

# mena news



## **Mena Gardens** A unique residential and investment future in New Cairo

### **El Yasmine Residence**

El Yasmine Residence project delivering the first units in 2009

### **Unique Monuments**

The Leaning Tower of Pisa - Stonehenge in England



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# menanews

Quarterly Newsletter

March (2009)



A free bulletin issued by the public relations department

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## Real Estate investment swings between flourishing and anticipation under the umbrella of the current global crises

Written by: **Fathallah Fawzy**  
Chairman



On witnessing the current global economic crises and its entire consequences and impacts internationally, we would like to highlight the damages it caused; cracking down numerous stock markets and banks in the USA as well as in other countries Europe & Gulf Area. The above mentioned countries got negatively affected due to the crises.

Experts & experienced analysts sorted out their professional opinions for the dilemma as; optimistic or pessimistic.

Logically speaking; we can not deny that there are negative impacts resulting from the global crises taking place in the Egyptian market. If we tackled the current crises while we are taken aback, we would witness more threats that would consequently affect other markets causing them to be paralyzed; hence, interrupting the wheel of economic development.

On the other hand if we leaned on logic, we could brief up these interruptions wisely replacing them with a special cultural methods which would help guiding us to the coming phase, and would sustain us with the needed methods of how to deal with markets professionally.

Concentrating on the notion of how to draw borders to this crisis and its effects on the markets; borders vary according to every field. There are some fields got directly affected by this dilemma and that was apparent in the

stock markets in addition to the rapid withdrawal in various banking portfolios. The real estate field has witnessed some kind of withdrawal yet in a slow motion, a retreat in its request was registered to vary from 20 - 30 % in comparison to the time period before the forthcoming of the crises.

There are two types of clients; first, who actually demand a property for means of living and this type represent 600,000 cases of marriage annually and need properties for living. The second is the investor client who buys a property as a summer residence or something alike. On highlighting the other category (investors); this client would totally postpone the decision of purchasing a property awaiting more dropping in prices in the real estate market (as they assume) that this would enable them as investors to gain what could compensate other sources of profit. These above types are considered types demands to the properties in real estate market.

We have to monitor the marketing offers as being displayed in markets enabling us to set a type of culture by which help figuring out the shape of the coming phase. This offer could be briefed up into two types; the first is the real estate companies that will not construct a unit before selling it. The one controlling aspect in this process will be the constructing

components and resources which will not exceed 30 % as clarified before. Mature and alert companies will be capable of surpassing such phase.

Mature companies should have an adequate

experience to deal with any crises; they could provide the types of properties suiting the requirements of the clients who want to buy properties for living (actual demands), such real estate companies will not lessen any of prices except only to be parallel to the prices of the constructing components.

The other types of marketing offers could be represented in (Individual investors) who previously purchased real properties for purpose of investment in order to resell again with significant profit, these investors are not representing more than 5 % of the entire real estate market. To sum up the entire issue; I would like to state that; real estate market is considered being a basic wheel of economy in general. The real estate field will undergo some pending periods of time and moments of anticipation. We can declare that real estate market only got affected by 20 - 30 % of this crisis. Thus, we can say a delay in the process of purchasing and selling consequently resulting in a general slow economic motion.



# Customer Satisfaction Anywhere We Develop



# Mena Gardens

## A unique residential and investment future in New Cairo

Mena Gardens is located side by side with the American University in New Cairo and so close to the Future University there. In going into further details regarding the project; it is a residential, commercial, administrative and a luxurious project. An area of 45 % is only being made for the residential purpose and the remaining area will be divided to include administrative, commercial and luxurious portions. The landscapes and greenery; which are considered so vital aspects of the project and a reflection of Mena, other services should be taken into consideration that the company already runs successfully.

As for the areas of these units usually vary between 75 – 350 m<sup>2</sup>. Each unit includes from 2 – 4 bedrooms, the units of the first phase are to be delivered to clients fully superlux with all the entire finishing after three years. The project has another advantage that the land is legally a registered ownership which consequently enables an immediate registry to the property after the full payment of the unit's price, in addition to another facility that is an easy way of obtaining a funding from the bank in case the purchaser needed this process.

For more info about the project, we would be honored to answer you back through the land line no.: 330 22 222 - 16144.



