REAL ESTATE NEWS REPORTING & ANALYSIS

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INVESTIGATE

THE VOICE OF REAL ESTATE

SUMMER IN FOCUS

ISSUE FEATURING

EGYPT'S NORTH COAST

THE NEXT CHAPTER OF GROWTH, INVESTMENT, AND INTEGRATED SMART DEVELOPMENT

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THREE DECADES OF SHAPING EGYPT'S COASTAL DESTINATIONS

Egypt's coastline has undergone one of the most remarkable transformations in the region. Once defined primarily by seasonal resorts, it has evolved into a network of thriving destinations that support tourism, hospitality, investment, and year round living. For nearly three decades, YBA has played an integral role in this transformation, helping shape many of the developments that have redefined Egypt's relationship with its shores.

NORTH SQUARE MALL | CITY EDGE DEVELOPMENTS

The story began in 1996, as Egypt's coastal regions emerged as promising frontiers for tourism and real estate investment. Recognizing the long term potential of destination focused development, Architect Yasser Al Beltagy envisioned architecture as more than the creation of buildings. It was an opportunity to shape communities, strengthen local economies, and establish destinations with enduring identity.

This vision was reflected in some of Egypt's earliest landmark coastal developments, including the Mountain View communities along the North Coast and Ain Sokhna, such as Mountain View Ras El Hekma and Bianchi. These projects introduced a new benchmark for resort living by seamlessly integrating architecture, landscape, and master planning into cohesive coastal communities. These developments were delivered during the joint venture between Yasser Al Beltagy and Amr Soliman at Dar El Mimar Architects (DMA), where Yasser Al Beltagy leading the firm as Chief Executive Officer.

As Egypt's coastal ambitions expanded, YBA continued to contribute to many of the country's most significant waterfront destinations. In New Alamein City, one of Egypt's flagship fourth generation cities, the firm designed the iconic North Edge Towers, eight landmark residential towers that have become a defining feature of the city's skyline. Complementing this achievement is North Square Mall, a mixed-use waterfront destination that reinforces New Alamein's vision as a vibrant year-round urban center.

Today, YBA's coastal portfolio continues to grow across Egypt's leading resort destinations. Along the North Coast, the firm has contributed to Summer by Al Ahly Sabbour, while in Ain Sokhna it has delivered projects including Mountain View Ain Sokhna, Azha, Boho and Telal Soul. Its expertise also extends to Sharm El Sheikh, Hurghada, and Ras El Bar, reflecting a consistent commitment to designing destinations that respond to their natural surroundings while creating lasting value for developers, investors, residents, and visitors.

What unites these diverse destinations is a clear design philosophy. Every coastline possesses its own character, history, and environmental context, and every project begins with understanding and respecting that identity. For YBA, successful coastal architecture is measured not only by iconic buildings, but by the quality of the places it creates, the experiences it inspires, and the long term value it generates for communities and investors alike.

After nearly three decades, YBA's contribution to Egypt's coastline is measured not simply by the number of projects it has delivered, but by the destinations it has helped shape. As Egypt's waterfront continues to emerge as one of the region's most dynamic drivers of tourism, investment, and urban growth, YBA remains committed to designing coastal communities that are distinctive, sustainable, and built to endure for generations to come.


ALAMEIN TOWERS | CITY EDGE DEVELOPMENTS


SUMMER | AL AHLY SABBOUR


BOHO | ATRIC DEVELOPMENTS


AZHA | MADAAR DEVELOPMENTS


DORAY | MBG

Tax Registration Number: 200-928-589


ALL
IN ONE
DESTINATION
Pulling North
OWNED BY
هيئة المجتمعات العمرانية الجديدة
NEW URBAN COMMUNITIES AUTHORITY
DEVELOPED BY
CITY EDGE
DEVELOPMENTS

EDITOR'S **LETTER**

Egypt's North Coast is no longer defined by a three-month summer season. It has rapidly evolved into one of the country's most dynamic investment destinations, where tourism, real estate, hospitality, infrastructure, and lifestyle converge to create a year-round economic ecosystem.

Over the past few years, unprecedented public and private investments have transformed the coastline into a global destination. From new cities and luxury resorts to international hotel brands, marinas, entertainment districts, and mixed-use developments, the North Coast has become a key driver of Egypt's real estate market and a strategic pillar of its tourism growth ambitions.

This issue explores the forces shaping this transformation. We examine how rising demand has influenced property values, what is driving record-breaking sales, and how developers are responding with increasingly sophisticated projects and investment models. We also look beyond headline figures to analyze the sustainability of this growth, the expansion of supporting infrastructure, and the role of the North Coast in attracting both domestic and international investors.

Through exclusive interviews, in-depth features, market analysis, and data-driven insights, we present a comprehensive picture of one of Egypt's fastest-growing investment corridors. We also explore the evolving preferences of buyers, the increasing role of hospitality and branded residences, and the opportunities emerging as the government continues to expand connectivity and unlock new coastal destinations.

We hope this edition offers valuable insights into the remarkable transformation of Egypt's coastline and the opportunities that lie ahead.

Monica William
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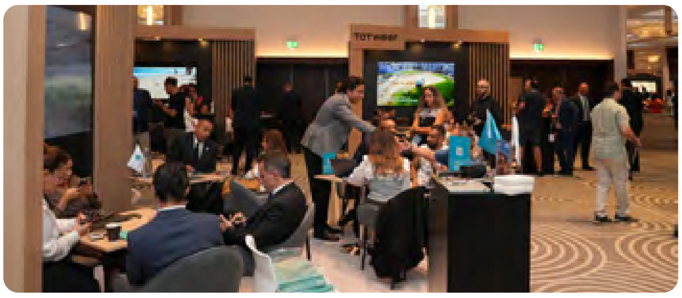

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INVESTGATE
RESEARCH & ANALYSIS

EGYPT'S NORTH COAST

The Next Chapter of Growth, Investment, and Integrated Smart Development

July 2026

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North Coast REPORT

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ABOUT THIS REPORT

Egypt's North Coast continues to evolve beyond its traditional identity as a seasonal summer destination, emerging as one of the country's most dynamic urban, tourism, and investment hubs. Supported by large-scale government developments, strategic partnerships with the private sector, and growing investor confidence, the region is redefining integrated coastal living while creating new opportunities for sustainable economic growth.

This report by Invest-Gate provides a comprehensive overview of the latest developments shaping Egypt's North Coast and its expanding role in the country's real estate market. It aims to provide investors, developers, policymakers, and industry stakeholders with key market insights and a comprehensive overview of the North Coast's real estate landscape by organizing this report into four key sections:

The first section explores the Egyptian government's development achievements across the North Coast, with a particular emphasis on New Alamein City as a flagship model for integrated urban development. It also examines strategic state-private sector collaborations through landmark projects such as Ras El-Hekma and South Med, demonstrating their contribution to strengthening the region's investment landscape.

The second section presents the findings of a developer survey conducted by Invest-Gate's research and analysis team, offering insights into the investment climate, market demand trends, and the adoption of sustainability practices across North Coast developments.

The third section presents two leading coastal smart city models, Dubai and Singapore, drawing on the 2026 Smart City Index (SCI) to identify global best practices and explore how they can support the North Coast's transition toward a smarter, more resilient, and sustainable urban future.

Lastly, the report provides a comprehensive mapping of major private real estate projects across the region, highlighting their geographical distribution from New Alamein City to Sidi Heneish, and their area to reflect the region's diversification and ambitious vision for integrated coastal living.

