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Space to Grow Shaping The New "Egypt"

Living for decades on a limited 5% of land, with an increasing population that imports 40% of food, left the government with no choice but to expand into the desert. With all the internal and external political issues, the real estate sector in Egypt is on the rise, with the ongoing demand of houses and population increase. A new plan for the urban development was adopted to overcome the crowded cities and building smart infrastructure and new roads for better speedy transportation.

The fact that Egypt is facing a major boom in the urban and infrastructure development especially by undertaking The New Admin Capital project as a major relief to the congestion in Cairo and deterioration of rural areas and the concentration of economic activities and services, political power, and wealth in the major urban centers and mainly in Cairo.

The strategic plan for urban development in Egypt aims to increase the built-up areas and establish urban communities and cities that will decrease the percentage of residents living in slum areas from 38% to 5% by 2030.

Giving priority to reduce congestion in the old cities and building new modern sustained cities by developing a well structured infrastructure that will shape the new Egypt in phases, as for phase one, this is an example for the new communities that are taking place: The New Admin Capital – New October – October Gardens - New Alamein – Sphinx City - New Mansoura - East Port Said -Nasser in West Assiut - West Qena - New Obour - New Toshka – etc. The total areas of these new communities are about 500 thousand feddans representing more than 50% of the total areas of urban communities that have been developed during the previous 40 years.

It is expected that upon the complete development of the New Urban Communities, they will accommodate about 14 million capita, and provide about 6 million permanent job opportunities. Taking Greater Cairo as an example, the population is expected to double in the next few decades, with a population of nearly 20 million as of today. The New Admin Capital will contribute in the development of around 50% from the expansion plan with more than 400 developers working in various projects.

Advantages of urbanization in Egypt

- Solving the unemployment problem.
- High transportation facilities.
- More education opportunities.
- Advanced recycling process.
- Availability of internet connections.
- More modernized equipment.
- Higher wages in cities on average.

Urban Development Programs till 2030

- Combining the present with the future Egypt's 2030 vision is the blueprint towards sustainability and will shape the new urban development.
- Reshaping the system for institutional and governance of the urban development and planning management.
- Eliminating illegal matters in the new urban communities.
- Building smart cities with green buildings.
- The renewal and substitution of the infrastructure represented in new cities.
- Removing the slums and providing security.
- Achieving equilibrium between demand and supply in the housing sector.
- Promoting population awareness for the new development areas as the New Capital.
- Rethinking of the future urban plan.
- Associating the national urban plan and the investment plan comprehensively for the year 2052.

That was just a glimpse of the Urban Development in Egypt and its path towards sustainability and fighting the long years of urban stagnation for economic growth. The expansion will maximize the culture and tourism role of the historical Cairo.

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EDITOR'S LETTER

It is almost summer yet the Egypt has been hit with a number of heat waves and given climate change, expert anticipate the hottest summer season in 2022. For that, Invest-Gate called on the entire market to come together to end the threat of climate change.

In this issue we feature the highlights of our latest strategic panel discussion on sustainability and urban development sponsored by Tatweer Misr and Paragon Developments.

We also host Kerten Hospitality Chief Experience Officer Antony Doucet for a thorough one-on-one interview. Doucet shares his insights on the Egyptian Market, introduces the Kerten brand to Egypt, and elaborates more on sustainability in the hospitality market across Europe and the MENA region.

Don't forget to check our latest Market Watch report and the update-to-date information about real estate developers and their developments.

Enjoy!

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KERTEN HOSPITALITY CELEBRATES EGYPTIAN CULTURE WITH A SUSTAINABLE COMMUNITY-CENTRIC TWIST

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EVENT COVERAGE NEXTMOVE SEES A GREAT TURNOUT

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JUNE HEADLINES

Egypt Adopts Five-Pillar Approach to Cope with Global Economic Crisis



Prime Minister Mostafa Madbouly announces that Egypt has adopted a five-pillar plan to cope with the current global economic crisis resulting from the coronavirus pandemic and Russian-Ukrainian conflict, Invest-Gate reports.

Announcing the government's plan during a press conference Sunday, Madbouly said the plan focuses on supporting localization efforts and promoting local products, increasing the participation of the private sector in the country's assets and decreasing budget deficit and public debt, following directions of Egyptian President Abdel Fattah El-Sisi.

The plan also includes developing the Egyptian Exchange (EGX) and maintaining social protection programs for low-income citizens,

Madbouly says that the plan includes strengthening the private sector role, localizing strategic industries,

activating the Egyptian Stock Exchange (EGX) and providing goods, noting that foreign direct investments have declined due to the global economic crisis because of the Russia-Ukraine war and that public debt worldwide is rising by 351%.

"The government seeks to raise the participation of the private sector in the coming years by 65% of the total implemented investments and it will launch a package of various decisions to involve the private sector and solve its problems," Madbouly adds.

Moreover, there are sectors from which the state will depart in three years and others the state will continue with, but with a decrease in its percentage and there are other sectors that the state must continue with because they are pivotal and pertain to the state.

The government will also establish major holding companies in the stock market and focus on the maritime transport and hotel sectors and the state is preparing a plan to offer many public companies on the EGX during the next stage.

The country's seven largest ports will be merged into one company, with the aim of being offered on the bourse, Madbouly noted, adding that the same measure will be applied to governmental hotels. Madbouly also reveals that the government will announce the State Ownership Policy Document before the end of May. The step is meant to empower the private sector and regulate the state's presence in economic activity, the prime minister said.

