madinaty, New Cairo, and others.

For his part, Mousa highlights that NAC is the first smart city in Africa, adding that the strength of the NAC comes due to its smart infrastructure, services and transportation, as well as following international sustainability standards in its implementation.

He further notes that the NAC is among 19 other cities to achieve urban development in Egypt and expand the developed areas to 14% from 7%. Mousa also comments, "The population rate in Egypt increases by 500,000 people annually, which means that by 2030 the increase will be by 25 million people. NAC is scheduled to accommodate about seven million people from this increase."



Additionally, the NAC's location will create growth in eastern Egypt through integration with the Suez Canal area by providing housing units for workers and headquarters for foreign companies, he remarks.

Furthermore, he points out that the green spaces have been allocated for each person in the NAC, ranging from 15 sqm to 20 sqm. Besides, the government is currently establishing the Capital Park that extends over an area of 7,000 acres.

Mousa states that there are eight university branches that have been established in the NAC, stressing that the capital includes great investment opportunities for mixed-use projects, whether residential, hospitality, medical, or recreational.

Meanwhile, Adel elaborates that the NAC is surrounded by a very strong and fast road network, linking it to other cities, in addition to three major railway systems are the Monorail, the LRT, and the HSR.

Regarding transportation projects, Adel explains that the LRT will be completed by the end of 2021. It is 103 km long and covers 19 stations, with a total investment of USD 2.2 bn. The total length of the monorail is 57 km, and it is scheduled to be completed by the end of 2022. It is the first monorail in Africa and includes 22 stations, with a total investment of USD 1.55 bn. The length of the HSR is 660 km for the first stage, with an investment cost of USD 9.35 bn.

Additionally, Adel points out that there is an international airport in the NAC, which is 14 km from Cairo International Airport. The NAC is about 60 km from the port of Suez and 45 km from the port of Sokhna, which gives it a logistical and commercial value.

EGYPT SHOWCASES UELDP BEST PRACTICES AT EXPO DUBAI 2020

With investments of EGP 350 bn, the government has succeeded in achieving a development boom in Upper Egypt within seven years through its Upper Egypt Local Development Program (UELDP) as presented at Egypt's international forum at Dubai Expo 2020, Invest-Gate reports.



On November 4, the Egyptian pavilion at Expo 2020 Dubai has hosted a session entitled “Development and Investment in Upper Egypt – Showcasing Best Practices”. The World Bank has included the Upper Egypt Local Development Program (UELDP) as one of the best practices that achieve the 2030 Sustainable Development Goals (SDG).

Minister of Local Development Mahmoud Shaarawy gives the main speech, in participation with Deputy Director of the Program Khaled Abdel Halim and the World Bank's Senior Urban Expert Mohamed Nada; meanwhile, UELDP Director Hisham El Helbawy moderates the session, in the presence of a number of representatives of the business community in Egypt and the UAE.

The session presents the experiment of urban development in Upper Egypt as it is a model based on administrative decentralization that aims to reduce the gap between rural and urban areas. The speakers review the urban development updates in Upper Egypt through three main axes:

A Qualitative Leap in Upper Egypt in Seven Years

El Shaarawy reviews the government's efforts during seven years from 2014 to June 30 2021. He remarks that the government has spent EGP 350 bn on local development programs in Upper Egypt including, EGP 58 bn for sanitation projects, EGP 48 bn for the health sector, EGP 40 bn for the industrial sector, EGP 41 bn for the road sector, EGP 38 bn in the electricity sector and EGP 30bn in the elimination of slums. Moreover, the infrastructure implementation rate has increased from 7% to 34% and is set to reach 45% in 2022.

El Shaarawy states that the government has implemented 3,589 projects in Sohag and Qena within the framework of the program until the end of the

fiscal year 2020/2021. Besides, the government plans to carry out 630 projects in the fiscal year 2021/2022.

He further affirms that supporting the industrial sector is a top priority in the program; therefore, the government has established industrial zones in Fayoum, Beni Suef and Assiut. Additionally, Egypt has spent EGP 6 bn to provide four industrial zones in Qena and Sohag, noting that four industrial zones are underway in the two governorates as well as four industrial zones in Assiut and Minya.

Speaking of the UELDP results, El Helbawy indicates that occupancy rates in some industrial areas increased from 3% to 74%, where 8,754 companies are now operational, in addition to 751 factories. Moreover, he stresses that linking these areas with ports and procedures to facilitate investments, land allocation and operating licenses led to attracting more investments. Accordingly, the poverty rate has decreased by 7%.