NORTH COAST

JULY 2026

SECTION I

GOVERNMENT ACHIEVEMENTS IN THE NORTH COAST

SECTION I

INTRODUCTION

The Egyptian North Coast continues to strengthen its position as one of the country's most strategic development and investment destinations, driven by large-scale government projects and strategic partnerships with the private sector and international investors.

The region's ongoing transformation reflects the state's vision of creating integrated urban communities, expanding tourism capacity, and enhancing economic competitiveness through sustainable development.

This section provides an overview of the Egyptian government's key development achievements in the North Coast, with a particular focus on New Alamein City, alongside major state-private sector collaboration projects, including Ras El-Hekma and South Med.

The analysis is based on official data issued by the Ministry of Housing, Utilities and Urban Communities (MHUC), the New Urban Communities Authority (NUCA), the Cabinet, and the State Information Service (SIS), with data updated through 30 June 2026.

FIRST

KEY DEVELOPMENTS OF NEW ALAMEIN CITY

CITY OVERVIEW

On the Mediterranean Coast, about 35 km East of El Alamein Airport
Location

Around
49,000 acres
Total Area

14,500 acres
Phase I Area

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

28
No. of Residential Towers

46,189
No. of Housing Units

20,000
No. of Hotel Units

Around
3 mn
No. of Target Inhabitants

EGP 185 bn
Total Target Investments

40,000
No. of Provided Job Opportunities

Source: MHUC, SIS, NUCA & Cabinet

HOUSING INITIATIVES

No. of Buildings

- **61** (Diarna Project)
- **49** (Zelal Project)

No. of Housing Units

- **1,992** (Housing For All Egyptians Initiative for Middle-Income)
- **1,912** (Distinguished Housing)

HOUSING FOR ALL EGYPTIANS INITIATIVE FOR MIDDLE-INCOME

Southern Area
Location

83
No. of Buildings

1,992
No. of Housing Units

7TH ANNOUNCEMENT

1,116
No. of Housing Units

100, 110 & 120 sqm
Units Area

SAKAN MISR

128
No. of Buildings

4,096
No. of Housing Units

110-130 sqm
Units Area

98%+
Completion Rate

DOWNTOWN PROJECTS

33.79 acres	40	1,320	90-300 sqm
Area	No. of Buildings	No. of Housing Units	Units Area

Source: MHUC, SIS, NUCA & Cabinet

DOWNTOWN EXTENTION

21.65 acres
Area

24
No. of Buildings

896
No. of Housing Units

125-245 sqm
Units Area

DOWNTOWN TOWERS

835 acres
Area

5
No. of Towers

2,631
No. of Housing Units

231
No. of Commercial Units

114
No. of Administrative Units

ICONIC TOWER

465,000 sqm
Area

250 m
Height

68 Floors
No. of Floors

743
No. of Housing Units

Concrete Structure Work is Completed
Current Status

OTHER 4 TOWERS

320,000 sqm
Area

Each Tower: 200 m
Height

Each Tower: 56
No. of Floors

Each Tower: 472
No. of Housing Units

Concrete Structure Work is Completed
Current Status

DOWNTOWN LAGOON "CRYSTAL LAGOONS"

745 acres
Area

110
No. of Mixed-Use Buildings

7
No. of Islands

11
No. of Lagoons

Source: MHUC, SIS, NUCA & Cabinet

BEACH TOWERS

2,600
No. of Executed Units

1,909
No. of Delivered Units

18 TOWERS

6,300
No. of Housing Units

759
No. of Commercial Units

Concrete Structure Work is Completed
Current Status

MARINA TOWERS

7
No. of Target Towers

5
No. of Underway Towers

2,648
No. of Housing Units

LD06 TOWER

800
No. of Housing Units

Underway with Very Advanced Completion Rate
Current Status

Source: MHUC, SIS, NUCA & Cabinet

MAZARINE

700 acres
Area

7,956
No. of Housing Units

Chalets, Apartments & Villas
Unit Types

285
No. of Villas

116
No. of Delivered Villas

LATIN AREA

404 acres (1.7 mn sqm)
Area

196,286 sqm
Service Comlex Area

6
No. of Zones

178
No. of Buildings

10,316
No. of Housing Units

Most Units are Delivered
Current Status

MARINA 8

104 acres
Area

246
No. of Buildings

927
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

Apartments & Villas
Unit Types

ENTERTAINMENT AREA

50 acres
Area

40
No. of Buildings

332–3,192 sqm
Units Area

Hotel (Area: **4,162 sqm**)
Garage (Capacity: **2,800 Cars**)
Commercial Units (Area: **84-731 sqm**)
Supply Volume

HERITAGE CITY

260 acres
Area

64
No. of Buildings

Many Service Buildings are Operating Now
Current Status

Main Lake
Central Park
Church
Opera
Mosque
Roman Theater
Cinema Complex
Others
Include

INTERNATIONAL ALAMEIN UNIVERSITY

150 acres
Area

Around EGP 11 bn
Investments

OTHER PROJECTS

- Tourist Walkway (Total Length for Phase I & II: **14 km**)
- Drinking Water Plant Using Condensation Technology (Capacity: **100,000 m³/day**)
- Orasukolia Drainage and Desalination Plant
- International Medical Center (Area: **44 acres**)
- Breakwater Project (**18 barriers**)
- High-Speed Electric Train (**250 km/hour**)

Source: MHUC, SIS, NUCA & Cabinet

SECOND
STATE-PRIVATE SECTOR COLLABORATION IN NORTH COAST

A) RAS EL-HEKMA CITY

THE DEAL OF RAS EL-HEKMA DEVELOPMENT

Foreign Direct Investment
Type of the Deal

United Arab of Emirates (Abu Dhabi Developmental Holding Company PJSC)
Egypt (New Urban Communities Authority)
Deal's Parties

35%
Egypt's Share of The Project's Profits

USD 35 bn
Directed Investments to Egypt

USD 24 bn Direct Cash Flow
USD 11 bn Deposits
Investments Breakdown

PROJECT INFORMATION

170.8 mn sqm (40,600 acres+)
Total Area

Extend from El-Dabaa Area at Kilo 170 to Kilo 220 in Matrouh City
Location

300,000
No. of Target Inhabitants

8 mn
No. of Target Attracted Tourists

USD 150 bn
Expected Pumped Investments

40 km
Length

4 km
Depth

Service Free Zone
Residential Districts
Tourist Resorts
Schools
Hospitals
Logistics Services
Marina
International Hotels
Entertainment Projects
Universities
Administrative & Service Buildings
Central Financial & Business District

Supply Volume

Safari Tourism
Yacht Tourism
Environmental Tourism
Beach Tourism
Desert Tourism

Tourism Activities

Source: SIS & Cabinet

B) 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: SIS & Cabinet

C) THE ISLAND

Housing and Development Properties (HDP) (The Real Estate Arm of Housing and Development Bank) & TULUA Developments	**Ministers' Peninsula, Marina 5, North Coast**	**95%+**	**2028**
Developer	Location	Concrete Work Completion Rate	Delivery Date

BLU STAYS (LAST PHASE)

37,000 sqm	**Marina Level, Ground & 4 Upper Floors**	**Restaurants, Cafés, Swimming Pools, Luxury Wellness Center, Spa, Outdoor Gym & Others**
BUA	No. of Floors	Facilities

FIVE-STAR HOTEL WITHIN THE BLU STAYS

Housing and Development Properties (HDP), TULUA Developments & Radisson Blu	**175**	**Standard Rooms, Family Rooms, Luxury Suites & Royal Suites**
Developer	No. of Hotel Rooms	Unit Types

