

REAL ESTATE NEWS REPORTING & ANALYSIS

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In this issue, we turn our attention to one of Egypt's most pressing and inspiring urban topics "the reuse of old buildings". Across the country, historic and aging structures hold immense cultural and architectural value, yet many remain underutilized. Reviving these buildings through adaptive reuse not only preserves Egypt's rich heritage but also supports sustainable development, reduces environmental impact, and revitalizes urban life.

This edition explores how old buildings can be reimagined for new purposes whether as residential spaces, creative hubs, offices, or cultural centers, while maintaining their historical identity. We also highlight the legal frameworks and incentives that guide and encourage such initiatives, which regulate the preservation and demolition of non-heritage yet valuable buildings, and promote integrated urban development.

As Egypt continues to modernize its cities, reusing existing structures offers a path that balances progress with preservation. Through expert insights, case studies, and policy discussions, this issue invites readers to rethink how the past can meaningfully shape the future of Egypt's built environment.


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EGYPT'S REAL ESTATE MARKET PERFORMANCE 2025

OCTOBER 2025



By: R&A Team

Invest-Gate’s R&A team has conducted a comprehensive study of the country’s real estate sector to provide a comprehensive overview of the performance of the Egyptian real estate market during the current year and the outlook for the coming years. As part of this research, our team visited Cityscape Egypt 2025, engaging directly with 74 real estate developers to collect primary insights on market trends, challenges, and expectations.

Our methodology combined direct interviews, structured questionnaires, and detailed data collection, enabling Invest-Gate to translate market feedback into clear, data-driven insights. This approach provides a strong foundation for investors, developers, and policymakers to navigate Egypt’s evolving real estate landscape with a future-focused lens.

The study is structured into three parts:

01 ASSESSING DEMAND & CONSUMER PREFERENCES	02 ASSESSMENT OF SUPPLY IN THE REAL ESTATE MARKET	03 FUTURE EXPECTATIONS
 Exploring the types of units in demand, key purchasing factors, and the impact of economic shifts on buyer behavior.	 Evaluating unit availability, pricing, competition among developers, and operational challenges.	 Capturing developers’ outlook on demand, investment, pricing, and overall sector performance.

FIRST:
ASSESSING DEMAND &
CONSUMER PREFERENCES

This section explores the developers’ insights about buyer demand across different unit types and highlights key factors influencing purchase decisions, including pricing, developer reputation, location, and readiness of units, as well as the impact of recent economic changes and the growing interest in sustainability among buyers.

The infographic illustrates how developers assess demand levels across different unit types, with 38% classified as high, 34% as moderate, and 28% as low. These figures reflect varying perceptions of demand strength in the market.



According to surveyed developers, residential units are the most in demand, with 77%, followed by commercial units

at 39%, administrative units at 22%, and medical units at 10%, showing high demand levels across residential and commercial properties.



The developers mentioned that apartments record the highest demand at 89%, followed by studios at 54%. duplexes and villas each register 15%, while townhouses and twin houses show equal demand levels at 12%.



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The developers mentioned that the main factors influencing purchase decisions are unit price (64%), developer brand trust (54%), and location (41%) as the top considerations. These are followed by installment duration (20%), unit handover readiness (14%), and services (12%), reflecting a mix of financial, reputational, and practical priorities.

KEY FACTORS AFFECTING PURCHASE DECISIONS (%)



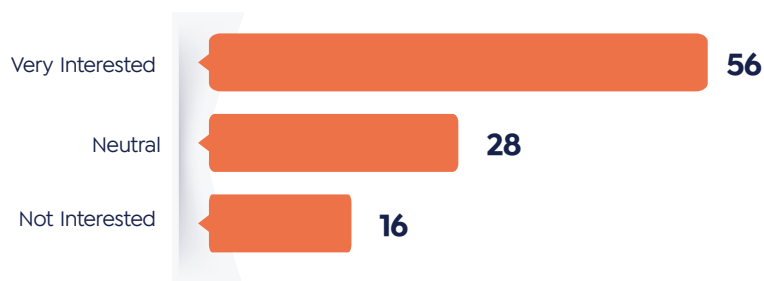
According to 74 developers and their view on the impact of economic changes—such as the interest rate and the exchange rate—on purchasing decisions, 84% of them indicated a significant impact of these changes on consumer purchasing decisions, while 16% believe the impact is moderate.

IMPACT OF RECENT ECONOMIC CHANGES ON PURCHASE DECISIONS (%)



Developers also note that buyers display varying degrees of interest in sustainability factors when considering property purchases. According to 56% of surveyed developers, buyers are very interested in sustainability factors, and 28% said that buyers' interest is neutral, while 16% mentioned that the buyers are not interested.

BUYERS' INTEREST IN SUSTAINABILITY FACTORS (%)

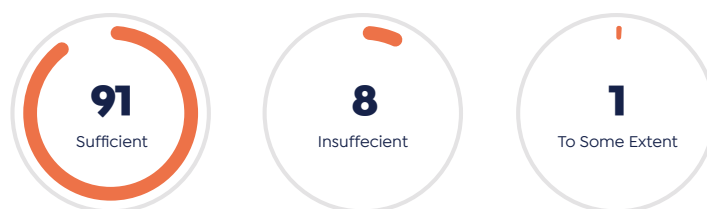


SECOND: ASSESSMENT OF SUPPLY IN THE REAL ESTATE MARKET

This section examines the availability of units relative to market demand, pricing evaluations, and the competitive landscape among developers. It also highlights key challenges faced by developers, including construction costs, regulatory delays, and market competition.

A vast majority of developers (91%) believe that current unit availability is more than adequate to meet market demand, reflecting a generally well-supplied market. Meanwhile, 8% see availability as insufficient, while 1% consider it only partially sufficient.

AVAILABILITY OF UNITS TO MEET DEMAND (%)



Just over half of developers (51%) view current unit prices as high, reflecting growing concerns about affordability and market pressure. In contrast, 49% consider prices fair, while no group views prices as low.

EVALUATION OF UNIT PRICE (%)



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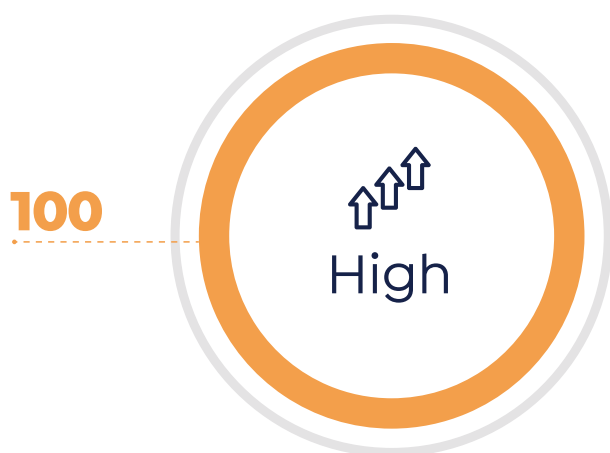
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All developers (100%) describe the current market as highly competitive, indicating intense rivalry among developers trying to attract buyers and differentiate their offerings in a crowded landscape.

EVALUATION OF DEVELOPERS' COMPETITION LEVEL (%)



Developers face several challenges, with rising construction costs reported by 38%, strong competition by 36%, and delays in permits and legal procedures by 30 %. Other challenges include pricing at 11%, supply-demand gaps at 8%, while 16% report no challenges.

CHALLENGES FACING DEVELOPERS (%)

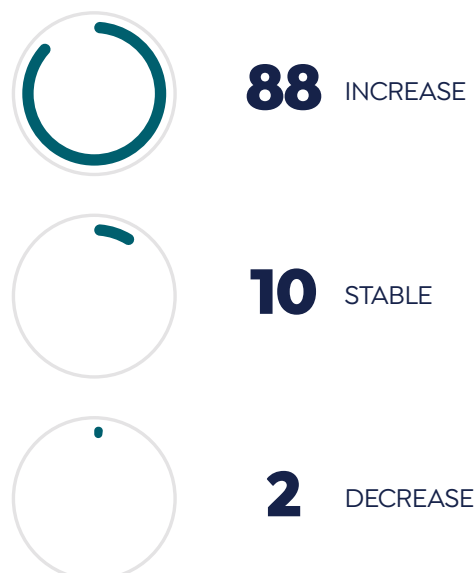


THIRD: FUTURE EXPECTATIONS

This section presents developers' outlook on future market trends, including anticipated demand, investment levels, and pricing. It also provides an overall evaluation of the real estate sector and its expected trajectory for the coming period.

Future demand is expected to rise significantly, with 88% of developers anticipating an increase. Meanwhile, 10% foresee stable demand levels, and only 2% predict a decline, reflecting overall market optimism.

FUTURE DEMAND ANTICIPATION (%)



All surveyed developers (100%) expect investment to increase in the future, reflecting strong confidence in the market's growth potential and investment climate.

