

INVESTIGATE

THE VOICE OF REAL ESTATE

NEW CAPITAL: A GROUNDBREAKING DEVELOPMENT IN EGYPT'S REAL ESTATE MARKET



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Dear Readers,

It is with great enthusiasm that we present this special issue dedicated to one of the most ambitious urban development projects in Egypt's modern history, the New Administrative Capital (NC). Far more than a response to Cairo's overcrowding, the NC represents Egypt's broader vision for modern infrastructure, governance, and investment. The issue is structured into four key sections offering a comprehensive look at the city's evolution.

The first section presents verified data on the government's accomplishments in the NC, showcasing rapid progress in infrastructure, public buildings, digital systems, transport networks, and sustainability, transforming plans into tangible achievements that rival global standards.

The second section explores shifting consumer preferences among homebuyers and investors, emphasizing rising demand for integrated, smart, and connected communities. It also highlights the challenges of meeting expectations in pricing, lifestyle, and long-term value.

The third section covers untapped investment opportunities in sectors like education, healthcare, logistics, and green tech, positioning the NC as a hub for diversified economic growth. This aims to guide both local and international investors toward high-potential areas.

Finally, the fourth section maps the private sector's role, profiling major developers and their projects, from luxury housing to smart business districts. The NC emerges not just as a city, but as a bold declaration of Egypt's future ambitions.

Warm regards,

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A Groundbreaking
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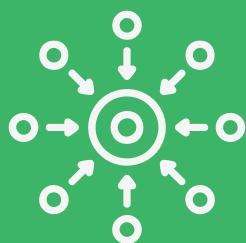
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BUILDING THE FUTURE: ENG. KHALED ABBAS ON THE VISION FOR EGYPT'S NC

Invest-Gate speaks with Eng. Khaled Abbas, Chairman and Managing Director of the Administrative Capital for Urban Development (ACUD), about the strategic vision guiding Egypt's New Capital (NC). Designed as a smart, sustainable, and inclusive city, the NC supports national development priorities and positions Egypt as a regional leader in urban innovation. In this interview, Abbas outlines the project's key pillars, investment prospects, and technological foundations.

Pillar 1: Vision and Strategy

What is the long-term vision for the NC? Is the goal merely to relieve pressure on Cairo?

Our vision goes beyond simply easing pressure on Cairo. We aspire for the NC to become a global model for smart and sustainable cities, reflecting Egypt's future vision as well as serving as an economic, cultural, and tourism hub in the region. To realize this, we have launched a series of integrated projects including medical, sports, and industrial cities; the City of Arts and Culture; and extensive green spaces, such as the "Green River", the world's largest central park spanning 1,000 acres, featuring Islamic and heritage gardens, educational zones, an open zoo, and extensive recreational areas.

How is the balance between urban ambition and environmental conservation achieved?

We place great importance on sustainability, exemplified by projects such as giant district cooling plants, which utilize sustainable cooling methods through hybrid systems combining natural gas and electricity along with thermal energy storage. ACUD is also committed to modern

sustainable waste management, encompassing the sustainable collection, transportation, treatment, reuse, recycling, and safe disposal of waste. All transportation methods are based on electric or natural gas systems, which are less polluting for the environment.

We have prioritized achieving the highest per capita share of green spaces within the NC. The company supports sustainable development in the NC, especially in light of growing concerns about climate change and the urgent need to achieve the Sustainable Development Goals (SDGs) for human well-being, energy conservation, and global pollution reduction.

We encourage developers to integrate sustainable design principles and SDGs into their projects as part of our commitment to fostering a smart, sustainable, and green urban environment. In this context, the company has offered promotional packages to developers seeking LEED or zero-carbon certification, contributing to the creation of an environmentally friendly city in exchange for additional building space and other benefits. This initiative aims to mitigate the effects of climate change by promoting the development of smart, sustainable, and green cities while enhancing Egypt's global standing in green building practices. Furthermore, it enables developers to embrace environmental stewardship and renewable energy sources while benefiting economically.

Pillar 2: Investments and Development

What are the most promising sectors for investment currently?

There are promising opportunities in the technology, education, healthcare, financial services, and smart infrastructure sectors. We are also focusing on major commercial projects such as the Green River and the Central Bus Station, as well as administrative centers like Tycoon Tower and Forbes Tower.

Among the city's landmark facilities is People's Park, covering 2 mn m², welcoming up to 55,000 visitors daily, and including 32 dining outlets.

Are there plans to attract new foreign investment in the second phase?

The company is working to attract international firms in the second phase, particularly in advanced technology, renewable energy, financial services, and logistics. Additionally, we are seeking to attract local and international industrial developers to the industrial zone. Two memoranda of understanding have already been signed with the Turkish company Polaris and Dubai Ports World.

How do you maintain the NC's attractiveness as an investment hub despite global circumstances?

We focus on providing a stable business environment, smart infrastructure, and clear administrative facilities. We also prioritize improving the investment climate in partnership with the private sector, both locally and internationally, and offer diverse opportunities through economic and logistics zones.

Pillar 3: Technology and Smart Infrastructure

What are the most prominent smart applications implemented?

The NC features integrated smart management systems, including a fiber optic network, smart water and electricity management systems, smart applications for transportation services and parking, electronic payment platforms, and smart educational services. These systems are supported by GIS-based resource management for water, energy, land, and air, enhancing data-driven sustainability. Cooling systems are designed to be eco-friendly, relying on electric and gas-powered central stations, and are part of a broader commitment to renewable energy, including solar-powered lighting and energy-efficient infrastructure.

ACUD also provides large certified data centers, having obtained Tier III Certification of Design Documents and Tier III Certification of Constructed Facility from the Uptime Institute, which specializes in evaluating and classifying data centers worldwide. This initiative aligns with the excellence and diverse services offered by both the NC's Data Center and the city's operations center, which are based on the latest technological applications and the highest operational standards.

Are there partnerships with international companies in the field of smart cities?

Several partnerships have been established with international and local companies across various fields, including:

- A company was established in collaboration with the Emirati BEEAH Group to provide integrated services for the maintenance and operation of facilities, including waste management in the NC and

other areas in Egypt. These services encompass general cleaning, the collection and management of waste generated by residential, commercial, administrative, and medical facilities, operation of various waste recycling facilities, and the collection, transport, and storage of medical, agricultural, and organic waste, among others, as well as the sale and purchase of waste.

- A partnership with the German company Dorsch Global and the Egyptian company ECG to operate and manage drinking water, irrigation, and wastewater facilities in the NC, in accordance with the highest standards of quality and sustainable development. The new company will manage the billing and collection system using smart meters provided by ACUD for all facilities in the NC, in addition to maintaining these networks to manage the drinking water and wastewater systems.
- A partnership with WMC to manage Wycombe Abbey School in the Diplomatic District, owned by ACUD, with a focus on providing distinguished education at both local and regional levels.

Pillar 4: Society and Population

When can we expect a large, stable population? How is relocation to the NC encouraged?

We have already begun welcoming residents. Classes have been ongoing for years, and the second cohort from some of these universities graduated last year. Citizens are encouraged to relocate by offering a variety of housing units and integrated services, including international, private, and experimental schools, as well as shopping malls and recreational areas. Notably, the Diplomatic District alone spans 1,484 acres, hosting 200 embassy plots, residential villas, a 5-star hotel, international schools, and a medical center—ensuring global functionality and diverse services.

Is the NC intended only for the wealthy?

