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## EDITOR'S LETTER

It is back to school and back to work season. We hope you had a good summer vacation but now we need to motor and head back to the capital for some major real estate activities taking place this month.

We begin with the always anticipated Cityscape Egypt taking place on September 21. As usual, who's who in real estate are hands on to get the show started, showcasing the latest projects, and providing clients with exceptional offers. Speaking of real estate exhibitions, Invest-Gate opens up the exhibition topic one more time in the issue. Are they fruitful or not? We raise the question. Take a read on what our experts had to say.

We bring you the latest market updates and economic growth rate in Egypt. Before you hit the road for Cityscape be sure to review our market watch report.

Enjoy!

With this issue my journey at Invest-Gate has come to end. With all the ups and many downs, I am grateful I shared them with the Invest-Gate editorial team and wish them all the best. We have come this far and I am sure you will do more in the future.

Good Luck Invest-Gate team



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# INVESTGATE

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# SEPTEMBER HEADLINES

## Minister of Housing Inspects Work Progress in New Cities

Assem El Gazzar, Minister of Housing, Utilities and Urban Communities, says that officials of the new cities' authorities inspect utilities, roads, housing, and service projects, Invest-Gate reports.

Ahmed Omran, head of 10<sup>th</sup> of Ramadan City Development Authority, inspects the implementation of social housing buildings in neighborhood 33, in addition to the implementation of social housing buildings for 21 buildings with 504 housing units in neighborhood 12 in order to deliver them with full facilities.

Moreover, Omran inspects the work progress to implement 52 social housing buildings within phase IV of Al-Andalus neighborhood in neighborhood 16.

For his part, Ammar Mandour, head of Badr City Development Authority, inspects the works of developing and expanding roads in the first and second neighborhoods. Further, asphalt layer implementation on Al-Dayer Services Road for Services in the second neighborhood reaches 80%, with EGP 74 mn investment.

Ragab Salman, head of Sadat City Development Authority, inspects the finishing works of the housing projects in phase V in Al Firdous neighborhood within "Housing for All Egyptians" initiative. These projects feature 100 buildings with 2,000 units of three rooms and a hall,



besides five buildings with 180 units of two rooms and a hall.

Additionally, Ahmed Hammam, head of the New Borg El Arab City Development Authority, follows up on the implementation of the road works from the eastern entrance of the city to the industrial areas through the central wholesale market, while the implementation rate reaches 85%.

Adel El Naggar, head of 6<sup>th</sup> of October City Development Authority, inspects the restoration work of the base layer, asphalt pavements, and the irrigation network in the West Somid area. El Naggar indicates that a wide plan was set to maintain roads in industrial areas, neighborhoods from the 1<sup>st</sup> to the 12<sup>th</sup>, the southern, the northern, and the western sectors

## SCZONE Establishes New Logistics Zone in Sokhna

Walid Gamal El-Din, chairman of the General Authority for the Suez Canal Economic Zone (SCZONE), meets Urs Moll, CEO of DP World – Sokhna, to discuss cooperation means and joint work in the coming period along with the ongoing development work in Sokhna Port, Invest-Gate reports.

Gamal El-Din confirms that the coming period will see intensive meetings with development partners, within the framework of the authority's strategy to support success partners and provide integrated services in line with the authority's vision and Egypt's vision 2030.

It is worth mentioning that the Main Development Company, one of the economic zone's companies, and DP World – Sokhna sign a contract to establish a new logistics services zone. The contract is signed by Abdel Nasser Al-Refa'i, chairman of the board of directors of SCZone Development Company, and Urs Moll, CEO of DP World – Sokhna.



The newly signed contract aims to establish a new logistics zone for DP World over 300,000 sqm, with an expected investment of \$80 mn. This logistics zone will be used for servicing the economic zone's investors.

Additionally, the new logistics zone aims to provide around 600 direct job opportunities and indirect job opportunities. The implementation of the project will start within months, while operations of phase I will start by the end of 2023, with investments of \$50 mn.

## Real Estate Sector Tops EGX with EGP 7.1 bn Turnover in August



The real estate sector tops the trading value of the sectors traded on the Egyptian Exchange (EGX) in August 2022 with a trading value of EGP 7.1 bn and a trading volume of EGP 4.6 bn shares, Invest-Gate reports.

The banking sector came in second place with a trading value of EGP 4.5 bn and a trading volume of 139.95 mn shares, followed by the non-banking financial services sector with a trading value of EGP 3.6 bn and a trading volume of 2.7 bn shares.

As for the telecommunications sector, it came in the fourth place with a trading value of EGP 2.97 bn and a trading volume of 1.99 bn shares, subsequently the basic materials sector with a trading value of EGP 2.4 bn and a trading volume of 293.6 mn shares.

Additionally, the main index of EGX, EGX30, closed at a growth of 5.61% in August 2022 to settle at 9,998 points, while the EGX70 EWI index rose by 17.82% to settle at 2,201 points.

By the end of August, the EGX gained EGP 51.8 bn, closing the market capital of the shares listed in the inside market at EGP 685.2 bn with an 8.18% growth rate, compared to EGP 633.4 bn at the end of July.

August's total trading value reached EGP 100 bn and its trading volume reached 19.8 mn papers executed on 1.299 mn transactions, compared to July's EGP 39.8 bn in trading value and trading volume of 6.634 mn papers executed on 532,000 transactions.

Egyptians' transactions recorded 82.9% of the total transactions on listed shares, while foreigners accounted for 11.9% and Arabs accounted for 5.3%, excluding deals.

Moreover, foreigners recorded EGP 16.2 mn net sales, while Arabs recorded EGP 1.9 bn net purchase, excluding deals.



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## Makadi Heights Partners Metropolitan Schools for Educational Services in Red Sea



Makadi Heights, developed by Orascom Development Egypt (ODE) in the Red Sea, contracts with Metropolitan schools and nurseries, part of St. Fatima Educational Group, to open its first branch for pre-primary education in the Red Sea, with EGP 15 mn investments, Invest-Gate reports.

Tamer Dewidar, CEO of Makadi Heights, explains that the company seeks to provide an integrated and appropriate social environment that meets all needs. The cooperation with Metropolitan schools and nurseries supports the company's expansion plan to provide more essential services in Red Sea City.

Additionally, it is planned to build a pre-primary education stage on an area of 1,000 sqm in order to accommodate the largest number of children from Makadi Heights residents and the neighborhoods. The new academic year will

start in 2023/2024 and five classes will be opened for up to the age of five years.

For his part, Saif Sameh Habib, chairman of Metropolitan Schools and Nurseries, states, "We are proud to cooperate with Makadi Heights to provide a unique educational service in line with the nature of the city and suitable for different families, whether Egyptian or foreign."

Furthermore, Metropolitan Schools graduated more than 138,000 students and has more than 1,700 specialists in its ten institutions.

On the other hand, Makadi Heights started delivering phase I of the city's new general plan, where 248 units of various sizes were delivered, including 126 units that will be delivered six months ahead of schedule. Moreover, 122 units will be delivered on the schedule agreed upon with the clients.

In addition, Bayou lagoon was delivered within phase I with an area of 7,340 sqm, which was scheduled to be delivered in 2024. This refers to the company's keenness to provide the best-integrated ecosystem for Makadi Heights residents.

It is worth noting that Makadi Heights is located in Makadi Bay in the Red Sea, on a total area of 3.75 mn sqm, 15 minutes from Hurghada International Airport, 20 minutes from downtown Hurghada, and 40 minutes from El Gouna.

## Nakheel Developments Rolls Out Distinctive Payment Plans for Ojal Phase

Nakheel Developments launches distinguished payment plans in the new phase Ojal in the NAC, with a down payment starting from 5% and installments up to 10 years, Invest-Gate reports.

Wassim Ouda, head of the Commercial Sector at Nakheel Developments, says that Ojal is a new phase within Double Two Tower project in the NAC. The new phase includes commercial units, administrative offices, and hotel apartments, which makes the project integrated and distinct in all its details.

Ouda adds that the company offers competitive and distinctive payment plans that suit the purchasing power of the target customers. These plans are developed based on studies carried out by the company to take into account market variables and achieve a balance between the company and the interests of customers.

Moreover, the commercial and administrative parts of Ojal will be operated and managed by EFS MISR, a subsidiary of EFS Global. As for



hotel apartments, they will be managed by Time Hotels for hospitality services and will be delivered fully finished and furnished to customers.

It is worth noting that Double Two Tower project features commercial units, administrative offices, and hotel apartments on an area of 9,000 sqm. The commercial part occupies the ground and the first floors on an area of 4,000 sqm per floor, representing about 45% of the total area of the project. The remaining floors span over an area of 1,350 sqm per floor, representing 15% of the project's total area.