The UELDP's Action Mechanisms

UELDP is a governmental program partially supported by the World Bank. The program began in 2015 with the agreement of a loan from the World Bank worth USD 500mn. However, the actual implementation of the program began in 2018.

Regarding the UELDP's main mechanism, Abdel Halim elaborates that it is based on the “Grants In Exchange For Performance” principle. It is a principle approved by the World Bank, in which the loan's value is divided into several payments that are granted to the governorates if they achieve advanced levels of performance on the implementation indicators.

Abdel Halim indicates that the UELDP has two main components. The first is to raise the level of infrastructure, develop local administration and support decentralization. The second is to support the competitiveness of economic sectors and improve the business environment.

The UELDP Best Practices

The World Bank has acknowledged the success of the UELDP and considered it to contain best practices that can be applied to development experiences in other countries. In this regard, Nada highlights the following best practices:

1. Coordination and interdependence between ministries at the central level in implementing the program.
2. Enabling the local administration of the governorates and supporting decentralization.
3. The program's adoption of the principle of gradual implementation, as the program witnessed a gradual increase in the ability of the local administration to implement.
4. Relying on the principle of experimentation, the program began experimenting in two governorates to develop the local administration within them. After its success, the ministry approved the generalization of this experiment.
5. Creating good competition between the governorates.

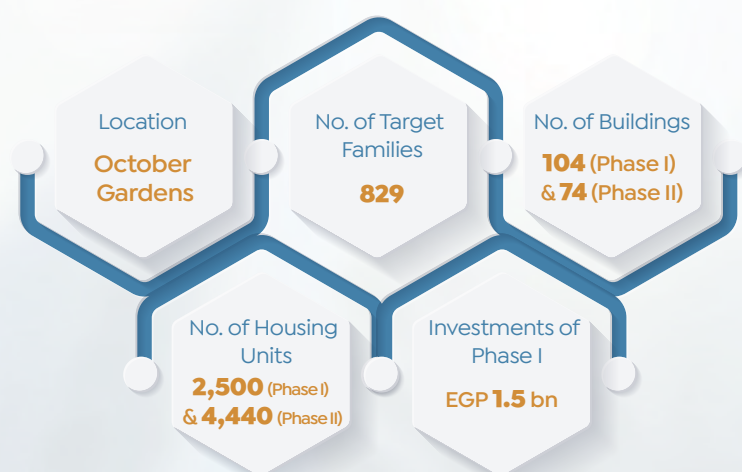
El Shaarawy adds that the program has introduced seven best practices, including improving local revenues and enhancing transparency by integrating civil society organizations and the private sector in the implementation and follow-up of development projects.

REAL ESTATE MARKET UPDATES

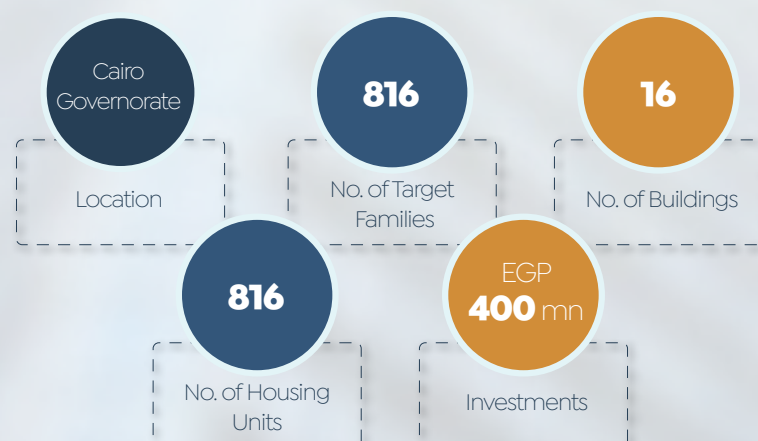
ALTERNATIVE HOUSING PROJECTS FOR UNSAFE AREAS



