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To all members of the Invest-Gate family, those who left and those who continue till this day, I thank you for making Invest-Gate reach this far. Together, we have managed to put Invest-Gate in a vital status within this industry. It stands today as a crucial market partner to all key players as we embark on a new chapter in reshaping the real estate industry and in rebuilding Egypt. No matter the challenges, we will prevail as we always do.

In this issue we take a quick turn down memory lane to celebrate what we have achieved throughout the past five years.

We also showcase our recent developments in 2022 with a dynamic roundtable on exporting real estate and the future of brokerage, and our MIPIM 2022 participation as well.

With the many changes that took place with the pandemic in the past two years and the recent world events that continue to change our lives, Invest-Gate stands grounded to objectively portray the real estate industry in Egypt and help overcome any obstacle that comes in the market's way.

Enjoy our special issue and have a blessed Ramadan.



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APRIL HEADLINES

Sisi Follows up on the Implementation of New Olympic Sports Cities



President Abdel-Fattah El-Sisi directs the implementation and development of infrastructure and facilities for the sports system in Egypt, in accordance with a comprehensive approach that integrates with the development projects established by the state, as this will qualify Egypt to possess capabilities with international standards, Invest-Gate reports.

This came during his meeting with Prime Minister Mostafa Madbouly, Minister of Planning and Economic Development, Hala El-Said, Minister of Finance, Mohamed Maait, Minister of Youth and Sports, Ashraf Sobhi, Head of the Armed Forces Engineering Authority, Major General Ehab El-Far, and Head of the Armed Forces Financial Affairs Authority Major General Ahmed El-Shazly, to follow up the executive position of the new Olympic sports cities at the level of the Republic.

In this context, the workflow of the “Egypt International Olympic Games City” in the NAC is reviewed, with a study of the city’s management and operation scheme, guided by international experience in this field.

In addition, the executive position of the “Olympic Games” city in Borg El-Arab has presented the plan for the development of the “Marabet Misr” city, and Al-Zahraa Arabian Horses Station, as well as the comprehensive development of the Cairo Stadium Authority.

El-Sisi stresses the quick completion of the road network within the geographical area of the Cairo Stadium Authority and its sports facilities, linking them with the surrounding traffic axes, as well as the construction of pedestrian bridges to avoid traffic congestion and facilitate attending sports events and matches.

The Minister of Housing Inspects Housing Projects in New Mansoura City



Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, inspects the ongoing housing projects in New Mansoura City, as he inspects the housing units of Sakan Misr project and JANNA projects, in addition to villas, Invest-Gate reports.

El Gazzar explains that Sakan Misr project in New Mansoura includes 4,704 housing units (196 buildings), while JANNA project contains 11,232 housing units (468 buildings), and the Villas project includes 1,149 villas with 2,103 units, where All of these projects have reached advanced completion rates, according to the statement issued by the ministry on March 8.

Also, El Gazzar stresses the commitment to the highest quality in the implementation of various projects, in a way serving the New Mansoura City, which is considered one of the fourth-generation cities being implemented in the Republic.

A Great Praise for Egypt’s Urban Development Projects During MIPIM Exhibition



During the MIPIM exhibition, Khaled Abbas, Deputy Minister of Housing, Utilities and Urban Communities for National Projects, attends a discussion session in the Egypt pavilion, which deals with files related to the construction industry, urban expansion and the challenges facing this industry in the context of maintaining the environment, Invest-Gate reports.

During the session, Abbas gives a brief explanation about the urban renaissance that is currently occurring in Egypt, stressing that there is cooperation and partnership between the government and the private sector in many projects.

“Sustainable urban development is one of the common goals with the World Bank, and the private sector in Egypt has begun to adopt modern ideas in the development process within the fourth-generation cities established by the Egyptian state,” Abbas states.

For his part, the director of the English CBRE points out that what is currently happening in Egypt as giant infrastructure projects must be recorded and studied, in the context of the sustainable development plan adopted by Egypt.

On the other hand, Hugh Jones, Chairman of the Board of Directors of “RX GLOBAL”, the owner of the MIPIM exhibition, inspects the Egyptian pavilion at the exhibition and expresses his great admiration for the size of government investments and the huge projects implemented by the Egyptian state.

Abbas also invited him to visit Egypt and study the idea of holding a similar exhibition in Egypt, in the investment field and global real estate marketing. For his part, Jones welcomes this idea and offers his willingness to help the Egyptian government in the coming years in coordination in organizing the MIPIM exhibition.

Mountain View Displays New Distinguished Projects at MIPIM



Mountain View participates in the Egyptian pavilion at MIPIM exhibition to present its portfolio of distinguished real estate projects by applying Science of Happiness to major foreign institutions and investment funds to contribute to the growth of real estate export, Invest-Gate reports.

On the sidelines of the exhibition, Amr Soliman, Founder and Chairman of Mountain View, participates in a session entitled “Design for Happiness: A New Global Indicator”, with Javier Muñoz Mendoza, spokesperson for Delivering Happiness, Jodi Williams, spokesperson for

CallisonRTKL. The session is moderated by Katie Pattison, Assistant Director at CallisonRTKL.

Soliman indicates that Mountain View seeks to build urban projects based on the Science of Happiness and the Science of Innovative Design.

For her part, Jodi Williams adds that the Science of Happiness is built on the basis of interaction between people, which provides real estate developers with the opportunity to improve the quality of life of their customers and increase sales.

Founders, Al-Ahly Sabbour Launch Gardenia City Phase III



The alliance between Founders and Al-Ahly Sabbour Developments opens reservations for Gardenia City phase III, as the success achieved by the project, especially after contracting and selling more than 50% of the total units in the project, Invest-Gate reports.

The project is also very popular with Egyptians living abroad, which appeared significantly during the promotional campaign carried out by Gardenia City within the activities of the Nile Real Estate Exhibition 2022 in the cities of Riyadh and Jeddah the last month.

Founders Company, in alliance with Al-Ahly Sabbour, continues the series of successes of the Gardenia City project, owned by both the National Bank of Egypt and Banque Misr, after it

receives a great demand due to the competitive points of the project in the real estate market in Egypt and the facilities in payment plans of up to 8 years, as Gardenia City offers units with payment starting from EGP 100 thousand.

The compound is also considered ready for immediate housing and more than 5,000 units have been delivered so far, and the rest of the units sold are being delivered during the current period to accelerate the pace of completion.

It is worth noting that the “Gardenia City” project is being built on an area of 513 acres, and includes about 19,500 units, as the sale of units in the 1st and 2nd phases exceeded 10,000 units, which represents about 50% of the total project.

Modon Developments to Launch Largest Hotel Tower in NAC



Modon Developments announces its readiness to launch “Green River Tower”, the largest hotel tower on the Green River in the NAC with a total investment of over EGP 4.5bn, Invest-Gate reports.

