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And finally, Summer... Have you been to the North Coast lately? Well, if you haven't, I bet you won't recognize it anymore. With New Alamein in its final development stages and the massive infrastructure upgrade that took place, the coastal highway -as it is now called- as a matter of fact, the entire North Coast destination is unrecognizable. But not to worry, you will soon get the hang of it but be very cautious on the road.

With those many changes, Invest-Gate will be available across many venues as we always have been but our locations this year may differ. So, follow us on our social media platforms to learn more about our North Coast locations.

Featuring this July is one big talk with Kerten Hospitality CEO Marloes Knippenberg before the company's big reveal of its projects this year. She takes us on a tour through ESG in the world of Kerten Hospitality and its sustainable methods in the hospitality industry. We also discuss the future of hospitality in Egypt especially through their latest ventures in Ain Sokhna and the North Coast.

Focusing this issue on coastal destination, we open again the serviced apartments file and how this market trend can prosper in Egypt and why it is appealing to many across the nation today.

Be sure to check on the market updates in our monthly Market Watch reports in the issue and download the entire report to get the latest facts and figures about the real estate industry and the Egyptian economy. This issue also covers the latest developments on the North Coast.

Enjoy your summer and Eid Adha Mubarak!



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JULY HEADLINES

Ministers of Housing & Local Development Inaugurate the Egyptian Pavilion at WUF11 in Poland

Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, and Mahmoud Shaarawy, Minister of Local Development, inaugurate the Egyptian pavilion at The 11th Session of the World Urban Forum (WUF11) under the slogan "Transforming Our Cities for a Better Urban Future" in Katowice District, Invest-Gate reports.



During the meeting with the delegations of participating countries, El Gazzar discusses opportunities for joint cooperation in the field of urban development. Additionally, the minister reviews the great leap that has been achieved in the Egyptian urban since President Abdel Fattah El-Sisi assumed office.

Moreover, El Gazzar addresses the efforts of the Egyptian state to provide housing units that meet the citizens' desires to get appropriate housing. As well as the state's efforts to eliminate unsafe areas and re-house the residents of

these areas in modern societies with integrated services.

He points out that Egypt achieves a great leap in the field of infrastructure by extending roads and bridges to reach the new development areas that are underway. In addition to implementing drinking water and sewage projects, desalinating sea water, and treating sewage for reuse. Besides the presidential initiative "Hayah Karima" to develop the Egyptian countryside and serve about 60 mn citizens.

Alarabia for Trading to Open an Automotive Factory in Industrial Zone Soon



Asmaa Makhoulf, head of the North Gulf of Suez Development Authority, welcomes a delegation from KSA, in the presence of officials of Alarabia for Trading, Manufacturing, and Transportation Services, in order to open one of the company's

factories for partial automotive manufacture, Invest-Gate reports.

Makhoulf confirms that the factory will be opened soon on an area of 163,688 sqm, within the expansion of Ataka Industrial Zone. Furthermore, investment opportunities and cooperation between the company and the North Gulf of Suez Development Authority are currently being studied.

"The City Authority seeks to overcome difficulties and attract various investments, within the framework of the state's interest and the New Urban Communities Authority to encourage investment and achieve development," Makhoulf stresses.

El Gazzar Inspects New Alamein City's Projects

Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, explains that the facades of 15 implemented towers are being completed in the beach area in New Alamein City in parallel with interior finishing works, Invest-Gate reports.

Also, a number of other towers are being implemented in the same area and some have reached the 30th floor.

El Gazzar adds, "The work has been completed in the Entertainment Area, which is in the middle of the beach towers area and overlooks the sea directly,



including a garage with a capacity of 3,000 cars and a number of shops."

Additionally, El Gazzar inspects the site coordination works on the main roads and the field works in the beach area. Besides the work progress on the 700-

El Gazzar Meets with Representatives of UN Human Settlements Program



Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, meets with representatives of the United Nations Human Settlements Program, namely Raf Tuts, director of the Global Solutions Division, and Irfan Ali, regional director of the Human Settlements Program, Invest-Gate reports.

At the beginning of the meeting, El Gazzar affirms Egypt's readiness to host the 2022 UN Climate Change Conference (COP27).

Moreover, the political leadership pays great importance to the UN Climate Change Conference (COP27) and holds periodic meetings of the Higher Committee for the preparation of the event, headed by the Prime Minister and the membership of the concerned ministers. Besides following the logistical arrangements and various activities for this conference, which scheduled to be held next November in Sharm El-Sheikh.

On the other hand, Raf Tuts, representative of the UN Human Settlements Program, explains that work is ongoing with the Ministries of Housing, Foreign Affairs, and International Cooperation to hold a ministerial meeting on the sidelines of the climate conference, in order to discuss the most important issues related to the importance of the role of sustainable cities in adapting to climate change.

acre residential compound, which includes villas, chalets, and buildings that contain about 12,500 housing units, as well as commercial stores.

Alike, El Gazzar inspects the developing and expanding works of the Alexandria-Matrouh coastal road, which is completed by the Egyptian Armed Forces Engineering Authority, with seven traffic lanes in each direction to speed up traffic.

Moreover, the finishing works on the facades overlooking the road in the Latin District, Downtown, and the Heritage City as well as planting and increasing the efficiency of the central island.



SAUDI EGYPTIAN DEVELOPERS LAUNCHES ITS 50TH PROJECT

“CENTRAL” THE LATEST LUXURY MIXED-USE PROJECT IN THE HEART OF NEW CAIRO IMPLEMENTED AT AN INVESTMENT WITH THE TOTAL OF EGP 10.3 BN.

Saudi Egyptian Developers (SED) launched its 50th and latest real estate project, “Central”, in the heart of New Cairo. This comes as a continuation of the company’s series of successful projects in the real estate development sector for nearly half a century, implementing the largest real estate projects nationwide.

“Central” is the latest integrated luxury mixed-use project that meets the needs of businessmen, shopaholics, and those who are looking for entertainment and fun. With a total investment of EGP 10.3 bn, “Central” combines the most popular brands and the best international restaurants, under one roof. The project spans over 160,000 square meters and a land area of about 21 acres.

A unique location

Located in one of the most strategic areas in New Cairo, “Central” enjoys a panoramic view of the North and South Teseen Streets, as well as the Mohamed Naguib axis, to meet the needs of companies, businessmen, and visitors.

Caters to one million people

According to the latest market research conducted by SED to ensure the project’s feasibility and practicality, the project serves more than one million people currently residing in this area, and is expected to cater to six million people by 2030.

Project Description & Facilities

“Central” comprises a number of commercial and administrative units of different sizes. The administrative units range from 114 to 490 square meters, designed according to the latest global designs of smart units, and supported by the latest technological infrastructure. The area is equipped with a three-story underground car park, covering the entire area of the project, to accommodate the largest number of visitors, workers, and owners.

According to the engineering designs, the construction work of the project is expected to be completed in approximately four years.

Payment plan

SED is offering “Central” project with a 10% down payment and up to six years’ payment plan.

An exceptional design

SED is committed to developing iconic and innovative projects. Hence, the company is always keen to partner with the largest and the most experienced international project’s consultants, such as WATG, the international design of this project. This project’s smart design offers multiple space options that can be re-divided and optimally utilized, with the possibility of traveling from one building to the other easily.

This comes in addition to various partnerships including RMC, the project’s local design consultant, Gleeds, the cost consultant for “Central”, ICE, the traffic consultant for the project, SAVILLS, the market research and retail consultant, and DECIPHER, the leasing consultant.

Highest quality according to construction codes

The project was designed according to the latest international construction codes, which apply the highest quality standards and smart infrastructure. These smart designs provide multiple space options that can be re-divided and optimally utilized.

Saudi Egyptian Developers (SED)

Founded in 1975, SED is one of the leading companies in the field of real estate development and investment. It was established under the umbrella of an international agreement between the government of Egypt, represented by the Ministry of Housing, Utilities and Urban Communities, and the Kingdom of Saudi Arabia, represented by the Ministry of Finance.

Over the course of more than 47 years, SED presented some of the most distinguished residential, administrative, commercial, and touristic real estate projects, that cater to a diverse population, and were implemented according to the highest global standards.