Source: Developers' Official Statements


MABANY
EDRIS®
THE REAL
Koún
RAS EL HEKMA
16392


SAHEL VIBE,
Now Delivering
TAX REGISTRATION NUMBER: 080-153-200
SCAN TO EXPERIENCE
THE REAL SAHEL VIBE

D) MARINA 1

TOREC Developments (Subsidiary of the New Urban Communities Authority)
Developer

NUCA, Al Oula Mortgage Finance, MIDBANK, The Holding Company for Investment & Development, Misr Insurance & Misr Life Insurance
Shareholder Structure of Developer

Kilo 94, proximity to New Alamein
Location

EGP 1.3 bn
Achieved Sales till Sep. 2025

147
No. of Launched Units

Chalets, Townhouses, Twin Houses & Standalone Villas
Unit Types

78–396 sqm
Units Area

2027
Delivery Date

Source: Developers' Official Statements

E) ALAM AL-ROUM PROJECT

NUCA & Qatari Diar Developer	**Samla & Alam Al-Roum Area, Northwestern Coast, Matrouh** Location	**4,900.99 acres** (**20,588,235** sqm) Area
Residential, Tourism & Leisure Units Unit Types	**Artificial Lakes, Golf Courses, International Marina, 2 Local Marinas, Water Treatment Plants, Hospitals, Schools, Universities & Government Facilities** Facilities	
USD 29.7 bn Total Estimated Investments	**4,500+** No. of Provided Hotel Rooms	**250,000+** No. of Provided Direct & Indirect Job Opportunities

Cash Payment of **USD 3.5 bn**
In-kind Component Valued at **USD 1.8 bn** in Residential Units
15% of The Project's Net Profits after Full Cost Recovery for NUCA

Financial Structure

Source: Cabinet

NORTH COAST

JULY 2026

SECTION II

NORTH COAST DEVELOPERS' INSIGHT

SECTION II

INTRODUCTION

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 40 Egypt-based developers to:

- Assess the investment landscape in the North Coast, identifying key challenges and future investment outlooks for the region.
- Examine the trends of market demand for both units and services, along with the primary drivers stimulating this demand.
- Explore the adoption rate of sustainability standards in the region, their perceived importance, and the core challenges developers face during implementation.

FIRST

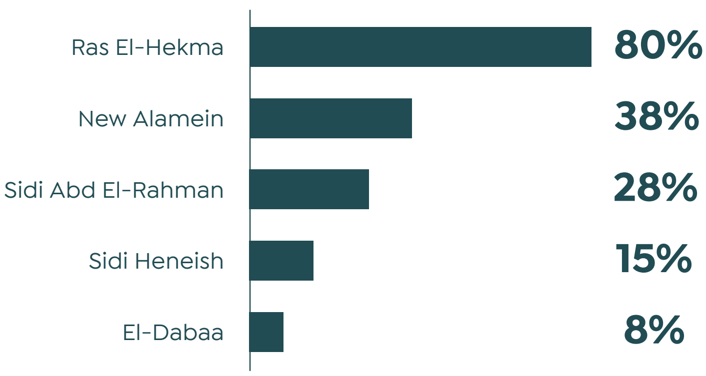
NATURE OF INVESTMENT IN THE NORTH COAST

The survey results reveal an overwhelming confidence in the North Coast as an investment destination. A massive 97% of respondents evaluate the investment environment as "Excellent" with only 3% considering it "Good" Notably, there is absolutely zero negative sentiment, as no respondents rated the environment as "Poor".

INVESTMENT CLIMATE ASSESSMENT

The data clearly identifies Ras El-Hekma as the premier investment hub in the North Coast, dominating the preferences with 80% of the respondents selecting it. New Alamein follows at a distant second with 38%, while Sidi Abd El-Rahman captures a notable 28% of the interest. Other areas like Sidi Heneish (15%) and El-Dabaa (8%) show lower, yet present, levels of the investment appeal.

TOP INVESTMENT DESTINATIONS



Financial gain is the primary motivator for North Coast investment, with 88% of respondents citing a high Return on Investment (ROI). Strategic factors also play a major role, with 58% citing location and 50% highlighting the increasing demand for units as significant draws. Additionally, 30% of the surveyed developers are motivated by government support and incentives, while a small minority (3%) is attracted by other specific benefits, such as immediate delivery of fully finished units.

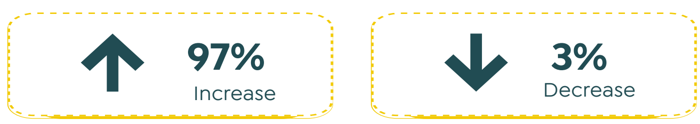
KEY DRIVERS OF INVESTMENT ATTRACTION

The most significant hurdle for investors in the North Coast is the rising cost of building materials, identified by 58% of the respondents as a primary concern. Administrative and operational obstacles also feature prominently, with 30% citing licensing procedures and 18% noting a lack of land availability. Financial constraints, specifically funding issues, affect 15% of the market, while 8% point toward other miscellaneous challenges.

MAIN CHALLENGES FACING INVESTMENT

According to the data, there is an overwhelming sense of optimism regarding the North Coast's future as a massive 97% of the respondents expect investment to surge, while a negligible 3% anticipate a decrease.

INVESTMENT OUTLOOK



SECOND

DEMAND TRENDS IN THE NORTH COAST

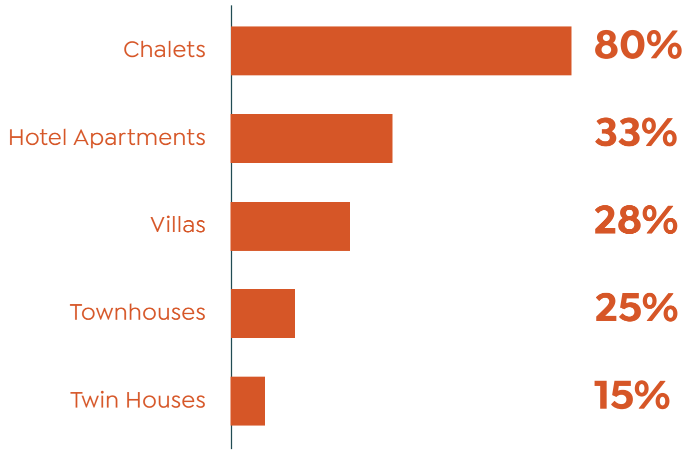
Market sentiment regarding real estate demand in the North Coast remains predominantly bullish, with 77% of respondents characterizing demand as "High". Meanwhile, 15% of those who are surveyed perceive the demand as "Moderate" and a small minority of 8% view it as "Poor".

UNITS DEMAND ASSESSMENT

- 77% High
- 15% Moderate
- 8% Poor

Chalets emerge as the most sought-after property type in the North Coast, with 80% of respondents identifying them as in high demand. This is followed by hotel apartments at 33%, indicating a growing interest in serviced and investment-ready units. Luxury and larger residential options also maintain a steady presence, with villas (28%), townhouses (25%), and twin houses (15%) rounding out the list.

UNITS OF HIGH DEMAND



Lifestyle and convenience are the primary drivers for customers in the North Coast, with entertainment services topping the list at a staggering 93%. Commercial services also see very high demand at 73%, reflecting the importance of retail and shopping facilities to the area's appeal. Essential services follow, with security services at 50%, medical services at 43%, and transportation at 30%.