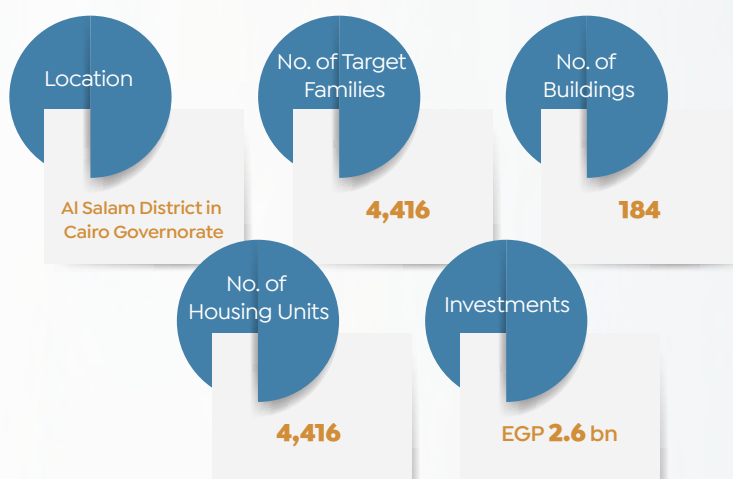
Rawdat October Project



Rawdat El Sayeda Project



The Ma'an Project



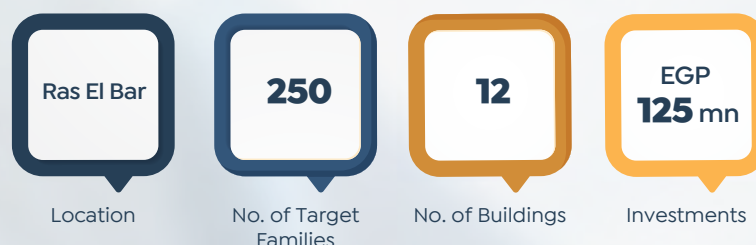
Rawdat Obour Project



Phase I



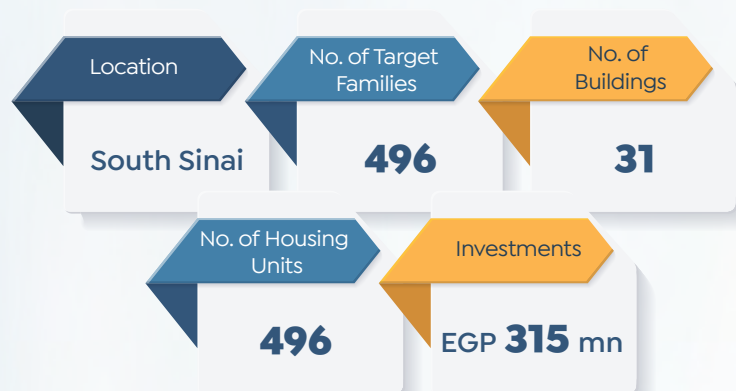
North & South Fishermen Project



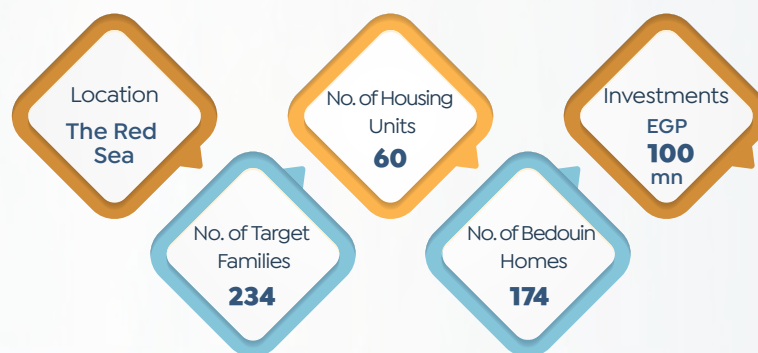
Jubail Project



Ruweisat Project



Rawdat Safaga Project



UPPER EGYPT LOCAL DEVELOPMENT PROGRAM (UELDP)



