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ARCHITECTS

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Catalogue

REAL ESTATE + ARCHITECTURE & DESIGN

## **Arch.** **Mohamed Talaat**

Leading a new generation of smarter, more human cities.

Major Projects  
Reshaping the  
Investment  
Landscape  
in the Middle  
East



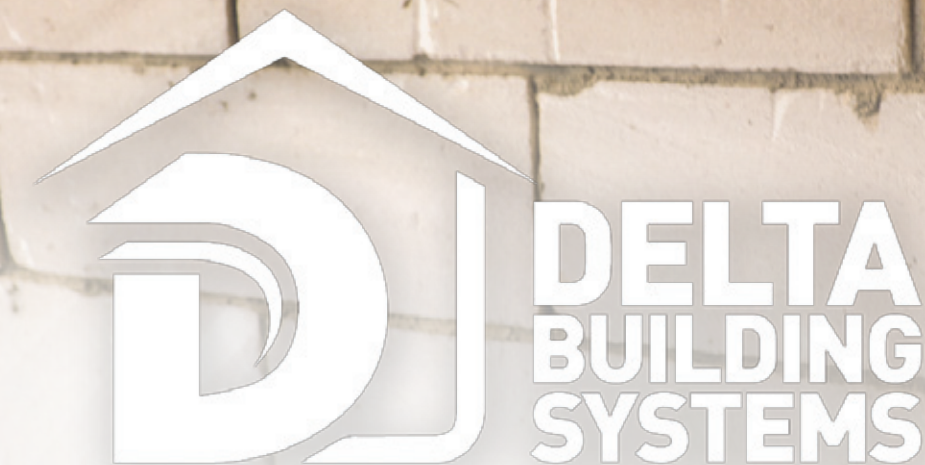
CityscapeGlobal | 17-20 November 2025  
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THE FUTURE OF URBAN LIVING



## DELTA BUILDING SYSTEMS LEADING IN AUTOCLAVE AERATED CONCRETE TECHNOLOGY

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## الدلتا لأنظمة البناء ريادة في تكنولوجيا بلوكات الخرسانة الخفيفة

تعد شركة الدلتا لأنظمة البناء، التابعة لمجموعة بلينا الأوروبية، رائدة في إنتاج وتوريد بلوكات الخرسانة الخفيفة المعالجة بالأوتوكلاف (دلتا بلوك). في مصر تتميز دلتا بلوك بخصائص تدعم الاستدامة وكفاءة الطاقة، بفضل خفة الوزن، العزل الحراري الفائق (أعلى 10-15 مرة من التقليدي)، العزل الصوتي الممتاز، ومقاومة الحريق حتى 4 ساعات، ما يجعلها خيارًا مثاليًا للبناء المستدام والمتطور..



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## LEVELS TOWER

TENANTS. THE TOWER IS AN ART SCULPTURE THAT REFLECTS INNOVATION AND LUXURY. IT ALSO OBTAINS THE LATEST TRENDS IN CORPORATE SPACES, ALLOWING ALL UNITS TO HAVE AN INFINITE VIEW OF "THE GREEN RIVER."



## TO-GTHER

TO-GTHER RESHAPES THE MIXED-USE DEVELOPMENTS AT NEW CAIRO'S URBAN CONTEXT. BLENDING SLEEK RESIDENTIAL & COMMERCIAL SPACES WITH DYNAMIC WORK ENVIRONMENTS IN A SEAMLESSLY CONNECTED, MODERN HUB.



## URBN-K



HAFEZ CONSULTANTS  
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URBN-K REDEFINES LUXURY IN NEW CAIRO'S KATAMEYA CREEKS, SEAMLESSLY BLENDING HIGH-END RETAIL, FINE DINING, AND MODERN WORKSPACES INTO A SOPHISTICATED URBAN OASIS.

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## THE GRYD

THE GRYD IS A STATE OF THE ART MIXED-USE DEVELOPMENT IN NEW CAIRO. FEATURING CONTEMPORARY ARCHITECTURE THAT SEAMLESSLY INTEGRATES COMMERCIAL, ADMINISTRATIVE, AND MEDICAL SPACES WITH SLEEK FACADES, OPEN LAYOUTS, AND FUNCTIONAL URBAN PLANNING.



## 20 WEST

20 WEST IS A MIXED-USE DEVELOPMENTS AT ZAYED URBAN CONTEXT. THIS PROJECT EXPECTED TO BE THE NEXT DESTINATION FOR DESIGNERS, ARTISTS AND MODERN ART GATERINGS.

## HILTON GARDEN INN

HILTON GARDEN INN INTEGRATES FUNCTIONAL HOSPITALITY ARCHITECTURE WITH MODERN AESTHETICS. THE PROJECT EMPHASIZES EFFICIENT SPATIAL PLANNING, STRUCTURAL ADAPTABILITY, AND A REFINED ARCHITECTURAL IDENTITY TAILORED TO ITS CONTEXT.





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Sultanate of Oman

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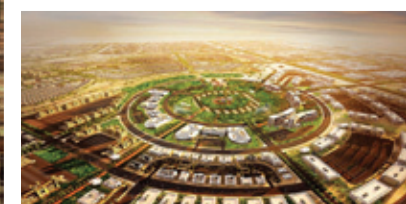
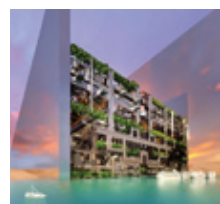
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Shaping smarter, more human  
cities.

The Grand Opening of the Grand  
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CEO  
ALI KHALIL

MARKETING & SALES MANAGER  
MAHMOUD ABDEL-MOHSEN

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AMIRA KHALIL  
SAMAH SAED  
EHAB EL-SHAHED  
OSAMA MEHANY

FINANCIAL MANAGEMENT  
HANY SAED

LEGAL AFFAIRS  
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AL AHRAM AGENCY FOR DISTRIBUTION

DISTRIBUTION OUTSIDE EGYPT  
THE NATIONAL COMPANY FOR  
DISTRIBUTION

PUBLISHER

**BMP**  
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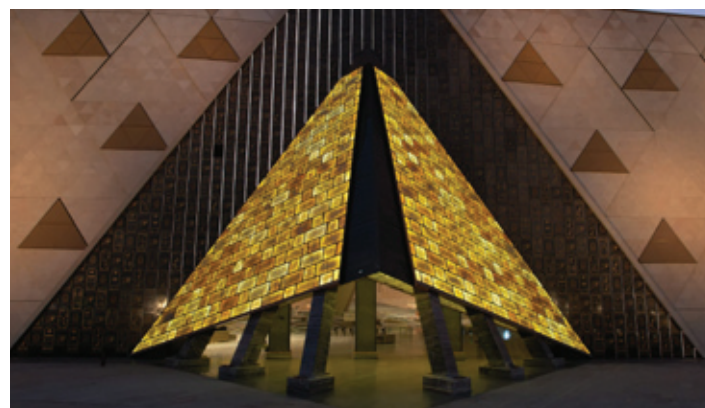
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# The Grand Opening of the Grand Egyptian Museum A Global Celebration of Heritage and Economic Opportunity

Egypt celebrated the grand opening of the Grand Egyptian Museum (GEM), one of the world's most prestigious cultural landmarks, in a high-profile ceremony attended by senior government officials, ministers, international media, and official delegations from 79 countries. Among the distinguished guests were 39 delegations led by kings, princes, and heads of state and government, underscoring the museum's global stature as the largest archaeological museum dedicated to a single civilization.



The inauguration was marked by speeches from President Abdel Fattah El-Sisi and Prime Minister Dr. Mostafa Madbouly. President El-Sisi described the museum as "a new chapter in the story of our present and future," emphasizing that it is "living proof of the genius of the Egyptian people," connecting Egypt's glorious past to its modern ambitions. Prime Minister Madbouly highlighted that GEM is "a gift from Egypt to the world," reflecting decades of progress in culture, heritage, and tourism, and fulfilling a dream over twenty years in the making. Built on nearly 500,000 sqm near the Giza Pyramids, the Grand Egyptian Museum is set to become a global tourism hub, combining state-of-the-art facilities with the country's unparalleled archaeological heritage. The museum houses priceless antiquities, including treasures from Tutankhamun, offering visitors an immersive experience that blends history, education, and innovation.

## Economic and Investment Impact

The opening of GEM is expected to deliver a significant boost to Egypt's economy. Tourism, a vital pillar of Egypt's GDP, is projected to see an increase in both international arrivals and high-value cultural tourism. Analysts anticipate that GEM will attract millions of visitors annually, generating revenue not only from ticket sales but also from associated hospitality, retail, and service sectors in the Giza and Greater Cairo region. From an investment perspective, GEM presents opportunities across multiple sectors, including luxury hotels, real estate developments, leisure facilities, and transport infrastructure. Its proximity to the Pyramids and Cairo's urban core enhances the potential for residential, commercial, and mixed-use projects catering to both local and international visitors. Real estate developers and



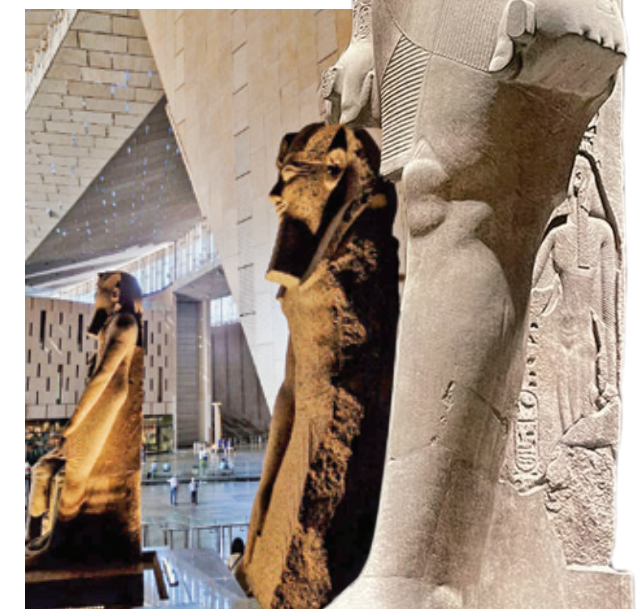
hospitality operators are expected to capitalize on the rising demand for high-end accommodations and lifestyle offerings around this iconic cultural destination.

## Marketing and Tourism Potential

GEM's global launch positions Egypt as a premium cultural destination. With international media coverage and the attendance of prominent world leaders, the museum enhances Egypt's image as a safe, modern, and investment-friendly destination, offering unparalleled historical experiences. Tourism operators are already designing packages that integrate GEM with other major attractions, including the Pyramids, Sphinx, and Nile cruises, reinforcing Egypt's appeal to luxury and experiential travelers.

## A Cultural and Strategic Landmark

Beyond its economic potential, GEM serves as a strategic cultural asset, strengthening Egypt's soft power by showcasing its millennia-long contributions to human civilization. The museum merges heritage with modernity, presenting cutting-edge exhibitions, digital storytelling, and interactive learning experiences. It is poised to become a model for integrating culture, tourism, and urban development, inspiring future projects that blend historical preservation with contemporary economic growth. As Egypt opens this new chapter, the Grand Egyptian Museum stands not only as a symbol of national pride but also as a catalyst for sustainable economic development, offering investors, developers, and the tourism sector a unique opportunity to participate in one of the world's most ambitious cultural and commercial endeavors.







## ABOUT US

**MOHAMED TALAAT ARCHITECTS** is a design-driven firm specializing in Architecture, Urban planning, Urban design & Site Supervision. They focus on blending functionality with aesthetic innovation and leveraging a collective creative force to complete projects from residential to large-scale urban developments. To ensure a commitment to every detail, the firm established two sister companies, MTI and Ridge Regal, which provide focused expertise across all aspects of their work

## OUR SERVICES

Our main task is to create the beauty in the world around you and the comfort of life from **urban design** to **interior design**

## AWARDS



**WORLD ARCHITECTURE FESTIVAL**  
Shortlisted in waf 2025 awards  
Commercial Mixed-Use - Future  
Projects category



**ARABIAN PROPERTY AWARD**  
Best Commercial high-rise  
development Winner.



**INTERNATIONAL PROPERTY AWARD**  
Nominated for best commercial, High-rise  
Development.



**GUINNESS WORLD RECORD**  
Largest and Heaviest chandelier in Masjid  
Misr Egypt, administrative new capital

**[11]**  
ARCHITECTURE DESIGN



**[2]**  
URBAN PLANNING



**[3]**  
URBAN DESIGN



**[4]**  
INTERIOR DESIGN



**[5]**  
SITE - SUPERVISION



**[6]**  
PROJECT MANAGEMENT



**MOHAMED TALAAT**  
ARCHITECTS

## OBSIDIER TOWERS

New Administrative Capital, Egypt.

### FROM THE OBSIDIAN STONE

Obsidier tower, draws its essence from raw elegance of the obsidian stone, its sharp angles & bold geometry are reflected in the ARCHITECTURE

The concept transforms nature's design into a timeless landmark by the GREEN RIVER in the new capital city

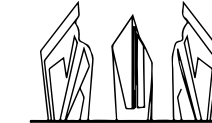
### CONCEPT GENERATION



BOLD GEOMETRIC  
& SHARP ANGLES



OBSIDIAN STONE



## WORLD ARCHITECTURE FESTIVAL

Shortlisted in waf 2025 awards  
Commercial Mixed-Use - Future  
Projects category



## LAYSEN VALLEY

Al-Riyadh City, Saudi Arabia.



"THE DISTINCTIVE, VIBRANT DESIGN OF LAYSEN VALLEY IS INSPIRED FROM THE SALMANI ARCHITECTURE, WHICH HIGHLIGHTS THE CHARACTERISTICS OF THE ANCIENT SPIRIT OF NAJD AND THE SPIRIT OF MODERNITY."







# AL MAHA CITY

Al-Riyadh City, Saudi Arabia.



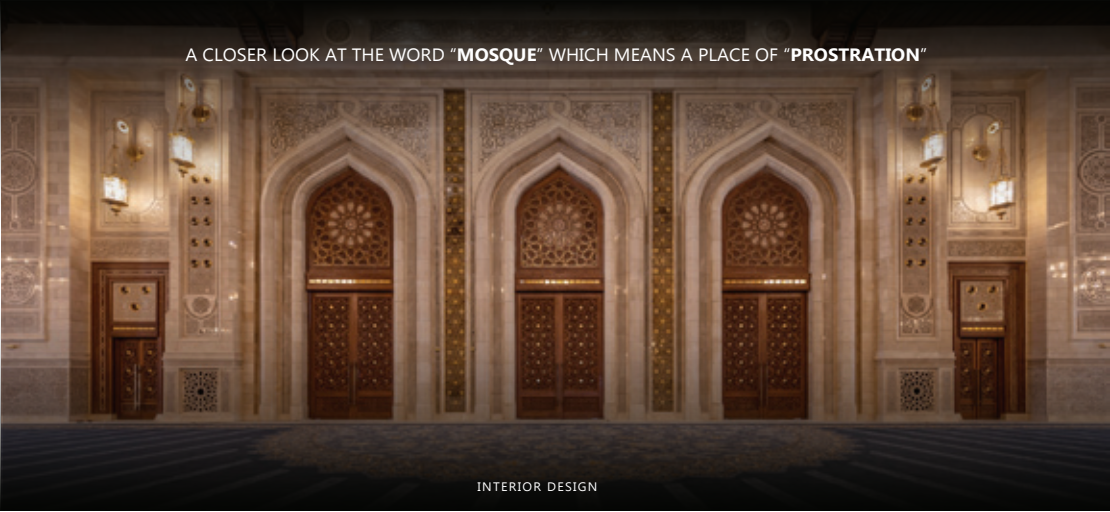
Al-Maha city is an integrated residential area with comprehensive services



it seamlessly integrates with the natural landscape of saudi arabia, including valleys and mountains.



Every sector clearly designed to represent the salmanian architecture, carefully designed to harmonize with The nature, while incorporating elements of the present and the future.

