

INVESTIGATE

THE VOICE OF REAL ESTATE

S up and above K Y

N O R T H



**SKY AD.
DEVELOPMENTS**

tax reg. no. 579-543-986

16881 | skyabudhabi.ae



SCAN
TO DOWNLOAD
THE DIGITAL VERSION

ISSUE FEATURING
SHIFTING SANDS
HOW THE NORTH COAST IS REDEFINING
EGYPT'S REAL ESTATE SCENE
2025



SUBSCRIBE
TO OUR WHATSAPP
BROADCAST



REF

WATER VILLAS & FL

NATURE FLOWS THRO



CORNERSTONE
DEVELOPMENT

TAX NUMBER

ED

LOATING GARDENS

19614

www.cornerstonedv.com

OUGH EVERY CORNER

Developed in
Mostakbal City

As the summer season unfolds, our latest report casts a timely spotlight on Egypt's vibrant North Coast which is considered a region that continues to capture the imagination of investors, residents, and vacationers alike.

This special edition explores four key dimensions of the North Coast's evolving landscape. We begin with New Alamein City, where government-led achievements are transforming the area into a year-round urban and touristic hub. From infrastructure development to cultural initiatives, New Alamein exemplifies the state's ambitious vision for sustainable coastal living.

Next, we delve into the surge of investment and real estate projects reshaping the shoreline from luxury compounds to commercial centers shedding light on market dynamics and key players driving growth.

Our third section captures the voice of the consumer, highlighting shifting preferences among buyers and seasonal visitors from lifestyle expectations to emerging trends in property design and community living.

Finally, we offer a forward-looking view on the future of the North Coast, assessing both opportunities and challenges as the region positions itself as more than just a seasonal escape.

We hope this report provides valuable insights for stakeholders and inspires informed dialogue about the future of Egypt's northern frontier.

Warm regards,


MANAGING EDITOR
Email: mwilliam@invest-gate.me

- | | |
|-----------------------------------|---------------------------|
| General Manager & BD Director | Safaa Abdel Bary |
| Managing Editor | Monica William |
| Editor and Content Writer | Abdallah Gamal |
| English Writer | Mostapha Elmahdi |
| English Writer/Translator | Wael Hossam El Din |
| | Passant Essam |
| Editor and Arabic writer | Kirlos Zaki |
| Arabic Writers | Heba Gamal |
| | Younna Khater |
| Market Research Analysts | Esraa Nouredin |
| | Rola Moustafa |
| Market Research Supervisors | Yassen Mahmoud |
| | Mohamed Sayed |
| | Maged Khattab |
| Art Director | Walaa El Hagrassy |
| Senior Graphic Designer | Mina Boushra |
| Motion Graphic Designer | Olfat Kamel |
| Web Master | Maya El Gallad |
| Social Media Specialist | Mohamed Nagy |
| Accountant | Taghreed Mounir |
| Database Executive | Noha Zayed |
| Operations Manager / GM Assistant | Mahmoud Nabil |
| Distribution Officers | Hesham Mohamed |
| | Osama Mohamed |

PUBLISHER **MOHAMED FOUAD**

All rights to editorial matters in the newspaper are reserved by Invest-Gate and no article may be reproduced or transmitted in whole or in part by any means without prior written permission from the publisher.

CONTENTS



From Housing to Hospitality and Education... SODIC Unveils a Comprehensive Expansion Plan Until 2029

P 4

Invest-Gate Explored New Horizons In Real Estate Investment Through Fractional Ownership, With The Participation Of Elite Group Of Experts



P 6



Gulf and Egyptian Diaspora Buyers Fuel Egypt's Coastal Property Boom

P 34

Shifting Sands: HOW THE NORTH COAST IS REDEFINING EGYPT'S REAL ESTATE SCENE | 2025

13



Tower No. 12 - Bavaria Compound, Ring Road in front of Sama Tower - 1st Floor

☎ (+202) 27498191 - 27498192

📠 (+20) 27498190

✉ info@invest-gate.me

📘 investgateofficial

🌐 Invest-Gate

📺 investgate

🐦 investgatemag

📷 invest.gate

www.invest-gate.me

TO ADVERTISE WITH US
marketing@invest-gate.me
(+20) 1005186813

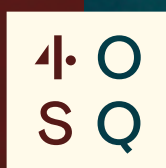
DIGITAL MEDIA PARTNER



SPECIAL
GROUP Since
1997

MI
NT BY AL AHLY
SABBOUR

16501



اسعار تبدأ من
4,430,000

اقساط
حتى **10** سنوات

مقدم **5%**

Tax No. 501-871-612

40.ORTY SQ.



FROM HOUSING TO HOSPITALITY AND EDUCATION... SODIC UNVEILS A COMPREHENSIVE EXPANSION PLAN UNTIL 2029

SODIC Draws a New Investment Map: EGP 10 bn in Hotel Sector Investments

Amid the dynamic nature of the Egyptian real estate market and its rapid transformations, Sixth of October Development and Investment Company (SODIC) has revealed an ambitious expansion plan aimed at enhancing returns and diversifying its investment portfolio through expansion into non-traditional sectors such as hospitality and education, alongside excellence in the residential sector.

Rising Prices and Strategic Shifts

Ayman Amer, General Manager of SODIC, confirmed that the prices of the company's residential units increased during 2025 by between 10% and 30%. He explained that this increase is part of a comprehensive strategic plan targeting carefully studied expansion into multiple sectors, primarily the hospitality sector, in addition to investments in education. This reflects the company's approach towards sustainable development and sectoral integration.

The company forecasts further growth in the coming years, amid rising demand for integrated projects offering advanced housing and living solutions combined with educational, recreational, and healthcare services.

Hotel Investment Exceeding EGP 10 bn by 2029

Amer revealed that the company has allocated investments exceeding EGP 10 bn to develop more than 550 hotel rooms by 2029, as part of a long-term vision aimed at enhancing the added value of its real estate projects. He noted that most of these units are concentrated in the North Coast projects, most notably:

- **Tribute Portfolio Hotel:** Part of the "June" project in the North Coast, in partnership with Marriott International, built on an 18,000 sqm area, featuring 180 hotel rooms, a range of restaurants, and entertainment facilities.
- **Nobu Hotel:** Within the "Ogami" project, it includes 80 hotel rooms alongside 220 luxurious residences.

The "June" project also introduces international brands in Egypt for the first time, including:

- **Surf Club:** The iconic beachfront brand from Dubai.
- **Cavalariça Restaurant:** Holder of a Spanish Guia Repsol star and recognized by Michelin in Portugal.

Amer emphasized that this direction reflects SODIC's targeting of a high-value segment of clients and tourists seeking luxury experiences, with a focus on real estate projects that generate recurring revenues. He pointed out that 30% of the company's sales in 2024 were to foreigners and non-residents, highlighting that the outstanding quality of the projects has driven increasing interest from international clients, and strong sales are expected during the current year, especially with the launch of premium services in the North Coast projects.

The North Coast: A Promising Investment and Tourism Destination

Amer affirmed that projects in the North Coast are witnessing growing demand, driven by several key factors: the operation of Alamein International Airport, which improved air connectivity with foreign markets; enhanced infrastructure and road networks, which have facilitated easier access to the region; and the diversity of entertainment and commercial services, which have made the North Coast a comprehensive destination for living and investment.

He also noted that Ras El Hekma project has played a significant role in attracting Arab investors, particularly from the United Arab Emirates, describing it as "the best real estate promotion for the North Coast."

SODIC's Delivery Strategy for 2025 - 2026

On the delivery front, Amer stated that SODIC plans to hand over 2,000 units in 2025, including 200 units in the "June" project, scheduled for delivery during the third and fourth quarters of the current year. Additionally, 1,300 more units are planned for delivery in 2026, bringing the total number of units delivered in the project over the two years to around 1,500. This reflects the company's commitment to the timelines of its projects despite current economic challenges.

Plans to Acquire New Land Plots

Amer also stated that SODIC's undeveloped land portfolio currently stands at around 8 mn sqm, and the company is studying new acquisition opportunities in East Cairo and the Red Sea regions as part of its strategy for geographic expansion and diversification of its project portfolio.

Education Sector on SODIC's Future Expansion Map

The General Manager of SODIC revealed the company's plan to establish two international schools over the next five years in both West and East Cairo, within its residential communities. The goal is to attract reputable educational entities, enhance the added value of its housing projects, and promote the concept of "integrated development," which reinforces the company's position as one of the leading real estate developers in the Egyptian market. It also reflects its ability to adapt to change and meet the aspirations of a diverse range of local and international clients.

Three World-Class Projects in the North Coast

As part of SODIC's ongoing efforts to develop world-class coastal destinations, the company announced that it owns three major projects in the North Coast: Caesar, June, and Ogami.

In this context, Amer, added that the "June" project is one of the most prominent, distinguished by its unique architectural design based on terraced levels, reaching up to 55 meters above sea level, ensuring stunning panoramic views for most units.

The project has achieved a record in execution, as construction and unit delivery were completed in less than two and a half years an achievement



that reflects the efficiency of the working teams and the company's commitment to quality and timely delivery.

Moreover, the "June" project spans an area of 281 acres. Construction began in July 2022, and the first phase is currently being delivered. the project's design ensures optimal unit distribution to maximize views of the natural and marine landscapes, thereby enhancing its investment value and residential experience.

On the other hand, the "Ogami" coastal project, which considers one of the company's flagship projects on the Mediterranean Sea. It spans 440 acres with a sandy beachfront extending 800 meters. The company implements a balanced design philosophy, dedicating approximately 30% of the space to green areas and water features, a unique living experience characterized by comfort and harmony.

The project also includes a luxury restaurant, hotel and branded residences under the globally renowned "Nobu" brand, which adds to the investment value of the location and reflects the company's direction toward offering real estate products that combine luxury and high-end tourism.

Additionally, the "Caesar" project in the North Coast stands out for its vast area of 180 acres and includes over 500 residential units. The project's master plan was designed by the internationally acclaimed DLR Group, ensuring the highest standards of quality and urban planning integration.

SODIC Celebrates 30 Years of Excellence

Amer revealed that the company is preparing to celebrate its 30th anniversary next year, affirming that this milestone reflects a long-standing history of commitment and credibility in the Egyptian real estate market. He noted that the current team has over 10 years of professional experience, which enhances the company's ability to deliver high-quality projects that meet the expectations of a distinguished clientele whom SODIC has been addressing since its inception.

He stressed that the company is keen on delivering units ahead of schedule, with finishing levels that exceed what is presented in the plans—a true embodiment of a culture of quality and excellence. He added that SODIC has succeeded in maintaining customer trust despite economic challenges.



INVEST-GATE EXPLORED NEW HORIZONS IN REAL ESTATE INVESTMENT THROUGH FRACTIONAL OWNERSHIP, WITH THE PARTICIPATION OF ELITE GROUP OF EXPERTS

Invest-Gate launched its 25th roundtable under the title “Fractional Real Estate: Unlocking New Frontiers of Property Investment in Egypt” on Wednesday, June 25, 2025, at 9:00 AM at the Nile Ritz-Carlton Hotel, Cairo.

The roundtable attracted prominent real estate developers, specialized experts, and government officials to discuss the fractional ownership model as one of the emerging solutions that could help restructure Egypt’s real estate market, especially amid rising prices and growing concerns about affordability. Interest in this model has grown among Egyptian expatriates and international investors due to the flexible, tech-enabled investment opportunities it provides, surpassing the constraints of traditional real estate investments.

The event included two main sessions. The first session, titled “Market Landscape & Investment Framework,” was moderated by Eng. Fathallah Fawzy, Vice Chairman of the Egyptian Businessmen’s Association and Chairman of the Real Estate Development and Contracting Committee. This session aimed to establish the foundations of fractional ownership in real estate and reviewed key market features, including demand size, available opportunities, legal and regulatory frameworks, investment tools, financial models, distinctions between residential and commercial assets, exit strategies, liquidity mechanisms, expected returns, and stakeholder expectations.