Further, the country aims at establishing a partnership between the public and private sectors in several major national projects in the fields of energy and utilities and offer new projects for foreign direct investment in the fields of communications, information technology and both new and renewable energy.

The government will declare a four-year program with a total value of EGP 40 bn for the private sector partnership, he notes.

Concerning the budget, Egypt also intends to lower their total debt – currently at 86% – to 75% of gross domestic product within the coming four years as well as decreasing the budget deficit from 6.2 percent to five percent, according to Madbouly.

Likewise, Egypt is one of the candidate countries to be a very large center for the production of future energy from green hydrogen and green ammonia.

Egypt to Open New Sphinx International Airport Mid-July

Mohamed Manar, Minister of Civil Aviation, announces that Egypt will start operating its new Sphinx International Airport (SPX) located near the Giza pyramids, in mid-July, Invest-Gate reports.

The airport, which is now 90% completed, will allow the operation of domestic and international flights, is expected to alleviate pressure from Cairo International Airport, stimulate one-day tourist programs and facilitate the movement of exports.

The new airport serves the residents of Greater Cairo districts of 6 October, Sheikh Zayed and the governorates of Fayoum and Beni Suef.



"The SPX's total size has increased to 24,000 sqm and its accommodation capacity per hour has increased to 900 passengers," Manar says. For his part, Prime Minister Mostafa Madbouly highlights the project's significance given the upcoming official opening of the new Grand Egyptian Museum (GEM) overlooking the Giza Plateau.

Egypt has upgraded the airport, which was officially inaugurated in January 2020, with the aim to receive tourists coming to visit the pyramids and GEM.

On the other hand, Egypt has stepped up efforts to revive tourism and mitigate the impact of successive global crises on the sector, including the ongoing war between Russia and Ukraine.

El Gazzar Inspects Latest Developments at New Mansoura City

Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, tours New Mansoura City Corniche, and its residential area to follow up on work progress, accompanied by officials of the Ministry and the New Urban Communities Authority, Invest-Gate reports.

Impressed by the outcome, El Gazzar stresses on the need to maintain New Mansoura Corniche to keep its neat modern look and directs attention to landscape and open spaces to meet its visitors' needs. He then visits the opposite residential area overlooking the corniche. As directed by the minister, an open space of greenery or park is to separate the International Coastal Road and the New Mansoura City, featuring 4.2km pedestrian and bike lanes.

El Gazzar highlights that Sakan Misr project in New Mansoura includes 4,704 housing units (196 buildings), while JANNA comprises 11,232 housing units (468 buildings) and the villas project includes 1,149 villas.

"The implementation of residential units in the first and second phases of the city are underway, while



third and fourth phases are being implemented at advanced rates, in addition to a number of service projects," El Gazzar explains.

Housing, Tourism Ministries Follow up on Development Project of Greatest Transfiguration

Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, and Khaled Al-Anani, Minister of Tourism and Antiquities, chair the meeting of the National Committee formed according to a Cabinet decision, to follow up on the development project of the Greatest Transfiguration in Saint Catherine, Invest-Gate reports.

El Gazzar stresses that the site development aims to make the site available to visitors from all over the world, protect and improve the area, as well as preserve the natural environment and the heritage that characterizes the area, as the development work includes removing all distortions in the site.

The Ministry of Housing is implementing the developments of the Greatest Transfiguration project through the Central Agency for Reconstruction and financed through the Urban Communities Authority.

Al-Anani confirmed that the development project of the Greatest Transfiguration aims to preserve the environment and has several



benefits for the environment, tourism and local community.

On the other hand, there is a promotional film being produced about Saint Catherine to highlight its tourist, archaeological, environmental and spiritual components.

During the meeting, Mustafa Mounir, Technical Advisor to the Minister of Housing, reviews the executive position of development work, where 14 projects are currently being implemented, finishing works are underway for most projects, and utilities and infrastructure works are being implemented at advanced rates.

City Edge Announces Sale Completion of Business Tower, Nile Heights Tower Units



City Edge Developments announces the sale completion of entire units of "Business Tower" and "Nile Heights Tower" projects in the Maspero Triangle area, Invest-Gate reports.

Abdul Muttalib Mamdouh, vice president of the New Urban Communities Authority for Development and Cities Development, expresses his gratitude for what the City Edge has accomplished within the Maspero Triangle project, in cooperation with the Urban Communities Authority within the vision of the Ministry of Housing for urban expansion as a part of the sustainable development goals and "Egypt Vision 2030."

Mohamed El Dahan, CEO of City Edge Developments, says, "the sale of all units

confirms the success of the general vision of Maspero Triangle area as one of the important heritage areas, which is divided into 24 subplots being developed by major contracting companies to set up residential, hotel, administrative and commercial projects."

The "Nile Heights Tower" features 134 administrative units spread over 24 floors, with different areas ranging from 92 to 292 sqm and will be delivered within 12 months. While the "Business Tower" consists of 15 administrative floors, besides the ground floor which contains two commercial units and each floor has 8 administrative units with 120 total administrative units, with areas from 70 to 117 sqm and will be delivered within 12 months. Mountain View Launches Readyto-Delivery Units in "i-City New Cairo"



Mountain View launches ready-to-delivery units in "i-City New Cairo" project with total contractual sales of EGP 2 bn, Invest-Gate reports.

The units are ready for delivery within six months from the contracting date with areas starting from 155 sqm for apartments and 255 sqm for "iVilla".