The NC was carefully planned to be inclusive and to target all segments of society. It offers a variety of housing units that cater to all socioeconomic levels, including social and middle-income housing projects, as well as luxury housing, to ensure balanced social diversity.

Pillar 5: Looking Forward

What do you hope to achieve in the NC?

I hope we achieve our vision of the NC becoming a global center for innovation, technology, and sustainability, providing a high quality of life for residents and visitors. We are also working to make the NC a model for modern city planning, both locally and globally. This vision is already being realized through memoranda of understanding signed with several African countries, including Zambia, Madagascar, and Zimbabwe, as well as with China and South Korea.

What is the biggest challenge in the next phase?

The biggest challenge is maintaining the pace of implementation and adhering to the timeline while ensuring the integration of smart and environmentally sustainable projects, as well as the continued attraction of quality investments that contribute to achieving the capital's comprehensive vision for its management and operation.

With a total area of 230,000 acres (960 km²) and a planned population capacity of 8 to 10 mn residents, the NC stands as one of the largest purpose-built capitals globally—strategically positioned near the Suez Canal cities, Sinai, and the Eastern Delta.

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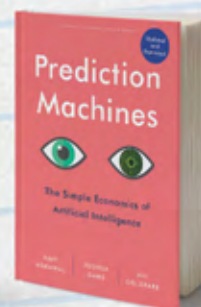
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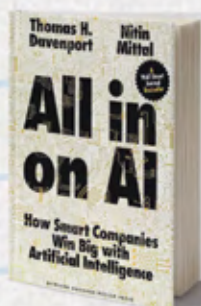
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PUBLISHED BY

INVESTIGATE
— RESEARCH & ANALYSIS —

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A B O U T

INVESTGATE

THE VOICE OF REAL ESTATE

Invest-Gate is Egypt's leading real estate think tank, providing investors, customers, and other stakeholders in the market with the latest trends in the Egyptian real estate sector.

With over 20 roundtables, Invest-Gate has taken the lead in addressing the top challenges facing the Egyptian real estate market with key industry leaders, executives, and officials from different entities across the Egyptian investment landscape.

We are on a mission to empower our readers with the latest trends and unbiased information through our website, magazine, as well as our extensive and impactful social media presence.

Invest-Gate is embarking on an exciting new chapter, poised to redefine the Egyptian real estate industry on regional and global scales. With a lineup of monumental events on the horizon, including top-notch real estate exhibitions and one-of-a-kind conventions, we are driving transformation and innovation in the sector.

Our elite team of experts and specialists in the Research and Analysis (R&A) department contribute to economic knowledge through data-rich studies and uniquely crafted "Market Watch" reports.

As we set our sights on the future, we are committed to fostering a dynamic ecosystem that propels the Egyptian real estate industry to new heights of success and prominence.

For inquiries, email info@invest-gate.me.

ABOUT THIS REPORT

This report explores Egypt's New Capital (NC) as a desirable international investment location. The Egyptian government launched a visionary initiative called the NC, which seeks to build a contemporary, sustainable administrative center that promotes economic growth and improves quality of life.

Based on extensive research and analysis, the report provides a comprehensive overview of the NC on many different levels, as we move from the offering side to the demand one, as well as from the government's vision to the private sector's. This helps build a full and clear picture of the progress being made in the NC.

In conclusion, this report shall benefit investors, policymakers, and stakeholders looking to explore the NC's immense potential for growth, innovation, and prosperity.



SECTION I:

GOVERNMENT ACHIEVEMENTS IN NC

Egypt launched the New Capital (NC) as a strategic solution to alleviate the growing pressure on Greater Cairo, whose population capacity is 8-10 mn. Positioned east of Cairo near the Suez Canal area and regional roads, the NC spans 230,000 acres, with the first phase covering 40,000 acres and targeting a population of 2.4 mn. The city is designed as a fully integrated smart capital, incorporating a government district, financial district, residential communities, medical and sports cities, and a city of arts and culture. The details presented in this section are based on official data from government sources, ensuring accuracy and reflecting the latest updates as of May 2025.

Residential development is a crucial aspect of the NC, with multiple large-scale projects offering a diverse range of housing options. Capital Residence (R3), covering 1,016 acres, includes 24,130 housing units, consisting of residential buildings, villas, and townhouses in 8 neighborhoods. In R3, there are 913 units belonging to the “Your Home in Egypt” initiative with different areas. New Garden City (R5), spanning 885 acres, provides 21,494 housing units alongside commercial units which reach 513 units, in addition to 456 villas. Your Home in Egypt initiative provides a lot of units within R5 with diverse spaces starting from 79 sqm to 344 sqm.

Adjacent to the governmental zone, the Central Business District (CBD) is emerging as a commercial powerhouse with 20 high-rise towers on 195 acres. The district includes 10 mixed-use towers spanning 806,000 sqm with different heights, five residential towers including 1,700 housing units, four connected crescent towers, and the landmark 400-meter Iconic Tower, the tallest in Africa, which contains administrative units, hotel apartments, and hotel rooms. These developments solidify the NC’s role as a financial and business hub, attracting regional and international investments.

Moving to Knowledge City, which spreads across 221 acres, is positioned as a hub for research, technology, and innovation, contains 57 specialized laboratories, and targets 6,000 students. Knowledge City includes an information technology institute, a national telecommunication institute, and others like Egypt University of Informatics (EUI) which consists of 4 specialized faculties.

According to The Green River, covering 1,000 acres, it will offer green spaces, lakes, and cultural attractions such as Al Fattah- Al Aleem mosque. In addition, Central Park, one of the

largest in the world, extends over 1,000 acres with a length of more than 10 km and is designed in multiple phases, CP 01, CP 02 and CP 03. Notably, all details about the three phases are shown in this section of our report.

It is worth talking about the Governmental District in NC, extending across 400 acres, which is the core of Egypt’s administrative transformation. It houses the Council of Ministers, the House of Representatives, and ministerial buildings on 1.45 mn sqm for phase I with 34 buildings among them there are 29 ministries. The district has been designed to enhance efficiency and digital governance, ensuring streamlined operations within government entities.

Recreational and cultural facilities play a significant role in shaping the NC’s livability. The Entertainment District, spanning over 4,256 acres, includes luxury resorts, international hotels, a Formula One racetrack, and Egypt’s largest shopping and dining complexes.

The New Capital City is set to become a healthcare hub with its Medical City, which contains 40 plots and is being developed under ACUD. This state-of-the-art medical facility includes specialized institutes, complemented by research centers and central laboratories. The space of each hospital ranges from 20,000 to 70,000 sqm and accommodates between 100 and 350 beds.

Then, we move to the sports city in NC, spanning over 105 acres providing a football stadium complex, and courts for volleyball, tennis paddle, and basketball. It also includes a service area, culture and technology building, and other areas. Finally, in the following section, you will be able to find all the details about the government’s achievements in NC.