MOST IN-DEMAND SERVICES

- 93% Entertainment
- 73% Commercial
- 50% Security
- 43% Medical
- 30% Transportation

The most effective strategy for increasing demand is providing flexible financial solutions, with 88% of respondents identifying increasing the number of installment years as the top incentive. Timeliness is also a significant factor, as 38% value reducing the number of years until delivery. Direct financial eases follow, with 33% looking for a lower down payment and 25% preferring a reduction in price. Additionally, a small percentage (5%) cited other factors such as high-quality products, easy loans, and insurance.

INCENTIVES TO STIMULATE DEMAND

88%	38%	33%	25%	5%
Increasing Installment Yrs	Reducing Unit Delivery Yrs	Down Payment Reduction	Decreasing Price	Others

The North Coast market outlook is exceptionally bullish, with 97% of respondents projecting continued demand growth and 3% anticipating market stability.

FUTURE DEMAND

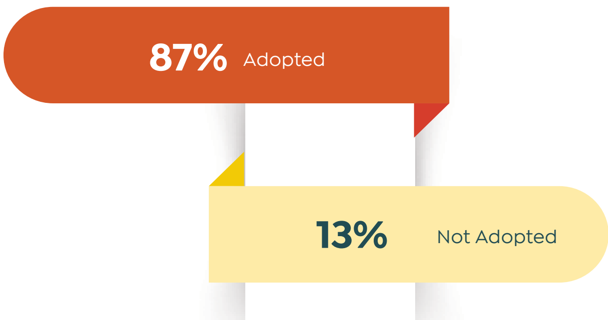
- 97% Increase
- 3% Constant

THIRD

SUSTAINABILITY STANDARDS IN THE NORTH COAST

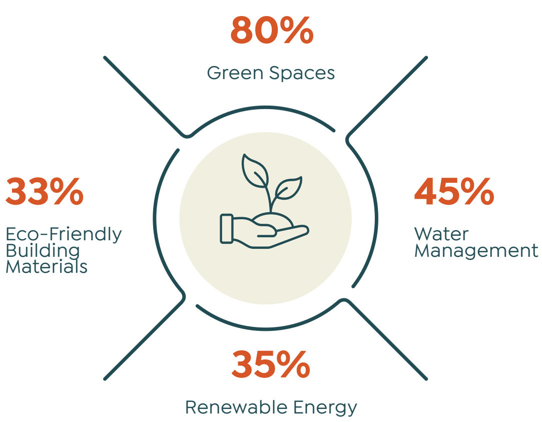
There is a clear trend toward sustainable development in the region, with 87% of companies confirming their intention to implement sustainability concepts in their North Coast projects. Only a small minority of 13% indicated they are not currently moving in this direction.

ADOPTING SUSTAINABILITY CONCEPTS



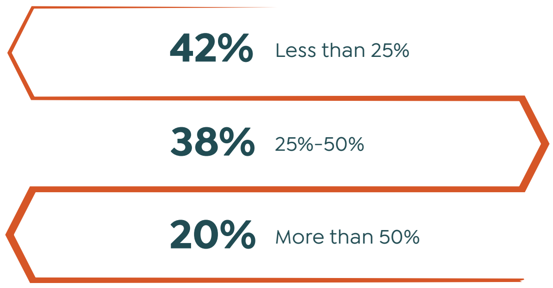
The integration of sustainability in the North Coast is currently dominated by the provision of green spaces, with 80% of the respondents highlighting it as the most implemented element. Resource management also plays a significant role, as 45% point to water management initiatives and 35% cite the use of renewable energy. Additionally, 33% of the surveyed developers are incorporating eco-friendly building materials.

APPLIED SUSTAINABILITY FEATURES



The data indicates that while sustainability is becoming a factor in the decision-making process, it is not yet the primary driver for the majority of customers. 42% of the respondents believe that less than 25% of the customers consider sustainability a core factor when making a purchase. However, a significant 38% estimate that between 25% and 50% of customers prioritize it, and 20% believe that more than half of customers view sustainability as an essential element.

BUYERS CONSIDERING SUSTAINABILITY

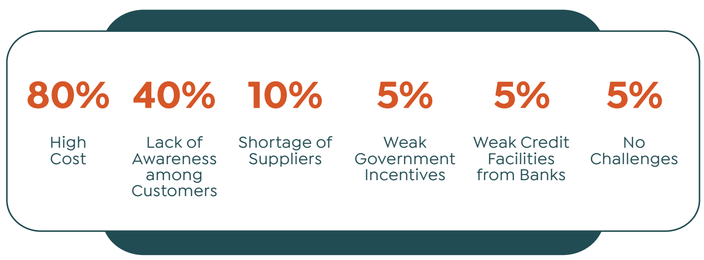


The majority of industry players recognize a positive correlation between sustainability initiatives and project valuation. Nearly half of the respondents (49%) believe that sustainability has a significant positive impact on both sales and market value. Meanwhile, 33% view the impact as limited, and only 18% believe it has no impact at all.

SUSTAINABILITY'S IMPACT ON MARKET & SALES VALUE

The implementation of sustainability initiatives faces significant hurdles. The overwhelming majority of respondents, 80%, identify high costs as the primary barrier. This is followed by a lack of customer awareness at 40%, which suggests that while developers may be willing to adopt sustainable practices, the market may not yet fully value or understand them enough to support the increased cost. Secondary challenges include suppliers shortages (10%), limited government incentives (5%), and restricted bank credit (5%). Notably, only 5% of companies report facing no obstacles.

MAJOR SUSTAINABILITY CHALLENGES



SECTION III

COASTAL SMART CITY MODELS UNDER THE SCI FRAMEWORK

SECTION III
INTRODUCTION

The North Coast of Egypt is undergoing a structural transformation from a seasonal leisure destination into a potential year-round urban and economic corridor. While significant progress has been made, the region is still advancing toward a comprehensive smart city framework that fully integrates infrastructure, technology, and governance into a unified urban system. To provide relevant benchmarks, this section presents two internationally recognized coastal smart city models—Dubai and Singapore.

- **DUBAI** represents a regional Arab model characterized by large-scale urban expansion and advanced digital infrastructure.
- **SINGAPORE** reflects a global model defined by institutional efficiency, long-term planning, and a knowledge-based economy.

SECTION OBJECTIVE

This framework aims to derive actionable insights from global best practices to support the smart transformation of Egypt's North Coast. It focuses on enabling a transition toward a smart, resilient, and citizen-centered urban system, with implications for planning, policymaking, and investment attraction.

METHODOLOGICAL FRAMEWORK

This study adopts the Smart City Index (SCI), developed by the International Institute for Management Development (IMD) in 2026, which evaluates 148 cities worldwide. Unlike traditional indices, the SCI integrates citizen perception as a core component of urban performance assessment.

The index is based on surveys of approximately 120 residents per city and applies a three-year weighted average to ensure stability. It measures both the presence of smart city initiatives and their perceived impact on quality of life.

THE SCI IS STRUCTURED AROUND THREE MAIN DIMENSIONS

STRUCTURES	TECHNOLOGY	TRUST
Quality and reliability of institutions and infrastructure.	Availability and effectiveness of digital services.	Citizens' confidence in public institutions and systems.

THE SCI USES THREE MAIN INDICATORS

SMART CITY RANKING	GROUP CLASSIFICATION	RATING & FACTOR SCORES
Overall position among 148 cities.	Cities are divided into four groups based on HDI-adjusted development levels, ranging from Group A (AAA – highest level) to Group D (lowest level)	Relative performance compared to peer cities within the same group.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EXCLUSIVE BEHIND-THE-SCENES FROM LONDON:

STRATEGIC DIALOGUES SHAPING THE FUTURE OF EGYPTIAN REAL ESTATE AT "NILE PROPERTY EXPO"

Under the auspices of Prime Minister Dr. Mostafa Madbouly, the British capital, London, hosted a milestone event in the property export landscape. The 20th edition of the Nile Property Expo convened as the premier international platform bridging Egypt's leading real estate developers with foreign investors, Arab nationals, and Egyptian expatriates.