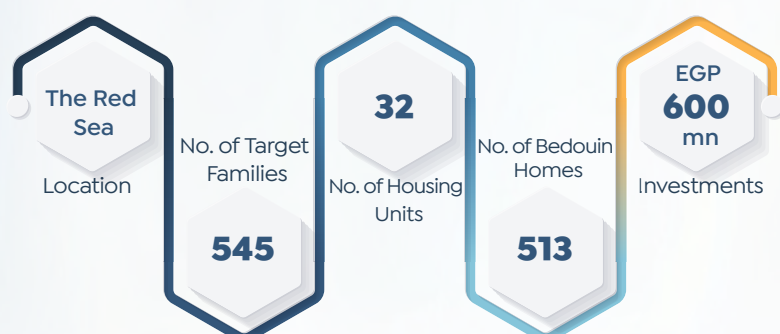
The Structure of Expenditure For UELDP



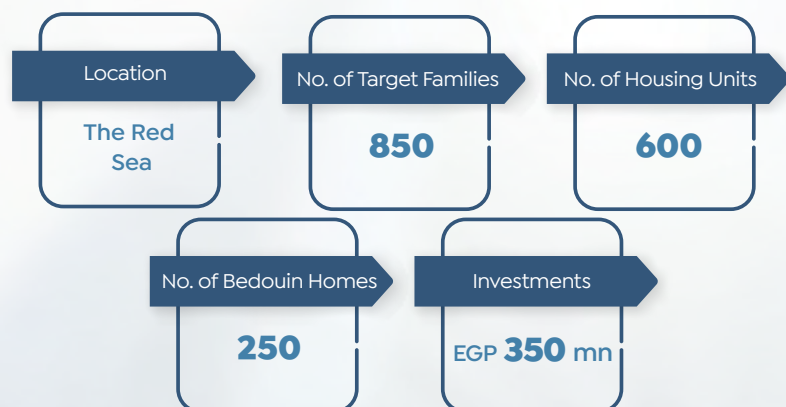
UELDP In Sohag & Qena



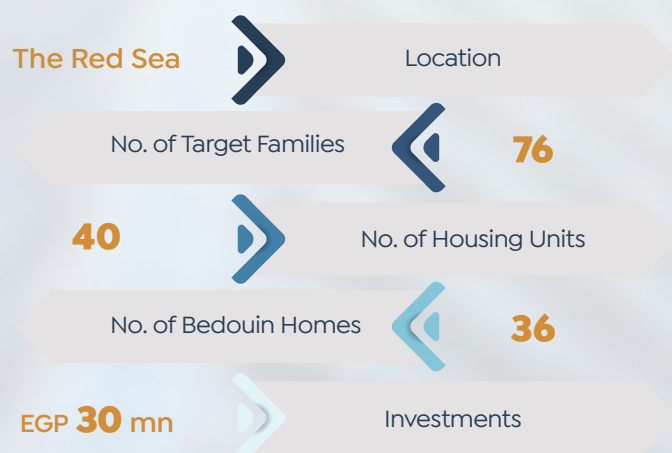
Rawdat Ras Ghareb Project



Rawdat Hurghada Project



Rawdat Qusair Project



NEW CITIES UPDATE

PLOTS ALLOCATION



24
NO. OF ALLOCATED
LANDS



14 New Cities
LOCATION



SUPPLY VOLUME

Integrated Urban

Factories

Schools

Commercial & Administrative Activities

Passenger Stations

Car Maintenance Centers

Car Service Stations

PLOTS BREAKDOWN (CITIES & NO.OF PLOTS)

New Cairo (5)

10th of Ramadan (1)

6th of October (1)

Sheikh Zayed (2)

Sadat City (3)

New Damietta (3)

Obour City (1)

Shorouk City (1)

New Borg Al Arab (1)

New Beni Suef (1)

New Alamein (2)

New Obour (1)

New October (1)

October Gardens (1)



37
NO. OF ALLOCATED
LANDS



18 New Cities
LOCATION



SUPPLY VOLUME

Integrated Urban

Factories

Schools

Commercial & Administrative Services

Medical Services

Social Club

Senior Homes

Industrial Activities

Others

PLOTS BREAKDOWN (CITIES & NO.OF PLOTS)

New Cairo (6)

6th of October (2)

10th of Ramadan (2)

Sheikh Zayed (1)

Badr City (2)

Sadat City (6)

New Damietta (1)

Shorouk City (1)

New Borg Al Arab (2)

New Beni Suef (2)

New Minya (1)

New Administrative Capital (3)

New Alamein (1)

New Obour (1)

New October (1)

New Qena (3)

New Assiut (1)

New Akhmim (1)

UPDATES ON NEW ADMINISTRATIVE CAPITAL (NAC)