## Inertia Launches New Phase in Jefaira Project in North Coast



Inertia launches a new phase in Jefaira project in the North Coast, named Ayla. The new phase spans over 353,000 sqm, with total investments of EGP 3.8 bn, Invest-Gate reports.

Ahmed El Adawy, CEO of Inertia, explains that Ayla includes distinguished units that meet the needs of a large segment of customers. The phase's units vary between villas, townhouses, twin houses, and chalets, with spaces comprising two and three rooms.

Additionally, 95% of Ayla units overlook the lagoons and 5% of the units overlook green spaces with an area of up to 30 acres. Furthermore, the units will be fully finished upon delivery.

El Adawy adds that about 84% of the project is comprised of greenery and open spaces. Ayla encompasses swimmable lagoons stretching over 50,000 sqm. In terms of architecture, this phase is inspired by the architecture of the Mexican City Tulum.

The company's CEO discloses that Jefaira project spans over 5.8 mn sqm and includes several phases. The development of the first neighborhoods of the project, The Furl Neighbourhood, began in 2017, then The Quayside Neighbourhood in 2018, and The Cribs Neighbourhood in 2019.

The built-up area of the project is 20% to accommodate open spaces and various services for the clients. Moreover, the company will start the first deliveries of the project in 2022.





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## Bin Salman Inaugurates Infrastructure Works for Rua Al Madinah Project



Mohammed bin Salman bin Abdulaziz, chairman of the Council of Economic and Development Affairs and chairman of the Public Investment Fund (PIF), inaugurates the infrastructure works and unveils the master plan for the Rua Al Madinah project in the area east of the Prophet's Mosque, Invest-Gate reports.

The project is developed and implemented by Rua Al Madinah Holding Company, which is PIF's company that specializes in the development, operation, and real estate investment in Madinah.

Mohammed bin Salman says that the Rua Al Madinah project will raise the capacity to facilitate hosting 30 mn Umrah pilgrims by 2030. Also, the project will be implemented to the highest international standards.

After rehabilitating 1.5 mn sqm, the project is set to add over 47,000 hotel rooms by 2030. The project spans over 83,000 sqm and it will feature green areas and open spaces comprising 63% of the project's total land area.

Furthermore, the project will offer many integrated transportation solutions, including nine bus stops for visitors, a metro station, tracks for self-driving vehicles, and underground parking. These services will facilitate visitor access to the Prophet's Mosque, will support both residential and commercial activity, and will provide many job opportunities.

Rua Al Madinah aims to elevate the city's status as a modern Islamic and cultural destination for pilgrims. It features modern urban planning and large-scale development projects that will contribute to increasing the quality of life.

The project also seeks to enrich the quality of services provided and boost the hotel inventory of the area on the east side of the Prophet's Mosque, including in the luxury segment.

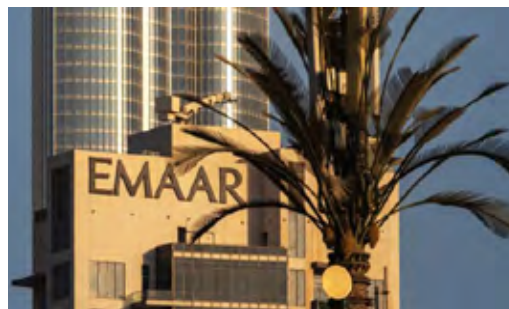
It is worth noting that Rua Al Madinah Holding Company aims to contribute to achieving the goals of the Hajj, Umrah, and travel sectors outlined in Vision 2030 by enriching the experience of visitors to the city.

## Emaar Misr Acquires 25% of Eagle Hills' Shares

Emaar Misr acquires 25% of the shares of Eagle Hills Egypt for project management and investment, Invest-Gate reports.

After the acquisition, Emaar Misr partners with Eagle Hills Egypt in order to develop a residential, touristic, and commercial project in the North Coast.

Last June, the general assembly of Emaar Misr approved cooperating with Eagle Hills Egypt for a residential, touristic, and commercial project in the North Coast, by purchasing 25% of the company's shares in the nominal value of the share, with EGP 15,625 per share.



It is noteworthy that Emaar Misr launched a new project with \$3 bn investment last July. The project features 2,500 residential, commercial, and tourist units.

## Al-Borouj Misr Partners RWDI for Sixty Iconic Tower in NAC



Al-Borouj Misr contracts RWDI Company, one of the largest engineering consultancy firms specializing in wind engineering and its effect on skyscrapers, to implement wind engineering studies for Sixty Iconic Tower project in the NAC, Invest-Gate reports.

Mohamed Assy, vice chairman of the Board of Directors of Al-Borouj, explains that the company completed all the studies related to wind engineering for the Sixty Iconic Tower project.

Regarding this agreement, RWDI Company will be responsible for conducting wind effect studies on Sixty Iconic Tower project in order to ensure the quality and efficiency of the building to face any climatic conditions.

Assy adds that wind engineering is one of the essential studies carried out by consulting companies to identify the effect of wind on buildings. The company adopted these studies during designing the project to get the highest operating efficiency.

"According to this agreement, Al-Borouj Misr will be the first company that implements the latest results of these studies, which the rest of the tower developers will follow as an essential requirement of getting the license for skyscrapers in the NAC," Assy states.

Additionally, Assy indicates that RWDI has a great business portfolio. RWDI conducted wind engineering studies on Iconic Tower in the NAC, in addition to many international projects, including Burj Khalifa in Dubai, The International Commerce Centre in Hong Kong, The Petronas Towers in Malaysia, The Millennium Bridge in London, and The Taipei 101 Tower in Taiwan.

Furthermore, Al-Borouj Misr partners with the English consultancy "DSA ARCHITECT INTERNATIONAL", which has more than 35 years of experience in the design of towers and skyscrapers, to design the project.

It is noteworthy that Sixty Iconic Tower project is located in the area facing the Central Business District (CBD) over 13,000 sqm. The project features 45 floors and five underground floors allocated for parking.





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# Mortgage Finance *In Egypt For Real Estate*

If real estate was a car, then mortgage would be the engine that helps real estate to move forward. One of Egypt's most important industries is the real estate, which is significantly more reliable than other alternatives like the gold market or bank savings, especially given the unstable nature of the US Dollar.

Mortgage helps people and companies to buy a property without even paying its full price upfront; therefore, it helps the real estate sector to grow and people to have their own homes in their early lives. Usually the loan given by the lender is secured by the value of the property in case the borrower fails to pay its installments. A mortgage is an agreement between a borrower and a lender that gives the lender the right to take the property if the borrower fails to repay the money borrowed plus interest.

Mortgage also can be called a death pledge since the loan dies when it is either fully repaid or when payment fails. Home loans and servicing rights can be bought and sold between lenders and investors in the secondary mortgage market. Lenders who issue newly originated mortgages sell a significant portion of those mortgages into this secondary market, where they are bundled into mortgage-backed securities and sold to investors like hedge funds, pension funds, and insurance companies. Because of its size and liquidity, the secondary mortgage market contributes to equal access to credit for all borrowers worldwide. Mortgage originators, mortgage aggregators (securitizers), and investors are some of the market participants.

## Mortgage Regulations in Egypt

Mortgage in Egypt is regulated by law No. 148, issued in year 2001. The law provides a framework for the issuance of mortgages by bank and non-bank institutions.

The law makes borrowers able to finance their own home by only 20% and pay off the rest over 30 years at a fixed rate.

As per law, the lenders will be able to finance investment in the purchase, building, repair, improvement of houses, administrative units.

The law puts criteria in exercising the real estate finance activity as follows:

- Finance procedures to be defined upfront the finance agreement in a clear way for all stakeholders.
- Finance the property with maximum of 90% of its value.
- Value the property for finance purposes by one of the valuing experts.
- State of income to be submitted by the investor with approval from taxation administration.
- Installments shall not exceed 40% of the borrower's income.



## Central Bank of Egypt Mortgage Initiative

In July 2021, Central Bank of Egypt launched an EGP 100 Billion mortgage finance initiative for low and middle income earners with 3% interest rate and installments up to 30 years after the directives of president Abdel Fattah Al Sisi.

**CBE initiative terms and conditions are as follows:**

- Low income earners shall be financed with a maximum of 90% of the property's value.
- Middle income earners shall be financed with a maximum of 85% if the property's value does not exceed EGP 1.1 Million and a maximum of 80% if the property's value exceeds EGP 1.1 Million with a maximum value EGP 1.7 Million.
- Maximum monthly income for the low category shall not exceed EGP 6,000 for a single person and EGP 8,000 for a married person.
- Maximum monthly income for the middle category shall not exceed EGP 13,000 for a single person and EGP 18,000 for a married person.
- The beneficiary should be Egyptian.
- The beneficiary is allowed for one unit only.
- The property financed is used for permanent residence, not for seasonal or touristic residence.
- The property is ready to move and fully finished.