The expo took place on June 27–28, 2026, and was officially inaugurated by a high-profile delegation led by Ambassador Nabil Habashi, Deputy Minister of Foreign Affairs for Emigration and Egyptian Expatriates' Affairs, and Ambassador Ashraf Swelam, the Ambassador of Egypt to the United Kingdom.

This milestone edition featured an unprecedented investment forum that brought together an elite lineup of Egyptian real estate market leaders, including: Tatweer Misr, Ora Egypt, Orascom, El Gouna, Somabay, Housing and Development Properties (HDP), TOREC, Horizon Egypt Developments, Nations of Sky, Paragon | Adeer, and A Capital Holding. These developers competed to showcase exclusive offers across Egypt's premier residential, coastal, and commercial destinations.

On the sidelines of this high-profile investment gathering, "Invest-Gate" secured exclusive coverage and conducted a series of interviews with a number of participating decision-makers and companies, to explore the features and future of Egyptian real estate in global markets.

Egypt's Competitive Edge: A Shared Industry Perspective

One of the strongest themes that emerged throughout Invest-Gate's exclusive conversations was the unanimous confidence in Egypt's growing competitiveness as a regional and international real estate investment destination. While each executive approached the topic from a different perspective, they agreed that several common factors continue to strengthen Egypt's position, including:

- Strategic geographic location.
- Major infrastructure investments and fourth-generation cities.
- Strong domestic demand driven by population growth.
- Competitive pricing and attractive investment returns.
- Continued government support for property exports.

Eng. Amgad Hassanein, Vice Chairman & Managing Director of HDP – Housing and Development Properties, affirmed that the Egyptian real estate market serves as a safe haven for regional and international investment, contributing over 20% to GDP and driven by real demographic demand, with projected annual growth of 6.3% through 2035. He noted that this position is bolstered by new smart cities, foreign inflows, Gulf consortiums, and currency exchange spreads that offer foreign investors a strong competitive edge.

Mr. Ibrahim El-Missiri, CEO of Somabay Group, believes Egypt's unique combination of strategic location, extensive coastlines, demographic growth, and competitive returns creates an investment proposition rarely found in a single market. He also pointed to the increasing interest from British and international investors in Red Sea destinations.

Ms. Dalia El Kordy, CCO of A Capital Holding, Marriott Residences, went a step further, describing Egypt as "the number one investment destination regionally." She attributed this to the country's political stability, tourism growth, smart urban expansion, and its ability to provide investors with a secure investment environment despite regional geopolitical developments.

Eng. Bedeir Rizk, CEO of Paragon | Adeer, highlighted the significant evolution of Egypt's real estate product, noting that collaborations with internationally renowned architects and consultants have elevated project quality to global standards. He also emphasized genuine end-user demand and flexible payment plans as key competitive advantages.

Meanwhile, Eng. Mohamed Anwar Helal, CEO of TOREC Developments, stressed that Egypt's competitiveness extends beyond geography, pointing to the country's fourth-generation cities, modern urban planning philosophy, and continuous expansion into new urban communities as the foundations of its long-term investment appeal.

Why London?

Participants unanimously agreed that selecting London to host the 20th edition of Nile Property Expo was far more than a venue choice. Rather, it was a strategic decision aimed at accessing a promising European market, strengthening the presence of Egyptian real estate among international investors, leveraging the large Egyptian and Arab communities in the UK, and capitalizing on London's position as a global hub for business and investment.

Dr. Bassem Kalila, Chairman of Expo Republic, and Founder of the Nile Property Expo, explained that this year's event marks the 20th edition of Nile Property Expo, adding that London was selected following two years of research and preparation as part of a carefully planned strategy to expand into new markets. He noted that the United Kingdom is home to nearly 600,000 Egyptians, representing a segment with strong purchasing power, in addition to Arab and British investors, making London an ideal platform to support Egypt's real estate export efforts. He further revealed that the company had spent more than a year and a half studying the U.S. market before expanding into it, while its current focus is on assessing the Canadian market as its next international destination.

Eng. Amgad Hassanein, highlighted that participating in the event provides a vital opportunity to showcase Egypt's sustainable urban development, while gaining deeper insights into the preferences of overseas buyers. This enables the company to tailor flexible real estate solutions that reflect the competitiveness of the Egyptian market and its ability to attract foreign capital.

He added that the company's presence extends beyond traditional sales, serving as a trusted platform to offer secure, well-structured investment opportunities, These offerings reflect HDP's operational and financial strength.

Mr. Ibrahim El-Missiri, affirmed that the group's participation in the 20th edition of the exhibition reflects its belief in the importance of long-term partnerships in supporting international investment. He added that London provides an ideal platform to showcase Egypt's investment potential and convert the growing interest of international investors into tangible investment opportunities within the Egyptian market.

For her part, Ms. Dalia El Kordy, noted that participating in London enables the company to engage directly with Egyptians residing across Europe, as well as investors seeking modern real estate products that meet international standards, thereby supporting expansion into overseas markets.

Meanwhile, Eng. Bedeir Rizk, stated that the company's participation forms part of its strategy to strengthen its international presence by attracting foreign investment, promoting Egyptian developments, and building trust with investors as well as Egyptian and Arab communities, particularly given the significant turnout London witnesses during June and July.

Similarly, Eng. Mohamed Anwar Helal, emphasized that participating in international exhibitions builds on the company's success in overseas markets while providing a valuable opportunity to engage directly with investors seeking genuine investment opportunities in Egypt's real estate market.

The Future Outlook for Egypt's Real Estate Market

Participants agreed that Egypt's real estate market is entering a new phase of growth, driven by continued urban expansion, rising domestic and international demand, the ongoing improvement in project quality, and the government's efforts to promote real estate exports and attract greater foreign investment. While their perspectives differed on the sector's immediate priorities, they unanimously agreed that the market has become more mature and increasingly competitive at both the regional and international levels.

Dr. Bassem Kalila, stated that the success of the exhibition's 20th edition in London marks the starting point for expansion into new markets. He explained that the company has already begun studying the Canadian market after completing a two-year assessment of the UK market and a study of more than a year and a half of the U.S. market, as part of a strategy for carefully planned international expansion.

In a related context, Eng. Amgad Hassanein noted that the market is transitioning toward institutional and qualitative maturity. He highlighted that the next five years will see the implementation of unified regulatory frameworks to streamline transactions and safeguard the rights of all stakeholders, developers, clients, and financial institutions, thereby enhancing transparency and driving international institutional investment into the market.

He added that prices will experience a measured, gradual upward trend driven by rising execution costs. Meanwhile, long-term sustainability will hinge on developers' ability to introduce flexible financing options and extended payment plans tailored to current purchasing power.

Mr. Ibrahim El-Missiri, affirmed that the future of the sector is closely linked to the evolving concept of urban communities, noting that tourism destinations are gradually transforming into fully integrated communities for living and working throughout the year, rather than remaining seasonal destinations. He added that the group continues to implement its expansion plans, supported by the growing demand for this type of development.

For her part, Ms. Dalia El Kordy, said that the Egyptian market is moving toward a more professional phase, one that will place greater emphasis on the quality of real estate products, adherence to construction and delivery schedules, and the ability to deliver genuine value to customers, ultimately enhancing the competitiveness of serious developers.