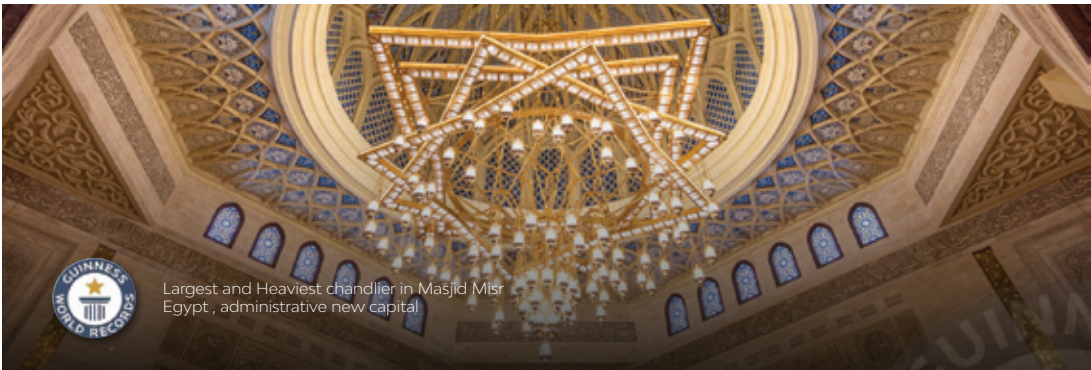


# MISR MOSQUE

New Administrative Capital, Egypt.

**ABDEL FATTAH AL-SISI**  
President of egypt.

Our CEO **MOHAMED TALAAT** accompanied H.E. President Abdel Fattah El-Sisi during his visit to the Egyptian Islamic Cultural Center in the New Administrative Capital, where they discussed key aspects of the mosque's interior design and architectural detailing.



The chandelier used is the reflection of the pattern used in the dome,The unit itself is a modern abstraction from typical islamic patterns from the Abbasi's era.



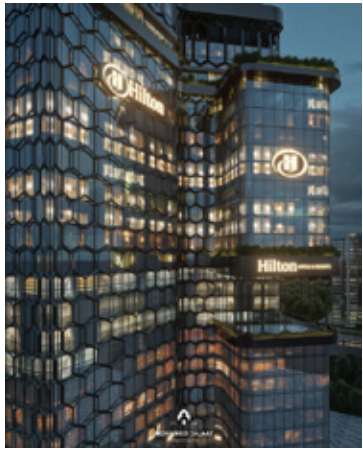
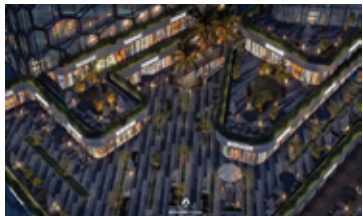
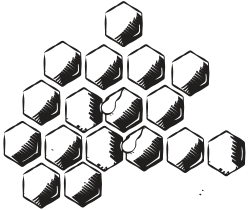
# HILTON TOWER

New Administrative Capital, Egypt.

Rising in the heart of the New Administrative Capital, this modern Vertical tower offers a seamless blend of luxury, business, and lifestyle. With panoramic views of the Green River and Masjid Misr.

## CONCEPT

Inspired by the efficiency and elegance of nature's geometry translating the hive's system into an architectural vertical form symbolizing harmony, order, and innovation.



# ZOOD TOWER

Al Riyadh City, Saudi Arabia.

The project design is inspired by the mountains terrain and the beauty of the curves and lines formed in the sand in the Arabian Peninsula



Starting with two big shapes referring to the mountains and rocks.



Cutting shapes with smooth line similar to wavy lines in the dese



Filling shapes with disorder pattern resemble a series of sand lines.





## Al Ahli Sabour Launches The Iconic Tower: The First and Tallest Skyscraper in Sultan Haitham City

Al Ahli Sabour Real Estate Development has marked a historic milestone in Sultan Haitham City with the official launch of The Iconic Tower, the first and tallest tower in the city. Strategically located within the prestigious Wadi Zaha project, the tower offers direct views of the city's central park and main valley, establishing a new landmark for both residents and visitors.

The Iconic Tower features a unique U-shaped architectural design, comprising two connected towers with a signature sky bridge, creating a striking gateway to the city and its main valley. The development includes approximately 250 residential units, ranging from studios and one- to three-bedroom apartments to luxury penthouses and sky villas. All units are delivered fully finished and partially furnished, catering to diverse tastes and lifestyles.

A major highlight of the tower is its Villa Coconut branded hotel and serviced residences, bringing world-class hospitality standards to Sultan Haitham City. The tower also includes a vibrant retail zone with shops, restaurants, and cafes, as well as fully equipped leisure facilities, including a swimming pool, fitness center, and jogging tracks—making it a complete lifestyle destination that combines luxury living, hospitality, and entertainment.



The launch event, held on October 5, 2025, at Al Bustan Palace, Ritz-Carlton – Muscat, was attended by distinguished guests including Dr. Saud bin Hamoud Al Habsi, Minister of Agriculture, Fisheries and Water Resources, and Dr. Khalfan Al Shuaili, Minister of Housing and Urban Planning, along with prominent business leaders and investors.

The Iconic Tower is part of Al Ahli Sabour's broader regional expansion strategy, leveraging over 30 years of expertise to tap into Oman's promising real estate market. The Wadi Zaha project has already achieved 80% of its annual sales target of OMR 28 million for 2025, with total investments reaching OMR 90

million, solidifying its position as the city's top-selling residential and investment destination.

Al Ahli Sabour's CEO, Ahmed Sabour, emphasized that the project not only enhances Sultan Haitham's skyline but also boosts local tourism and economic activity. "The Iconic Tower exemplifies our vision of integrating real estate, tourism, and entertainment, offering a holistic lifestyle experience," he stated.

With its strategic location, innovative design, and premium offerings, The Iconic Tower is set to redefine the city's urban landscape and attract both domestic and international investment.

## Capital Elite Developments and Wyndham Hotels Launch EGP 13bn Cairo West Project

Capital Elite Developments announced the signing of a management agreement with U.S. Wyndham Hotels & Resorts. It is the world's largest hotel franchising company. The partnership aims to develop Wyndham Hotels & Residences Cairo West, with total investments amounting to EGP 13bn.

The agreement was signed by Eng. Mostafa Mansour, Chairman of Capital Elite Developments, and Mr. Dimitris Manikis, President of Wyndham Hotels & Resorts for Europe, the Middle East, Eurasia, and Africa (EMEA). Officials from both companies attended the signing ceremony.

Eng. Mostafa Abdallah Gomaa Mansour, Chairman of Capital Elite Developments, said, "Our collaboration with Wyndham Hotels & Resorts to develop this flagship project in Cairo West represents a major milestone in our journey as a leading real estate developer."

He added that Wyndham's global expertise in hospitality management adds exceptional value to the project. This partnership underscores the company's commitment to working with world-class entities. It aims to deliver distinctive developments that enrich the Egyptian real estate market. Mostafa Mansour noted that the project aligns with the



state's strategy to expand the number of hotel rooms in West Cairo. He explained that the project is located in the heart of the vibrant Dreamland area, near the Giza Pyramids and the Grand Egyptian Museum. It is one of the largest integrated hotel and residential developments in Egypt. The project combines luxury, innovation, and a strategic location. Therefore, it makes an ideal destination for both leisure and business stays.

Construction is scheduled to begin before the end of next year. The five-star hotel will feature 600 hotel and residential units, including 150 hotel rooms and 450 branded residences. It will also include over 1,500 sqm of event spaces and world-class sports and recreational facilities. All elements are designed in line with Wyndham's latest global standards. The company also announced its partnership with ACE Moharram.Bakhom. It plans to launch the first phase of the project within just 45 days. Project delivery is scheduled for December 2029. The company aims to create an iconic architectural landmark in West Cairo.

Mansour stated that this development marks a new starting point for Capital Elite's expansion plans. The company will develop new hotel and residential projects across various locations. These projects will be executed through strategic partnerships with international brands. Such collaborations will elevate the quality of Egypt's real estate and tourism sectors.

Mr. Dimitris Manikis, President of Wyndham Hotels & Resorts for Europe, the Middle East, Eurasia, and Africa (EMEA), said, "Egypt's tourism sector is experiencing exceptional growth, driven by rising demand for premium accommodation." He emphasized that Egypt is a central hub for Wyndham's expansion in North Africa. The agreement underscores Wyndham's commitment to delivering world-class hospitality across the region. The company aims to offer travelers outstanding experiences and provide branded residence owners with the advantages of Wyndham's global reach, deep expertise, and partner support.

## Egyptian-Emirati Strategic Alliance: Mohamed Talaat Architects & Bin Majren Group Join Forces to Advance Sustainable Urban Development

In a significant move reflecting the deep-rooted Egyptian-Emirati collaboration in investment and urban development, Mohamed Talaat Architects, one of Egypt's leading architectural and engineering consultancy firms, has signed a strategic alliance with the UAE's Bin Majren Group, a prominent real estate development and investment powerhouse. The partnership aims to expand joint initiatives across the United Arab Emirates and unlock new opportunities in integrated real estate and engineering consultancy.

The alliance emerges from a shared vision to exchange expertise and strengthen professional integration. Mohamed Talaat Architects brings extensive experience in architectural design and engineering supervision, having successfully executed major projects in Egypt and Saudi Arabia. Bin Majren Group complements this with a strong portfolio of real estate developments in the UAE, reflecting a forward-looking and ambitious investment strategy. The collaboration effectively merges Egyptian creativity with Emirati execution excellence, fostering a new model of Arab partnership in urban development.

Dr. Eng. Mohamed Talaat, Chairman of Mohamed Talaat Architects, emphasized that the alliance represents a strategic



step toward consolidating Arab integration in architecture, engineering, and urban development. "This partnership supports our carefully planned regional expansion, particularly into the UAE—a global benchmark for modern urban development," Talaat said. He added that the alliance would facilitate the transfer of Egyptian design and engineering expertise to the UAE while incorporating cutting-edge global concepts in sustainability, smart architecture, and innovative design.

Sheikh Awad Bin Majren, Chairman of Bin Majren Group, noted that the collaboration underscores the group's commitment to fostering Arab cooperation. He highlighted that the partnership focuses on urban and engineering

development, enhancing knowledge exchange with leading regional institutions. Sheikh Awad added that leveraging the innovative design vision and technical proficiency of Mohamed Talaat Architects aligns with the UAE's 2031 vision for sustainable and smart cities.

The joint initiative will deliver model projects that integrate high-quality design, advanced engineering, and sustainability solutions, creating urban developments with a distinct architectural identity that embodies Arab creativity while meeting global standards. This partnership marks a new chapter for regional collaboration, strengthening the role of Arab engineers and designers in shaping the future of urban landscapes in the Middle East and beyond.



## El Waad Red Sea Successfully Markets Second Phase of Tavira Bay in Ras Sidr



El Waad Red Sea Real Estate Development and Tourism Company announced completing its successful marketing of the second phase of its distinguished tourism project "Tavira Bay" in Ras Sidr.

Additionally, the second phase comprises villas and was completed in a record time. This reflects the project's strong demand from clients seeking a comprehensive coastal experience that combines luxury with a prime location.

Eng. Sherif Okasha, El Waad Red Sea Chairman, said that the rapid successful marketing of the second phase assures the clients' confidence in the project. He added that the company succeeded in delivering a distinctive real estate product. He

noted that this high demand is due to accurate attention to all details in design and implementation. Moreover, the provision of diverse units applies to the needs of various client segments.

He added that "Tavira Bay" project extends 115 acres. It is distinguished by the presence of a unique beach that lends a unique character to the residential and tourist experience. Besides, the project offers a variety of units, ranging from one and two bedroom chalets to independent villas. This provides multiple options to suit different tastes.

He pointed that the project's architectural design mixes between a modern style with a comfortable coastal atmosphere. This appears in the exterior facades and the interior units

details.

He assured that the company is committed to its vision of delivering real estate and tourism projects that achieve the highest quality standards. In addition, the company supports the state's plans to develop Red Sea cities and attract more tourism investments.

The Red Sea region has become one of the most important investment destinations in Egypt in the recent years. This is due to the government's focus on infrastructure development, including the development of road networks, ports, and airports. Also, significant investment facilities made Red Sea cities an ideal destination for developers and investors in tourism, real estate, and services sectors.

## ÈLM Developments Signs EGP 3.5bn Deal with CCC Egypt for "ÈLM Tree" Project in 6th of October City

ÈLM Developments has formalized a major construction agreement with Consolidated Contractors Company Egypt (CCC Egypt), valued at EGP 3.5 billion, for its flagship residential and commercial development, ÈLM Tree, in 6th of October City. CCC Egypt will serve as the main contractor, managing the full construction process of this ambitious project.

The agreement was announced at a ceremony attended by Dr. Yasser Abdel Maksoud, Vice Chairman and Managing Director of ÈLM Developments, and Eng. Mohamed Tarek, CEO of CCC Egypt, alongside senior executives from both companies. Both parties emphasized their shared commitment to quality, engineering excellence, and sustainable design.

Spanning 58 acres in the northern expansion of 6th of October City, ÈLM Tree dedicates over 80% of its land to green spaces and open areas. The development includes low-density residential units such as apartments and duplexes, a 26-acre commercial and administrative zone, and a social club featuring a swimming pool, padel court, football field, and children's play areas. CCC Egypt, part of the Consolidated Contractors Group, is renowned for its expertise in large-scale projects across 50 countries, with more than 1,500 completed projects, including City Centre Almaza, CityGate New Cairo, and luxury hotels like St. Regis and Sheraton Heliopolis.

Dr. Yasser Abdel Maksoud commented, "ÈLM Tree marks the beginning of our journey to redefine Egypt's real estate market with sustainable, integrated communities." Eng. Mohamed Tarek added, "CCC is proud to bring this innovative development to life, setting new benchmarks for quality and design in Egypt."

Established in 2024, ÈLM Developments focuses on luxury, sustainability, and innovative urban design, with ÈLM Tree as its landmark project.



## Qatar to Invest USD 29.7bn in Egypt's North Coast for "Alam Al-Roum" Mega Project

Egypt and Qatar have formalized a landmark investment agreement to transform the "Alam Al-Roum" area on Egypt's northwestern coast into a world-class integrated urban and tourism hub, with total investments estimated at USD 29.7 billion.

The signing ceremony took place at the Cabinet headquarters in the New Administrative Capital, attended by Prime Minister Dr. Mostafa Madbouly, who underscored the agreement as a major milestone in Egyptian-Qatari relations. The agreement was signed by Eng. Sherif El Sherbini, Minister of Housing, Utilities, and Urban Communities, and H.E. Abdullah bin Hamad bin Abdullah Al-Attiyah, Minister of Municipality and Chairman of Qatari Diar, in the presence of top officials including Minister of Finance Ahmed Kouchouk, Minister of Investment and Foreign Trade Hassan El Khatib, and Qatari Diar CEO Eng. Ali Mohammed Al-Ali.

The project covers 4,900.99 feddans (over 20.5 million sqm) in the Samla and Alam Al-Roum area, aiming to establish a mixed-use destination featuring residential communities, tourism and leisure developments, artificial lakes, golf courses, an international marina, two local marinas, hospitals, schools, universities, and essential infrastructure such as power and water treatment facilities.



The financial structure includes a cash payment of USD 3.5 billion before the end of 2025, complemented by an in-kind component of USD 1.8 billion in residential units. The New Urban Communities Authority (NUCA) will receive 15% of the project's net profits following full cost recovery. Prime Minister Madbouly highlighted that the partnership reinforces strong bilateral ties between Egypt and Qatar, supporting sustainable economic development and foreign direct investment. H.E. Al-Attiyah described the project as a strategic step to elevate Egypt's North Coast on the global map,

projecting over 250,000 direct and indirect job opportunities.

Eng. Ali Mohammed Al-Ali emphasized that Alam Al-Roum will redefine tourism on the Mediterranean, featuring over 4,500 hotel rooms across a sprawling 20 million sqm development. The project will be executed through a dedicated Qatari Diar company, in close coordination with NUCA to ensure full regulatory compliance. This initiative positions Egypt's North Coast as a premier investment and tourism destination, signaling a new era of large-scale sustainable development in the region.



## A \$1 Billion Architectural Marvel: Saudi Arabia to Build the World's First "Sky Stadium" Ahead of the 2034 FIFA World Cup

Saudi Arabia is moving forward with one of the most ambitious sports and entertainment projects of the decade, announcing plans to construct the world's first "Sky Stadium" in Qiddiya, west of Riyadh, with an estimated investment of \$1 billion. The project comes as part of the Kingdom's preparations to host the 2034 FIFA World Cup, and aligns with the broader national vision to position Qiddiya as the new capital of entertainment, sports, and culture in the Middle East.

Designed to accommodate over 50,000 spectators, the stadium will rise above ground level as a suspended architectural landmark offering panoramic views of Qiddiya's entertainment district, hotels, leisure zones, and retail destinations. The design incorporates advanced structural engineering and sustainability standards, reflecting the principles of Saudi Vision 2030, including energy efficiency and environmentally responsible development.