## Mena announces for "Sanabel Project" in 6<sup>th</sup> of October

Sanabel is located just before Cairo-Al Fayoum desert road toll station and about 9 km from Mena Garden City resort. It is located in the most distinguished area that is surrounded by series of luxurious and entertaining services.

Mena takes pride in contributing in such project hence; it comes as an implementation to the initiative of President Mubarak election agenda where as the private sector should participate in offering housing facilities to youth sector those who are of an average or limited standards of living. This initiative will depend on the conditions being regulated and set by the Ministry of Housing.

The project occupies a land space of 31 acres with a total number of 2200 units net areas 63 m<sup>2</sup> (representing 1680 unit - 18 % of the

total area of the project) while the remaining units are 45 m<sup>2</sup> studios (representing 4% of the total area of the project). The final 12% of the project is dedicated for the services area such as: Commercial mall including various activities and shops, cinema, kindergarten and mosque; in addition to greenery landscapes which are considered as the most unique aspect of Mena different projects level. The project is divided into four phases that will take nearly 3 years of development to be completed.

During project planning, some essential criteria were taken into consideration; the units' spaces with their significant varieties were designed and exploited in a sophisticated architectural way to suit all youth requests along with the elegance of the elevated districts. This elegant image adds a vital cultural dimension through

the reflection of a significant architectural building where each building consists of the ground and five floors.

The project has the advantage of payment methods for clients to obtain their desired units by either submitting their payments directly through Mena or through real estate funding companies and banks; such methods will be announced soon.

This project represents a variety in the real estate products offered by the Mena; a product that suits various requests of (average and limited standard of living) youth who occupy a large segment in the society that are seeking suitable residential units to enable them to get married and build a new family.



## Summer 2009

### Mena signs up a partnership contract for a touristic village of total area 60 acres

The coming summer 2009 is to witness the most recent projects of Mena for investment, touristic and real estate co. This project is situated in the North Coast of Egypt over an area of 60 acres after the company had signed up a partnership contract with Florida; Mena's share of this partnership is 35%.

It is agreed that Mena will handle managing, selling and marketing the project relying on its profound experience in the surveys done previously regarding the North Coast with Florida Co. will take the part of supervising the implementation of the project.

On the other hand, the company finished performing a general planning to the village over an area of 252,000 m<sup>2</sup>; as it includes 335 units which are divided as such: 43 villas of an area 380 meter/villa, a number of 52 twin houses of an area ranging between 200 - 245 m<sup>2</sup>, 240 beach-cabins (Chalets) of about 125 meter/unit. Such varieties in areas and units came to suit our clients' choices. In designing the village, some basic aspects were put into consideration as in providing 80% of the areas for landscapes and gardens, car parking, other major services such as the existence of a

commercial mall, various playgrounds, swimming pools, entertaining places for adults and youngster.

This project is considered one of the significant additions to the series of glamorous projects of Mena in the North Coast and a precious contract with Mena's clients. The project being situated in a distinctive location before Matrouh by 90 km is to be regarded a unique change amongst Mena's projects in the North Coast, where the location and the interior designs are introducing new definitions to a new project to come.



# Eng. Fathallah

## is one of the best 18 businessmen in the Middle East region

The Entrepreneur of the Year program, already successful for over 22 years in 135 cities in over 50 countries, seeks to honor entrepreneurs whose ingenuity and perseverance have created successful businesses. It makes a difference by fostering entrepreneurship and recognizing the contributions of people who inspire others with their vision, leadership and achievements.

February of this year saw the first ever Entrepreneur of the Year Awards in the Middle East. Samih Darwazah, Chairman of Jordan based Hikma Pharmaceuticals, was named winner of the 2007 Middle East Entrepreneur of the Year and went on to compete for the title of World Entrepreneur of the Year 2008 in Monaco in June.

With the program now in its second year, 17 new Middle East finalists are vying for the 2008 title.

