

# الإسماعيلية

COMPANY PROFILE

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# Who We Are

Al Ismaelia for Real Estate Investment is leading efforts to revive Downtown Cairo by preserving its historic buildings and transforming them into vibrant, mixed-use spaces. Since 2008, the company has worked to honor the city's 150-year legacy, blending heritage with modernity. With support from BPE Partners, Al Ismaelia now manages 25 landmark buildings, all part of its vision for "A Downtown for All."

# Al Ismaelia is reviving Downtown Cairo by blending its historic heritage with a modern, inclusive vision for all.

The grandeur of Downtown Cairo is not just a memory of the past—it is a living story waiting to be retold. At Al Ismaelia for Real Estate Investment, we believe this story belongs to all Egyptians, and we are proud to share it with generations today and tomorrow.

Since 2008, we have been at the forefront of a movement to revive the Egyptian identity by restoring Downtown Cairo's 150-year legacy first envisioned by Khedive Ismail. With care and vision, we preserve the district's historic gems while reimagining them as vibrant, mixed-use spaces where people can live, work, and connect. This seamless blend of heritage and modernity has made Al Ismaelia the first company of its kind dedicated to the revival of Cairo's urban heart.

Guided by the expertise of our management partners, BPE Partners, Today, our portfolio includes 25 signature Buildings, each a cornerstone in our vision for "A Downtown for All."



BRAND PROMISE

Our brand promise is Al Ismaelia’s rhetorical bouillon cube.

At Al Ismaelia, we breathe new life into Downtown while safeguarding its soul. By honoring its heritage and reimagining its potential, we create spaces where history, culture, and community thrive together. Through careful restoration and a contemporary vision, we keep Cairo’s heart beating for today — and for generations to come.

REVIVING  
DOWNTOWN  
CAIRO

**Heritage Focused** : restore the historic heart of the city, preserving its unique architectural charm while bringing new energy and life to its streets

**Vision & Purpose** : transforming Downtown into a vibrant, modern destination, where the city’s rich past meets a dynamic future full of opportunity, culture, and growth

BRAND PROMISE

REVIVING DOWNTOWN CAIRO

POSITIONING STATEMENT

Al Ismaelia is the leading real estate development company dedicated to the careful restoration and revival of Downtown Cairo. By blending historic preservation with modern functionality, Al Ismaelia transforms iconic buildings and spaces into thriving destinations, reconnecting the city with its rich past while building a vibrant future.

BRAND PILLARS

Heritage Preservation

Adaptive Re-Use

Urban Revival & Activation

Attract Investment

Community-Centric Vision

Inspire Future Generations

Honor Protect

Revive & Reimagine

Build Partnerships

Creating Business & Opportunity

Foster Community Life

Keeping Heritage Alive

REASONS TO BELIEVE

Safeguard Downtown Cairo's architectural heritage through authentic, sustainable restoration.

Transform historic properties into vibrant, mixed-use spaces that meet modern needs.

Collaborate with government, investors, and local stakeholders to ensure long-term growth and impact.

Position Downtown Cairo as Egypt's leading hub for cultural, commercial, and real estate investment.

Create inclusive spaces where people can live, work, and connect across generations.

Make Downtown Cairo a symbol of pride and innovation for Egyptians today and tomorrow.

## OUR VALUES

- **Authenticity I** An Authentic tribute to Egypt's golden days  
We honor Cairo's golden legacy with care, ensuring every step we take reflects its true spirit.
- **Inclusivity I** A clear vision of a" Downtown For All"  
We believe in diversity through the creation of an all-inclusive cosmopolitan Downtown that is welcoming ever individual and community, irrespective of their needs or socioeconomic backgrounds.
- **Sustainability I** Development for a brighter future  
We build with tomorrow in mind, balancing business progress with environmental and cultural responsibility. Meeting our goals without depleting our natural resources or harming our heritage.
- **Partnerships I** Believing renewal is a shared responsibility  
We collaborate with government, investors, and the public as one united force for renewal.
- **Trust & Reliability I** The True Impact is built on Trust  
We act with integrity, transparency, and dedication to lasting impact.
- **Innovation I** Breathing new spirits into Downtown  
We breathe new ideas into historic spaces, shaping the Downtown of tomorrow.

## OUR BELIEF

We believe cities are living legacies. Downtown Cairo holds the soul of the city — its history, its beauty, and its stories. Every building we restore is a piece of that story, and every detail we preserve carries the voices of generations.

## OUR PURPOSE

Setting Downtown Cairo as Egypt's investment beacon, as well as an attractive touristic destination by introducing authentic heritage through a contemporary vision that would appeal to diverse segments and market needs.

## OUR RESPONSIBILITY

We are guardians of Cairo's urban heritage. Every project is approached with care, precision, and deep respect for the craftsmanship and character of what came before. We balance preservation with progress, ensuring each space serves today's needs while staying true to its original identity.

## OUR VISION

At Al Ismailia, our vision is to be a trusted catalyst for changing the timeless spirit of Downtown Cairo and reimagining it as a vibrant destination for all. Guided by passion and purpose, we are shaping a new benchmark for urban renewal in Egypt and across the Middle East, blending heritage with innovation to inspire thriving, inclusive communities.