SAUDI EGYPTIAN DEVELOPERS

Palm Hills Implements Up to 2,700 Units in Phase I of Badya

Palm Hills Developments announces the implementation of 2759 new units in Badya diverse between 148 buildings, 1959 housing units, and 800 villas, Invest-Gate reports.

The implementation rates align with the plans set to develop phase I of Badya, which should be completed in 2023.

Palm Hills Developments pledges to spend more than EGP 1 bn on construction and buildings in Badya, the largest real estate project in West Cairo.

The company is set to start working on phase II next year while completing phase I in order to deliver the units to the clients according to the delivery dates and meet the huge demand for the project.

Moreover, the company starts to deliver the first phase of villas before the expected delivery dates, to accelerate the pace of construction of the project and deliver the units to the clients before the scheduled dates as the demand for the project increases.

Palm Hills achieves the highest sales in Egypt during Q1 2022 at a value of EGP 5.5 bn compared to EGP 3.4 bn, with an increase of 62% on an annual basis.

This increase in sales goes back to the increase in selling prices coinciding with the growth in the number of units sold during this period and an increase of 96% on an annual basis reaching 959



units in Q1 2022 compared to 488 units sold in Q1 2021.

Hazem Badran, Co-CEO and managing director of Palm Hills Development, says that the great demand for Badya's units and the accelerated growth rates in sales push Palm Hills to speed up the pace of construction in the city. Thus, completing the largest number of units in order to deliver the units ahead of schedule.

Badya is one of the largest projects for Palm Hills Development and the first integrated smart residential city in West Cairo with an investment of EGP 100 bn in collaboration with the Urban Communities Authority.

The project spans over 3000 acres with 50,000 housing units, varying between apartments, penthouses, townhouses, and standalone villas divided into six residential phases, and each phase

is a separate community with its own services and facilities.

The project also features commercial units representing 12% of Badya's land including different educational, sports, and entertainment facilities, the most notable is Badya International University associated with is one of the biggest universities in Europe. In addition to that, six local and international schools equipped at the highest level. Badya also includes a sports club on 80 acres, besides shopping malls, administrative offices, a clubhouse, cinemas, spas, and international hotels.

It is worth mentioning that Badya is located in the middle of the ring road around Greater Cairo and the regional ring road. It is also located on Al-Wahat (Oasis) road and is 45 minutes away from the NAC. Badya also oversees many of the new main axes, which refers that the project is connected to all kinds of services all over Greater Cairo.

GMC Participates in 4th Edition of The Big 5 Construct Egypt 2022

Green Modeling Contracting (GMC) participates in the fourth edition of The Big 5 Construct Egypt 2022 exhibition, which runs from June 25th to 27th, with the participation of a large number of major companies operating in the construction sector, Invest-Gate reports.

Abdel Rahman Gaweesh, CEO of GMC, says that the exhibition is one of the important events that his company was keen to participate in, as it hosts the largest number of construction and building industry experts in one place.

Moreover, The Big 5 Construct is one of the company's means to identify developments in the construction sector and new projects of companies operating in the industry. It is also an opportunity for direct selling to companies that showcase their projects in the exhibition and exchange discussions on industry developments with experts and specialists.

Gaweesh discloses that GMC has succeeded in implementing a huge package of distinguished projects within the Egyptian market, based on the construction boom that Egypt is currently witnessing, besides the



government's efforts to support contracting companies working abroad.

"There is a strong trend in Egypt's construction sector to use green energy sources, as there are many buildings that currently depend on generating the majority of their energy needs on green energy sources, especially in the NAC as a smart and sustainable city," Gaweesh elaborates.

The company is creating a separate entity within the group to be specialized only in providing innovative green energy solutions, including recycling and benefiting from pollutant emissions in electricity generation, heating, and cooling for buildings, hospitals, and factories, which will double energy

generation efficiency at a lower cost per Joule and without pollution.

Furthermore, Gaweesh reveals the company's plan to search for industry alliances with global leaders in the field of green energy and localize the green energy industry in Egypt in order to create job opportunities and provide foreign currencies to the country.

It is worth noting that GMC is one of the few companies specializing in the construction and maintenance of hospitals in Egypt and abroad. The company's client portfolio in Egypt includes most government agencies, institutions, and major companies in the private sector.

The company has succeeded in constructing 33 buildings within the Social Housing project, the Medical Center at the Wadi El Natron's Rehabilitation Centers, and the 6th of October Orthopedic Hospital, which is one of the largest orthopedic hospitals in the Middle East.

Likewise, GMC has succeeded outside Egypt in executing a variety of projects, most notably the development of the Neuro spinal Hospital project in the UAE for neurosurgery and spine.

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NCB Kicks off VERITY Project in NAC with EGP 500 mn Investments



NCB Development launches VERITY project, the company's first project in the NAC, with EGP 500 mn targeted sales, Invest-Gate reports.

Sherif Al-Ghazaly, CCO of NCB, indicates that the project is located on the main axis in Downtown, which is the western axis with a width of 70 sqm, links between the main axis of Bin Zayed, the government district, and the financial and business district, further it includes headquarters for international pharmaceutical companies. VERITY

features a ground floor and 12 commercial medical administrative floors, on an area of 3,632 sqm.

Moreover, VERITY's first phase has been launched and the second phase will be launched next month, followed by the third phase. It is expected to complete the project's sales within six months. Al-Ghazaly points out that the project selling prices start from EGP 18,900 per administrative meter with a payment system of up to 10 years, as a special offer during the booking period. Additionally, the company has completed the sales of units in the first phase.

CEO of NCB Ahmed Mahdy points out that the company contracts with the major engineering and operation companies for the project, like Arcrete Engineering Consultancy Company, as well as Brain to Fact Management and Operation Company to provide all the operational data for the project.

GAFI Cancels Land Reduction Decision Allocated to Makadi Heights

Orascom Development Egypt (ODE) announces that its subsidiary Makadi Heights for Tourism Development Company (Makadi Heights) has been notified by the Egyptian Tourism Development Authority (TDA) of a decision to reduce the land plot previously allocated to Makadi Heights by 1.75 mn sqm, Invest-Gate reports.

Accordingly, ODE will file a formal petition against the TDA's decision.

Today, ODE announces that the Egyptian Grievance Committee at the Egyptian General Authority for



Investment and Free Zones (GAFI) has accepted the petition submitted by Makadi Heights and canceled the decision issued in January 2022, reversing the TDA's land reduction.

Thus, the total land bank available for development at the Makadi Heights destination stands at 3.75 mn sqm.

DRE Investments Uncovers Marketing Plan for H2 2022

DRE Investments announces the most prominent features of its marketing plan during the second half of 2022, based on analytical studies for the real estate market and approved market research, Invest-Gate reports.

Ihab Al-Amir, marketing director of DRE Investments, says that the company has carried out multiple research and market studies on the trends of the real estate market since the beginning of 2022.

DRE takes into consideration the market changes that the sector is witnessing as a result of global economic changes, which contributes to having a promising professional plan during the second half of the year.

The marketing plan includes working on content marketing, handling clients according to their needs and requirements, highlighting the added values of real estate investment in the unit they are looking for, and constantly focusing on the real estate consultant role that helps the client to find the unit that suits his needs.



Al-Amir indicates that the company adopts credibility in marketing units and providing reliable consultants to each client, in order to have a continuous relationship with its clients and support the client's confidence in the company, further attracting new ones.

Moreover, the companies that obtained the franchise right from DRE will be supplied with the necessary marketing materials and advertising campaigns that align with the nature of the project, the company's reputation, and the specific plan to reach the targeted clients. Also, DRE begins granting companies the right to operate with a franchise system.

GV Developments Participates in Egypt Gate Expo



GV Developments participates in Egypt Gate Expo, organized by ACG-ITF Company, which will run from June 16th to June 18th, under the auspices of Prime Minister Mostafa Madbouly, Invest-Gate reports.

During the exhibition, the company will present Tarboul Industrial City, the first integrated and smart green industrial city, in cooperation with the General Authority for Construction and Housing Cooperatives.

Tarboul Industrial City has the latest infrastructure that meets the needs of 4G cities, to be an industrial complex with a new concept of sustainability and comprehensive development.

Located in Atfeeh village in Giza, Tarboul Industrial City includes commercial centers, and residential complexes, besides social and recreational services.