FUTURE INVESTMENT ANTICIPATION (%)



Future pricing is expected to rise according to 77% of developers, indicating strong upward pressure on prices. Meanwhile, 15% anticipate stability, and only 8% expect a decline.

FUTURE PRICES ANTICIPATION (%)



The overall real estate sector is viewed positively, with 61% of developers rating it as excellent and 38% as good. Only 1% consider it poor, reflecting strong overall confidence in market performance.

OVERALL EVALUATION OF THE REAL ESTATE SECTOR (%)



CONCLUSION & RECOMMENDATIONS

The findings of this study reflect a confident and forward-looking sentiment across Egypt's real estate sector. Developers anticipate stronger demand, higher investment activity and capital inflows during the coming years, and sustained market momentum, despite the presence of operational and cost-related challenges.

To sustain growth and capitalize on emerging opportunities in Egypt's real estate market, developers and stakeholders should focus on aligning supply with buyer preferences, addressing operational challenges, and enhancing market trust. Prioritizing competitive pricing, quality, and sustainability can strengthen buyer confidence, while strategic planning and innovation will help navigate regulatory and cost-related hurdles.

So our key recommendations are:

01. Focus on delivering the most demanded unit types, particularly apartments and housing units, to meet strong buyer demand.
02. Enhance brand trust and reputation through transparent communication, quality delivery, and reliable post-sale services.
03. Consider location, unit pricing, and installment plans carefully, as these are key factors in purchase decisions.
04. Integrate sustainability features and eco-friendly designs to attract increasingly conscious buyers.
05. Monitor and manage construction costs efficiently while addressing delays in permits and legal procedures.
06. Stay competitive by analyzing market trends and differentiating offerings to stand out in a highly competitive environment.
07. Prepare for future growth by investing strategically in projects that align with expected increases in demand, investment, and pricing.
08. Maintain a positive sector outlook through continuous innovation, efficient project execution, and responsiveness to market dynamics.



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INVEST-GATE EXPLORES NEW HORIZONS IN REAL ESTATE AND TOURISM INVESTMENT OPPORTUNITIES THROUGH “FROM HERITAGE TO HORIZONS”

Invest-Gate Launched Its 26th Roundtable Entitled “From Heritage to Horizons: Integrating Real Estate & Tourism Investment Opportunities”, the roundtable took place on Wednesday, October 8, 2025, at 9:00 AM, at the Nile Ritz-Carlton Hotel, ‘Alf Leila We Leila Ballroom.

The roundtable brought together senior government officials, leading developers, investors, and experts to discuss the future of integrating real estate and tourism investments in Egypt. It aims to create a constructive dialogue between public and private sector leaders on how to capitalize on Egypt’s unique potentials at the intersection of real estate and tourism. Acting as a catalyst for transformative strategies, the event shed light on one of the nation’s most dynamic engines of sustainable growth.

Discussions spotlighted the growing integration of Egypt’s real estate and tourism sectors as a cornerstone of the country’s future growth model. This integration reflected a strategic shift driven by the Ministry of Tourism and Antiquities, the Ministry of Housing, Utilities, and Urban Communities, and the Ministry of Investment and Foreign Trade, working together under Egypt’s Vision 2030. The approach is redefining how destinations are planned, branded, and financed, while positioning real estate not only as an enabler but also as a key beneficiary of tourism-led development.

The main aim of this discussions was the understanding that the real estate extends far beyond mere construction, it embodies the creation of sustainable lifestyle destinations, iconic cultural landmarks, and global tourism hubs. From the Giza Plateau and Historic Cairo to New Alamein, Sinai, Luxor, and Fayoum, investment in real estate is serving as the backbone of Egypt’s competitiveness, boosting foreign direct investment and reinforcing investor confidence. The roundtable provided a platform to showcase how heritage revitalization and modern hospitality projects can create destinations that seamlessly blend culture, commerce, and community.

Participants also explored how coordinated public-private efforts can accelerate implementation, unlocking new opportunities across heritage zones, resorts, and new urban centers. With a focus on branded residences, lifestyle communities, and hospitality-driven projects, the discussions highlighted how hotels, mixed-use developments, and innovative investment models can act as powerful growth engines. By connecting global capital flows with Egypt’s rich cultural assets, the roundtable aims to reinforce Egypt’s position as a premier gateway for tourism and investment in the region.

The roundtable was divided into two sessions which were moderated by Mr. Moataz Sedky, General Manager of Travco Holidays Egypt and to ensure a cohesive dialogue that bridges policy perspectives with practical industry insights, the discussions began with the first session, entitled “Egypt’s Real Estate & Tourism Roadmap: Policies, Strategies, and Incentives,” which focus on four key dimensions: aligning the integration of Egypt’s real estate and tourism sectors with Vision 2030; promoting public-private collaboration to drive sustainable growth; leveraging heritage, hospitality, and urban development as fundamental economic catalysts; and exploring investment opportunities and governmental incentives aimed to attract both domestic and international investors.

Building upon these strategic foundations, Session 2, titled “Unlocking Growth – The Role of the Private Sector in Real Estate & Tourism Development,” translated these policy directions into actionable insights. It delved into practical approaches to integrate real estate with tourism and hospitality, discuss the emergence of branded



residences, lifestyle communities, and destination strategies, and highlight new investment opportunities across heritage zones, resorts, and urban developments. Furthermore, it emphasized the pivotal role of hospitality as a growth engine, particularly through hotels, resorts, and mixed-use projects that contribute to Egypt's evolving investment landscape.

As well the roundtable witnessed the presence of an elite group of senior officials, executives, and experts in the Egyptian real estate & tourism sectors, including: Dr. Eng. Abdelkhalek Ibrahim, Deputy Minister of Housing, Utilities and Urban Communities; Eng. Khaled Sedeik Chairman of the Board of Urban Development Fund, Dr. Mostafa Mounir, CEO of Tourism Development Authority; Mr. Mohamed Youssef, CEO Advisor of General Authority of Investment and Free Zones (GAFI); and Mr. Hisham El Demery, CEO of E.G.O.T.H.

Also in attendance were Mr. Karim Sultan, CEO of DCUD (Delta Capital for Urban Development); Eng. Mostafa El Sherif, Chief Development Officer of DCUD (Delta Capital for Urban Development); Dr. Bahaa Salem, Group President of Al Salem Holding; Eng. Amr Gazarin, Executive Chairman of Orascom Pyramids; Mr. Alaa Akel, CEO and Chairman of Jaz Hotel Group; Mr. Karim Shafei, Chairman & CEO of Al Ismaelia for Real Estate Investment; Mr. Omar El Tayebi, CEO of TLD – The Land Developers; and Eng. Ahmed Ehab, CEO of Madaar Developments.

Further participants included Dr. Wael El Wardany, Chief Operation Officer of Vantage Developments; Mr. Asser Hamdy, Member of the Core Tourism Committee of AmCham; Mr. Ayman Abbas, Chairman of Intro Holding; Mr. Ahmed Kira, Managing Director of Horof Group for Touristic Projects; Ms. Maha AbdelRazek, CEO of Misr Real Estate Assets Management; Mr. Adham Elbedewy, Executive Vice President of Brassbell Hospitality Group; and Mr. Moataz Amin, Founder and CEO of Prime Hospitality Management Group.

The roundtable was inaugurated by Ms. Safaa Abdel Bary, General Manager and Business Development Director of Invest-Gate, who warmly welcomed real estate developers, tourism and hospitality experts. She emphasized the importance of the event's timing, coinciding with the anticipated the inauguration of the Grand Egyptian Museum, which underscored the crucial role of real estate-tourism integration in driving economic growth and creating holistic lifestyle and cultural destinations.

The first session started with remarks by Mr. Moataz Sedky, General Manager of Travco Holidays Egypt, who greeted Invest-Gate for organizing this significant event. He praised the importance of topics of discussion in reinforcing the synergy between real estate, tourism, and culture, emphasizing that constructive dialogue between sectors can open new horizons to achieve the objectives of Egypt's Sustainable Development Vision 2030. He also commended the success of the previous roundtable held in February under the title "Elevate Egypt: Branded Living and Hospitality", which produced impactful recommendations that have contributed to advance and enhance the competitiveness of the real estate sector.

Dr. Eng. Abdelkhalek Ibrahim, Deputy Minister of Housing, Utilities and Urban Communities, further highlighted that when work began on

New Alamein City in 2016, the first projects launched were residential towers, a decision that initially raised questions. He explained that this choice stemmed from the nature of the North Coast, which serves both international and domestic tourism, necessitating a diversity of urban typologies to cater to different visitor segments. In the same context, he pointed out that Aswan stands as a prime example of a world-class city that has successfully preserved its unique urban identity while supporting therapeutic tourism, which plays a fundamental role in supporting tourism development.

He emphasized Egypt's robust infrastructure as a key enabler for a tourism sector breakthrough, stressing the importance of improving service quality before increasing visitor numbers through capacity building and human resource development. He also pointed out that one of the Ministry's top priorities in New Alamein is attracting international companies and encouraging foreign investment to secure hard currency, noting that the main challenge is balancing domestic and foreign investment.