1. Abdullah M. Mazrui, Chairman, Mazrui Holdings
2. Abdulmohsen Abdulaziz Al-Hokair, Chairman, Abdulmohsen Abdulaziz Al Hokair Group
3. Akram Al Agil, CEO, Jarir Marketing Co.
4. Elia C Nuqul, Chairman, Nuqul Group
5. Eng Fathallah Fawzy, Chairman, Mena For Touristic and Real Estate Investment
6. Isam K Kabbani, Chairman, Isam K Kabbani Group



7. Joseph Ghossoub, President & CEO, THG
8. Khalid Abdul Rahim, Chairman, Cebarco Bahrain SPC
9. Maqbool Al Saleh, Chairman, OHI Group
10. Mehdi Amjad, President & CEO, Omniyat Holdings and Almasa Holdings
11. Nadia Aldossary, CEO & Partner, Al Sale Company
12. Omar R Shallah, Managing Director, Rakha Co Shallah & Hboubati
13. Rami Khalid Alturki, President, Saudi Readymix
14. Eng Sobhi Batterjee, President & CEO, Saudi German Hospitals Group
15. Walid Kayyali, Managing Director, Al Haya Medical Co.
16. Yasseen Mansour, Chairman & CEO, Palm Hills Developments
17. Yousouf Al Darwish, Chairman, Al Darwish United

These finalists will be interviewed by a panel of independent judges during a three-day event at the Dead Sea, Jordan, from 27-29 November.

## Mena signs up a contract with Smash

### to manage Mena Garden City club

Approaching a near step towards opening a membership in Mena garden city club, Mena signed up a contract with Smash Company for the club's management; that will include a phase like construction as in; buildings, major services represented in two swimming pools (one for adults and other for kids); social premises, Gymnasium, series of restaurants, six tennis playgrounds in addition to other two playgrounds for various purposes (Basketball – Handball – Volleyball) plus three football playgrounds.

Smash was chosen to manage the club for its brilliance and precious experience

in such field, since Mena cares that the club management must be operated by experts and professionals to run the club's activities and to provide the best services to all the members.

Smash management is a company established only for managing clubs nationally and internationally. In house procedure standard and controls have been put designed and implemented to ensure a quality services for all facilities that we manage (e.g. Smash Tennis Academy, Smash Katameya Residence Sporting Club and Smart Village by Smash Management).



## Summer 2009 is to witness the glamorous achievements of Mena 4 with entire unique finishing to the village

Mena 4 village will be stepping into its second phase by the end of summer 2008, a stage that is to be considered above progressive. It is the phase of achievements covering all the pending works which came to be completed entirely.

The management of the project comes to concentrate on achieving huge parts of utilities as per needed in the stages of completing the project such as; handling the drainage tunnel networks, extending internal electric power cables and irrigation systems – all taking place in broad sectors within the second phase, paving the way for cultivation and planting landscapes.

We can depict the fact that the work rate taking place in the site of project reflects that the summer of 2009 will picture an integrated



image within the village blending both previous phases together in an outstanding way. This achievement will follow up a complete readiness to deliver units and buildings

to our clients; on the other hand we would like to announce the completion of both an administrative building and a mosque in the village.

# "Turquoise Project"

## achieved high selling rates



A fast growing and continuous request from clients came to revolve around the outstanding big units in the project of "Turquoise", besides floods of requests regarding smaller units from clients of average standard of living and those who are willing for the process of investment.

Many clients praised genuinely the project for its unique location; foretelling its success in the future due to its one of a kind location in Egypt's touristic map and the up coming successful campaign to promote this portion of clients especially from the North Coast residents and most of Mena's valued clients.

Turquoise project achieved the highest and perfect selling rates in nearly a period of two months in summer time due to its perfect usage of areas and spaces in a very

convenient and practical way. It conveys its strength to accept more of the growing requests of clients in the North Coast area.

A huge sector of purchasers in the North Coast put their trust in Mena co. with its various projects showing how these projects maintain their flexibility to meet successfully with the different requests of clients.

Areas in the project range between 56 -100 m<sup>2</sup> of process varying between 300,000 - 650,000 EGP. according to the location and the area of each unit and in accordance to the finishing set for each unit separately.

Mena's villages are signified with the perfect planning to each of its unique style projects which are characterized by being shining real

estate spots. These projects include many facilities, entertaining services, luxurious and commercial services, existence of a hotel (4 stars), swimming pools for adults and kids, various cafes and supermarkets which picture an integrated image for this project.

Through the high selling rates came the achievements and advantages of the project that attracted many clients searching for such an outstanding real estate product in the North Coast gathering all these features.