The second session, titled “Building the Model,” focused on the practical aspects of the fractional ownership model, particularly the role of technology in its activation. Mr. Amr Elkady, Founder & Managing Director of AKD Advisory, moderated the session. Discussions covered digital tools for implementing the model, data protection mechanisms, and the steps required to launch and scale the project.

The roundtable witnessed the presence of senior officials, executives, and experts in Egypt’s real estate sector, including: Dr. Eng. Abdelkhalek Ibrahim, Deputy Minister of Housing, Utilities and Urban Communities; Mr. Mohamed Youssef, CEO Advisor of the General Authority for Investment and Free Zones (GAFI); Eng. Tarek Shoukry, Chairperson of the Real Estate Development Industry Chamber and Deputy of the Housing Committee in the House of Representatives; Mr. Salah Katamish, Senior Vice President Strategy & Investments of Madinet Masr – SAFE; Mr. Mostafa El-Beltagy, Co-Founder & CEO of Naway; Mr. Ayman Elsayy, Founder & CEO of Bokra Holding Company; Mr. Ayman Magdy, Managing Director of Naway Shares; Mr. Hossam Gramon, Partner at Adsero Law Firm; Eng. Bedeir Rizk, CEO of Paragon Developments; Mr. Magdy ElYamani,





Mr. Mohamed Youssef
CEO Advisor of the General Authority
for Investment and Free Zones (GAFI)



Eng. Tarek Shoukry
Chairperson of the Real Estate Development Industry
Chamber and Deputy of the Housing Committee in the
House of Representatives



Mr. Salah Katamish
Senior Vice President Strategy & Investments
of Madinet Masr – SAFE

General Manager of Emtelaak Investments; Dr. Raymond Ahdy, CEO of Wadi Degla Developments; Dr. Mohamed Abd El Gawad, Founder & Chairman of Vantage Developments; Mr. Ahmed El Dessouky, Managing Director of Valda Developments; Eng. Mohamed Taher, Chairman of Nile Developments; Mr. Ahmed Sakr, Founder & CEO of SDC, Farida; Mr. Waleed Shaarawy, Chief Technology Officer of Emtelaak Investments; Mr. Ibrahim Hassan, CEO of Digified; Eng. Amr Affi, Co-Founder of Amtaar; and Mr. Mohamed El Khatieb, COO of Seqoon.

Discussions focused on how this model could address affordability challenges while enabling broader investment participation, particularly among Egypt's growing middle class and its 10-million-strong diaspora. The event also examined legal definitions, licensing models, and governance frameworks that distinguish fractional ownership from models such as timeshare and traditional co-ownership.

The roundtable also explored the role of Real Estate Investment Trusts (REITs) and PropTech platforms in providing structure, transparency, and investor protection. With technology as a key enabler, participants assessed how blockchain, smart contracts, escrow mechanisms, and digital compliance systems could enhance security and streamline ownership verification. They also addressed the absence of a functional secondary market for fractional shares in Egypt, as well as the need for pricing transparency, valuation standards, and viable exit strategies to enhance liquidity and investor confidence.

Moreover, the event explored cross-border investment opportunities through digital platforms and innovative financing models such as micro-investments and mortgage-backed fractional shares. It also addressed risk mitigation mechanisms including reserve funds, custodianship structures, and smart governance protocols – as part of a broader strategy to ensure investor protection and market stability.

The roundtable commenced with a welcome speech by Safaa Abdel Bary, General Manager & Business Development Director at Invest-Gate. She explained that discussions would be divided into two main sessions: the first focusing on the market landscape and investment framework of fractional ownership, while the second would cover the implementation mechanisms of the model, highlighting the role of technology in its activation and expansion.

The first session began with a speech by Eng. Fathallah Fawzy, Vice Chairman of the Egyptian Businessmen's Association and Chairman of the Real Estate Development and Contracting Committee, who thanked Invest-Gate for organising this impactful event spotlighting the vital topic of fractional real estate. He noted that this emerging model marked a strategic shift in the Egyptian property market, as it expanded investment opportunities to wider segments of the population through flexible and inclusive financial tools.

He pointed out that the real estate sector accounted for nearly 20% of Egypt's GDP, making it a key pillar for economic growth and job creation. He added that the session aimed to deepen the discussion on the potential of fractional ownership, explore the regulatory challenges associated with it, and underscore the need to create an incentivizing and transparent legislative environment to support this transition and enhance investor trust.

In the same context Dr. Eng. Abdelkhalek Ibrahim, Deputy Minister of Housing, Utilities and Urban Communities, addressed the key regulatory foundations affecting the performance of Egypt's real estate market. He confirmed that the state's strategic goal focused on "exporting real estate," explaining that achieving this objective required working in parallel across three main pillars:

Marketing: He stressed the importance of promoting Egyptian real estate projects more effectively. He pointed out that the local market already offered high-quality products, but current marketing tools lacked the strength to penetrate foreign markets.

Transaction Process: He emphasised the need to improve property purchasing procedures by enhancing transparency and credibility. These improvements would boost investor trust, both locally and internationally.

Registration: He identified registration as the most crucial pillar. He noted that simplifying property registration required establishing clear and swift procedures. The government, he explained, was responsible for this and needed to coordinate with relevant authorities to ensure effective implementation.

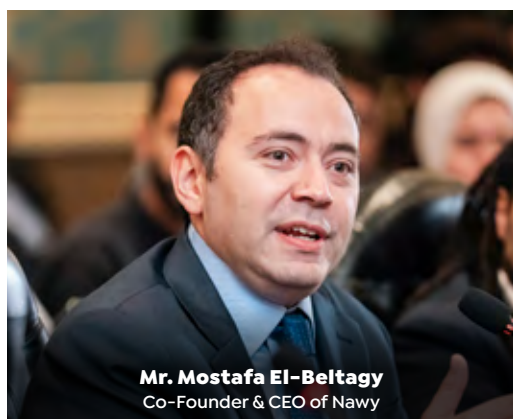
He stated that the introduction of a unified property identification number aimed to streamline registration procedures. This initiative linked relevant ministries including Justice, Housing, and Communications to facilitate the efficient documentation and registration of units within the New Urban Communities Authority.

He also noted the state's launch of the "Egypt Real Estate Platform," a unified and transparent database offering accurate real estate information. This platform aimed to support investment decisions and underscore the importance of strong collaboration between the public and private sectors in improving Egypt's real estate landscape.

Mr. Mohamed Youssef, CEO Advisor of General Authority for Investment and Free Zones (GAFI), spoke about the state's investment incentives within the framework of Egypt Vision 2030. He explained that the Authority had worked to create an attractive investment climate through a range of incentives, including industrial facilitations. He added that GAFI cooperated with the Financial Regulatory Authority to develop a regulatory framework for fractional ownership, ensuring investor protection and building confidence in the real estate market.

Youssef pointed out that Egypt's real estate market had witnessed remarkable growth in recent years, especially through major projects such as the New Capital and New Alamein City. He said these developments reflected the sector's growing dynamism.

He revealed that GAFI was close to finalizing a new set of investment incentives, soon to be announced, aimed at further boosting real estate growth and increasing its investment appeal at both local and international levels. He concluded by affirming the Authority's commitment to supporting investors, whether based in Egypt or abroad, as part of its goal to position real estate as a stable, long-term investment channel.



In a key intervention, Eng. Tarek Shoukry, Chairperson of the Real Estate Development Industry Chamber and Deputy of the Housing Committee in the House of Representatives, stated that the Real Estate Regulatory Authority was currently drafting clear regulations to govern the market. These rules, he said, would stabilize the sector and improve transparency.

He explained that one of the most important recent tools adopted was the “Property Publication Certificate,” which followed the implementation of the unified property ID – considered a major leap in market restructuring and control. He said this step streamlined procedures and strengthened trust among stakeholders.

Shoukry confirmed that the state had already activated the process of issuing unified property IDs for existing units, with issuance possible in as little as 24 to 48 hours, thanks to coordination with the Ministry of Communications. He viewed this as clear evidence of Egypt’s readiness in digital infrastructure and its ability to support regulatory transformation. He added that units that met electrical connection standards could obtain the ID quickly and effectively. This helped accelerate property registration and documentation while easing the administrative burden on both citizens and developers and improving overall procedural efficiency.

On the level of fractional real estate ownership, Shoukry described it as an innovative approach that opened new doors for small investors and helped invigorate the property market. However, he warned that the model involved risks and required a strict legal and regulatory framework to protect stakeholders and prevent irresponsible practices that could threaten long-term market stability.

He noted that stakeholders had agreed on the need to establish a specialized company to manage real estate shares, alongside another company responsible for property marketing. And other one to supervise. He said this structure would ensure transparency and credibility, which were essential for the model’s success. He added that the real estate sector had taken significant steps in recent years toward regulation particularly in legalizing ownership and easing documentation which had made the market more attractive and trustworthy for both foreign investors and Egyptians abroad.

Shoukry concluded by emphasizing the need for clear exit strategies for investors and the importance of setting conditions and expectations from the outset. He stressed that investor awareness of both the opportunities and risks involved in this type of investment was the key to making well-informed decisions.

In the same context, Mr. Salah Katamish, Senior Vice President Strategy & Investments of Madinet Masr – SAFE, discussed the practical application of the fractional ownership model. He noted that the concept itself was not new, but what now distinguished it was the use of technology to make ownership more flexible and transparent.

Katamish revealed that Madinet Masr had been one of the first companies to adopt this approach by launching an online platform that enabled easy registration and access to the system. The platform also presented detailed investment information and expected returns in a transparent manner. He said the company focused on attracting international

investors and enabled them to buy or sell shares in real estate assets through clear and calculated mechanisms. This, he explained, created a flexible and appealing investment environment.

He confirmed that technology played a vital role in expanding the investor base and building trust, particularly with those outside Egypt. He said this approach aligned with the state’s strategy to export real estate and maximise investment returns.

Katamish also discussed the company’s “SAFE” platform, which currently focused on built units that provided consistent and regular returns for clients. He said the platform’s design allowed investors to evaluate properties and estimate potential periodic income before making decisions.

He added that the platform provided a flexible mechanism for liquidity, allowing investors to access part of their property share to meet urgent financial needs without having to sell the entire unit. This, he said, marked a significant shift toward offering more sustainable and adaptable investment solutions.

Mr. Mostafa El-Beltagy, Co-Founder and CEO of Nawy, highlighted the critical role of regulation in ensuring the long-term sustainability of Egypt’s real estate market. He emphasized that meaningful growth cannot be achieved without a well-structured framework for managing capital and safeguarding investor interests, underscoring the essential role of the Financial Regulatory Authority in shaping this future.

El-Beltagy stated that fractional real estate investment, when properly regulated, has the potential to expand the investor base by 20% to 40% and allow greater diversification through multiple property shares. He pointed out that Nawy, through its investment arm Nawy Shares, is at the forefront of enabling this shift – combining real estate expertise with cutting-edge technology to attract a broader range of investors, particularly among Egypt’s expatriate community.

He stressed that unlocking this model’s full potential requires strong, transparent governance, along with coordinated efforts among regulators, developers, and digital platforms to ensure investor protection and market stability.

Also, Eng. Bedeir Rizk explained the distinction between co-ownership and crowdfunding, noting that co-ownership involves multiple individuals owning built units, while crowdfunding targets unbuilt properties, he highlighted the significance of trophy assets, which are typically linked to REITs, citing the example of the Empire State Building in the U.S., where the share price stands at \$8.

He also pointed out a key challenge in the real estate funds market namely, the lack of tax incentives., Rizk emphasized that the success of fractional ownership increases the value of supply and attracts institutional investors.