CITY OVERVIEW



East Cairo, Near Sinai, Suez Canal Cities & Eastern Delta Governorates

LOCATION



230,000 Acres

TOTAL AREA



8-10 mn

POPULATION CAPACITY



CITY TARGETS

- Green City
- Business City
- Connected City
- Walkable City
- Sustainable City
- Smart City
- Livable City



NEW CAPITAL
NEIGHBORHOODS

- 8** Residential Districts
- Diplomatic District (Area: **1,484** Acres)
- Government District (Area: **400** Acres)
- Financial District (Area: **200** Acres)



150

NO. OF NEIGHBORHOODS

- Central Business District (Area: **195** Acres)
- Sports City (Area: **105** Acres)
- City of Arts & Culture (Area: **101** Acres)
- Retail & Amenities

PHASE I



40,000 Acres

AREA



PROJECTS



2.4 mn

TARGET POPULATION

Capital Residence (R3)
(Area: **1,016** Acres)

New Garden City (R5)
(Area: **885** Acres)

Central Business District (CBD)
(Area: **195** Acres)

Green River (CP)
(Area: **1,000** Acres)

CAPITAL RESIDENCE (R3)



1,016 Acres

AREA



8

NO. OF NEIGHBOURHOODS



24,130

NO. OF HOUSING UNITS



INCLUDE:

- 697** Residential Buildings (**19,944** Housing Units)
- 328** Villas
- 157** Townhouses (**624** Housing Units)
- 64** Mixed Residential Buildings (**2,560** Housing Units)
- 9** Mixed-Use Buildings (**674** Housing Units)

ALLOCATED HOUSING UNITS



Neighbourhood No. 1, 2 & 8

LOCATION



4,000

NO. OF UNITS



126-173 sqm

UNITS AREA

YOUR HOME IN EGYPT INITIATIVE

 **913**
NO. OF UNITS

 **141-392** sqm
UNITS AREA

NEW GARDEN CITY (R5)

 **885** Acres
AREA

 **385**
NO. OF HOUSING BUILDINGS

 **21,494**
NO. OF HOUSING UNITS

 **513**
NO. OF COMMERCIAL UNITS

 **456**
NO. OF VILLAS

 EGP **6.3** bn till Oct. **2024**
ACHIEVED SALES

YOUR HOME IN EGYPT INITIATIVE

 **521**
NO. OF UNITS

 **79-344** sqm
UNITS AREA

CENTRAL BUSINESS DISTRICT (CBD)

 **195** Acres
AREA

 **20**
NO. OF TOWERS

10 MIXED-USE TOWERS

 **806,000** sqm
AREA

 **80-175** m
HEIGHT

CRESCENT TOWERS

 **4** Connected Towers
NO. OF TOWERS

 Up to **64** m
HEIGHT

5 RESIDENTIAL TOWERS

 **102,000** sqm
AREA

 **152-200** m
HEIGHT

 **1,700**
NO. OF HOUSING UNITS

ICONIC TOWER

 **266,000** sqm
AREA

 **400** m
HEIGHT

 NO. OF FLOORS

- 40** Floors for Administrative Units
- 10** Floors for Hotel Apartments (**52** Apartments)
- 30** Floors for Hotel (**183** Rooms)

KNOWLEDGE CITY

 **221** Acres
AREA

 **6,000**
NO. OF TARGET STUDENTS

 **57**
NO. OF SPECIALIZED LABORATORIES

 INCLUDES:

- Information Technology Institute
- Egypt University of Informatics
- Imhotep Center for Innovation and Development
- National Telecommunication Institute
- National Academy for Information Technology for Disabilities

EGYPT UNIVERSITY OF INFORMATICS (EUI)



THE GREEN RIVER

 **1,000** Acres
AREA

SUPPLY VOLUME

Sports Club

Reading & Science Lake

Great Lake

Islamic Garden

Open Cinema Hall

Central Square

Al Fattah- Al Aleem Mosque

Interactive Garden

Educational Park for Kids

Luxury Oasis

Restaurants

Heritage Garden

Others

CENTRAL PARK



1,000 Acres+
AREA



10 km+
LENGTH

CP 01



375 Acres
AREA



FEATURES

- Islamic Garden
- Social Club
- Lakes
- Restaurant
- Open Recreational Areas
- Covered Garden
- Integrated Spa Resort

CP 02



306 Acres
AREA



FEATURES

- Artistic Business Garden
- Entertainment Games Area
- Open-Air Theater (Area: **60** Acres+)
- Open Recreational Areas
- Heritage Garden
- Celebration Squares

CP 03



319 Acres
AREA



FEATURES

- Children's Educational Garden
- Central Plaza
- Recreational Sports Club (Area: **50** Acres+)
- Open Recreational Areas
- Open Library with Reading Gardens
- Restaurant Areas

DIPLOMATIC DISTRICT



1,484 Acres
AREA



200
NO. OF DIPLOMATIC PLOTS



48 (**53,000** sqm)
NO. OF RESIDENTIAL BUILDINGS



212 (**85,000** sqm)
NO. OF VILLAS



FEATURES

5-Star Hotel (**82,000** sqm)

International School

Commercial Zone

Medical Center

GOVERNMENT DISTRICT



400 Acres (**2** mn sqm)
AREA

HOUSE OF REPRESENTATIVES



2 Basement, Ground & **7** Floors
NO. OF FLOORS



149,000 sqm
BUA

COUNCIL OF MINISTERS



Basement, Ground & **3** Floors
NO. OF FLOORS



74,000 sqm
BUA

MINISTERIAL BUILDINGS



34
NO. OF BUILDINGS



29
NO. OF MINISTRIES



1.45 mn sqm
PHASE I BUA

CITY OF ARTS & CULTURE



101 Acres
AREA

SUPPLY VOLUME

- Opera House
- 4D Cinema
- Outdoor Amphitheater (Capacity: **18,000**)

- Music & Drama Theatres
- Sound Studios

ENTERTAINMENT DISTRICT



AREA
4,256 Acres



NO. OF PHASES
3

SUPPLY VOLUME

- World's Tallest Observation Wheel
- 4 & 6- Star Resorts & Hotels
- Vacation Rentals
- Luxury Homes, Villas & High-Rises
- VIP Golf Course
- Green Spaces & Parks

- Formula One Racetrack
- Convention Center
- World's Tallest Obelisk
- Wellness Centre
- Entertainment College

- Shopping & Dining Areas
- Cultural Arts Center & Museum
- Planetarium
- Aviary, Butterfly, Topiary & Botanical Gardens
- Others

MEDICAL CITY



ACUD
RESPONSIBLE AUTHORITY



Each Hospital: **100-350** Beds
CAPACITY



Each Hospital: **20,000-70,000** sqm
AREA



40
NO. OF PLOTS

SPORTS CITY



105 Acres
AREA

SUPPLY VOLUME

- Football Stadium Complex
- Basketball Court
- Paddle Court
- Multi-Purpose Courts
- Volleyball Court
- Tennis Court
- Special Needs Lounge
- Gymnasium
- Culture & Technology Building
- Service Area
- Others

PEOPLE'S PARK



AREA
2 mn sqm



DAILY CAPACITY
55,000 Visitors



NO. OF PARKING SPACES
4,500



NO. OF DINING OUTLETS
32 (23,840 sqm)

TRANSPORTATION



CAPITAL INTERNATIONAL
AIRPORT

- Area: **600** Acres
- Yearly Capacity: **380,000** Passengers



LIGHT RAIL TRANSIT (LRT)

- No. of Stations: **20** (**12** Stations already Operational)
- Daily Capacity: **500,000** Passengers for Phase I & II



MONORAIL (EAST NILE)

- No. of Stations: **22**
- Daily Capacity: **500,000** Passengers



HIGH-SPEED ELECTRIC TRAIN

- No. of Stations: **21**
- No. of Regional Stations: **8**
- No. of Express Stations: **13**



Area: **100** Acres
CENTRAL BUS STATION



business
ver

SECTION II:

NC CONSUMERS' PREFERENCES

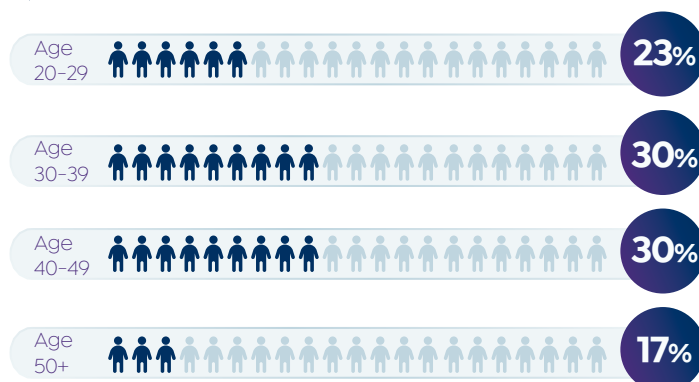
As part of this study, the Invest-Gate R&A team surveyed 121 persons from diverse demographics to assess demand trends, buyer preferences in the New Capital (NC), and the potential for relocation beyond the old capital.

