

# Edar Sea View

in the Egyptian  
Real Estate and  
Investment Fair in  
Kuwait



Edar Sea View Staff in the Exhibition

Edar Sea view participated in the Egyptian Real Estate and Investment fair in Kuwait from 5th of May to the 9th of the same month. Their main objective was to market Garden Hills project in 6th of October to the Egyptian living in Kuwait and the Kuwaitis as well.

The fair was very successful, as there were big number of attendance due to the fact that the Egyptian real estate market has diversified offering with many payment plans.



## Maadi Gardens by Edar Image

Maadi Gardens is Edar Image's newest offering. Located in a very strategic place on the Ring Road; just on the other side of Carrefour, and beside the Shooting Club.

As usual, Edar Image's management team is striving to always be ahead of their client by providing the best housing solutions. Such solutions are always of variety of designs and payment methods to suit all needs.

## Edar Sakan... New Vision

Edar Sakan has been among few chosen agencies by major market developers for marketing their projects; namely, Emaar, SODIC, Palm Hills and Cairo Festival City. Said projects cover a wide range of both residential and commercial real estate criteria serving a wide sector of the market. The initiation of expanding the Company's exposure through the market was based on two crucial factors; (i) Strength of the Developers and (ii) the market's promising activity foreseen since the first quarter of 2010.

Sakan's vision of the Egyptian market is enthusiastic based on the fact that the market has become mature enough on both sides of supply and demand to decide on best industry

practices; especially that, what distinguishes the Egyptian market from other MENA region markets is that the growth is generated from within to a large extent. Though population growth rates seem to be sometimes problematic; yet, it proved useful in terms of investment and development growth.

Meanwhile, the disturbances experienced earlier due to the global financial turmoil proved not to directly affect the local market on the long run. Moreover, foreign investment finds our local market more appealing in terms of stability and guaranteed growth even if it was less than people got to be used to in a world of speculation and unreal market practices.





# Edar Real Estate

## in the Middle East and North Africa International Franchise Exhibition

Photos: Eng. Rashid Mohamed Rashid Minister of Industry and Trade while opening the exhibition and Mr. Ahmed Mamdouh the G.M of Edar explaining Edar Franchise System to clients.



Edar Real Estate is one of the most successful national companies using franchising as a technique to increase the number of markets they are operating in.

After its strong presence in the Egyptian market, Edar is looking for more prospective business associates to start operations in Egypt as well as in the Gulf.

This is why Edar participated in the International Exhibition of Franchising in Cairo during the period of the 5th to the 7th of May. The key note speaker of the opening ceremony was the Minister of Industry and Trade; Eng. Rashid Mohamed Rashid who strongly stressed on the importance of franchising as an economic boosting model.



*For more info about Edar franchise system, please contact Mr. Ahmed Mamdouh on: 012 228 44 95*