On the other hand, the implementation of work has already started in regards to the project where the settlements, digging processes are taking place allowing much growth and expansion to more and more units to come.

## Brilliant achievements in Mena Residence New Cairo

Coming closer to Mena residence location in New Cairo, one could behold a noticeable change in the wheel of achievement, all reflecting a sincere determination and competition with the time interval being given to the project to come to light.

Concrete structures and other full constructions for the premises, villas and buildings are already taking place to be shown in an apparent series of locations in the project.

At the same time, the project is to come to its final touches by terminating its major tasks as in; finishing most facilities and utilities of networks in the project in an ascending way, fully corresponding to the movement of achievements in the entire project. The above tremendous efforts and works are paving the way to put some final touches in planning the divisions of the roads; which reflect fluency.

All these above achievements come to shine brilliantly in such a remarkable span of time which is less than one year since the project had launched its way to be implemented. This unique period of time could tell about the seriousness and responsibility of the company's performance and the project management to deliver the project ready according to its final time schedule.



## Mena overwhelming 122,000 m<sup>2</sup> in North Coast in a favorable deal with an amount value of 42 million pounds

Mena has successfully overwhelmed a land of 122,000 m<sup>2</sup> in the area named "Sowany Gaber" This land has outstanding location facing directly the sea shore, extending through a distance of 765 m long.

This land has considered to be a future extension to the various of projects being operated by the company in the North Coast which the company boasts with their significant existence throughout the

past 29 years. Such existing projects as in the four Mena north coast villages, "Turquoise Project" that stands a unique symbol hence, many units were sold out in this project in the summer of 2008.

# Towards Globalization or Back to Intervention State

Written by: Dr. Fatma El Zahraa

Advisor to the Chairman



The financial crisis has showed that globalization can promote not only opportunities but risks as well which make the impact of globalization more complex and questionable consequently the role of the state is revisited.

## The Collapse

The first clear sign that the US housing bubble was bursting, the mid-2007 crisis in the sub-prime mortgage market (stemming from the

significant increase in defaults), transmitted losses to a whole set of securitized financial products such as mortgage-backed securities.

Many of these new securitized financial products with layers of underlying assets were revealed to be far riskier than their credit ratings indicated. The drop in value of these assets dealt a blow to the balance sheets of many financial institutions. Even worse, the

financial innovations of this decade - many of which had been sold on the promise that they would diversify and minimize risk - turned out to be transmission mechanisms for instability. The subprime mortgage crisis thus became a full-fledged financial crisis, which in turn has led to a collapse in equity markets.

Although the full-fledged crisis struck first in the United States, the US is not alone in its

vulnerability to shocks and collapses in consumer confidence. Many countries, both developed and emerging-market, have recently experienced bubbles in asset markets. Housing prices have risen rapidly for reasons not entirely explained by fundamentals in such countries as Ireland, the UK, and Australia while countries like China and Russia saw speculative frenzy drive their equity markets to dizzying heights before the crisis. Financial integration and cross-border holdings of mutual funds, hedge funds, developed-country bank subsidiaries, and insurance companies have transmitted turbulence and helped propagate asset price collapses in European and other countries.

### The effects on developing countries

One effect will be a substantial reduction in their exports, as the rapid pace of trade expansion of this decade decelerates sharply. The IMF recently projected growth in world trade volumes of just 4.1 % in 2009, down from 9.3 % as recently as 2006. In addition, the crisis will deal a negative shock to investment in emerging markets. All of the main external sources of funds for investment are likely to drop off sharply in the first round of effects. Portfolio investment will fall, as greater risk aversion keeps capital closer to home. While FDI is historically more resilient to shocks, it too is expected to decline.

In addition, developing countries that are able to gain access to capital will pay higher interest rates, because of the flight to safety and greater

risk aversion of lenders.

Second round effects will likely deepen the slowdown. Because of the investment surge of the past five years, an especially large number of investment projects are already underway. As investment financing drops off, two outcomes are possible, neither of them attractive. In some cases, the projects will not be completed, making them unproductive and saddling banks' balance sheets with non-performing loans. In other cases, when the projects are completed, they will add to the excess production capacity that will result from the global slowdown, and thereby add to the risk of deflation.

As a result of all these factors, it is expected that developing countries collective GDP growth will decline to less than 5 %, compared with an average of more than percent in 2004-07.