### Economic and Strategic Significance

The Sky Stadium is expected to play a pivotal role in supporting Saudi Arabia's growing experience economy, which aims to create new revenue streams and elevate the Kingdom's tourism and entertainment offerings. Key economic outcomes include:

- Attracting year-round international sports tourism, beyond the World Cup period.
- Enhancing Riyadh's competitiveness as a global

host city for mega-events.

- Driving growth across hospitality, aviation, and premium retail sectors.

The project also strengthens the Kingdom's global brand as a rising destination for world-class architecture, sports innovation, and cultural experiences, further increasing investor confidence in the Saudi market.

### Investment Opportunities

The stadium's development opens the door to wide-ranging investment prospects across:

- Luxury hospitality and resort developments within Qiddiya.
- Sports entertainment ecosystems and event-based tourism services.
- Smart retail, leisure, and fan experience technologies.
- Strategic partnerships with global sports brands and operators.

Market analysts anticipate that Qiddiya will become one of the region's most dynamic real estate and entertainment investment zones, supported by strong demand for immersive visitor experiences.

### Tourism Impact

The project will contribute to the Kingdom's target of reaching 150 million visitors annually by 2030, by offering an unparalleled fusion of

sports, entertainment, and cultural engagement. The Sky Stadium positions Saudi Arabia not only as a host nation, but as a global creator of iconic experiences that compete with the world's most renowned destination cities.



## Gensler Appointed Lead Consultant for Miraf District, Al Khobar's Landmark Mixed-Use Destination

Gensler has been appointed as the lead consultant for Miraf District, a transformative mixed-use development by Refad Real Estate Investment & Development in Al Khobar. Strategically located along King Faisal Road in the Corniche district, the project is set to become a new urban landmark, redefining lifestyle and city living in the Eastern Province. Gensler will provide full-service consultancy, encompassing architecture, interior design, landscape, signage, and wayfinding, guiding the project from concept design through construction documentation.

The master-planned development spans 2,150,000 square feet and integrates indoor and outdoor retail areas, a luxury IHG hotel, two residential towers, and a Grade A

office building, positioning Miraf District as a vibrant urban hub. The design draws inspiration from Al Khobar's cultural heritage, including its history of trade, pearl diving, and social gatherings, creating a contemporary destination that promotes community, wellness, and year-round engagement.

Commenting on the project, Abdulhadi Al Qahtani, Managing Director of Refad, said, "Miraf District embodies our ambition to elevate Al Khobar into a modern city that places the human experience at its core. The project will create an integrated, lively destination that strengthens community bonds while respecting the environment."

Raj Patel, Architecture Design Director at Gensler, added, "Rooted in the evolution of mixed-use design, the development enhances connectivity between the city and the waterfront, offering public plazas, leisure areas, and flexible outdoor spaces to foster social interaction and well-being."

Sustainability is central to Miraf District, with locally sourced materials and environmental standards ensuring long-term resilience and responsible growth, setting a new benchmark for integrated community living in the region.



## KAFD and Samsung Launch Next Phase of Smart Cities in Riyadh

The King Abdullah Financial District Development & Management Company (KAFD DMC), in partnership with Samsung Electronics, signed a strategic Memorandum of Understanding on October 22, 2025, to advance digital transformation and establish smart infrastructure at the heart of Riyadh, supporting Saudi Arabia's Vision 2030 for sustainable, tech-driven urban development.

The collaboration focuses on implementing advanced smart solutions, including smart access systems, real-time asset and infrastructure management, interactive digital displays, and the creation of a Samsung Experience Center within the district, offering exclusive services to residents and visitors. This initiative reinforces KAFD's position as a leading financial and real estate hub, attracting local and international investments, and enhancing the quality of life and work experiences. KAFD is emerging as a pioneering model for smart city adoption in the Middle East and Africa, providing an advanced platform for developers and investors seeking high-tech, integrated projects. Sultan Al-Shahrani, CEO of Corporate Affairs at KAFD DMC, stated: "Our partnership with Samsung marks a key



step in driving innovation and transformation in the district, enhancing the experience of residents and visitors alike." Hendrik Lee, President of Samsung Electronics Saudi Arabia, added: "We are proud to partner with KAFD to support building the city of the future in Riyadh, delivering

smart solutions that make a real difference in people's lives." The partnership is expected to boost KAFD's investment appeal, enable developers to offer smart real estate projects, and enhance an integrated urban experience combining advanced technology and premium services.



## Accor Signs Landmark Deal for Sofitel Jabal Omar Makkah — A Pivotal Win for Saudi Arabia's Luxury Hospitality Agenda



Accor has formalised its agreement to launch the world's largest Sofitel property — Sofitel Jabal Omar Makkah — scheduled to open in 2026. Nestled within the prestigious Jabal Omar Development Company (JODC) master plan, the hotel is just a short walk from the Holy Mosque and will feature 1,141 rooms and suites across two towers, "North" and "South."

This milestone aligns with Saudi Vision 2030 and the Kingdom's broader strategy to diversify tourism and upscale hospitality offerings. By partnering with Accor, JODC demonstrates confidence in Saudi Arabia's

luxury real-estate sector and highlights Makkah's evolution as a global destination for premium travel.

### Project Highlights:

- Scale & Positioning: The largest Sofitel globally with 1,141 keys.
- Location: Prime proximity to the Haram and central Makkah.
- Design & Experience: A fusion of French luxury hospitality and Saudi cultural heritage, featuring multiple dining venues, executive club lounge, wellness amenities, and curated local experiences.
- Operational Framework: Long-term management arrangements for four towers

in this phase.

### Market Implications:

The deal underscores trends in the MENA region: brand-led hotels are central to mixed-use developments, luxury inventory in pilgrimage hubs is accelerating, and collaborations between local developers and global operators are increasingly standard to mitigate risk. As Sofitel Jabal Omar targets a 2026 opening, it signals strong growth for high-end hospitality in Saudi Arabia, supporting longer stays, higher per-capita spending, and a maturing luxury lodging pipeline — a key insight for Cityscape investors and real-estate stakeholders.

## Saudi Arabia Launches SAR 6 Billion Real-Estate Fund in Makkah, Poised to Redefine Holy-City Urban Living

In a landmark strategic move, Saudi Railway Company (SAR) and Riyadh Capital have unveiled a new real-estate investment fund worth up to SAR 6 billion aimed at developing a transformative mixed-use project in the heart of Makkah.

### Prime location & concept

The project will occupy a 90,000 m<sup>2</sup> plot in the Al-Rusifah district, adjacent to the existing Haramain High Speed Railway station — one of the busiest transport hubs in the city.

The development is being conceived under the Transit-Oriented Development (TOD) model, with an integrated mix of hotels, commercial spaces and residential units designed to serve both residents and visitors alike.

### Strategic, economic & investment implications

From an economic-investment perspective, this initiative carries several dimensions:

**Smart synergy with transport infrastructure:** By tying the real-estate project to the Haramain high-speed rail node, SAR and Riyadh Capital are capitalising on premium connectivity—boosting asset value and long-term returns while aligning with



the Kingdom's modern urban mobility agenda.

**Capital growth & yield opportunities:** With a substantial fund size (SAR 6 billion), institutional and qualified investors have an entry point into high-profile, large-scale real-estate in one of Saudi Arabia's most dynamic growth corridors. Riyadh Capital's track-record in both Saudi and international real-estate markets adds investor confidence.

**Tourism & hospitality upside:** Makkah remains a perpetual magnet for millions of visitors each year. A mixed-use development offering integrated hospitality, retail and living space can tap into both pilgrimage traffic and urban-growth demand, diversifying revenue streams beyond seasonal cycles. **Urban regeneration & value creation:** The TOD model and master-planning around a rail hub encourage higher densities, walkability, mixed uses, and synergies that elevate land value. This aligns with Saudi Arabia's broader vision of sustainable city development and creating 15-minute neighborhoods. **Risk mitigation & diversification:** With investors becoming more cautious about commodity or single-asset risk, funds like this offer diversified exposure to real-estate, transport infrastructure linkage, and regional economic transformation.

### Tourism sector impact

Beyond the investment mechanics, the project signals an important step for Saudi Arabia's tourism ecosystem—especially in the context of the vision to expand non-oil economy sectors and position the Kingdom as a global destination. By elevating urban hospitality product and offering enhanced visitor experience around one of Islam's holiest cities, the initiative helps:

- Enhance accommodation capacity and quality, meeting rising demand from pilgrims and leisure tourists alike.
- Boost ancillary services—retail, F&B, entertainment—feeding into longer-stay and higher-yield tourism models.
- Strengthen Makkah's role as not just a pilgrimage hub but a modern multi-use city with global appeal, thereby helping the Kingdom capture a greater share of regional and international tourism spend.

### Outlook & next steps

Riyadh Capital described the collaboration with SAR as a "shared vision to transform the project site into a modern urban destination aligned with Makkah's development aspirations, while providing promising investment opportunities." The fund sets the stage for further large-scale real-estate development tied to Saudi Arabia's expanding transport network and urban renewal programmers.

## Saudi Arabia Launches the 'Desert Dream Train' – A New Chapter in Luxury Travel and Experiential Tourism

Saudi Arabia has announced the launch of the 'Desert Dream Train', the first five-star luxury tourist train in the Middle East, developed through a strategic partnership between the Saudi Railway Company (SAR) and the Italian luxury hospitality group Arsenale. The initiative supports the objectives of Saudi Vision 2030 to diversify tourism offerings and elevate the Kingdom's global competitiveness in premium travel experiences.

The train features 33 all-suite luxury cabins with an exclusive capacity of just 66 guests, reflecting a model centered on privacy, personalization, and high-end hospitality. Its interior blends Italian artisanal design with colors, patterns, and natural motifs inspired by the Saudi desert. Onboard services include gourmet dining with Saudi heritage menus and international culinary offerings, along with panoramic lounges designed for cultural and scenic immersion. The inaugural journeys are scheduled for late 2026, covering over 1,300 km from Riyadh toward the northern regions of the Kingdom. The route is designed to integrate cultural heritage destinations, nature reserves, and historical landscapes, transforming rail travel into a curated cultural experience rather than simple transportation.

### Economic and Tourism Impact

The project contributes to the rapid growth of luxury experiential tourism, one of the fastest-expanding segments in global travel markets. It is expected to increase domestic



tourism spending, diversify tourist flows beyond major cities, and activate underdeveloped tourism corridors across the Kingdom.

### A spokesperson from SAR stated:

"The Desert Dream Train reflects our commitment to shaping meaningful travel experiences that reveal the cultural depth and natural beauty of Saudi Arabia. This project aligns with our strategy to develop advanced mobility solutions that create economic value and elevate tourism quality." Government Perspective and Tourism Strategy Alignment

A representative from the Saudi Ministry of Tourism noted: "This project strengthens the diversity of tourism products available in the Kingdom and supports our objective of welcoming 150 million visitors per year by 2030. Luxury travel offerings like the Desert Dream Train enhance the appeal of Saudi Arabia to global travelers seeking authenticity, exclusivity, and depth." The train also supports heritage-led tourism development, encouraging

investment in community-based cultural experiences, conservation of natural sites, and integrated destination planning along the route.

### Investment Opportunities

The Desert Dream Train opens multiple new investment channels across the tourism value chain, including:

- Development of boutique desert lodges and heritage-format hotels near selected stops
  - Curated cultural itineraries in partnership with tour operators
  - Premium event hosting, culinary experiences, and wellness travel programming
- A Transformational Step for Saudi Tourism
- By merging luxury travel, cultural storytelling, and immersive landscape exploration, the Desert Dream Train reinforces Saudi Arabia's positioning as a global destination for high-end experiential tourism, reflecting a strategic shift from conventional sightseeing toward journey-based cultural discovery.



## Aldar Unveils \$1.03 Billion Develop-to-Hold Projects Across Abu Dhabi

Aldar Properties has launched a significant series of develop-to-hold projects across Abu Dhabi, with a combined gross development value of AED 3.8 billion (\$1.03 billion). The strategic portfolio spans residential, commercial, and logistics sectors, reinforcing Aldar's leadership in the UAE real estate market while expanding its recurring income assets. With this launch, Aldar's total develop-to-hold pipeline now stands at AED 17.6 billion, highlighting its long-term commitment to sustainable growth and sector diversification. Jassem Salah Busaibe, CEO of Aldar Investment, commented, "Our latest investments reflect strong demand for residential rental units, Grade A commercial space, and logistics real estate in Abu Dhabi. The develop-to-hold strategy remains a core growth driver for Aldar, enabling us to expand our diverse income-generating portfolio while meeting the evolving needs of residents, businesses, and investors."

The developments include a major residential community in Alreeman, offering nearly 2,000 rental units, including studios, one-, two-, and three-bedroom apartments. The community will feature retail outlets, leisure amenities, and green spaces, with easy access to Zayed International Airport, key



highways linking Abu Dhabi and Dubai, and prominent lifestyle destinations such as Yas and Saadiyat Islands.

On Yas Island, Aldar plans 665 rental units within a gated community of 217 townhouses and villas designed for young professionals and families. An additional 448 apartments will expand Yas Residential Village, providing modern accommodation for island staff. In the commercial sector, Yas Business Park will introduce four architecturally distinct towers totaling 47,500 square metres of prime leasable office space, strategically located near Yas Mall and Aldar Square. Completion is expected in the

second half of 2027.

Aldar is also expanding its logistics footprint with 175,000 sqm of modern facilities near the E30 highway, serving third-party logistics operators and e-commerce companies. The portfolio will further include Abu Dhabi's first Tesla Experience Centre on Yas Island, a 5,000 sqm build-to-suit facility combining a showroom, service centre, and delivery operations. Once completed, all assets will be integrated into Aldar Investment's income-generating portfolio, currently valued at AED 47 billion, underscoring the developer's pivotal role in shaping Abu Dhabi's real estate landscape.

## Azizi Developments Unveils Azizi Farishta II in Al Jaddaf

Azizi Developments, one of the UAE's leading private real estate developers, has officially launched Azizi Farishta II, a premium residential project in the vibrant Al Jaddaf district. Strategically positioned along Dubai Creek, the development offers residents a unique blend of Dubai's rich cultural heritage and contemporary urban living, complemented by seamless connectivity to metro lines, highways, and key business and leisure destinations.

Azizi Farishta II comprises an exclusive collection of freehold studios, one-bedroom apartments, and luxurious penthouses, each thoughtfully designed to maximize natural light, optimize space, and showcase refined finishes. Panoramic views of Dubai Creek and the city's iconic skyline elevate the living experience, while the layouts reflect a commitment to timeless elegance and modern sophistication.

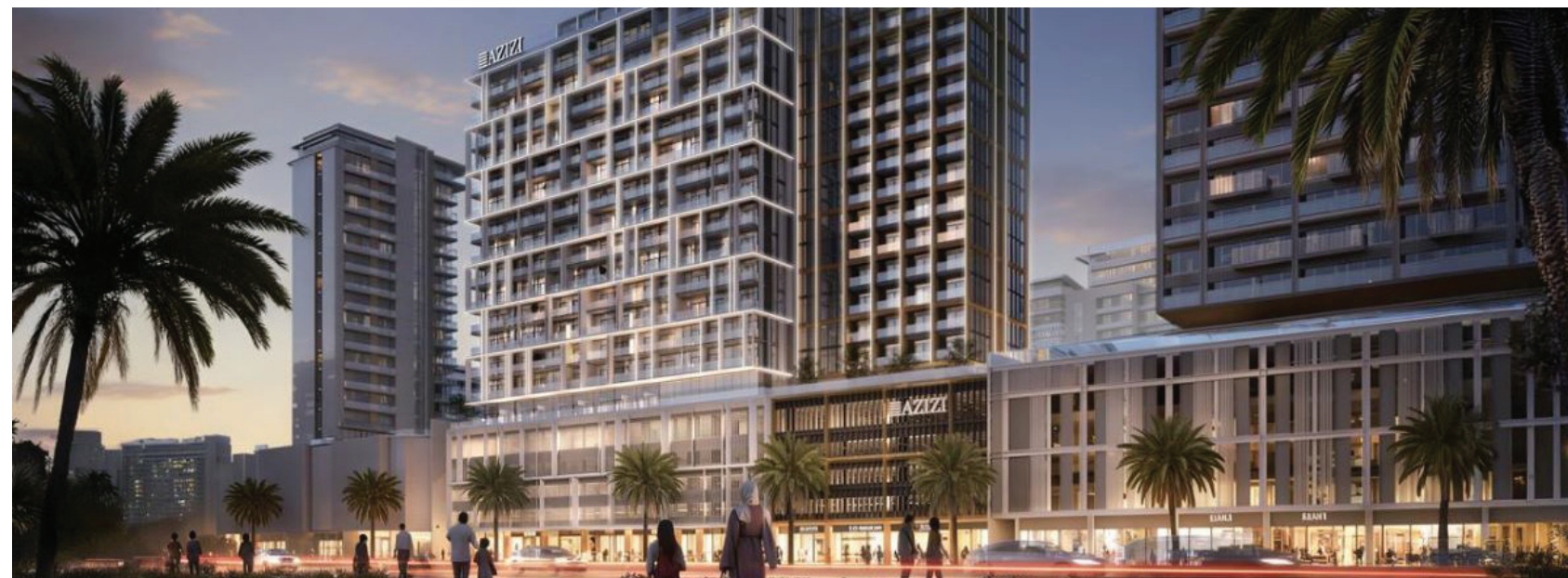
Residents will enjoy an extensive range of world-class amenities, including swimming pools for adults and children, a fully

equipped fitness centre, sauna and steam rooms, rooftop gardens, gaming lounges, multipurpose halls, as well as dedicated indoor and outdoor play areas for children. Complemented by ample parking and round-the-clock security, the development prioritizes both convenience and family-focused tranquility.