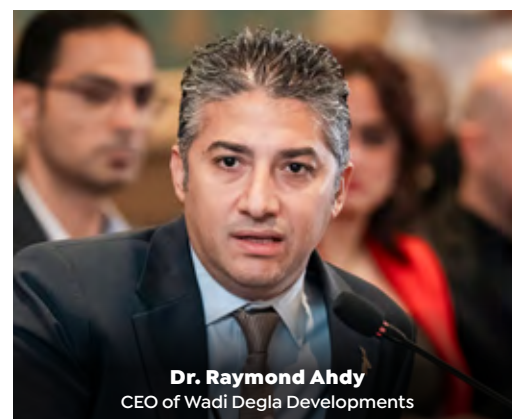
In a related context, Mr. Amr Elkady, Founder and Managing Director of AKD Advisory, discussed the critical role of fractional ownership as an effective tool to stimulate investment and activate the real estate financing



Eng. Bedeir Rizk
CEO of Paragon Developments



Mr. Magdy ElYamani
General Manager of Emtelaak Investments



Dr. Raymond Ahdy
CEO of Wadi Degla Developments

market. He stated that the model presents a strategic opportunity to expand mortgage access, offering greater flexibility than financing full units particularly for small investors and those with limited capital.

Elkady further explained that this direction may help grow the investor base and increase real estate transaction volume. However, he warned of a potential challenge: a decline in demand for full-unit purchases. This, he said, calls for smart management to strike a balance between different investment models and ensure the market's sustainability.

He also highlighted the pioneering model of the Dubai Land Department, which successfully introduced fractional property ownership through tokenized shares on the blockchain, he explained that the initial offering received an overwhelming response, with 3,000 requests submitted immediately after the launch this reflects strong market demand and demonstrates the value of integrating fintech solutions with the real estate sector.

El Kady emphasized the importance of including such successful models in any analysis related to the development of fractional ownership frameworks.

Eng. Mohamed Taher, Chairman of Nile Developments, stated that hotel projects require very high capital, with the cost of a single hotel room reaching around half a million dollars.

He explained that one of the "brilliant solutions" to develop hotel rooms and invest in the hospitality sector is fractional ownership, describing it as the best option available.

In light of the soaring costs of commercial malls, the fractional ownership model also offers a powerful solution for establishing luxury malls and retail stores.

Taher added that fractional ownership represents a revolution for customers who previously could not access the hotel sector, as well as a wealth multiplier for affluent investors seeking substantial returns.

Ahmed Sakr, Founder & CEO of SDC, Farida, stated that foreign investors view Egypt as a unique and promising market, one of the most important in the region. He noted that his company has successfully expanded over the past five years, particularly by engaging with Egyptians living abroad.

Sakr revealed that fractional real estate shares are expected to begin trading on the Farida platform, similar to the Egyptian Stock Exchange by January 2026, under a clear regulatory framework. He emphasized that the real estate market in Egypt benefits from genuine demand and offers significant opportunities for scalable growth.

He highlighted that millions of Egyptians possess considerable financial liquidity, yet many lack the proper vision or understanding of how to invest it effectively. To address this, the company is establishing controls to verify the legitimacy of buyers' financial resources, ensuring the exclusion of any illicit funds. He also pointed out that the Ministry of Finance has introduced tax facilitations to support the adoption of shared real estate ownership.

Sakr stressed the importance of integrating advanced technologies into the fractional ownership model, supported by a solid legal and regulatory structure. He cited the example of the UAE, which once had little regulatory oversight but is now a legislative leader after adopting innovations like blockchain and proptech.

He concluded by emphasizing the need for the Egyptian real estate market to prepare for these advanced technologies through appropriate regulation, and to leverage tools like artificial intelligence to modernize and strengthen the sector.

For his part, Dr. Mohamed Abd El Gawad, Founder and Chairman of Vantage Developments, highlighted that fractional ownership represents a fundamental transformation in real estate investment mechanisms in Egypt. It opens the door for new investor segments—both domestic and international without requiring full ownership of a unit. This enhances funding diversity and deepens the market.

Abd El Gawad added that the importance of this model is growing as real estate prices continue to rise and purchasing power declines. He noted that fractional ownership is particularly well-suited to the tourism, commercial, and administrative sectors, allowing investors to acquire shares in premium coastal properties and benefit from seasonal rental returns.

He pointed out that his company has contributed more than EGP 40 bn in real estate exports to Egyptians abroad over the past five years—a milestone that reflects integration between local market dynamics and foreign demand, while supporting national efforts to export Egyptian real estate.

In conclusion, Abd El Gawad called on developers, regulators, and financial institutions to collaborate on designing a flexible and transparent legal framework that supports the activation of fractional ownership. He affirmed that the model's success hinges on clear legal and operational foundations that safeguard rights and optimize long-term returns.

Dr. Raymond Ahdy, CEO of Wadi Degla Developments, affirmed that the fractional ownership model represents a qualitative leap in real estate investment tools and serves as a flexible, simplified alternative to traditional real estate investment funds. It allows investors to achieve stable returns while reducing risk exposure.

He added that this model is reshaping the structure of the real estate market and expanding the scope of participants, including both individuals and institutions. He noted that Wadi Degla is currently studying the possibility of offering units under the fractional ownership model and exploring opportunities for collaboration with international partners to expand implementation in line with the company's future vision.

Mr. Ayman El-Sawy, Founder and CEO of the company, confirmed that Bokra is preparing to launch a new real estate investment product for its Bokra users under the name "Bokra Aqar." This product will enable Bokra users to invest in real estate at affordable participation levels through a simple, accessible structure that protects their funds while providing stable, real returns backed by tangible real estate assets.



El-Sawy added that through this product, Bokra aims to deliver real value to Bokra users, allowing them to generate regular income and grow their wealth safely without requiring extensive expertise in real estate investment. This approach makes investing accessible to everyone and helps Bokra users build assets that ensure their long-term financial stability.

He noted that this step aligns with Bokra's commitment to promoting financial inclusion and integrating the informal economy, providing Bokra users with the opportunity to access the real estate market directly under the supervision of the Financial Regulatory Authority (FRA). The company has submitted its application to the FRA to establish the Bokra Aqar real estate fund and is currently awaiting the completion of the necessary procedures to launch it in the Egyptian market.

For his part, Mr. Magdy ElYamani, General Manager of Emtelaak Investments, noted that fractional ownership is a relatively new concept in the Egyptian market. Its success depends on fostering strong integration among all stakeholders, in addition to the need for an active secondary market that allows for flexible and smooth share trading.

ElYamani pointed out that investors naturally gravitate toward options that offer stable income and lower risk. This underscores the importance of a robust and precise regulatory framework to build confidence and ensure the model's sustainability. He emphasized that one of the key challenges is the need to provide a safe exit mechanism that enables investors to recover their investments with reasonable returns. Moreover, it is crucial to define the property's intended use from the outset—whether for lease or resale—to avoid conflicts among owners or shareholders.

Mr. Ahmed El Dessouky, Managing Director of Valda Developments, expressed his gratitude to Invest-Gate for hosting the roundtable. He emphasized that the fractional ownership model serves as an effective gateway into the real estate market, enabling sustainable investments with strong returns.

El Dessouky described the model as an innovative investment step that aims to achieve clear objectives in restructuring real estate investment.

Despite its novelty in Egypt, he noted that it has been successfully implemented in global markets such as Dubai, the UK, North America, and Europe, boosting confidence in its adoption within Egypt.

He added that Valda has developed a fully integrated virtual marketplace that enables investors to acquire partial shares in commercial units with full assurances of security and investment stability.

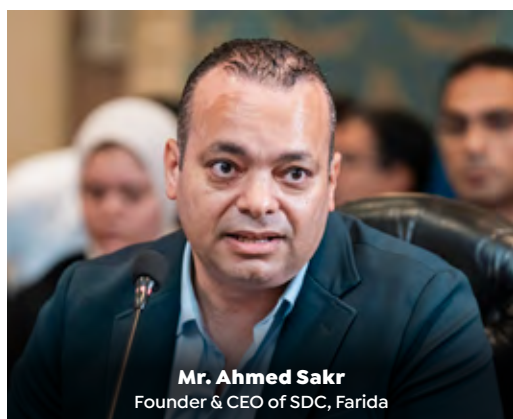
El Dessouky explained that the process involves signing three key contracts: one for purchasing shares in the property, another for the distribution of annual rental income proportionate to the investor's share, and a third authorizing Valda to professionally manage the unit and its facilities. This approach ensures the preservation of investment value and maximizes investor benefits. He stressed the importance of integrating modern technological tools within the fractional ownership model and establishing a clear legal and regulatory framework to support and accelerate its adoption in the Egyptian market.

He further noted that the UAE has transformed from an under-regulated market into a global model in real estate legislation, thanks to its adoption of technologies such as blockchain and property technology (PropTech), which enhanced transparency and facilitated transactions. He stressed that Egypt must prepare to adopt these technologies by updating its legislative infrastructure, establishing clear regulatory controls for their use, and incorporating artificial intelligence to support decision-making and enhance operational and marketing efficiency across the sector in line with global trends.

In closing remarks, Mr. Hossam Gramon, Partner at Adsero Law Firm, stated that the Egyptian real estate market currently lacks a clear legal framework for fractional ownership. He explained that this concept is being practiced indirectly through real estate funds, which differ in both regulatory structure and function from direct fractional ownership.

Gramon emphasized the need for legislative differentiation between real estate development companies and those that operate based on the fractional ownership model, to avoid overlaps in responsibilities and





obligations. He noted that inconsistencies within current laws hinder the adoption of new investment models and stressed the importance of a comprehensive legislative and regulatory roadmap to reorganize stakeholder relationships and provide clarity and trust for both local and international investors.

He proposed supporting the “real estate investment Certificates” model as a modern investment tool that enables legitimate and regulated ownership of property shares, highlighting its potential to attract foreign investment and provide hard currency—provided it is supported legally and institutionally.

During his participation in the second session, Mr. Mohamed El Khatieb, COO of Seqoon, emphasized the importance of technology in advancing the real estate market, particularly in implementing fractional ownership models that offer flexible solutions to attract a broader investor base.

He noted that the United States pioneered this model to boost the market, followed by Dubai, which introduced a “real estate tokenization system” that enabled small-scale investors to enter the market with amounts as low as AED 2,000, making it a leading regional example.

El Khatieb stressed that these international experiences underscore the need for innovative strategies in Egypt—combining modern technology and flexible legislation—to enhance market efficiency, increase investments, and promote financial inclusion within the real estate sector.

Mr. Ayman Magdy, Managing Director of Nawy Shares, emphasized the company’s leadership in introducing and scaling fractional real estate investment in Egypt. He described Nawy Shares as a first-of-its-kind digital platform that enables individuals to invest in real estate seamlessly, securely, and affordably without the traditional burden of full-unit ownership.

Magdy explained that the platform solves two of the most pressing challenges for investors: limited capital and lack of reliable data. By providing access to transparent, data-driven opportunities and flexible entry and exit mechanisms, Nawy Shares is redefining how Egyptians both locally and abroad can participate in real estate investment with confidence.

Magdy added that since the platform is digital, it will support our success across three key areas. First, in terms of reach, we’ll be able to target and access a much larger pool of customers more quickly than through traditional approaches, significantly boosting our potential for growth and expansion. Second, on the operational side, technology will enable us to efficiently manage and handle greater volumes, whether in customer follow-ups, service delivery, or data analytics. Third, if we were relying on traditional methods, the economic costs would be substantially higher. By leveraging technology instead, sales and transaction processes become easier and more cost-effective, delivering better financial returns while saving both time and effort.

Mr. Waleed Shaarawy, Chief Technology Officer of Emtelaak Investments, affirmed the central role of technology in real estate development, emphasizing the importance of client data privacy and cybersecurity as

essential pillars of the digital transformation. He noted that access to the company’s platform is secured through a verification code, and accurate personal data is collected to confirm user identity and safeguard all digital operations through Biometrics and Facial recognition tools.

Shaarawy also pointed out that the system includes developers, who undergo comprehensive data audits, including commercial registration and tax documentation, to boost data protection and raise transparency across digital transactions between all stakeholders, he also emphasized the need to attract data centers and technology companies to develop the digital infrastructure.

Mr. Ibrahim Hassan, CEO of Digified, stated that Egypt has made tangible progress in digital technology and financial inclusion, forming a strong foundation for the adoption of innovative models such as fractional property ownership.