CONSUMER DEMOGRAPHICS

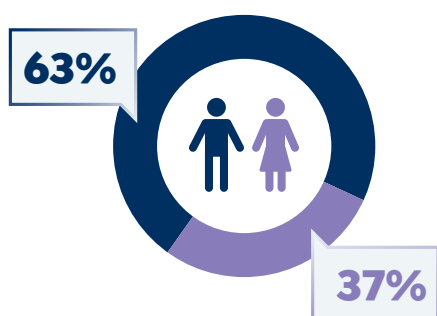
The survey findings indicate that the majority of the sample is male, constituting 63%, and females, 37%. The largest age demographics are the 30–39 and 40–49 year brackets, each representing 30% of the market share. Following these are the 20–29 age group (23%) and the 50+ age group (17%). Regarding marital status, a substantial majority (67%) of respondents are either married or engaged, while single individuals account for 27%, and widowed individuals represent 6%. It is noteworthy that all survey participants possess an undergraduate degree, underscoring the highly educated nature of the consumer demographic.



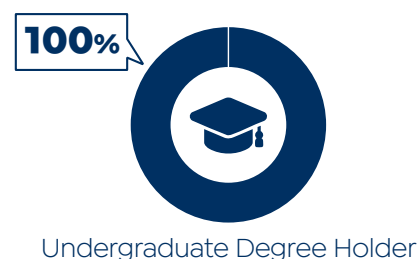
AGE GROUPS



GENDER



EDUCATIONAL LEVEL



MARITAL STATUS



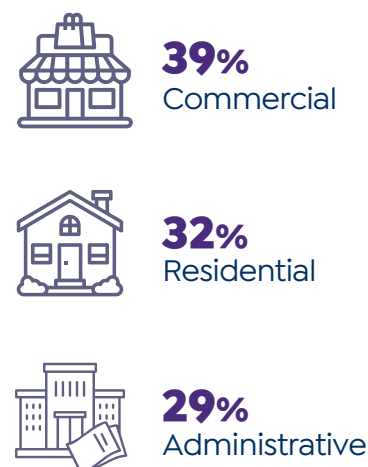
ANALYSIS OF HOMEOWNERS' INSIGHTS

The survey data provides valuable insights into consumer behavior within the NC market. Initially, a significant majority (73%) of respondents have already made a purchase. Examining the motivations behind these purchases, a clear preference for flexible payment options is apparent, with 75% of respondents highlighting this as a key factor. Moreover, security is paramount, influencing the decisions of 64% of buyers. While price and after-sales service are also relevant, they appear to be less decisive factors, impacting 55% and 50% of respondents, respectively. Finally, an analysis of unit ownership reveals that commercial units are the most sought-after (39%), possibly reflecting a strong entrepreneurial spirit among buyers, followed by residential units (32%) and administrative units (29%), indicating a balanced demand across different unit types.

OWNING UNIT IN NC



UNIT TYPE

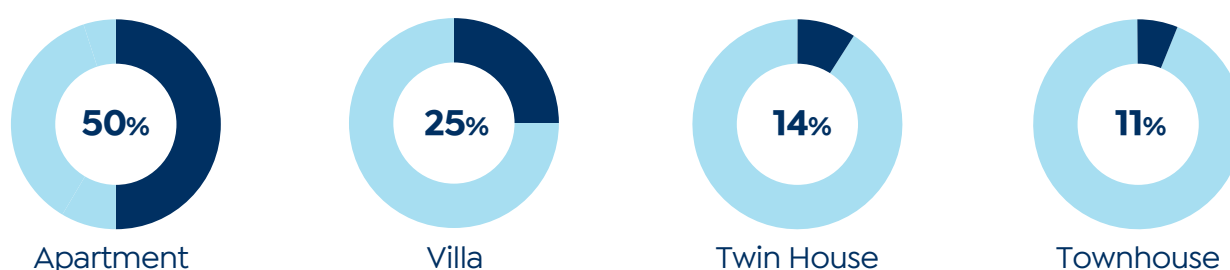


KEY REASONS FOR BUYING



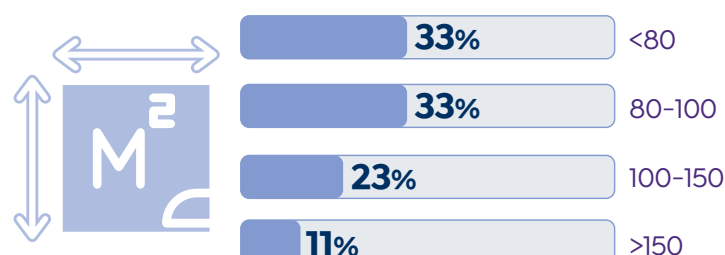
Regarding residential property choices, the composition of the residential segment among survey respondents demonstrates a clear preference for apartment living, with 50% of this group owning such units. Followed by 25% believe that villas represent the most popular housing choice. Twin houses constitute 14% of the market, while townhouses represent the smallest segment at 11%. This distribution suggests a potential market saturation for apartments or a strong preference for this type of housing within the surveyed population.

RESIDENTIAL UNIT TYPE



Examining respondents' unit sizes reveals a distribution across various square footage categories. Specifically, 33% of homeowners possess units smaller than 80 sqm, while an equal proportion (33%) own units ranging from 80 to 100 sqm. Approximately 23% of respondents have units between 100 and 150 sqm, with the remaining 11% owning larger units exceeding 150 sqm.

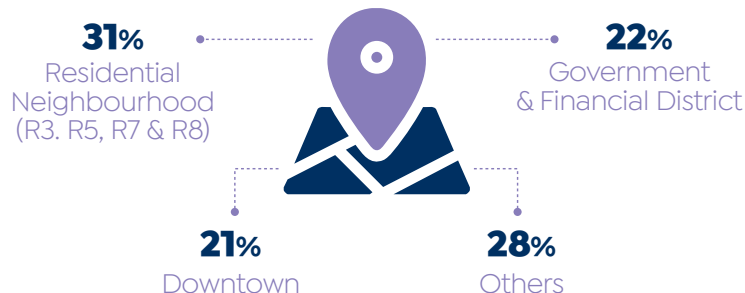
UNIT AREA (SQM)



The survey findings provide insights into the distribution of purchased units across different locations within the NC, revealing a clear concentration of purchases in residential neighborhoods (R3, R5, R7, and R8), which account for 31% of all sales. Following this, the government and financial district (22%) and the downtown area (21%) represent significant locations for purchased units, likely driven by proximity to employment centers and urban amenities.