CAPITAL PARKS



10 km+
TOTAL LENGTH



1000 Acres
AREA



SUPPLY VOLUME

Pedestrian & Bicycle Paths

Green Spaces

Lakes

Playgrounds

Restaurants

Entertainment Areas

Gardens

Oasis

Clubs

Open Cinema

Central Plaza



3
NO. OF SECTORS

1st SECTOR: CP 01



SUPPLY VOLUME

Islamic Garden &
Covered Garden

Lakes

Social Club

Integrated Health Resort

Restaurant

2nd SECTOR: CP 02



SUPPLY VOLUME

Recreational Areas

Heritage Garden

Open Theater

Art Garden

Plaza

3rd SECTOR: CP 03



SUPPLY VOLUME

Kids Park

Open Library

Reading Gardens

Recreational Sports Club

Restaurants

Private Real Estate Projects Update



NEW RESIDENTIAL PROJECTS

CITYGATE

Developer: Qatari Diar Real Estate Investment Company



LOCATION
New Cairo



AREA
8.5 mn m²



INVESTMENTS
EGP **1** bn (Phase I)

SUPPLY VOLUME

No. of Units: 24,500		Unit Types: Villas, Apartments, Townhouses & Twin Houses	
Green Spaces	Parks	18 -Hole Golf Course	Community Centers
Schools	Sports Club	International Hotels	Medical Complex
720,000 m ² Business Park		300,000 m ² Entertainment & Retail Space	

YARU COMPOUND

Developer: CMD Development



LOCATION
R8, NAC



AREA
37 Acres



INVESTMENTS
EGP **2** bn



TARGET SALES
EGP **400** mn
(During Q4 **2021**)

SUPPLY VOLUME

No. of Units: 1,577 units	1,464 Residential Units	48 Hotel Rooms	34 Commercial Units
----------------------------------	--------------------------------	-----------------------	----------------------------

Source: Developers' Official Statements

MEDIAN RESIDENCES

Developer: Ezan Developments



LOCATION
New Cairo



AREA
20 Acres



INVESTMENTS
EGP **2.2** bn



NO. OF PHASES
3



DELIVERY DATE
Within **4** Yrs (**2025**)

SUPPLY VOLUME

1,400 Residential Units

100 Commercial Units

74% Green Landscape

Water Features

AZHA AIN SOKHNA

Developer: Madaar Development Company



LOCATION
Ain Sokhna



AREA
400 Acres



INVESTMENTS
EGP **6** bn

SUPPLY VOLUME

2,500 Housing Units

Five-Star Hotels

Water Park

Restaurants & Cafes

Special Club

Private Beach



NEW COMPLEX PROJECTS

EAST TOWER

Developer: UC Developments



LOCATION
CBD, NAC



HEIGHT
160 m+



INVESTMENTS
EGP **6.5** bn

Source: Developers' Official Statements

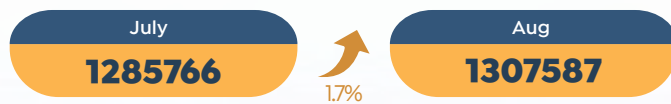
ECONOMIC SNAPSHOT

INTEREST RATES

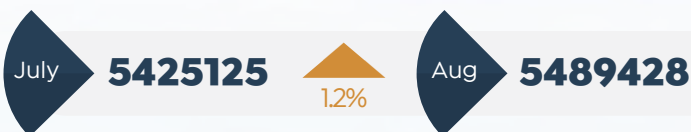
Overnight Deposit Rate	8.25%
Overnight Lending Rate	9.25%
Rate of Main Operation	8.75%
Discount Rate	8.75%

* MPC Meeting was Held on October 28

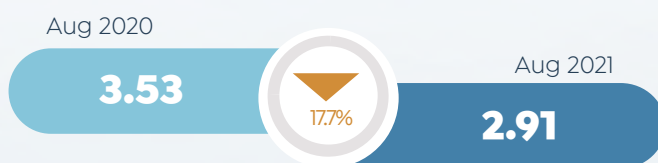
MONEY SUPPLY (EGP MN)



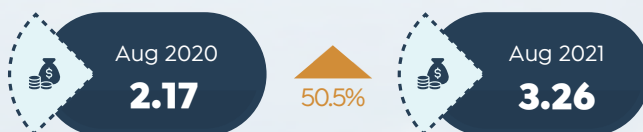
DOMESTIC LIQUIDITY (EGP MN)



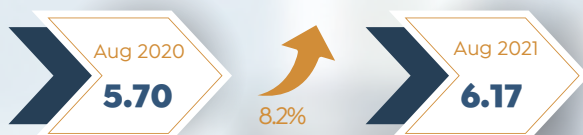
TRADE DEFICIT (USD BN)