The project is implemented by an Egyptian, Emirati, and Kuwaiti alliance, it’s also the 5th and the latest project of the real estate developer.

For his part, Modon Developments CEO Ahmed Osama says that the company will launch the administrative part of “Green River Tower” project this March.

Moreover, he elaborates that the 5-star hotel tower is built over 60,000 sqm, with a height of 30 stories, and is considered the largest on the Green River. Additionally, it comprises administrative and commercial units and will be operated by a number of the leading hotel management companies.

He reveals that the time frame of implementing the project is four years; meanwhile, the company is planning to start the delivery process before the time scheduled for contracting.

Besides, he discloses that the phase to be finished this month at the administrative part of the project is built over 15,000 sqm, while the total area of the administrative part is over 20,000 sqm.

The Modon Developments CEO said that the office areas varied from 35 to 1000 sqm, and the commercial part of the project is built over 13,000 sqm and 20,000 sqm for the residential.

He discloses that Modon Developments seeks to attract international trademarks and brands to the project which was designed under the supervision of senior specialists at DMA for Designs and Engineering Consultancy, which has great experience in designing mega projects in Egypt and the Middle East.

Al-Borouj Misr Launches “Sixty3” Project in NAC

Al-Borouj Misr celebrates the launch of the new “Sixty3” project, as its 7th project in the NAC and the 3rd in the financial and government district, Invest-Gate reports.

Located near the Central Bank, the project spans over 8,000 sqm with a total building area of 21,000 sqm.

Mohamed El-Assy, vice chairman of the Board of Directors of Al-Borouj, says that the project is administrative and includes units suitable for all commercial activities and a diversity of areas 1000 meters on the ground and the 1st floor to suit major companies and high-end banks, along with areas starting from 50 meters for units with recurring floors.

Moreover, El-Assy points out that the project’s investments reached EGP 1.5 bn. The project contains 3 floors in the basement, and the area



of the 1st floor is 2,300 sqm. In addition to many services that suit all administrative activities.

The vice-chairman indicates that with the opening of the financial and government district during the coming period, the investment in the Sixty3 project will be short-term, according to the actual start-up of the area surrounding the project with the support of the state’s political leadership and the start of operating the entire ministerial buildings.

MBG Participates in “Hazi Misr” Exhibition in Abu Dhabi



MBG Real Estate Investment Company participates in the “Hazi Misr” exhibition, which is currently being held in Dubai, with its three projects in the NAC, the “Pukka” project, the “White 14” project, and the medical project “Green River”, Invest-Gate reports.

For his part, Mahmoud El-Adl, chairperson of MBG Real Estate Investment, says that the company’s sales percentage to Egyptians abroad and foreigners exceeds 40%, which explains the company’s ability to reach foreigners and Egyptians abroad.

Regarding the sales percentages of MBG’s projects, El-Adl says that the sales percentage

in the Pukka project in the NAC reaches 90%, while the company achieves sales in the White Tower 14 project to 50% within a short period of starting marketing the project.

Moreover, he explains that for the company’s medical project sales volume reaches 70%, explaining that the high turnout for the company’s projects is due to the great confidence that the company enjoys.

The Pukka project includes 1,700 units between residential units, villas, and townhouses, divided into 3 phases. The 1st phase is set to be delivered next year, the 2nd phase is set to be delivered in 2023, and the 3rd phase in 2024. Further, it’s being built on an area of 40 acres and consists of 43 buildings and 4 different designs for buildings.

The White 14 project, the company’s first project in the Downtown area of the NAC, will include commercial and administrative activity, and includes various spaces that meet the customers’ needs.

Jumeirah Egypt Launches Cove Project in New Zayed

Jumeirah Egypt Real Estate Investment announces the launch of its second project, Cove, in New Zayed, as part of its expansion plan, Invest-Gate reports.

Hisham El Danasoury, CEO of Jumeirah Egypt, says that Cove project is located directly on the Cairo–Alexandria Desert Road on an area of 50 acres as a 1st and 2nd phase with a total investment of about EGP 4 bn, and includes 168 units in the 1st phase. It consists of Standalone Villas, Town Houses, and Twin Houses.



Moreover, the company is keen on diversifying the areas in the project from 290m to 380m for Standalone Villas, from 235m to 270m for Twin Houses and 200m for Town Houses in order to meet its customers’ needs.

El Danasoury adds that Cove project has many advantages, as the road frontage includes the project’s “Club Houses”. Brands and entertainment will be announced soon, as well the Facility Management company to manage the project.

EFG Hermes Signs EGP 600 Mn Sale and Leaseback Agreement with LMD



EFG Hermes Corp-Solutions announces that it has signed a sale and leaseback agreement amounting to EGP 600 mn with LMD to finance its all-in-one leisure and business complex 3’Sixty, Invest-Gate reports.

The financing is split into two tranches equally, the first of which was completed last January, while the second transaction was concluded in early March.

“We are extremely delighted to collaborate with a world-class real estate developer such as LMD and to provide it with the financing needed to complete its remarkable project- 3’Sixty,” Talal Elayat, CEO of EFG Hermes Corp-Solutions, says.

3’Sixty is a multi-use project located on the Mohamed Bin Zayed Axis in New Cairo’s Golden Square, minutes away from the American University in Cairo and accessible from various areas across New Cairo. The commercial development’s service offerings encompass offices, clinics, and retail spaces with a total investment of EGP 4 bn, spanning a total built-up area of 153,642 sqm.

Amr Sultan, CEO of LMD, comments: “To truly make 3’Sixty a business and leisure park, we also partnered with the globally renowned collaborative design firm, Gensler, for the park’s master plan, as well as JLL as the project’s Retail Consultant and Tenant Mix to ensure the best quality like we always sought out at LMD. We will continue partnering with the best.”

THE PATH TO DEVELOPMENT



Insights on Egypt's New Investment Law

The Egyptian Government understands that attracting Foreign Direct Investment (FDI) is the key to addressing many of its economic challenges and maintaining constant progress. A number of well known international reports stated that Egypt has become the leading destination for investors looking to invest outside Europe.

Egypt's new investment law no. 72 was officially published on the 31st of May 2017, and on 28th of October 2017, the executive regulations of the Law were issued and entered into force. According to Egypt Foreign Direct Investment Data, the flow of foreign direct investment to Egypt represented \$23.5 billion in 2021, with a 30% increase since 2016 when it was US\$18 billion despite the coronavirus crisis.

On the last meeting for the cabinet of ministers that took place on March 15th 2022, and headed by the Egyptian Prime Minister "Mostafa Madbouly", a number of issued decisions that include providing incentives for investment activities related to the green economy, artificial intelligence, innovation support, scientific research projects and industrial localization. Some of the activities that enjoy these incentives are green hydrogen production, green ammonia production, storage and export activities, and the activities of establishing schools, colleges, institutes and universities as well as activities to establish places for sports activities.