Sherif Hamouda, chairman of GV, says, "The company is keen to participate in major real estate events and exhibitions locally and abroad to be close to its customers, as well as provide them with exclusive offers and opportunities that suit their needs."

Hamouda points out that Egypt Gate Expo is one of the important exhibitions held in Egypt, which contributes to showing the real estate situation in Egypt and introducing the urban development that Egypt is implementing.

In Egypt Gate, the company offers different payment methods, meeting all customers' needs in all projects, including Tarboul Industrial City, Times Square in Port Said, White Sand North Coast, the fully finished Abbeville compound in Sheikh Zayed, as well as 9 Avenue in Nasr City.

Egypt Gate Expo is one of the most important real estate exhibitions in Egypt, which presents the opportunity and special offers by major companies in Egypt. The exhibition focuses on the NAC as it coincides with the transfer of government institutions to it, regarding the state's vision for horizontal expansion and the strategic plan 2052.

Estative Launches Real Estate Platform in Egypt, UAE



Estative platform launches a real estate social media platform to create a real estate community that brings together developers, designers, and construction companies, in addition to engineering and furniture consultancy firms, Invest-Gate reports.

The launch of the new platform took place on the sidelines of The BIG5 exhibition.

Ayham Jbara, CEO of Estative, reveals the launch of the platform in the UAE and Egypt on Saturday, June 25th, as the UAE and Egyptian markets have a great success and demand, especially the Egyptian market, which is experiencing a renaissance and urban development at an accelerating pace that is almost the strongest in the Middle East.

Estative website is created to provide a closer communication between real estate development organizations to allow easy and convenient access to information from decision-makers directly, which allows learning about

everything new in the real estate development market and investment in any country in addition to identifying interesting personalities and professionals in this field.

Additionally, the goal of the participation of people and companies in Estative, is to reach a wide segment of local and international customers and provide quick, direct, and transparent access to real estate services and products to investors.

Alike, Estative enables companies to set up their products on the platform, add their real estate products and services, and provide them with technologies and services that will increase sales in these companies.

Estative is been launching in Dubai, which is considered one of the most successful countries in the world in the real estate industry. And is now in Cairo to participate in the Big 5 exhibition, which brings together a large sector of international companies with more than 150 companies from Europe and Asia, in addition to more than 70 Egyptian companies.

It is worth mentioning that Estative aims to create a set of awards presented annually to the best companies in their field around the world and connect this vast world with the title of the platform, "Real estate is our life on this earth and Estative is its ideal platform."

MAQAM Misr Launches 5 East Tower Project in NAC



MAQAM Misr Developments announces launching its new project, 5 East Tower, in the Downtown area at NAC, with EGP 670 mn investments, Invest-Gate reports.

Al-Saeed Shaaban, chairman of MAQAM Misr, says that the 5 East Tower project spans over 3,585 sqm and overlooks the main axis with a width of 75 meters and an open garden with an area of 28,000 sqm.

The ground floor includes commercial units and restaurants, and the first floor includes a food court area. Meanwhile, floors from the second to the eighth will be allocated for administrative units, and from the ninth to the twelfth floor will be elite administrative units for the first time in the NAC.

Shaaban points out that the administrative units start from 36 sqm and commercial units start from 22 sqm. Additionally, MAQAM Misr offers payment

methods starting from 0% down payment and installment period up to nine years.

Moreover, MAQAM Misr has assigned Yasser Al Beltagy Architects (YBA) to be an engineering consultant for the project and the Emirati company Eltizam Group to manage and operate the project.

"The client who invests in the 5 East Tower guarantees the success of his investments from the first day of the contract. Also, the project is located in a distinguished place and developed by a number of specialists in different sectors, in addition to the company's previous work in constructing unique projects in the local real estate market," Shaaban highlights.

Shaaban reveals that the company plans to develop a residential and medical project in the NAC, stressing that the company plans to be world-class in developing ideal investment opportunities and providing innovative real estate solutions to the local and global market.

Alike, Yasser Al Beltagy, founder and chairman of the YBA, says that the YBA office will be an engineering consultant for the 5 East Tower project, which is one of the promising projects in which distinction has been taken into account in all its details.

City Edge Partners Counsel Masters to Lease, Manage North Square Mall



City Edge Developments announces signing a partnership agreement with Counsel Masters to lease, manage, and market North Square Mall in New Alamein City, Invest-Gate reports.

North Square spans over 164,000 sqm and, and it is set for operation in summer 2022.

Being the North Coast's first entertainment hub overlooking the Mediterranean and the Corniche, the project offers 86,000 sqm to be leased, and features commercial and cultural sites and restaurants, in addition to parking with a capacity of 3,200 cars.

Moreover, the project includes a hotel with 22 rooms ready for summer 2022, besides 46 rooms that will be ready by summer 2023, in addition to a 6,000-meter beach to provide North Square a great experience for New Alamein visitors and the entire North Coast.

Abdel Moteleb Mamdouh, vice chairman of NUCA, says, "New Alamein is set to host 2 mn residents by 2030 and is projected to start delivering housing units this year aligns with the state's plan to make progress in construction work in 4G cities."

For his part, Mohamed El Dahan, CEO of City Edge Developments, says after completing the construction phase, "We are bringing a unique complex featuring the biggest international and local experiences in shopping in the North Coast". El Dahan notes that the project combines sports and leisure activities, hotel services and shopping stores in one place.

Alike, George Mitri, chairman of Counsel Masters, states, "We are proud of the confidence from the Urban Communities Authority and City Edge for the second time in a row, to manage and operate North Square project after our success in managing and operating phase I of Mamshah Ahl Masr."

"This project will expand the company's business in managing and operating the tourism and entertainment parts, in addition to making North Square a global tourist destination in New Alamein," Mitri believes.



EGYPT GATE EXPO'S 1ST EDITION PROMOTES NATIONAL PROJECTS, NEW CITIES IN EGYPT

The first edition of Egypt Gate Expo, organized by ACG-ITF Company, runs from June 16th to June 18th at the Egypt International Exhibition Center, under the patronage of Prime Minister Mostafa Madbouly, Invest-Gate reports.

The two-day event showcases national real estate projects in new cities.

Ahmed Ghozzi, CEO of ACG-ITF, says, "Egypt Gate Expo sheds the light on several new real estate projects in Egypt, including residential, industrial, commercial, and administrative projects, besides national projects as the NAC."

Ghozzi notes that Egypt Gate is an opportunity for visitors to choose among many real estate products and make use of exclusive offers and facilities.

During the exhibition, Invest-Gate conducts interviews with a number of real estate developers to know more about the existing projects and the offered facilities, in addition to the importance of launching the exhibition at this time of the year, and exhibitions' role in boosting sales in the real estate market.

Sherif Hamouda, chairman of GV Developments, says, "Egypt Gate is one of the important exhibitions carried in Egypt, with the presence of major developers who offer their projects. The exhibition also contributes to showing the real estate situation in Egypt and introducing the urban development that Egypt is implementing to export real estate."

In the same vein, Hassan Ibrahim, vice president of GV Developments, indicates that the timing of Egypt Gate Expo is very important, especially with the beginning of the summer season and the high demand for projects in the North Coast. Further, the exhibition allows customers to know the price after the latest rise in the interest rate. He notes that the company did not exaggerate the increase in prices, and just covered the construction costs.

Ibrahim adds that his company is showcasing a number of projects during the event with different payment methods, fitting most of the customers. These projects are: Times Square in Port Said, which is 1,200 fully-finished housing units containing administrative and commercial areas, and a commercial mall, and Tarboul Industrial City, which is a national project in cooperation with the General Authority for Construction and Housing Cooperatives, in addition to the White Sand project in the North Coast, which sees a great demand of customers.

For his part, Haitham Ahmed, sales manager of AGECE Developments, confirms that the exhibition allows customers to know about the various projects that are offered by major development companies, expecting a huge turnout during the event.

"During the exhibition, AGECE Developments presents IVY Residence project in El Shorouk City, which is a residential project located on 25 acres and we target EGP 800 mn during the exhibition period," Ahmed states.

ATRIC Developments CCO Mohamed Khattab confirms that Egypt Gate Expo kicks off at a special time with the beginning of the summer, which sees a high demand for purchasing. On the other hand, real estate exhibitions are an opportunity for direct communication with customers and showing advantages in every project.