The company also offers the units' installment over nine years, as well as payment over two stages, 15% upon contracting and the same percentage upon delivery.

Wael Ezz, CEO of the commercial sector and managing director of Mountain View, says, "The company has succeeded in providing integrated services to (i-City New Cairo) residents, as 24-hour security and guarding services equipped with the latest cameras to monitor the entire area, and various water sports available throughout the year for the first time in Cairo and a club includes many sports for entertainment, in addition to shopping and retail services."

In July 2021, Mostafa Madbouly, Prime Minister, inaugurated the first phase of "i-City New Cairo" project, which spans over 500 acres in partnership between Mountain View and the New Urban Communities Authority.

It is worth noting that "i-City New Cairo" is the first project in Egypt that applies the "Science of Happiness" in all buildings and services, taking into account the highest environmental specifications and smart solutions to separate car roads from residential places.

Moreover, it is providing smart solutions for electricity consumption and infrastructure support through Fiber Optic networks.

Sky AD Sells 1000 Units Residence Eight Project in Less Than One Year



Sky Abu Dhabi Developments (Sky AD) announces the selling out of Residence Eight project with its 1,000 units in less than a year from its official launch with contractual sales worth EGP 1.95 bn, Invest-Gate reports.

Residence Eight spans over 25 acres with an approximate investment of EGP 4 bn in a distinguished place in R8 area in the NAC, where 80% of the project is allocated for residential units and 20% is for commercial units.

The 1000 units of the project encompass apartments and duplex units with various sizes to satisfy the different needs of the clients ranging from 80 to 360 sqm. The company also offers competitive installment plans for up to 10 years.

Abdelrahman Agami, CEO of Diamond Group and Sky AD says, "the company aims to pump EGP 15 bn in the Egyptian market until the end of 2022, besides studying many investment opportunities in cooperation with the state, represented by the New Urban Communities Authority, in Eastern and Western Cairo, or investing in new lands at the NAC or the North Coast through either buying the lands or partnerships."

Moreover, Residence Eight is able to attract an enormous number of buyers from abroad with Egyptian expatriates, Emirati, and Saudi buyers contributing to more than 50% of the total sales.

From his side, Mostafa Salah, CCO of Sky AD, says that the company studies launching a branch of "Golden Diamond" Facility Management Company in the Egyptian market. The company's branch in Egypt is planned to manage Sky AD's local projects, Residence Eight and Capital Avenue, to provide after-sale services to guarantee world-class services are being provided to the company's clients and residents.

Likely, Residence Eight has exterior areas to host events, activities and occasions as well as a clubhouse for the residents' luxury. In addition, the project is close to Capital Avenue, one of the biggest commercial projects in the R8 area in the NAC.

The project is designed to offer various multi-use spaces for commercial, administrative activities and medical clinics. Further, Capital Avenue was launched in February 2022 and the construction work is scheduled to begin by the middle of this year.

Al Ahly Sabbour, MarQ Communities Ink Strategic Partnership for City of Odyssia

Al Ahly Sabbour signs a new strategic partnership with the MarQ communities to develop 260 acres of the total area of the City of Odyssia, Invest-Gate reports.

The new partnership aims to provide diversified product offerings and accelerate construction process of the City of Odyssia, the largest and most integrated urban community spanning over 528 acres in the heart of Mostakbal City, with total investments of EGP 29 bn.

Through the City of Odyssia, AI Ahly Sabbour aims to introduce a unique model of fully-integrated contemporary urban community, which caters to the various needs of its residents, while offering them the utmost level of luxury and convenience.

Ahmed Sabbour, Chairman & Managing Director Al Ahly Sabbour, says, "the City of Odyssia landscapes is mostly green areas & parks, the main boulevard on a total area of one km, an integrated entertainment hub, international schools, international commercial promenade comprising restaurants, international brands and a media entertainment city for the first time in Mostakbal City."

Additionally, AI Ahly Sabbour announces that a CBD area will be developed by the MarQ Communities. It is a commercial, entertainment and office area aiming to provide residents and visitors with services not limited



to the City of Odyssia, as it will serve Mostakbal City and NAC as well.

"The MarQ Communities' scope of work comprises the development of 260 acres of the City of Odyssia, where we will be introducing totally innovative products reflecting the high value of AI Ahly Sabbour and the MarQ Communities' brand names," Amr Badr, Chairman and CEO of The MarQ Communities, says.

Badr adds that the land plot under development will comprise a large residential compound and the CBD area for commercial and office buildings set to offer comprehensive services to residents and visitors.

From his side, Tamer Erfan, Deputy CEO OF AI Ahly Sabbour, stresses that the new partnership with The MarQ Communities will make the City of Odyssia the community of choice and the distinctive icon of Mostakbal City, particularly with the development of CBD area.

MARAKEZ Announces Updates on D5 in East Cairo



MARAKEZ announces its latest developments in East Cairo during a press conference at District Five (D5), Invest-Gate reports.

D5 is MARAKEZ's signature project in East Cairo on 268 acres with over EGP 15 bn. The project features 1,800 exclusive residential units at D5R, besides a myriad of flexible office spaces at Mindhaus and East Cairo's upcoming commercial hub – D5M opening this year.

D5 construction works reached 66% to date, with no delays as the company started the delivery of D5R end of 2021 and began operations at Mindhaus in early 2022.