## Mortgage Finance Indices in Egypt

23 banks and 8 real estate finance companies are working within CBE's mortgage initiative. Governmental reports revealed that banks financed around 411,000 customers with around EGP 44 Billion, while EGP 2 Billion came from finance companies.

The National Bank of Egypt is the top lender according to the mortgaged amount with volume of EGP 12 Billion, while Banque Misr ranked the second with volume of EGP 10 Billion.

As for companies, Al-Tameer Real Estate Finance topped the list with volume of EGP 813 Million followed by Contact Real Estate with volume of EGP 698 Million.

The initiative is still ongoing and more government-backed programs will make the dream of homeownership for every citizen come to reality with mortgage financing.

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# GATES DEVELOPMENTS FLOURISHES DESPITE MARKET CHALLENGES

**W**ith the continuous economic challenges facing Egypt and its real estate market, Invest- Gate sits with Gates Developments CEO Hassan Nasr, the leading real estate developer, to discuss the investment climate in the Egyptian real estate market, its main challenges, and the company's plan for the coming period.



## What are the current investments of Gates Developments?

Our company has a promising plan and seeks to expand in the east and west of Cairo, NAC, the Red Sea, and the North Coast to keep pace with the government's development plan in new cities. Gates Developments has a diverse investment portfolio and offers different projects worth EGP 9 bn, including Venia Compound, Audaz Mall, and Catalan Compound in NAC. The company also owns West Gate Mall in 6<sup>th</sup> of October City and Plaza Espana Mall in Sheikh Zayed.

Our land portfolio reaches 533,400 sqm with plans for further acquisitions soon. We also set short-term and long-term plans to achieve about EGP 3.2 bn in sales in 2022.

## What are the impact of the Russian- Ukrainian War and the high inflation rate on the company's investments?

Undoubtedly, the Russian-Ukrainian War raised the prices of building materials from 40% to 50%. Everyone, today, knows that real estate is a safe haven for investment. We, at Gates Developments, work to overcome these challenges without loss and plan to launch new phases to keep pace with the increasing prices. Gates Developments can overcome such challenges with its 28-year experienced subsidiary company that is the strongest in the construction field in Egypt.

## What are the expectations of Gates Developments for the future of the Egyptian real estate market in light of the current challenges?

Real estate investment is one of the main pillars of the economy due to the huge demand of units despite this natural slowdown. Recently, companies achieved satisfactory sales despite the major challenges. In my opinion, the market will retrieve soon and we must consider global fluctuations and their effects on the Egyptian market.

I believe the coming period will see giant alliances of companies to overcome the crisis. Gates Developments, in turn, supports this idea by partnering with The Management House to manage its projects in the NAC, besides cooperation with many distinguished companies in the Egyptian market. Others have partnered with companies from MENA due to the the market's potential.

## Would you give us an update on the company's latest developments, implementation rates, and deliveries?

Gates Developments owns five projects, namely AUDAZ, located in the Business District in NAC and spans over four acres (16,800 m). The project features two buildings A & B with 750 units varying between administrative,

commercial, and medical with various areas starting from 46 m to 110 m, while the commercial units start from 19 m – 85 m. The implementation rate of the project reached 80%. Additionally, AUDAZ's total investments have reached EGP 2.5 bn and it is scheduled to be delivered in October 2022.

The company's second project is CATALAN, located in the R7 area in NAC. The project spans over 40 acres and features a commercial mall and 850 residential units varying between villas starting from 480 m to 650 m, apartments starting from 164 m, and duplexes starting from 382 m. The project includes Catalan Commercial Mall and 65% of its construction has been completed. The project's total investments have reached EGP 2 bn and it is scheduled to be delivered in October of 2023.

Venia is located in the R7 area in NAC and spans over 40 acres. It features a commercial mall; 50% of its construction has been completed. The project's unit sizes start from 136 m to 222 m. Moreover, Venia is scheduled to be delivered in November 2024 with EGP 2.4 bn- investments.

The fourth project is West Gate, located in the heart of the 6<sup>th</sup> of October. West Gate is a mixed-use project that spans over four acres. The implementation rate of the project reached 90%. West Gate's units start from 85 m to 300 m, with EGP 1 bn- investments.

The fifth project is Plaza Espana, located in Sheikh Zayed on over four acres. The project's construction has been fully completed with various spaces starting from 40 m.

On the other hand, Gates Developments' projects have modern designs and master plans which include different landscapes. We are keen to achieve sustainability in all of our projects, provide our customers with pre-sales services, and directly connect, in addition to presenting a group of innovative solutions exceed our customers' expectations. Our projects are considered a real model of integrated real estate projects.

## Where is Gates Developments heading next in terms of investments?

Gates Developments has an expansion plan in the Egyptian real estate market, specifically in West Cairo. The company also got two plots to kick off two new projects to be revealed soon. The first is a commercial project and the second is a residential project in West Cairo, these two projects represent a new start and a qualitative leap for the company after its re-structure and development of its strategy and goals in the local market. Gates Developments has also contracted with the most important and largest engineering design firms to design the project.





# We may build with brick but **HUMAN FIRST**

And mortar, but the human connection we build with our clientele is the fundamental foundation of Gates Developments.

Mutual success is guaranteed when we do the right thing for all parties. We create comfortable, appealing, and seamless interactions with our clients during the difficult process of choosing a home or gated community. We bridge the gap between client and business and focus on building communities rather than one-off business relationships.



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# TATWEER MISR UNVEILS DETAILS ON FOUKA BAY IN NORTH COAST

Tatweer Misr uncovers the details of Fouka Bay project, which was launched in 2015 in the North Coast, Invest-Gate reports.

The project's construction work started during H2 2016, with EGP 4 bn investments, besides the hotel investments.

Fouka Bay spans over 1 million sqm (220 acres) and is located in the Ras El Hekma area, 211 km West Alexandria, and only 75 km from Marsa Matrouh. It features 2,500 units including rooms and hotel apartments. The project is also characterized by a unique design, where each unit overlooks the 800-meter seashore or the Crystal Lagoon.

The project has 24 models of units varying between standalone villas, twin villas, twin houses, chalets, and lofts. The units' areas range from 70 sqm to 542 sqm.

As for excavation works, 4 million m<sup>3</sup> of excavation works for roads, utilities, and lakes have been completed with EGP 300 mn. Additionally, 3 million m<sup>3</sup> of excavation works have been implemented so far.

Moreover, 850 units have been delivered since the beginning of the project till now. There are 400 units under construction and they will be delivered during the coming period. Further, the units will be delivered in phases I & II in the summer of 2023 and phase IV in 2024.

Fouka Bay Beach spans over 10,000 sqm with an 800-meter length beachfront. The beach works have been completed in phase I.

Crystal Lagoon's total area is 100,000 sqm and the area of the beaches of the lagoon is 20,000 sqm. The electromechanical works operate with the "MTS" system. Phase I of the lagoon has been completed and the implementation of phase II is underway, with about EGP 250 mn.

Alike, Fouka Bay is distinguished by a network of Mobility Solutions, which helps residents move within the project without a car. This network of Mobility Solutions provides different means of transportation, including electric cars, golf cars, electric buses, and pedestrian roads.

Fouka Bay also follows the Happy City Concept, which is characterized by many important aspects, including SOFTSCAPE, HARDSCAPE, SECURITY, SITE FURNITURE, Smart Mobility Solutions, Internet of Things (IoT), among others.

Tatweer Misr cooperates with major companies for Fouka Bay project, including Huawei Technologies Egypt to provide smart and sustainable cities solutions. Additionally, Huawei will establish a data center for all Tatweer Misr projects, which will enable the company to access accurate data-based analytics to assess customer behavior.

The company also partners with Schneider Electric to build all elements of the electrical network, including distribution panels and transformers.

Furthermore, the cooperation with Orange to provide Triple Play services, which include high-speed Internet, IPTV, and using landline over fiber-optic cables.





**Tatweer Misr invests about EGP 4.5 bn in smart solutions for many projects, these smart solutions are represented in:**

- Remote sensing lighting poles.
- Water and irrigation networks work at specific times.
- Waste collection services.
- Triple Play Services.
- Smart home apps
- Public Wi-Fi.
- Smart Meters Service.

**Infrastructure and facilities, such as:**

- Water desalination plant with RO system.
- Treated wastewater.
- The electrical network and its services.
- Irrigation system. The company used efficient irrigation equipment produced by the American company "RainBird".
- Fiber Optic Cable Network, Tatweer Misr established the infrastructure for transmitting data through the Fiber Optics Network to serve the Triple Play system.