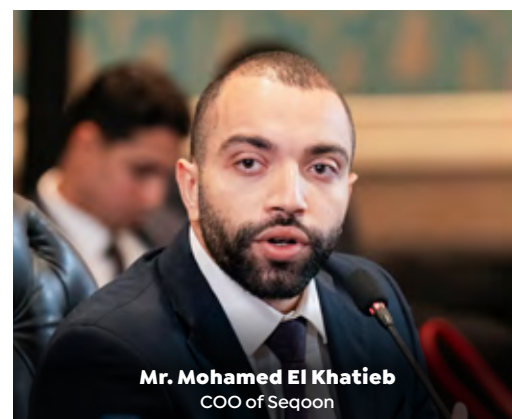
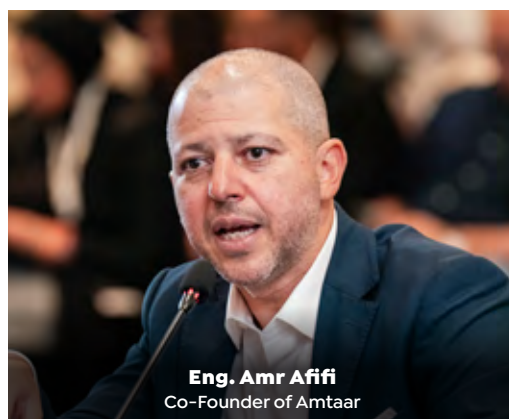
He emphasized the need for a comprehensive digital infrastructure that supports electronic transactions and ensures a secure and reliable investment environment. Hassan noted that Egypt ranks in the mid-range globally in terms of digital ID readiness, with three key entities involved in the file: The Central Bank, the Egyptian Exchange, and the Ministry of Communications. He underscored the importance of continued coordination and unified digital ID data to streamline processes and boost the efficiency of the national digital ecosystem.

Eng. Amr Affi, Co-Founder of Amtaar, and Mr. Mohamed El Khatieb, COO of Seqoon, also stressed the critical social dimension of fractional ownership. They called for targeted efforts toward young people and small investors, and the need to raise awareness about the value of early real estate investment.

They pointed out that the model is not only a financial opportunity, but also a tool for economic empowerment, enabling youth to enter the market with modest capital. This represents a transformative shift in the future of individual investment in Egypt.

They further predicted a notable increase in participation from young and small-scale investors in the coming years, which would positively impact the local market and promote a culture of smart saving and investment. They emphasized that the social impact of this model is just as important as its financial returns or regulatory framework.





The discussions highlighted numerous positive aspects of the fractional ownership model, emphasizing its potential to stimulate investments and secure faster financing sources, thereby accelerating project implementation and delivery. In light of this, the key recommendations can be summarized as follows:

First: Legislative and Executive Framework

1. Issue a comprehensive legal and regulatory framework governing fractional ownership, to protect the rights of all parties and prevent unregulated practices that may threaten market stability.
2. Strengthen the role of the Financial Regulatory Authority (FRA) in overseeing and regulating this model, aligned with the expansion of modern real estate investment instruments.
3. Develop a clear operational model for implementing fractional ownership in the Egyptian market, integrating it with advanced financial and digital tools.
4. Establish an independent registration system for fractional ownership, directly linked to national property and ID systems.
5. Update the relevant legislative infrastructure to create a legal environment that keeps pace with market developments, exploring the integration of financing instruments such as REITs and Sukuk.
6. Simplify administrative procedures and streamline registration and documentation processes to encourage formal adoption of this model.
7. Draft standardized, comprehensive contracts governing the relationship between owners and investors in terms of purchase, distributions, and management.
8. Continue dialogue on the operational mechanisms and market valuation of secondary trading.
9. Engage specialized asset management professionals to ensure operational efficiency and long-term sustainability.
10. Diversify property portfolios to mitigate risks and enhance investor returns.

Second: Institutional Coordination among Stakeholders

11. Enhance channels of cooperation and maintain regular dialogue among real estate developers, regulatory bodies, financial institutions, and PropTech platforms by organizing periodic forums and discussion panels between the public and private sectors to assess performance and address challenges.
12. Launch joint working groups or coordination committees to develop a practical implementation roadmap for fractional ownership in Egypt.

13. Build an informed community familiar with PropTech tools and their impact on the future of real estate investment.

Third: Technology and Digital Infrastructure

14. Leverage technology to enable youth participation in ownership and investment.
15. Accelerate the adoption of EKYC systems to strengthen trust and transparency.
16. Expand partnerships with global technology solution providers to develop a comprehensive digital infrastructure.
17. Integrate real estate platforms with government systems (Justice, Housing, Communications) to ensure data protection.
18. Implement blockchain technologies, smart contracts, and escrow mechanisms to secure transactions, ownership registration, and data authenticity.
19. Attract global data centers and major tech companies such as Google, Amazon, and Microsoft to support fractional ownership models and build a robust digital backbone for real estate supply chains.

Forth: Awareness and Community Engagement

20. Launch awareness campaigns to clarify the concept of fractional ownership and its legal and investment mechanisms.
21. Encourage youth participation through educational and community initiatives.
22. Continue organizing workshops between developers, regulators, and tech platforms to foster a unified understanding of the model.

Fifth: Expansion Opportunities and Sustainability

23. Develop clear exit mechanisms that ensure fairness and liquidity for investors.
24. Design incentives to attract Egyptian expatriates to invest in documented, profitable fractional units.
25. Launch alternative investment pathways (such as funds, Sukuk, and platforms) to cater to diverse investor segments.
26. Ensure integrated institutional coordination between supply and demand to maintain market balance.

The roundtable was officially sponsored by Madinet Masr – SAFE, Nawy Shares, Bokra Holding Company. The Platinum Sponsor was Cred Developments, while the Gold Sponsors included Paragon Developments, Emtelaak, and Wadi Degla Developments. The Delegates'bags Sponsor was Vantage Developments, and Valda Developments was the Lanyard Sponsor.

Media Partners are Aleqaria, Al-Borsa newspaper, Al-Gedaan Real Estate, Daily News Egypt, Aqarmap, Osoul Misr Magazine, BloomGate, Property Plus, Aqargate, Iskan Misr.

SHIFTING SANDS

HOW THE NORTH COAST IS REDEFINING
EGYPT'S REAL ESTATE SCENE

2025



TABLE OF CONTENTS

15 ABOUT INVEST-GATE

16 ABOUT THIS REPORT

17 SECTION I
GOVERNMENT PROGRESS IN
NEW ALAMEIN CITY

23 SECTION II
INVESTMENT APPEAL OF NORTH
COAST

28 SECTION III
NORTH COAST CONSUMERS'
PREFERENCES



SECTION IV
PRIVATE REAL ESTATE PROJECTS

INVESTIGATE
RESEARCH & ANALYSIS

THE TEAM

MARKET RESEARCH SUPERVISORS

MOHAMED SAYED
YASSEN MAHMOUD

MARKET RESEARCH ANALYSTS

BODOR AZAB
ISRAA NOURELDIN
ROLA MOUSTAFA

MANAGEMENT

GENERAL MANAGER & BD DIRECTOR
SAFAA ABDEL BARY

DESIGN

ART DIRECTOR
MAGED KHATTAB

SENIOR GRAPHIC DESIGNER
WALAA EL HAGRASSY

12 Bavaria Compound – Ring Road –
Morshedy Tower First Floor

+ (202) 25650489

+ (20) 225172053

info@invest-gate.me

investgateofficial

investgatemag

Invest-Gate

investgate

invest.gate

www.invest-gate.me

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

Egypt's North Coast, often celebrated as the "Jewel of the Mediterranean," has undergone a remarkable transformation over the last two decades. No longer merely a seasonal escape, it has blossomed into one of the nation's most dynamic and promising real estate frontiers. Its pristine beaches, abundant land, and escalating government and private sector investments are driving a significant shift, extending its appeal far beyond traditional summer allure.

This report from Invest-Gate delves into the latest developments shaping the North Coast, underscoring its increasing importance as a year-round destination for living, investment, and tourism. We aim to inform stakeholders, inspire decision-makers, and contribute to a more connected and prosperous coastal future. This comprehensive overview of the region's real estate landscape is presented across four key sections

These sections will explore government efforts and the development of New Alamein City as a prime example of integrated and environmentally conscious urban design. In addition to providing an in-depth examination of pivotal real estate projects currently reshaping Egypt's North Coast, with a primary focus on developments in **Ras El-Hekma** and **South Med**.

Our team conducts two surveys to study the market; the first one offers an overview of developer perspectives, critical market trends, and the competitive dynamics among private sector players. The second survey with consumers offers invaluable insights into buyer preferences, investment behavior, perceived challenges, and future expectations.

Lastly, the report will map out major projects in the North Coast from New Alamein City to Sidi Heneish, showcasing their location and areas. These projects reflect the region's diversification and ambitious vision for integrated coastal living.

SECTION I:

GOVERNMENT PROGRESS IN NEW ALAMEIN CITY

The Egyptian North Coast, traditionally recognized primarily as a premier summer destination, is currently undergoing a profound transformation. This strategic shift aims to establish the region as a sustainable, year-round integrated development hub. This ambitious vision aligns with a comprehensive governmental strategy designed to maximize the area's inherent natural and economic potential, thereby repositioning it as a catalyst for economic growth and a globally recognized tourist and investment destination. The government's notable achievements in this endeavour are the New Alamein development. This section will elucidate the most prominent of these governmental achievements within the area.

New Alamein City emerges as a quintessential example of integrated, intelligent, and environmentally conscious urban design. Occupying a substantial 48,917 acres, the city's strategic transformation from a predominantly seasonal destination to a robust, year-round residential, industrial, and tourism nexus is evident. Its residential offerings meticulously span socio-economic strata from affordable housing to high-end luxury, with a coastal area spanning over 7,770 acres, complementing industrial zones extending over 5,000 acres. The first development phase, encompassing 126 projects within 14,500 acres, notably includes 23 beach towers providing approximately 6,000 housing, commercial, and administrative units. The robust sales figures, with 15,295 units sold and a significant portion (6,396 units) already delivered, coupled with 11,320 housing units ready to be delivered, and the second phase providing 11,616 housing units, further signal sustained growth and comprehensive urban expansion.

Turning to the downtown projects covering 33.79 acres reveals within 1,320 housing units are distributed across 40 buildings, offering diverse layouts from 90 to 300 sqm. An additional 21.65 acres downtown extension features 896 housing units sized 125–245 sqm, with over 85% completion rate. This demonstrates a strategic approach to urban density and mixed-use development.

Highlighting the towering structures within New Alamein City, which significantly contribute to its modern urban landscape. 5 towers are situated across 835 acres, offering housing, commercial, and administrative units. The Iconic Tower, a 68-story structure reaching 250 m, occupies 465,000 sqm. 4 additional towers, each of them with 56 floors and 200 m height, are located on a 320,000 sqm parcel.

According to Beach Towers, 23 towers are under construction. Notably, the concrete structure work is completed in 18 of them, providing 6,300 housing units and various commercial units.

Additionally, 7 marina towers are targeted (5 under construction), comprising its 2,648 housing units.

Further examination of the North Coast's evolving landscape reveals key developmental strides exemplified by several ambitious undertakings. The 707-acre Mazarine project offers 7,956 varied units, many of which have already been completed and delivered. Focusing on the Latin area, this meticulously planned district spans 404 acres and comprises a diverse array of structures and housing units. It is strategically divided into 6 zones, collectively housing more than 10,500 housing units. Notably, construction within this area has reached full completion.

Marina 8, a substantial project encompassing 179 acres, offers 917 distinct housing units, ranging from Chalets to villas, within its 243 housing buildings. M8 by the Lake, covering 265,000 sqm, adds 1,183 units, including chalets, apartments, villas, and townhouses.

A paramount consideration for visitors to the North Coast is the provision of comprehensive entertainment amenities, a need robustly addressed within New Alamein City. A 50-acre entertainment area has been established, featuring a hotel, diverse commercial units, and a garage. The 260-acre Heritage City offers 70 service buildings, including a Roman theater, opera, mosque, church, a main lake, and others.

