



THINK
COMMERCIAL
Roundtable

NILE RITZ
CARLTON

20TH MARCH

Web Design & Development
for PowerCorp

WINDOW
-MARKETING SOLUTIONS-


MEDIA AVENUE
A STORY TO TELL

“REAL ESTATE IS AN
IMPERISHABLE ASSET,
EVER INCREASING IN
VALUE. IT IS THE MOST
SOLID SECURITY THE
HUMAN INGENUITY HAS
DEvised. IT IS THE **BASIS**
OF ALL SECURITY AND
ABOUT THE ONLY
INDESTRUCTIBLE
SECURITY”

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ORGANIZERS

Media Avenue is a full-service Marketing Agency, with a professional team of technical, communication, management & creative expertise.

Media Avenue was founded on the principals of ensuring clients were receiving a positive ROI for their marketing spend. Because of this, we've always held ourselves to the highest standards when it comes to driving results for our partners. Because we've worked tirelessly to ensure that results are always at the forefront of our campaigns.



WINDOW

-CREATING LIFE-

WINDOW Advertising is an advertising agency providing full scale marketing and advertising services. Founded in 2016, we have consistently garnered successful outcomes for clients through creative and aggressive marketing strategies.

ONE MISSION To generate demand for your product or service. Sounds over-simplified?

Maybe, but, maybe not. It's easy to find advertising that's flashy but lacks strategy, or, conversely, a campaign that demonstrates solid strategy that is weakened by mediocre creativity & branding. A campaign that doesn't have everything will never generate the kind of demand your business needs & deserves.



SUNDAY 20TH MARCH

AT THE
NILE RITZ CARLTON

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9:00 AM - 3:00 PM

SPEAKERS

Developer Name	Name	Topic
Housing Ministry	Khaled Abbass	
HUD	Mohamed Farid Khamis	Retail & Offices
AlAhly - Sabbour	Tamer Erfan	Retail & Offices
Marakez	Ashraf Farid	Retail & Offices
Arabia Group	Tarek Shokry	Retail & Offices
City Stars	Mohamed Abu Elyazeed	Retail & Offices
KVRD	Mohamed Elaish	Retail & Offices
Castle Development	Ahmed Taha Mansour	Retail & Offices
B2B	Nehad Adel	Investment / R&D
Almoltaqa Alarabi	Khaled Abo Heif	investment
EHDR Housing	Hashim Elsayed	investment
SAIB Bank	Mohamed Samir	Banking
Elattal Group	Ahmed Elattal	Retail & Offices
First Group	Beshir Mostafa	Retail & Offices

OFFICES & RETAIL TOPICS

- Are developers facing a crisis in renting or selling administrative space now?
- Demand indicators in the market of administrative buildings & whether there were signs of improvement
- Has corporate strategy changed from "leasing" to "selling?"
- What does the competition between developers look like right now?
- The future of business and financial life in Egypt?
- Is there a study by the government of commercial and logistics areas?
- The extent to which current market prices are suitable for demand rates on rent or acquisition
- What changes have occurred in leasing contracts in commercial centers like Malls after the liberalization of the exchange rate?
- Is there financing available for leasing or buying real estate?

SPEAKERS

Developer Name	Name
Medical Consulting Group	Esam El-Toukhy
Dar El Fouad	Mohamed Ma'moun
Redcon Medical	Mostafa El-Shibini
CIRA	Mohamed El Kalla
Elite Hospital	Ahmed Sami
Multiples Group	Omar El Shenety
Dar El Oyoon	Khaled Samir (Moderator)

MEDICAL SECTOR TOPICS

- Medical buildings market and some pilot experiences
- The attractiveness of this area of investments
- The extent to which developers can achieve sales in this sector
- What are the challenges facing this market?



Retail

The government is seeking to increase and deploy the major commercial chains and markets in the Republic along with the establishment of logistical zones To reduce commodity trading rings and the consequent reduction in cost and hence prices. The inland trade development agency is putting up land in different areas for these purposes, but there are still questions.

Offices

Credit rating institutions and international institutions such as the International Monetary Fund and the World Bank are making positive remarks about the economy. Egyptian economy in the recent period and its recovery to the rates of growth as large as you expect further improvement.

Medical

Over the past years, there has been considerable movement in the construction of buildings, medical clinics and even integrated medical cities and flows of Investment in the health sector with its various hospitals, clinics, laboratories, pharmacies and others. The sector is appreciated and accepted by local and foreign investors to invest in it.



AGENDA

- Organize & Develop non-residential Real Estate market in Egypt.
- International standards for non-residential lands
- Technical conditions for each sector (Retail, Medical & Offices)
- Activating new law regarding opening commercial & admin offices in Residential units.
- Demand & Supply in commercial sector
- Pricing - (Applying VAT on commercial properties)
- All Obstacles that commercial developers might face (License – Construction...parking - transportation etc)
- Types of commercial properties that aren't existing in the real estate market in Egypt till now Ex (Outlet malls)
- Insurance
- Investment opportunities

MEDIA PARTNERS

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مصر اوي



البورصة
The Egyptian Financial Market

DAILY NEWS
EGYPT

حابي HAPI
JOURNAL

E+
ECONOMY

Official Arabic broadcaster