Alike, Fouka Bay is distinguished by a network of Mobility Solutions, which helps residents move within the project without a car. This network of Mobility Solutions provides different means of transportation, including electric cars, golf cars, electric buses, and pedestrian roads.

Fouka Bay also follows the Happy City Concept, which is characterized by many important aspects, including SOFTSCAPE, HARDSCAPE, SECURITY, SITE FURNITURE, Smart Mobility Solutions, Internet of Things (IoT), among others.

Tatweer Misr cooperates with major companies for Fouka Bay project, including Huawei Technologies Egypt to provide smart and sustainable

cities solutions. Additionally, Huawei will establish a data center for all Tatweer Misr projects, which will enable the company to access accurate data-based analytics to assess customer behavior.

The company also partners with Schneider Electric to build all elements of the electrical network, including distribution panels and transformers.

Furthermore, the cooperation with Orange to provide Triple Play services, which include high-speed Internet, IPTV, and using landline over fiber-optic cables.







# REAL ESTATE EXHIBITIONS BETWEEN **ACHIEVING URBAN DEVELOPMENT OR DISTRACTING CLIENTS**

BY EMAN IBRAHIM & TRANSLATED BY SHIMAA ABDEL AZIZ



**R**eal estate exhibitions have become popular promotion tools since Egypt is launching significant development projects and inaugurating new cities such as the NAC. They host major development companies, investors, and clients looking for real estate units with definite details. For this reason, many developers render exhibitions to promote their projects and attract more clients.

Nowadays, many companies go for organizing real estate exhibitions. Meanwhile, some experts consider these exhibitions a sort of distraction to the client. Thus, exhibitions lose their goal of achieving targeted sales, to become just means for marketing.

During their interview with Invest-Gate, experts praised the ability of real estate exhibitions in promoting different projects. Also, they call for organizing these exhibitions by a government real estate authority, in addition to issuing legalizations to protect investors. Moreover, experts call for real estate exhibitions across provinces as they provide communication between developers and clients.

## Means of Promotion

Recently, several questions have risen about the randomness of real estate exhibitions as some of them didn't receive the expected turnout nor achieve the targeted sales.

In this regard, Ashraf Dowidar, a real estate developer, states, "I believe that real estate exhibitions are not important, and they are just an opportunity for customers to know what is available in the market."

General Manager of Aqar Masr Bahaa Hefzallah explains that having a large number of real estate exhibitions is harmful for developers, as they are not organized by specialized companies only, but marketers as well. Accordingly, the spread of real estate exhibitions resulted in distracting clients, as they are being held on a weekly basis since 2020-end.

Moreover, Dowidar clarifies that the projects offered in the exhibitions are credible, so the client visits these exhibitions to be aware of the newly launched projects, then heads to brokers to purchase.

Dowidar also says that real estate companies use real estate exhibitions to promote their projects. Thus, these companies are keen to participate in major exhibitions to attract more clients no matter how they achieve the targeted sales. Dowidar reveals that the largest real estate exhibition currently is Cityscape, followed by Al-Ahram Real Estate.

In a similar vein, Abeer Essam, member of the Real Estate Development Chamber, states, "In 2022, we still have not seen any real estate exhibitions due to many factors, most notably the Russian-Ukrainian War."

Essam also describes what is happening now as an agreement by a group of developers or marketers to hold a

one-day event to promote some projects; but this cannot be considered as a real estate exhibition.

On the other hand, Hefzallah calls for holding exhibitions under the supervision of a state real estate authority to ensure the credibility of these exhibitions and the participating companies in terms of licenses and projects to protect the investor. Hefzallah notes that the phenomenon of having many real estate exhibitions will decline in the long run, and clients will be able to detect credible exhibitions that major companies participate in.

## A Reflection of Real Estate Popularity

Some experts support the idea of having many real estate exhibitions, as they reflect the recent activity in Egypt's real estate sector. Fathallah Fawzy, chairman of the Construction Committee Egyptian Businessmen's Association (EBA), explains that the huge number of real estate exhibitions now reflects the growth of real estate projects.

Currently, Egypt sees an unprecedented renaissance in urban development since companies can get land by direct allocation and financing facilities, whether through initiatives led by the government or banks. This helps many foreign companies to join the Egyptian real estate market.

Fawzy adds that organizing real estate exhibitions has become an industry to some specialized companies, which led to an increase in employment and investment opportunities. These companies also contribute in supporting real estate investment and exporting real estate.

On her part, Essam clarifies that there are credible real estate exhibitions organized by the state such as Al-Ahram Real Estate, Al-Akhbar Real Estate, and Cityscape.

Regarding real estate exhibitions held abroad, Essam indicates that Egyptian companies do not participate in these exhibitions until checking their licenses and the implementation rates of the participating projects. Likewise, when the Real Estate Development Chamber and its companies are invited to participate in exhibitions locally or abroad, the chamber checks the organizer first to ensure credibility and then decides whether to participate in the exhibition or not.

To conclude, the phenomenon of the spread of real estate exhibitions remains stuck between being supported and rejected by experts. Yet, there is no dispute over their role in enriching sales, whether by marketing only or achieving sales.



# IGI DEVELOPMENTS TO REVEAL NEW LAUNCHES AT CITYSCAPE EGYPT 2022

As Cityscape Egypt 2022 comes with great opportunities, Invest-Gate sits with IGI Developments' Managing Director Sherif Moustafa a profound key market player in Egypt's real estate industry, shedding the light on IGI Developments' latest projects and what it will unveil in 2022's Cityscape edition.

Achievements of IGI Developments, a subsidiary of The International Group for Investments (IGI), highlights its extensive experience spanning more than 28 years in addition to the expertise of its founders, the Sheta family, and the magnitude of its origins which dates to 1942. IGI Holding, covered multiple industries including textile, food, industrial, housing, petroleum and construction sectors, leaving a mark in the 80 years that followed its inception.

The company's portfolio includes Income, Egypt's leading partner for next generation infrastructure mega projects and acts as an intermediary for the largest and most specialized infrastructure companies in the world, and is the agent for the Chinese company CSCEC, which implements projects in the Financial District in the NAC.

IGI Developments managed to achieve notable growth rates in the last two years, despite the major challenges that the real estate sector witnessed, such as the Covid-19 pandemic, inflation, and the continuously increasing prices of raw materials.

Since 2020, IGI Developments followed a new policy that copes with the changes in the real estate sector and maintains its leadership. The company also formed a new team of experts who have been carefully

selected in different sectors to set new plans that fit the company's ambition and expansionist desire. However, IGI Developments' leadership is notable through its introduction to the concept of mixed-use compounds in its projects Gardenia Park in 1995 followed by its renowned project Al Ashgar in 1997, supported by its expertise that goes back to 1942 in gaining its customers' trust.

This team innovated new means of marketing and sales. Further, it conducted extensive studies, identifying customer needs and raising project execution rates and unit pricing means to provide the best prices for the market and customers, especially after the rise in the US dollar exchange rate against the Egyptian pound in 2022.

Sherif Moustafa clarifies that IGI Developments' successful policies over the past two years contributed to boosting sales in 2022 to three times when compared to 2021 for the same period and is equivalent to the company's sales value in the past four years compared to the same period.

IGI Developments' managing director also stresses: "As for our after-sales services, the company provides the highest level of services through its Customer Service Department, by cooperating with



10 specialized service companies to provide management and maintenance services for our projects of the highest quality to the customers." He notes that "Al-Ashgar" project is an example of the company's keenness to develop its projects especially those which have been delivered, in addition to providing high-quality services that guarantee the increased value for our client's units and create an added value for the project.

Sherif Moustafa points out that the company has a periodical plan to develop the project, which includes maintenance and upgrading of services such as landscape, roads and project lighting, and building efficiency upgrades. The plan also includes areas for children's games and serving snacks. Further, preparations are currently underway to upgrade the project's gates and the surrounding fence, in addition to some renovations in the commercial area. Moreover, IGI Developments seeks to rent the shops in its projects to maintain the quality of the services for the customers.

It is worth mentioning that IGI Developments assigned several contractors, with a value of EGP 3.5B, to accelerate the projects' execution rates that are set to be completed within two years to guarantee the delivery of the largest number of units to customers in a record time. The assigned contractors' work is in cooperation with IGI Developments' sister company, Ginza for Construction. Ginza has a generous record of major projects, including Nile University and Children's Cancer Hospital 57357 Extension, Microsoft and Egypt Post buildings in Smart Village, and Cairo Airport Mall.

"IGI Developments delivered 2,000 units in Ashgar City and plans to deliver 1,000 units by 2022-end, as 600 units were delivered in H1 2022, and the other 400 units are currently under delivery. As for our other projects, the company plans to deliver around 300 units by the end of the running year," Sherif Moustafa states.