Farhad Azizi, Group CEO of Azizi Group, commented, "Azizi Farishta II celebrates Dubai's evolving identity, merging heritage with visionary design. Situated in Al Jaddaf, the project underscores our dedication to creating communities that combine elegance, connectivity, and enduring value for residents and investors alike."

The development's prime location ensures easy access to Creek Metro Station, Dubai International Airport, Wafi Mall, and Dubai World Trade Centre, while major roads such as Al Khail Road and Sheikh Zayed Road are just minutes away. Its proximity to Downtown Dubai, Business Bay, and Dubai Festival City further enhances its appeal, positioning Azizi Farishta II as one of Al Jaddaf's most sought-after addresses for urban living and investment.

Azizi Farishta II redefines the standard of residential excellence in Dubai, offering a harmonious combination of luxury, convenience, and lifestyle for discerning residents seeking a contemporary yet culturally resonant urban home.



## InterContinental Dubai – The Heart of Europe Unveils Bold New Design



Kleindienst Group, the visionary developer behind The Heart of Europe (THOE), in collaboration with IHG Hotels & Resorts, has unveiled the striking new design for InterContinental Dubai – The Heart of Europe, located on Dubai's iconic World Islands. Set to open in winter 2027, the 466-key resort will become the first luxury family resort on the World Islands.

The redesign, led by renowned New York-based HWKN Architecture, introduces a daring architectural language that blends Italian inspiration with cutting-edge materials. At the forefront is a dynamic Teflon-coated fibreglass mesh curtain, forming a "living façade" that moves gently with the wind, creating an ever-evolving interplay of light and shadow, a feature unprecedented in Dubai's hospitality landscape. Complementing this is a limestone-inspired exterior, evoking the sun-kissed elegance of historic

Italian palaces while embracing contemporary architectural techniques.

Inside, the resort's public spaces and guest rooms have been completely reimaged. The lobby balances monumental stone columns with soft cascading drapes, combining grandeur with a warm, inviting atmosphere. The property will host nine distinct dining venues, showcasing everything from traditional Italian osteria fare to inventive Italian-Asian fusion concepts, reflecting Italy's diverse culinary heritage.

Designed with families in mind, the resort's three wings—Bellissima, Dolce Vita, and Felicità—offer panoramic sea and pool views, complemented by the expansive Portofino Residences, branded units managed by InterContinental. The interiors feature sun-faded neutrals inspired by Portofino's piazzas, delivering a blend of Italian authenticity and

modern comfort. Family-focused amenities include the Kingdom of Portofino children's club, a ladies' spa and club, a state-of-the-art gym, and a 700-metre private beach. The resort also boasts 514 aquariums integrated into the lobby and a spa with a Snow Room experience.

Haitham Mattar, Managing Director – India, Middle East, and Africa, IHG Hotels & Resorts, said: "This marks a milestone in our portfolio, offering unique guest stays at a flagship location." Kleindienst Group Chairman Josef Kleindienst added, "Every design decision aims to create lasting memories and meaningful connections for families."

Matthias Hollwich, Founder of HWKN, highlighted the use of AI-enhanced design methodologies, merging European lifestyle with Dubai's luxury hospitality ethos to create an unforgettable resort destination.



## Nakheel Unveils Exclusive Waterfront Villas in Palm Jebel Ali

Nakheel, the Dubai-based master developer renowned for its landmark projects, has unveiled a new collection of luxury waterfront villas at Palm Jebel Ali, marking a significant milestone in the development of one of Dubai's most iconic island destinations. The launch introduces 11 architecturally distinct villa designs across The Beach and The Coral collections, developed in collaboration with globally acclaimed architectural firms including SAOTA, NAGA Architects, LOCI, LW Design Group, and WATG.

The Beach Collection features five- and six-bedroom villas ranging from 7,500 to 8,500 sq ft, designed with minimalist architecture, clean lines, and floor-to-ceiling glazing that maximises natural light and panoramic views of the Arabian Gulf. Standout designs include Cyan Sky, Cobalt Beach, Baia Luna, Wave Crest, Ocean Whisper, and Bluejay, each tailored to provide contemporary beachfront living with spacious layouts and private gardens. The Coral Collection presents six- and seven-bedroom villas spanning 11,500 to 12,500 sq ft, characterised by bold architectural forms, warm natural materials, and fluid indoor-outdoor spaces. Signature designs such as Red Aurora, Porcelain Roses, Redwood, Coral Dune, and Sunset Mirage blend



luxury, privacy, and harmony with the surrounding waterfront environment. Construction is advancing rapidly, emphasising high-quality finishes, direct beach access, and landscaped surroundings. The development will also include a 9,000 sqm retail centre and a Friday Mosque designed by Skidmore, Owings & Merrill (SOM), accommodating 1,000 worshippers and showcasing a contemporary interpretation of Islamic design. Spanning seven islands over 13.4 kilometres, with 16 fronds and more than 90 kilometres of beachfront, Palm Jebel Ali is positioned as a strategic growth corridor in line with the Dubai 2040

Urban Master Plan and Dubai Economic Agenda (D33). Commenting on the launch, Khalid Al Malik, CEO of Dubai Holding Real Estate, said: "Palm Jebel Ali stands as a symbol of Dubai's vision and ambition. This latest release of villas reinforces Nakheel's commitment to design excellence, community creation, and delivering homes that elevate quality of life while supporting Dubai's long-term growth story." With limited units available, the villas are expected to attract strong interest from discerning local and international buyers, cementing Palm Jebel Ali's status as a premier address for luxury coastal living.

## Samana Developers Launches SAMANA Hills South 3 Near Al Maktoum Airport

Samana Developers has unveiled its latest off-plan residential project, SAMANA Hills South 3, strategically located in the rapidly growing Dubai South district, near Al Maktoum International Airport. Spanning 95,195 sq. ft, the development features 147 premium apartments, including studios, one-bedroom, and two-bedroom units, with prices starting from AED 639,000. Handover is scheduled for October 2028. Following the complete sellout of SAMANA Hills South Phases 1 and 2, this new launch reinforces Samana Developers' reputation as one of Dubai's top-performing off-plan developers. The project is designed to capture the increasing demand from international and local investors drawn to Dubai South's strategic location and long-term growth potential. Commenting on the launch, Imran Farooq, CEO of Samana Developers, stated, "Dubai is not just maintaining momentum; it is smashing records. The AED 54.3 billion in property sales recorded last month demonstrates a strong foundation for



secure asset growth. With 86% of our H1 2025 sales generated from international buyers, SAMANA Hills South 3 continues our trajectory as a top choice for investors." Dubai South is positioned as "the epicentre of tomorrow's growth," driven by the expansion of Al Maktoum International Airport, which is expected to become one of the world's largest aviation hubs. SAMANA Hills South 3 is located just 18 minutes from Al Maktoum International Airport and 20 minutes from Dubai Marina, with seamless connectivity via Sheikh Mohammed Bin Zayed Road (E311). The development delivers a resort-style living experience, with over 30 lifestyle-focused amenities including an aqua gym and spa, dedicated wellness lounge, large swimming pool, outdoor cinema, and landscaped leisure areas that promote community living and wellness. In line with its investor-first strategy, Samana Developers is offering a flexible post-handover payment plan, providing buyers with ease of entry and the potential for long-term rental returns, particularly appealing to tenants seeking wellness-driven lifestyles. SAMANA Hills South 3 represents a compelling opportunity for investors and residents looking for a combination of luxury, strategic location, and high rental potential in one of Dubai's fastest-growing districts.

## Wasl Group Expands Footprint to Ras Al Khaimah with Marjan Beach Acquisition

Marjan, one of the UAE's leading real estate developers, has confirmed the acquisition of a prime beachfront plot in Marjan Beach by Wasl Group, marking the company's debut development in Ras Al Khaimah. The landmark transaction underscores the emirate's emergence as a hub for lifestyle, tourism, and investment, in line with RAK Vision 2030. The development will feature a five-star hotel alongside branded residences, offering panoramic views of the Arabian Gulf and direct access to Marjan Beach's growing portfolio of leisure, wellness, and cultural attractions. Strategically located near Al Hamra Village, the project will complement Al Marjan Island's world-class recreational and tourist facilities, supported by robust infrastructure and accessibility. Abdulla Al Abdouli, Group CEO of Marjan, stated: "Ras Al Khaimah's rising global appeal as a lifestyle and investment hub is reflected in this acquisition by Wasl Group. The project enhances our portfolio of high-end villas and apartments and reinforces Marjan Beach's status as a premier destination for sustainable living and tourism." H.E. Hesham Al Qassim, CEO of Wasl Group, added: "We are delighted to extend Wasl Group's presence to Ras Al Khaimah. Marjan Beach offers an ideal masterplan for us to deliver exceptional real estate and hospitality experiences. This project reflects our commitment to enhancing quality of life and



creating landmark destinations across the UAE." The ultra-luxury resort will be managed by a globally renowned hospitality brand, complemented by branded residences with private amenities, concierge services, and curated dining, wellness, and retail experiences. The project aligns with Wasl Group's sustainability agenda and supports RAK's environmental goals. Marjan Beach, designed around eight neighborhoods, will comprise 22,000 residential units and 12,000 hotel keys, hosting 74,000 residents

and a workforce of 32,000. Spanning 3 km of pristine beachfront and 6.5 million sq. ft. of open green space, the development will attract up to 180,000 visitors annually, establishing Ras Al Khaimah as a sustainable investment and tourism hub. Construction is set to begin in 2026, with phased openings expected from 2029. This acquisition represents a major milestone in Wasl Group's ongoing expansion strategy and further cements Marjan Beach's position as a premier luxury destination.





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With its headquarters and manufacturing plant based in Bahrain, GARMCO serves the needs of over 2,000 customers in more than 45 countries through a network of offices located in Europe Singapore, Thailand, USA and Vietnam. GARMCO's global presence is further facilitated by being based in a country like Bahrain, which offers easy connectivity by air, land and sea to markets in Asia, Africa, Australia, Europe and North America.

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The company boasts a production capacity of 165,000 tonnes per annum. GARMCO manufactures five different types of products with their own set of specifications and uses. The product range includes coils and sheets in 1xxx, 3xxx, 5xxx and 8xxx series alloys for applications available in a range of alloys and tempers perfectly suited to customer preferences and to the satisfaction of their end user.

### QUALITY IS BUILT-IN NOT JUST TESTED

**GARMCO** maintains the highest quality standards keeping in mind product excellence, operational safety and environmental regulations. Having earned global recognition for processes that adhere to best practices, as well as praised for the relentless pursuit of quality at all operational levels, GARMCO has succeeded in exceeding customer expectations through international industrial standards such as AA, ASTM, EN, AUST and many others.



STUCCO EMBOSSED COILS

| Pattern                            | Min Thickness | Max Thickness | Min Width | Max Width |
|------------------------------------|---------------|---------------|-----------|-----------|
| Standard & Shallow stucco embossed | 0.35mm        | 1.20mm        | 500mm     | 1250mm    |

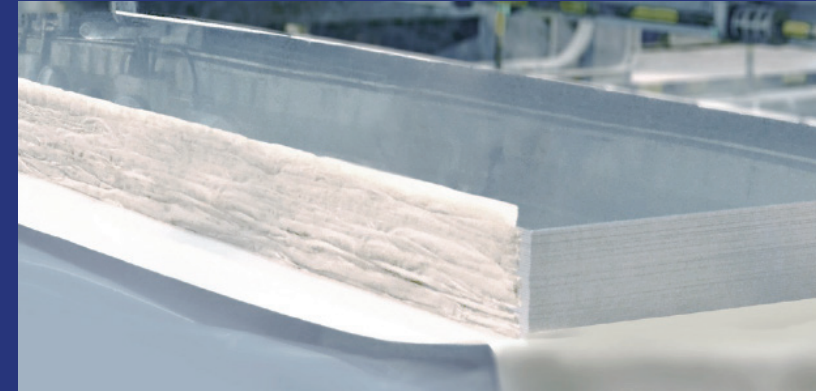
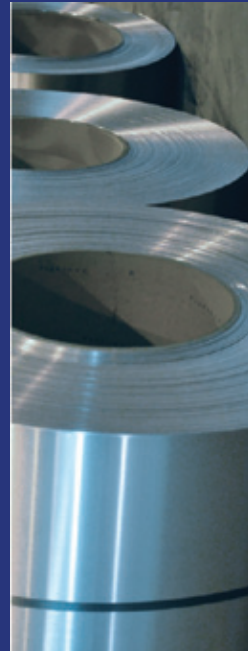


CHECKERED PLATES COILS & SHEETS (TREAD PLATES)

| Alloys                        | Pattern | Min Base Thickness | Max Base Thickness | Bar Height                | Min Width | Max Width | Min Length | Max Length |
|-------------------------------|---------|--------------------|--------------------|---------------------------|-----------|-----------|------------|------------|
| 1050, 3105, 5754, 5005 & 5052 | 5 Bar   | 1.5 mm             | 3 mm               | Min 0.9mm<br>To Max 1.5mm | 900 mm    | 1590 mm   | 650 mm     | 6100 mm    |

### ALUMINUM COILS

| Min Thickness | Max Thickness | Min Width | Max Width |
|---------------|---------------|-----------|-----------|
| 0.2mm         | 8mm           | 750mm     | 1600mm    |



### ALUMINUM SHEETS

| Min Thickness | Max Thickness | Min Width | Max Width | Min Length | Max Length |
|---------------|---------------|-----------|-----------|------------|------------|
| 0.4 mm        | 3.2 mm        | 700 mm    | 1560 mm   | 650 mm     | 6100 mm    |



### SLITTED COILS

| Min Thickness | Max Thickness | Min Width |
|---------------|---------------|-----------|
| 0.2mm         | 2.5mm         | 75mm      |

Building 462, Road 109, Block 601, North Sitra Industrial Area, Kingdom Of Bahrain



# Logic and Leadership: The Journey of an Egyptian Woman Engineer

Eng. Amani Nabil Arafa:

## Success is Built with Knowledge and Determination

In a world that demands precision, logic, and leadership, Eng. Amani Nabil Arafa built her success not on chance, but on knowledge, reason, and perseverance. For her, leadership is not about authority — it's about awareness, discipline, and the courage to apply logic where others rely on luck. Her story — from working on engineering sites to leading one of Egypt's pioneering industrial companies — reflects a vision shaped by intellect, integrity, and impact. Eng. Amani believes that knowledge is a responsibility, experience is an investment, and determination is the true foundation of leadership.



### Beginnings: Engineering as a Way of Life

**Q: How did your education and early experiences shape your professional journey?**

I graduated from the Faculty of Engineering at Cairo University in 2006. From the very beginning, I saw engineering not merely as a career, but as a disciplined way of thinking — built on logic, precision, and structured problem-solving.

I began my path in a consulting office, followed by work in the natural gas sector — a demanding field that requires accuracy and a deep sense of accountability. I wasn't looking for a job; I was looking for a challenge that would shape my decisions and strengthen my character.