Focusing on housing initiatives, the Housing for All Egyptians initiative for middle-income brackets is instrumental in expanding and diversifying the residential unit supply. This includes the construction of 83 housing buildings and 1,992 units. A new announcement, Housing for All Egyptians 7, offers units of 100, 110, and 120 sqm. The Sakan Masr project comprises 4,096 units (1,177 delivered), ranging from 110 to 130 sqm. According to the distinguished housing project, the first phase offers 1,080 units across 45 completed buildings; Phase Two will add 840 units in 35 buildings.

Further enhancing its modern appeal to local and international visitors, the city is continuously developing projects such as a tourist walkway, an international medical center, and a high-speed electric train, among other projects. This section will highlight further details regarding the Egyptian government's achievements in the New Alamein area, according to data issued by reliable government sources such as the Cabinet and NUCA, up to June 2025.

CITY OVERVIEW



Total Area

48,917 acres

- > 7,770 acres Coastal Area
- > 5,000 acres Industrial Area
- > 3,000 acres Logistics Area
- > 5,000 acres Commercial & Service Area
- > 1,000 acres Research Centers & Universities Area



40,000

Total No. of Social Housing Units



Around 3 mn

No. of Target Inhabitants



20,000

No. of Hotel Rooms



14

No. of Housing Neighbourhoods



EGP 185 bn

Total Target Investments



40,000

No. of Provided Job Opportunities

PHASE I



14,500 acres

Area



126

No. of Development Projects



5 (2,630 Units)

No. of Towers in South Area



23 (6,000 Residential, Commercial & Administrative Units)
No. of Beach Towers



28,975

No. of Housing Units



15,295

No. of Sold Housing Units



6,396

No. of Delivered Housing Units



11,320

No. of Ready to be Delivered Housing Units

PHASE II



11,616

No. of Housing Units

I DOWNTOWN PROJECTS



33.79 acres
Area



40
No. of Housing Buildings



1,320
No. of Housing Units



90-300 sqm
Units Area



705
No. of Delivered Housing Units



13
No. of Delivered Commercial Units

DOWNTOWN EXTENTION



21.65 acres
Area



24
No. of Buildings



896
No. of Housing Units



125-245 sqm
Units Area



85%+
Completion Rate

TOWERS PROJECT



5
No. of Housing Towers



835 acres
Area



2,631
No. of Housing Units



231
No. of Commercial Units



114
No. of Administrative Units

ICONIC TOWER



68
No. of Floors



250 m
Height



465,000 sqm
Area



Concrete Structure Work is Completed
Current Status

OTHER 4 TOWERS



Each Tower: **56**
No. of Floors



Each Tower: **200** m
Height



Current Status

Concrete Structure Work
is Completed
Completion Rate: **49%**
till **Jul. 2024**



320,000 sqm
Area

CRYSTAL LAGOONS

 **7**
No. of Islands

| BEACH TOWERS

 **23**
No. of Underway Towers

18 TOWERS

 **6,300**
No. of Housing Units

 **759**
No. of Commercial Units

 Delivery Date

- Before **30 Jun. 2025** for **15** Towers
- Before **31 Mar. 2026** for The other **3** Towers

 Concrete Structure Work is Completed
Current Status


MARINA TOWERS


 **7**
No. of Target Towers


 **2,648**
No. of Housing Units


 **5**
No. of Underway Towers

| MAZARINE

 **707** acres
Area

 **7,956**
No. of Housing Units

 Chalets, Apartments & Villas
Unit Types

 Many Units are Completed & Delivered
Current Status

| LATIN AREA

 **404** acres
Area

 **6**
No. of Zones

 **65**
No. of Housing Complexes

 **10,597**
No. of Housing Units

 Concrete Structure Work is Completed
Current Status

MARINA 8



179 acres
Area



243
No. of Buildings



Completion Rate

Buildings: **50%**

Utilities: **20%**



917
No. of Housing Units



Chalets, Apartments & Villas
Unit Types

M8 BY THE LAKE



265,000 sqm
Area



330
No. of Buildings



1,183
No. of Housing Units



Chalets, Apartments, Villas & Townhouses
Unit Types

ENTERTAINMENT AREA



50 acres
Area



SUPPLY VOLUME

- No. of Buildings: **40**
- Units Area: **332-3,192** sqm
- Hotel (Area: **4,162** sqm)

- Garage (Capacity: **2,800** Cars)
- Commercial Units (Area: **84-731** sqm)

HERITAGE CITY



260 acres
Area



70
No. of Service Buildings



Many Service Buildings
are Operating Now
Current Status



Include

- Main Lake
- Mosque
- Roman Theater

- Central Park
- Church
- Opera

- Cinema Complex
- Others

INTERNATIONAL ALAMEIN UNIVERSITY



150 acres
Area



Around EGP **11** bn
Investments

HOUSING INITIATIVES

HOUSING FOR ALL EGYPTIANS INITIATIVE FOR MIDDLE-INCOME



83

No. of Underway Buildings



1,992

No. of Underway Housing Units

7TH ANNOUNCEMENT



1,116

No. of Housing Units



100 , 110 & 120 sqm

Units Area

SAKAN MASR



128

No. of Buildings



4,096

No. of Housing Units



1,177

No. of Delivered Units



110-130 sqm

Units Area



98%+

Completion Rate

DISTINGUISHED HOUSING PROJECT

PHASE I



45

No. of Buildings



1,080

No. of Housing Units



Completed

Current Status

PHASE II



35

No. of Buildings



840

No. of Housing Units



Underway

Current Status

OTHER PROJECTS

Total Length for Phase I & II:
14 km
Tourist Walkway

18 Barriers
Breakwater Project

Area: **44 acres**
International Medical
Center

250 km/ hour
High-Speed Electric Train

Capacity: **100,000 m³/ day**
Drinking Water Plant Using
Condensation Technology

Orasukolia Drainage and
Desalination Plant

Source: MHUC, SIS, NUCA & Cabinet

SECTION II:

INVESTMENT APPEAL OF NORTH COAST

Egypt's North Coast has emerged as a significant magnet for both foreign direct investment (FDI) and local private sector developers, and this is evident through the development of major strategic projects in the region. One prominent example is the Ras El-Hekma project, which is a foreign investment from the UAE and represents an ambitious undertaking that aims to create an attractive tourism destination complete with comprehensive essential and recreational services. Another key development is the South Med project that spans an expansive area of 23 mn sqm, and exemplifies a successful partnership between the Egyptian government and one of the largest private sector companies, Talaat Moustafa Group.

This section will delve into the key details of both the Ras El-Hekma and South Med projects. Additionally, it will present the findings of a survey conducted by the R&A team with a sample of 30 private sector developers, reflecting their perspectives on investment and demand in the North Coast region.

FIRST: RAS EL-HEKMA CITY

THE DEAL OF RAS EL-HEKMA DEVELOPMENT



PROJECT INFORMATION



Source: SIS & Cabinet

SECOND: SOUTH MED PROJECT



Partnership with Private Sector (with TMG)
Type of the Project



West Alexandria, from Kilo **165** to Kilo **170**
Location

23 mn sqm
Area



EGP **1** tn
Total Investments



EGP **1.6** tn
Target Sales



Increase GNP by
EGP **2.4** tn
Contribution to GNP



2,000+
No. of Provided Hotel Rooms



1.6 mn
No. of Provided Job Opportunities

Source: Cabinet

THIRD: NORTH COAST DEVELOPERS' INSIGHT

Responding to significant interest in Egypt's burgeoning real estate sector, Invest-Gate's Research and Analysis (R&A) team has commenced a focused survey into the North Coast area. The study surveyed 30 Egypt-based developers to understand and analyze investment climate, demand trends, and business environment.

A: NORTH COAST INVESTMENT OPPORTUNITIES

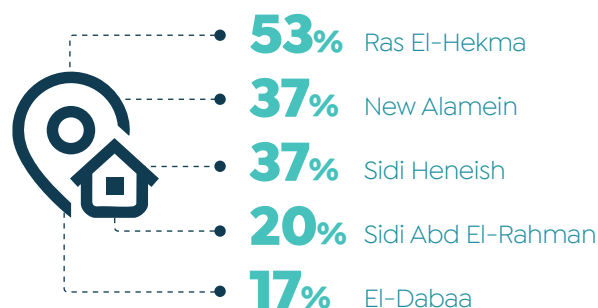
Looking closely at the North Coast, it is clear the vibe among developers is super positive. Our survey showed that nearly all of them—93% to be exact—see North Coast investments as excellent. A tiny segment, 7%, felt they were good, which still means positive.

Insights from our survey indicate that 53% of real estate developers consider Ras El-Hekma a highly appealing investment prospect. Similarly, 37% of developers recognize New Alamein City's substantial capabilities. Intriguingly, 37% of developers also express a preference for investing in Sidi Heneish, 20% of developers deem Sidi Abd El-Rahman a viable investment opportunity, while 17% show a predilection for the El-Dabaa region. This discernible diversification in developer investment preferences underscores the undeniable attractiveness of the North Coast real estate market and the burgeoning consumer demand for its properties.

EVALUATING INVESTMENT CLIMATE

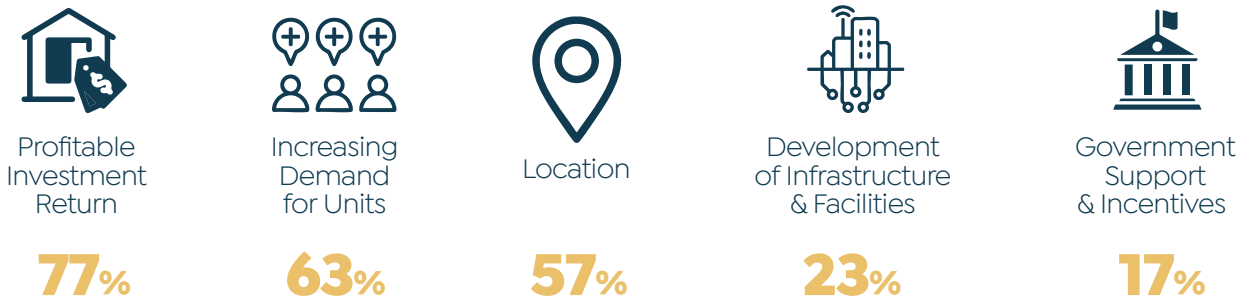


HIGH-POTENTIAL INVESTMENT AREAS



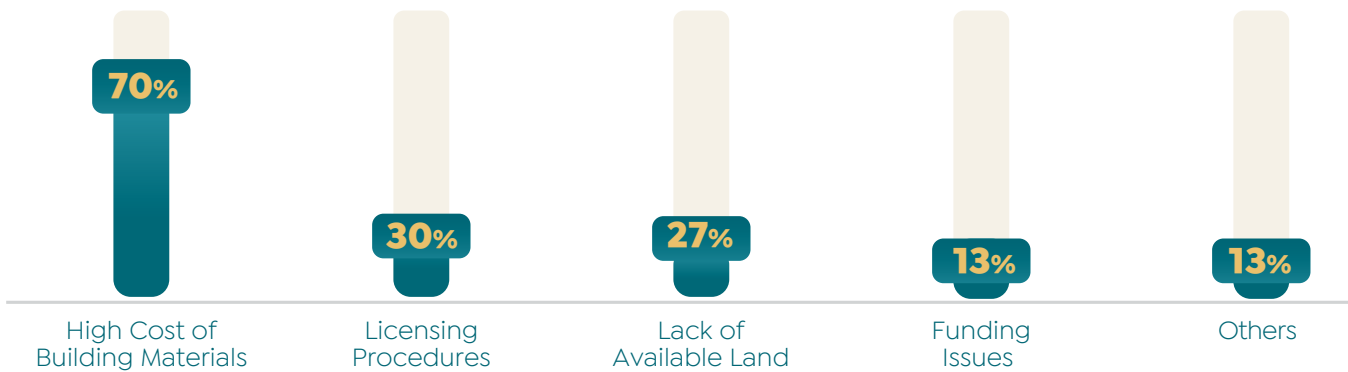
Understanding the key motivations for real estate developers in the North Coast, the study illuminates the predominant factors guiding their investment strategies. 77% of our surveyed developers said that profitability of investment return emerges as the most significant draw. Following closely, increasing the demand for units (63% of respondents), strategic location also plays a crucial role, influencing 57% of developers' choices. Furthermore, development of infrastructure and facilities is a significant factor for 23% of developers. Finally, government support and incentives are noted by 17%, indicating their role in fostering a favorable investment climate.