The General Authority for Free Zones and Investment (GAFI) acts as a "One-Stop-Shop" with the aim to focus on investment promotional, facilitation, and the implementation of investor-friendly policies. The law offers a set of incentives for companies that invest in certain areas, such as the free economic zone in the Suez Canal, The New Administrative Capital, and Upper Egypt, some of which are:

- **General Incentives:** 2% overall customs tax exemption on the value of imported equipment and machinery.
- **Special Incentives:** Deductions from taxable net profits depending on investment areas and specific sectors; investors will receive a range of deduction from 30% to 50% discount off investment costs according to their sector.
- **Additional Incentives:** May include subsidized utilities, the allocation of lands free of charge for strategic activities, and other incentives.



The cabinet of ministers also approved to reduce the time required for issuing approvals, licenses or permits necessary for investment projects, all competent authorities are obligated to receive and decide on investor requests within 20 working days by notifying the applicant of the outcome of the decision.

New Safeguards for Investors

A number of protections for international investors to encourage new developments in Egypt:

- Foreign investors will receive the same treatment under law as the Egyptian nationals.
- Investments will not be governed by arbitrary procedures or discriminatory decisions.
- Investment projects will not be nationalized.
- No administrative authority can revoke or suspend investment project licenses without proper warning.
- Residency in Egypt during the term of a project.
- Investors' projects may include up to 10% foreign employees, and up to 20% for investment companies.

Egypt will remain with more advantages for a great investment environment based on transparency, legal protections, ease of access to arbitration mechanisms, investment competitiveness, low operating costs, ongoing government efforts, rational governance, political and economic stability as well as legal and regulatory clear system, are the main catalyst for stimulating the investment climate in Egypt.

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TRANSFORMING REAL ESTATE AGENTS

A NEW STEP TOWARD EXPORTING REAL ESTATE

BY SHAIMAA IBRAHIM & TRANSLATED BY KHOLOUD MOHAMED

Exporting Egypt's real estate market to foreign countries, not just the GCC and Egyptian expats, became a key sales and targeting strategy back in 2019 and onwards. Invest-Gate takes the opportunity to discuss the matter with Real Estate Domain (RED) led by Egypt's first consortium and speaks to Egypt's icons in the brokerage market, including Khalid Bahig, Chairman and CEO of RED, Mohamed Banany, Managing Director of RED, and Karim Ghoneim, CEO of BYC for real estate marketing.

RED collaboration includes the largest real estate companies and is considered a positive step within the strategic plan presented by the state to develop the entire real estate sector. RED alliance includes Upstate, Kayan, The Mediator, Nawah, Misr el Akareya, and Landbank. Besides, the new alliance organized the activities of the "RED EXPO" exhibition on February 26, featuring the participation of more than 35 real estate developers, more than 200 projects, diversified between commercial, administrative, residential, and hotel, across different regions.

The Egyptian government has implemented facilitation measures in order to increase real estate exports, which goes in line with the economic need to increase exports in order to balance the currency and trade

deficiencies. On the other hand, developers have adopted the measures to increase their targeted markets, especially considering the affordability of Egyptian real estate developments after currency conversion and as an attractive investment opportunity with high appreciation rates.

Such a strategy has two additional effects on the Egyptian real estate market. First, it forces developers to raise development standards to meet requirements of the foreign client, which will effectively improve quality of developments. Second, it will also increase market competitiveness, as well as, change the type of developments based on the larger international demand. Thus, Invest-Gate sheds the light on transformations of real estate marketers towards exporting real estate of Egypt.

Real Estate Marketing

Real estate marketing is one of the important pillars in the Egyptian real estate sector due to its contributions to the success of companies' businesses. This kind of marketing aims to satisfying the customer and achieving the highest sales rates for the developer. With the fast growth the market is currently witnessing, this requires more organized marketing plan for the real estate marketing companies to adopt over the coming period, as most real estate development companies rely on marketers to promote their projects, especially in light of the expected demand increase in 2022. Therefore, the real estate agent bears a large part of the responsibility in marketing private sector projects, as well as promoting national projects implemented by the state.

Khalid Bahig, Chairman and CEO of RED, states that cooperation with distinguished real estate marketing companies is formed according to specific criteria so that these companies can work under the supervision of RED and follow its future strategies. Additionally, three new agreements are to be signed with other companies soon.

RED EXPO is the real launch of the alliance, but the event's main objective is to present exclusive and special offers to the client from real estate development companies with a strong reputation and credibility in the market, Bahig tells Invest-Gate in an exclusive interview, noting that the event will also provide necessary advice to the customer with the real estate product suitable for his purchasing power.



Khalid Bahig
Chairman and CEO
of RED

“We managed to reach a large number of clients; and this could be proved by the increasing demand for the exhibition, which confirms large entities with good minds can present innovative ideas, compared to the work of each company alone.”

The CEO further notes that Egypt's real estate market is expected to continue to thrive during 2022 through achieving higher growth rates than the past two years, especially as it enjoys a large supply volume commensurate with the purchasing power of customers, in addition to the availability of investment opportunities that attract foreign investment, which contributes to supporting export real estate.

Bahig confirms that RED Collaboration aims to achieve sales for real estate developers worth EGP 5 bn during 2022, so that the company will continue its expansions across the local market.

In this regard, Mohamed Banany, Managing Director of RED, explains that the alliance came to change the real estate map in Egypt, by joining the best real estate experiences, stressing that efficiency and credibility are the main principles and objectives of joining the alliance.

He further notes that all the companies joining this alliance will work with one strategy that has been agreed upon, and that each company will have its own independent personality, clients, and sales, pointing out that the aim of the alliance is to coordinate between companies in terms of information and databases.

Banany says that the RED alliance is a positive step in order to organize the real estate market, as the alliance works to raise the efficiency of real estate agents, by exchanging different experiences between the major

marketing companies, noting that “the main purpose of the alliance is to provide a distinguished and professional service to the customer without erroneous practices, and to assist the developer in achieving targeted sales,” Banany tells Invest-Gate.



Mohamed Banany
Managing Director
of RED

“Cooperation between companies is a healthy phenomenon. We are now in an era of alliances, and we will witness more alliances in the real estate sector and even across other economic sectors during the upcoming period, because we must have a different and innovative idea to boost the real estate sector as a whole, especially within our field.”

He stresses that there is a remarkable real estate activity in the market based on real demand, pointing out that the market is expected to witness more growth in 2022, especially with new developers joining in. “Thus, we must take advantage of the current unprecedented real estate boom, because Egypt is one of the countries in the world that achieves development rates. This comes within Egypt's Vision 2030 to supporting the export of real estate to foreign markets,” he believes.

E-marketing

In light of the technical renaissance and the great digital transformation that market witnesses, many companies are turning to e-marketing.