### Conclusion

Many developing countries enter this crisis with advantages that they lacked during the shocks of the 1980s or 1990s.

The strengthening of macroeconomic policies - including fiscal and external positions, in many cases - leaves them less vulnerable. Sovereign debt is better managed in most countries than at the time of the Asian crisis, and the move (in most cases) to flexible exchange rate arrangements makes it easier for countries to partially absorb the shock through exchange-rate adjustment.

Developing countries will need all these advantages as they move to limit the damage from this crisis. The first priority is to prevent financial contagion from crippling domestic banking and non-banking financial



sectors. Because of the high level of interlinkages among the world's financial firms and sectors, these effects have begun to arrive before the real economy effects in some countries. Stock markets have declined sharply, some currencies have depreciated substantially, and sovereign interest-rate spreads have risen with the "flight to safety" in world markets. At a more micro level, some developing-country exporters are already finding it hard to obtain the trade credits that are their lifeblood, which could cripple export sectors that will soon be hit by the fall in foreign demand.

It is important that the developing countries take quick, decisive, and systematic measures to ensure that credit crunches and bank collapses are avoided locally. And in extending deposit guarantees, governments need to set adequate floors and coordinate policies to avoid "beggar-thy-neighbor policies", while guarding against the long-run moral hazard effects that will make the regulators' job harder in the future.

# The Leaning Tower of Pisa

A combination of works of architecture and sculpture which rise stately and austere, but at the same time refined and full of charm, placed around a wide tender green lawn. It is in this natural simplicity that the white marbles, so highly worked and rendered precious by human genius, have found a perfect setting. It is exactly in this pleasant simplicity of the "LAWN" that the greatness of the works, seems almost a creation of nature itself, wonderfully blended, so much so that the tourist, even if passing hastily by, can't help but feel a strong sense of admiration and emotion. This wonderful architectural composition, with so much harmony of styles and colors, contrasts with the beauty of the ancient walls facing west and east, as well as the buildings of the 13<sup>th</sup> century facing south, today seat of the "Spedali Riuniti di S. Chiara".



# Stonehenge in England

England is a land of ancient cities, royal palaces, massive cathedrals, and legendary sites. Mighty castles, stately homes, glorious gardens, and tiny picturesque villages enhance the natural beauty of the countryside. Stonehenge..



# 10 Sleeping Tips

1. **Stick to a schedule.** Mum was right when she set a time we always had to go to sleep as kids. Sticking to a schedule allows your body to set its internal rhythm so you can get up at the time you want, consistently, every single day. Also, make sure you try to keep the same schedule on weekends too, otherwise the next morning; you'd wake later and feel overly tired.
2. **Sleep only at night.** Avoid daytime sleep if possible. Daytime naps steal hours from nighttime slumber. Limit daytime sleep to 20 minute, power naps.
3. **Exercise.** It's actually known to help you sleep better. Your body uses the sleep period to recover its muscles and joints that have been exercised. 20-30 minutes of exercise every day can help you sleep, but be sure to exercise in the morning or afternoon. Exercise stimulates the body and aerobic activity before bedtime may make falling asleep more difficult.
4. **Taking a hot shower or bath** before bed helps bring on sleep because they can relax tense muscles.
5. **Avoid eating just before bed.** Give yourself at least 2 hours from when you eat to when you sleep. This allows for digestion to happen (or at least start) well before you go to sleep so your body can rest well during the night, rather than churning away your food.
6. **Avoid caffeine.** It keeps you awake and that's now what you want for a good nights sleep.
7. **Read a fiction book.** It takes you to a whole new world if you really get into it. And then take some time to ponder over the book as you fall asleep.
8. **Have the room slightly cooler.** I prefer this to a hot room. I prefer to turn off the heat and allow the coolness to circulate in and out of the windows. If I get cold, I wear warmer clothes.
9. **Sleep in silence.** I find sleeping with no music or TV on more easy and restful. I guess others are different, but sleep with no distractions is best for a clearer mind.
10. **Thinking calmly in all the good news** that you have heard over the day, will help you to feel peacefully.