Dr. Ibrahim revealed that preparations are underway to host a conference in New Alamein aimed at integrating local and international investments to drive tourism development. He concluded by stressing that the tourist experience lies at the heart of tourism growth and relies on two key pillars: natural and environmental assets on the one hand, and heritage and cultural components on the other. He emphasized the importance of incorporating Egypt's authentic heritage and traditions into the tourist experience to maximize the country's unique assets.

He added that effective marketing of real estate products is a crucial factor for the sector's success, noting that weak promotion remains a real challenge that must be addressed. Effective marketing strategies, he explained, directly contribute to attracting investment and strengthening investor confidence in the Egyptian market.

Dr. Ibrahim also highlighted the importance of simplifying project registration and licensing procedures, describing it as a pivotal step to facilitate foreign investment inflows. He affirmed that investment incentives are a key factor in supporting both the real estate and tourism sectors, and that the government is currently working vigorously to enhance incentive packages, legislation, and administrative frameworks to create a more attractive and efficient investment environment.

He further noted that the national smart cities strategic document was launched just ten days earlier, emphasizing that technological transformation is no longer a luxury but an imperative. Technology, he said, has become an essential component of all sectors, tailored to the specific needs of each. He stressed that accurate data is a cornerstone of sound decision-making, underlining the need to integrate technological tools across the real estate ecosystem to ensure performance efficiency and improve service quality.

For his part, Eng. Khaled Sedeik, Chairman of the Board of Urban Development Fund, stated that the Fund continues its efforts in historic areas, particularly Cairo, with plans to expand in Rashid and Alexandria. He confirmed that the restoration of Historic Cairo aims to revive its original identity and transform it into one of the world's most beautiful cities.



He explained that the Fund is working closely with the Ministry of Tourism and Antiquities to conduct the necessary studies for the restoration and development of deteriorated areas. In some areas, the Fund has purchased properties amicably from residents at fair market value to preserve their distinctive Islamic character and transform them into hotel units that attract foreign tourists. He noted that Al-Fustat Park alone contains more than 400,000 hotel rooms, positioning it as a global tourism hub.

Eng. Sedeik highlighted Rawdat Al-Sayeda Zainab as a successful model of this approach, where buildings were developed in alignment with historic Islamic architecture. Every element of Historic Cairo, he stressed, must reflect the essence of Egypt's history. Al-Fustat Park, he added, stands as a clear example of this transformation—from one of the city's most deteriorated areas into one of the Middle East's most beautiful destinations.

He also announced one of the Fund's key achievements: establishing a dedicated historical permit committee that enables investors to obtain necessary licenses within just ten days, representing a major step toward facilitating investment in Historic Cairo.

He concluded by pointing out that the Fund is also working in Halayeb and Shalateen, where traditional Bedouin houses have been constructed in line with local heritage, as part of a comprehensive plan to preserve each city's architectural identity. The goal, he said, is to complete a large portion of these projects by 2030, with full completion targeted for 2050.

In the same context, Dr. Mostafa Mounir, CEO of Tourism Development Authority, explained that since 2013, the state has been working to prepare Egypt for a new phase of development through building new cities and upgrading slums. Today, he noted, Egypt has entered a phase of enhancement and takeoff, with indicators pointing to the country's strong emergence on the global stage.

He revealed that the number of tourists reached 16 million, a relatively large figure but still below Egypt's true tourism potential. Comparing Egypt to countries like the United Arab Emirates, which welcomes about 57 million tourists annually, highlights the vast room for growth.

He added that hotel occupancy rates reached 95% last year, driven by surging demand, diversified visitor segments from across the globe, and an overall rise in tourist quality and spending power.

Dr. Mounir noted that total investments in the tourism sector since the 1990s have reached approximately EGP 5 trillion. He emphasized that 95% of the targeted investments along the Red Sea, according to the new regulatory framework—focus on hospitality projects rather than residential tourism, ensuring sustainable sectoral returns. The Authority aims to add 334,000 hotel rooms in the coming years.

Since its establishment, the Authority has set clear guidelines to balance tourism development with carrying capacity, while respecting the ecological and natural uniqueness of each site. He pointed out that Marsa Alam hosts some of the world's best coral reef formations.

He concluded by emphasizing that the tourism sector's performance indicators are highly promising, with unprecedented demand growth and a qualitative improvement in visitor profiles and spending behavior, creating exceptional opportunities for serious investors to achieve exceptional returns.

Mr. Mohamed Youssef, CEO Advisor of General Authority of Investment and Free Zones (GAFI), stated that the state takes great pride in the remarkable achievements accomplished in the tourism and antiquities sector, particularly with the upcoming inauguration of the Grand Egyptian Museum, which represents a new icon for attracting global investment.

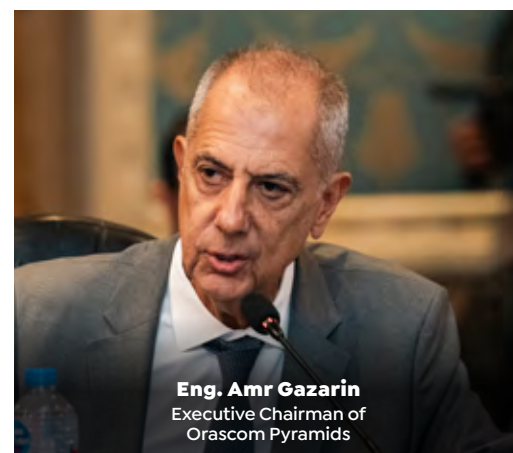
He noted that Gulf investments have recently shifted toward the Red Sea region following the boom experienced by the North Coast since 2013, emphasizing that this expansion reflects investors' confidence in the Egyptian market and the diversity of investment opportunities it offers. He explained that the state provides a wide range of incentives for investors, including technical and procedural support. Notably, projects are considered fully implemented once 80% of construction is completed, in addition to the "Golden License" system that allows investors to obtain all required permits through a single entity to facilitate procedures and accelerate project timelines.

Mr. Youssef highlighted ongoing coordination with landholding authorities, such as the New Urban Communities Authority, to ensure rapid implementation and effective integration between local and foreign investors. He also pointed out that the Authority has launched comprehensive digital platforms to streamline procedures and accelerate operational cycles, as part of the state's digital transformation strategy and efforts to improve the investment climate.

Mr. Hisham El Demery, CEO of E.G.O.T.H, affirmed that EGOTH is one of the key entities bearing the investment burden in the tourism sector, as it owns hotel assets of exceptional heritage value. He stressed that the exchange of ideas between the tourism and real estate sectors, in collaboration with government entities, has become essential to enhancing integration across sectors.

He added that the company's core mission is to manage the state's hotel assets, which include a large number of historic hotels. He explained that EGOTH has entered into several partnerships to develop and revitalize these assets, including the Continental Hotel, which is currently being reconstructed to restore its historical grandeur. He emphasized that government entities involved in these projects place the development of Cairo at the top of their priorities, beyond purely financial returns, while the company is committed to introducing new management models and partnerships to ensure sustainable development and improved performance.

Mr. El Demery also stated that the redevelopment of the Shepherd Hotel is scheduled for completion in the second quarter of 2027. Additionally, EGOTH owns five higher& intermediate institutes of tourism and hospitality located in Luxor, Alexandria, and Ismailia, as well we aspire to establish a new tourism university named "EGOTH University" to attract and train a wider pool of talents interested in the tourism industry.



Mr. Karim Sultan, CEO of DCUD (Delta Capital for Urban Development), explained that Real estate and hospitality must now come together in a unified approach to deliver a product that today's market truly demands. Modern consumers are no longer seeking just properties or seasonal vacations – they're pursuing lifestyles and experiences that seamlessly blend leisure with everyday living. This integrated model transcends traditional brick-and-mortar concepts and proves adaptable across all economic scales, redefining how we design, develop, and deliver spaces for modern living.

In the same context, Sultan pointed out that as the population of Egypt's Delta governorates continues to grow, the region represents a promising area with significant opportunities to increase real estate investment demand.

In response to these needs, the company's project "Isla" in New Mansoura City, spanning an area of 334 feddans, was developed to meet this growing demand. Isla embodies DCUD's vision of creating a fully integrated urban community focused on quality of life and modern living standards.

In the same context, Eng. Mostafa El Sherif, Chief Development Officer of DCUD (Delta Capital for Urban Development), highlighted that Egypt's real estate and tourism investment sector is moving in two main directions.

The first is property export, which requires clear regulatory frameworks that facilitate sales to foreigners and Egyptians abroad, while enhancing Egypt's position on the global real estate map.