Notably, the current population of IGI Developments projects' is 30,000, equivalent to 6,000 families. After delivering all projects' units, the population will reach 60,000 or 12,000 families.

## IGI Developments to participate in Cityscape 2022

IGI Developments will participate in Cityscape exhibition with various real estate projects, with total investments of EGP 22 B in the residential sector only. Alike, the company rolls out special offers of 5% down payment and installments up to 9 years.

Further, the real estate developer has conducted a survey on the customers' needs to launch innovative products in the exhibition and come up with products and offers favored by the clients. Thus, IGI Developments offers areas starting from 50 sqm, and prices starting from EGP 1M. Additionally, customers can own a unit with a down payment starting from EGP 50,000, as well as a three-bedroom unit for EGP 1.5M with installments over 8 years.

## Ashgar City Introduces "Rosa"

Ashgar City's newest phase was introduced in March, under the name of Calla, and sold out in a short time. This encouraged IGI Developments to launch a new phase, Rosa, especially for Cityscape exhibition. The units' areas range from 100 sqm to 190 sqm, including two or three bedrooms, with prices starting from EGP 1M and installments over 8 years.

Ashgar City spans over 148 acres and it is located near all main axes and roads, such as Al-Wahat Road, Ring Road, Fayoum Road, and Dahshur Road.



## New products offered in Ashgar Heights

Ashgar Heights offers 300 sqm villas, with prices starting from EGP 5M and installments for 8 years. IGI Developments will also launch new products within Ashgar Heights project, with apartment areas starting from 50 sqm for one-room studios, and two and three-bedroom apartments, with areas ranging 80-170 sqm and installments up to 9 years.

Recently, IGI Developments partnered with Anchor Development and Management to market the apartments in Ashgar Heights, as the company is currently marketing 600 units in this project varying between apartments and villas. Anchor Development and Management shares IGI Developments keenness to provide high-level services, making it the ideal partner.



## Al Ashgar

Al Ashgar is located on Wahat Road in 6<sup>th</sup> of October City, the company's renown project and one of the first to introduce the concept of an integrated compound in the city in 1997. Furthermore, the project consists of 3,500 delivered units ranging between apartments, villas, and townhouses.

The project's newest phase was launched last May under the name "Jada" and was in high demand, which encouraged the company to launch new units in this phase for Cityscape with unit areas ranging 140-200 sqm and prices starting from EGP 2M, with eight-year installment plan. Units are set to be delivered within one or two years according to their phase.

IGI Developments is currently implementing an integrated service area in Ashgar Heights project. The new area will feature commercial, administrative units, and clinics over 5,000 sqm, besides three buildings that offer commercial, administrative units, and clinics in Al Ashgar, one of which is within Jada phase, on areas of 1,800 sqm, 2,500 sqm, and 2,300 sqm respectively.



## IGI Developments Plans Expansion

Sherif Moustafa uncovers the company's plan to launch a major and distinctive project in New Sphinx City on an area of 540 acres, to become one of the first leading developers in this promising area.

Additionally, he thanked the Government for providing services for this area, as well as developing the transportation and road network in West Cairo. The 6<sup>th</sup> of October City is now served by the metro, the LRT train, and the best transportation solutions, which increases the investment value and contributes to the speedy occupancy of projects across the city.

As for new investment opportunities outside 6<sup>th</sup> of October City, Sherif Moustafa pointed out that the company is studying many investment opportunities, including distinctive lands in the North Coast.



"The Egyptian customer has become more aware of the market trends and criteria and no longer focuses on the prices and facilities only, but rather focuses on the developer's portfolio, experiences, and history. The customer also focuses on after-sales services and feedback from current customers," Sherif Moustafa explains.

He illustrated that the expertise and legacy of IGI Developments always makes it on top of customers' choices, as well as major brokers from Egypt and various foreign countries to promote the company's projects.

Sherif Moustafa clarifies that the Prime Minister's decision to regulate the market will have a major role in attracting new investments and motivating serious companies to expand. He pointed out that there are specific criteria that guarantee the survival of those who are serious and preserve the rights of customers, noting that the country needs to achieve the desired results through an executive regulation and an explanatory list to answer developers' inquiries.

## Real Estate Sector Overview in 2022

The managing director of IGI Developments stated that the real estate market managed to go through a filtration process in 2022, as the recent challenges contributed to highlighting the seriousness of the real estate developers in the market, who managed to achieve high completion rates in their projects and fulfill their obligations to their customers.

The managing director of IGI Developments adds that real estate brokers are the most important part of the real estate system at present. The broker not only contributes to the sales of the developer, but also reflects his credibility and an unserious broker can harm the reputation of the developer. Therefore, it is necessary to apply regulations on the profession to prevent unlicensed and unregistered brokers from working.

He also stresses the need for strict application of mechanisms to ensure that developers implement those regulations, such as Real Estate Regulatory Agency (RERA) in Dubai and the Wafi Program in Saudi Arabia.

He explains that these regulations will lead to regulating the relationship between the government, the developer and the customer and will reflect positively on the three parties with regards to determining rights and duties.

Sherif Moustafa points out that the sales process has become dependent 60% and 70% on indirect sales, while the achieved percentage of direct sales through the real estate developer does not exceed 30% to 40%.

However, IGI Developments is always keen on selecting brokers who maintain the company's credibility and not harm customers. Further, the commissions that the company pays to brokers reaches a maximum of 5% and are linked to the name of the broker and the number of units sold.

"As part of IGI Developments appreciation to its partners in success, a ceremony was held in June to thank and honor brokers who contributed to the company's success and whose sales contributed to our various projects in achieving the highest sales and success rates over 2022," Sherif Moustafa concludes.

It is noteworthy that IGI Developments is executing a water treatment station to recycle wastewater and use it in irrigation. It is also studying the use of solar energy in its project to apply the sustainability concept in its projects.





# ASHGAR HEIGHTS VILLAS

VISIT US AT CITYSCAPE  
SEPTEMBER 21<sup>ST</sup> TO 24<sup>TH</sup>

8 YEARS  
INSTALLMENTS

5% DOWN  
PAYMENT

STARTING  
5M

رقم التسجيل العقاري 394 - 059 - 200

EST. IGI 1942  
DEVELOPMENTS

16124

## 01 | REAL ESTATE MARKET UPDATES 2022

### HAYAH KARIMA INITIATIVE

 **3**  
NO. OF PHASES

 **EGP 1 trillion+**  
TOTAL INVESTMENTS

#### | Initiative's Achievement During FY (2021/22)

**56** Social Solidarity Facilities  
In **24** Centers (**51** Villages)

**272** Health Units  
In **42** Centers



**134** Agricultural Service Centers  
In **40** Centers

**158** Ambulance Points  
In **45** Centers

Paving of **10** Main Roads  
In **59** Centers

Blowing Up Natural Gas  
In **27** Centers (**118** Villages)

Development of  
Electricity Networks  
In **13** Centers (**22** Villages)

**261** Irrigation  
Bridges  
In **33** Centers



Development of **5,416** Classrooms  
& Maintenance of **95** Schools  
In **51** Centers (**366** Villages)

**55** Railway  
Stations  
In **26** Centers



Implementation of Sanitation Projects  
In **28** Centers (**158** Villages)