At that time, fieldwork was uncommon for women. But for me, being on-site was essential. It was the real-world classroom that taught me how theory becomes practice — and how confidence is earned, not given.

### Breaking Barriers through Logic and Results

**Q: How did you overcome the challenges of working in a male-dominated field?**

By choosing logic over emotion. I didn't ask for exceptions or special treatment — I let my results speak. Over time, people stopped seeing me as "a woman in a tough job" and started seeing me as "a professional who delivers." Results, after all, are the strongest form of communication.

### From Technical Expertise to Strategic Leadership

**Q: How did your career evolve from**

### technical work to executive leadership?

Every project was a new learning curve. I realized that technical expertise alone isn't enough — you also need administrative and financial awareness. That realization led me to study management, accounting, and project planning to gain a holistic understanding of operations. Knowledge is powerful only when applied — that's how leadership begins to take shape.

**Q: What lessons defined your journey?**

That real success is cumulative. It's built day by day through consistency, discipline, and respect for time. Logic and learning are tools that never fail — they're the foundation of sustainable achievement.

### Entrepreneurship: Turning Experience into Impact

**Q: When did you decide to establish your own company?**

After years of professional experience, I wanted to transform knowledge into value. I founded my company in the natural gas and infrastructure sector — built on logic, ethics, and professionalism. For me, entrepreneurship isn't a gamble — it's a form of responsibility. I've always valued sustainable growth over rapid expansion because lasting success must serve both people and purpose.

**Q: What values define your company's culture?**

Three stand out: transparency, precision, and respect. Success begins with



respecting your work and your people. I've always been committed to training young engineers — especially women — because investing in people is the most powerful investment any leader can make.

### A New Chapter: Leading Delta Building Systems

**Q: How did your MBA reshape your professional vision?**

Earning my MBA in 2019 was transformative. It allowed me to integrate engineering with strategic thinking — exploring governance, sustainability, and institutional development. That mindset naturally led me to the building materials sector and ultimately to Delta Building Systems, a company whose principles align perfectly with my own.

**Q: How did your relationship with Delta begin?**

I first joined Delta's board as a non-executive member, later assuming the role of Executive Chairwoman. What drew me most to Delta was how deeply it embodies the principles I believe in — efficiency, governance, and sustainability. Delta is more than a manufacturer; it's a living model of how industrial companies can apply sustainability and governance as measurable, daily practices — not slogans.

### Innovation and Responsibility in Action

**Q: What is your leadership vision for Delta**



### Building Systems?

My leadership is guided by three principles: innovation, efficiency, and responsibility. We integrate advanced German technology with Egyptian industrial expertise to design building systems that reduce energy use, enhance thermal efficiency, and accelerate construction. Our goal is to make Egyptian manufacturing both intelligent and sustainable, empowering the industry to compete



globally.

### Smart Products for a Sustainable Future

**Q: How do Delta's products align with sustainability standards?**

At Delta, we don't simply produce materials — we engineer systems that enhance building performance across the entire lifecycle.

For example, our sand brick systems reduce cooling and heating needs by

up to 30%, lowering a building's carbon footprint while cutting construction time and finishing costs. This approach makes sustainability not just ethical, but economically efficient.

We see every product as part of a larger ecosystem — one that serves people, the economy, and the environment together.

**Q: Does this sustainability approach extend beyond manufacturing?**

Absolutely. Sustainability is embedded in every stage — from design to production, installation, and operation. Our systems are built for long-term efficiency, minimizing maintenance costs and energy consumption. We also comply with international standards and are completing certification for the CE Mark, opening new opportunities in the European market.

### Governance and Global Commitment

**Q: Delta is part of the UN Global Compact Network Egypt. What does this signify for the company?**

It's a commitment to action. Our membership in the UN Global Compact reflects Delta's dedication to real, measurable implementation of sustainability and governance principles. We apply the philosophy of "green construction" across our entire value chain — from design and production to end use — while focusing on reducing emissions and improving energy efficiency.

Equally important, we invest in people: we train young engineers, empower women, and prepare future leaders. True development begins and ends with human capital.

### Women in Industry: Changing the Narrative

**Q: As a woman leading a major industrial company, how do you view your experience today?**

It was challenging at first, but I chose to let results speak louder than rhetoric. Egyptian women today are breaking barriers in every field, supported by a national vision that truly promotes equality and empowerment. We don't seek symbolic roles — we seek meaningful impact.

**Q: What distinguishes Egyptian women as leaders?**

They combine logic with empathy — intellect with intuition. They lead with

both mind and heart, and that balance is their greatest source of strength.

### Vision and Legacy

**Q: What's your vision for the future — professionally and personally?**

Professionally, I aim to expand Delta's presence in clean energy, sustainable construction, and smart infrastructure. The future belongs to those who innovate responsibly.

Personally, I hope to be remembered not by title, but by the positive impact I've made — on people, industry, and society.

**Q: What message would you share with young engineers, especially women?**

Don't chase shortcuts — pursue growth with integrity. Failure isn't the opposite of success; it's part of it. Keep learning, stay authentic, and believe in your strength. To every Egyptian woman, I say: dream bravely, act wisely, and trust in your inner power — it's already there.

### Closing Thoughts

The story of Eng. Amani Nabil Arafa is more than a success story — it's a reflection of how logic, discipline, and purpose can turn ambition into legacy. She represents the new face of Egyptian leadership — one that doesn't wait for opportunities, but creates them, blending intellect with perseverance to build a future where sustainability and leadership walk hand in hand.





# Major Projects Reshaping the Investment Landscape in the Middle East

The Middle East is undergoing an unprecedented transformation in urban and economic development, driven by mega and giga projects that are reshaping the region's investment landscape. Countries such as Saudi Arabia, Egypt, the UAE, and Oman are pursuing ambitious visions to build sustainable future cities, enhance quality of life, attract long-term international investments, and integrate cutting-edge technologies, clean energy, and smart infrastructure solutions.

**In Egypt**, developments including the New Administrative Capital, New Alamein, and Ras Al-Hikma are driving economic growth through smart infrastructure and multifunctional urban complexes, addressing the rising demand for modern living and investment-ready real estate.



**In Saudi** Arabia, flagship projects such as King Salman Park, Diriyah Gate, Qiddiya, and The Red Sea Project demonstrate a shift from traditional residential and commercial hubs to fully integrated urban environments that combine entertainment, culture, innovation, and sustainable tourism.



**The United** Arab Emirates maintains its leadership in sustainable smart cities with projects like Dubai Harbour, Expo City Dubai, and Sharjah Waterfront City. These initiatives combine urban innovation, advanced technologies, and environmental sustainability, offering integrated spaces for living, working, and recreation. Featuring world-class museums, luxury resorts, marinas, and cultural and sports facilities, these projects provide strong platforms for real estate and tourism investment, demonstrating the UAE's capacity to transform strategic visions into sustainable urban realities.



**In Oman**, projects such as the Greater Muscat Urban Expansion Plan, Irfan City – The New Economic and Knowledge Capital of Muscat, and Yiti Sustainable Tourism City exemplify the country's approach to harmonizing modern urban development with environmental sustainability and economic diversification.



Collectively, these mega-projects present substantial investment opportunities across luxury real estate, tourism, services, smart city solutions, and sustainable energy. They are redefining urban development in the Middle East and serve as strategic references for international investors seeking innovative, high-value, and sustainable investment opportunities in the region.



# Saudi Arabia

The Kingdom of Saudi Arabia is undergoing a wide-ranging strategic transformation in urban development and economic growth, driven by Vision 2030, which aims to redefine the structure of cities and position the Kingdom as a global hub for investment, culture, innovation, and sustainable tourism. This transformation does not rely on traditional urban expansion, but rather on designing future-focused city models built on artificial intelligence, renewable energy, the knowledge economy, and enhanced quality of life. Today, the Kingdom stands among the most advanced urban development markets in the region, powered by a series of mega-projects that are reshaping the economic and urban landscape and setting new global standards for future cities.

At the forefront of this transformation is NEOM, envisioned as a global laboratory for developing new urban and lifestyle models based on advanced technology and holistic sustainability. King Salman Park, located in the heart of Riyadh, exemplifies the concept of a human-centered green city that harmonizes culture, nature, and community life. Along the western coast, The Red Sea Project offers a world-class model of luxury eco-tourism that prioritizes the preservation of marine ecosystems. Meanwhile, Qiddiya positions Riyadh as a global destination for entertainment, sports, and creative experiences. Diriyah Gate, on the other hand, reimagines Saudi cultural identity, offering a contemporary interpretation that seamlessly blends heritage with modern urban living.

Collectively, these projects serve as pillars of national economic transformation, attracting foreign investment, creating high-value job opportunities, and driving the growth of key sectors such as tourism, renewable energy, culture, and the creative industries. Through these efforts, the Kingdom continues to reinforce its position as a regional powerhouse leading the future of urban development and investment in the Middle East.





# Diriyah Gate

Diriyah Gate is one of the most significant cultural, heritage, and development projects in the Kingdom of Saudi Arabia. It aims to restore and revive Diriyah as the birthplace of the First Saudi State and the cradle of national history. Spanning more than 7 km<sup>2</sup> on the outskirts of Riyadh, the project seeks to transform the area into a world-class cultural, entertainment, and luxury hospitality destination. Its architectural identity draws inspiration from the traditional Najdi mud-brick style, reinterpreting it within a contemporary urban context.

At the heart of the project lies the development of the historic Al-Turaif District, a UNESCO World Heritage Site, which is being reimagined as an open cultural and museum hub welcoming visitors from all over the world—becoming the symbolic core of

Saudi identity and the primary narrator of the national story across time. The project also includes the development of luxury hotel complexes, world-class restaurants, cultural museums and galleries, outdoor event plazas, and a scenic promenade along the banks of the Wadi Hanifa valley—creating a distinctive urban experience that blends leisure, culture, and relaxation.

Diriyah Gate is built on a model that integrates cultural infrastructure with the experiential economy, offering more than entertainment—it provides meaning, heritage awareness, and cultural value. It also serves as a strategic anchor for enhancing Riyadh's global appeal, supporting the national objective of welcoming 100 million visitors annually by 2030.

The project carries an investment value exceeding SAR **63** billion (approximately USD 16.8 billion)

## Investment Scale

, reflecting the Kingdom's ambition to build a fully integrated cultural and economic ecosystem. By merging heritage, arts, hospitality, and retail, Diriyah Gate becomes an attractive platform for both investors and visitors, narrating the Saudi historical legacy in a modern and sustainable form.

## Available Investment Opportunities

Diriyah Gate offers a wide spectrum of distinguished investment avenues, including:  
Operation and management of luxury hotels  
Investment in upscale dining and international restaurant brands  
Organizing cultural and heritage-based events

Developing high-end retail destinations  
Investment in cultural crafts and creative industries

This creates a vibrant destination that brings together culture, entertainment, and economic innovation.



## Why It is Transforming the Regional Investment Landscape

By providing an integrated environment for creative industries, arts, and cultural entertainment, Diriyah Gate opens substantial new horizons for economic growth and attracts investors from around the globe. It positions Diriyah as a central hub where history meets innovation—becoming a strategic platform for cultural and commercial ventures shaping the future of the creative economy in the region.

- It introduces a pioneering model for a global cultural city in the Middle East
- It strengthens Saudi national identity in a contemporary and engaging form
- It unlocks major potential for the cultural entertainment and creative industries economy

## What International Media Said

Diriyah Gate is not just an urban development project; it is a narrative that tells the story of Saudi Arabia's heritage and cultural evolution. Architectural Digest described it as:

"One of the world's most ambitious heritage revitalization projects." International tourism reports have recognized Diriyah as one of the most promising cultural destinations of the future—offering a rich experience that seamlessly blends authenticity and modernity, positioning the city firmly on the global tourism map and enhancing the Kingdom's position as a hub for culture, creativity, and investment in the Middle East.

Described by Architectural Digest as "one of the most ambitious heritage revitalization projects in the world."

Ranked by global tourism reports among the most powerful cultural destinations of the future.





Total investments in Qiddiya are estimated to exceed **\$40** billion across its core development phases

## Qiddiya

Qiddiya is envisioned as the future capital of entertainment, sports, and culture in the Kingdom of Saudi Arabia, representing one of the flagship projects under Saudi Vision 2030 aimed at diversifying the economy and enhancing quality of life. Located 40 kilometers west of Riyadh, the project spans more than 366 km<sup>2</sup>, making it one of the world's largest integrated entertainment destinations in both scale and scope.

Qiddiya seeks to attract a wide range of residents and visitors through a unique blend of entertainment and sports experiences, including theme parks, theaters, world-class sports facilities, and open-air adventure zones. The project will also feature luxury hospitality offerings and high-end residential

communities designed to elevate modern living standards.

One of the project's most iconic components is Six Flags Qiddiya, which will be the first and largest theme park of its kind in the region. Additionally, Qiddiya Race Track is set to host major global motorsport events, featuring a cutting-edge track design that promises an unprecedented driving experience.

The project also emphasizes environmental sustainability by preserving natural landscapes and leveraging the site's geography to create open recreational zones and nature-based activity trails, supported by smart infrastructure and advanced operating systems.

### Investment Scale

with expectations for further growth as international partners join to shape the destination into a global hub for entertainment and sports. Qiddiya is a landmark project that integrates entertainment, sports, and culture, establishing a platform for innovative and immersive experiences. With each development phase, its impact grows—not only in driving national economic growth but also in positioning Saudi Arabia as a leading global destination for advanced tourism and investment. The project reflects the bold ambition of Vision 2030 to redefine the future of entertainment and urban development within the Kingdom.

### Why Qiddiya is Transforming the Investment Landscape

The transformative power of Qiddiya lies in its bold vision to create an entertainment city unlike anything previously seen in the Middle East. More than an entertainment megaproject, it is shaping an entirely new economic sector built on experience, culture, and sports—positioning Riyadh as a global platform for creative innovation and tourism.

By integrating theme parks, world-class sporting events, and diverse cultural institutions, Qiddiya strengthens Riyadh's status as a global capital for major events and family tourism, attracting significant local and international investment. The city is set to become a symbol of both joyful living and sustainable economic growth.

- Establishes a large-scale entertainment sector unprecedented in the region
- Creates a new economy driven by experience, culture, and sports
- Enhances Riyadh's position as a global hub for events and family tourism

### What Has Been Reported About Qiddiya

Qiddiya is widely recognized as one of the world's most anticipated entertainment megaprojects. Renowned economic reports have ranked it among the top three future global entertainment destinations. Upon full completion, Qiddiya is projected to welcome over 17 million visitors annually, solidifying its role as a strategic platform for tourism, arts, sports, and culture in Saudi Arabia.

- Ranked among the top 3 future global entertainment projects
- Expected to host 17 million visitors annually at full completion

### Available Investment Opportunities

Qiddiya presents an unprecedented investment opportunity at the heart of Saudi Arabia, with plans to transform the region into a world-class destination for entertainment, culture, and sports. Key investment avenues include:

- Development of luxury hotels and resort properties tailored to both local and international visitors
- Establishment of world-class sports clubs and professional-grade arenas
- Premium retail and upscale dining developments to support a contemporary lifestyle
- Specialized entertainment sectors, including digital and cinematic experiences appealing to families and youth
- High-end residential communities designed as part of Qiddiya's integrated lifestyle ecosystem

These opportunities collectively support the creation of a vibrant community where living, working, and leisure experiences are interconnected—positioning Qiddiya as a cornerstone of sustainable, long-term investment in the Kingdom.





# The Red Sea Project

## Red Sea Global

The Red Sea Project is one of the world's most prominent luxury tourism developments, located on the western coast of the Kingdom of Saudi Arabia between the cities of Umluj and Al Wajh. The project spans more than 28,000 km<sup>2</sup> of pristine natural landscapes, including untouched islands, turquoise lagoons, desert dunes, and environmentally protected mountains. It has been designed as an ultra-luxury global tourism destination based on the highest standards of environmental sustainability and biodiversity conservation.

The project is managed by Red Sea Global, which is pioneering a new tourism model built on the principles of "green development"—where destinations are developed without harming the ecosystem, and in fact, work to enhance it. Only 1% of the total land area is allocated for construction, with the destination powered

entirely by renewable energy, including green hydrogen, making it completely free of carbon emissions.

