



**MASTER-DEVELOPING FOR EGYPT'S FUTURE**

# Egypt's

## Demographics Today

### Demographics

- **Area:** 1,010,407.87 km<sup>2</sup>
- **Population:** 94,930,612 – 15<sup>th</sup>
- **Density:** 93/ sqkm – 119<sup>th</sup>
- **Urban population:** 43%
- **Urbanization:** 1.68% annually
- **Unemployment:** 12.4% (3.6M)

### Major cities - population:

- Cairo: 18.7 million
- Alexandria 4.8 million

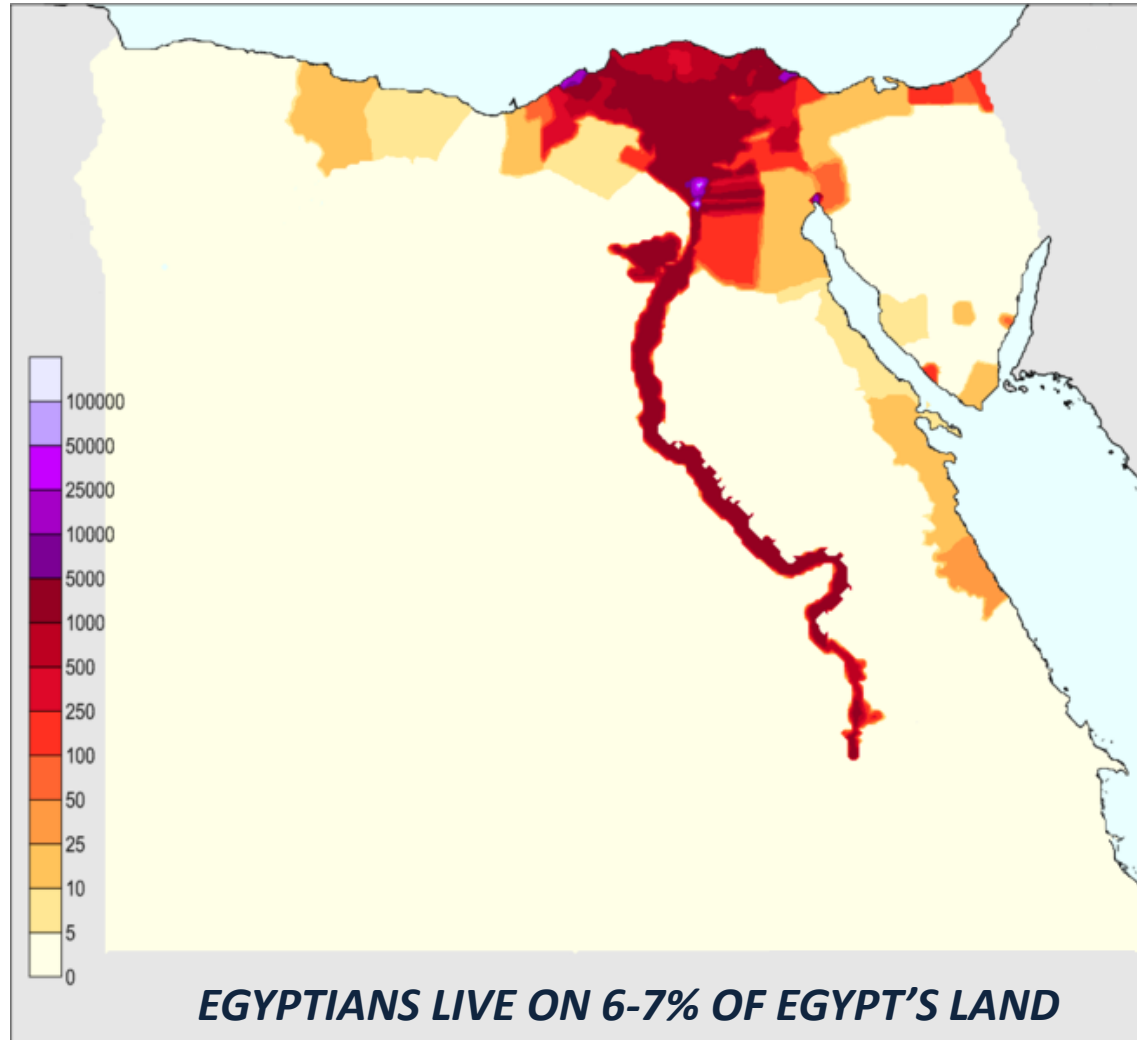
### 70% UNDER 35

22% under 10

20% between 10 -20

28% between 20 – 35

**TODAY'S MEDIAN AGE: 23.8 YEARS**



*“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

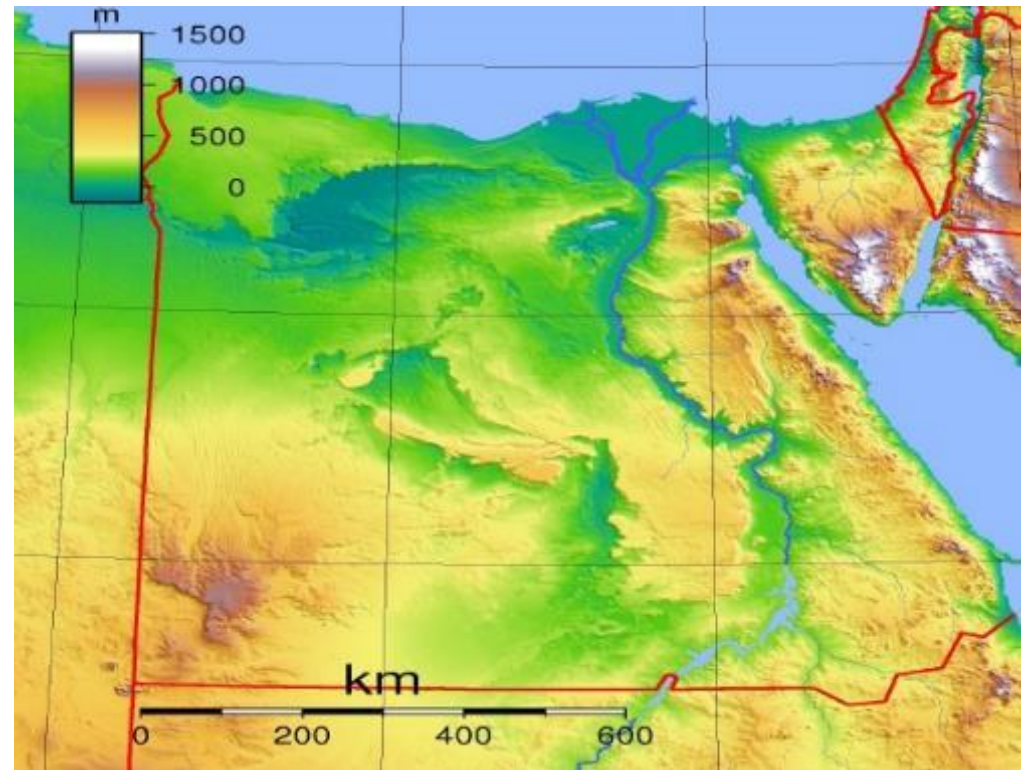
Egyptians annually

**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 22<sup>nd</sup> Century

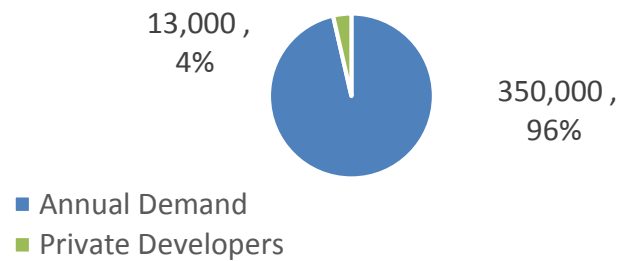
# Egypt's Real Estate Industry

OPPORTUNITIES ACROSS ASSET CLASSES
<b>Residential</b>
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
<b>Retail</b>
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
<b>Commercial</b>
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

Economic Stability