**3** Sewage Treatment Plants  
(Capacity: **20,000** m<sup>3</sup>/day)



Installing **287,000** Household  
Sewage Connections  
In **18** Governorates



Creation of **403,000**  
Job Opportunities



#### | Phase I



**30,000**  
No. of Projects



**55%**  
Completion Rate

#### | Phase II



**19**  
No. of Target Governorates



**52**  
No. of Target Centers



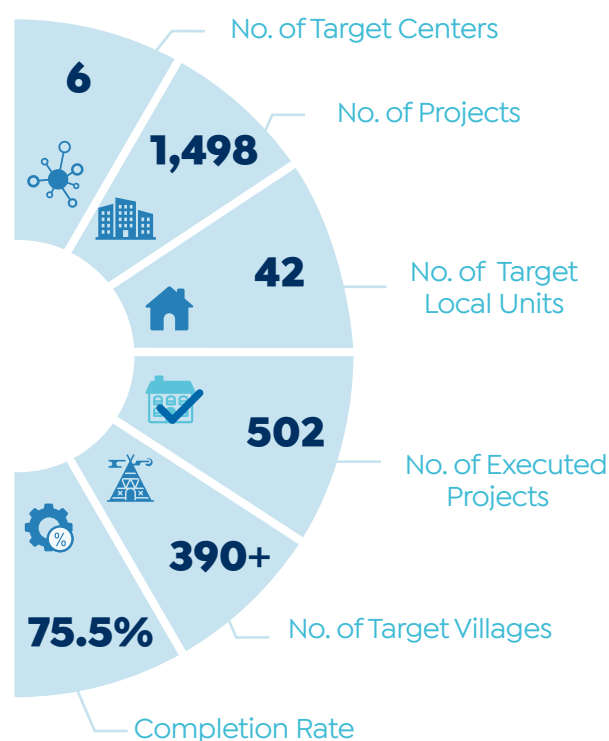
**1,640**  
No. of Target Villages



**Oct 2022**  
Execution Date



## | Beheira Governorate



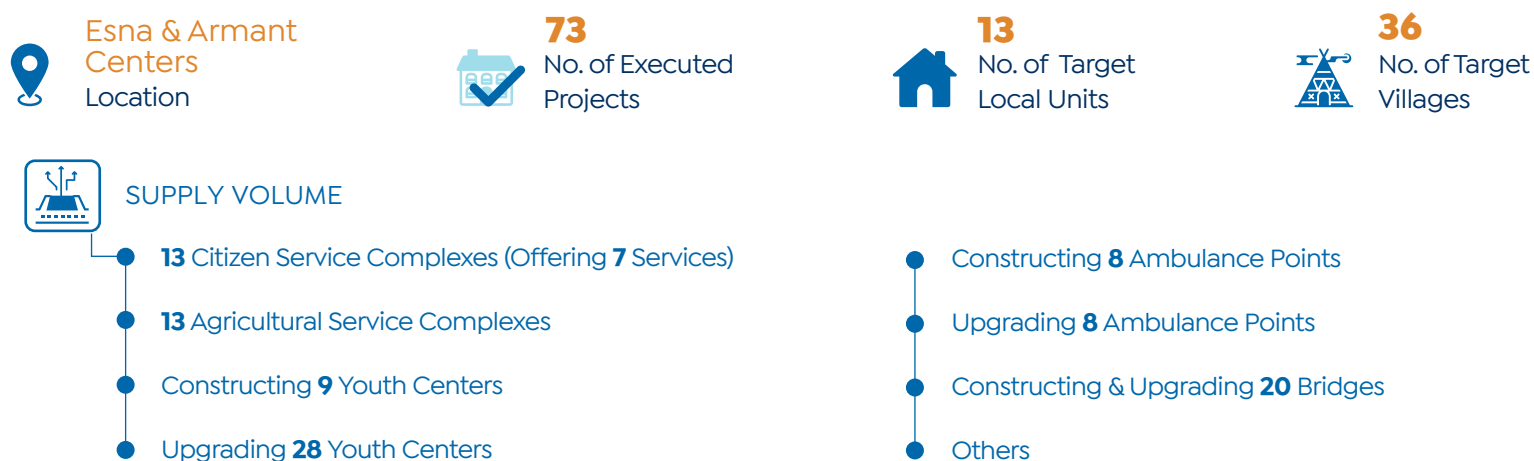
## | Sakan Kareem



## | Government Service Complex

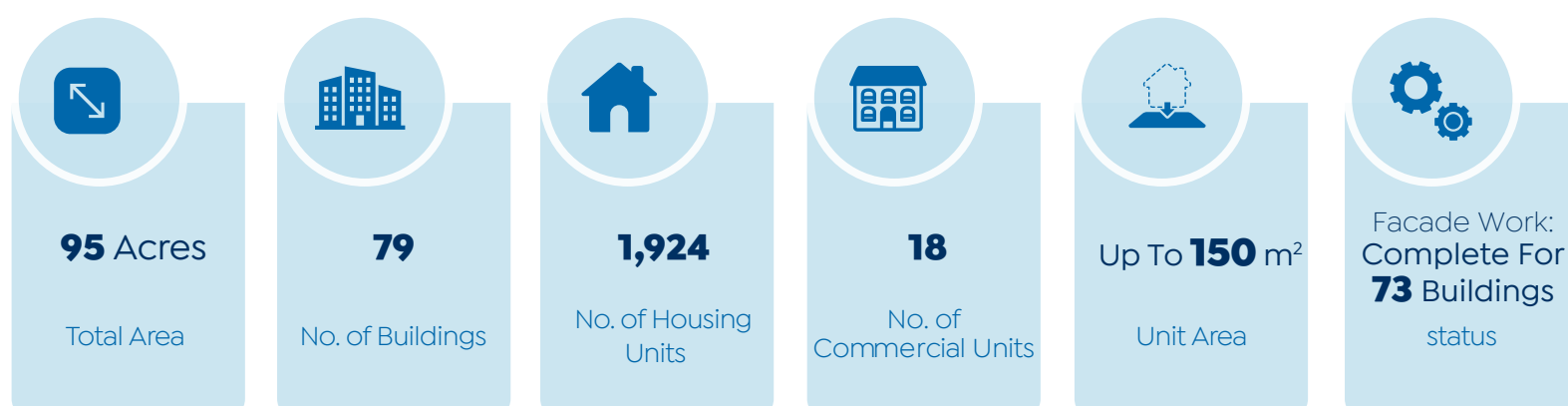


## | Luxor Governorate



## UPDATES ON SOOR MAGRA-EL-OYOUN DEVELOPMENT PROJECT

## | Residential Buildings



# 02 | NEW CITIES UPDATES 2022

## PLOTS ALLOCATION



**41**  
NO. OF ALLOCATED LANDS



SUPPLY VOLUME

- Integrated Urban
- Bank
- University
- Industrial Activities
- Hotels
- Club



**22** New Cities  
LOCATION

- Residential, Commercial & Administrative Services
- Educational Services
- Tourist & Recreational Activities
- Church
- Others

### Plots Breakdown (Cities & No.of Plots)

<b>6</b> New Cairo	<b>3</b> New Sohag	<b>3</b> 6th of October	<b>4</b> New Qena
<b>4</b> Badr City	<b>2</b> New Beni Suef	<b>2</b> Shorouk City	<b>2</b> New Nasser
<b>1</b> 10th of Ramadan	<b>1</b> El-Sheik Zayed City	<b>3</b> Obour City	<b>1</b> Sadat City
<b>1</b> New Damietta	<b>1</b> New Fayoum	<b>2</b> New October	<b>1</b> New Toshki
<b>1</b> New Alamein City	<b>1</b> New Aswan	<b>1</b> New Suez	<b>1</b> New Thebes



**32**  
NO. OF ALLOCATED LANDS



**18** New Cities  
LOCATION



SUPPLY VOLUME

- Integrated Urban
- Schools
- Hospital
- Industrial Activities
- Nursery
- Residential, Commercial & Administrative Services
- Others

### Plots Breakdown (Cities & No.of Plots)

<b>1</b> 6th of October	<b>2</b> 10th of Ramadan
<b>3</b> Shorouk City	<b>1</b> 15th May City
<b>1</b> New Borg El-Arab	<b>3</b> New Nubaria City
<b>1</b> New Obour City	<b>3</b> New Sohag
<b>3</b> New Beni Suef	<b>4</b> New Nasser
<b>2</b> New Thebes	<b>2</b> New Cairo
<b>1</b> Badr City	<b>1</b> Sadat City
<b>1</b> Obour City	<b>1</b> October Gardens
<b>1</b> New Suez	<b>1</b> New Asyut

Source: NUCA & Cabinet



# 03 | PRIVATE REAL ESTATE PROJECTS UPDATES 2022



## NEW RESIDENTIAL PROJECTS

### ELECT


Developer: Madinet Nasr For Housing & Development (MNHD)

  
LOCATION  
New Cairo

  
AREA  
**167,200 m<sup>2</sup>**

  
ACHIEVED SALES  
EGP **400 mn**

  
SALES RATE  
**50%**

 SUPPLY VOLUME  
One-Story, Two-Story & Z-villas  
Unit Area: **145 - 265 m<sup>2</sup>**

### ASTER

Developer: Times Developments

  
LOCATION  
New Cairo

  
DELIVERY DATE OF PHASE I  
**2024**

  
TARGETED SALES  
EGP **500 mn** in **2022**  
EGP **2 bn** in **2023**



## NEW COASTAL PROJECTS

### L'HIVER

Developer: New Generation Developments

  
LOCATION  
New Alamein City

  
DELIVERY DATE  
End-**2025**

  
CONSTRUCTION RATE  
**18%**

#### SUPPLY VOLUME (PHASE I)

• Twin Villas, Townhouse & Studios  
• Twin Villas Area: **220 m<sup>2</sup>**

• Townhouse Area: **117 m<sup>2</sup>**  
• Studios Area: **24 - 123 m<sup>2</sup>**