"At Egypt Gate, ATRIC Developments presents two projects, BOHO ELSOKHANA and Boardwalk New Capital. Also, the company expects a strong turnout during the exhibition period, due to the projects' superiority and the exclusive offers rolled out," Khattab believes.

Additionally, Ahmed Fouad, CEO of DeveloperX, states "The company participates in the exhibition with Bianchi project in the North Coast, Muse the strip and Muse el midan projects in the 5th Settlement, Ourika and Marrakech projects in Sheikh Zayed, and KOP project in the 3rd Settlement."

Fouad says that the exhibition is one of the means that achieving the company's marketing plan currently, adding the company has a great diversity in its portfolio of projects, which includes six projects to meet the customers' demands, the company also rolls out exclusive offers during the exhibition period only.

It is worth mentioning that Egypt Gate Expo is an opportunity to get familiarized with the major real estate developers in the Egyptian market and the Middle East, such as: Emaar Misr, Al-Ahly Sabbour, Madinet Nasr Housing and Development (MNHD), Ora Developers, Waterway Developments, Tatweer Misr, and GV Developments. The event hosts around 25,000 visitors during the exhibition period, according to Egypt Gate Expo website.

THE BIG 5 CONSTRUCT EGYPT KICKS OFF ON JUNE 25

Major General Hesham El Swefy, Chief of staff of the Engineering Authority of the Armed Forces, and Khaled Abbas, Deputy Minister of Housing, Utilities & Urban Communities, officially inaugurate The Big 5 Construct Egypt exhibition, Invest-Gate reports.

The exhibition's fourth edition runs from June 25 to 27 at the Egypt International Exhibition Center (EIEC) in Cairo, under the patronage of Prime Minister Mostafa Madbouly.

2022's edition sees the first participation of the Engineering Authority of the Egyptian Armed Forces, hosting five of its subsidiaries: Ramec Misr, Ghosoon, Konooz Misr, Egydrill Misr, and Makers (Misr Applied Knowledge Enterprise for Research & Science).

Moreover, companies from more than 20 countries will partake in the exhibition, in addition to three countries participating with pavilions for the first time, namely, Poland, Qatar, and Spain. This year's edition will see a 30% growth in international participation compared to 2021.

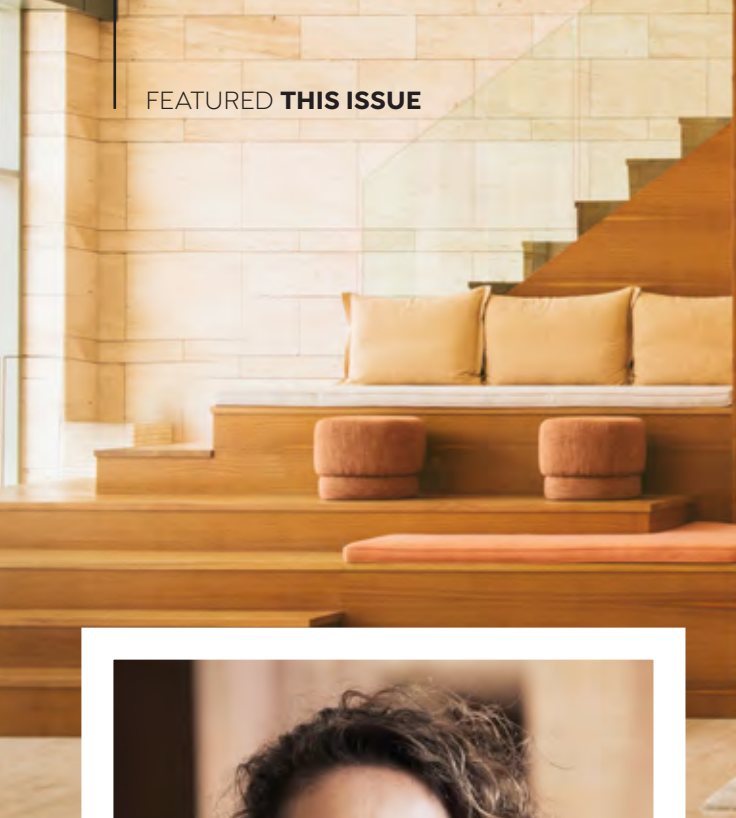
Abbas expresses his pleasure to attend The Big 5 exhibition, saying, "The participation of 20 countries and 250 companies in the exhibition reflects the expansion and development of the Egyptian market over the past six years, and reveals upcoming opportunities in the urban development achieved in Egypt, as well as the volume of investments amounting to EGP 600 bn annually from the government and the private sector."

Abbas adds, "We are now working on implementing the state's strategic plan for urban development 2052, which aims to double the urban area from 7% to 14% by 2030. In 2022 we reached nearly 14% at all levels. The number of new cities doubled in the last period. Over the last six years, 16 new cities were established by a President decree."

Additionally, Mohammed Almarshad, chairman of the National Real Estate Committee of the Federation of Saudi Chambers, says, "We meet here today after the Prince Mohammed bin Salman's visit to his second country, Egypt, and after his meeting with President Abdel Fattah El Sisi and the historical investment figure of SR 54 bn reflecting the size of economic cooperation between the two countries".

It is noteworthy that The Big 5 Construct Egypt provides the ideal business platform for Egyptian and foreign attendees to come together and know about the market trends, innovation, and source of solutions, in addition to completing commercial deals driving the future growth of the construction sector.





KNIPPENBERG HIGHLIGHTS THE IMPORTANCE OF ESG ECOSYSTEM IN REAL ESTATE

BY FARAH MONTASSER

In an exclusive interview with Invest Gate, CEO of Kerten Hospitality Marloes Knippenberg highlights the need for a shift towards ESG investments, operations and Ecosystems. She shares insights about the rollout of the Group's ESG-focused ethos across all properties, pipeline of developments as well as operations - a strategy that centers around Locality, support for the communities around projects and an embrace of a more sustainable operations mode.

You have talked a lot about the importance of investing in ESG, how is it applied at Kerten Hospitality?

Before I respond on the topic about our ESG (Environment, Social, Governance) focus, allow me to introduce who we are and what we do as this context is important for the roll out of our ESG strategy.

As a mixed-use and lifestyle operator we manage and operate hotels, branded residences, serviced apartments, workspaces and collaborative social/business hubs under our own brands all complemented by a suite of food and beverage concepts and in collaboration with other health, wellness, retail components.

We transform 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 and local travellers.

We manage a portfolio of 12 owned brands including: Cloud7 Hotel and Residence, The House Hotel and Residence, Ouspace - a collaborative Social Hub and serviced offices concept, Mhamo, UBBU - which is our

ESG initiative that we have been rolling out now. 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 our brands have been created with a purpose.

Our pipeline includes over 40+ projects globally that range from eco-luxury resorts in the UAE, to art hotels including residencies in Georgia, Jeddah's first lifestyle destination The House Hotel CityYard, urban city centre destinations in Italy, an experience hotel & hub in Jordan along with residences as part of the same development and a suite-only hotel in Kuwait in addition to the leisure and business mixed-use in the first sustainable destinations in the most prestigious developments in Egypt's North Coast - Fouka Bay and Il Monte Galala. We are growing our portfolio in KSA with an eco-resort in Abha and are soon making more announcements across the Middle East.

Across our footprint we apply our ESG-focused ethos across all properties, pipeline of developments as well as operations. Based on the Butterfly effect - small actions, especially done by many prompt global change & impact. UBBU which stands for United. Building a Better Universe is part of our DNA, from the first engagement on a project that is ongoing. It is part of our processes and company culture, and we are stepping up to drive this more significantly through our teams, partners, suppliers and the community with the main focus on locality.

Due to our commitment to collaborate with ESG-orientated organizations, we have been certified by the UN-backed PRI Principles for Responsible Investment - the world's leading proponent of responsible investment. As co-chairs of the Sustainable Hospitality Challenge - a global innovation

challenge that involves over 30 top tier hospitality schools - we have brought the innovation in sustainability closer to hospitality decision-makers working closely with the investment community to turn sustainability-focused projects into reality.

We have given our ESG strategy a name welcoming all organization willing to make a change beyond the Talk and embrace this as a mode of operation.

Can EGS be applied here in Egypt?