The second direction is tourism investment, which focuses on the development and operation of hotel units. El Sherif highlighted that this type of investment presents a significant challenge, as it is inherently a long-term investment in terms of financial returns. Therefore, it has become essential for the government to play a stronger role by encouraging strategic partnerships under the BOT model (Build, Operate, Transfer), to help ease the financial burden on real estate developers.

as the real estate and tourism sectors together contribute around 30% of Egypt's GDP. Strengthening cooperation between the public and private sectors is a vital step toward achieving sustainable development and attracting more investment into Egypt's growing market.

Dr. Bahaa Salem, Group President of Al Salem Holding, emphasized the need to focus on a key tourism segment in the coming period, modern entertainment tourism, drawing inspiration from the successful experience of Emirati cities. He explained that developing this segment in Egypt could generate substantial revenues that would support and stimulate cultural and heritage tourism.

He added that diversifying Egypt's tourism product has become essential to fully capitalize on the country's unique assets and position it as an attractive destination for diverse tourist segments worldwide. He stressed that hosting 16 million tourists annually is modest compared to Egypt's capabilities and historical stature.

Dr. Salem also underlined the importance of establishing a clear and effective international arbitration system to resolve any disputes that may arise with foreign investors. He noted that foreign investment not only brings foreign currency but also transfers expertise and enhances the efficiency of local investors which positively impact the future of tourism and real estate investment in Egypt.

He emphasized that attracting foreign investment into the tourism sector requires flexible legislation, clear guarantees ensuring easy entry and exit from the market, and tax incentives that encourage further investment in this vital sector. Finally, he stressed that promoting Egypt as a destination begins with the visitor's experience from the moment they arrive at the airport, since the airport forms their first impression of the country. High-quality services, smooth procedures, and warm hospitality are therefore essential elements in shaping a positive image of Egypt.

Eng. Amr Gazarin, Executive Chairman of Orascom Pyramids, stated that entrusting the management of the Giza Plateau to Orascom Pyramids marked a major turning point in enhancing the visitor experience and improving the quality of services offered at the site. He emphasized that this was both a unique and challenging experience, as no entity had previously implemented a project of this scale and integration in such a historic location.

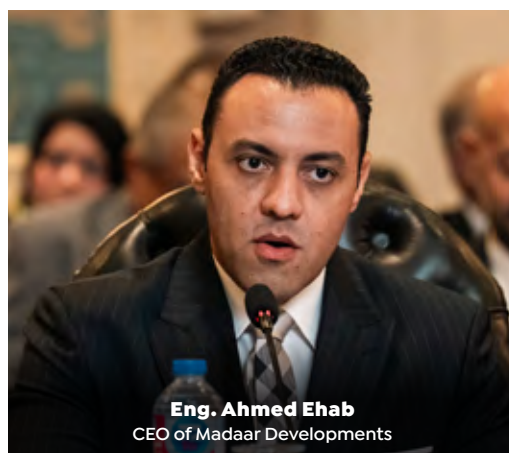
He noted that by 2023, the total number of visitors to the Pyramids reached approximately 2.5 million annually, with 60 to 70 % being Egyptians, while the number of foreign visitors stood at around 700,000 to 800,000. He added that the site had previously suffered from overcrowding, disorder, and unregulated activities, but thanks to the development efforts carried out by the company, the flow of visitors has been organized, and the experience has been transformed into a refined, fully integrated, world-class tourism experience.

Gazarin added that the Egyptian state had adopted a clear vision to change this reality and entrusted Orascom Pyramids with developing and managing the site in line with the highest international standards for cultural tourism. He stressed that all revenues generated from the Pyramids' visitation go directly to the Egyptian state, not to Orascom Pyramids.

He underscored that medical care and safety are essential pillars of enhancing tourism destinations, and both were fully considered in the development of the site. Orascom Pyramids, he added, will continue to inject investments over the next 15 years to further enhance the quality of the visitor experience and services, reinforcing the global standing of the Pyramids.

Gazarin also revealed that the Pyramids area is currently witnessing partnerships with major institutions to complete the electric transportation system, alongside initiatives in line with international tourism norms.

He concluded his remarks by stressing that enhancing the visitor experience at the Pyramids and other tourist sites benefits not only the antiquities and tourism sectors but also has a positive impact on real estate developers involved in tourism projects.



Mr. Alaa Akel, CEO and Chairman of Jaz Hotel Group, emphasized that growing demand for tourism is the primary driver for encouraging hotel investment. He noted that hosting only 16 million tourists annually does not reflect Egypt's vast tourism potential.

He stressed that integration between the real estate and tourism sectors has become essential for achieving sustainable development, highlighting the real estate boom in the Almaza area, which was accompanied by a significant rise in hotel projects. This development, he explained, has played a major role in attracting foreign investors and boosting tourism in the area.

Akel looked forward to the enforcement of Law No. 8 on tourism licensing, pointing out that some legislative and procedural hurdles continue to impede tourism development. Implementing this law, he added, would mark a qualitative leap in the tourism investment environment.

He also underscored the need to impose strict regulations to protect the marine environment amid increasing violations by some boats, stressing that this issue requires direct intervention from the Ministry of Environment, as marine resources are a valuable national asset.

He pointed out that protecting marine life and regulating related tourism activities would enhance the tourist experience, boost the sector's efficiency, and increase economic returns. He estimated that implementing these regulations could raise tourism revenues to around USD 30 billion annually, noting that increasing the number of hotel rooms alone is insufficient since it is tied to a fixed time frame – hence the need to improve the overall tourism experience.

Mr. Karim Shafei, Chairman & CEO of Al Ismaelia for Real Estate Investment, stated that Downtown Cairo is one of the most significant areas for Egyptians as it reflects Egypt's modern identity. He explained that when tourists visit Cairo, they seek a unique experience that embodies the city's spirit and daily life, as the area offers an authentic opportunity to explore Egyptian society in all its diversity and culture.

He noted that investing in Downtown and historic areas represents one of the fastest and most cost-effective ways to achieve tourism development compared to mega-projects, as it opens the door for small investors as well as large companies, while also increasing the profitability of local commercial activities.

He concluded by affirming that the development of Downtown Cairo will yield significant economic and tourism returns, revive architectural heritage, and enhance the city's attractiveness as a global tourism destination.

Continuing the discussion, Mr. Omar El Tayebi, CEO of TLD – The Land Developers, stressed that integration between the tourism and real estate sectors is a cornerstone for achieving Egypt Vision 2030, which aims to welcome 30 million tourists annually. He noted that this integration could generate revenues of up to \$30 billion, adding that the success of this model depends on the quality of the tourist experience and spending levels. This requires developers to create projects that include attractions

and services capable of drawing international visitors, as well as increasing hotel room capacity.

He emphasized the importance of developers possessing dual expertise in both real estate and tourism development to ensure balance and integration in new projects, given the significant differences between the two industries.

El Tayebi revealed that the company plans to launch a mixed-use project next year that will include the hospitality components. He also highlighted the need for further incentives and facilities from the Ministry of Housing to support developer participation in tourism projects and encourage more investment in this promising sector. He added that expanding the capacity of Egyptian airports is essential to meet the target of doubling the number of hotel rooms in Egypt.

On another note, Eng. Ahmed Ehab, CEO of Madaar Developments, emphasized that the infrastructure development in the Northwest Coast during 2023 played a pivotal role in driving tangible growth in the region. This progress culminated in the Ras El Hekma deal, which marked a strategic turning point in attracting major investments.

He explained that the continued expansion of infrastructure projects, including the construction of airports and the development of road networks, will further enhance the region's attractiveness to both local and international investors in the coming period.

Ehab added: "That's why at Madaar Developments, we were keen to offer a distinctive real estate and hospitality product through our project Azha Ras El Hekma, located at kilometer 214 on the Alexandria–Marsa Matrouh road. The project spans 250 feddans with investments exceeding EGP 20 billion. We utilized the site's naturally tiered landscape, ensuring all units enjoy unique sea views, while water and green areas make up 86% of the total land area, including 45 feddans of artificial lakes, offering a truly integrated and unique residential and touristic experience.

He further explained that the presence of Minor Hotels, a global hospitality group, in the Egyptian market is a clear indicator of the success of Egypt's investment climate. The partnership with the company includes the development of a hotel within Azha Ras El Hekma, two hotels in Azha Ain Sokhna, and one hotel in Kenz New Zayed project.

He noted that Minor Hotels owns over 600 hotels worldwide and plans to open more than 50 new hotels in Egypt in the coming period.

He concluded by affirming Egypt's potential to add up to 300,000 new hotel rooms, especially as the government continues to offer incentives and facilitate procedures that encourage investors to expand in major tourism projects.

In addition, Dr. Wael El Wardany, Chief Operation Officer of Vantage Developments, stated that increasing the number of tourists represents a key pillar in achieving Egypt's vision of attracting 30 million visitors annually. He emphasized that realizing this target requires close cooperation



between the public and private sectors to ensure the sustainability of tourism development.

He underscored the importance of private sector participation in implementing tourism projects in coordination with the state, thereby expanding hotel capacity and providing integrated facilities that meet visitors' needs while offering high-quality services at competitive prices. This, he noted, would enhance Egypt's competitiveness in both regional and global tourism markets.