While, Mindhaus comprises a wide range of sellable and leasable office spaces covering about 240,000 sqm of built-up space and will include various renowned companies such as AZADEA Group, TAM Gallery, Redbull, Adidas, Breadfast, Wheelhouse Café, The Design Avenue, Sigma Contractors, Blue Ribbon, Reference for Architecture, LA7 and Stamina.

D5M, the 1st retail destination in New Katameya covers 100,000 sqm of built-up space and offers a diverse set of F&B, shopping and entertainment facilities. It is 90% complete and will be opened with renowned brands including Seoudi, Eatery, Zara and Galaxy Cinema among others.

"MARAKEZ continually seeks opportunities that serve the different needs of its communities and D5's community is getting bigger by the day, between residents, visitors and people who have moved their offices here," Yasmine Abou Samra, Chief Development Officer at MARAKEZ, comments. Also, D5 brings together all key elements required to create a vibrant and thriving community.

MARAKEZ has maximized community amenities that cater to all audiences with significant investment in infrastructure to create closer links with Road 90 and the rest of New Cairo and D5 provides easy access to the NAC, Maadi, Madinat Nasr, Sokhna, and the Red Sea.

The real estate developer is implementing an EGP 24 bn strategic investment plan in Egypt focusing on key projects in Cairo and other governorates and looking forward to establishing partnerships targeting renewable energy for its projects.

Tatweer Misr, Schneider Electric Sign Collaboration Agreement



Tatweer Misr, the leading real estate developer in Egypt, signs an agreement with Schneider Electric, the leader in the digital transformation of energy management and automation, to utilize the iTWO platform, established by Schneider Electric's RIB Software, as one of the market's most efficient solutions to manage their real estate projects, Invest-Gate reports.

The new deal falls in line with Schneider Electric's effort to support digital transformation and the development of smart cities.

The newly signed deal positions Tatweer Misr as the first real estate developer across the MENA region to introduce Schneider Electric's latest cutting-edge technologies in all their projects; Il Monte Galala in Ain Sokhna, Fouka Bay and D-Bay in the North Coast, and Bloomfields in Mostakbal City, New Cairo.

This signing was held during Schneider Electric's Innovation Summit the Middle East and Africa (MEA), taking place in Dubai on the 18th and 19th of May 2022, discussing how to leverage breakthroughs in digital transformation and intelligent software to benefit their business as well as contribute to a Net Zero sustainable future.

The innovative iTWO platform will enable users to blur the lines between the construction in the virtual and real worlds, providing a simulation for the project's entire lifetime by offering 5D Building Information Modeling (BIM). It will allow developers and project managers the full virtual experience of assessing the entirety of the project based on the proposed resources, cost, and timeline throughout the planning and building phases.

Further, the state-of-the-art platform will connect and combine data with other data sources as needed and will make it a valuable resource for creating evaluations and reports with just a few clicks.

"The iTWO platform enables clients to cut their operation schedules and costs, by integrating AI technology to provide simulations, making the planning of the project's infrastructure easy and efficient," Fouad Zayed, Vice President of Digital Energy & EcoStruxure for Egypt, North-East Africa and Levant Cluster, Schneider Electric, says.

For his part, Ahmed Shalaby, President and CEO of Tatweer Misr, says, "the process of enabling 5D BIM will assist us in studying every aspect of our projects in real-time. This collaboration is in line with our strategy to build sustainable, smart, and happy communities that provide the highest quality of life to our clients."

Shalaby points to Egypt's 2052 vision, which aims to double urban area in Egypt from 7% to 14% by 2052 which includes developing 61 cities, of which 24 are new and will be designed based on sustainability and smart solutions to provide a sustainable lifestyle.

He also confirms that the private sector is playing a huge role in creating these sustainable opportunities for future cities to benefit everyone.

It is worth mentioning that iTWO platform, it will enable users to blur the lines between the construction in the virtual and real worlds, providing a simulation for the project's entire lifetime by offering 5D Building Information Modeling (BIM).

It will allow developers and project managers the full virtual experience of assessing the entirety of the project based on the proposed resources, cost, and timeline throughout the planning and building phases.

This, in turn, will make the whole rendering process more sustainable, cost-efficient, and will help real estate developers meet and commit to delivery deadlines.

Orascom Development Generates EGP 1.9 bn in Revenues in Q1

Orascom Development Egypt starts the year with strong operational and financial results and a significant increase in the real estate segment's performance and enhanced business performance of the hotels and town management segments, Invest-Gate reports.

Revenues reached EGP 1.9 bn in Q1 2022, a 32.2% increase when compared to EGP 1.46 bn in Q1 2021. Gross profit levelled up by 18.5% to EGP 681.1 mn in Q1 2022, compared to EGP 574.9 mn in the same period a year ago, with a gross margin of 35.3%.

"The real estate revenues reaching EGP 1.4 bn, an increase of 18.1% compared to Q1 2021, in addition to the enhanced business performance of the hotels and town management segments," the company highlights in its statement.

Adjusted EBITDA is up 22.0% to EGP 721.1 mn in Q1 2022, with a 37.3% margin compared to EGP 590.9 mn and a margin of 40.5% in Q1 2021.

ORASC M DEVELOPMENT EGYPT

"The Group continues to preserve a healthy balance sheet and monitor its cash balance and liquidity. In QI 2022, we are able to increase our cash balance by 4.1% to EGP 3.2 bn. We continued to generate positive cash flows from operations, recording EGP 224.2 mn in QI 2022 (QI 2021: EGP 396.3 mn)," the statement adds.