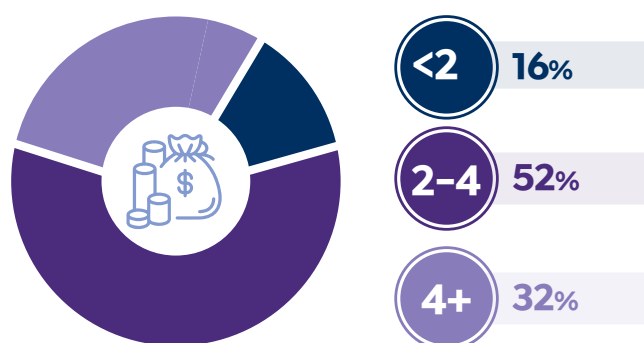
UNIT LOCATION



Regarding unit prices, Analysis of unit prices reveals a segmented market. 16% of buyers acquired units priced below EGP 2 mn. A substantial majority (52%) purchased units within the EGP 2-4 mn range, while 32% invested in properties exceeding EGP 4 mn. This distribution of purchases across different price points suggests a diverse buyer base with varying financial capacities and investment objectives.



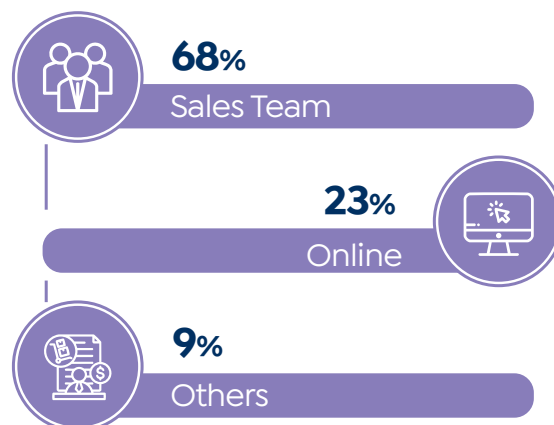
UNIT AVERAGE PRICE (EGP MN)



According to purchasing method, the most prevalent method for buyers is through direct interaction with salesmen, accounting for 68% of transactions. Online platforms represent the second most common approach, facilitating 23% of purchases.



PURCHASING METHOD



The survey findings indicate that installment plans are the dominant financing method, used by 94% of buyers compared to just 6% who pay cash. This demonstrates the importance of offering installment options to attract buyers. Regarding installment duration, 42% prefer plans over 8 years, 40% choose 6-8 years, and 18% opt for 3-6 years. This indicates a preference for longer repayment schedules, possibly to reduce monthly payments and make homeownership more attainable.



PAYMENT METHOD



94%
Installment



6%
Cash



INSTALLMENT PLAN (YRS)



For 74% of NC homebuyers, commercial services are the top priority, followed by entertainment and security at 70%. Medical, educational, and transportation services are prioritized by 45%, 43%, and 30% of buyers, respectively. This data suggests that convenient commercial options and a sense of security are paramount for buyers, while medical, educational, and transportation, though important, are secondary considerations.

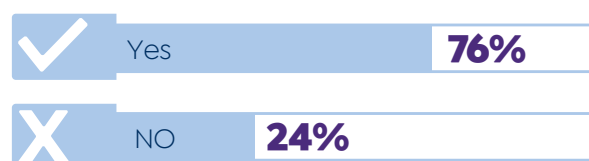
REQUIRED SERVICES



ANALYSIS OF POTENTIAL BUYERS' INSIGHTS

From a market perspective, the NC demonstrates a healthy level of interest, with 76% of prospective buyers considering a purchase. The remaining 24% are not interested in the market. Among potential buyers, commercial properties are the most popular choice (48%), followed by residential units (44%). Administrative units have considerably less demand, with only 8% of prospective buyers expressing interest. This data indicates a clear preference for commercial and residential properties over administrative units.

WILLINGNESS TO BUY



PREFERRED UNIT TYPE



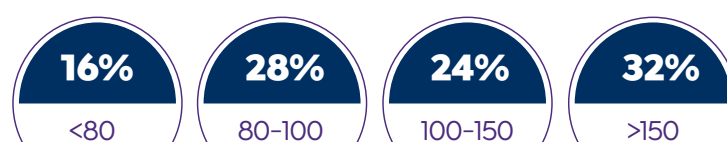
Regarding residential unit preferences, Apartments are the most popular residential unit type among potential buyers, with 45% of respondents indicating it as their top choice, while villas attract 19% of buyers. Notably, townhouses and twin houses exhibit similar levels of demand, each registering 18% preference. This distribution suggests a strong preference for apartment living.

PREFERRED RESIDENTIAL UNIT TYPE



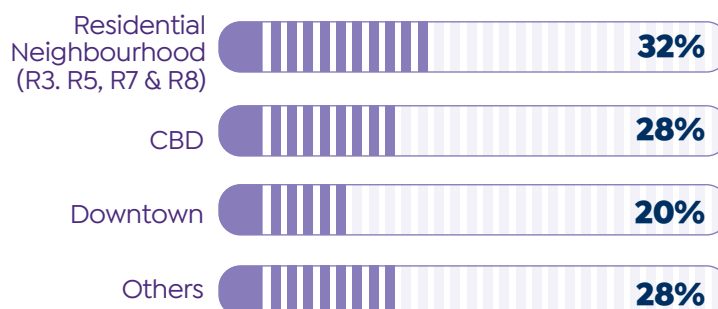
Starting with the smallest segment, only 16% of potential buyers are interested in units smaller than 80 sqm. A slightly larger portion (24%) prefers units in the 100-150 sqm range. A more substantial segment (28%) targets units between 80 and 100 sqm. The largest group (32%), however, demonstrates a clear preference for units exceeding 150 sqm. This ascending order of preference clearly points to a market demand for larger living spaces.

PREFERRED UNIT AREA (SQM)



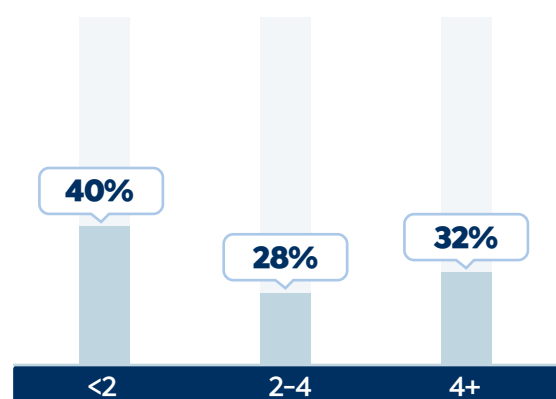
The most favored location among respondents is residential neighborhoods (R3, R5, R7, and R8), attracting 32% of preferences. Following this, the CBD is preferred by 28% of respondents, while the downtown area attracts 20%. Other locations collectively account for the remaining 28%. This data suggests a strong preference for established residential areas, followed by locations offering convenient access to business and commercial activities.

📍 PREFERRED LOCATION



Analysis of price preferences reveals the following distribution: 40% of potential buyers prefer units priced under EGP 2 mn, 28% prefer units in the EGP 2-4 mn range, and 32% target properties priced above EGP 4 mn. This distribution indicates interest across a wide range of price points.