Karim Ghoneim
CEO of BYC

“RED alliance is well aware of the importance of relying on the latest technology and continuous training in order to bring about a fundamental change in the brokerage and consulting market. This alliance seeks to be an added value in the real estate market, through providing everything real estate agents need to promote real estate products inside and outside Egypt.”

Additionally, the new alliance will launch the “Real Estate Marketing Academy RED” initiative that is considered an operating license to practice real estate marketing activity. RED also reveals that the alliance elements are selected according to specific criteria and principles, namely: maximizing the status of real estate marketing companies, regulating the commercial relationship between the agents and the developer at the administrative, technical and financial levels, qualifying and training current and future real estate agents on the basic principles and values of customer service, As well as starting a project to organize work in the real estate market, like other countries.



INVEST-GATE ISSUES ROUNDTABLE RECOMMENDATIONS ON **REAL ESTATE EXPORT & BROKERAGE MARKET FUTURE IN EGYPT**

“Real Estate Export and Brokerage Market’s Future” roundtable by Invest-Gate, in collaboration with the Egyptian Businessmen Association (EBA) on March 28, aimed at exchanging visions and proposals on ways to promote the Egyptian real estate in foreign markets and the future of the brokerage market.

Fathallah Fawzy, chairman of Construction Committee Egyptian Businessmen’s Association (EBA), and Mohamed Fouad, CEO and managing partner of Invest-Gate, moderated the discussion sessions. The roundtable was attended by Khaled Abbas, deputy Minister of Housing, Utilities and Urban Communities for National Projects in addition to a number of experts in the local and international real estate market, namely Hisham Shoukry, chairman of Rooya Group, Nour Eldeen Elserougy, member of the FIABCI Emirates Chapter and HRE Properties Egypt CEO, Sherif Moustafa, managing director of IGI Real Estate, Ahmed Mansour, CEO of Castle Development, Waleed Mokhtar, CEO of Iwan Developments, Mahmoud Al-Garf, former chairman of the Egyptian Industrial Development Authority (IDA), Mohanad Al Wadiya, CEO Of

Harbor Real Estate Dubai, The Wolf Of Real Estate, & VP FIABCI Emirates Chapter, Ahmed Alabbasi, CEO of Vinci Real Estate Bahrain Real Estate Investors Advisor GCC, Mohammad Moussa, CEO Innovation Experts Real Estate Institute-Dubai, Haysam Soliman, CEO of HRE Properties-UK, Mohamed Banany, managing director of Real Estate Domain (RED), and Karim Zein, CEO of Coldwell Banker.

The roundtable included two main sessions. The first session, “Real Estate International Marketing & Exporting”, focused on presenting the best means of encouraging foreign investment through the real estate market, as well as best practices and solutions that contribute to the success of the Egyptian real estate export file to foreign markets.

It concluded with the following recommendations:

- The availability of a legislative environment to regulate the relationship between the foreign investor and both the real estate developer and broker.



- Training workers in the real estate sector and qualifying them academically and practically, whether developers or brokers, to attract the confidence of foreign investors in the Egyptian market.
- Applying the transparency principle to all information related to the real estate sector.
- The real estate developer must promote the Egyptian real estate market in general, and then each's projects.
- Focusing on holding and attending external exhibitions to inform the world about the size of the achievement of the projects being implemented in Egypt, whether governmental or private.
- Developing advertising means and focusing on promoting the new cities being implemented through direct cooperation between the Ministry of Housing and real estate developers.
- Intensifying efforts to attract international funds to invest in various projects in Egypt, especially in the NAC.
- Determining the target countries and customers and reaching them by developing a specific plan and exporting the appropriate real estate product for customers in terms of location and specifications.
- Launching a platform that provides the foreign investor with all information, especially in the residential, commercial, logistical, and industrial areas.
- At the individual level, activate the participation between Egyptian and foreign marketers.
- Benefiting and applying the experiences of the markets that succeeded in the real estate export, such as the UAE, and applying it in Egypt in accordance with the kind and size of its projects.

“ The aim of this roundtable is to shed the light on ways of cooperation between the main players in the Egyptian real estate market to support real estate export, as well as to discuss the government's efforts, in collaboration with the private sector, to regulate the performance of the brokerage market inside and outside Egypt. ”



Eng. Mohamed Fouad
CEO & Managing Partner,
Invest-Gate



Eng. Fathallah Fawzy
Chairman of Construction
Committee, Egyptian
Businessmen's Association
(EBA)

“ The Ministry of Housing is paying great attention to the real estate export file, as it falls in line with Egypt's Vision 2030. National projects were promoted through participation in international exhibitions, like MIPIM 2022 for example, in which the ministry and 13 Egyptian companies participated. The ministry also is developing 40 new cities," stressing that real estate prices in Egypt are 50% lower than other markets. ”



Eng. Khaled Abbas
Deputy Minister of Housing,
Utilities and Urban
Communities for National
Projects

“ The ministry has already put Egypt on top of real estate funds, and this is clear through its participation in MIPIM exhibition in France. The government has taken many effective steps to export real estate, but developers should do more to market Egyptian real estate abroad. ”



Arch. Hisham Shoukry
Chairman,
Rooya Group

“ The volume of international real estate export is estimated at USD 300 bn, but Egypt's share is weak, as it didn't exceed USD 600 mn. Moreover, the target markets for buying real estate are British, Russian, and the Gulf, in addition to the Chinese market. ”

“ The real estate marketing profession is one of the most prestigious professions because it provides housing, but people are not showing respect to the origins of this profession, so there must be governing legislation. ”



Dr. Nour Eldeen Elserougy
Member of The FIABCI
Emirates Chapter,
and CEO, HRE Properties
Egypt



Eng. Sherif Moustafa
Managing director,
IGI Real Estate

“Exporting real estate requires more than participating in real estate exhibitions abroad, in addition to introducing the great development rates that Egypt is currently witnessing well, as 34 new cities have been implemented during the recent years.”



Eng. Ahmed Mansour
CEO, Castle Development

“The Egyptian market is a very promising and profitable market, but it did not fully take its right internationally due to the lack of good promotion of projects and the lack of effort expended; therefore, determining the targeted countries in order to develop a specific plan, as well as cooperation between the ministries of Interior Affairs, Tourism, and Housing, and even real estate developers to document data, is crucial.”



Eng. Waleed Mokhtar
CEO, IWAN Developments

“The idea of exporting real estate needs to consider the success of Egyptian real estate funds through the issuance of legislation, pointing out that foreign funds will focus on the service, educational, and commercial part more than the residential.”



Mr. Mohanad Al Wadiya
CEO, Harbor Real Estate
Dubai, The Wolf Of Real Estate, VP FIABCI Emirates Chapter

“There is an intense competition globally in the real estate export and there are 20 factors to succeed in exporting real estate, led by a legislative infrastructure and a real estate marketing organization that protects all parties operating in the sector and punishes violators.”