Employing 14% of Egyptian Workforce
15% contribution to GDP
Feeding over 90 Industries

## Potential for Residential Developers (units)



\*Source: JLL Cairo Report 2016



# DUBAI – A Story Of Transformation

Rapid rise after oil discovery in 1966 and founding of U.A.E in 1968.  
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





# 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.



1950s- Al Baron Palace Aerial View



2017- Al Baron Palace Aerial View



Early 1900s- Oasis Offices



2017- Korba



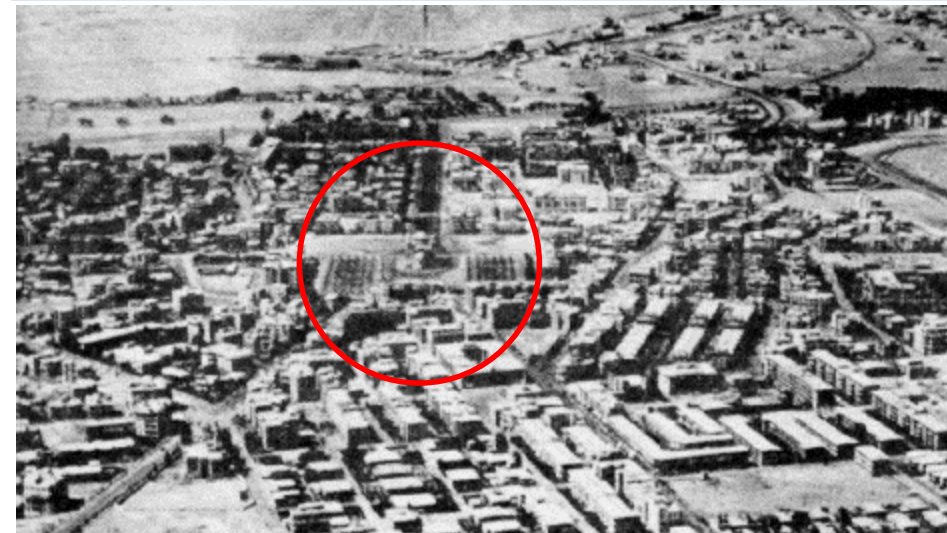
# HELIOPOLIS – Development

## 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 19<sup>th</sup> 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

Basilica Cathedral



Heliopolis Club



Oasis Offices (Korba)



- **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



AREA SODIC WEST  
**1,495** ACRES

NUMBER OF FAMILIES  
LIVING  
**+3,500**

BUA SODIC WEST  
**+ 2.2M sqm**

NUMBER OF UNITS  
**7,401**

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

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Thank you