Dr. El Wardany pointed out that one of the main challenges currently facing real estate developers lies in the volatility of raw material prices, which directly impacts construction costs and project feasibility. He also highlighted the need to reassess financing mechanisms and offer further incentives to support developers in carrying out their projects.

He concluded by affirming that achieving full integration between the real estate, tourism, and financial sectors is the most effective path to enabling developers to lead the development process and drive growth in Egypt's real estate and tourism industries.

Mr. Asser Hamdy, Member of the Core Tourism Committee of AmCham, stressed that investment in the real estate and tourism sectors are two sides of the same coin. He explained that comprehensive development cannot be achieved without an integrated tourism sector that supports urban development and gives it a distinctive identity. Cities today, he noted, are defined by their architecture, modern landmarks, airports, and major tourism projects—elements that reflect the economic impact of urban development in creating jobs and boosting economic activity.

He added that hotels and tourism facilities play a central role in enhancing the appeal and value of real estate investments, noting that many real estate projects in recent years began as residential developments and gradually evolved into fully integrated tourism destinations. One of the key challenges, he explained, is that current legislation has not yet kept pace with the speed of this transformation. He emphasized the need to update regulatory frameworks to facilitate the conversion of real estate zones into tourism development destinations that support the state's sustainable development vision.

Mr. Ayman Abbas, Chairman of Intro Holding, affirmed that Egypt has a clear objective in tourism development: to welcome and embrace international visitors. He noted that the country possesses all the natural assets needed to become a top global destination, which is ranging from its temperate climate and stunning coastlines to its unique historical treasures and the Nile River, one of the world's most iconic tourist attractions.

He stressed the importance of adopting a unified national approach supported by all segments of society, alongside raising public awareness of the strategic significance of tourism as a key source of national income and economic growth.

He highlighted that real estate and tourism are inherently complementary, citing successful international models such as Morocco, where investors

receive incentives of up to 50% of construction costs upon project completion within a set timeframe. Implementing similar policies in Egypt, he said, would significantly boost investment in both tourism and urban development.

Mr. Abbas also called for expanding tourism investment beyond coastal regions to other governorates, noting that historic cities such as Luxor possess unique assets capable of attracting major hospitality and leisure investments. This diversification, he explained, would enhance Egypt's tourism offering and ensure a more balanced distribution of development returns.

He concluded by stressing the importance of ensuring that hotels remain operational year-round not just during peak seasons, to sustain tourism activity and maximize the return on investments and infrastructure.

Mr. Ahmed Kira, Managing Director of Horof Group for Touristic Projects, explained that participating in this conference aligns with supporting and developing the meetings, incentives, conferences, and exhibitions (MICE) segment, which plays a key role in advancing tourism and attracting new visitor segments.

He emphasized that Egypt's North Coast represents the country's real future, describing it as a promising area with immense potential. He noted that the current hotel capacity does not exceed 4,000 rooms, whereas the target should be around 50,000 rooms, an ambitious goal that requires legislative reform and binding commitments for rapid implementation from real estate developers.

Mr. Kira added that Egypt is a country with high touristic potentials, qualifying it to become one of the leading touristic destinations globally.

In her remarks, Ms. Maha AbdelRazek, CEO of Misr Real Estate Assets Management, highlighted the role of women in supporting tourism development. She emphasized the importance of diversifying tourism offerings beyond leisure tourism, pointing to shopping tourism as one of the most promising segments. She explained that many Turkish and international companies manufacture their products in Egypt, creating opportunities to organize events such as "Shopping Week" to attract visitors and stimulate both tourism and trade.

She noted that hotel occupancy rates remain modest around 60% in Alexandria and 64% in Cairo which necessitates comprehensive strategies to boost year-round demand. She also underlined the untapped potential of medical tourism and stressed the importance of promoting domestic tourism and raising awareness of its economic and social value.

Ms. AbdelRazek concluded by affirming that women play a pivotal role in advancing service and tourism sectors, given their holistic vision and ability to manage the details that define the quality of the visitor experience.

Mr. Adham Elbedewy, Executive Vice President of Brassbell Hospitality Group, explained that the company operates under three main pillars which are "owner, operator, and supplier". This approach ensures



full integration within the business model and achieves the highest operational and investment efficiency.

He added that the Brassbell currently manages a portfolio of more than 880 hotel units across Cairo, Alexandria, the North Coast, Hurghada, and other touristic destinations. By the end of the year, the company aims to reach about 1,200 hotel units as part of a comprehensive expansion plan. Upcoming, it also targets managing over 2,500 hotel units nationwide.

He stated that the company owns and operates eight hotels, many of them were developed directly by the company. These include small hotels in Downtown Cairo, with nightly rates ranging between \$50 and \$150, a category that had previously been underutilized.

He pointed out that Downtown Cairo attracts tourists who are interested in heritage and culture visitors who tend to spend more than the average tourist. The growing interest from both local and foreign investors has helped to attract new investments to the area and revive Cairo's historical and cultural character.

He also announced the launch of the first tranche of a real estate fund focused on tourism investment, valued at EGP 270 million, in the upcoming days. He explained that this fund allows investors to purchase investment certificates in existing projects, with the option to resell them later, as they are backed by real assets.

The roundtable concluded with a speech by Mr. Moataz Amin, Founder and CEO of Prime Hospitality Management Group, who emphasized

that branded residences represent the next major driver of real estate developers' strategies, both in directing investments toward the tourism sector as well as utilizing them in tourism-oriented consumption projects. He explained that these units offer operational flexibility and deliver sustainable investment returns.

He pointed out that the government is currently working on formalizing the holiday homes system within a clear legislative and regulatory framework. However, determining the scale of demand and expected returns from this type of investment largely depends on the project's location and the nature of the surrounding tourist area.

Mr. Amin also noted that, so far, there is no clearly defined licensing framework for companies managing branded residences. He stressed the importance of simplifying hotel housing licensing procedures to attract more investment and better regulate the market.

He explained that a unit designated as a branded residence must be fully finished and furnished in line with international hospitality standards. He further called for a gradual shift toward investing in small and medium-sized projects, allowing residential, administrative, or commercial buildings to be quickly converted into hospitality elements. This approach, he argued, would meet the growing demand for such units while boosting the sector's accommodation capacity.

He added that many investors possess strong portfolios that enable them to diversify investments across multiple areas which is facilitating their transformation into branded residences that support tourism and maximize the value of existing real estate assets.





In light of this, the key recommendations can be summarized as follows:

First: Policies and Legislation

1. Accelerate the issuance and enforcement of laws that regulate integration between real estate and tourism, particularly Tourism Licensing Law No. (8) of 2022, to reduce bureaucracy and facilitate project implementation.
2. Unify licensing and investment approval procedures through mechanisms such as the “Golden License”, thereby shortening approval cycles and enhancing investor attraction.
3. Develop a joint system of investment incentives for both real estate and tourism sectors, including tax exemptions and credit facilities for projects that combine hospitality and residential components.
4. Activate international arbitration mechanisms to settle disputes with foreign investors, strengthening confidence in Egypt’s investment climate.
5. Launch a unified national map of integrated real estate–tourism projects that identifies development priorities in heritage sites, coastal zones, and new urban centers.
6. Enhance inter-ministerial coordination among the relevant authorities (Tourism, Housing, Investment, and Environment) through a permanent committee tasked with following up on integrated destination projects.
7. Establish a monitoring and evaluation mechanism to follow up on the implementation of integration policies, investment incentives, and public–private partnerships, ensuring measurable progress and accountability.
8. Encourage developers to include hospitality components within real estate projects through incentives or integration quotas.

Second: Real Estate Development

9. Encourage developers to integrate hospitality components within new real estate projects (such as Branded Residences and Mixed-Use Developments).
10. Generalize smart city models and apply digital transformation tools in licensing, operations, and real estate marketing systems.
11. Expand integrated residential communities in high-density governorates such as those in the Delta region, supported by desert hinterlands suitable for urban expansion.
12. Embed sustainability, local identity, and visual harmony within architectural design to enhance the long-term attractiveness of destinations.

Third: Tourism Sector Development

13. Enhance the overall tourist experience and service quality from arrival to departure by improving staff training, applying international hospitality standards, and streamlining procedures—ultimately boosting tourism revenues.
14. Diversify and promote sustainable tourism products, including leisure, cultural, medical, eco-tourism, and heritage experiences, to extend visitors’ stays and increase spending while preserving environmental assets.
15. Expand heritage hotel projects and restore historical assets to serve as cultural and tourist landmarks.
16. Accelerate the implementation of plans to add more than 300,000 new hotel rooms, increasing accommodation capacity to meet the target of 30 million tourists annually.
17. Encourage the conversion of small residential units into hospitality products, reducing processing time to meet the growing demand for serviced apartments.