### NEW PROJECT (NAME N/A)

Developer: Misr Italia Properties

  
LOCATION  
Ras Al Hikma

  
AREA  
**400 Acres**

  
TOTAL INVESTMENTS  
EGP **23 bn**

  
DELIVERY DATE  
**2027**

 SUPPLY VOLUME  
• Residential Units  
• **2 Hotels**  
• Entertainment & Commercial Areas

### ZOYA GHAZALA BAY

Developer: LMD

  
LOCATION  
North Coast

  
AREA  
**150 Acres**

  
BUA  
**153,000 m<sup>2</sup>**

  
TOTAL INVESTMENTS  
EGP **6 bn**

 SUPPLY VOLUME  
• Twin Houses, Townhouses, Chalets & Cabanas  
• Unit Area: Starting From **120 m<sup>2</sup>**

Source: Developers' Official Statements



## NEW COMPLEX PROJECTS

## | THE MARK


Developer: MG Developments

  
LOCATION  
Downtown, NAC

  
AREA  
**3,200 m<sup>2</sup>**

  
INVESTMENTS  
EGP **350 mn**

 Completion Rate : **20%**  
Construction Rate : **30%**  
STATUS

 SUPPLY VOLUME

Commercial, Administrative,  
Hotel & Medical Units

**3** Basement, Ground  
& **10** Floors

## | CASCADA

Developer: Golden Town Developments

  
LOCATION  
Downtown, NAC

  
AREA  
**2,664 m<sup>2</sup>**

  
TOTAL INVESTMENTS  
EGP **500 mn**

  
EXPECTED SALES  
EGP **750 mn**

 SUPPLY VOLUME

- Commercial, Administrative & Hotel Units
- Ground & **10** Floors
- Ground** To **3rd** Floors For Commercial Units
- 4th** To **7th** Floors For Administrative Units
- 8th** To **10th** For Hotel Units

## | GOLDEN TOWER 2

Developer: Al Naser Developments

  
LOCATION  
MU23, NAC

  
AREA  
**6,000 m<sup>2</sup>**

  
TOTAL INVESTMENTS  
EGP **1 bn**

 SUPPLY VOLUME

- Commercial, Administrative & Medical Units

## | EAST LANE

Developer: Urbanlanes Developments

  
LOCATION  
5th Settlement

  
AREA  
**4,780 m<sup>2</sup>**

  
TOTAL INVESTMENTS  
EGP **2 bn**

 SUPPLY VOLUME

- Commercial & Administrative Units

Source: Developers' Official Statements



# 04 | ECONOMIC SNAPSHOT

## UPDATES 2022



### INTEREST RATES



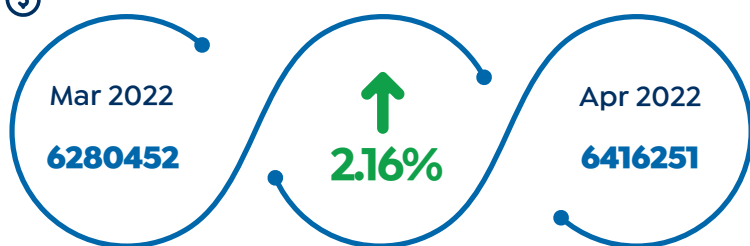
\* MPC Meeting was Held on Aug 18



### MONEY SUPPLY (EGP MN)



### DOMESTIC LIQUIDITY (EGP MN)



### ANNUAL HEADLINE INFLATION

JUNE-2022: **13.2%**

JULY-2022: **13.6%**

**↑**



### NET INTERNATIONAL RESERVES (USD BN)

JUNE-2022: **33.38**

JULY-2022: **33.14**

**↓**



### PURCHASING MANAGERS' INDEX (PMI)

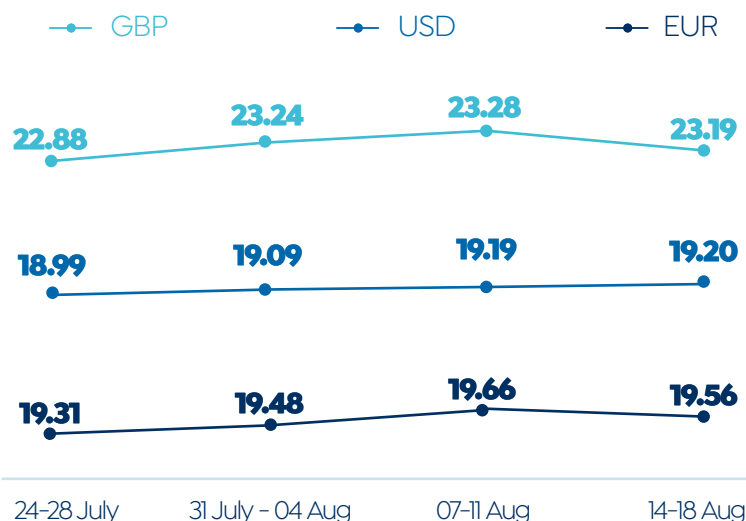
JUNE-2022: **45.2**

JULY-2022: **46.4**

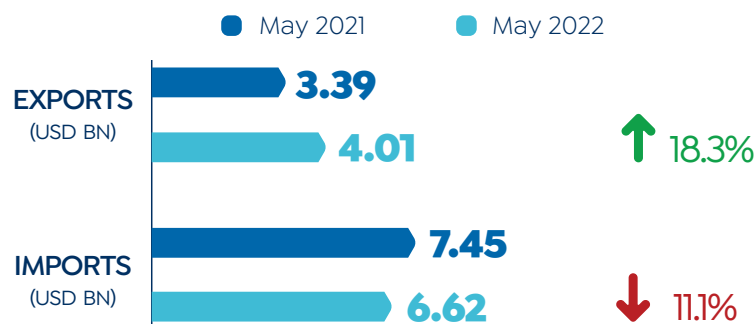
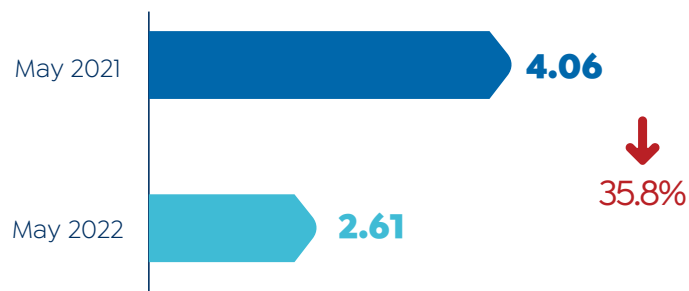
**↑**