Group Real Estate: Net real estate sales of EGP 2.0 bn in Q1 2022, coupled with accelerated construction, boosting our segment's revenues to EGP 1.4 bn.

Moreover, new real estate sales for QI 2022 reach EGP 2.0 bn, almost flat when compared to the same period last year. O West is the group's largest contributor to new sales (50%), followed by El Gouna (43%) and Makadi Heights (7%). El Gouna's average selling prices increased by 27.1%, O West's prices increased by 21.6% and Makadi Heights prices increased by 17.7% from Q1 2021. Real Estate revenues increased by 18.1% to EGP 1.4 bn, compared to EGP 1.2 bn in Q1 2021.

Total real estate portfolio receivables also rose by 34.2% to EGP 17.2 bn by the end of Q1 2022, compared to EGP 12.8 bn in Q1 2021. Also, real estate cash collections for the period increased by 27.6% to EGP 1.4 bn in Q1 2022 from EGP 1.1 bn in Q1 2021.

Furthermore, hotels' revenues hiked 173.7% to EGP 260.6 mn in Q1 2022 from EGP 95.2 mn in Q1 2021.

Additionally, the destination management segment continues to sustain its enhanced operational performance and starts the year with a solid set of results, as revenues in Ql 2022 increased by 50.5% to EGP 276.1 mn, compared to EGP 183.5 mn in Ql 2021.



INVEST-GATE SHEDS LIGHT ON MEANS OF ACHIEVING URBAN DEVELOPMENT & SUSTAINABILITY IN EGYPT

ecently, sustainable living has become a top priority in shaping the real estate product especially after the pandemic hit; and this comes in line with Egypt's vision for sustainable development 2030, where the concept of going green has appeared globally to combat climate change and protect the livelihood of mankind.

 Our mission now is to ensure a sustainable real estate product because the environment is no longer a challenge but a threat to mankind.

> Mohamed Fouad CEO and Managing Partner of Invest-Gate



Egypt has spent USD 324 bn to achieve the sustainable development initiative to reduce emissions and improve infrastructure.

Lilly Ghorab Master's Holder Architect and Founder of Mediterranean Design Lounge (MDL) It is noticeable that 40% of carbon emissions come from the real estate sector only. Hence, there has been a global transformation to real estate sustainability as a major solution to face the continuous environmental changes that affect the nature of real estate products.

In this regard, Invest-Gate hosts a panel on "Urban Development & Sustainability," in The National Museum of Egyptian Civilization on June 1, 2022. The panel hosts prominent experts in the Egyptian real estate sector, aiming at presenting and exchanging visions and proposals; in addition to highlighting the importance of green development, appropriate use of spaces and modifying business strategies.

Lilly Ghorab, Master's Degree holder in Architect and Founder of Mediterranean Design Lounge (MDL), moderates the panel in the presence of many speakers namely Ahmed Shalaby, president and CEO of Tatweer Misr, Bedier Rizk, CEO of PARAGON Developments, and Marloes Knippenberg, CEO of Kerten Hospitality, Fouad Zayed, vice president Digital Energy and EcoStruxure Egypt, North East Africa and Levant Cluster at Schneider Electric, Hesham Mahran, chief Enterprise Line of Business officer at Orange Egypt, and Amgad Khattab, CEO of Engineering Solutions.

Mohamed Fouad, CEO and managing partner of Invest-Gate, states, "Since Invest-Gate's launch, it pledged to keep a strong dialogue between all the players in the real estate market to discuss the challenges that face the development of this industry through its series of strategic events."

Fouad adds, "Our mission now is to propose new investment opportunities in order to ensure a sustainable real estate product because the environment is no longer a challenge but a threat to humankind."

For her part, Ghorab explains, ". The Egyptian government has spent USD 324 bn to achieve the sustainable development initiative to reduce emissions and improve infrastructure in order to achieve sustainable economic growth, boost scientific research and technology, and promote development means to support adaptation."

In the same vein, Shalaby points out that the concept of sustainability and smart cities has become a necessity and not a luxury anymore. He adds that Egypt joined this field by 4G cities, noting that sustainable development could be applied starting from the project's master plan and design models, stressing that the maintenance cost for sustainable buildings reaches 30%, which is lower than similar projects.







Sustainability and smart cities are a necessity and not a luxury. Sustainable development could be applied starting from the project's master plan and design models, stressing that the maintenance cost for sustainable buildings reaches 30%, which is lower than similar projects.

Ahmed Shalaby President and CEO of Tatweer Misr



In PARAGON, we are keen on coping with sustainable development by implementing sustainable administrative buildings that aim to develop and spread the idea in the real estate market and encourage other companies to follow suit.

Bedier Rizk CEO of PARAGON Developments







Moreover, Shalaby asks the government to encourage the private sector to implement sustainable real estate products by providing the developers with real incentives, such as tax exemptions, the issuance of accredited local certificates, and the encouragement of local industries. He points out that developers should take serious steps in the construction technology industry and use better means.

On the other hand, Rizk says that there are many challenges facing Egypt in achieving sustainable development, including climate change, lack of resources, and the need for electricity and water due to overpopulation, in addition to the high cost of electricity owing to the lack of oil in the future. He also stresses the necessity to search for solutions to keep pace with sustainable development.

"In PARAGON, we are keen on coping with sustainable development by implementing sustainable administrative buildings that aim to develop and spread the idea in the real estate market and encouraging other companies to follow suit," Rizk comments.