💰 PREFERRED AVERAGE PRICE (EGP MN)



The survey results provide compelling insights into financing preferences. Installment plans are universally preferred by potential buyers (100%) over cash, highlighting their crucial role in the market. Of these plans, 72% are for 8+ years, and 28% are for 6-8 years, demonstrating a preference for longer repayment terms, likely to manage monthly payments.

📅 PREFERRED PAYMENT METHOD



📅 PREFERRED INSTALLMENT PLAN (YRS)



For buyers willing to purchase, Entertainment services are the highest priority for them, cited by 92% of respondents. Following closely behind are security services, valued by 88% of buyers. Medical and commercial services are equally important, prioritized by 84% of respondents. Educational services are considered by 72%, and transportation by 56%.

REQUIRED SERVICES


92%

Entertainment


88%

Security


84%

Commercial


84%

Medical


72%

Educational


56%

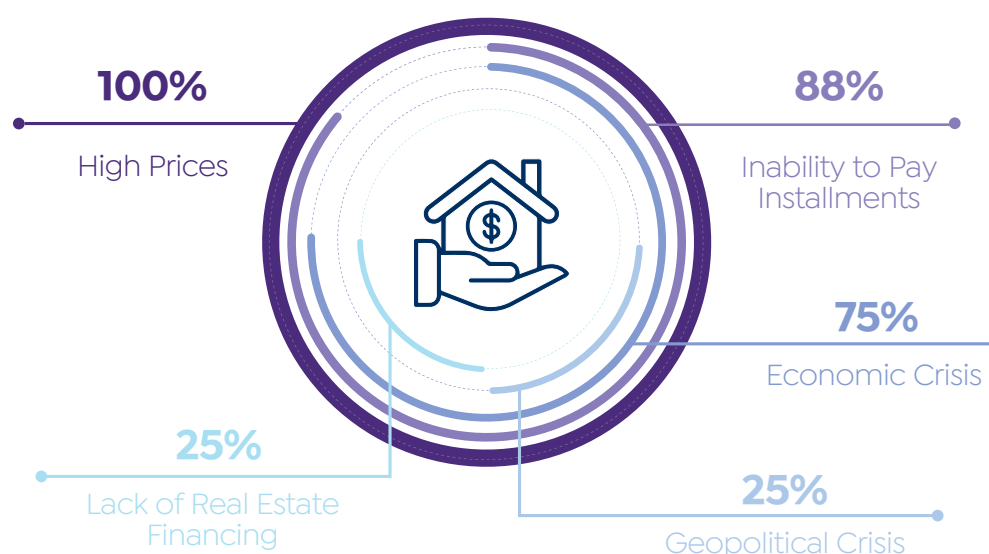
Transportation

OBSTACLES OF OWNING UNIT IN NC

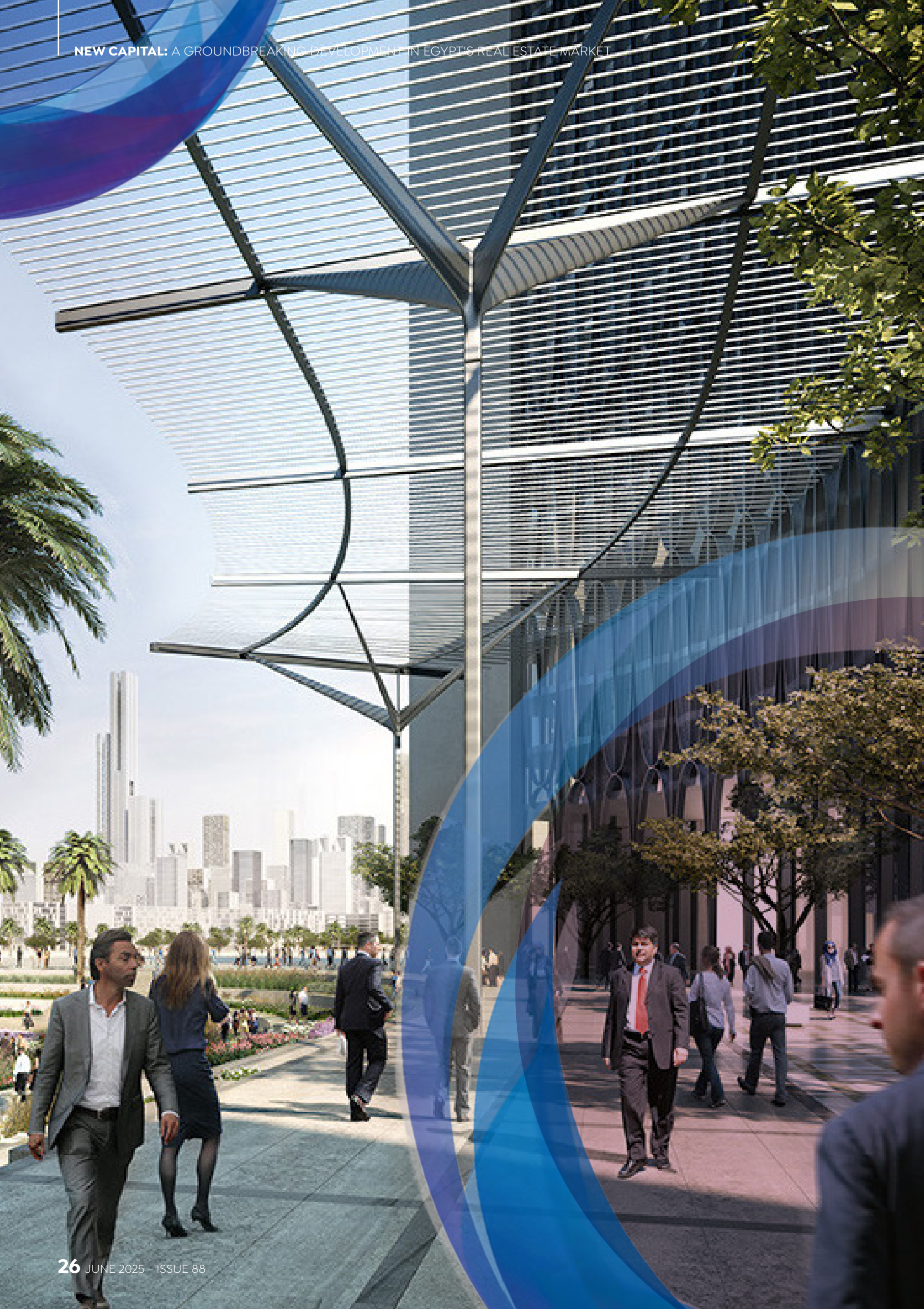
Referring to the data collected, high prices are the most significant impediment to purchase in the NC, preventing 100% of our respondents from being interested in purchasing. The inability to manage installment payments is a major deterrent for 88%. The economic crisis poses a substantial challenge for 75% of potential buyers. Geopolitical instability and the scarcity of real estate financing options are additional concerns, each affecting 25% of respondents. These findings highlight the critical role of affordability and economic stability in facilitating sales within the NC.



DRIVERS OF NON-PURCHASING



According to previous analysis, there is a strong demand for commercial and residential units, with installment plans as the preferred payment method. In addition, there is focus on entertainment, security, and commercial services. However, pricing and economic conditions remain key barriers to increased purchases in the NC.