Mr. Ahmed Alabbasi
CEO, Vinci Real Estate
Bahrain, Real Estate Investors Advisor GCC

“The foreign investor become aware and needs to see laws, sufficient information, available regulations, and the size of the economy in the country in which he will invest, besides the presence of the government reference that can be resorted.”

- Providing incentives to real estate development companies that will succeed in real estate exporting.
- Building more entertainment and tourist places in the new cities, especially the NAC.

During the second session, titled “Consolidated or Fragmented Brokerage Market in Egypt”, real estate experts talked about the importance of the broker’s profession, and how to control the activity of this market through several rules, in addition to regulating the relationship between the developer and the broker. It concluded with the following:

- Establishing a supervisory and regulatory authority for real estate brokers, which will be responsible for training, issuing licenses and classifying brokers after fulfilling the required needs.
- The real estate brokerage market must be based on the sustainability principle, and marketers must follow a unified methodology.
- Availability of a platform that includes all information and data related to the real estate product.
- Training and qualifying brokers periodically and continuously.
- There should be classifications for the brokers’ offices and real estate marketers.
- Regulating the relationship between the developer and the broker, to achieve credibility and avoid randomness.
- There should be alliances between real estate marketers that work according to specific goals and principles, which are experience, efficiency, and credibility.

In this regard, Fawzy said that the real estate agent’s activity is one of the most important activities in the sector, but customers are facing some problems, such as high commission rates and lack of a supervisory body.

“The real estate marketing profession is one of the most prestigious professions because it provides housing, but people are not showing respect to the origins of this profession, so there must be governing legislation,” Elserougy noted.



For his part, Moustafa explained that the government's recent draft amendment to the law on real estate brokerage is a very good attempt, but it needs digitization, stressing the need for a supervisory authority to regulate the work of real estate marketers, as there are some projects whose commission reaches 10%, and the customer bears an additional cost.

In the same vein, Al Wadiya pointed out that the real estate marketing profession doesn't need only practically experience, but also academic education and training.

Alabbasi stressed the importance of establishing a regulatory authority for real estate brokers and issuing licenses after fulfilling the required conditions to ensure credibility.

Additionally, Banany said, "Integrity is one of the basics of the real estate marketing profession. We find today developer resorting to many real estate agents to promote his project, those with expertise and those with no profound history and record, which caused randomness in the marketing business."

Soliman explained, "England has a strong legislation, so it doesn't have a supervisory authority on real estate brokerage, unlike Egypt, as there must be a supervisory authority on marketers, to attract foreign direct investment."

Also, Moussa pointed out the importance of creating a platform to form a real estate culture among those working in the sector.

Real estate experts confirmed that Egypt is witnessing an unprecedented construction boom, in addition to possessing many elements that qualify it to succeed in exporting real estate, but this will only be done through the issuance of laws and legislation that will give confidence to the foreign investor; in addition to organizing the real estate market, especially the brokerage activity, which will contribute to the promotion of real estate projects, whether governmental or developers, inside and outside Egypt.

This roundtable is sponsored by HRE Properties, IGI Real Estate, Castle Development, and Egypt 2030 EXPO. Besides, the media partners as Aleqaria News, Al Borsa News, Daily News Egypt, Osoul Misr Magazine, and Bloom Gate.



Mr. Mohamed Banany
Managing Director, Real Estate Domain (RED)

“Exporting real estate requires an entity that contains all information about the market in general and the property on sale in specific, in addition to the legislations and laws that handle target customers abroad.”



Mr. Mohammad Moussa
CEO, Innovation Experts
Real Estate Institute
Dubai

“The real estate market is a major contributor to the economy of any country and its domestic product.”



Mr. Haysam Soliman
CEO, HRE Properties-UK

“The main problem facing foreign buyers is the legislation that gives them the confidence to invest in the Egyptian real estate sector.”



Dr. Mahmoud Al-Garf
Former Chairman of
the Egyptian Industrial
Development Authority
(IDA)

“Egypt has many elements of infrastructure that would help in achieving an industrial renaissance.”



Mr. Karim Zain
CEO, Coldwell Banker

“The market is witnessing a gap, as supply is higher than demand, when we talk about the currently targeted market segment. The brokerage market today exceeded 53k companies and over one million freelancers with no regulatory body and no proper relationship between agents and developing companies. The government has put a proper set of legislation to regulate the market only then can real estate be exported.”



INVEST-GATE LANDS IN MIPIM 2022

Invest-Gate becomes MIPIM 2022 media partner, representing Egypt's real estate market with its special MIPIM issue and accompanying Egypt's officials and market dynamic players.

Held on the Mediterranean shores of the French Riviera, Cannes, MIPIM opens up wide opportunities to participating real estate markets to showcase their latest developments, focusing on real estate funds and the many privileges it has on a country's GDP. This year, world market leaders will investigate investing in real estate post-pandemic. Given the challenges the pandemic entailed, "the whole real estate industry must drive the change and work on essential values: liveability, sustainability, resilience and affordability," according to the MIPIM 2022 statement.

With a "RE-Invest 2022" in mind, Invest-Gate opens the talk about real estate funds in its MIPIM 2022 special issue and highlights the Egyptian market progress where it comes to liveability, sustainability, resilience, and affordability. "Invest-Gate has played a major role in shaping our

modern real estate market and remains on its mission representing Egypt worldwide. We continue to boost this industry and highlight the many business opportunities it has," comments Invest-Gate CEO Mohamed Fouad.

Aside from the official delegation from the Egyptian government, several developing companies across the private sector are taking part at this year's edition, including Palm Hills Developments, City Edge Developments, Tatweer Misr, Castle Development, GV Developments, Landmark for Real Estate Development to name a few.

MIPIM 2022 runs from March 15 till March 18, be sure to grab your free copy of our special issue at the exhibition or download it here along with our special in-depth report on the New Administrative Capital (NAC)

Invest-Gate provides great opportunities for Egyptian investors to get display their businesses locally and abroad. Stay tuned for our upcoming on ground strategic events in 2022





EGYPT PARTICIPATES IN MIPIM EXHIBITION IN FRANCE

Egypt has participated in MIPIM exhibition that is being held in Cannes in France, where the most important projects currently being implemented in Egypt are presented, Invest-Gate reports.

The Ministry of Housing, Utilities and Urban Communities represented the Egyptian government during the event, while 13 real estate development companies and consulting offices are representing the private sector.

Khaled Abbas, Deputy Minister of Housing, Utilities and Urban Communities for National Projects, Mostafa Abdel Wahab, member of the Minister's Technical Office and Amr Khattab, Member of the Minister's Technical Office, will participate in the Egyptian delegation.

For his part, Khaled Abbas says that the MIPIM exhibition is one of the largest real estate exhibitions in Europe and in the world, with the participation of more than 50 countries, more than 1,000 real estate projects and more than 5,000 investors and funds. In addition to the largest banks in the world.