INVESTMENT ATTRACTION FACTORS



While the North Coast continues to offer a compelling environment for real estate investment, developers concurrently navigate a series of significant operational challenges. A commanding 70% of surveyed developers cite the escalating cost of construction raw materials as their principal concern, directly affecting project viability and market competitiveness. Streamlining of licensing protocols remains a critical area, with 30% of developers identifying them as a notable impediment to development. The limited availability of suitable land parcels also presents a challenge for 27% of developers, pointing to potential supply-side bottlenecks. Concurrently, access to adequate financing and a miscellaneous category of other issues each constitute 13% of reported challenges.

REAL ESTATE DEVELOPMENT CHALLENGES



Regarding future investment forecasts, the prevailing sentiment among developers for the North Coast is overwhelmingly positive. A commanding 97% of developers participating in our survey anticipate an increase in investment activity in the coming period. In stark contrast, only 3% predict a reduction. Such a decisive consensus strongly indicates the perceived long-term viability and attractive growth opportunities inherent in the North Coast's property market.

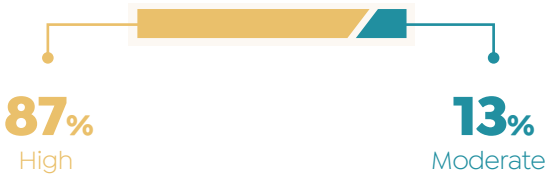
EXPECTED FUTURE INVESTMENT



B: TREND OF DEMAND IN THE NORTH COAST

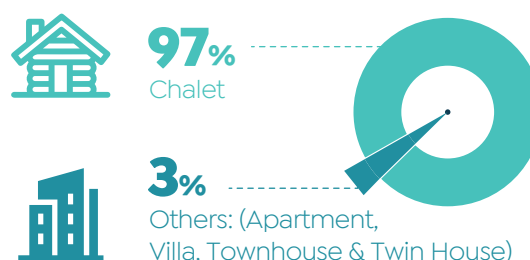
Turning attention to developer perceptions regarding consumer activity, the evaluation of unit demand across the North Coast reveals an impressively strong market. An overwhelming 87% of developers categorize the prevailing demand as high, indicative of significant consumer appetite and active acquisition. A mere 13%, however, consider demand to be moderate. This overwhelmingly positive assessment of demand critically reinforces the North Coast's stature as a highly desirable and exceptionally dynamic real estate investment locale.

UNITS DEMAND ASSESSMENT



Delving deeper into the specifics of this demand, an analysis of preferred unit types reveals a striking preference for chalets. A dominant 97% of developers report chalets as being in high demand compared to other unit types. This strong inclination towards chalets underscores a clear market preference for specific property configurations within the North Coast's vibrant real estate landscape.

UNITS OF HIGH DEMAND



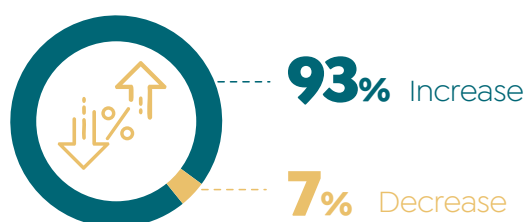
To achieve truly integrated development, it is imperative to analyze service demands in conjunction with unit preferences. Herein, entertainment facilities emerge as an absolute imperative, receiving unanimous endorsement from 100% of developers as a highly desired feature. Commercial establishments likewise exhibit considerable demand, with 77% of developers affirming their strong appeal. The provision of comprehensive security measures is also deemed critical by 60% of developers; the need for robust transportation solutions is articulated by 53%, emphasizing connectivity, while medical services are prioritized by 50% of developers. This collective prioritization of diverse services, particularly in the entertainment and commercial sectors, yields essential data for optimizing development strategies and bolstering the overall market appeal of the North Coast.

MOST SOUGHT SERVICES



Moving to future forecasts, 93% of our survey developers believe that demand in the North Coast will increase in the future, while the remaining 7% believe it will decrease.

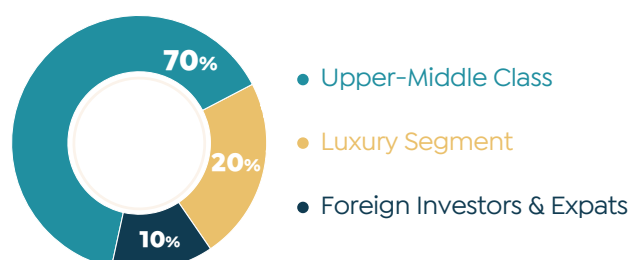
FUTURE DEMAND



C: SALES & MARKETING STRATEGIES

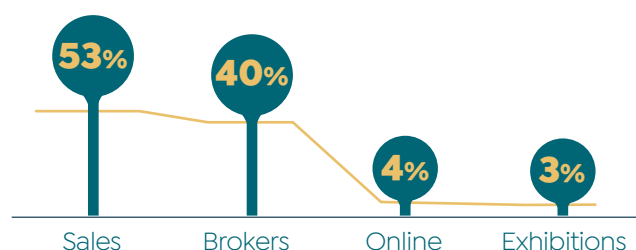
An examination of the target clientele for North Coast developments reveals a clear market segmentation. The upper-middle class represents the primary focus, with 70% of developers identifying them as their key demographic. The luxury segment also garners significant attention, targeted by 20% of developers. A notable 10% of developers are additionally focusing on foreign investors & expats, highlighting a growing international appeal. This strategic targeting across different affluent segments underscores the North Coast's broad appeal to diverse high-net-worth buyers.

TARGET CLIENTS



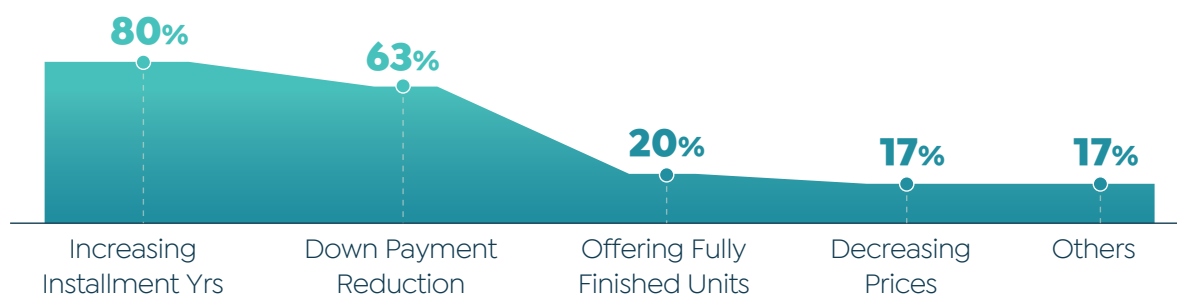
Concerning the efficacy of sales mechanisms in bolstering unit sales, the majority of companies prioritize the traditional sales departments, with 53% of developers attributing the largest role to this internal function. While brokers remain a significant channel, recognized by 40% of developers as instrumental. This data suggests a prevailing reliance on established sales structures, even amidst evolving digital marketing capabilities.

EFFICIENT SALES MECHANISM



Regarding the companies' strategies to boost demand, it was found that 80% of respondents believe that extending the installment years is the main motive for consumers. Moreover, decreasing the down payments and providing fully finished units are highlighted by 63% and 20%, respectively. 17% of surveyed companies are decreasing units' prices to push the demand cycle, and 17% of our respondents are considering other strategies to attract consumers.

SALES-BOOSTING OFFERS



Developers' insights into marketing channel efficiency reveal a strong consensus. A significant 97% of those surveyed consider digital marketing and social media platforms to be the most effective means of outreach. This pronounced preference demonstrates the prevailing trend towards digital engagement in real estate advertising. Conversely, traditional advertising campaigns are acknowledged by a mere 3% of developers, illustrating a clear move away from conventional methods in today's market.

EFFICIENT MARKETING CHANNEL



Despite the optimistic outlook on market growth and demand, developers face significant hurdles in sales and marketing. A vast majority, 90%, identify high market competition as their foremost challenge. This overwhelming consensus highlights the intensely competitive nature of the North Coast real estate sector, so the primary obstacle for sales and marketing efforts is the crowded market itself, rather than evolving consumer tastes or a lack of creative strategies.

MAJOR SALES & MARKETING CHALLENGES



SECTION III:

NORTH COAST CONSUMERS' PREFERENCES

To gain a comprehensive understanding of market dynamics and consumer behavior in Egypt's premier summer destination, the Invest-Gate R&A team conducted a targeted survey. This research involved 300 respondents and delved into their visitation habits, property preferences, investment attitudes, and the key factors influencing purchasing decisions for summer homes along the North Coast.

FIRST: COMPREHENSIVE OVERVIEW OF NORTH COAST

The North Coast continues to be a highly frequented summer escape for many Egyptians. An overwhelming 93% of respondents confirmed previous visits to the North Coast, clearly reflecting the region's strong consumer familiarity and enduring appeal.

PREVIOUS NORTH COAST VISITS



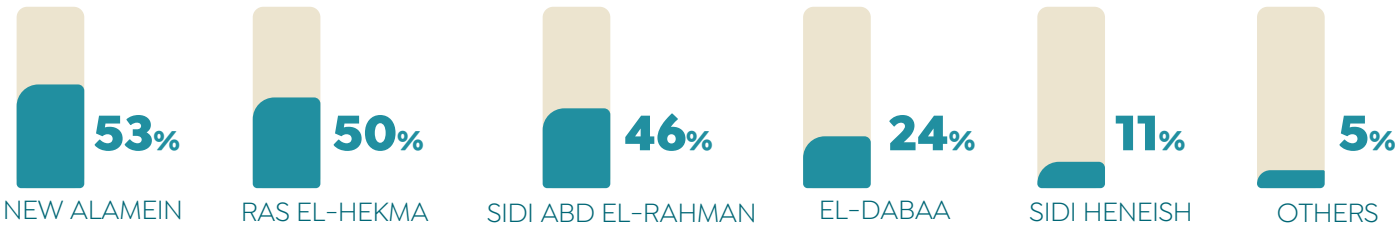
While the summer months are undeniably peak season, consumer preferences for visitation timing vary. A significant 65% prefer to visit exclusively during the summer, yet a substantial 30% are open to visiting year-round, indicating a growing interest in off-season enjoyment. A smaller segment, 5%, specifically targets visits during official holidays and festivals.

OPTIMAL TIMING FOR NORTH COAST VISITS



A detailed examination of regional appeal indicates significant market segmentation. New Alamein (53%), Ras El-Hekma (50%), and Sidi Abd El-Rahman (46%) are demonstrably the most sought-after destinations, reflecting their strong market positioning and escalating desirability. Meanwhile, localities such as El-Dabaa (24%) and Sidi Heneish (11%) appeal to a more selective or niche clientele, signifying a differentiated demand structure.

PREFERRED DESTINATIONS



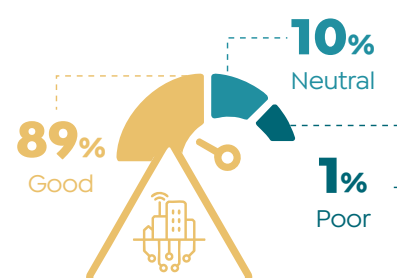
Choosing the perfect summer destination involves a blend of practicalities and desires. Topping the list of priorities for consumers is proximity to the beach and pristine white sands (88%), followed closely by the desire for tranquility and privacy (67%), and access to vibrant entertainment and parties (65%). Other highly valued features include the availability of pools and aqua parks (63%) and assurances of quality infrastructure and services (53%).