"This could be achieved through using technology, as it helps in controlling the material in a better way and reduce costs for sustainable projects," Rizk adds. He is also asking the Egyptian government to provide services for developers facilitating the transformation to sustainable development, along with initiatives, applications, and technological support.

In addition, Knippenberg stresses, "The trend towards sustainable development has become a necessity in all countries. We at GCC found an urgent necessity to launch a program that helps to provide a better life and achieve sustainable development by 86.7%.

Additionally, there are many future opportunities in Egypt that can be applied in different fields such as real estate, hospitality, and operation and management of buildings. Egypt has a great opportunity to attract foreign investments through achieving sustainable development in the real estate sector."

Zayed states, "Applying sustainable development is a necessity now and this is what our company aims to help achieve. The three major factors that affect applying sustainable development are price, people's habits, and investments."

The trend towards sustainable development became a necessity in all countries. There are many future opportunities in Egypt that can be applied in different fields such as real estate, hospitality, and operation and management of buildings.

Marloes Knippenberg CEO of Kerten Hospitality



Going green is an important requirement to establish eco-friendly cities. We must have a strong infrastructure by helping developers build smart projects to achieve sustainability.

Hesham Mahran Chief Enterprise Line of Business Officer at Orange Egypt Regarding the significance of data analysis in applying sustainability, Zayed comments that it contributes to knowing the resources consumption, the movement, and number of people to identify required spaces. He continues, "We need initiatives provided by the Ministry of Communications for youth to build sustainable buildings."

Alike,Mahran says, "Going green is an important requirement to establish eco-friendly cities. We must have a strong infrastructure to help developers build smart cities and achieve sustainability."

Additionally, Orange Egypt is implementing the largest data center in NAC in order to enhance data and host all smart city platforms affiliated with the NAC. Egypt has the qualifications to be a strategic center for data in the Middle East. But there are many challenges facing sustainability, including changing people's habits and providing a product with a reasonable price that suits customers and keeps their investments.

Similarly, Khattab stresses, "The transformation towards sustainability is not a trend but has become a need. The company is currently implementing 30 projects to achieve sustainability. Many of our clients are changing their already existing projects to sustainable ones. Transforming old cities to smart ones is easy with the presence of qualifications and modern technology in Egypt."

Khattab points out that the cost of some sustainable projects may increase by 0% to 3-4% compared to non-sustainable projects, highlighting the importance of local certificates, which guarantees that the building is sustainable.

To conclude, real estate experts agree on the importance of implementing sustainable development in real estate projects, whether implemented by the state or the private sector. This, in turn, will have a positive impact on local and foreign investments and economic growth. But there is a need for an organized plan based on data analysis and Egyptian legislation, besides easing the licenses for sustainable buildings, and supporting developers to go for sustainable and green development in line with Egypt Vision 2030.

The host panel is sponsored by Tatweer Misr and PARAGON Developments.







Applying sustainable development is a necessity now and this is what our company aims to help achieve. There are three major factors that affect applying sustainable development: price, people's habits, and investments.

Fouad Zayed

Vice President Digital Energy and EcoStruxure Egypt, North East Africa and Levant Cluster at Schneider Electric



The transformation towards sustainability is not a trend but a need. ES is currently implementing 30 projects to achieve sustainability. Many clients today are to change their already existing projects to sustainable ones.

Amgad Khattab CEO of Engineering Solutions

NEXTMOVE SEES A GREAT TURNOUT



Nextmove Exhibition's activities ends with a huge presence of visitors and many offers from participating companies, Invest-Gate reports.

The fifth edition of the event took place during May 26-28 at the Cairo International Convention Center in Nasr City.

Nextmove Exhibition Manager Robier Danial says, "The exhibition sees a huge turnout by visitors interested in real estate, and is expected to achieve EGP1 bn sales."

"The exhibition has diversity in the presented projects as it includes more than 20 companies focus on the quality of over 100 projects, as developers are keen on offering different payment methods extended to eight years or more with a 5% down payment," Danial explains.

He further comments, "Since its first day, Nextmove has witnessed a huge turnout from buyers and investors to see exclusive offers on various projects that were announced in the exhibition for the first time."

"This year, the exhibition sees huge participation of the most important real estate developers to present their projects, besides special offers for visitors. that highlights the role of Egypt in encouraging investment and developing infrastructure further supporting the real estate market," Danial adds.

Regarding the fifth edition of Nextmove, Hassan Nasr, CEO of Gates Developments, states, "The exhibition achieves a great success every year through the participation of real estate developers, in addition to the high turnout by visitors, which confirms the success of the exhibition."

"I am very optimistic about the Egyptian real estate sector and its ability to always surpass all Challenges," Nasr adds.

Hassan further notes that the company is showcasing three projects in the exhibition: WestGate in the 6th of October City, AUDAZ in the NAC, and VENIA Compound in the NAC, with payment method extending to 10 years.

He explains that the company is targeting EGP 3.2 bn sales in 2022, noting that the company is currently studying two projects in Sheikh Zayed and the Fifth Settlement, in addition to two other projects in the North Coast and the Red Sea.

For his part, Ahmed Zyada, Head of Marketing and Public Relations at ARQA Development Group, expresses that Nextmove Exhibition is one of the strongest events in the real estate market, as it is organized by Canada's Informa Markets that organizes Cityscape Exhibition, the most powerful exhibition in the world.