### EXCHANGE RATES



### TRADE DEFICIT (USD BN)

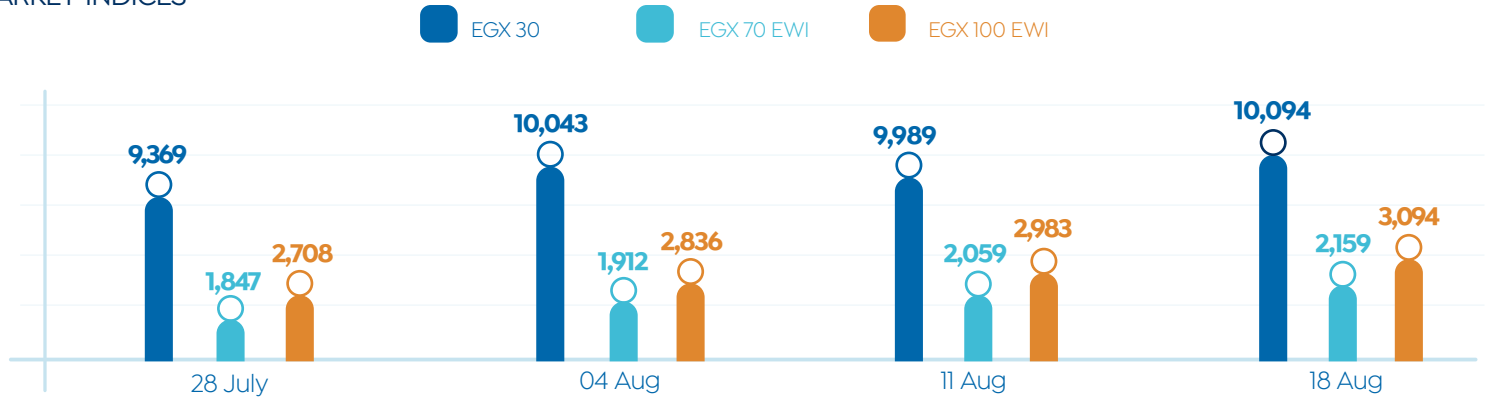


Source: IHS Markit, CBE & FEDCOC

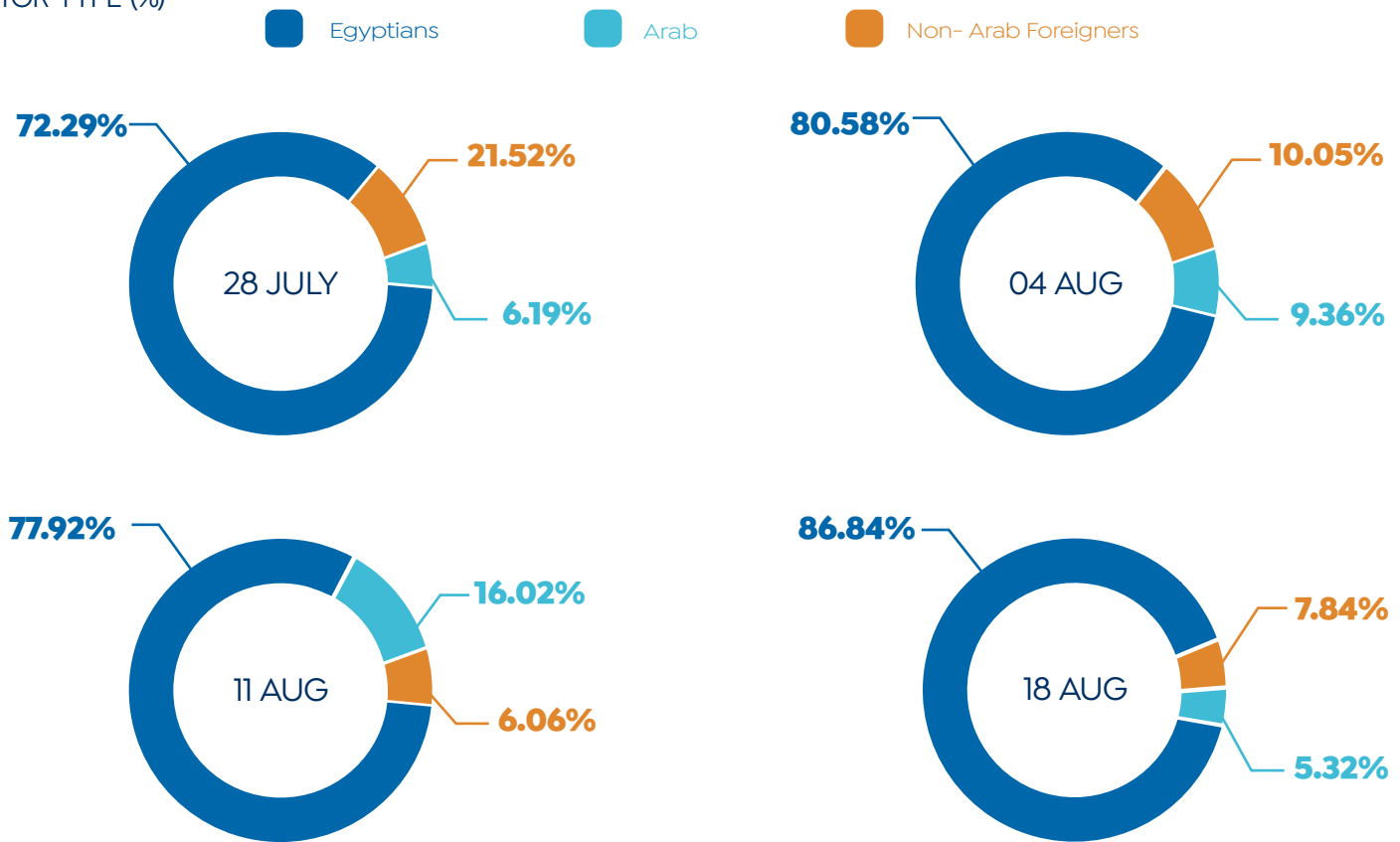


## CAPITAL MARKET INDICATORS

### MARKET INDICES

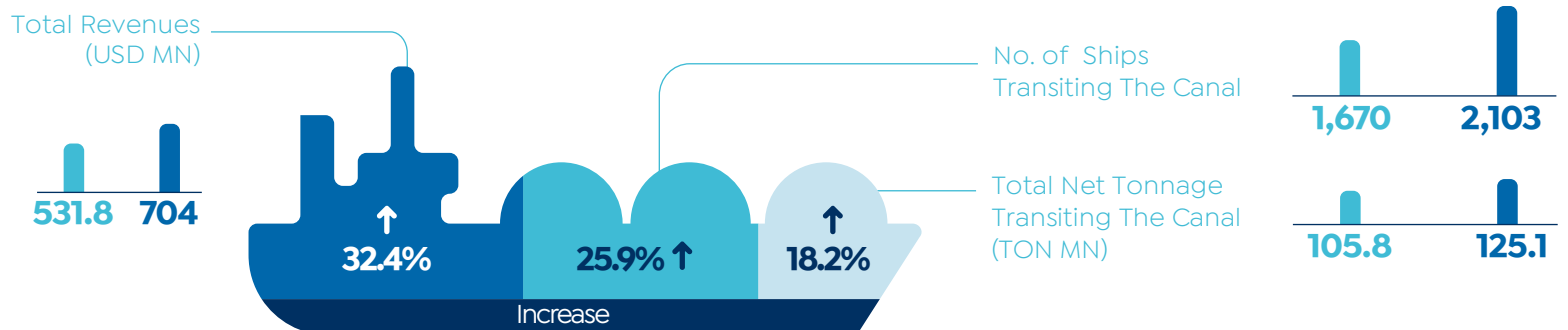


### INVESTOR TYPE (%)



## SUEZ CANAL

July 2021 (Teal) July 2022 (Blue)



FOR ACCESS TO FURTHER  
IN-DEPTH ANALYSIS  
PLEASE SCAN





 HYDE PARK  
WEST

# garden lakes

# 5%

DOWNPAYMENT

# 9 YEARS

EQUAL  
INSTALLMENTS

PLACES BY  HYDE PARK  
DEVELOPMENTS

# 16696

[www.hydeparkdevelopments.com](http://www.hydeparkdevelopments.com)

Tax Registration: 257-373-470



# Stay Tuned THE WATERWAY

鮨 MORISUSHI EST. 2007  
ORIGINALLY FUSION

x



x

*Ted's* PIZZERIA

DEVELOPED BY



**MORI**INTERNATIONAL

[www.mori-intl.net](http://www.mori-intl.net)

  [moriinternational](#)

📞 16885

Tax ID: 200-249-673



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 THE VOICE OF REAL ESTATE

# 4<sup>TH</sup> GEN. CITIES

OPPORTUNITIES & CHALLENGES

ROUNDTABLE

OCTOBER 10, 2022  
 THE NILE-RITZ CARLTON  
 ALF LEILA WE LEILA BALLROOM

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DELEGATES' BAGS SPONSOR

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MEDIA PARTNERS





# CAPITAL PROMENADE by THE PLATFORM

f CapitalPromenade @ 26th July Corridor, Sheikh Zayed City



## THE PLACE TO GATHER!

#OnThePromenade #CapitalExperience



رقم التسجيل الضريبي: ٠٠٢-٤٩٠٠٠٠٨





**COMMITTED...  
TO EXCELLENCE**

*Village*



**LaFayette**  
DOWNTOWN MALL

TAX : 552-306-150



od's



**AN ICONIC LOCATION IN DOWNTOWN  
IN FRONT OF AL MASA HOTEL**

SHOPPING



HYPERMARKET



RESTAURANTS



CINEMA HALLS



**19992**



DIWAN

# TOP 10 STAFF PICKS

*For Investors and Entrepreneurs*

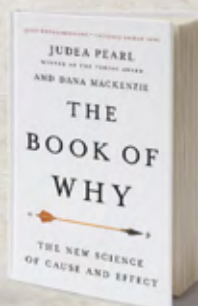
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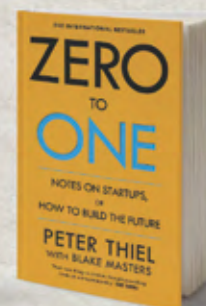
**SHOE DOG**  
PHIL KNIGHT



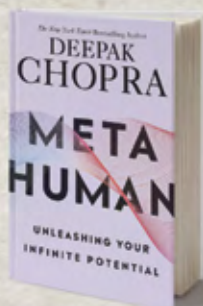
**SCARY SMART**  
MO GAWDAT



**THE BOOK OF WHY**  
JUDEA PEARL



**ZERO TO ONE**  
PETER THIEL



**META HUMAN**  
DEEPAK CHOPRA



**COMPETING IN THE AGE OF AI**  
MARCO IANSITI  
& KARIM R. LAKHANI



**LIFE FORCE**  
TONY ROBBINS



**MONEY  
MASTER THE GAME**  
TONY ROBBINS



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HARVARD BUSINESS REVIEW



**THE LEAN STARTUP**  
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