Abbas states, "Egypt's participation in 2022 is the 2nd in this exhibition, as it participates in an official pavilion, stressing that this exhibition is an opportunity to market Egyptian projects, increase foreign investment opportunities in the country, and is a step to exporting real estate outside Egypt."

Besides, Christophe Chauvard, Head of MIPIM Exhibition, praises the Egyptian pavilion, which includes a large number of distinguished projects in the NAC, New Alamein and others, stressing that he will study with the exhibition officials the idea of establishing it in Egypt, especially in light of the clear progress made in the real estate development sector recently.

In addition, Amr Khattab states "the ministry is participating in a session on "Investment and Fourth-Generation Cities" in the conference chaperoning the exhibition."

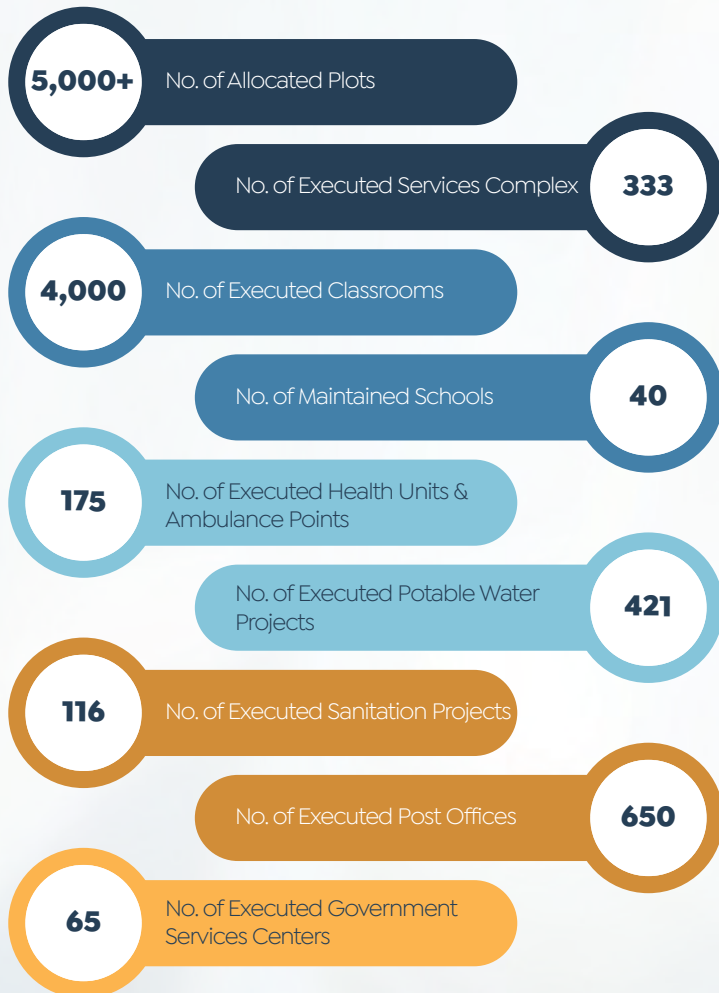
Mustafa Abdel Wahab explains that the exhibition includes more than 1,300 decision-makers from different countries, which helps to sign several agreements in the field of real estate investment.



REAL ESTATE MARKET UPDATES

Hayah Kareema Initiative

Investments Breakdown



Sakan Kareem



Hayah Kareema Initiative in Gharbia Governorate



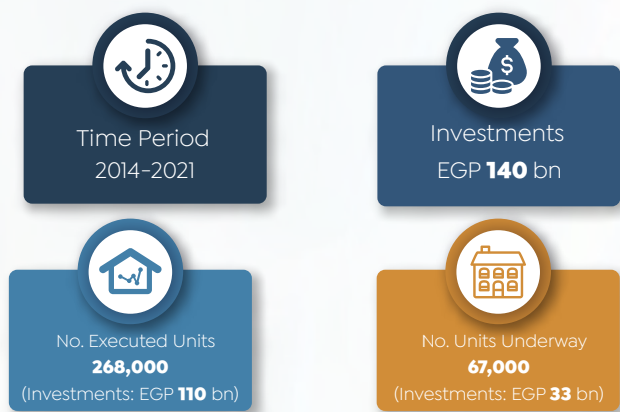
Supply Volume



Development of New Cities



New Cities in West Cairo



4th Generation Cities



Investments Breakdown



Previous Generation Cities



Investments Breakdown

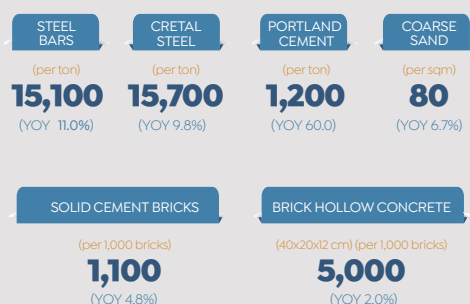


POTABLE WATER & SANITATION PROJECTS

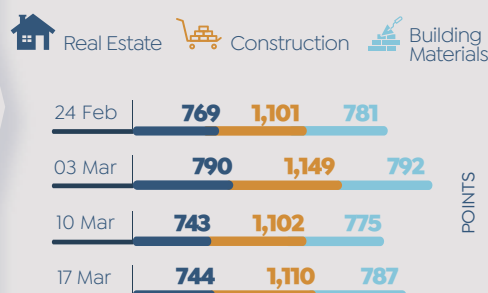
Beni Suef



PRICES OF CONSTRUCTION MATERIALS (February 2022) (EGP)

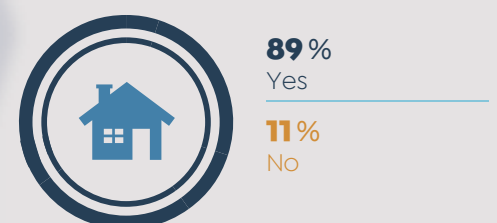


REAL ESTATE & CONSTRUCTION Performance of Stock Market Indexes in Egypt



ONLINE MONTHLY SURVEY (%)

Do you expect industrial real estate product supply to rise in 2022?