Zyada points out that the company is participating with I-Business Park project, the first three towers in the New Capital of Egypt, in the NAC, in addition to Aviary Park Project that features hanging restaurants and cafes at a height of 91 meters.

He further explains that the company has special offers on cash, including "semi cash" with 50% down payment, in addition to 30% and 33% discounts on commercial and administrative units, respectively.

For his part, Hatem Adel, CEO and member of the board of directors of United Development, indicates that the company is participating in the Nextmove 2022 with G Bay project in Ain Sokhna and G3 MALL project in the NAC, expecting EGP 80 mn to 100 mn sales during the exhibition period.

Adel adds that there are discounts of up to 5% on G Bay project and 10% on G3 MALL project during the exhibition period, stressing that the NAC's projects have the largest share of demand, whether residential or commercial.

Mohamed Hamdy, Head of the commercial sector of Khaled Sabry Holding, sheds light on the importance of real estate exhibitions in terms of providing direct contact with clients and achieving the company's targeted sales.

Hamdy further explains that the company presents offers on its projects in the NAC with discounts of up to EGP 1,000/m during the exhibition period along with an additional year for installments. Moreover, offers on residential units are zero down payment for 100 months and discounts of up to EGP 80,000/unit.

Commenting on Nextmove 2022, Ali Gaber, CCO at Capital Link Developments says, "The company has five projects in the NAC that vary between commercial and residential projects and sees high turnout, namely on Solano, Dorado, Verona, Laval and Kardia projects, expecting further sales increase during the exhibition." Gaber adds that this is not the company's first participation at Nextmove as it is characterized by the impressive organization, the distance between the pavilions and the high turnout of visitors.

Ahmed Metwalli, CCO at Real Mark Company, also praises this year's edition of Nextmove. He says, "Our participation at Nextmove comes to promote projects affiliated to Holding Company for Construction and Development (HCCD) of the Ministry of Business Sector among other development companies. Furthermore, the private companies that Real Mark represents, follow the latest means by providing special offers and facilities and payment periods of up to eight years for the exhibition's visitors."

Tariq Khalil, owner and founder of Marota Developments, says that the company participates in the exhibition with a distinctive package of the Mastro Mall project's units as discounts of up to 45% and a downpayment starting from 5% with various payment systems suit all citizens for up to 10 years, pointing out that the NAC's projects lead the demand movement in the Egyptian market.

Nextmove 2022 runs from May 26 till May 28th and features a variety of mixeduse projects across Egypt's major cities namely NAC and New Alamein and the North Coast. Exhibitors offer visitors 8-year installment plans with a 5% down payment. Participating companies includes Capital Link Development, Akam Developments, Deyar Misr Developments, Locations Developments, Taj Misr Developments, cred Developments, Gates Developments, ARQA Development, Real Mark Company, and MBG Development.



KERTEN HOSPITALITY CELEBRATES **EGYPTIAN CULTURE WITH A SUSTAINABLE COMMUNITY-CENTRIC TWIST**



BY FARAH MONTASSER

Kerten Hospitality's Chief Experience Officer Antony Doucet gives snippets of Kerten Hospitality's philosophy on mixed-use and community centric destinations where personalized experiences remain at the center of each product. Creating ESG-focused concepts with a purpose, as well as the group's boutique and personalized approach were some of the topics Doucet shares with Invest Gate.

"In a nutshell, our discussion can be summed up as: Kerten Hospitality is set to disrupt the current hospitality market in Egypt... Out with the old and in with the new", comments Doucets.

Would you please introduce Kerten Hospitality to our readers?

We are a mixed-use and ESG, lifestyle operator managing and operating hotels, branded residences, serviced apartments, workspaces and business hubs and clubs under our 100% own and developed brands. Kerten Hospitality

transforms destinations through impactful collaborations both with our own and other branded food & beverage, retail, entertainment, art, and wellness brands with a focus on building ecosystems, and unique community-centric destinations, that connect International & local travelers.

We manage a portfolio of 11 owned brands including: Cloud7 Hotel and Residence, The House Hotel and Residence, OutSpace – a collaborative social and business hub and serviced offices concept. KH has a suite of in-house designed and operated food & beverage offerings and employs and collaborates with world renowned Michelin chefs to up and coming local "foodpreneurs". All brands have an edge, a story, and a purpose.

The current pipeline includes 35 projects ranging from eco-luxury resorts in the UAE, to art hotels including residencies in Georgia curated by the consultant for the master planning of the Louvre Abu Dhabi. The same curators oversee the master planning of the Contemporary Art Museum that will be next to The House Hotel Kvareli in Georgia. Some other projects include: urban city center destinations in Italy, extension of the Cloud 7 Residence Ayla Aqabasuccess with an experience hotel & hub in Jordan, a suite-only project in Kuwait, leisure, business, and meeting mixeduse in the first sustainable destinations in the most prestigious developments in the Egyptian North Coast, to name a few, with many further projects in Europe, Middle East and North Africa.

Earlier this year, we announced our entry into Europe with a boutique project in the center of Rome – Cloud7 Rome. We are expanding our portfolio in KSA with an eco-resort in Abha that was announced earlier this year.

In Q3 last year, we opened The House Hotel Jeddah City Yard in Jeddah recently crowned as the Best Luxury Boutique Hotel in Jeddah by Conde Nast Traveler Middle East. This is Saudi Arabia's first true community-centric destination to stay, dine and socialize. Having already hosted some big local and international names, the project has gone to the market in an organic way, to build a long term and sustainable business. We have an ESG-focused ethos across all our operations and pipeline of developments.