# Every Color has a meaning



Wherever we go, wherever we turn, a shade of blue always follows: the sky, the ocean, blue flowers and birds, blue mountain tops and deep blue lakes. Blue is a calm, restful color, perfectly suitable for interior design, especially for bedrooms. It's a Mediterranean color, one that reminds of the summer and the sea, a definite mood booster. For this reason interior designers started to use this color in offices, day rooms and even to decorate summer gardens and kitchens.

Blue in offices has a good impact on the attentiveness of the workers. and make them focused and creative. Even sportsmen perform better in blue rooms. Blue generally symbolizes harmony, peace, healing and happiness, Interior designs deal with shapes and colors, combining them to create a pleasant atmosphere in every home.

Navy blue is a dark color that requires careful employment in a design composition. But used in the right amounts and on the right spots, navy blue can be the decisive element to enhance a design transforming a primarily dull space into an oasis of joy. Navy blue is the color of the deep seas. It's used often in designing the interiors of beach hotels and terraces. It reminds of handsome sailors (sailors do have those already famous navy-and-white striped t-shirts) and sailing adventures. What could better boost your mood than a dining room bathed in summery lights, where the 5 o'clock ice tea waits for you on a navy-and-white striped placemat?

If you are going to use navy blue to decorate your bedroom, you should always combine it with light, positive colors: white, camel, light beige, light gray, pearl. To make the blue décor even subtler, you should paint your walls in white or light beige. You could always use navy-blue furniture and bed sheets to create that nautical effect you long for. Decorating the walls with paintings or posters depicting the sea will enhance the interior design of your bedroom even more.

Another room suitable for navy-blue decorations is the bathroom. White and navy blue tiles could create a chess pattern on the floors and for some perfect decorative accents you could spread some blue tiles among the white ones on the walls, vases, curtains, towels and other interior design accessories. And don't forget mirrors, to complete the luxury feeling already conferred by the richness of the color blue.



# Magnificent Units

-  Semi - Finished
-  Basement
-  Roof
-  Satellite
-  Swimming Pool
-  Garden
-  SLX Super lux
-  Garage