The destination includes more than 90 natural islands, with only 22 islands planned for development under sustainable development guidelines. The region has already welcomed its first airport dedicated to eco-tourism, alongside the opening of flagship luxury resorts operated by world-renowned hospitality brands, including:

- Six Senses
- St. Regis
- Ritz-Carlton Reserve

Targeting high-end global travelers, the project positions Saudi Arabia as a leading destination in the global luxury tourism map, enhancing spending flows and opening major investment opportunities in hospitality, marine and yachting experiences, leisure entertainment, and cultural tourism.

### Investment Opportunities

The Red Sea Project represents a unique model of sustainable luxury tourism, blending scenic coastlines and pristine desert landscapes with intelligent and eco-conscious infrastructure. It offers a diversified investment landscape, including:

- Development and management of luxury hotel and resort properties
- Marine tourism services and luxury yacht experiences
- Cultural, wellness, and sports events and experiences
- Smart tourism transportation solutions
- Renewable energy and green infrastructure projects

This makes the project a leading platform for sustainable investment, embodying Saudi Arabia's commitment to delivering a reimagined tourism experience that integrates luxury with environmental responsibility.



### Investment Scale

reflecting the project's strategic ambition to transform the region into a world-class destination that combines natural beauty with ultra-luxury experiences and environmental preservation.

The project's core development phases involve investments exceeding **\$50 billion**

### Why It Redefines Investment in the Region

BThe Red Sea Project is more than a tourism development; it is a visionary blueprint reshaping the investment landscape across the Middle East and Africa. By developing an ultra-luxury destination along the Red Sea coast, the project places Saudi Arabia at the forefront of the global luxury tourism market.

It is the world's largest sustainable tourism project currently under development, merging breathtaking natural environments with innovative environmental solutions. At the same time, it supports the Kingdom's strategy to diversify the national economy beyond oil by:

- Attracting high-value tourism investment
- Creating new job opportunities
- Building a regenerative and environmentally vibrant economy

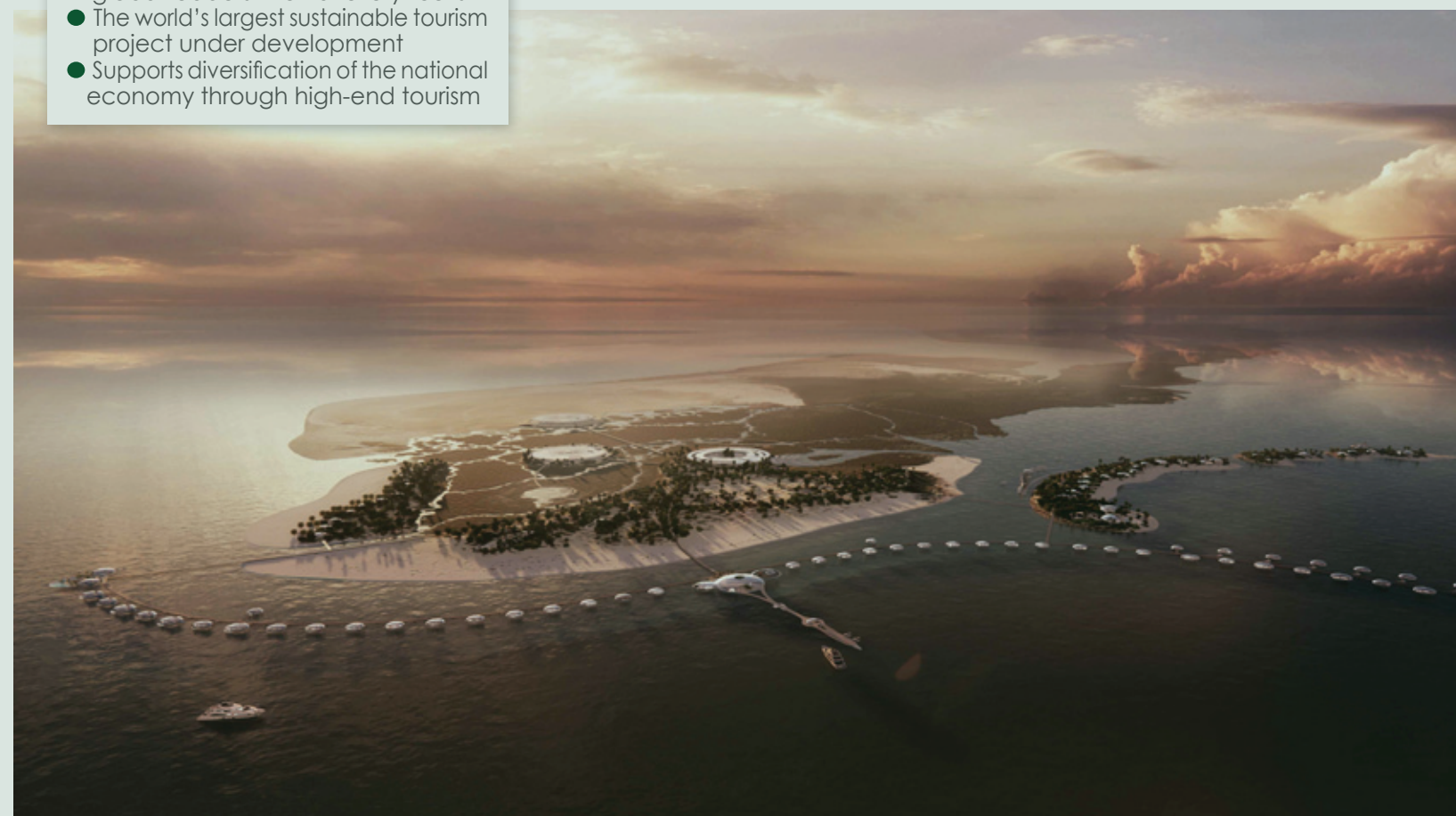
### Key Impact Highlights:

- Positions Saudi Arabia among the global leaders in ultra-luxury tourism
- The world's largest sustainable tourism project under development
- Supports diversification of the national economy through high-end tourism

### What Global Media Says

The Red Sea Project has been recognized globally as one of the most ambitious luxury tourism initiatives in the world. It represents a holistic approach to destination development that respects nature and preserves ecological balance.

- Condé Nast Traveler ranked it among the world's most anticipated future tourism destinations.
- Bloomberg described it as "a new model of nature-powered luxury tourism."





# King Salman Park Project

King Salman Park is one of the largest urban transformation and quality-of-life enhancement projects in the world. It is part of the broader initiative to develop Riyadh into one of the most attractive global cities for living, investment, and entertainment. Spanning over 16 km<sup>2</sup> in the heart of Riyadh, the park will be the largest urban park globally, surpassing renowned international parks such as Hyde Park in London and Central Park in New York.

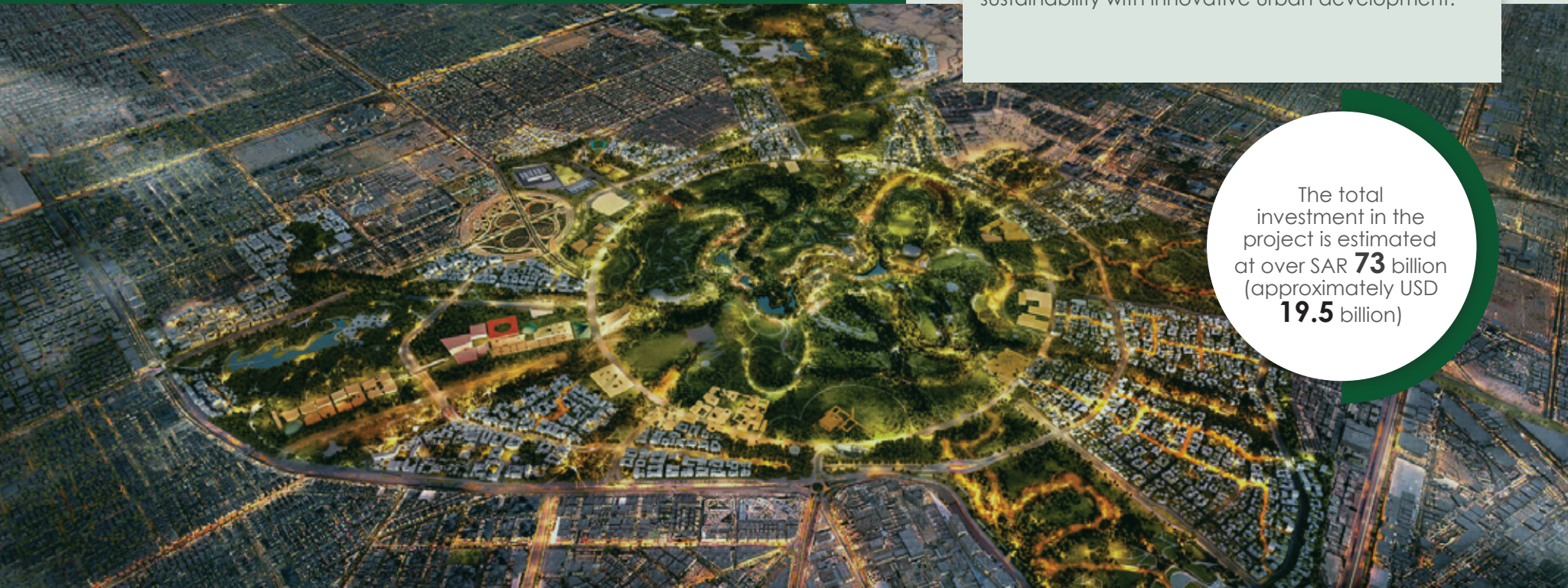
The project goes far beyond expansive green landscapes. It encompasses a fully integrated cultural district featuring theaters, museums, exhibition halls, public libraries, art centers, and modern residential neighborhoods. It will also include cycling, walking, and jogging tracks, botanical

gardens, and open spaces designed to host international festivals and cultural events—positioning the park as a central hub for contemporary lifestyle experiences. King Salman Park represents a major shift in urban design. It contributes to reducing urban heat, increasing green coverage, improving air quality, and enhancing community well-being. The project aligns with the Kingdom's approach to reimagining cities as more human-centered and sustainable, offering a harmonious balance between comfort, recreation, health, and social engagement. The park is also expected to attract residents, investors, and international companies seeking urban environments that blend a healthy atmosphere with advanced infrastructure.



## Investment Scale

, positioning it as a strategic catalyst for the local economy. It will generate thousands of jobs and elevate Riyadh to the ranks of global cities that combine sustainability with innovative urban development.



The total investment in the project is estimated at over SAR **73** billion (approximately USD **19.5** billion)

## Why It Is Reshaping the Investment Landscape in the Region

King Salman Park is not merely a vast green space in the heart of Riyadh—it is a transformative model of the modern city. It redefines the city as a space for living, leisure, and social interaction—not just work and commercial activity. By offering rich recreational and cultural amenities, the park enhances Riyadh's attractiveness to global talent and companies, fostering an environment that encourages innovation and investment. It also supports the goals of Vision 2030 to boost quality of life and positions Riyadh among the world's leading cities—placing it in direct competition with cities such as Dubai and Singapore, while offering a unique urban experience that balances modernity and sustainability.

- Redefines the city as a place for living, not just working
- Enhances Riyadh's appeal to global talent and corporations
- Supports Vision 2030 quality-of-life targets
- Positions Riyadh as a direct competitor to cities like Dubai and Singapore

## Available Investment Opportunities

- The project offers a wide range of investment opportunities, including:
- Development of surrounding hotel and residential complexes
- Establishment and operation of cultural and art centers
- Management of international festivals and open-air events
- High-end retail and fine dining experiences
- Companies specializing in smart environmental infrastructure maintenance and operations

With such diverse opportunities, King Salman Park becomes a dynamic platform for investment and innovation, where entertainment, culture, and business converge in a fully integrated urban experience that reflects Riyadh's vision as a global center for sustainable and elevated living.



## Highlights in International Coverage

According to the World Urban Design Forum, King Salman Park is ranked as the most significant green urban development currently under construction worldwide. More than a vast public park, it stands as a living symbol of Riyadh's transformation into a global city with new environmental standards. The park spans thousands of hectares and aims to redefine the concept of urban parks in major cities by integrating natural open spaces with innovative cultural, recreational, and athletic facilities, emphasizing sustainability and clean energy.

- It is a strategic milestone in transforming Riyadh into a model of sustainable and attractive urban living, embodying the Kingdom's ambitious vision for greener, more livable cities.
- Described by the World Urban Design Forum as “the most important green urban project underway globally.”
- Represents a landmark in Riyadh's transformation into a global city built on new environmental standards.



# NEOM Project

NEOM stands as one of the world's most ambitious and forward-looking urban and economic developments. It forms a cornerstone of Saudi Arabia's Vision 2030, aimed at diversifying the national economy and creating new development models driven by innovation, knowledge, and advanced technologies. Located in the northwest of the Kingdom along the Red Sea coast, NEOM spans over 26,500 km<sup>2</sup>, forming a cross-border special economic zone

designed to attract high-value industries and future-oriented sectors, including renewable energy, artificial intelligence, smart cities, luxury tourism, and global financial services. The project is guided by a pioneering philosophy that reimagines the concept of a city—cities are not merely buildings and roads, but integrated ecosystems for human life. Accordingly, NEOM encompasses several specialized urban developments, most notably:



## Trojena

Trojena is NEOM's luxury mountain tourism destination, offering year-round snow skiing and a unique fusion of natural beauty and sustainable architectural design. It provides new opportunities for tourism development and winter sports, while integrating clean energy and smart mobility solutions. Trojena serves as an attractive destination for both investors and visitors, supporting sustainable tourism in mountainous regions and reinforcing NEOM's position as a global destination for unique and environmentally-conscious travel experiences.



## Investment Opportunities

NEOM opens broad and diverse investment horizons, inviting investors to participate in shaping the region's future economic landscape.

- Key sectors include:
- Renewable energy and green hydrogen
- Luxury real estate, hospitality, and tourism development
- Ports and global logistics services
- Advanced manufacturing and high-tech industries
- Financial services and international startups

These opportunities represent more than financial returns— they reflect NEOM's commitment to building a sustainable, global innovation ecosystem that positions the city at the heart of regional and global development.

## Why NEOM is Reshaping Investment in the Middle East

NEOM introduces a new model for cities of the future:

- Zero-carbon
- Car-free and mobility-reimagined
- AI-managed smart systems
- A multi-sector economy integrated with global markets—not limited to Saudi Arabia

Thus, NEOM is not only a development project—it is a global investment platform redefining innovation and urban sustainability in the Middle East.



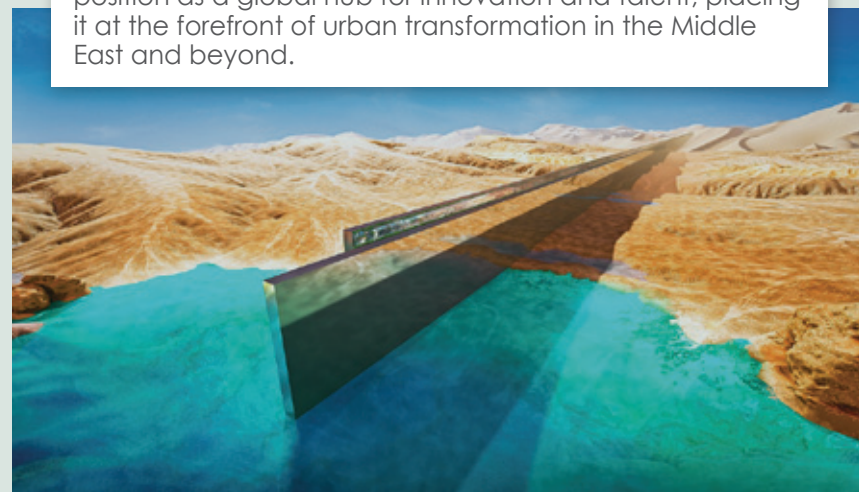
## Global Recognition

- International economic institutions have ranked NEOM as the boldest development project of the 21st century.
- It has become a focal point for leading global companies in technology, infrastructure, clean energy, hospitality, and luxury tourism.

Every sub-project—The Line, Oxagon, Trojena, and Sindalah—tells a story of strategic ambition, technological advancement, and environmental responsibility. NEOM is not merely a destination—it is a forward-looking platform shaping the urban future of the world.

## The Line

The Line is a 170 km long linear city with no cars and no traditional streets, operating entirely on clean energy. It represents a radical new model of sustainable smart cities, designed to integrate living, working, and recreation within a fully connected digital environment, while preserving surrounding natural landscapes. The project marks a strategic step in redefining urban living, merging advanced technology with intelligent mobility and renewable energy solutions. The Line enhances NEOM's position as a global hub for innovation and talent, placing it at the forefront of urban transformation in the Middle East and beyond.