Fourth: Awareness and Promotion

18. Diversify tourism activities to include shopping, conferences, wellness, heritage, and domestic tourism.
19. Strengthen partnerships with international institutions and media to promote Egypt globally as an integrated destination that combines real estate investment with tourism potential.
20. Enhance the airport arrival experience and expand airport infrastructure capacity to improve the tourist’s first impression and accommodate future visitor growth.

Fifth: Operational Efficiency in Tourism and Real Estate

21. Enhance internal transportation and logistics systems to ensure smooth, safe connectivity between tourism and real estate destinations.
22. Replicate successful models, such as the Giza Pyramids Development Project, which integrates tourism, culture, and sustainable mobility as a benchmark for future initiatives.

The roundtable was officially sponsored by (DCUD) Delta Capital for Urban Development, while the Platinum Sponsor was Al Salem Holding. Gold Sponsors TLD- The Land Developers, and Madaar Developments, while Silver Sponsors were Vantage Developments, Mint Real Estate Assets, Misr Real Estate Assets Management, and Brassbell Hospitality Group.

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ADAPTIVE REUSE OF BUILDINGS: **2025 REAL ESTATE VOICE — THE RISE OF REGENERATION**

BY **PASSANT ESSAM**

The 2025 global real-estate landscape is evolving, with adaptive reuse emerging as a transformative shift from outward expansion to inward regeneration. In Egypt, this approach bridges rich architectural heritage with growing urban needs, offering both sustainable growth and investment potential. By blending environmental, economic, and cultural value, adaptive reuse preserves identity, enhances urban functionality, and positions Egypt as a regional leader in innovative development.

Unveiling Egypt's Investment Opportunities and Market Growth in 2025

Egypt's real estate market is expected to reach a total value of USD 1.6tn by the end of 2025, underscoring its pivotal role as one of the country's main economic growth engines. Within this expansive market, the residential

segment stands out as a key driver of demand — valued at USD 9.4bn in 2025 and projected to reach USD 14.7bn by 2030, reflecting a compound annual growth rate (CAGR) of 9.3%, according to Mordor Intelligence. Meanwhile, the commercial real estate sector, estimated at USD 12bn in 2025, is expected to expand by 7–8% over the next decade, driven by the growing demand for office spaces, retail developments, and mixed-use



properties. This period of structural transformation increasingly positions adaptive reuse as one of Egypt's most promising investment frontiers.

This growth is further supported by robust demand for city-centre, heritage, and adaptive-reuse assets, as investors increasingly seek culturally distinctive spaces. According to Savills Egypt, retail supply in Greater Cairo alone is projected to expand by over 1.1mn sqm in the coming years, while retail sales are set to climb from USD 149.7bn in 2025 to USD 201.4bn by 2030 – underscoring the momentum for mixed-use and lifestyle developments.

Against this backdrop, adaptive reuse is emerging as a powerful investment avenue, merging financial returns with cultural and urban impact. Transforming Egypt's historic buildings offers strategic advantages for both domestic and international investors aiming to engage in sustainable, high-value projects. Several factors are driving this growing appeal, including:

1. **Prime Locations:** Central Cairo and Alexandria host heritage and industrial assets with exceptional redevelopment potential, offering investors access to high-demand urban districts.
2. **Financial and Regulatory Incentives:** Emerging national policies and tax incentives increasingly support heritage conservation and mixed-use transformation projects.
3. **Rising Market Demand:** Consumers and tenants alike show growing preference for culturally rich, character-filled spaces suited for residential, hospitality, and commercial use.

Defining Adaptive Reuse in Modern Urban Development

Adaptive reuse refers to the process of repurposing existing buildings for new and functional uses rather than demolishing them and constructing new ones. It can apply to a wide range of structures—from historic palaces and cultural landmarks to industrial facilities, warehouses, and office towers. This approach not only conserves architectural heritage but also reduces construction costs, lowers carbon emissions, and supports sustainable urban growth. Around the world, adaptive reuse has become a cornerstone of urban regeneration strategies, contributing to the creation of vibrant, mixed-use environments that blend history with contemporary needs.

In Egypt, adaptive reuse is emerging as a key urban development tool, particularly in downtown Cairo and other historic districts. With ministries relocating to the New Capital, this shift is unlocking downtown Cairo's historic buildings for adaptive redevelopment into commercial, hospitality, and cultural destinations, driving both sustainability and urban regeneration.

Drivers of the Trend

1. **Economic Efficiency and Market Appeal:** In dense urban centers, where land scarcity and rising construction costs pose major challenges, adaptive reuse offers a cost-efficient alternative—maximizing existing assets and reducing capital outlay.
2. **Urban Transformation Over Expansion:** As land scarcity and congestion limit outward growth, cities are shifting from expansion to transformation. In Egypt's dense urban centers, reusing existing stock has become a practical, sustainable alternative—preserving heritage, enhancing livability, and fostering inclusive urban renewal.
3. **Cultural and Heritage Preservation:** Preserving architectural identity goes beyond aesthetics—it strengthens tourism, place identity, and community pride. In Egypt, repurposing offices and industrial buildings retains heritage while generating economic value. Downtown Cairo's adaptive reuse movement reflects a wider revival of once-neglected city cores. With the growing inbound tourism – 15.8mn visitors in 2024, expected to rise to 18mn by the end of 2025 – and continued hotel expansion, demand for accommodation in iconic central locations is surging, adding further momentum to adaptive reuse projects in heritage districts.
4. **Sustainability and Environmental Responsibility:** The construction sector globally is responsible for large shares of resource consumption and CO₂ emissions. Repurposing buildings means less new material, diminished waste, and lower embodied energy. In Egypt, this aligns with national sustainability aims and the urban-regeneration agenda. Recent analyses of Egypt's urban transition show that adaptive reuse of heritage buildings can reduce embodied carbon emissions by up to 86% compared to demolition and rebuild.

Conclusion

Adaptive reuse represents a strategic shift in real-estate development: from expansion to transformation, from demolition to regeneration, from generic construction to purposeful design. In Egypt, this approach has emerged as a compelling investment trend in 2025, fusing financial returns with social, environmental and cultural benefits. By investing in adaptive reuse, developers and investors can revitalise historic areas, create sustainable urban communities and contribute to a vibrant, resilient city-scape. The trend not only preserves architectural heritage but positions Egypt as a prime destination for innovative, culturally-sensitive and profitable real-estate development.



RECYCLING OLD BUILDINGS INTO MODERN REAL-ESTATE ASSETS: REVIVING URBAN HERITAGE IN CAIRO AND ALEXANDRIA

BY **MOUSTFA ELMAHDI**

In cities around the world, the adaptive reuse of heritage and industrial buildings is proving a powerful way to create high-value real-estate assets while preserving urban character. From former cotton mills in Manchester being converted into loft apartments and creative offices (for example the Vulcan Works/Albion Mill conversion), via industrial zones in Milan (for example the adaptive reuse of a 1940s industrial building into student housing in Via Ripamonti), to mixed-use redevelopment of a former industrial/residential site in Paris (for instance a 4,000 m² former industrial space on Boulevard Voltaire transformed into lofts, workspaces and retail). These cases underline how older buildings, when repositioned thoughtfully, can become distinctive assets whether in residential, office, retail or mixed-use formats. The value comes from the location (often central, established urban zones), the inherent character of the building (high ceilings, large volumes, historic façade), and the growing market appetite for authentic, efficient, and well-located space. These international precedents create a strong proof-point: adaptive reuse works, delivers market interest and can revitalise city-cores.

Turning to Egypt, there is a compelling and timely opportunity to apply this model in Downtown Cairo and Historic Alexandria, offering domestic

and Gulf-region investors a gateway into prime real-estate assets that combine heritage appeal with modern functionality.



The potential in Downtown Cairo

Downtown Cairo, with its arcade-lined streets, early 20th-century façades, metro access, and central location, holds a prime real-estate advantage. Many of its once-grand buildings have fallen into disuse or under-investment, creating a “value gap” for investors willing to undertake conversion and repositioning. The district still benefits from continuity of commerce, strong tourism spill-over, and the cultural cachet of being at the capital’s historic core.

From a development perspective, converting such buildings into mixed-use assets – including serviced apartments, branded residences, boutique hotels, flexible office spaces, and street-level retail – offers a pathway to unlock their full potential. Adaptive reuse aligns with sustainable urban regeneration while catering to Egypt’s growing demand for lifestyle-oriented real estate in central locations.

In this context, Al Ismaelia for Real Estate Investment already manages 85,000 m² across 26 historic properties in Downtown Cairo and has allocated EGP 300mn for a 2025 adaptive-reuse programme involving serviced apartments, commercial units, and cultural venues.

Additional market data underline the opportunity: recent valuations show residential units in the area priced between EGP 20,000–28,000 per sqm, and commercial units ranging from EGP 80,000–120,000 per sqm (excluding land value).