## Mena Garden City

Area Built	323.5 m <sup>2</sup>
Bedrooms	4
Reception	1
Bathrooms	4
Kitchen	1



Telephone: 33022222



## Mena Garden City

Area Built	215 m <sup>2</sup>
Bedrooms	3
Reception	6
Bathrooms	5
Kitchen	1



Telephone: 33022222



## Mena Garden City

Area Built	350 m <sup>2</sup>
Bedrooms	5
Reception	5
Bathrooms	1
Kitchen	4



Telephone: 33022222



## Mena 4

Area Built	294 m <sup>2</sup>
Bedrooms	4
Reception	2
Bathrooms	1
Kitchen	4



Telephone: 33022222



# Rising Soon

New Cairo City .. **Next to the AUC**

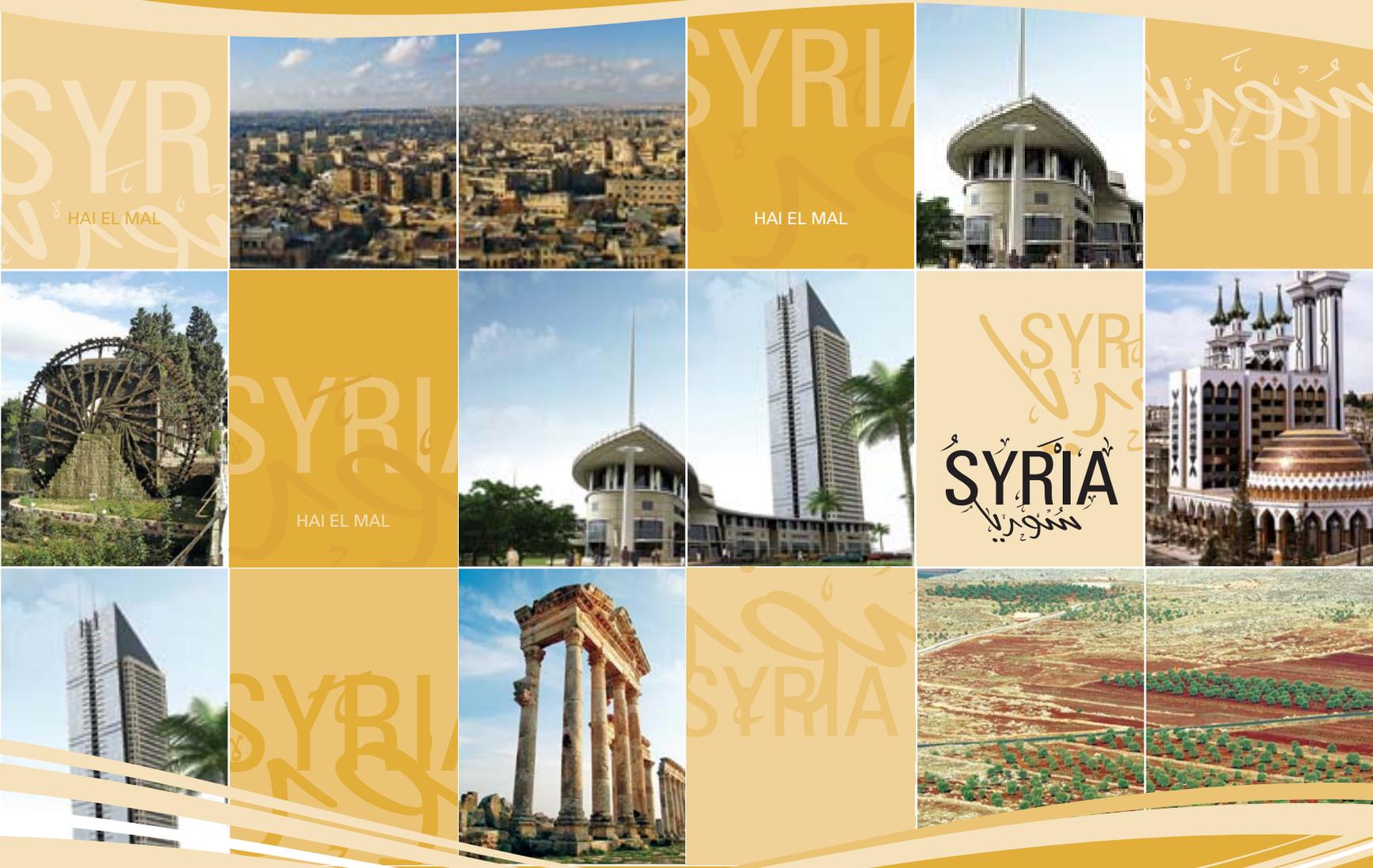


Cairo: Mohandseen: 02 3302 2222

Heliopolis: 02 2690 3253 - 012 733 0184

North Coast: 010 162 5555 - 010 162 5554

Mena Garden City (6th of October): 02 3837 5050



HAI EL MAL

HAI EL MAL

HAI EL MAL

SYRIA  
سوريا

## Over 200,000 m<sup>2</sup> ... Mena is extending its regional expansions in Syria; "HAI ALMAL"

Mena as an investing, a touristic and a real estate company is witnessing various regional expansions in addition to the successful steps being achieved in Sudan.

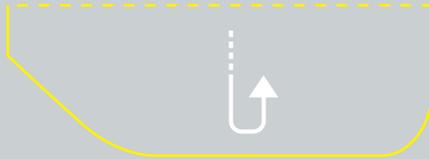
Mena is about to launch the "HAI ALMAL" project in Syria for the purpose of selling and marketing the project there. In describing the location of the project; it is situated 10 minutes from Damascus near by the way known as "Zabadany" over a 200,000 m<sup>2</sup>, Buildings occupy a space of 300,000 m<sup>2</sup>.

The project includes residential portions with total area of 90,000 m<sup>2</sup> consisting of 23 residential premises of 340 apartments of areas ranging between 180 - 220 m<sup>2</sup> with super complete finishing.

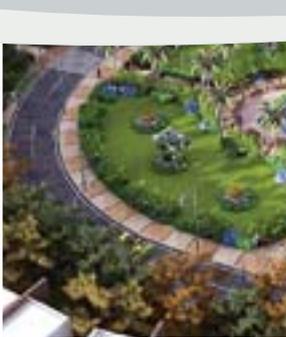
A commercial spot was included within the project occupying an area of 30,000 m<sup>2</sup> in addition to an administrative region over 147,000 m<sup>2</sup> consisting of places offering financial services; being represented in the existence of stock markets and banks

The project contains series of social and luxurious services where the first sports club is founded on its Syrian grounds. The project is nearly activated over there where works are undergoing specific settlements as the project being subjected to the Syrian market and the Arabic investors generally during the 3<sup>rd</sup> quarter of the year 2009. This project is a real foundation of the company to find its way brilliantly into the Syrian market.