EXPORTS (USD BN)



IMPORTS (USD BN)



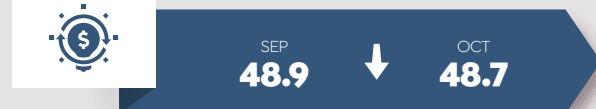
ANNUAL HEADLINE INFLATION



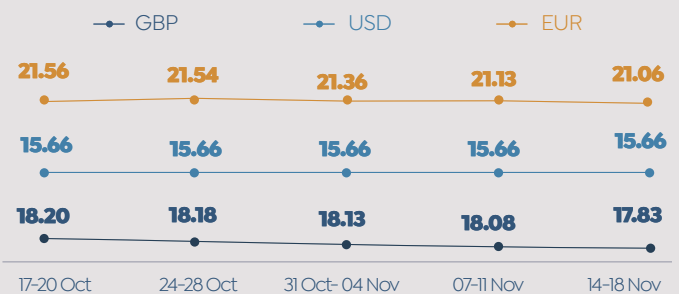
NET INTERNATIONAL RESERVES (USD BN)



PURCHASING MANAGERS' INDEX (PMI)



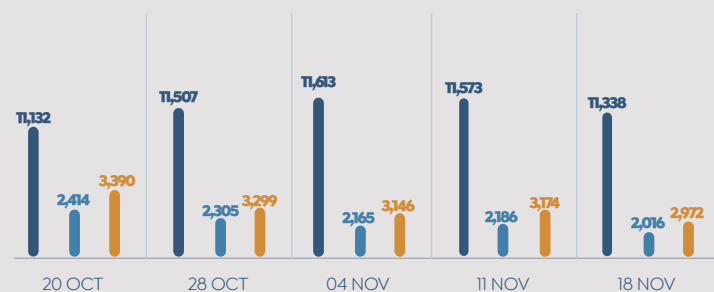
EXCHANGE RATES



CAPITAL MARKET INDICATORS

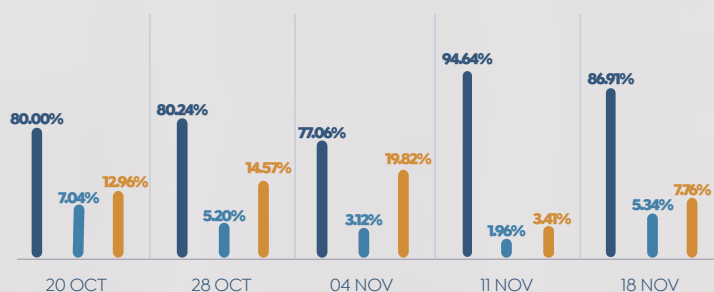
MARKET INDICES

EGX 30 EGX 70 EWI EGX 100 EWI



INVESTOR TYPER

Egyptians Arab Non- Arab Foreigners



Source: CBE, CAPMAS, IHS Markit, EGX & FEDCOC

BALANCE OF PAYMENTS PERFORMANCE (FY 2020/2021)

2019/20	2020/21
Overall Balance (USD BN)	
-8.6	1.9
Current Account Deficit (USD BN)	
11.2	18.4
Capital & Financial Account (USD BN)	
5.4	23.4

2019/20	2020/21
Current Account	
Trade Balance (USD BN)	
-36.5	-42.1
Services Balance (USD BN)	
9.0	5.1
Investment Income Balance (USD BN)	
-11.4	-12.4
Transfers (USD BN)	
27.7	30.9

2019/20	2020/21
Capital & Financial Account	
Capital Account (USD BN)	
-0.25	-0.15
Financial Account (USD BN)	
5.6	23.5

THE EFFECT OF EXCHANGE RATE LIBERALIZATION

Sep 2016	Sep 2021
Net International Reserves (USD BN)	
19.6	40.8
108.2%	
2015/16	2020/21
Remittances From Egyptians Working Abroad (USD BN)	
17.1	31.4
83.6%	
Suez Canal Revenues (USD BN)	
5.1	5.8
13.7%	
Exports (USD BN)	
21.6	34.4
59.3%	
Tourism Revenue (USD BN)	
3.8	4.9
28.9%	

NET FOREIGN DIRECT INVESTMENT INFLOWS (USD BN)