For example, a boutique serviced-apartment project housed in a repurposed 1930s Downtown building – featuring retail on the ground floor, coworking spaces on the middle levels, and boutique hotel or

extended-stay suites on the upper floors – could achieve higher rental yields than standard new-build developments on the city’s outskirts. Such adaptive reuse models combine the charm of history with modern functionality, offering both economic returns and cultural value.

Historic Alexandria: a second wave

Beyond Cairo, the city of Alexandria presents a parallel opportunity. Historic districts along the Corniche, around the Bahary and Mansheya square areas, contain stock of early 20th-century buildings – formerly mixed residential and commercial – many of which have been under-utilised or require refurbishment.

Revitalising those buildings through adaptive reuse – into waterfront-adjacent boutique residences, culturally themed hotels, lifestyle retail or hospitality clusters – would cater to both local residents and a growing tourist segment. The Mediterranean-facing historic architecture presents a strong asset for investors seeking “destination” real estate rather than commodity.

Today, this potential is beginning to materialise. The government is restoring 144 heritage buildings along the Corniche and in central districts, reinforcing façades, reviving decorative details, and repainting them in their original hues to preserve the city’s Mediterranean charm. A second phase covers 127 additional properties on Fouad and Nabi Daniel streets, under a national initiative directed by President Abdel Fattah El-Sisi to revive Alexandria’s early-20th-century character and enhance its tourism appeal.

Meanwhile, the once-idle Cotton Palace in Mansheya – a 22-storey landmark overlooking the harbor – is being redeveloped into a mixed-use investment hub with hotel, retail, and office spaces. Together, these efforts mark a new chapter for the coastal city, positioning Alexandria as an open-air museum and a promising destination for heritage-driven investment.

Investment potential for Gulf markets

For investors from the Gulf region seeking exposure to Egyptian real estate, the message is clear: they can acquire or partner in landmark assets in Cairo’s historic core or Alexandria’s Mediterranean-heritage zone, converting them into modern, revenue-generating real estate with built-in brand appeal and rising demand, these adaptive-reuse projects offer the combined benefits of established location, heritage value, tourism synergy, and modern functionality.

According to Knight Frank’s Destination Egypt 2025 survey of 264 high-net-worth individuals (HNWIs) from Saudi Arabia, the UAE, Germany, the UK, and the US, 61% expressed interest in acquiring residential property in Egypt, while 45% were specifically attracted to branded residences. Among Gulf investors, Egypt remains one of the most preferred destinations, with capital inflows led by UAE investors (around USD 709mn) and Saudi investors (about USD 403mn) in 2025.

With Egypt’s strategic location, fast-growing tourism, solid fundamentals in the real-estate market, and favorable regulatory trends, the opportunity to invest in heritage redevelopment projects has never been stronger.

Conclusion

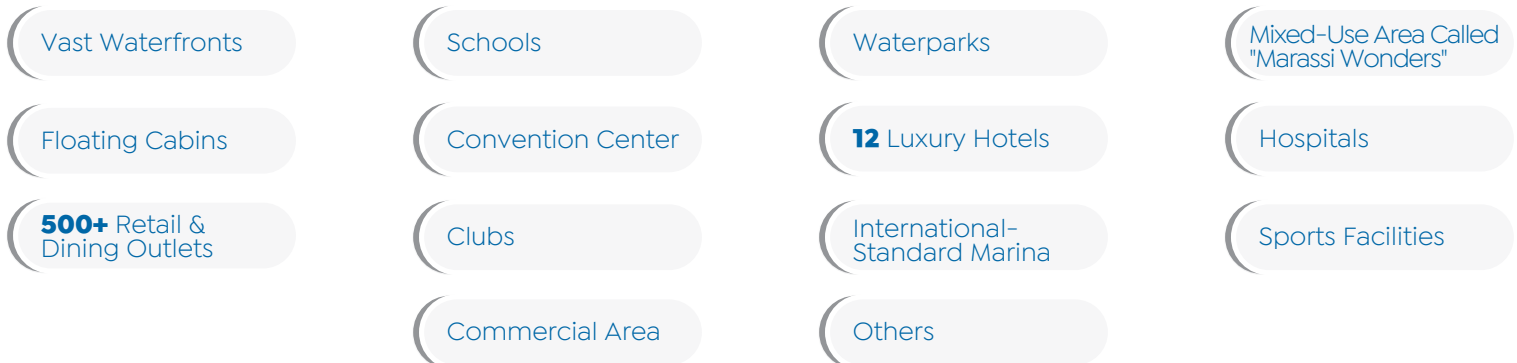
The global experience shows that converting old industrial and heritage buildings into modern real-estate assets is a proven strategy. In Egypt, cities such as Cairo and Alexandria have the bones – central locations, architectural character, growing demand – to become next-generation investment hubs through adaptive reuse. For Gulf investors and international developers, this means access to distinctive assets with differentiation, centrality, character and upside. With the right building, design and brand, an old building in Cairo or Alexandria may well be recycled into one of your highest-value real-estate assets.

01 Updates 2024 REAL ESTATE MARKET

MARASSI RED SEA



FACILITIES



HOUSING FOR ALL EGYPTIANS INITIATIVE



FOR LOW-INCOME



FOR MIDDLE-INCOME



Source: Cabinet



NEW CITIES Updates 2025



NEW ALAMEIN

MARINA 8



179 acres
AREA



243
NO. OF BUILDINGS



917
NO. OF HOUSING UNITS

Chalets & Villas Area: **104** acres

Other Area: **75** acres



Chalets, Apartments & Villas
UNIT TYPES

M8 BY THE LAKE



1,183
NO. OF HOUSING UNITS



Apartments & Villas
UNIT TYPES

NEW OBOUR



40
NO. OF
NEIGHBOURHOODS



NO. OF HOUSING UNITS

- Housing for All Egyptians Initiative for Low-Income: **880,536**
- Modern Style Housing: **1,872**
- Sakan Misr: **3,120**
- Valley Towers East: **3,456**
- Diarna: **3,068**

SOCIAL HOUSING

► 15TH NEIGHBOURHOOD



705
NO. OF BUILDINGS



16,920
NO. OF HOUSING UNITS

► 16TH NEIGHBOURHOOD



433
NO. OF BUILDINGS



10,392
NO. OF HOUSING UNITS



Updates 2025

PRIVATE REAL ESTATE PROJECTS



NEW RESIDENTIAL PROJECTS / 4 PROJECTS

ACASA ALMA

Developer: Dar Al Alamia Developments



6th Settlement,
New Cairo
LOCATION



16 acres
AREA



EGP 7 bn
TOTAL INVESTMENTS



Within 4 Yrs
DELIVERY DATE



Townhouses, Duplexes & Apartments Designed
in a Modern Architectural Style
UNIT TYPES



Green Spaces, Clubhouse, Outdoor Club, Swimming Pool,
Cycling & Jogging Tracks & Multi-Purpose Services
FACILITIES

ROWAQ COMPOUND

Developer: Makkah Developments



Sheikh Zayed City
LOCATION



6 acres
AREA



141-274 sqm
UNITS AREA



Villas Surrounded by
Landscaped Gardens
UNIT TYPES



Clubhouse, Public & Private Pools, Spa, Lounge,
Children's Play Areas, Mosque, Convenient Parking & Others
FACILITIES

NEW PROJECT (NAME: N/A)

Developer: N Developments



West Cairo
LOCATION



120 acres
AREA



EGP 30 bn
TOTAL INVESTMENTS



Villas
UNIT TYPES

BELVA COMPOUND

Developer: Karnak Real Estate Developments



Sheikh Zayed City
LOCATION



18.5 acres
AREA



90-267 sqm
UNITS AREA



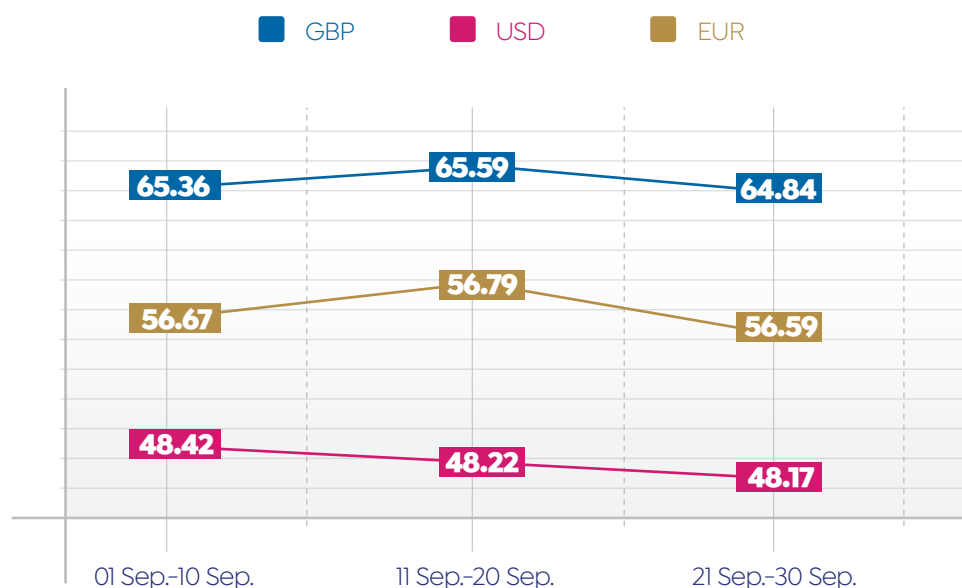
Shopping Mall (13,000 sqm), Clubhouse (6,500 sqm), 2 Swimming Pools, 5 Sports Courts, Underground Parking & Others
FACILITIES