KEY FACTORS FOR CHOOSING A COASTAL DESTINATION



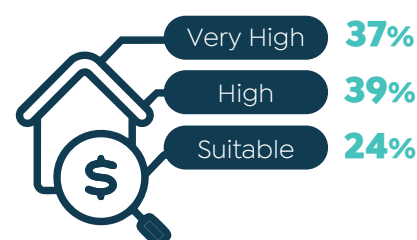
Regarding the current state of services and infrastructure, feedback is largely positive. A strong majority, 89% of respondents, described service quality as good, with 10% offering a neutral assessment and only a minimal 1% rating it as poor.

EVALUATING SERVICES & INFRASTRUCTURE



Despite positive service perceptions, pricing remains a contentious issue for many visitors. A significant portion of respondents expressed concern, with 37% rating service prices as very high and another 39% as high, collectively pointing to widespread affordability challenges within the region.

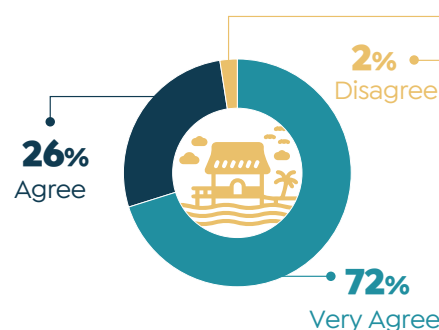
SERVICE PRICES APPRAISAL



SECOND: NORTH COAST SUMMER HOME DESIRES

An examination of consumer sentiment reveals a compelling aspiration for seasonal property ownership in the North Coast region. A robust majority of respondents unequivocally expressed substantial interest in acquiring property: 72% registered definite agreement, 26% indicated agreement, and a mere 2% expressed disagreement with this prospect, thereby validating the strong resonance of summer home ownership within this demographic.

OWNING SUMMER UNIT



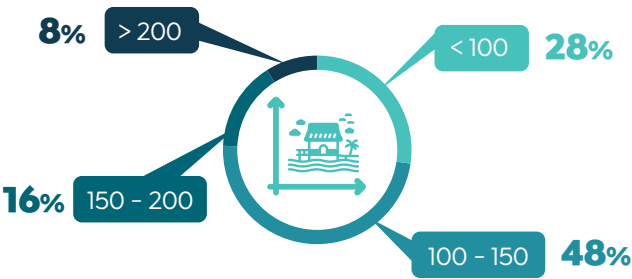
Regarding preferred unit types, chalets are demonstrably the predominant choice, accounting for a substantial 71% of preferences. This clearly underscores a strong inclination towards this particular style of vacation residence. Subsequently, apartments, villas, townhouses, and twin houses collectively garner a lesser preference, totaling 29%.

MOST PREFERRED UNIT TYPE



When considering a summer home, unit size is a crucial factor for potential buyers. Our data indicates a strong preference for moderately sized properties, ideal for getaways. Nearly half of respondents (48%) favor units between 100-150 sqm, while 28% prefer even smaller units, under 100 sqm.

PREFERRED UNIT AREA (SQM)



In contrast, larger units are significantly less popular for summer homes. Only 16% of buyers are interested in properties between 150-200 sqm, and a mere 8% consider units larger than 200 sqm. This highlights that buyers are seeking manageable, comfortable spaces for their summer retreats rather than expansive properties.

Beyond the physical property, certain services are considered indispensable for prospective homeowners seeking a comfortable summer retreat. Our findings indicate a strong demand for amenities that enhance both leisure and peace of mind.

Topping the list, entertainment facilities are deemed essential by a significant majority, with 91% of respondents prioritizing them. This highlights the desire for recreational options to fully enjoy their summer getaways. Closely following are robust security measures, considered crucial by 85% of potential buyers, underscoring the importance of feeling safe and secure in their summer homes. Additionally, convenient commercial facilities are a high priority for 71% of respondents, allowing for easy access to shopping and daily necessities.

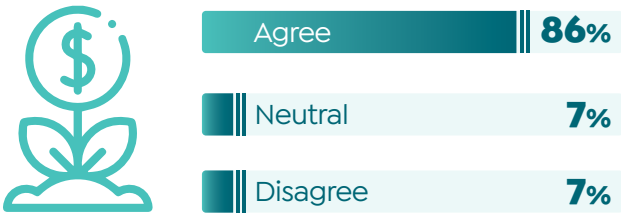
While still important, medical services (56%) and transportation (42%) are relatively less prioritized. This suggests that while buyers appreciate having these services available, their primary focus for a summer home is on enjoyment, safety, and convenience for day-to-day needs.

PRIMARY SERVICES SOUGHT



The North Coast property market is overwhelmingly seen as a sound investment. A significant 86% of respondents believe purchasing a summer unit here is a favorable investment opportunity. The remaining 14% are fairly split between those who are neutral and those who disagree, solidifying the highly optimistic outlook on North Coast real estate.

USING SUMMER UNIT FOR INVESTMENT



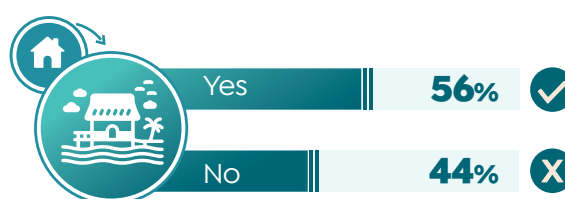
Regarding investment strategies, respondents exhibited varied approaches. A slight majority, at 52%, indicated a preference for a dual strategy encompassing both rental and resale. Conversely, a substantial 38% primarily focused on maximizing rental income. Notably, the resale-only option was selected by the smallest segment (10%), underscoring long-term sales without prior rental activity as the least favored investment modality.

PREFERRED INVESTMENT TYPE



Furthermore, a notable trend indicates a burgeoning perception that North Coast units could transcend their traditional role as seasonal retreats. Specifically, a significant majority of 56% of respondents expressed their conviction that these units possess the potential for permanent, year-round occupancy, thereby suggesting a fundamental re-evaluation of how properties within the region are perceived. Conversely, the remaining 44% of participants currently remain unconvinced regarding this prospective transformation.

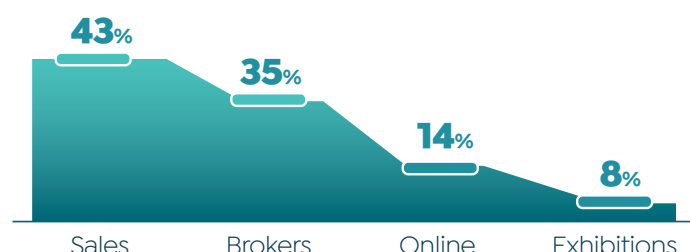
TURNING SECOND HOMES INTO PRIMARY RESIDENCES



THIRD: ANALYZING PURCHASE & PAYMENT BEHAVIOR

In the domain of real estate acquisition, consumer behavior reveals a multi-faceted approach to channel utilization. Analysis of current trends indicates that direct engagement with sales departments constitutes the primary purchasing conduit, representing a substantial 43% of transactions. Similarly, the role of real estate brokerage remains pivotal, facilitating 35% of property procurements. While online platforms (14%) and specialized exhibitions (8%) currently hold a more supplementary position, their consistent contribution underscores their evolving significance within the broader property market ecosystem.

PREFERRED PURCHASE METHOD



A thorough examination reveals that several critical factors exert substantial influence on the ultimate purchase decision. Paramount among these are the financial outlay, represented by price (86%), and location (82%), both of which demonstrably serve as primary determinants. Subsequent influential factors include the comprehensive provision of services (72%) and the adaptability of payment plans (58%). Interestingly, while possessing a lower weighting, the efficacy of post-purchase support, or after-sales services, continues to hold discernible importance for a substantial minority, specifically 37% of those surveyed.

KEY FACTORS FOR PURCHASE DECISION



Price
86%



Location
82%



Available Services
72%



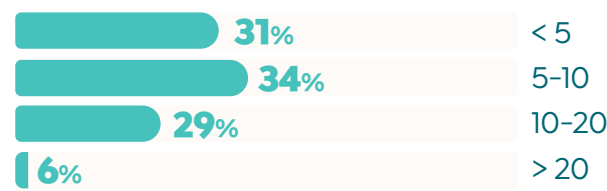
Payment Flexibility
58%



After-Sale Services
37%

Pricing sensitivity is high among potential buyers, with clear preferences for certain ranges. 31% prefer units priced below EGP 5 mn, 34% look for prices between EGP 5-10 mn, and 29% favor the EGP 10-20 mn range. Only a small segment of 6% is open to units priced above EGP 20 mn.

IDEAL PRICE FOR PURCHASING (EGP MN)



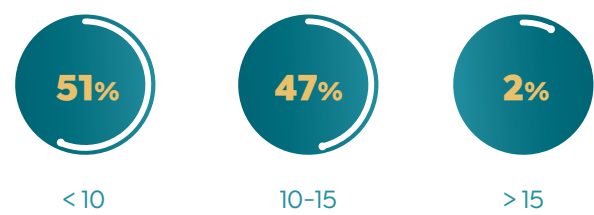
In the North Coast property market, installment plans are overwhelmingly the preferred payment method, accounting for 88% of all transactions. This highlights a strong buyer preference for structured payment options rather than lump-sum payments. A smaller segment, 12% of buyers, opts for cash payments. This indicates that while cash is still an option, the vast majority of purchasers leverage installment facilities, making them the dominant financial instrument in the market.

MOST SUITABLE PAYMENT METHOD



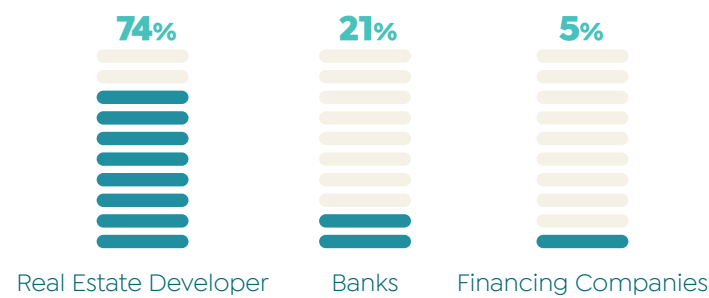
In the context of financing decisions, the preferred amortization period for installment plans emerges as a critical determinant. Our data indicates that a notable proportion, precisely 51%, prioritizes repayment timelines of less than 10 years, thereby suggesting a strategic preference for swifter financial independence or reduced long-term interest burdens. In contrast, a substantial segment, representing 47% of the cohort, demonstrates an acceptance of extended repayment schedules ranging from 10 to 15 years, potentially reflecting a prioritization of lower monthly commitments or a longer-term investment horizon.

THE BEST INSTALLMENT PLAN (YRS)



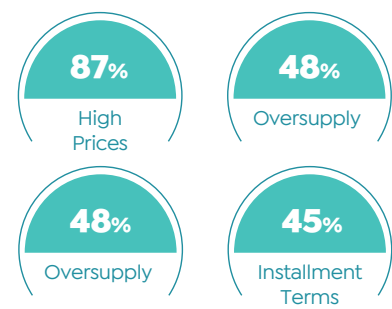
Concerning the entities offering these installment plans, real estate developers are overwhelmingly preferred, accounting for 74% of responses, which signifies robust confidence in their direct financing alternatives. In contrast, the involvement of conventional banking institutions and specialized financing entities is notably less prevalent, contributing only 21% and 5%, respectively, to the facilitation of these payment structures. This disparity suggests potential market gaps or differing consumer perceptions regarding accessibility and terms provided by each provider type.

PREFERRED INSTALLMENT ENTITY



Despite considerable interest, prospective purchasers encounter several notable impediments throughout the acquisition process. The predominant challenge, cited by a substantial 87% of respondents, is the high prices of property, which represent a significant barrier to market entry for numerous individuals. This is closely followed by apprehensions regarding market oversupply, affecting 48% of respondents, and limitations pertaining to installment terms impacting 45%. Furthermore, a notable 18% of respondents are constrained by the restricted availability of credit facilities from real estate financing institutions, thereby highlighting a demonstrable need for more accessible lending options.