ESG can and needs to be applied anywhere in the world as long as there is commitment, collaborations that bring tangible outcomes and driven communities who ensure that it is embraced across the board and becomes a way of life and is not just nice-to-have but a must-have. We are very thankful to our partners Tatweer Misr - the largest real estate developer in Egypt who have pioneered sustainable, smart cities in Fouka Bay and Il Monte Galala - where we are a hospitality partner today. Their focus is on innovation, technology that empowers better wellbeing and more sustainable infrastructure that lies in the center of all design and planning for all their projects.

For instance, IL Monte Galala's location and topography were considered and led to the entire projects being carved in the mountains. The flagship project consists of multiple sustainable solutions, such as a sewage water treatment plant and a seawater desalination plant, a sustainable mobility solutions network, as well as smart waste collection services, smart lighting poles, etc.

We are completely aligned with our owners who are visionaries with a far-sighted roadmap aiming to leave the world a better place for the next generations. That is how building a happy community where residents and guests connect, innovate together and co-live in a smart IoT-empowered landscape becomes pivotal for any ESG investment. It's all about catering to the needs of the local community and curating a destination where Locality, hiring local and contributing to the Neighborhoods around through an end-to-end vetted network of like-minded businesses. The social impact in ESG is what we thrive on - hiring local, building better well-being, supporting local businesses and establishing communities that can share heritage, culture, food and a lot more with all visitors.

How does Kerten emphasize sustainability and the shift to green in especially with a focus here in Egypt?

As highlighted our partners, Tatweer Misr are pioneers in this field and they have been pushing the envelope of innovation in order to achieve something unique for the country - building a city within a city that rests on a smart, sustainable infrastructure with multiple solutions that support a net-zero, cleaner and greener environment. They have been the green ambassador in the country with a portfolio of people-centric solutions that adds value to the triple bottom line People, Planet and Profit for owners and all stakeholders involved.

What are local and/or international guests to expect when visiting Kerten's properties in Egypt?

In Egypt, our mixed-use projects have multiple components - hotel, branded residences, collaborative social and business hubs complemented by food and beverage concepts that build a wholesome destination. Across all mixed-use projects in Egypt, our guests can expect what we deliver across our larger footprint - customized unique experiences tailored around the destination that help build meaningful connections between guests and residents. All of these experiences would vary with the location, where Locality is key and so is the social element of building a network and a self-sustaining Ecosystem, if you will.

Connections, local collaborations, focus on giving back to the communities around our project are all part and parcel of our ethos and this is what we will contribute with in Egypt as well.

Our guests and long-short term stayers are to expect a tailored and personalized curated experiences and community build that changes around events, pop-up markets, farm-to-fork dinners with Michelin Chefs as well as multiple outcome-focused collaborations with education institutions, young generations initiatives and a lot more of genuine ESG engagements.

We strive to bring a personalized experience across any property, lifestyle destination and ultimately bring value not just to the real estate sector but to the human capital upskilling, knowledge-share and the investment climate altogether.

What does Kerten Hospitality hope to achieve in Egypt? How do you the hospitality landscape has been changing here?

I see great evolution and transformation with a futuristic viewpoint and many driven young people seeking to lead the change and not adapt to it. Our projects here will strive to place emphasis on the embedding our philosophy of inclusiveness, sustainability and community-centrism. We would continue to support the young entrepreneurial generation who seek to enter the business world or want to make a difference and impact. We hope to grow the communities around and help contribute to place Egypt on the global ESG agenda in real estates, net-zero hospitality and build multiple collaborations across different industries. We are here for the long-run and our plans are to further grow, expand and help contribute to the lifestyle hospitality space with a new generation viewpoints and outcomes.

Do you see any challenges in hospitality in Egypt?

I see endless opportunities that have grown out of challenges. I see owners and developers focused on the long haul who understand diverse portfolios and adapt to the new market demands prompted by the change of lifestyles. Today, anyone could work from anywhere in the world and this is not an option reserved just for the digital nomad of the past. Families can now pack and head to a destination with different components that make it enjoyable all year round for its events, facilities and pop-up activities for all ages and tastes.

I believe the willingness is there, the mindsets are properly set on the future and the speed of growth is supportive of the overall economic uplift in the country in a very sustainable way. These are the untapped opportunities present for all in the country that wait to be discovered, developed and outpaced by future-focused groups.

Can you update us on the status of Kerten's projects in Egypt and when do you expect them to open for guests?

We are rolling out our first phase of opening in Fouka Bay - a unique seaside project that goes beyond the sun, sand and sea and towards sustainability, ESG and strong community build for residents who are from around the world. Our phased openings will rollout from this summer with various hotels, residences and mixed-use destinations coming on the hospitality radar one after the other in the next 5 years. We are beyond excited to be part of the first opening of Tatweer's mega projects with more lined up moving forward.

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SERVICED APARTMENTS

WIN-WIN DEAL FOR RESIDENTS, STAKEHOLDERS, INVESTORS

BY WALAA GHANEM



An Experience Worth Your Try

A serviced apartment is different from your typical hotel room. It is an accommodation, fully furnished with home-like facilities, and perfectly provided with a number of services you dig for at the best hotels. Serviced apartment is the perfect home away from home.

You get access to a complete package including a bedroom (or bedrooms depending on its size), fully equipped kitchen, living room, bathroom or ensuite facilities, and parking facilities. Some units also incorporate a desk or dedicated study space, making them the best accommodation for business trips. All these home and hotel-like facilities needn't cost a mountain of cash either. Renting a serviced apartment is really affordable, whether you are staying for short or long term.

A Potential Profit still in Need to be Explored

While the idea of mixing residential units with all hotel facilities has recently gained popularity, especially that it can simply be owned or hired, Invest-Gate delves deeper into this kind of real estate that encompasses a built-in hotel and touch on its potentials to attract investors and achieve returns.

"When I have undertaken in building my Nonsuch service apartments compound at El Gouna in 2017, only a few knew about it. Since then, serviced apartments have timidly felt their steps in some spots across Egypt," Omar El Banna, CEO of B.I.D Properties tells Invest-Gate.

Owners best scenario is giving the operational hotel, in this case, the lease management of their units to ensure the same community features, and to maintain the investments of the owners. "If each apartment's owner offered his unit for rent by himself, the price would be variant and the whole project investments will be negatively affected," El Banna clarifies.

The residential units are well-furnished with as many facilities as the hotel; the customer would find every tiny detail he looks for such as interior, designs, air conditioner, towels, bed sheets, and daily to weekly room service. Although such an investment is highly profitable for the country and a source for foreign currency, it is not cemented by official stakeholders.

An investment Stuck With Red Tape

"It is a fatherless activity, neither the Ministry of Tourism nor the Ministry of Housing, Utilities and Urban Communities is focusing on," Alaa Fekry, CEO of Beta Egypt for Constructional Development, points out, categorizing such a project as a problem due to different categories set by both ministries to grant the license

whether as a touristic project or a residential one.

"In Egypt, it is not easily applied. The whole procedural process may last for years and is very complicated," hints Fekry.

Investing in these units is the leading concept behind that kind of touristic real estate as it targets renting the apartment throughout the year instead of letting it unexploited. In this regard, Ayman Samy, CEO of JLL company for construction consultation, says, "It is a leading trend in the new mega cities like the New Administrative Capital (NAC); notwithstanding the experience of both customer and investor is not prevailing."

However, it is rare in Egypt, as the first appearance of this idea was in El Gouna at the Red Sea. "You would always see either pure residential units, or touristic ones. El Gouna is the only spot in Egypt that has maintained the percentage of 1:1. That is to say each room in its hotels has a serviced apartment counterpart," El Banna points out.

Investors and developers are calling on the country to maintain and adopt this momentum, which injects job opportunities, pumps foreign currency into the national income, and proliferates the number of touristic real estate units. "This should be under the country's custody rather than being a victim to the realtors."

Real Estate Exportation

In tandem with mentioning service apartments, comes the notion of "real estate exportation". This notion correlates with the flows of tourists through Egypt. "The whole process of the unite ownership transfer takes years in Egypt. Meanwhile, it takes only half an hour in Lebanon," Fekry criticizes.