## Oxagon

Oxagon is the world's largest floating industrial city, designed to revolutionize traditional industry through the integration of advanced technologies and clean energy. Strategically positioned on NEOM's northern coast, it serves as a global logistical and commercial hub with seamless access to regional and international markets. The focus is on developing future industries, including robotics, artificial intelligence, and advanced manufacturing, while maintaining environmental sustainability. Oxagon represents a strategic step in supporting the knowledge economy and future industries, strengthening NEOM's status as a global economic center capable of attracting modern technology and major investment.

The total investment value of NEOM is estimated at over **\$500** billion reflecting the Kingdom's bold ambition to redefine the future of urban living

## Sindalah

Sindalah is a luxury island destination serving as NEOM's maritime gateway to the world. Designed as a premier coastal retreat, it features world-class hotels, entertainment facilities, and advanced marina infrastructure. With an emphasis on environmental sustainability and coastal resource management, Sindalah strengthens NEOM's role in the luxury marine tourism sector and enhances its integration into global tourism and trade networks. It opens new investment opportunities in hospitality, marine services, and smart port operations. This diversity positions NEOM as the future economic capital of the region—an innovative bridge between East and West, and a global center for technological development and urban solutions.

## Investment Scale

↳ This financial framework, which includes direct government funding, strategic partnerships with leading global investors, and international investment funds seeking sustainable growth, elevates NEOM beyond the status of a mere development project. It embodies a transformative vision in which car-free smart cities, floating industrial hubs and Luxury Mountain and marine destinations become reality. Every dollar invested contributes to shaping NEOM into a global platform for the future economy—attracting world-class talent, innovation, and cutting-edge technologies.





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# Arab Republic of Egypt

The Arab Republic of Egypt is redefining modern urban development through a series of ambitious mega-projects that embody a bold vision for 21st-century cities. At the forefront is the New Administrative Capital, set to become the political and administrative heart of the nation. Boasting advanced smart infrastructure, integrated transportation networks, government headquarters, contemporary residential communities, and comprehensive commercial districts, the city exemplifies a fully integrated urban environment that harmonizes modernity, efficiency, and sustainability.

Along the northern coast, New Alamein is emerging as a model of integrated urban living. The city seamlessly combines luxury resorts with residential neighborhoods and commercial hubs, incorporating cutting-edge innovations in clean energy and smart utilities, making it a prime destination for both investors and tourists. Meanwhile, Ras El Hekma is developing into a multifunctional urban center where maritime trade and modern industries intersect with tourism and hospitality. Designed as a connected urban network, the city promotes economic diversification while prioritizing environmental sustainability.

These projects go beyond infrastructure—they are dynamic platforms integrating innovative urban planning, advanced technology, and comprehensive services. They serve as engines for real estate and tourism investment and as strategic hubs for industries linked to infrastructure and public services. Each initiative reflects Egypt's ambition to secure a position on the global map of future-ready cities, offering a distinctive model that balances sustainability, innovation, and long-term investment potential for both domestic and international investors.

From the New Administrative Capital to New Alamein and Ras El Hekma, Egypt is charting a new course in sustainable urban development. These transformative projects represent not only cities but strategic drivers of economic growth, tourism appeal, and technological innovation—demonstrating Egypt's emergence as a comprehensive urban destination for the future.





# New Administrative Capital

The New Administrative Capital stands as one of the largest integrated urban development projects in the Middle East and Africa. It represents a strategic step toward reshaping Egypt's urban development map for decades to come. Spanning more than 170,000 acres between Cairo and Suez, the city has been designed to serve as Egypt's new governmental, administrative, and economic capital, built with a fully integrated digital and smart infrastructure that aligns with the highest standards of global smart cities.

The project does not only aim to ease the population and urban burden on Cairo, but rather to introduce a modern city model capable of attracting international investments and global corporations. The new capital includes the headquarters of ministries and government authorities, the new Parliament building, the Presidential Palace, the Diplomatic District, the Financial

and Business District, and a world-class exhibition and conference city. The city is also supported by an intelligent transport network that includes the monorail, electric train, and electric buses.

One of the city's most iconic landmarks is the Iconic Tower in the Central Business District — the tallest building in Africa, standing at approximately 385 meters — along with the Green River, which stretches across the city as a recreational, urban, and investment corridor comparable to New York's Central Park, but on a larger scale.

The New Administrative Capital is not merely an urban development project; it is an initiative to reshape the model of the modern state, built on digital economy, smart services, and administrative automation. This makes it a central hub for attracting global corporations, sovereign funds, and international banks seeking promising markets supported by advanced infrastructure.

## Available Investment Opportunities

The New Administrative Capital is one of Egypt's most significant national projects. It is not just a new city, but an integrated urban model that reflects the state's vision for building smart and sustainable cities of the future. It offers a wide and diverse range of investment opportunities, starting from developing high-rise buildings and commercial complexes in the Central Business District, to luxury and mid-range residential projects led by both local and regional developers — creating a fully integrated environment for living and working.

Opportunities also extend to international universities and educational institutions, hospitals and specialized medical cities, as well as global exhibition and convention centers. The capital also presents a leading model for the operation and management of smart transport and smart city services, positioning it as Egypt's future economic and cultural hub and a magnet for local and global investment.

current and planned investments exceeding USD **58** billion with continuous capital infusion from both the public and private sectors

## Investment Scale

The New Administrative Capital is considered one of the largest urban megaprojects in the region, with current and planned investments exceeding USD 58 billion, with continuous capital infusion from both the public and private sectors.

## Key Investment Opportunities:

- Development of towers and commercial complexes in the Central Business District
- Luxury and mid-range residential projects led by local and regional developers
- International universities and educational institutions
- Hospitals and specialized medical cities
- International exhibition and conference centers
- Operation and management of smart transport and smart city services

## How It Reshapes the Investment Landscape in the Region

The New Administrative Capital is reshaping the regional investment map by introducing a technologically advanced city with infrastructure capable of competing with Dubai and Riyadh. It establishes a new economic hub linking Africa and the Middle East, attracting long-term global investments. By delivering a fully integrated paperless digital government, the capital introduces a modern model for managing cities and public services, while offering long-term real estate investment opportunities with stable returns. In essence, it is a city of the future — blending innovation and technology with promising economic prospects — redefining the concept of urban development in the region.

## Key Transformational Advantages:

- A technologically advanced city competing with Dubai and Riyadh
- A new economic hub linking Africa with the Middle East
- A fully digital, paperless government city model
- A launch pad for long-term, high-value real estate investments



## Media Coverage Highlights

The New Administrative Capital is recognized as one of the most ambitious projects in Egypt's modern history. International Business Times described it as the world's largest smart governmental city under construction. The city was not built as a mere expansion of urban areas, but to reimagine the very concept of a capital — one that embraces advanced technology, smart infrastructure, and vast green landscapes to create a sustainable and future-oriented urban environment.

Described by International Business Times as the largest smart government city project currently under development worldwide.





# New Alamein City

New Alamein City represents an advanced model of global multi-purpose coastal cities. It is the first of its kind on the Mediterranean coast, combining tourism, residential life, culture, economy, and international conferences all within a single urban destination. Spanning more than 48,000 acres with a 14-kilometer waterfront, the city boasts one of the longest developed coastal urban frontages in the region.

The city reflects Egypt's vision to establish year-round livable coastal cities rather than seasonal summer resorts. It features full residential districts, universities (such as Alamein International University), investment zones, cultural centers, five-star hotels, and high-rise towers overlooking the sea. Among its most notable developments are the beachfront tower district undertaken by leading developers including China's CSCEC, in addition to the vibrant Downtown

district which has emerged as a commercial and cultural hub.

New Alamein also includes an international-standard tourist promenade stretching along the coastline, as well as a massive international conference and exhibition center, making it capable of hosting major economic and creative global events. Alamein Lagoon forms a unique urban element designed as an open recreational waterfront, giving the city a distinctive Mediterranean character similar to cities like Barcelona and Nice.

The city aims to become the economic capital of Egypt's North Coast and a prime destination for regional hospitality, administrative, and investment companies. Its strategic positioning is strengthened by integrated infrastructure and high-speed transportation networks linking it to Cairo, Alexandria, and the New Administrative Capital.



## Investment Volume

The total executed and ongoing investments in the city have exceeded EGP 200 billion, with an ambitious plan to expand further as coastal and commercial developments progress. These investments reflect strong confidence in the city as an integrated economic and tourism hub and position it as a leading smart city offering broad opportunities for investors and developers—where urban innovation meets sustainable economic growth on the Mediterranean. local and global investment.



## Available Investment Opportunities

New Alamein City stands as a pioneering model of sustainable urban development along Egypt's North Coast, where natural landscapes intersect with a forward-looking vision of smart cities. It offers diverse and promising investment opportunities that meet the expectations of both local and international investors—from developing residential and hotel towers overlooking the sea, to luxury hospitality projects operated by leading global hotel brands, and commercial complexes serving regional business sectors.

The city also presents opportunities in health resorts, coastal sports facilities, and cultural and entertainment projects designed to host international events—creating a fully integrated destination that combines contemporary living, promising investment potential, and sustainable leisure.



### Key Investment Tracks:

- Development of residential and hotel towers overlooking the sea
- Luxury hospitality projects managed by international hotel brands
- Commercial complexes and business centers for regional companies
- Development of coastal health resorts and sports facilities
- Cultural and entertainment projects for global events and festivals

### Key Advantages:

- A year-round coastal city, not a seasonal summer resort
- Reinforces global tourism investment attraction to the North Coast
- Redefines the coastline as an economic and investment region, not only a tourist zone
- Supports the development of high-quality residential communities along the shore

## What Has Been Said About It

CNBC described New Alamein City as “one of the fastest-growing coastal developments and a new investment magnet on the Mediterranean.” This statement clearly reflects the city's strategic prominence on both regional and global stages.

Located on Egypt's North Coast, New Alamein City presents a unique model of integrated urban development, combining modern residential districts, commercial hubs, and tourism and entertainment facilities—while ensuring environmental sustainability and contemporary design. With advanced infrastructure and ambitious plans for cultural and tourism development, the city is emerging as a strategic investment and tourism link between Europe and the Middle East, redefining the concept of smart coastal cities in the region.

## Why Is It Reshaping the Investment Landscape in the Region?

New Alamein City is not a seasonal coastal project; it is a fully integrated city operating year-round, blending living, working, and leisure within a sustainable urban environment. It strengthens the North Coast's capacity to attract global tourism investments and redefines the region from a summer resort zone into a dynamic

economic and investment hub. It supports the establishment of high-quality residential communities along the Mediterranean, backed by advanced infrastructure and comprehensive services—making it a pioneering model for future coastal cities that harmonize tourism investment with sustainable economic development.



### CNBC described it as:

“One of the fastest-growing coastal projects and a new investment magnet on the Mediterranean.”



# Ras El Hekma

Ras El Hekma is considered one of the largest and most significant coastal development and economic transformation projects in modern Egyptian history. The state aims to convert this prime location on the northwestern Mediterranean coast into a world-class, multifunctional city that combines luxury tourism, real estate investment, commercial activities, and advanced logistics services. Positioned approximately 200 kilometers west of Alexandria, the area is distinguished by its strategic coastal setting, stunning waterfronts, and crystal-clear turquoise waters, making it one of the most picturesque natural coastlines in the region. The project seeks to create a fully integrated city built to international standards—an urban model inspired by destinations such as Monte Carlo, Miami, and Marbella. The vision relies on sustainable urban design, expansive green landscapes, and advanced infrastructure capable of attracting residents, investors, and tourists throughout the entire year, not just during the summer season. The development plan includes premium residential districts, world-class entertainment zones, tourism marinas, an internationally designed coastal

promenade, and globally branded hotel districts. Additionally, the project will feature a high-value commercial and business hub hosting corporate headquarters and modern business parks. Ras El Hekma will be seamlessly connected to Egypt's national transportation networks, including the high-speed rail linking New Alamein with Cairo and the New Administrative Capital—positioning the city as a highly accessible destination both locally and internationally. The project is seen as a major economic driver for Egypt's North Coast, contributing to job creation and revitalizing the tourism, construction, logistics, and hospitality sectors, while significantly increasing the economic value of coastal and real estate assets.

## Investment Scale

The total investment value projected for Ras El Hekma is estimated at USD 35–50 billion across multiple development phases, positioning it as a transformational strategic project capable of reshaping Egypt's tourism and real estate landscape.

Total Estimated Investment Value:  
USD **35–50+** Billion  
Across phased development and expansion.

## Investment Opportunities

Ras El Hekma's strategic location along Egypt's North Coast positions it as one of the most promising future hubs for tourism and real estate investment. The region offers broad opportunities for ambitious investors—from the development of luxury branded hotels and resorts, to upscale residential communities with panoramic sea views designed to attract those seeking refined coastal living. The masterplan also includes integrated leisure facilities, open-air retail districts, and high-end tourism marinas, reinforcing its appeal as a premier destination for luxury maritime tourism. Additionally, the project opens the door to large-scale partnership models with leading international real estate developers, making it a model for sustainable and integrated development in Egypt.

## Why It Redefines the Regional Investment Landscape

Ras El Hekma is reshaping the investment map of Egypt's North Coast—transforming it from a seasonal summer destination into a fully functional, year-round economic city. Beyond this, the area is attracting substantial international partnerships that enhance its investment appeal and redefine the competitive advantage of Egypt's coastal assets. Ras El Hekma represents the starting point of a high-value tourism and real estate economy, positioning Egypt as a leading contender among global coastal lifestyle destinations and elevating long-term economic growth potential.



## Key Strategic Impacts:

- Converts the North Coast into a year-round urban and economic hub
- Attracts major international partnerships and boosts coastal investment appeal
- Launches a high-value tourism and real estate economy
- Enhances Egypt's global competitiveness in luxury coastal destination markets

## As Reported in International Media

Bloomberg described Ras El Hekma as "a transformative milestone in the future of coastal investment in Egypt and the Middle East", highlighting its strategic Mediterranean location that blends natural beauty with forward-thinking urban planning.

## Key Investment Sectors:

- Development of globally branded hotels and luxury resorts
- Premium residential communities with uninterrupted sea views
- Integrated entertainment facilities and open-air commercial centers
- Tourism marina and yacht harbor investments
- International real estate development partnerships



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## United Arab Emirates

Major Projects - United Arab Emirates

The United Arab Emirates continues to strengthen its leadership in developing smart and sustainable cities through large-scale projects designed to shape the future of urban living in the 21st century.

At the forefront of these initiatives is Dubai Harbour, a global maritime and tourist hub featuring the region's largest yacht marina, luxury hotels and resorts, and extensive commercial and entertainment facilities. The project positions Dubai Harbour as a premier gateway for marine tourism and real estate investment in the Gulf.

Expo City Dubai represents the next phase beyond Expo 2020, transforming the former exhibition site into a fully integrated futuristic city. Powered by clean energy, smart city technologies, and a knowledge-based economy, the city hosts headquarters of global companies, residential complexes, and educational centers. Expo City Dubai has become a model of sustainable innovation and a magnet for international investment.

Finally, Sharjah Waterfront City exemplifies advanced multi-use coastal urban development. Spanning a connected series of islands, the project accommodates over 200,000 residents and integrates high-quality living with real estate and tourism opportunities. The master plan emphasizes environmental sustainability, advanced water and energy management, and green infrastructure, while focusing on the "human experience" with open residential communities, marine parks, a 36 km coastal promenade, marinas, international hotels, commercial districts, entertainment centers, schools, and healthcare facilities.

These projects are more than buildings and infrastructure—they are dynamic platforms combining urban innovation, advanced technology, and smart services. They serve as engines for real estate and tourism investment and act as laboratories for the UAE's vision of smart, sustainable future cities. Through these developments, the UAE continues to turn strategic vision into reality, demonstrating its ability to foster economic growth, innovative urban experiences, and environmental sustainability, while creating long-term investment opportunities for both local and international stakeholders.