HAI EL MAL



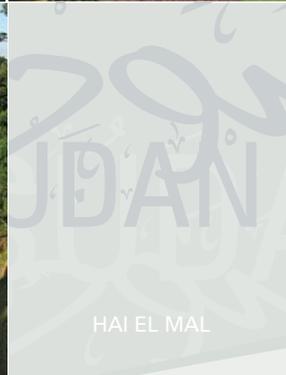
EL YASMINE RESIDENCE



EL YASMINE RESIDENCE



**SUDAN**  
السودان



HAI EL MAL



## Increase in the Sales rates of year 2008

The sales rates have boosted in the first half of year 2008. This came as a clear evident for the good reputation and the credibility that the project has acquired in the Sudanese

construction market. This high status achieved by the working team would not have been reached without the customers' trust and support. El Yasmine Residence slogan

**"YOU ARE IN THE HEART OF SUDAN"** became a recognized icon for high quality, luxury and modern housing.



### El Yasmine Residence project starts delivering units in 2009

After a year and half of dedicated work, we are proud to announce the deliverance of the first group of the units to their owners by the start of year 2009.

The working team dedicated their efforts and talents to fulfill their mission. This achievement is ahead of the targeted schedule for the project which ensures the credibility of the project.



## The launch of the works in the second phase

By the end of 2008, the project was heading for a new achievement; the launch of the construction works in the second phase; is an obvious indication of the accomplishment. El Yasmine Residence project is following the same successful track of all MENA projects



## Laying the Asphalt on the first phase streets

After concluding the laying down of the project infrastructure for the first and second phase, the pouring of the asphalt concrete was the next step for the preparation of the first phase. The work runs with accelerated rate in order to prepare the first phase at the scheduled time to the customers.



## The second phase are almost running out.

El Yasmine Residence second phase was highly welcomed from the Sudanese customers. The confidence that the project built in Sudanese construction market was reflected in the increase in our sales of the project units.



## "EL YASMINE" stands an outstanding achievement

El Yasmine project extends on a space of 98 acres in a place called Soba in Khartoum. El Yasmine was successfully selling out its entire unities to clients in the first phase of the project. A second phase announced its opening since the starting time of 2008, including villas, twin house, family house and town houses. The company has set its goals to enter

successfully the Sudanese market, since the survey declared a significant atmosphere for investments in Sudan, along with various facilities allowing great chance to come across another new stage witnessing an economic change and transformation. This new economic grounds mainly depend on stability and peace which are rich components in Sudan.



## Amongst it's regional expansions: Mena expands "HAI ALMAL" in Sudan on 650,000 m<sup>2</sup>



Mena for Touristic & Real Estate investment has finally ended with the preparations of selling, managing and developing the "Hai Almal" in the site of Om-Durman located near by the western side of the Blue Nile in Sudan directly over an area of 650,000 m<sup>2</sup>. The project is divided into residential portion of a total area of 142,000 m<sup>2</sup> of a selling value amount \$ 730 million. This portion is divided into 192 villas, 21 town houses and 1286 residential units in Sudan.

The project includes the administrative and commercial portions over an area of 66,000 m<sup>2</sup>, this area is expected to gather some of the most famous and biggest foreign companies working in Sudan in addition to banks and financial institutions. The new stock market in Sudan is to be inaugurated in this area and a hotel will be constructed on elevated international basis attached to this area too.



The project includes both the education and medical portions over an area of 96,000 m<sup>2</sup>, consisting of series of integrated services. The medical portion contains a hospital and series of clinics whereas; the educational portion includes series of schools of different educational stages, in addition to other entertainment locations. It is expected to open the door for selling units in the project in the next February

whereas; the residential portion will open its door in the mid 2009.

Mena as an investment, touristic and real estate Co. takes pride in announcing the success in this project after its significant brilliance in the Sudanese market and its outstanding reputation that conquered efficiently the Sudanese market through "El Yasmine Residence" project that stands as a masterpiece.