On the other hand, Samy argued, "In Egypt, the majority of real estate exportation is dealing with apartments only; however worldwide, it is related much more with investing in the locomotive real estate funds." Those funds undertake the process of purchasing, building, renting the real estate unites with high revenue and have easy going money transfer.

Thus, those funds are to solicit clients to invest money in residential units. "Those funds are such as insurance companies that invest their money in real estate, and I think that NAC is going that way," Samy clarifies.

"Exporting real estate in Egypt entails an adequate lifestyle that suits foreigners to feel as if they are at homelands, and this step is what Egypt is currently taking through its new mega cities," he adds.

THE WATERWAY

NORTH COAST



THE WATERWAY DEVELOPMENTS



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A TIME TO SEA

16516

رقم التسجيل الضريبي ٢١٣-٢٩٩-٢٢٢

01 | REAL ESTATE MARKET UPDATES 2022

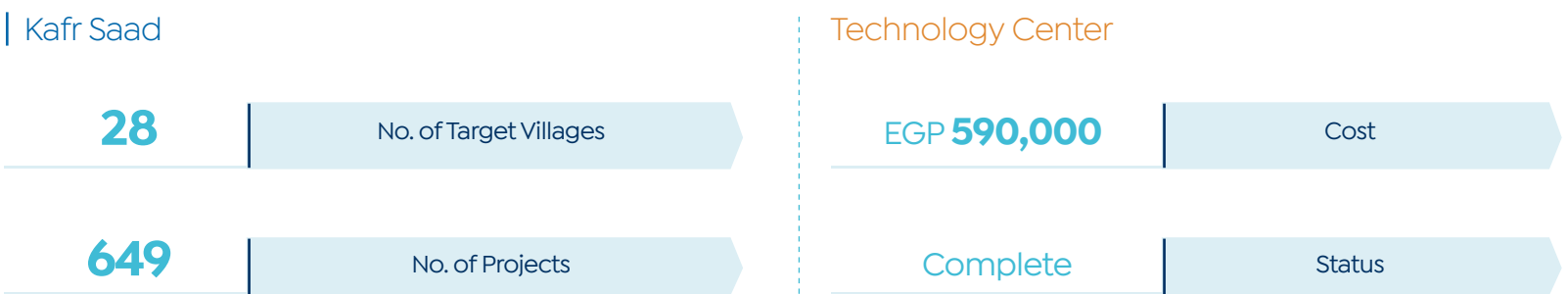
UPDATES ON HAYAH KAREEMA INITIATIVE

| Phase I



HAYAH KAREEMA INITIATIVE IN DAMIETTA GOVERNORATE

| Kafr Saad

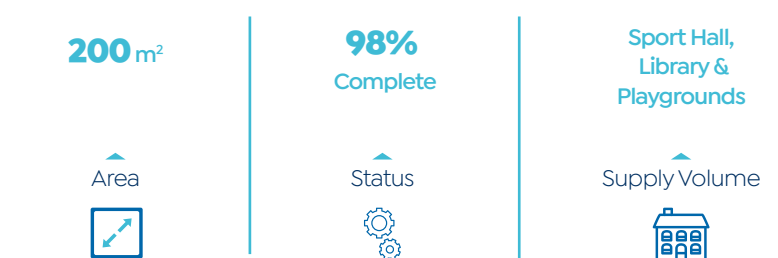


| Kafr Suleiman Al-Bahri

Government Services Complex



Youth Center



HAYAH KAREEMA INITIATIVE IN DAKAHLIA GOVERNORATE



Source: Cabinet

| Include:



- 31** Potable Water Projects
- 36** Sanitation Projects
- 31** Projects in Health Sector
- 24** Projects in Youth & Sport Sector
- 11** Social Projects

- 8** Projects For Local Development
- 36** Projects in Irrigation Sector
- 8** Agricultural Projects
- 26** Projects In Electricity Sector
- 26** Projects in Road Sector

DEVELOPMENT OF SAINT CATHERINE

| Housing Projects in Zaytouna Disrict

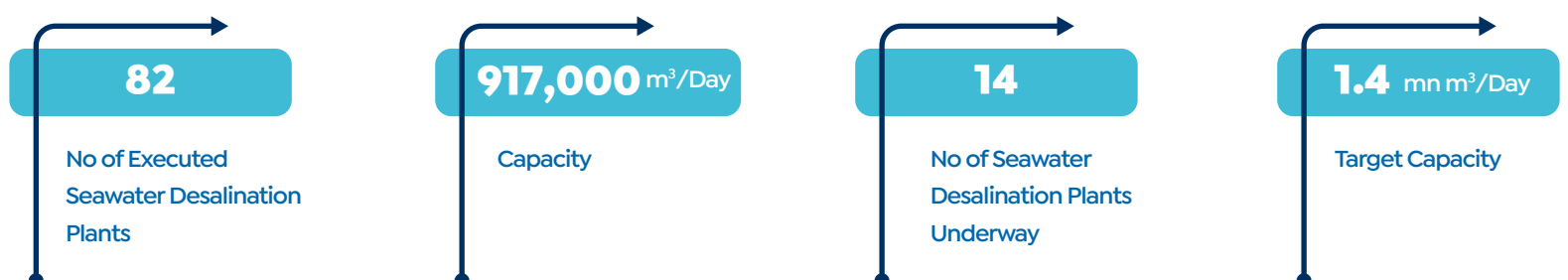


DEVELOPMENT OF SINAI

| Cooperation Protocol Between Ministry of Housing & Armed Forces Engineering Authority



SEAWATER DESALINATION PROJECTS



Source: Cabinet & NUCA

02 | NEW CITIES UPDATES 2022

PLOTS ALLOCATION FOR INVESTMENTS



72
NO. OF ALLOCATED
LANDS



731 Acres
AREA



New Cairo, 6th of October ,October Gardens,
New October, Sheik Zayed, New Alamein,
Shorouk City,Obour City, Badr City,
New Mansoura & Etc.
LOCATION

UPDATES ON NEW ADMINISTRATIVE CAPITAL (NAC)

Capital Park



10 km+
TOTAL LENGTH



1,000 Acres
AREA



85%
COMPLETION RATE

UPDATES ON 15TH MAY CITY

ZOHOUR MAY



42
NO. OF BUILDINGS



Complete
STATUS



Commercial Market, School, Nursery
Medical Center (Investments: EGP **550 mn**)
SUPPLY VOLUME

EL Narges Area



465
NO. OF BUILDINGS



11,160
NO. OF UNITS



EGP **3 bn**
INVESTMENTS



90 m²
UNIT AREA



35%
COMPLETION RATE

UPDATES ON NEW ASSIUT

Social Housing (Phase V)



226 Acres Area
LOCATION



648
NO. OF UNITS



Underway
STATUS

UPDATES ON NASSER CITY

Badr University



81 Acres
AREA



6
NO. OF FACULTIES



Complete
STATUS



Sep **2022**
OPENING DATE

Executed Housing Projects



66 Buildings
SOCIAL HOUSING



110 Buildings
SAKAN MISR

Executed Service Buildings

Commercial Market, Medical Unit, Nursery, Police Point,
Firefighting Point & Primary School

UPDATES ON NEW PORT SAID CITY (SALAM CITY)

Housing For All Egyptians



217
NO. OF BUILDINGS



4,340
NO. OF UNITS



Underway
STATUS

03 | PRIVATE REAL ESTATE PROJECTS UPDATES 2022



NEW RESIDENTIAL PROJECTS

WESSAL

Developer: The National Bank of Egypt (NBE) & Banque Misr



LOCATION

Cairo-Suez Road



AREA

800 Acres+

SUPPLY VOLUME

No. of Units & Utilities : **10,000 +**

SITIO

Developer: El Khalifa Group



LOCATION

West Cairo



AREA

6 Acres



TARGET SALES

EGP **400 mn**

SUPPLY VOLUME

No. of Units: **30**

Unit Types : Villa, Twin House & Standalone Villa

Unit Area: Starting From **359 m²**

Commercial Mall (Area : **3,000 m²**),
Swimming Pools, Cycling Places, Tennis Court & Walkway