Source: Cabinet, NUCA, Ministry of Housing, Utilities, Urban Communities, Egyptian Exchange (EGX)

NEW CITIES UPDATE

PLOTS ALLOCATION

 **31**
NO. OF ALLOCATED LANDS

 **15 New Cities**
LOCATION

 SUPPLY VOLUME

- Universities
- Schools
- Medical City
- Club
- Bus Station
- Workshops & Labs
- Exhibitions & Stores
- Industrial & Medical Services
- Residential, Commercial & Administrative Services
- Exhibitions & Stores

PLOTS BREAKDOWN (CITIES & NO.OF PLOTS)

- New Cairo (7)
- 10th of Ramadan (2)
- 6th of October (3)
- Sheikh Zayed (1)
- Sadat City (2)
- Obour City (1)
- Badr City (2)
- New Damietta (3)
- New Borg Al Arab (1)
- New Salhia City (2)
- New Minya (1)
- New Sohag City (1)
- New Thebes (1)
- New Assiut (2)
- New Obour (2)

 **13**
NO. OF ALLOCATED LANDS

 **7 New Cities**
LOCATION

 SUPPLY VOLUME

- Medical Services
- Industrial Services
- Educational Services
- Commercial Services
- Administrative Services
- Financial Market

PLOTS BREAKDOWN (CITIES & NO.OF PLOTS)

- New Cairo (2)
- Sheikh Zayed (3)
- Sadat City (4)
- New Alamein (1)
- New Capital City (1)
- New Qena City (1)
- Badr City (1)

UPDATES ON NEW ADMINISTRATIVE CAPITAL (NAC)

THE CRESCENT TOWER



3 Floors For Commercial Center

Basement's Area: **42,000 m²**

Floor's Area: **7,000 m²**

Fairmont Hotel

Hotel Apartments

2 Basements & 8 Floors For Each Tower

2 Towers Connected By Bridge (Length: **36 m**)

UPDATES ON SHOROUK CITY

JANNA



SERVICE BUILDINGS UNDERWAY

Commercial Market

Mosque

Swimming Pool

UPDATES ON 6TH OCTOBER CITY

JANNA



COMPLETION RATE



UPDATES ON NEW MANSOURA CITY

SAKAN MISR



JANNA



VILLAS PROJECT



UPDATES ON NEW AKHMIM CITY

SOCIAL HOUSING



EXECUTED SERVICES IN 55-ARE AREA



OTHER EXECUTED SERVICES IN THE CITY



Source: NUCA & Cabinet

Private Real Estate Projects Update



NEW RESIDENTIAL PROJECTS

CHÂTEAU HOME

Developer: AJYA Property Management



LOCATION
NAC



AREA
60 Acres



DELIVERY DATE
Within 4 Yrs of Contracting



CONSTRUCTION RATE
40%

SUPPLY VOLUME

Unit Area: 143-243 m²

Unit On 1st Floor Will Be With Private Garden

G BAY

Developer: United Development



LOCATION
Ain Sokhna



AREA
115,000 m²



DELIVERY DATE
Within 3 Yrs From
Starting Work on The Site



Investments
EGP 1 bn



Target Sales
EGP 800 bn

SUPPLY VOLUME

3 Basements

880 Chalets

Unit Area: 75-15 m²

NEW PROJECT (NAME N/A)

Developer: El Baron Development



LOCATION
5th Settlement



AREA
Acres And 150 m²



Target Sales
EGP 150 mn



Investments
EGP 50 mn



SUPPLY VOLUME
130 Studios

COVE

Developer: Jumeirah Egypt Real Estate



LOCATION
New Zayed



AREA
50 Acres



INVESTMENTS
EGP 4 bn



NO OF PHASES
2

Phase I



NO.O UNITS
168



UNIT TYPES
Standalone Villas,
Town Houses & Twin Houses



UNIT AREA
290-380 m² For Standalone Villas,
235-270 m² For Twin Houses
& 200 m² For Town Houses

AZ HOMES

Developer: Tameer



LOCATION
5th Settlement, New Cairo

Supply Volume

No of Units: 284 units

Unit Area: 56-133 m²

Common Area

Co-working Spaces

Gym



NEW COMMERCIAL PROJECTS

CAYO MALL

Developer: Contact Developments



LOCATION
Downtown, NAC



AREA
7100 m²



INVESTMENTS
EGP 1.3 bn



DELIVERY DATE
Within 3 Yrs

Status

Excavation Works: Completed

Construction Work: Underway

SUPPLY VOLUME

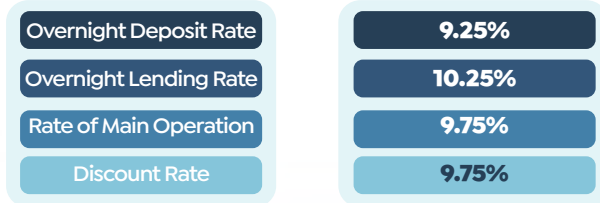
Unit Area: 35-200 m²

Ground & 4 Floors

Largest Food Court With Open Area (2,200 m²)

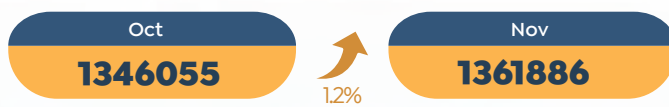
ECONOMIC SNAPSHOT

INTEREST RATES

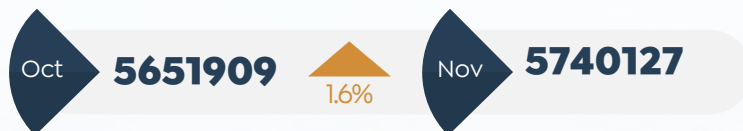


* MPC Meeting was Held on March 21

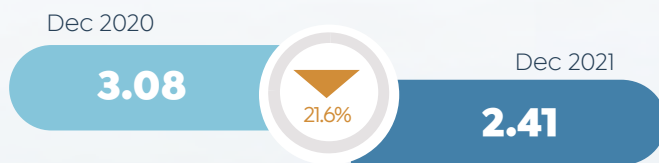
MONEY SUPPLY (EGP MN)



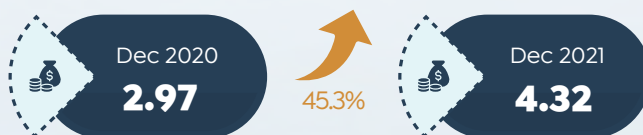
DOMESTIC LIQUIDITY (EGP MN)



TRADE DEFICIT (USD BN)



EXPORTS (USD BN)



IMPORTS (USD BN)



Source: IHS Markit, CBE, EGX & CAPMAS

ANNUAL HEADLINE INFLATION

JAN-2022	7.3%	↑	FEB-2022	8.8%
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NET INTERNATIONAL RESERVES (USD BN)

JAN-2022	40.98	↑	FEB-2022	40.99
----------	-------	---	----------	-------

PURCHASING MANAGERS' INDEX (PMI)

JAN-2022	47.9	↑	FEB-2022	48.1
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EXCHANGE RATES

	EUR	USD	GBP
20-24 Feb	21.36	15.76	17.82
27 Feb - 03 Mar	21.10	15.76	17.60
06-10 Mar	20.76	15.76	17.27
13-17 Mar	20.60	15.76	17.31

CAPITAL MARKET INDICATORS

MARKET INDICES

	EGX 30	EGX 70 EWI	EGX 100 EWI
24 FEB	10,891	1,775	2,721
03 MAR	11,306	1,887	2,882
10 MAR	10,454	1,867	2,815
17 MAR	10,726	1,895	2,848

INVESTOR TYPER

	Egyptians	Arab	Non-Arab Foreigners
24 FEB	91.92%	0.43%	1.65%
03 MAR	87.63%	7.91%	4.46%
10 MAR	79.68%	8.63%	11.69%
17 MAR	79.08%	4.71%	16.21%

FOR ACCESS TO FURTHER
IN-DEPTH ANALYSIS
PLEASE SCAN





INVEST-GATE CELEBRATES

FIVE YEARS OF LEADERSHIP

BY FARAH MONTASSER

Since its launch, Invest-Gate has been devoted to tackling all means necessary to uplift the real estate market in Egypt, objectively showcasing its latest developments from public and private sectors alike through its multi-information platform digital and print; in addition to its on-ground activities, including its strategic roundtables, opening new doors for investment opportunities in this industry and putting an end to the challenges that hinder this market from prospering.