MAJOR PURCHASE CHALLENGES



SCAN TO DOWNLOAD THE FULL REPORT
INCLUDING PRIVATE REAL ESTATE PROJECTS

CAPITAL PROMENADE by THE PLATFORM



A FULL EXPERIENCE #ONTHEPROMENADE AT CAPITAL PROMENADE, SHEIKH ZAYED CITY



رقم التسجيل الضريبي: ٥٥٢-٤٩٠٠٠٠٨



GULF AND EGYPTIAN DIASPORA BUYERS FUEL EGYPT'S COASTAL PROPERTY BOOM

Over the past few years, Egypt's coastal real estate market has undergone a transformative boom, but 2024 marked a particularly historic milestone. In just the first nine months of the year, total real estate sales across Egypt surpassed EGP 1 tn, reflecting a staggering 203% increase year-on-year. At the heart of this surge lies the North Coast, which alone accounted for over 550 bn EGP—more than half of all real estate transactions nationwide. This explosive demand is being driven not only by domestic interest but also by growing investment from Gulf nationals and Egyptian expatriates, especially in high-end areas like New Alamein and Ras El-Hekma. These luxury coastal zones have rapidly evolved into flagship destinations, offering both lifestyle value and strong returns, and signaling a deeper structural shift in Egypt's real estate investment landscape.

Who's Buying—and Why

Wealthy Gulf nationals—particularly Saudis and Emiratis—continue to emerge as dominant players in Egypt's real estate market, driven by a combination of cultural affinity, geographic proximity, and attractive investment returns. According to Knight Frank's 2025 Private Capital Report, 68% of surveyed GCC investors identified Egypt's residential sector as their top target, followed by branded residences (30%) and retail properties (29%). Notably, 72% of respondents cited the purchase of a second or holiday home as their primary motive for investing in Egypt. This underscores the country's positioning as a lifestyle destination, particularly along the North Coast and other resort-oriented developments. The strong demand is further fueled by affordability relative to Gulf markets,

favorable currency exchange conditions, and the rise of luxury gated communities offering services and amenities tailored to Gulf preferences. With average Gulf investor budgets now often exceeding \$1.8 mn, developers are responding with premium offerings that align with these evolving expectations.

But it's not just Gulf nationals fueling the momentum. A quieter, yet equally impactful force, is the Egyptian diaspora—especially those working in the Gulf. With annual remittances to Egypt exceeding \$32 bn in (Mar/Feb 2024/2025), these expatriates are channeling part of their savings into real estate, drawn by emotional ties, future retirement plans, and the desire for holiday homes that double as long-term investments. Many diaspora investors are also seeking to secure assets in Egypt before prices



climb further, given the rapid pace of development and appreciation in hotspots like Alamein and Ras El Hekma.

What exactly are these buyers looking for?

The answer begins with location. The North Coast is the crown jewel of Egypt's real estate boom, drawing more than 40% of interest from both Saudis and Emiratis. It offers a Mediterranean climate, pristine beaches, and a burgeoning ecosystem of gated communities, resorts, and lifestyle amenities.

This enthusiasm for coastal living is shared not only by GCC nationals but also by Egyptians working abroad, particularly in Gulf countries. While some diaspora investors continue to favor urban hubs like New Cairo and the New Administrative Capital, a growing number are turning their attention to the North Coast. A 2024 report by Savills Egypt highlights a rising trend among expatriates purchasing smaller second homes in emerging coastal areas such as Dabaa, Ras El-Hekma, and Sidi Henish—primarily for investment purposes. These homes offer both lifestyle appeal and rental income opportunities, as demand from seasonal tourists and high-net-worth Gulf renters continues to rise. Together, this convergence of interest from both Gulf nationals and the Egyptian diaspora is solidifying the North Coast's position as Egypt's premier transnational.

Branded Residences and the Rise of Investment-Led Luxury

Developers have taken notice of these preferences and are rapidly tailoring their offerings. High-end, branded residences tied to luxury hotel chains such as Four Seasons, Hilton, and Marriott are increasingly common. These offer not just prestige, but also convenience—concierge services, rental management, and guaranteed maintenance. For investors, these residences double as income-generating assets with projected yields of 6–8% annually, especially in coastal locations. Branded residences also provide the assurance of quality and a globally recognizable name, which is especially important to Gulf buyers seeking a certain level of trust and experience.

Moreover, Egypt's real estate is seen as a value proposition. Compared to the sky-high prices of Dubai or Riyadh, Egypt's premium properties offer relative affordability. Prices per sqm in places like New Cairo and the North Coast significantly lower than their Gulf counterparts. This pricing, combined with the depreciation of the Egyptian pound, has created a favorable exchange environment for Gulf investors and diaspora buyers earning in stronger currencies. With returns in Egypt sometimes outperforming regional markets, the economic logic is compelling.

From Seasonal Retreats to Smart, Year-Round Cities

The transformation of coastal and urban zones into smart, integrated communities has further enhanced Egypt's appeal. Alamein, for example, is not just a seasonal town anymore; it's being developed as a fourth-generation city, designed to operate year-round with advanced utilities, digital infrastructure, and cultural institutions. These efforts address a key concern among Gulf buyers—who want to ensure their properties are not just for summer, but offer utility and appreciation potential throughout the year. The city is already home to a presidential palace, major universities, and international conference centers—making it a viable location for business, education, and governance, not just vacation.

Tailored Sales Tactics and Incentives

From a developer's perspective, the response has been both strategic and aggressive. Projects are now bundled with financial incentives: extended payment plans of up to 10 years, off-plan purchase discounts, and sometimes even rental guarantees or buy-back options. Developers are also investing heavily in sales infrastructure, launching marketing campaigns in Gulf cities, establishing local sales offices, and offering virtual tours and Arabic-language support. Some firms have even created tailored investment packages specifically designed for Gulf buyers and diaspora families—recognizing their distinct needs and preferences.

Lifestyle and Community: The New Benchmark for Appeal

Lifestyle amenities have become a major battleground. Compounds now come equipped with beach clubs, golf courses, yacht marinas, wellness retreats, and entertainment zones. These features are no longer optional—they're essential to attract Gulf and diaspora buyers accustomed to luxury living standards. The most successful projects emulate Gulf-style compounds, offering privacy, exclusivity, and high-end community features. For many investors, the presence of international schools, healthcare facilities, and commercial centers in these compounds is a decisive factor.

Mega-Projects and the Strategic Vision Ahead

Data illustrates the scale of this transformation. By 2028, approximately 300,000 homes are expected to be constructed in Greater Cairo alone, with another 8,000 units along the North Coast. Mega-projects such as the Ras El Hekma development—backed by the UAE's ADQ and covering more than 130 mn sqm—are set to reshape the coastal property landscape, representing the largest foreign direct investment in Egyptian real estate history. The project will feature residential districts, tourism facilities, an international marina, and even a smart infrastructure backbone—designed to appeal directly to Gulf buyers and global investors alike.

In conclusion, the combined forces of Gulf capital and diaspora loyalty are reshaping Egypt's coastal property market. For Gulf nationals, Egypt offers a convenient, familiar, and high-yield alternative to local real estate. For diaspora Egyptians, it represents a tangible link to home and a secure future investment. Developers who understand and cater to these overlapping motivations—offering luxury, flexibility, and smart planning—are well-positioned to thrive in this evolving market. As long as Egypt continues to deliver on stability, infrastructure, and value, the coastlines of the Mediterranean and Red Sea are likely to remain vibrant investment frontiers for years to come. The opportunity is clear: Egypt's coastal renaissance is being driven not just by geography or weather, but by the convergence of regional capital, emotional affinity, and strategic vision.



NORTH SQUARE

The Destination That
Brings Life to New
Alamein

Carrefour,
Starbucks,
H&M, and 100
More Iconic
Brands by the
Sea!



At **North Square**, the experience goes far beyond shopping. This one-of-a-kind destination brings together a vibrant blend of **international powerhouses** and **beloved local brands**, offering a retail landscape that's both diverse and inspiring. From fashion staples like H&M to curated niche labels like **Hadia Ghaleb**, every corner of the mall is designed to spark discovery and cater to every taste and lifestyle.

But North Square isn't just about retail — it's a culinary haven. The dining experience is elevated with standout restaurants such as **Carlo's**, **Le Flandrin**, **Ni**, **dipndip**, and many more. Whether you're in the mood for a gourmet meal, a quick bite, or an indulgent dessert, the wide variety of options satisfies every craving and elevates every visit into a flavorful journey.



Tax ID 579-852-679

Entertainment is another key pillar of the North Square experience. The destination is designed to engage **all age groups**, from relaxing open-air strolls to high-energy family adventures. At its heart is **Rush Hub Carnival**, the **largest outdoor amusement park in the North Coast**, offering thrilling rides, games, and unforgettable moments for both kids and adults.

Beyond retail, dining, and entertainment, North Square also meets the everyday needs of its visitors with practical convenience. A dedicated **banking zone and ATM center** ensures financial services are always within reach, making North Square not just a mall, but a **fully integrated lifestyle destination** on the Mediterranean shoreline — where leisure and utility coexist seamlessly.

At the core of this thriving destination is **Counsel Masters**, the **visionary manager and operator** behind North Square. With a bold mission to establish **Egypt's first year-round coastal experiential destination**, Counsel Masters is building more than a mall — it's creating a **world-class commercial landmark**, positioned as a national icon for leisure, retail, and culture.

By curating a **diverse tenant mix** and crafting immersive, human-centered experiences, Counsel Masters has turned North Square into **New Alamein's main attraction** — and a model for what the future of coastal living in Egypt can look like. As it enters its **third year of unmatched success**, North Square continues to rise as a symbol of innovation, energy, and everyday escape.



FRESHNESS WRAPPED IN EVERY BITE

*It feels like
summer!*



619 - 028 - 731

• MOUNTAIN VIEW • LA VISTA RAS EL HEKMA • LA VISTA BAY



CARIZMA DEVELOPMENTS UNVEILS Z55 PROJECT, KICKING OFF EGP 10 BN INVESTMENT IN EGYPT

Carizma Developments has officially launched its first project in the Egyptian real estate market, the Z55 project in New Cairo. This launch marks the beginning of an ambitious investment plan by the company, totaling EGP 10 bn over the next two years.

Project Vision and Design Philosophy

Mohamed ElSaadany, founder and CEO of Carizma Developments, described Z55 as a commercial development characterized by modern design and a strategic location. He highlighted the company's belief that there is a significant gap in the design and management of commercial spaces in Egypt. Carizma Developments aims to go beyond mere construction, focusing on creating an integrated experience that reflects user identity and meticulous attention to detail.

Target Audience and Strategic Partnerships

The Z55 project is designed to cater to a diverse range of clients, including entrepreneurs, emerging brands, and established companies seeking spaces that align with their aspirations. ElSaadany emphasized the company's commitment to building strong partnerships, providing smart services, and ensuring efficient management within the project, all of which are central to its real estate development philosophy.

Investment Strategy and Future Expansion

Carizma Developments plans to invest over EGP 5 bn in various commercial projects across key locations such as Fifth Settlement, Sheikh Zayed, and 6th of October. The company aims to launch its first project for sale within the next six months, with a target total investment volume of approximately EGP 10 bn over a two-year period.

Z55 Launch Event Highlights

The launch celebration for the Z55 project was a high-profile event, featuring a performance by artist Tamer Hosny. The gathering was

attended by a distinguished array of stars, artists, sports champions, and prominent figures from the media and business sectors, truly embodying the project's new slogan, "Zoning Attraction." A notable announcement at the event was the opening of a new branch of Adam's Lounge, owned by Tamer Hosny, within the Z55 project in the Fifth Settlement, building on the success of its Sheikh Zayed location.



Company Background and Entry into Egypt

Founded in Dubai in 2003, Carizma Developments initially specialized in consulting and training. The company made a strategic decision to expand into the Egyptian real estate market, recognizing its competitive advantages, including robust demand and promising opportunities for serious local and foreign investors.

Solare

RAS EL HEKMA

Hilltop

Hilltop offers panoramic sea views and access to 5,000m² of swimmable lagoons, just steps from the Central and Downtown Zones.

LAUNCHING NOW

 MISR ITALIA
PROPERTIES