MADAR

Developer: TAMAYOZ Developments



LOCATION

Downtown, NAC



AREA

2,600 m²

LAKE WEST 2

Developer: Cairo Capital Developments



LOCATION

Sheikh Zayed City



AREA

14 Acres



DELIVERY DATE

Within **3 Yrs**

SUPPLY VOLUME

Townhouses, Twin Houses, Standalone Villas & Panoramic Villas

Panoramic Villa Area: **296 m²**

Standalone Villa Area: **282 m²**

Twin House Area: **257 m²**

Townhouse Area: **230 - 243 m²**

HAVEN BUSINESS TOWER

Developer: EGICS Development



LOCATION

Downtown, NAC

SUPPLY VOLUME

Commercial, Administrative & Hotel Mall

Ground & **12 Floors**

AZHA NORTH

Developer: Madaar Development



LOCATION

Ras El-Hikma,
North Coast



AREA

250 Acres



INITIAL INVESTMENTS

EGP **16 bn**



PROJECTS UNDERWAY

BIANCHI ILIOS

Developer: Developer X



LOCATION

North Coast



AREA

115 Acres



DELIVERY DATE

Within 4 Yrs

SUPPLY VOLUME

Unit Types: Chalets, Villas, Twin Houses & Townhouses

5-star Hotel, Lakes, Entertainment Area & Commercial Area

I-CITY NEW CAIRO

Developer: Mountain View



LOCATION

New Cairo



AREA

500 Acres

Housing Ready-To-Delivery Units



TOTAL CONTRACTUAL SALES

EGP 2 bn



DELIVERY DATE

Within 6 Months From Contracting Date

SUPPLY VOLUME

Apartments & Villas

Apartment Area: Starting From 155 m²

1 Villa Area: Starting From 255 m²

MAADIVIEW

Developer: Maadi Co. for Development and Reconstruction



LOCATION

Shorouk City



AREA

136 Acres

Source: Developers' Official Statements

THE CITY OF ODYSSEA

Developer: Al Ahly Sabbour



LOCATION

Mostakbal City



AREA

528 Acres



TOTAL INVESTMENTS

EGP 29 bn

SUPPLY VOLUME

Green areas & Parks

Entertainment Hub

International Schools

International Commercial Promenade

AZAD VIEWS

Developer: TAMEER



LOCATION

5th Settlement, New Cairo



AREA

40 Acres



TOTAL CONSTRUCTION COST

EGP 300 mn



COMPLETION DATE

2025

SUPPLY VOLUME

No. of Units: 830

Apartments & Penthouses



STATUS

Starting The Construction Work For Phase I

SEABELLE

Developer: Maadi Co. for Development and Reconstruction



LOCATION

New Mansoura City



AREA

58 Acres

04 | ECONOMIC SNAPSHOT UPDATES 2022



INTEREST RATES



* MPC Meeting was Held on June 23



ANNUAL HEADLINE INFLATION



NET INTERNATIONAL RESERVES (USD BN)



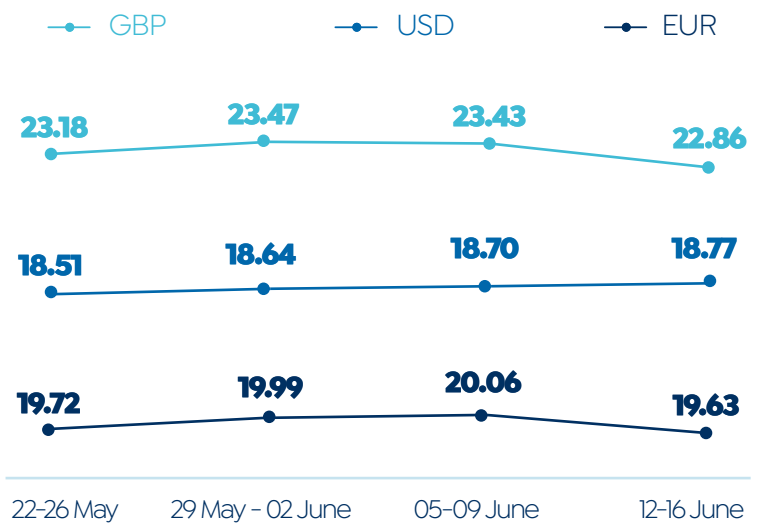
PURCHASING MANAGERS' INDEX (PMI)



MONEY SUPPLY (EGP MN)



EXCHANGE RATES

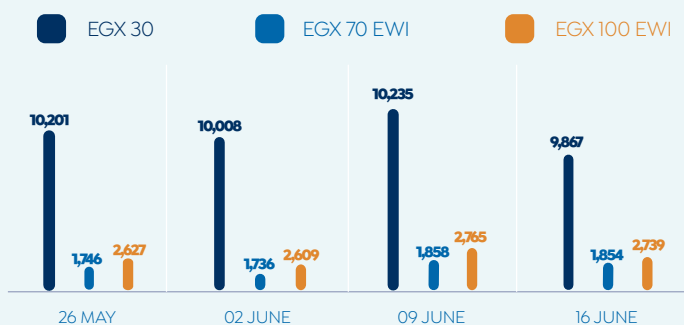


DOMESTIC LIQUIDITY (EGP MN)

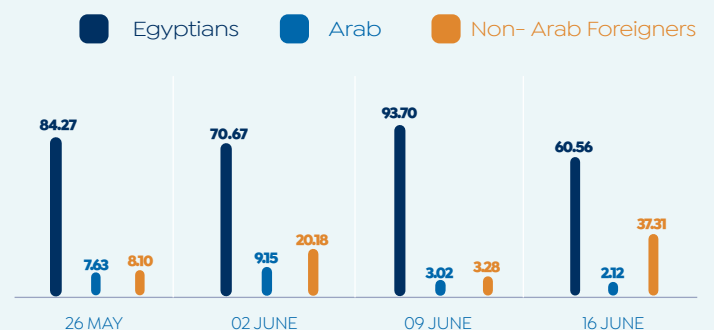


CAPITAL MARKET INDICATORS

MARKET INDICES

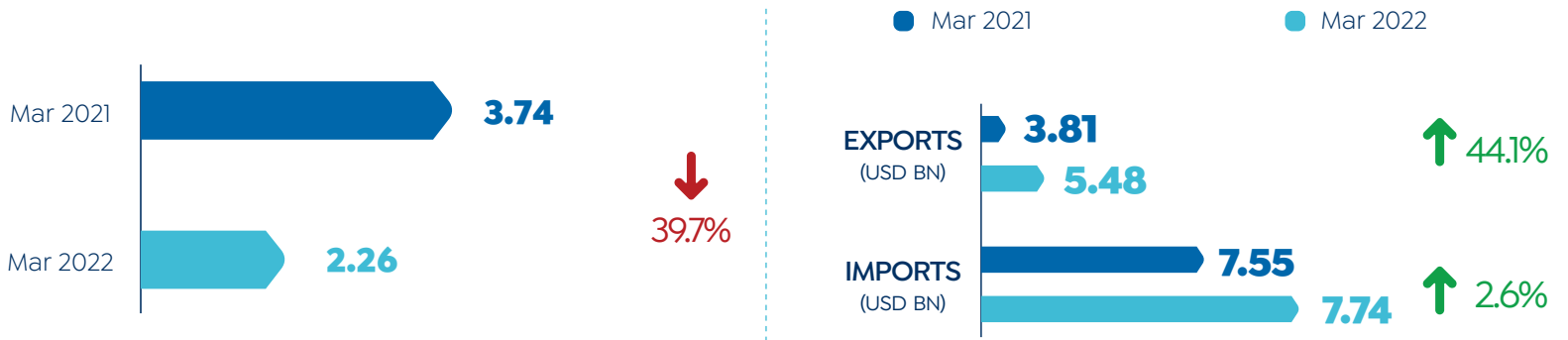


INVESTOR TYPE (%)



Source: CAPMAS, IHS Markit, CBE & EGX

TRADE DEFICIT (USD BN)



SUEZ CANAL REVENUES



EGYPT'S BUDGET

Debt Rate (% of GDP)



Primary Surplus (% of GDP)



Total Revenues



Total Expenditures



Overall Deficit (% of GDP)



GDP Growth Rate





**COLDWELL BANKER
COMMERCIAL
ADVANTAGE**

ESG & LEED Zero In Future Real Estate



ESG – Environmental, Social and Governance is becoming crucial for all businesses with all sizes since it is a way to safeguard new investments and developments from future risks. Adopting ESG measures is more important than ever to thrive in the present and upcoming projects, in addition to sustainability and social responsibility which are a must in all the future of the real estate.