SECTION III:

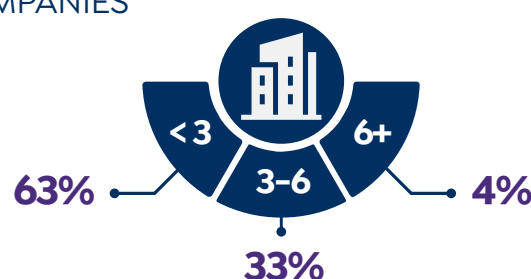
BOOMING INVESTMENT POTENTIAL FOR DEVELOPERS IN NC

To gain deeper insights into property development trends, sales performance, and investment dynamics in the New Capital (NC), the Invest-Gate R&A team conducted a comprehensive survey targeting 30 private real estate developers.

ANALYSIS OF INVESTMENT TRENDS IN NC

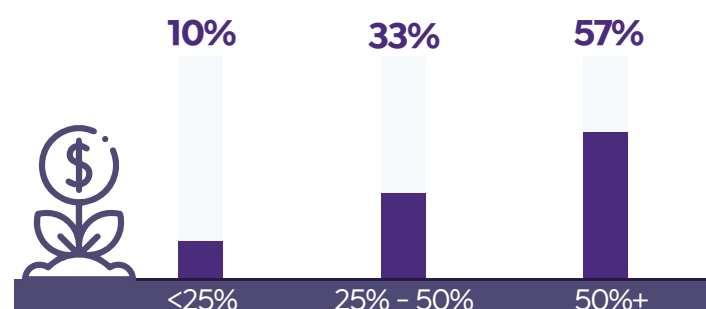
The NC's appeal as an investment destination is evident in the distribution of developer projects. 63% of developers have fewer than three projects in the city, while 33% are involved in three to six. A small but noteworthy 4% has committed to more than six developments, signaling significant confidence in the city's long-term prospects, a healthy and active development landscape within the NC.

AVERAGE NO. OF PROJECTS HELD BY COMPANIES



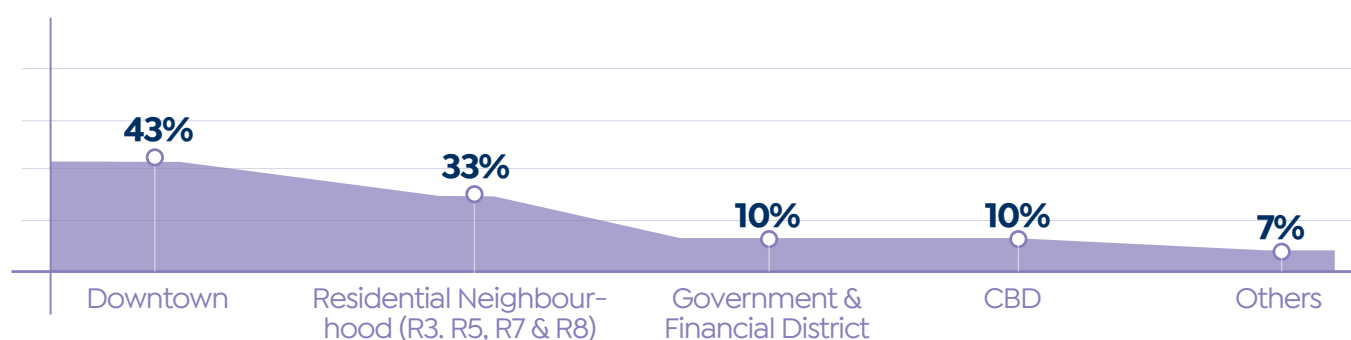
The data concerning developers' investment in NC reveals that a small fraction of respondents (10%) have invested less than 25% of their total investments in the NC. A further 33% represent roughly one-quarter to one-half of their total portfolios, suggesting a moderate level of commitment. However, a substantial majority (57%) of surveyed developers have allocated more than half of their total investment portfolios to the NC, indicating a high degree of confidence in the city's potential. This distribution of investment capital underscores the NC's continued attractiveness to developers and investors within the real estate sector.

DEVELOPERS' INVESTMENT IN NC VS. OTHER AREAS



Considering developer investments within the NC, the downtown area stands out as the most attractive location, capturing 43% of developer interest due to its commercial appeal and strategic location. Residential neighborhoods (R3, R5, R7, and R8) constitute the second most popular choice, attracting 33% of interest and offering a balance between residential and commercial opportunities. The Central Business District (CBD) and the government and financial districts collectively garner 20% of developer interest. Highlighting the strong appeal of the downtown area, followed by established residential neighborhoods and key business districts.

OPTIMAL INVESTMENT LOCATION



ANALYSIS OF SALES ENVIRONMENT IN NC

Comparing developers' sales within and outside the NC to gain a more comprehensive understanding of sales performance within the NC. The results indicate that a substantial majority (76%) of surveyed developers reported that more than half of their total sales were generated within the NC. A further 17% of developers achieved exactly 50% of their sales in the NC. The remaining 7% of developers reported less than half of their sales within the NC. These figures strongly suggest that properties in the NC have successfully attracted a significant number of buyers, thereby boosting sales performance for developers in recent years.



SALES IN THE NC COMPARED TO OTHER AREAS



Referring to available unit type within the NC, administrative and commercial units emerge as the most highly provided, each cited by 90% of surveyed developers. Residential units are also mentioned by 47% of respondents. Medical units constituted 20%. This distribution indicates a strong focus on commercial activity within the NC, with residential units also in demand.



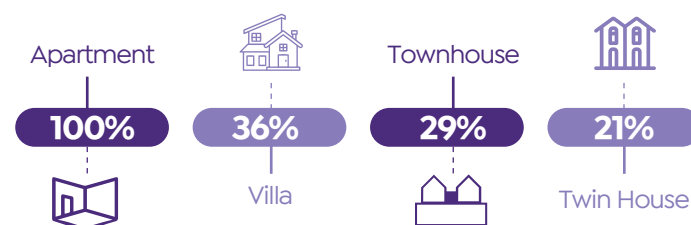
AVAILABLE UNIT TYPE



According to residential property demand, the residential sector is heavily skewed towards apartments. All (100%) surveyed developers are active in this segment, highlighting its widespread appeal. Villas are the next most popular choice, preferred by 36% of respondents. Townhouses and twin houses attract interest from 29% and 21% of developers, respectively. These findings underscore the overwhelming demand for apartments in the residential market.



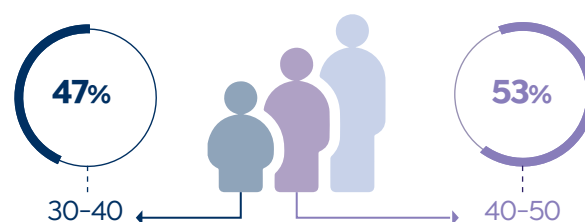
HIGH DEMAND RESIDENTIAL UNIT TYPE



Examination of buyer age distribution indicates that 53% of those keen to purchase property in the NC are between 40 and 50 years old. The remaining 47% of buyers are in the 30-40 year old age range, referring that the NC primarily caters to a mature clientele, with a significant presence of younger buyers also evident.



HIGH-DEMAND AGE GROUPS (YRS)



The projections for future demand within the NC reveal a high degree of confidence among developers. An overwhelming majority (97%) anticipate continued growth, while only a small minority (3%) foresee a stabilization of demand. This overwhelmingly positive sentiment reinforces the NC's established reputation as a premier investment destination and suggests continued robust activity in the city's real estate market.