Meanwhile, Eng. Bedeir Rizk, noted that the next phase will witness greater expansion by Egyptian developers beyond the local market, supported by the improving quality of domestic developments and growing confidence among foreign investors in the Egyptian market, further strengthening the position of Egyptian real estate in global markets.

Similarly, Eng. Mohamed Anwar Helal, emphasized that the government's continued development of new cities and investment in infrastructure remains one of the key drivers of the market's sustainable growth, alongside the diversification of real estate products to meet the needs of different investor segments.

Opportunities in Egypt’s Real Estate Market: Where Does Growth Lie?

Speakers unanimously agreed that Egypt’s real estate market continues to offer significant investment opportunities across the residential, commercial, and tourism sectors, supported by the expansion of new cities, rising demand, and the evolution of development concepts in line with both local and international market needs.

Eng. Amgad Hassanein highlighted that the key opportunity lies in developing smart projects focused on 'quality of life' rather than large, underutilized spaces. He noted a market shift toward integrated living solutions powered by AI and managed by global brands, This approach is adopted by HDP to serve the new generation and international investors, while leveraging Egypt's luxury real estate boom driven by rising tourism and landmark projects like the Grand Egyptian Museum.

Mr. Ibrahim El-Missiri, stated that the market is witnessing unprecedented momentum, noting that total real estate sales exceeded EGP 1.7 trillion in 2025, while the top 10 developers generated sales exceeding EGP 1 trillion in just nine months, reflecting the strength of demand and investor confidence. He added that coastal destinations, sports tourism, and integrated urban communities represent some of the most promising growth opportunities in the coming years.

He further noted that Somabay has become a model for integrated communities, operating 365 days a year and encompassing a fully integrated destination spanning 10 million sqm. He also highlighted that GEMS School within the development attracted more than 200 students following the opening of admissions, underscoring the transformation of coastal cities into permanent communities rather than purely seasonal destinations.

For her part, Ms. Dalia El Kordy, said that the expansion of Branded Residences projects represents a major opportunity for the Egyptian market, explaining that this type of development can increase a property's market value by as much as 30%, while also attracting new segments of both local and international investors.

Meanwhile, Eng. Bedeir Rizk, emphasized the growing demand for high-quality office and commercial developments, particularly those built around sustainability principles and high-quality work environments. He noted that occupancy rates for premium office buildings in some global markets, such as London, reach approximately 98%, reflecting the long-term potential of this real estate asset class.

Similarly, Eng. Mohamed Anwar Helal, explained that the market offers diverse opportunities for investors across both the residential and commercial sectors, emphasizing that the diversity of developments provides investment options suited to different needs and financial capabilities.

Advice to investors: Insights from Industry Leaders

Despite their diverse backgrounds, the participants shared a common message for investors: adopt a long-term investment perspective, select projects developed by companies with a proven track record of delivery, and capitalize on the opportunities offered by the Egyptian market amid continued urban expansion and growing demand for real estate.

Ambassador Nabil Habashi, emphasized that the government is placing increasing focus on promoting real estate exports and strengthening the connection between Egyptians abroad and investment opportunities in their home country. He noted that cooperation between government entities and the private sector is one of the key factors supporting this objective, increasing the contribution of real estate investment to foreign currency inflows and the national economy.

Dr. Bassem Kalila, pointed out that investors have become more informed and now seek accurate information before making purchasing decisions. He stressed the importance of maintaining a presence in international markets and organizing events that facilitate direct engagement with clients while building confidence in Egyptian real estate.

Furthermore, Eng. Amgad Hassanein highlighted that the current moment presents an ideal investment window to convert savings into tangible real estate assets in Egypt. He noted that the existing exchange rate gap grants expatriates doubled purchasing power and an unprecedented cost advantage, especially when comparing Egypt’s world-class real estate products with their European counterparts.

Mr. Ibrahim El-Missiri, affirmed that the Egyptian market continues to offer strong investment opportunities compared with many competing markets. He encouraged investors to focus on projects that deliver long-term value rather than considering purchase price alone, particularly as demand for integrated communities continues to grow.

For her part, Ms. Dalia El Kordy, stressed that the Egyptian market should be viewed as one of the region’s most stable and attractive investment destinations. She noted that political stability, ambitious development plans, sustained tourism growth, and continued urban expansion across new cities and coastal destinations provide a secure investment environment and promising opportunities for sustainable returns.

Meanwhile, Eng. Bedeir Rizk, advised investors to seize early investment opportunities in the Egyptian market. He noted that the combination of flexible payment plans extending from five to ten years and the potential to generate rental returns denominated in or linked to the U.S. dollar provides foreign investors with a competitive advantage that is difficult to find in many other markets.

Similarly, Eng. Mohamed Anwar Helal, emphasized that investment decisions should be based on a careful assessment of investors' needs and the selection of the right project, with particular attention given to developers that have demonstrated a proven ability to deliver and honor their commitments.

Featured Projects

The participants highlighted a selection of projects that reflect the diversity of Egypt's real estate market across integrated urban communities, as well as residential, commercial, and administrative developments. They emphasized that the continuous evolution of real estate products has become one of the market's key competitive strengths.

Eng. Amgad Hassanein recommended that exhibition visitors start by exploring "The Island" and "Alamein Towers." He highlighted them as the epitome of HDP's vision to deliver world-class coastal developments with distinct competitive advantages.

Both projects offer an integrated coastal lifestyle that seamlessly blends luxury living with premium hospitality services,a rare real estate offering unavailable to Londoners locally, giving these opportunities exceptional market appeal and an unmatched competitive edge

Mr. Ibrahim El-Missiri, presented Somabay as a model of an integrated city spanning 10 million sqm, with an 11-km coastline and operating 365 days a year. He explained that the project features a diverse portfolio of hotels, residential units, educational and sports facilities, including GEMS School, in addition to fully integrated infrastructure that has positioned the city as a destination for living, investment, and tourism.

He also noted that the city has become a hub for sports tourism, having hosted around 30 European national teams for training camps, while the positive performance indicators of the hospitality sector reflect the strength of this type of investment within the Egyptian market.

For her part, Ms. Dalia El Kordy, highlighted the company's projects, which are based on modern development concepts, particularly Branded Residences. She explained that this type of development can increase a property's market value by up to 30%, while providing an integrated customer experience, especially when associated with global hospitality brands such as Marriott Residences, enhancing the project's appeal and ensuring stable investment returns supported by the strength of the brand and customer trust.

Meanwhile, Eng. Bedeir Rizk also showcased the company's commercial and administrative developments, highlighting Sumou Boulevard in Mostakbal City, which was featured during Nile Property Expo London as an integrated urban destination that brings together residential, commercial, and administrative components within a vision centered on innovation and quality of life.

He noted that the project reflects Paragon | Adeer's philosophy of developing modern communities built on sustainability and creating advanced business environments that meet the evolving needs of companies and investors. He added that Sumou Boulevard also represents an Egyptian-Saudi partnership aimed at delivering an integrated urban development model while strengthening regional investment in Egypt's real estate market.

Similarly, Eng. Mohamed Anwar Helal, showcased the company's flagship projects, led by T-Pearl in 6th of October City, where construction has reached approximately 90%, in addition to the company's projects in Marina and New Alamein, which are designed to offer a diverse range of real estate products that cater to different customer segments.

The Market in One Word... How Industry Leaders See It

The interviews concluded with a question inviting participants to describe Egypt's real estate market in a single word. While their answers differed in expression, they conveyed a shared message of confidence in the market's ability to sustain its growth and further strengthen its position as one of the region's leading investment destinations.