Environmental is the term looking for asset consumption of energy and its impact on the surrounding environment. **Social** is related to eco-friendly materials, smart technological heating, ventilation, eco-friendly buildings. **Governance** is associated to internal practices and policies that lead to effective decision making and legal compliance and transparency.

ESG factors as per the International Valuation Standards (IVS):

- Environmental Factors: Air and water pollution – Biodiversity – Climate Change – Carbon Emissions – Deforestation – Waste Management – Water Scarcity.
- Social Factors: Health & Safety – Community Relation – Customer Satisfaction – Data Protection and Privacy – Development of Human Capital.
- Governance Factors: Transparency – Audit Committee Structure – Board Diversity and Structure – Rule of Law.

The Intersection of ESG and LEED Zero

LEED Zero goes in line with ESG objectives as both provide a framework for healthy, sustainable and greener buildings without impacting the climate change. LEED Zero recognizes buildings that achieve a net zero balance of carbon, energy, water and waste.

To obtain LEED Zero Carbon, a project must achieve equivalent balance of zero for the past year through the equation (Carbon Balance = Total Carbon Emitted – Total Carbon Avoided). LEED Zero Energy and Water are obtained as well as LEED Zero Carbon criteria.

LEED helps investors meet their ESG goals by providing investors with the globally recognized green building framework to measure and manage their real estate performance. It helps to implement management practices to prioritize building efficiency, decrease operational costs, increase asset value and ensure productivity, comfort and wellbeing for occupants.

Zero Energy Housing in Egypt

Zero Housing in Egypt can be achieved by several ways such as the use of solar panels to create energy, reduce energy demand through lighting sensors, using natural ventilation, using double walls to delay thermal transmission from outside to inside at day and vice versa at night.

Water recycling system to be integrated in Zero Energy Housing through a system to reuse the water coming from bathroom showers into garden and car washing.

Space between buildings is very important especially in hot areas to get as much shadow as we can to reduce the energy needed to cool residential units to the minimum.

Egypt is on the track for “Zero Energy Housing”, as we build over forty new sustained cities that achieve all sustainable factors such as space between buildings and obligated use of solar panels in New Administrative Capital.

Egypt built the world’s largest wastewater treatment plant in the Eastern bank of the Suez Canal to save more than two billion cubic meters of water that used to get wasted in the sea.

Road To COP 27

Egypt will host the 27th UN **Climate Change Conference** in Nov. 2022, on behalf of Africa and is setting an ambitious target of 50% of the country’s projects to be green by 2024.

Egypt’s energy policy reform process initiated in 2014 has reduced the annual increase in electricity demand to 2-3% vs. an average rate of 7-8% between 2000 and 2010 with the large savings in greenhouse gas emissions.

A new industrial revolution emphasis to reduce carbon footprint by switching from heavy oil use to natural gas projects. In addition to the green and safe transit systems that reduce GHG emissions by building a new underground metro line, two highspeed monorail lines, first electric buses and first bike sharing scheme.

The rewards of LEED Zero & ESG are not only a smart move for businesses but there are countless paybacks whether in accelerating growth, cost-reduction, effectiveness and guidelines for sustainable development that are targeting humanity at large.

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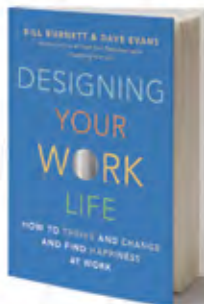
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TOP 10 STAFF PICKS

for Business and Work Life

Assistive books for entrepreneurs and investors to run a successful business seamlessly, be aware of the market challenges, and find ways of coping with the change.



DESIGNING YOUR WORK LIFE
BILL BURNETT & DAVE EVANS



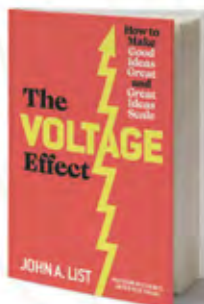
RUN WITH FOXES
PAUL DERVAN



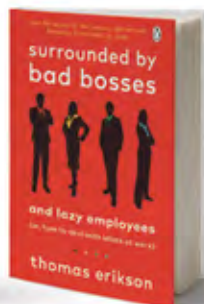
MASTERS OF SCALE
REID HOFFMAN



HOW TO THINK ABOUT MONEY
JONATHAN CLEMENTS



THE VOLTAGE EFFECT
JOHN A. LIST



**SURROUNDED BY BAD BOSSES
AND LAZY EMPLOYEES**
THOMAS ERIKSON



BEYOND DIGITAL
PAUL LEINWAND
& MAHADEVA MATT MANI



THE PREPARED GRADUATE
KYYAH ABDUL



NET POSITIVE
PAUL POLMAN
& ANDREW WINSTON



HOW I BUILT THIS
GUY RAZ

TAX NO. 200-221-043



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HOMETOWN
DEVELOPMENTS



FARAG: **NAC'S PROSPEROUS FUTURE SOON TO BE UNVEILED**

As Egypt moves closer to inaugurating the New Administrative Capital, Invest-Gate sits with one of its leading real estate developers, Hometown Developments Chairman Diaa El-Din Farag to discuss NAC's market trends, its anticipated real estate investment future and shed light on Hometown Development's projects and the latest on offer.

How do you evaluate the investment climate at the new capital?

Everyone, today, understands the value of NAC in the investment market for its diverse and endless opportunities especially for real estate developers. Many investors have added a number of projects to the new capital and not just one, which indicates a good experience and future prosper. Additionally, we have seen the Administrative Capital For Urban Development (ACUD) support to all developers and investors as it continues to attract more potential investors; not to mention, its distinguished offers it rolled out at NAC in recent years.

How do you predict its investment future and ROI?

In my opinion, real estate remains a safe haven for investment with a high return, regardless of the rate of increase and decline in other industries. Also, the real estate market didn't witness a decline in the Egyptian market before. It continues to achieve a high rate of developments and ROI. The market is suitable for all forms of investments and has a constant future. With rolling out new projects and new investment systems, we will find that there are different forms of investment that benefit customers, whether renting or owning.

What makes Hometown's commercial projects stand out?

Hometown Developments benefits greatly from joining of the NAC early by offering many distinctive projects. The company is able to obtain four plots of land in the best locations across the capital. As for the company's projects, Zaha Park comes at the forefront. It is the company's first project in NAC and includes a commercial, administrative, and medical, spanning over 7,200 sqm in the MU23 area between R2 and R3. The project consists of 10 floors. Hometown implements more than 65% of its construction works in order to deliver it before the end of 2022.

The company's second project is Lafayette Mall, which is the largest Mega Mall in NAC. It is a commercial and entertainment project over an area of 43,000 sqm. The project is located in the best location in downtown, directly opposite Al-Massa Hotel, in Plots No. 1 – 2 next to the central station of the monorail.

Lafayette Mall is designed by DMA Engineering Consultants and features a ground floor and five floors, in addition to two basements, about 600 commercial stores, 85 restaurants, and a café. It also features a children's play area, an ice-skating area, and a dancing fountain.

In addition, there is Village Mall project, which is located in downtown as well over an area of 22,000 sqm, with a ground height and five floors. The project includes a complex of eight cinema halls in addition to a Roman theatre and green spaces with an area of 25,000 sqm.

Hometown Development's latest project in NAC is the Eudora Mall project, which is located in an area of 13,700 sqm in the best location in the capital, directly in front of Al-Massa Hotel. It is a commercial mall and a complex of restaurants. It consists of six commercial floors, and the project units' spaces start from 30 meters.

Can you give us an update on their construction and delivery timeframe?

For Zaha Park project, the company succeeds in implementing more than 70% of its construction works, in order to deliver before the end of 2022. While the rest of the projects are underway, in order to deliver to customers on the scheduled time.

What is the current market trend now at the new capital? Are individual investors drawn to renting or buying?

Actually, the best thing about NAC is that it has all forms of investments and every client can choose what suits him based on his financial capabilities and his investment plan, so we can't specify which the investor prefers, whether buying or renting.



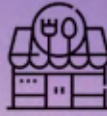
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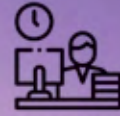
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