2019/20	2020/21
7.5	5.2
30%	

SUEZ CANAL REVENUES (USD BN)

Oct 2020	Oct 2021
0.4902	0.5511
12.4%	

Jan-Oct 2020	Jan-Oct 2021
4.6	5.2
12.4%	

FINAL ACCOUNT IN FY 2021/2022

Total Expenditures	EGP 1.6 trillion
Primary Surplus (% of GDP)	1.46%
Overall Deficit (% of GDP)	7.4%

2019/20	2020/21
Expenditure on Wages & Compensation	
EGP 288.8 bn	EGP 318.8 bn
10.4%	
Expenditure on Subsidizing Food Commodities	
EGP 80.4 bn	EGP 83 bn
3.2%	
Expenditure on Health Sector	
EGP 87.1 bn	EGP 107 bn
22.8%	
Expenditure on Education Sector	
EGP 145.2 bn	EGP 158.7 bn
9.3%	
Expenditure on Public Investments	
EGP 191.6 bn	EGP 249.4 bn
30.1%	
Tax Revenues	
EGP 739.6 bn	EGP 834 bn
12.8%	
Non Tax Revenues	
EGP 230.5 bn	EGP 271.7 bn
17.8%	

FOR ACCESS TO FURTHER
IN-DEPTH ANALYSIS
PLEASE SCAN



Source: CBE, Cabinet, Suez Canal Authority & MOF



DEMAND FOR ADMINISTRATIVE & COMMERCIAL UNITS **SKYROCKET DESPITE UNCERTAINTIES**

BY **WALAA GHANEM**

Against all odds and despite the remote work shift the world has witnessed in the past two years, demand on commercial and administrative units in the Egyptian real estate market has skyrocketed, especially across new cities despite uncertainties. Invest-Gate digs deep into this market drive as it is deemed a new market niche for investment opportunities.

Over the past five years, the Egyptian real estate market has been thriving. This could be traced to the market dynamics along with the ongoing competition amongst the developers and their respective companies have created this leap in real estate in Egypt. Ahmed Hossam Awad, CEO of Hogar

Company for Construction and Development, says that the architects' expertise and the constantly development in equipment have changed due to the competitive nature of the real estate market. "Every company is poised to deliver new products in a very paced and limited duration. In



addition, the dashing technology that has evidently impacted the market infrastructure, especially post the Corona virus outbreak,” he comments.

The units’ purchasing tendencies have been somehow dropped during the pandemic until July 2021 and then it went up once again, according to Mohammed Hany El Assal, CEO of Misr Italia Properties. “The Egyptian consumer seems to be in favor of the residential properties. Yet, due to the inaugurations of new cities, together with the technological leap in the construction market, the consumer’s appetite is now inclined towards administrative and commercial real estate,” he says.

According to El Assal, nowadays clients think consider small spaces. According to research, most businesses prefer smaller units with outdoors spaces “as a breather for employees,” he comments. Customers want areas that are surrounded by restaurants, cafes, and greenery to be outlets for renters, and help them process their work in a convenient environment.

Mohammed Samir, a financial real estate expert, clarifies that the limited spaces are affiliated to franchises; for the commercial brands expanding in Egypt and their momentum would occupy various spaces at the New Administrative Capital (NAC) as well as in other new cities, whereas small startups prefer the online business option.

The convenient advanced infrastructure of new cities is another trigger. Awad explains that NAC, as well as other major new cities across Egypt, will feature the highest and smartest technological facilities. “The recent administrative buildings have been equipped with solar energy, Internet of Things and parking during traffic congestions or rush hours. Developers are now working to ensure embedding smart technology in all aspects to allow offers more feasibility,” he believes.

El Assal also notes that clients prefer the already registered administrative units over residential ones that still seek to acquire registration, adding that the consumer culture has changed and that was reflected on the market. “The first and the second cities’ generation have not been properly prepared for the new smart technology. So, the majority of people went for the fourth generation ones,” he comments.

New Cities emersion is another crucial element in this equation. Samir points out, “The release of the new cities has created a new sequence for firstly materializing the utilities and service supplying measure ahead of the housing. This is to create a new holistic life in the newly built cities and to attract prospect inhabitation.”

El Assal adds that people went to the new cities because of the buildings that are well furnished with safety equipment and security cameras, so the trend of office buildings has already been rocketing.