Eng. Amgad Hassanein highlighted that the true value of the Egyptian real estate market lies in its resilience. The sector's track record conclusively demonstrates its unique capacity to absorb and navigate geopolitical crises as well as local and regional economic volatility.

Mr. Ibrahim El-Missiri, described the market as "Expanding and Sustainable," reflecting its ability to achieve continued growth driven by urban expansion and increasing demand.

For her part, Ms. Dalia El Kordy, described the market as "Safe," highlighting the strong investment opportunities it offers and the fundamentals that support its long-term stability.

Meanwhile, Eng. Bedeir Rizk, chose the phrase "Order without Design," referring to the market's ability to evolve dynamically, driven by genuine demand and diverse investment opportunities.

Similarly, Eng. Mohamed Anwar Helal, summed up his view in one word: "Stability," emphasizing that it is the foundation that gives investors' confidence and supports the sustainable growth of Egypt's real estate market.

OUT & ABOUT
NORTH COAST 2026
YOUR ULTIMATE SUMMER GUIDE

The North Coast is no longer just a place to spend a few days by the sea. It has evolved into a complete lifestyle destination where beach experiences, dining, entertainment, adventure, and hospitality come together to redefine the modern Egyptian summer.

From Marassi and Sidi Abdel Rahman to the rapidly growing Ras El Hekma, the North Coast continues to introduce new concepts, international brands, and experiences designed for every type of visitor.

With rising tourism activity, expanding infrastructure, and a growing calendar of entertainment events, the region is entering a new era. The North Coast is moving beyond being a seasonal escape to becoming an integrated destination where lifestyle, hospitality, and real estate come together.

But before heading to Sahel this summer, every visitor needs a plan. Because in 2026, enjoying the North Coast requires more than just a beach bag.

Sahel 2026 By The Numbers

The transformation of the North Coast is reflected in growing visitor demand and expanding tourism activity.

- **57%** increase in passenger traffic at El Alamein International Airport highlights the growing connectivity and rising interest in the region as a tourism and lifestyle destination.
- More than **19 million** summer visitors choose Egypt's North Coast as one of the country's most popular coastal destinations, supported by new hospitality concepts, entertainment experiences, and improved infrastructure.
- A new generation of coastal developments across Ras El Hekma and the wider North Coast is introducing integrated communities that combine residences, hotels, restaurants, beach clubs, retail, and leisure experiences.

These numbers reflect a bigger shift: the North Coast is no longer only a summer getaway, but an evolving destination built around experiences.

Your Sahel Survival Kit: What You Need Before You Go

First rule of Sahel 2026: your phone is officially part of your beach essentials.

A fully charged phone is no longer optional. From GPS directions between destinations to restaurant reservations, QR-code menus, event updates, and digital payments, technology has become part of the everyday Sahel experience.

And with new destinations expanding further west, checking the route before leaving is a smart move. Because in Sahel, a "quick drive" can sometimes become a full adventure.

Of course, the classic essentials remain: sunglasses, sunscreen, comfortable outfits for day-to-night plans, and a power bank for a summer schedule that rarely ends at sunset.

The Unwritten Rules of Sahel 2026

Rule No.1: Check the distance before saying "it's nearby." Because in Sahel, "five minutes away" can sometimes mean a completely different destination.

Rule No.2: Your phone is your second beach bag. Maps, reservations, menus, and event updates now live on your screen.

Rule No.3: Always have a sunset plan. Because sunset in Sahel is not just a view; it is part of the experience.

Rule No.4: Leave room for unexpected plans. A quick coffee can easily become dinner, and dinner can turn into a full night out.

Where the Summer Happens

The modern Sahel experience is built around destinations that offer more than just a beach view. Visitors are now searching for places that combine atmosphere, food, entertainment, and memorable experiences.

Beach Clubs & Summer Escapes

Beach clubs have become one of the defining elements of the North Coast lifestyle, offering everything from relaxed mornings by the sea to sunset gatherings and social experiences.

Cocoon by the Sea – Marassi:

A refined beachfront destination combining elegant design with a relaxed Mediterranean atmosphere.

Cocoon Beach – Silversands:

A contemporary beach experience where stylish surroundings and relaxed luxury create the perfect summer setting.

The Surf Club – June by SODIC:

Adding an active dimension to the coastal experience through water activities and outdoor adventures.

Mariolino Beach House – Ramla, Ras El Hekma:

One of the emerging lifestyle concepts in Ras El Hekma, offering a modern beachfront experience in one of Egypt's fastest-growing destinations.

Dining, Sunset & Summer Nights

The North Coast's culinary scene has become a destination on its own, with waterfront restaurants and international concepts shaping the summer lifestyle.

Nobu North Coast – OGAMI by SODIC:

One of the season's most anticipated destinations, bringing its internationally recognized Japanese-Peruvian dining experience to Ras El Hekma.

Pier 88 – Almaza Bay:

A waterfront destination known for its elegant atmosphere, Italian-inspired cuisine, and memorable sunset views.

SACHI by the Sea – Almaza Bay:

Combining contemporary dining, sophisticated interiors, and Mediterranean scenery.

Crimson – Marassi Marina:

A vibrant destination where dining meets entertainment in one of the coast's most popular locations.

KIKI'S White – Hacienda White:

A signature summer destination blending Mediterranean dining, music, and beachfront energy.

Beyond the Beach: Adventure Is the New Beach Day

The North Coast experience has expanded far beyond traditional beach activities. Today, visitors are looking for more dynamic experiences that combine adventure, entertainment, and active lifestyles.

- **Water Sports, Boat Trips & Fishing:** From yacht cruises and boat trips to fishing adventures and water activities, the Mediterranean offers new ways to explore the coastline beyond the shore.
- **Skydiving & Aerial Adventures:** For thrill seekers, skydiving and aerial sports are introducing a new level of excitement to the North Coast experience, reflecting the growing demand for unique summer activities.
- **Padel & Active Experiences:** Padel has quickly become one of the season's favorite activities, offering a fun and social way to stay active while enjoying the summer atmosphere.
- **Water Parks & Family Fun:** Water parks and aquatic attractions remain a popular choice for families, offering entertainment options suitable for children and adults.
- **Shopping & Lifestyle Destinations:** Retail promenades, boutique stores, and seasonal concepts have become an essential part of the Sahel experience, allowing visitors to combine shopping, dining, and leisure.
- **Beach Concerts & Summer Events:** As the sun sets, the North Coast transforms into a vibrant entertainment hub with concerts, DJ performances, and exclusive summer events that have become a signature part of the season.
- **Exploring Al Alamein:** Beyond the resorts, visitors can discover Al Alamein's museums, memorials, and historical landmarks, adding a cultural element to their summer getaway.

Invest-Gate Insight

The transformation of the North Coast reflects a wider shift in Egypt's real estate landscape, where lifestyle has become a key driver of value.

Today's successful coastal developments are no longer measured only by their locations or residential offerings, but by the quality of experiences they create through hospitality, entertainment, retail, wellness, and leisure.

As developers continue introducing integrated communities and international lifestyle concepts, the North Coast is evolving from a seasonal destination into a complete ecosystem where real estate, tourism, and hospitality work together to create long-term value.

Every summer creates new memories, new favorite places, and new experiences. What is your ultimate North Coast essential for Summer 2026? Is it a favorite beach club, a must-try restaurant, an exciting adventure, a summer concert, or a hidden gem you always return to?