How does the Kerten Hospitality respond to the calls for green living and sustainability?

We cater to local and international communities alike. We treat sustainability on two levels that I call hardware and software. We focus on social sustainability at the core of what we do – we hire local, support the local supply chain, and bring communities together for impact. This social sustainability positively impacts the purchasing policy.

How does Kerten Hospitality cater to the community whether serving Egyptian or international homebuyers?

To maintain our social sustainability requirements, we always focus on the local components within a destination aiming to serve our hosting community and give a sense of belonging to our international guests. We empower the locals and celebrate their culture. We always want to benefit our host community and see how this community would be beneficial to the brand. Our policy or motto is to maintain attractiveness to the local as well as to the international community. We integrate both communities into one under any Kerten Hospitality development.

This is unique about the identity of our project in Jeddah, for example – a lifestyle destination with 114 rooms and 14 food and beverage outlets where we host events, pop-up markets and community engagement. There, you can see the Arabic culture meeting the modernity of the 21 Century with social networking and community gatherings in the lobby and in the Plaza. Our brand also celebrates our community-centric projects in Egypt that showcase the culture exchange between the local/ host community and the international visitors.

How can we implement sustainable or green architecture? Would it increase the price for the endconsumer?

I think sustainable living is achievable and cheaper by using local materials. If we take as an example our projects in Ras Al Khaimah (UAE) – there, we



are aiming to build our project guestrooms and houses with local natural materials (like the stones from the mountain) that would serve as the building blocks of our project. There, we will re-use wood and stones from old and dilapidated houses in the area. Our project in Amman (Jordan), applies the same approach. We continue to reuse the material available there and repurpose it injecting new life. Therefore, the cost of renovation of those projects do not affect the final price of our new development. Long-lasting building is the core of healthy living and green architecture and the means to achieve sustainability with a proper environmental impact for the future.

Please explain to us the "locality" concept of your brand

As said earlier, we are an ESG-focused operator. We hire local, support the local supply chain and connect the local community to international travelers. We aim to blend and to root our project in the local culture but with a modern interpretation. In Egypt's flagship projects in Fouka Bay and II Monte Galala we are going to give a distinguished travel experience that is both attractive to locals and at the same time offers international experience. International travelers blend in the Egyptian culture.

By that we are safe to say that our projects on the North Coast's Fouka Bay and IL Monte Galala are completely different. Each embraces the culture of its locals under the sole identity of Kerten Hospitality. A mix that others need to watch out for.

How do you see the future of hospitality globally and locally in Egypt?

Sustainable travel is the future. In Georgia, where I just arrived ahead of the opening of our development in Tbilisi, we have adopted a real ESG initiative. International travelers are invited to volunteer in charitable activities during their stay to have a positive impact on the hosting city. The idea is not to have a neutral stay but a net-positive impact during their stay. There is much we can do as an industry while creating experiences and memories for locals and international travelers alike.







01 | REAL ESTATE MARKET UPDATES 2022

HAYAH KAREEMA INITIATIVE

| Urban Agglomerations Development



THE DEVELOPMENT OF SINAI & CANAL CITIES



Source: MPED, Cabinet & Nuca



Source: Cabinet, NUCA & Ministry of Housing, Utilities & Urban Communities

02 | NEW CITIES UPDATES 2022

CAPITAL GARDENS CITY	UPDATES ON NEW ALAMEIN CITY
29,000 Acres AREA	Beach Area
 Social Housing 61,518 NO. OF EXECUTED & ONGOING UNITS 22,104 NO. OF PLANNED & OFFERED UNITS Housing For All Egyptians Mo. OF PLANNED UNITS 6,528 NO. OF PLANNED UNITS 6,528 NO. OF PLANNED UNITS 1,056 (Unit Area: 90 m²) NO. OF OFFERED UNITS 	15 NO. OF TOWERS NO. OF TOWERS Entertainment Area Image (Capacity: 3,000 Cars) / Shops SUPPLY VOLUME Image Complete Status Image City Heritage City Image 260 Acres Area Image 260 Acres Area
Phase I 1,124 NO. OF BUILDINGS 29,496 NO. OF UNITS Underway STATUS	Underway STATUS UPDATES ON NEW MANSOURA CITY
Noor City 5,000 Acres AREA 16,160 NO. OF UNITS 1,256 NO. OF VILLAS	Sakan Misr 196 NO. OF BUILDINGS M. 4,704 NO. OF UNITS Ongoing STATUS
Service Buildings Underway 28 NO. OF BUILDINGS Include: Commercial Markets, Nurseries, Bakeries, Medical Units, Schools, Playgrounds & Youth Centers	JANNA 468 NO. OF BUILDINGS II1,232 NO. OF UNITS 95%+ COMPLETION RATE

Source: Cabinet, NUCA, Ministry of Housing, Utilities & Urban Communities



03 | PRIVATE REAL ESTATE PROJECTS UPDATES 2022





Source: Developers' Official Statements



Source: Developers' Official Statements



Source: Developers' Official Statements





Source: CAPMAS, IHS Markit, CBE & EGX





SUEZ CANAL REVENUES (USD MN)



NON-OIL EXPORTS



Top 10 Importers From Egypt During Q1 2022



Source: CAPMAS, Suez Canal Authority & MTI



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