



# MENA GROUP

INVESTORS AND DEVELOPERS

## OVER 45 YEARS OF TRUST.

**Company Profile 2025**



# THE LAUNCH

In 1979, Egypt entered a new era of development, progress, and leadership, marked by remarkable achievements and accomplishments across its lands.

1979 witnessed the foundation of MENA Group.



# THE CULTURE

We have strived to instill authentic norms and values within the real estate industry — norms inspired by our true origins.

Our culture is built upon credibility, trust, evolution, and expansion, setting new standards across every project we deliver.

Throughout our journey, we have successfully implemented this culture and stood out in the real estate scene with a perception that is both refined and humble.

From the very beginning, hundreds of clients placed their trust in us — a trust that continues to fuel our growth and solidify our presence in the market.

# THE QUALITY

## **Real Estate Development**

We craft sleek, innovative designs and conceptual buildings that seamlessly blend luxury, creativity, and functionality — serving diverse purposes across residential, commercial, and administrative sectors.

## **Property Management**

We empower our clients through comprehensive property management solutions that ensure long-term value, consistency, and sustainability.

Every property is professionally maintained and supervised by our dedicated team to uphold the highest standards of quality and excellence.

## **Real Estate Investment**

Driven by continuous research and deep market insight, we stay ahead of industry trends to identify and secure the most rewarding investment opportunities across the real estate landscape.

# POWER OF INITIALS

Since our inception in Alexandria in 1979, MENA Group has been recognized as the first Egyptian developer to build and develop recreational assets.

- We were the first to construct a dedicated commercial building in Alexandria, known as MENA Trade Center, and the first resort, Bustan MENA, followed by numerous residential, commercial, and administrative projects.



# IT IS ... SAHEL





**Moving forward with our expansion plan, we reached the North Coast to design and create some of the most renowned real estate developments. We began by building the well known MENA tourist villages.**



# SISTER COMPANIES

**MENA Group is structured into three main entities, namely:**

**MENA for Construction and Trading  
MENA for Marketing and Project Management  
MENA International for Development,  
Management, and Global Investment**

**For over 45 years, MENA Group has been shaping skylines and communities, completing more than 150 projects across multiple sectors and destinations.**

# INTERNATIONAL RECOGNITION

Our culture of excellence and our commitment to exceeding standards have earned international recognition.

In 2012, in Paris, MENA Group received the Platinum World Quality Commitment Award for its dedication to quality, leadership, technology, and innovation.





2025

# MISSION

Mena Group is committed to delivering distinctive and diversified real estate projects in carefully selected markets, aiming to satisfy our customers through continuous innovation and high-end developments.

Our customer-oriented approach is driven by the excellence of our workforce and the high ethical standards that define our organization.

# VISION

as we believe in visions and fantasies. We make it possible for We believe in people's dreams and ambitions, just as we believe in visions and possibilities.

We make it possible for people to live in remarkable communities while shaping a better tomorrow for future generations. people to live in remarkable communities while developing a better tomorrow for the next generations.



# SOME OF OUR PROJECTS





2025

## RESIDENTIAL:

- Roushdy Tower
- Victoria Tower
- Petro Tower
- EL-Safa tower
  - Abo el feda
  - Elzohor
  - ELfanar
- Elgawhara
  - Shahrazad building
  - Elsaraya
- SaintGeini
- Mena Rose
- Mena Star
- Mena Ciel
- Mena Green House
- Mena Florence
- Mena Roman
- MENA Royal
- MENA Elite
- MENA Elegance

## COMMERCIAL:

- Mena tradecenter
- Mena Florence mall
- Mena Roman mall

## URBAN:

- Mena NorthCoast
- Bustan Mena



# CITY CENTRAL DOKKI, GIZA.





2025

The project spans over 5 acres, featuring 19 luxurious towers that comprise 1,742 residential units, along with dedicated commercial and administrative zones.

City Central, strategically located in the heart of Dokki, represents a modern mixed-use real estate model, positioned close to major landmarks and main roads.

The 40,000 square meters allocated for commercial and administrative use include a Sky Roof Garden, dining areas, cafés, parking facilities, and main elegant entrances, in addition to administrative zones with separate access and advanced security systems. Luxury, leverage, and prestige define the core concept behind the creation of City Central.



## CITY CENTRAL

OUR LATEST PROJECT

# EKO - NORTH COAST



DELIVERY 2026

Spotted on the North Coast at Kilometer 79, where the shades of blue perfectly blend — inspired by timeless Greek design. EKO spans 210,000 square meters, overlooking the Mediterranean Sea, with a beachfront that extends over 250 meters.



**EKO unveils the true essence of relaxation, leisure, and entertainment!**

The project guarantees an exceptional leisure experience through its magical lagoon views, welcoming clubhouse, fully equipped health club, and vibrant commercial zones.

It offers a diverse range of unit types — including villas, twin houses, chalets, duplexes, and penthouses — perfectly tailored to meet our clients' second-home aspiration



# OUR VALUES

## **Credibility**

With more than 40 years of real estate development expertise and over 25 launched projects, MENA Group represents a true model of credibility and trust.

## **Excellence**

Excellence is reflected in our highest quality standards and fair, well-balanced pricing.

## **Transparency & Continuous Development**

We maintain zero boundaries between us and our valued clients to ensure their full satisfaction.

We continuously study our clients' needs and preferences to deliver the most appealing and relevant projects and developments.



**Our journey will never come to an end — because passion lies deep within our roots.**

**The passion to initiate, reimagine, and create homes that inspire. It has always been — and will always remain — a legacy passed down through generations.**

# **MENA GROUP**

# WE WOULD LOVE TO THANK YOU



We have always believed in people — in you and in us. Everything we create is quality-driven, designed to be both appealing and meaningful. Our standards of quality are defined and maintained by a culture of commitment, dedication, and passion.

Over the past 45 years, we have built homes, shopping centers, and administrative zones that uplift and enrich the real estate landscape — all to meet your expectations.

Gasser Fawzy - Chairman of the board of directors and the CEO