Throughout the past five years Invest-Gate has published 60 printed issues, covering the latest in the market from border to border. With its website, Invest-Gate keeps its readers up to date with the real estate

market, providing a key source of trusted news and information. Its on-ground distribution has exceeded 7,000 printed copies across many popular venues across Cairo and 1,600 copies digitally.

TESTIMONIALS



The platform's main goal is to offer readers, who are interested in the real estate market in Egypt, with the necessary information to be familiar with all the real estate projects that are being implemented. All market information is published in both English and Arabic.

Invest-Gate's research and analysis department is providing an updated and comprehensive analysis that covers all projects in the Egyptian real estate market for both the private and public sectors. Its team of market researchers and analysts have published 100 reports over the past five years, including monthly market reports and in-depth reports.

Furthermore, INVEST-GATE represented Egypt in mega international events, including MIPIM in France and EPS in the UK, during which Invest-Gate produced commissioned in-depth reports for the Ministry of Housing in Egypt; in addition to Cityscape Global, Cityscape Egypt, among other international real estate expos across the Gulf region.

It also organized eight roundtables, hosting officials, developers, investors, and experts to discuss the effects and changes that the Egyptian real estate market is witnessing. Invest-Gate formed the first real estate committee of reputable real estate developers to work coherently in developing the industry and has also created a joint real estate CSR initiative. Each year during Ramadan, market leaders come together for a common cause. Invest-Gate's Bab El Ezz launched with leprosy disease in Egypt, giving patients the needed health care. Earlier in 2022, Invest-Gate signed an MoU with Misr El Kheir to adopt one of its Hayah Kareema initiatives.

"It is with great pleasure that today we celebrate the anniversary of Invest-Gate, the leading news platform covering the Egyptian real estate market. Since its launch, Invest-Gate has been keen on keeping its readers up to date with industry trends and developments, providing them with useful data to assist their buying or investment decisions. Its aim has always been to paint a truly unbiased picture to make better informed decisions."

Osama Shalaby

Ajna Developments Chairman



"Throughout those past five years, Invest-Gate has been our go-to source for all information regarding this industry. Furthermore, its roundtables have made a great impact on all those working in the industry and for that we wish Invest-Gate a prosperous future."

Ahmed Mansour

Castle Development CEO

"Invest-Gate is our successful market player since its establishment with its ample amount and important topics it constantly covers. It always presents the most impending topics and opens a wide room for discussion. Its roundtables have been fruitful, demonstrating the needs of the market and seeking strategic solutions for the benefit of all market players and end-consumers. It holds a number of informative successful platforms, catering to the entire industry."

Basheer Mostafa

First Group CEO



"Congratulations Invest-Gate on your fifth anniversary. Invest-Gate's proactivity with its strategic roundtables have been of great benefit to this market. It continues to be professional and may we celebrate its 20th anniversary."

Tamer Erfan

LMD Managing Director

"Invest-Gate stands out with its economic take on the market... a quantitative approach that properly portray the Egyptian real estate industry. Happy fifth anniversary."

Amr Soliman

Mountain View Founder & CEO





"We are certainly pleased to see Invest-Gate accomplishing great things over the years, enlightening with the new trends in the market, bringing together market leaders on the same table to share insights. Congratulations on the well-deserved success and looking forward to continuous leadership of the real estate media scene."

Tarek Kamel
O West CEO

"From Success to more success Invest-Gate... Invest-Gate is our major market player, putting many topics and discussions in action after years of neglect. I salute the idea of regularly having all market shareholders on one table."

Yasser Assem
Pavillion Architects CEO



"We congratulate Invest-Gate on its fifth anniversary, wishing this organization more success in the coming years."

Salah Mounir
Prime Group Director of Government & Institutional Relations

"I would like to congratulate Invest-Gate on its fifth-year anniversary. I kept a close eye when it first entered the market and was impressed with how systematic and organized it is and its innovative methods in tackling all impeding topics of this industry. Invest-Gate has had a major contribution in this market with its strategic meetings and research."

Amr El Kady
Real Estate Expert



"Invest-Gate is the leading publication and provider of real estate information, covering the Egyptian market and has an excellent team of researchers in the whole region. As the CEO & MD of ROCC, we are proud to have such a special resource in the real estate field as it gives us the opportunity to attend roundtables, share solutions and new information related to the real estate development sector. I would also like to confirm that the real estate sector in Egypt continues to grow and to attract investment from developers around the world."

Hisham Moussa
ROCC, CEO & Managing Director

"Happy Anniversary Invest-Gate. Invest-Gate is a major partner in Egypt's real estate market. For me, Invest-Gate always proactively covers important and relevant issues to this market in both languages English and Arabic. With its English digital platform, we can communicate with the global market and properly portray our industry... Keep up the good work."

Tatweer Misr
President & CEO Ahmed Shalaby



Social media also plays an important role, not only in providing information, but in linking between investors and developers in the investment sector, as well as offering an access to other real estate markets outside Egypt and following up the international projects. Today INVEST-GATE Facebook page has reached 31,837 likes, 14,900 followers on Instagram and 8,562 followers on LinkedIn.

The platform keeps its readers informed, especially during the covid-19 pandemic, which greatly affected the economy in general and the real estate market in particular. INVEST-GATE provided many research reports, information, and news that dealt with the impact of covid-19 on the Egyptian real estate market, in addition to giving recommendations to developers and investors concerning the ways to deal with this crisis and overcome it.

Invest-Gate's dedication to being the only real estate multi-information platform continues with more to come catering to the real estate investors, government officials, homebuyers, and enthusiasts. Stay tuned to what's to come in 2022 and onwards.



TAMARA

أصل اللبني

رُضًا كَرِيمًا



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THE VOICE OF REAL ESTATE

STAY UP-TO-DATE

with the latest in Egypt's real estate and investment world from news, latest figures, to feature stories, interviews, and timely business talks through



PRINT & DIGITAL
PUBLICATION

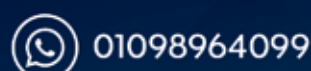


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