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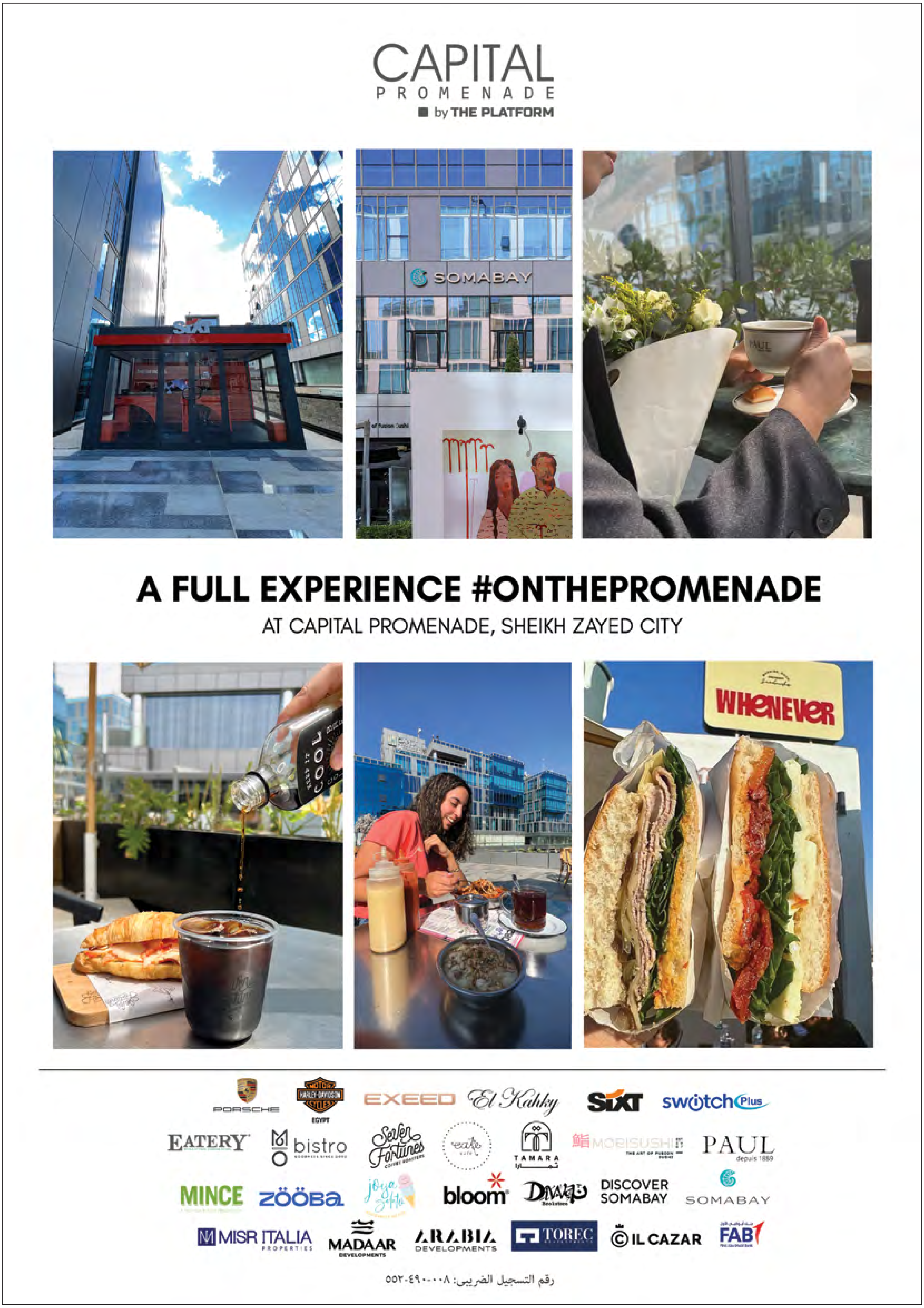
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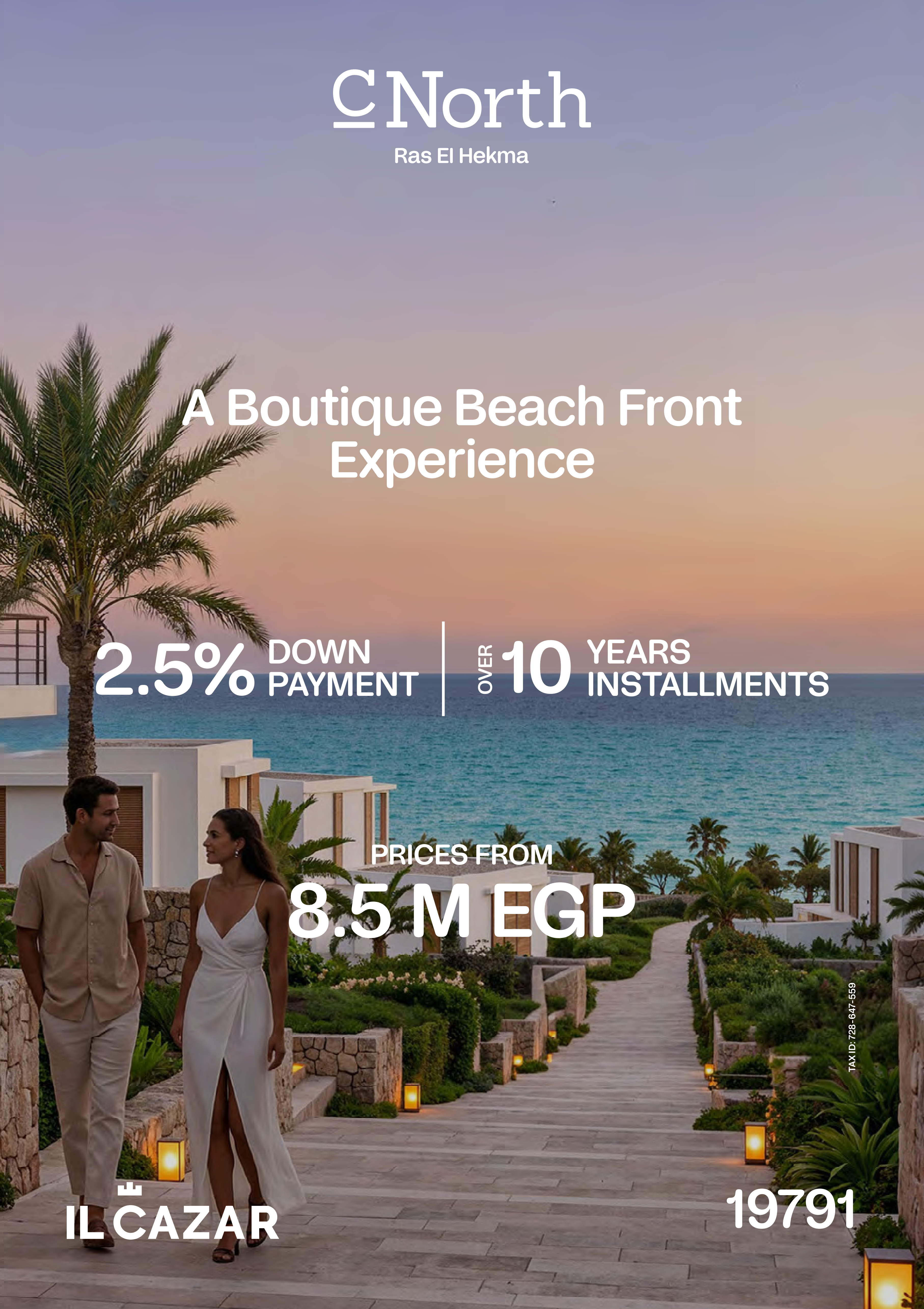
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