# Sharjah Waterfront City

Sharjah Waterfront City, stands as one of the largest multi-use coastal developments in the UAE. Stretching across a series of connected islands along the Sharjah coastline, the project offers a balanced urban coastal environment combining quality of life, real estate investment, and tourism. The initiative aims to create a futuristic city capable of accommodating over 200,000 residents, designed according to the highest environmental sustainability standards, leveraging advanced solutions for water, energy, and green infrastructure

management. The city features urban planning that emphasizes the "human experience," with residential communities distributed across open spaces, waterfront gardens, and a 36+ km coastal promenade, complemented by a marina serving yachts and tourist boats. The development includes international hotel zones, integrated commercial districts, entertainment centers, schools, and healthcare institutions, making it a self-sufficient city prepared for daily life, work, and investment.



## Investment Opportunities

The project provides a strategic opportunity for investors and entrepreneurs, offering an ideal environment for developing luxury coastal hotels and resorts, upscale residential units suitable for long- or short-term stays, and innovative tourism and entertainment projects catering to both visitors and residents. Additionally, the city opens opportunities for commercial and logistics investment, establishing integrated business centers, and entering into public-private development partnerships, enhancing investment returns and positioning Sharjah Waterfront City as a comprehensive urban model that combines modern living with promising investment prospects.

Sharjah Waterfront City represents one of the largest urban projects in the region, with total investments exceeding AED **25** billion (≈ USD **6.8** billion).



## Why It Is a Game-Changer for Investment

Sharjah Waterfront City marks a significant shift in the region's real estate and tourism investment landscape. It creates a new tourism axis outside Dubai and Abu Dhabi, offering a unique experience that blends local authenticity with contemporary global living. The project aims to establish a sustainable living destination with a balanced local character, attracting investors seeking continuous returns from tourism and residential sectors, and serving as a pioneering model for sustainable coastal urban expansion. Through this initiative, Sharjah reinforces its position as a fully integrated investment and tourism destination, capable of competing with the region's largest urban centers while preserving the city's identity and culture.

## Key investment sectors include:

- Development of luxury hotels and coastal resorts
- Upscale residential investments and short-term rental units
- Tourism and entertainment services projects
- Commercial, logistics investments, and business centers
- Public-private joint development partnerships

## Highlights include:

- Opening a new tourism axis beyond Dubai and Abu Dhabi
- Establishing a global living destination with a balanced local identity
- Attracting investors seeking continuous tourism and residential returns
- Representing a milestone in sustainable coastal urban expansion

## Key Remarks on the Project

Real estate reports have described it as the «new Dubai Marina... but at a competitive cost,» positioning it among the region's most prominent coastal residential developments. Strategically located on Sharjah's beachfront, the project blends modern lifestyle with absolute luxury, offering a balanced mix of residential units, leisure facilities, and green spaces, making it a preferred destination for families and investors alike. It has been listed among the Top 10 Most Attractive Coastal Residential Projects of 2024 in the Gulf region, confirming its role as a major driver of urban and tourism development and establishing Sharjah as a vibrant destination for sustainable modern living at competitive prices.





# Expo City Dubai

Expo City Dubai represents the next phase beyond Expo 2020, transforming the former global exhibition site into a fully integrated futuristic city that serves as a model for sustainable smart development. Strategically located near Al Maktoum Airport, between Dubai and Abu Dhabi, the city is positioned as a central hub for international trade, travel, and business. The city is built around a vision focused on the knowledge economy, innovation, and clean technologies. It aims to attract both global startups and established corporations, research institutions, and international universities, creating an integrated environment for creativity and development. The infrastructure adheres to the highest standards of green cities, relying on renewable energy and drastically

reducing carbon emissions, making it one of the region's first net-zero emission cities. Many iconic Expo landmarks have been preserved, including Al Wasl Dome, now serving as a hub for international events, cultural, and artistic occasions. The international pavilions are now repurposed as educational, innovation, and business centers. The city also features high-quality residential complexes, recreational facilities, schools, and community centers, establishing a balanced environment for living and working. The city is set to become a focal point for investments in green technology, artificial intelligence, smart cities, sustainable energy, international tourism, and global education, positioning it as a competitive regional hub for long-term investment.



## Investment Scale

The initial developmental investments in Expo City Dubai exceed AED 25 billion, reflecting the UAE's ambitious vision to establish itself as a global center for innovation and scientific research. The city plans continuous expansion to support startups and research clusters, evolving into a platform that integrates business, innovation, and culture within a fully developed urban environment.

Initial development investments exceed AED **25** billion, with ongoing expansion plans to support companies and research clusters.



## Available Investment Opportunities

The city offers regional headquarters for international companies, specialized business clusters for tech and innovation firms, reinforcing its position as a leading economic and entrepreneurial hub in the Middle East. Investments also span education, scientific research, and university partnerships, alongside sustainable housing projects powered by green energy, setting a benchmark for future sustainable cities. Beyond this, Expo City Dubai serves as a platform to host and manage global exhibitions and conferences, making it a vibrant hub for opportunities and innovation, bridging local and global investments in a fully integrated and sustainable urban setting.



## Why It's Transforming the Investment Landscape in the Region

Expo City Dubai is not merely an urban development project—it represents a genuine turning point in the region's investment map. It solidifies the UAE's status as a global center for smart cities and the knowledge economy, redefining traditional urban concepts to create an environment that merges innovation and sustainability. By attracting high-value investments rather than conventional industrial economies, Expo City Dubai offers global companies a strategic operational gateway connecting Asia, Africa, and Europe, enhancing the UAE's role as a global trade hub. The project also provides a replicable model for sustainable future cities and sets new standards for smart urban planning and knowledge-based economies in the region.

- Regional headquarters for international companies
- Business clusters for tech and innovation firms
- Investments in education, scientific research, and university partnerships
- Sustainable housing projects powered by green energy
- Hosting and managing global exhibitions and conferences

## Media Highlights

Bloomberg described it as an "open global laboratory for testing future city models". Here, cutting-edge technology and sustainability converge with urban creativity, forming a living model of smart cities that anticipate the future before it arrives.

- Establishes the UAE as a global hub for smart cities and the knowledge economy
- Attracts high-value investments over traditional industries
- Provides global companies with a strategic operational gateway between Asia, Africa, and Europe
- Sustainable housing projects powered by green energy





# Dubai Harbour Project

Dubai Harbour is one of the most prominent marine tourism projects currently under development in the Middle East, forming part of Dubai's vision to strengthen its role as a global hub for maritime tourism and coastal entertainment. The project is strategically located between Dubai Marina and Palm Jumeirah and features the largest yacht marina in the region, with a capacity exceeding 700 yachts and boats of various sizes, positioning it as a key gateway for international yacht traffic in the Gulf.

The master plan includes the development of luxury residential neighborhoods, five-star hotels, transient tourist marinas, shopping centers, a waterfront promenade,

and an events district capable of hosting global events that attract both visitors and investors. The project is also designed to serve as a departure point for international cruise journeys, reinforcing Dubai's position as a logistical and tourist hub for sea travelers.

Dubai Harbour forms part of a broader strategy to enhance Dubai's appeal as an integrated city for living, working, and tourism, by combining coastal lifestyle with commerce, hospitality, and entertainment in a single urban space. The project also represents a significant addition to the high-spending tourism economy associated with yachts and cruises, a sector experiencing rapid global growth.

Development investments for the project are estimated at over AED **25** billion (approximately USD 6.8 billion)

## Investment Scale

reflecting the ambitious vision to make Dubai Harbour a fully integrated global destination. The project is designed to combine luxury yacht marinas, high-end tourist resorts, and entertainment and dining destinations, creating a vibrant hub for marine and tourism activities.

## Why It Changes the Investment Map in the Region

Dubai Harbour reshapes the investment landscape by transforming Dubai into an unparalleled global marine destination. The project elevates the emirate's status as a center for luxury maritime tourism and significantly boosts the value of surrounding coastal real estate, reflecting a strategic shift in the luxury property market. By integrating high-end residential living with premium hospitality, the project creates a holistic environment that blends work, leisure, and entertainment. Establishing a growing market in yachts and marine leisure positions Dubai Harbour as a magnet for both investors and tourists, placing Dubai at the forefront of marine innovation and luxury investment in the region.

- Enhances Dubai's position as a global marine tourism hub.
- Increases the real estate value of surrounding coastal areas.
- Connects luxury residential living with high-value hospitality.
- Establishes a growing market in yachts and marine leisure.

## Available Investment Opportunities

Dubai Harbour is one of the UAE's most prominent luxury marine projects, offering a fully integrated destination that combines luxury, investment, and marine activities within an exceptional urban environment. The project provides a variety of investment opportunities for investors and entrepreneurs in the tourism and marine services sectors, including:

- Development and management of yacht marinas and marine services.
- Operation of luxury hotels and resorts.
- Investment in retail outlets and waterfront restaurants.
- Development of sea-facing residential projects offering a luxury lifestyle integrated with the marine environment.
- Provision of marine tourism maintenance and management services to ensure sustainability and attract both visitors and investors.



## Media Highlights

CNN Travel described it as "the waterfront that is redefining the future of Dubai tourism." The project combines luxury and innovation through modern marina designs, tourist resorts, and integrated entertainment facilities, establishing Dubai Harbour as a unique global destination.





# Sultanate of Oman

The Sultanate of Oman is shaping a new generation of urban and tourism development—one built on a profound harmony between people and nature, and between a sustainable economy and an authentic cultural identity. Guided by Oman Vision 2040, the country is moving toward economic diversification and the development of modern, environmentally conscious cities that provide elevated living and tourism experiences grounded in innovation, refined tranquility, and the thoughtful use of the nation's unique natural resources.

These initiatives are part of a strategic direction that positions Oman as a distinguished regional destination for sustainable investment and tourism, and as an economic gateway linking the Arabian Gulf with the Indian Ocean and East Africa. The vision promotes the creation of integrated urban environments powered by clean energy, smart solutions, and low-impact urban planning.

Within this framework, a series of major national projects are taking shape—projects that are redefining the character of Oman's coastal and mountainous cities while strengthening the country's position on the regional development map. Key initiatives include the sustainable coastal city of Yiti, which exemplifies a balanced approach to luxury tourism in harmony with the natural environment, and the Greater Muscat Development Plan, which reimagines the capital as a multi-centered, future-ready urban metropolis. The vision also extends to Al-Irfan City, envisioned as a modern hub for business, education, and innovation. These projects represent more than urban expansion—they form a new urban model that integrates economic diversity, quality of life, upscale tourism, and environmental sustainability. In doing so, they reinforce Oman's position as a long-term investment destination distinguished by its unique identity and refined character.

Driven by this comprehensive vision—where sustainable development meets enhanced economic attractiveness—Oman is advancing a portfolio of transformative projects that will reshape the country's urban, economic, and tourism landscape. These initiatives go beyond the creation of modern infrastructure or new tourist destinations; they present integrated urban concepts that redefine lifestyle and unlock new horizons for investors, locally, regionally, and globally. Below are the key flagship projects that embody the features of this new development era in the Sultanate:



## Greater Muscat Urban Expansion Plan

The Greater Muscat Urban Expansion Plan is a strategic initiative aimed at reshaping the Omani capital over the coming decades, through the development of a sustainable and balanced urban model that aligns with population growth and modern economic transformations. The project spans a broad geographic scope, combining the renewal of existing districts, the establishment of new urban zones, and the development of smart mobility networks in line with Oman Vision 2040.

The plan adopts the concept of a Multi-Center City, ensuring that Muscat evolves beyond a linear coastal city into a network of specialized urban communities interconnected through modern infrastructure. The project includes the development of integrated residential neighborhoods, business districts, modern commercial hubs, extensive green spaces, and a wide range of public services and recreational facilities.

A key component of the plan is the improvement of the urban transportation system through the construction of new road networks and the introduction of advanced public transit corridors, including Bus Rapid Transit (BRT). These networks will connect major districts with business centers in a way that reduces congestion and enhances the quality of daily life for residents.

In line with emerging design trends, the plan emphasizes environmentally responsive architecture that respects the local climate and geography, incorporating solar energy systems, water management efficiency, and the use of locally sourced stone and timber. This approach aims to create a contemporary urban character rooted in Omani identity.

The project is positioned to attract long-term urban development investment, particularly from real estate developers and infrastructure investment funds.



Estimated Investment Value:  
Between USD **8** billion and USD **12** billion, implemented in phases from 2025 to 2045.



### Key Investment Opportunities:

- Development of contemporary urban residential communities
- Establishment of business parks and new commercial districts
- Smart mobility solutions and multi-level parking systems
- Digital infrastructure and urban management technologies
- International schools and private healthcare centers

### Why It Changes the Investment Landscape:

- Transforms Muscat from a tourism-administrative city into a fully integrated urban economic capital
- Attracts long-term strategic capital rather than short-cycle investment
- Supports the creation of more livable and work-friendly urban environments

### Notable Recognition:

The Global Urban Planning Review described it as: "The most impactful urban restructuring plan in the Gulf region over the next decade."





# Madinat Al-Irfan Project – The New Economic and Knowledge Capital of Muscat

Madinat Al-Irfan stands as a pioneering urban development reshaping the future of Muscat, in line with the Sultanate of Oman's vision to advance a knowledge-based economy and build sustainable, multi-functional cities. Spanning more than 7.4 million square meters, the project is being developed through a strategic partnership between the Oman Investment Authority and Omran Group, with the aim of establishing a fully

integrated urban hub that brings together business, education, living, and culture within a contemporary environment inspired by Omani identity. The master plan is built on the concept of a "multi-purpose city", creating a dynamic economic ecosystem that attracts international companies and entrepreneurs, while at the same time offering modern residential communities, expansive green spaces, cultural and

leisure facilities, and educational and research institutions. The project already encompasses several landmark components, including the Oman Convention and Exhibition Center, world-class hotels, and a corporate business district, in addition to the Tilal Al Irfan development in partnership with Majid Al Futtaim Group, which forms a new commercial and entertainment destination within the city.

## Investment Scale

The total investment value of the project is estimated at several billion US dollars, implemented in phased development cycles extending through 2040. This approach ensures sustainable growth and a gradual expansion aligned with economic demand and population development, urban environment. Initial development investments exceed AED 25 billion, with ongoing expansion plans to support companies and research clusters.

## Key Investment Opportunities

- Positions Muscat as a leading regional hub for business and the new economy.
- Presents a smart and sustainable city model rooted in cultural authenticity.
- Attracts global corporations and specialized professional talent to the Omani market.
- Supports economic diversification in alignment with Oman Vision 2040.
- Enhances the sectors of business tourism and high-value knowledge-based services.



## Media Perspectives on the Project

- "Madinat Al-Irfan represents the most significant urban transformation in Muscat in the 21st century."
- Regional Real Estate Reports
  - "A pioneering Arab model capable of attracting new-economy companies thanks to its advanced digital infrastructure."
  - International Investment Analysis Platforms

# Yiti Sustainable Tourism City

The Yiti Sustainable Tourism City stands as one of the most ambitious urban and tourism development projects in the Sultanate of Oman. It represents a forward-thinking model for eco-friendly cities that harmoniously blend contemporary design with the surrounding natural landscape. Located along the picturesque Yiti Bay overlooking the Gulf of Oman—and only about 40 minutes from downtown Muscat—the project spans more than 11 million square meters, offering an integrated vision for refined coastal living where residential communities, leisure, hospitality, and business coexist within a serene natural environment. At the core of the project is a low-impact environmental planning philosophy. Buildings and infrastructure are being designed to

preserve the area's natural topography, while maximizing the use of solar energy and advanced water-treatment technologies. The development will feature world-class resorts and hotels, luxury waterfront residences, a marina, retail destinations, pedestrian promenades, and vibrant leisure districts—positioning Yiti as a distinctive tourism and investment hub within the Gulf and broader Middle East region. The project aims to attract a diverse range of investors, including individual investors, tourism-focused investment funds, and real estate developers specializing in luxury hospitality. This aligns with Oman's strategic plan to diversify its economy beyond oil and strengthen sustainable non-oil revenue streams.



## Investment Scale

The first development phase involves total investments exceeding USD 1.5 billion (approximately 600 million OMR), with further expansion phases expected in the future.

## Why This Project is Reshaping Regional Investment Trends

- Positions Oman as a global destination for luxury tourism
- Introduces a new benchmark for sustainable coastal cities—comparable to NEOM and the Red Sea developments
- Enhances Oman's long-term appeal as a stable, future-ready investment environment

## Global Recognition

Economic Times described the project as: "A next-generation model of sustainable coastal cities capable of attracting global investors."



## Key Investment Opportunities

- Development of high-end residential and holiday communities
- Investment in luxury hotels and international resort brands
- Marina operations and high-end yachting services
- Retail, dining, and premium commercial destinations
- Eco-services, sustainability solutions, and clean-energy technologies







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