MASTER-DEVELOPING FOR EGYPT’S FUTURE
About 95 percent of Egyptians live along the Nile—on less than 5 percent of Egypt's territory—making the Nile Valley one of the world's most densely populated areas, especially in Greater Cairo, Alexandria and other major cities in the Nile Delta.” UNDP
Egypt’s Demographics Tomorrow

Population growth rate: 2.51% - 2,359,400 Egyptians annually

Developed land to accommodate: 23,600 acres annually on 100/acre density

Current supply: 3000 acres are developed annually – 12% of need

Egypt’s topography makes 69% (164 million acres) of its land developable in addition to inhabited areas

24% of Egypt’s land is obstacle free

EGYPT’S PLAN

EGYPT TODAY

EGYPT 2040

EGYPT 22nd Century
Egypt’s Real Estate Industry

OPPORTUNITIES ACROSS ASSET CLASSES

Residential
- 3.5 mn unit housing gap, 350,000 annual demand
- Population of 94 mn, 2.5% growth
- Preferred investment as hedge against inflation & currency devaluation
- Trends supporting exodus from congested

Retail
- Emergence of Cairo’s organised retail space with 1.5 million GLA sqm in stock
- Fragmented retail market with huge potential for organised retail space
- Non-existent organised retail in secondary cities

Commercial
- Improved operating environment due to reforms, strong demand, resurgence of FDI (occupancy 73% in 2016)
- Notable shortage of dedicated, quality office space with current inventory at under 1 million GLA sqm and 32,000 – 85,000 added annually

Improved Investment Climate
- Mega projects ranging Egypt
- Economic & policy reforms
- Access to debt and financing
- Mortgage finance initiatives to widen base

Potential for Residential Developers (units)
- 13,000, 4%
- 350,000, 96%

*Source: JLL Cairo Report 2016

Economic Stability
- Employing 14% of Egyptian Workforce
- 15% contribution to GDP
- Feeding over 90 Industries
Since, Dubai has transformed from a regional trading & minor oil-producing spot into a global investment & tourism hub with an 800% increase in population since 1980 with Emiratis representing only 16%.
DUBAI – Built by
Master-Developers

Private Developers:
- Dubai Properties
- Emaar Properties
- Nakheel Properties
- DAMAC Properties
- Dubai Investment Park
- Bonyan Int. Investment
DUBAI – from Desert
To Global Hub in five Decades

1960

1964

1960

1964

2017
HELIOPOLIS – Successful Urban Expansion at Home

In 1906, Baron Édouard Empain bought 6,000 acres at 1EGP/acre (the equivalent of one gold coin) on the outskirts of Cairo and founded Heliopolis Oasis that developed Heliopolis including infrastructure and metro lines linking to Cairo. In the 60s the company was nationalized to Heliopolis Housing and Development.
HELIOPOLIS – Development Story

Heliopolis was developed as a response to the overcrowding of Cairo. Unlike Zamalek, which was developed by the sale of plots of land, Heliopolis was developed as an integrated urban society influenced by the new urbanized cities emerging in Europe in the 19th century. The developers were responsible for all infrastructure including water, sewage systems and electricity in addition to building three tram lines on a 60 year concession agreement for free.

The master-plan of the city was designed to be a mixture of both grid and concentric radial with the main roads of Heliopolis designed as a star with the Cathedral Basilica at its heart. The new city was planned on the same principles as European cities such as Dauphine in Paris were built, including standards for street widths and relationships between buildings, streets and footprints.

Only 1/6 of the land was initially planned for urban development in 1905 which was changed to 1/4 in 1907. Each house was mandated to have its own garden and each plot with a 50% footprint, buildings were 3-4 floors high with 3-7 meters spacing between neighboring buildings.

The Basilica Roundabout at the heart of Heliopolis’ main axes
Heliopolis road network’s extension to the east
HELIOPOLIS – Development Timeline

- **1905:** The sale of 5,952 acres to Baguos Nubar Pasha Governor of Egypt and to Baron Empain to develop Heliopolis 15kms away from Cairo to the north east.

- **1906:** Establishment of Heliopolis Oasis Company.

- **1908:** The first buildings appear and first electric tram line to connect Cairo and Heliopolis inaugurated.

- **1910:** Heliopolis Hotel was built (Etihadeya today), followed by the famous Palace of the Baron and Heliopolis club.

- **1923:** Mosques, churches and schools were built after being given favorable terms.

- **1929:** Air Arabia (Heliopolis Airport), Horse Track, Land of Golf, Luna Park built.

- **1960:** Company nationalized and transformed into Heliopolis Housing Development Company. Electricity and utilities removed from jurisdiction. Metro line was built.

- **1960-1970:** The Merryland was built.

- **1970’s onwards:** Gardens and parks that filled the city were slowly built on due to overcrowding.
### SODIC WEST – CREATING VALUE AS A FIRST MOVER

<table>
<thead>
<tr>
<th>Year</th>
<th>Area</th>
<th>BUA</th>
<th>Number of Units</th>
<th>Number of Families Living</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>1,495 acres</td>
<td>+2.2M sqm</td>
<td>7,401</td>
<td>+3,500</td>
</tr>
</tbody>
</table>

- **Allegria**
- **Forty West**
- **Medical Centre**
- **Polygon**
- **HUB**
- **One16**

THREE SCHOOLS, OFFICE PARK, RETAIL HUBS, MEDICAL COMPLEXES, SPORTS, CLUBS
REFERENCES


Thank you