Of course, the initiatives introduced by the Central Bank of Egypt (CBE) is another major drive for the rising demand on commercial projects. Awad describes the CBE’s interests lessening initiative with the ingenious attempt for it lured people to invest their cash in real estate investment, as they are more secure if compared to the volatile gold purchasing.

Samir explains the mortgage financing initiative offered by CBE offered people long-duration loans to own a building with low interest rates, adding that most loans were allocated to residential real estate, yet a portion was allocated to office buildings’ investment.

Despite the current high prices of commercial units, Awad believes the wheel of purchasing is already rolling despite prices per sqm for an administrative unit have reached a range between EGP 180,000 –200,000. “Developers allow a 15-years installment plan to ease the sales process, which was never heard of before. This is to guarantee the smoothness of cash flows to pay back their land and buildings installments,” he adds.

El Assal also notes that for its IL Bosco, Misr Italia Properties started with EGP 9500 per sqm, while now it has reached a minimum of EGP 14,000. Nonetheless, he emphasizes that the purchasing processes are in its best phases.

Despite the change or work nature, the pandemic, and the current prices, the demand on commercial and administrative real estate will continue to flourish in the upcoming period across the new cities. The Egyptian consumer culture would rather invest in a property that is stable and safe than in gold or the stock market that is quite volatile. This culture is very beneficial for the new cities’ developers to utilize, construct and develop their new communities accordingly.



70 EGP
MENU
INCLUDING VAT

Tex Burger



Tex Burger Combo

TEX BURGER SANDWICH +
FRIES + COLA CAN

Grilled Chicken



Grilled Chicken Combo

GRILLED CHICKEN SANDWICH +
FRIES + COLA CAN

4 Chili



4 Chili Combo

4 CHILI SANDWICH +
FRIES + COLA CAN

Mince Original



Mince Original Combo

MINCE ORIGINAL SANDWICH +
FRIES + COLA CAN

رقم التسجيل الضريبي : ٣٧٦-٩٣٢-٥٥٤



**“Live Diwan’s experience by visiting
your nearest branch!,,**

📍 **Zamalek**
01222407084

📍 **Maadi**
01098887326

📍 **Heliopolis**
01226000168

📍 **El-Gouna**
01226539644

📍 **Down Town**
01279918669

📍 **Sahel**
01221503517

📍 **Sheikh Zayed 'Tivoli'**
01274883006

📍 **Sheikh Zayed 'Capital Promenade'**
01221503483

📱📺📷📧 Diwanbookstore



MEGASTORE

Circle

loyalty program



exclusive



easy



rewarding



personal

f virginmegastoreme
@ virginmegastoreme
v virginmena
01555443330

City Stars
Cairo Festival City
Mall of Arabia
Mall of Egypt
virginmegastore.me



Download
the Loyalty
App Today!

CAPITAL PROMENADE

by THE PLATFORM

f CapitalPromenade @ 26th July Corridor, Sheikh Zayed City



KEEP AN EYE OUT, **SANTA**
IS COMING TO CAPITAL



ENJOY OUR CHRISTMAS MARKET #ONTHEPROMENADE



Sponsored by



HARFOUSH NIGHTS

#ONTHEPROMENADE

HARFOUSH

FOR THE FIRST TIME IN 2 YEARS
DEC 11TH|6PM & 17TH|8PM



Ted's
TALK, EAT, DRINK.

TAMARA

mori sushi
the art of fusion sushi

NÜWA meet.

EATERY

PAUL

mobistro

30 NORTH

THE BARBERS

Gaby's
CORNER

ROUTE

BOULEVARD

Saleh Fortunes

GRACIAS

MINCE

JOYE

ZÖÖBA

Rony's

GD

DMA3

bloom

ALFA FURNITURE

swotchPlus

ARTOFORM

SIXT

Wile

baboushka.

JOIE DE VIVRE
RESPONSE FLOWERS

OKHTEIN

UFC GYM
EGYPT

EMAAR

El Kahly

Baraka

Bank Audi
بنك عوده

R A X

five

DISCOVER
SOMABAY

SOMABAY

PORSCHE

HARLEY-DAVIDSON
EGYPT

رقم التسجيل الضريبي: ٠٠٢-٤٩٠٠٠٠٨



SCENE7
— NEW CAPITAL —

LAUNCHING PHASE 4

ONE YEAR CASH PAYMENT



akam
Developments

TAX CARD NO. : 554-803-097

☎ 16224
akam.com.eg