EXPECTED FUTURE DEMAND



SALES STRATEGIES & MARKETING DRIVERS

Regarding payment method preferences among developers, installment plans are favored by 33% of respondents as their sole preferred option. However, a substantial majority (67%) of developers utilize a combination of cash and installment plans. This suggests that flexibility in payment options is key within the real estate market, accommodating a wider range of buyer financial situations.



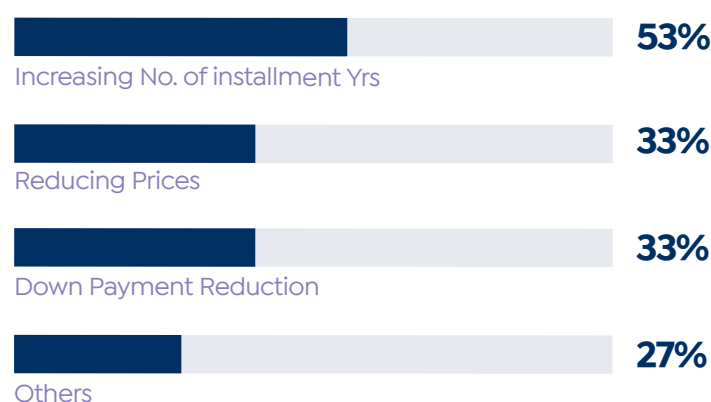
MOST FREQUENTLY PAYMENT METHOD



Developers are employing a diverse range of sales and marketing strategies to attract homebuyers. Increasing installment years is the most prevalent approach, cited by 53% of respondents. Reducing prices and down payment reduction are also commonly used tactics, each cited by 33%. A substantial proportion of developers (27%) are implementing other strategies and tactics, such as discounts, emphasizing delivery dates, and highlighting prime location. This multifaceted approach suggests that developers are utilizing a variety of incentives to appeal to potential buyers in the current market.



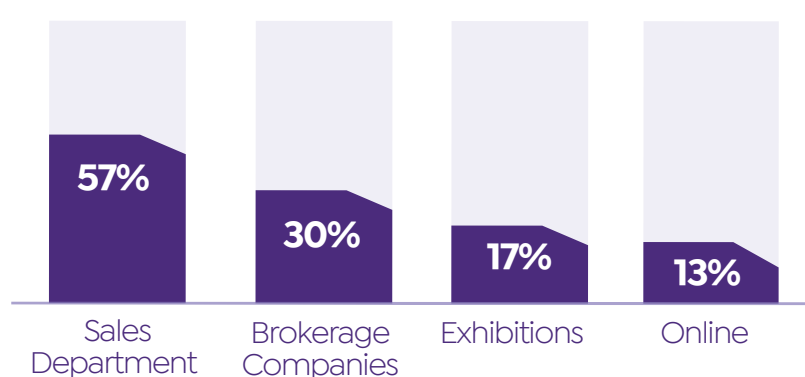
SPECIAL OFFERS TO BOOST DEMAND



Analyzing sales channel strategies reveals that dedicated sales departments are the most effective, accounting for 57% of transactions. Subsequently, brokerage companies facilitate 30% of sales, while exhibitions contribute 17%. Finally, online platforms account for 13% of sales. Therefore, this data suggests that direct sales efforts are the most successful approach, followed by collaborations with brokerage companies and participation in exhibitions. However, online platforms, while utilized, currently play a less prominent role in driving sales.

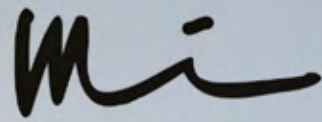


MOST EFFICIENT SALES MECHANISMS



SCAN TO DOWNLOAD THE FULL REPORT

INCLUDING PRIVATE REAL ESTATE PROJECTS IN NC



Mori International



MORI INTERNATIONAL IS A PRIVATELY OWNED ENTERPRISE DRIVEN BY THE VISION OF BECOMING THE FOREMOST LEADER IN THE FOOD AND BEVERAGE INDUSTRY. ORIGINATING IN 2007 WITH THE LAUNCH OF MORI SUSHI, A PIONEERING SUSHI FUSION CONCEPT IN SAO PAULO, BRAZIL, THE COMPANY HAS STEADILY EXPANDED ITS FOOTPRINT. INITIALLY ENCOMPASSING SEVEN DISTINCT CONCEPTS ACROSS EGYPT—MORI SUSHI, TAMARA, MINCE BURGERS, TED'S, NUWA, OZEL, AND ROTI—MORI INTERNATIONAL HAS EVOLVED. PRESENTLY, IT OWNS AND OPERATES MORI SUSHI, TED'S, ALKOFTAGEYA, AND ORMET FAHMY AND 2 MORE BRANDS IN THE PIPELINE. OUR OVERARCHING MISSION IS TO UPHOLD UNPARALLELED STANDARDS OF QUALITY, HYGIENE, TASTE, SERVICE, AND EMPLOYEE SATISFACTION. MORI INTERNATIONAL IS SET TO CURATE A COMPREHENSIVE PORTFOLIO OF BRANDS UNPARALLELED IN THE MIDDLE EAST'S F&B INDUSTRY BY 2027. BEYOND NATIONAL BORDERS, OUR AMBITIONS EXTEND GLOBALLY. WE ARE POISED TO INTRODUCE OUR CONCEPTS TO SAUDI ARABIA AND EXPAND THE PRESENCE OF MORI SUSHI IN THE UAE, CEMENTING OUR POSITION AS A DYNAMIC PLAYER ON THE INTERNATIONAL STAGE.

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SAK DEVELOPMENTS SIGNS COOPERATION PROTOCOL WITH BUE TO PREPARE STUDENTS FOR JOB MARKET

As part of its pivotal role in supporting innovation, scientific research, and preparing students for the job market, SAK Developments has signed a cooperation protocol with the British University in Egypt (BUE).

This strategic initiative aims to enhance collaboration between the academic and industrial sectors, develop engineering talent, and equip students with practical skills to complement their educational backgrounds.

The protocol was signed by Eng. Ahmed Kadri, CEO of SAK Developments, and Prof. Maguid Hassan, Dean of the Faculty of Engineering at BUE, in



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the presence of Prof. Tamer Mohamed, Vice Dean for Community Service and Enterprise.

At the signing, Kadri expressed his enthusiasm for this cooperation, highlighting the company's commitment to providing essential support to students in the Faculty of Engineering as part of its societal role in preparing young professionals for the job market.

He emphasized that the protocol includes several key pillars, notably providing summer training programs for engineering students at SAK Developments. These programs aim to enhance their practical skills and offer employment opportunities for outstanding students upon completion of their training.

Kadri also noted that the protocol supports joint research projects, particularly in the fields of artificial intelligence (AI) and digital twins, which are essential tools for the future labor market.

The agreement includes organizing field visits for students and faculty members to SAK Developments' facilities and projects, as well as providing access to the company's modern facilities and technologies for academic research and entrepreneurship.

He emphasized that this partnership reflects SAK Developments' dedication to supporting engineering education and creating a professional environment that integrates practical application with scientific research. This approach enhances graduates' readiness for the job market and contributes to the development of innovative and sustainable engineering solutions that support the real estate sector with skilled professionals.

Kadri highlighted that this cooperation offers significant opportunities for students and aims to achieve impactful advancements in both the engineering and real estate development sectors.

The signing ceremony also featured a presentation by Prof. Shady Salem and Prof. Ahmed Turki on recent developments in AI and digital twins, showcasing future opportunities for joint cooperation in these promising fields.



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