ECONOMIC SNAPSHOT

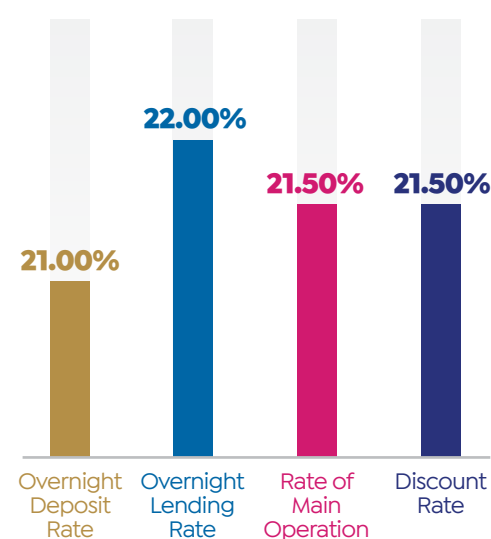
Updates 2025

EXCHANGE RATES

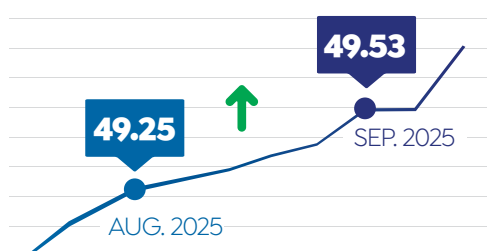


INTEREST RATES

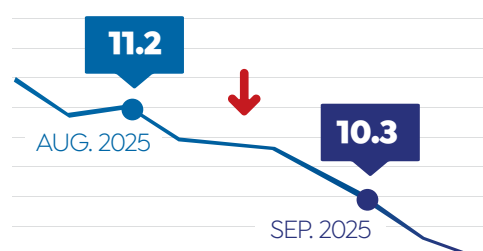
* MPC Meeting was Held on Oct. 02, 2025



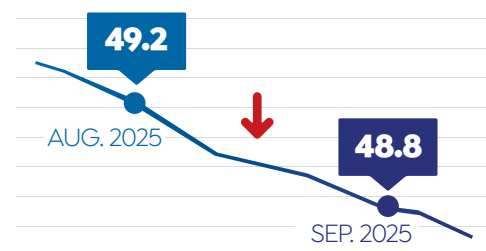
NET INTERNATIONAL RESERVES (USD BN)



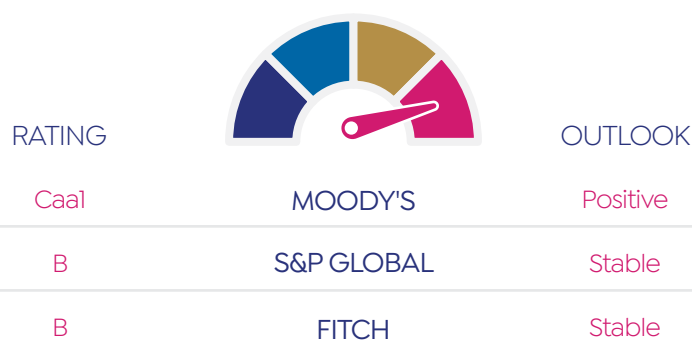
ANNUAL HEADLINE INFLATION RATE (%)



PURCHASING MANAGERS' INDEX (PMI)



EGYPT CREDIT RATING



* According to Last Review Date on Feb. 19, 2025

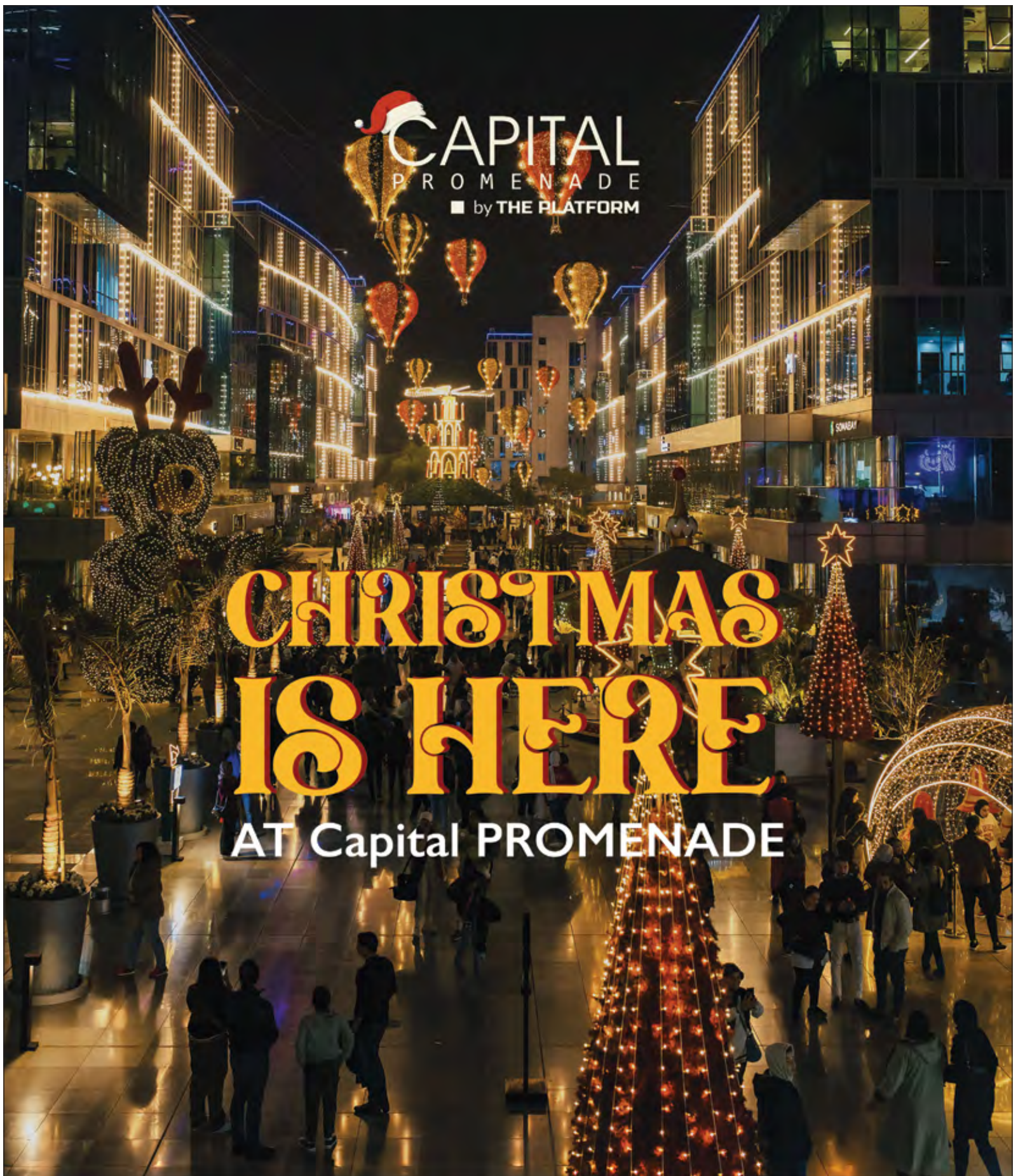
* According to Last Review Date on Oct. 10, 2025

* According to Last Review Date on Oct. 10, 2025



FOR ACCESS TO FURTHER
IN-DEPTH ANALYSIS
PLEASE SCAN

Source: CBE, CAPMAS, Moody's, S&P Global & Fitch



رقم التسجيل الضريبي: ٥٥٢٠٤٩٠٠٠٠٨



ELM TREE PARK

إتعلم تعيش

5% | up to 12 years
Down Payment | Installments

رقم التسجيل الضريبي: ٢٠٠٠٠٩٠٠٤٥



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DECEMBER 10 2025

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DELTA CAPITAL
FOR URBAN
DEVELOPMENT

GALA DINNER SPONSOR



HASSAN ALLAM
PROPERTIES



CITY EDGE
DEVELOPMENTS



COLDWELL BANKER
EGYPT



red^o
real estate domain



nile
DEVELOPMENTS

GOLD SPONSORS



WADI DEGLA
DEVELOPMENTS



International

SILVER SPONSOR



مصر لإدارة الأصول العقارية
MISR REAL ESTATE ASSETS MANAGEMENT