## HEARTBEAT OF OUR WORK

Al Ismaelia — Reviving Downtown Cairo.

# What We Believe

We believe that preserving history is the foundation for building vibrant, sustainable cities. Every building, every street, and every space tells a story worth protecting and reimagining.



## Heritage is Our Foundation

Downtown Cairo’s buildings are not just stone and facades — they are living history, carrying the soul of the city.

## Revival Through Innovation

We honor the past while embracing the future, blending careful preservation with contemporary vision to create spaces that serve today’s needs.

## Communities at the Heart

Reviving Downtown is about more than buildings — it is about people. We believe in creating vibrant places where culture, community, and commerce grow together.

## A Legacy for Generations

By respecting yesterday and reimagining tomorrow, we inspire a sustainable future that keeps Cairo’s heartbeat alive.



# How We Revive Downtown

From careful restoration to adaptive reuse, we breathe new life into historic properties while ensuring they serve modern needs. We blend tradition with innovation to create spaces that inspire and endure.









Acquisition



Restoration



Development





Acquisition



Restoration

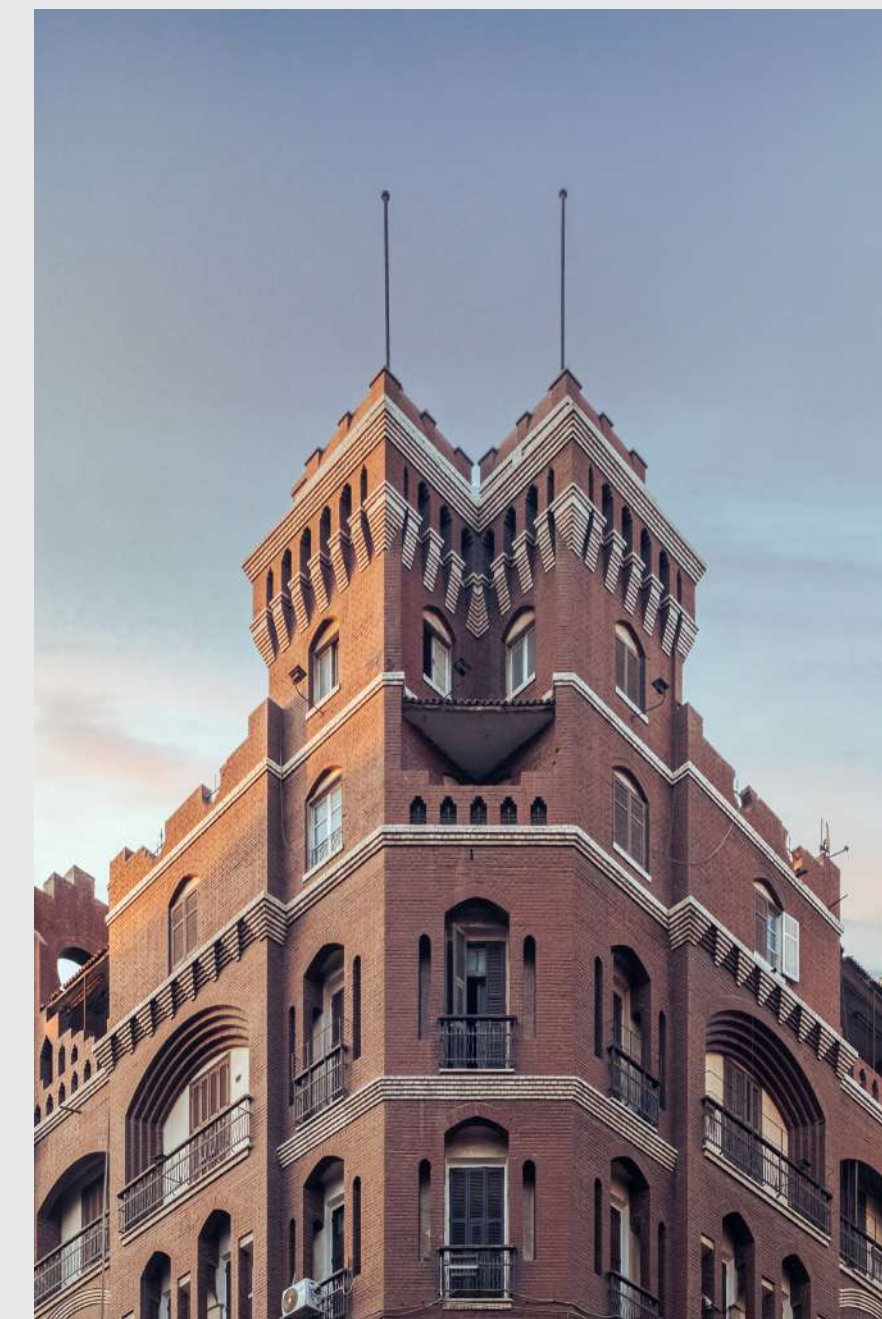
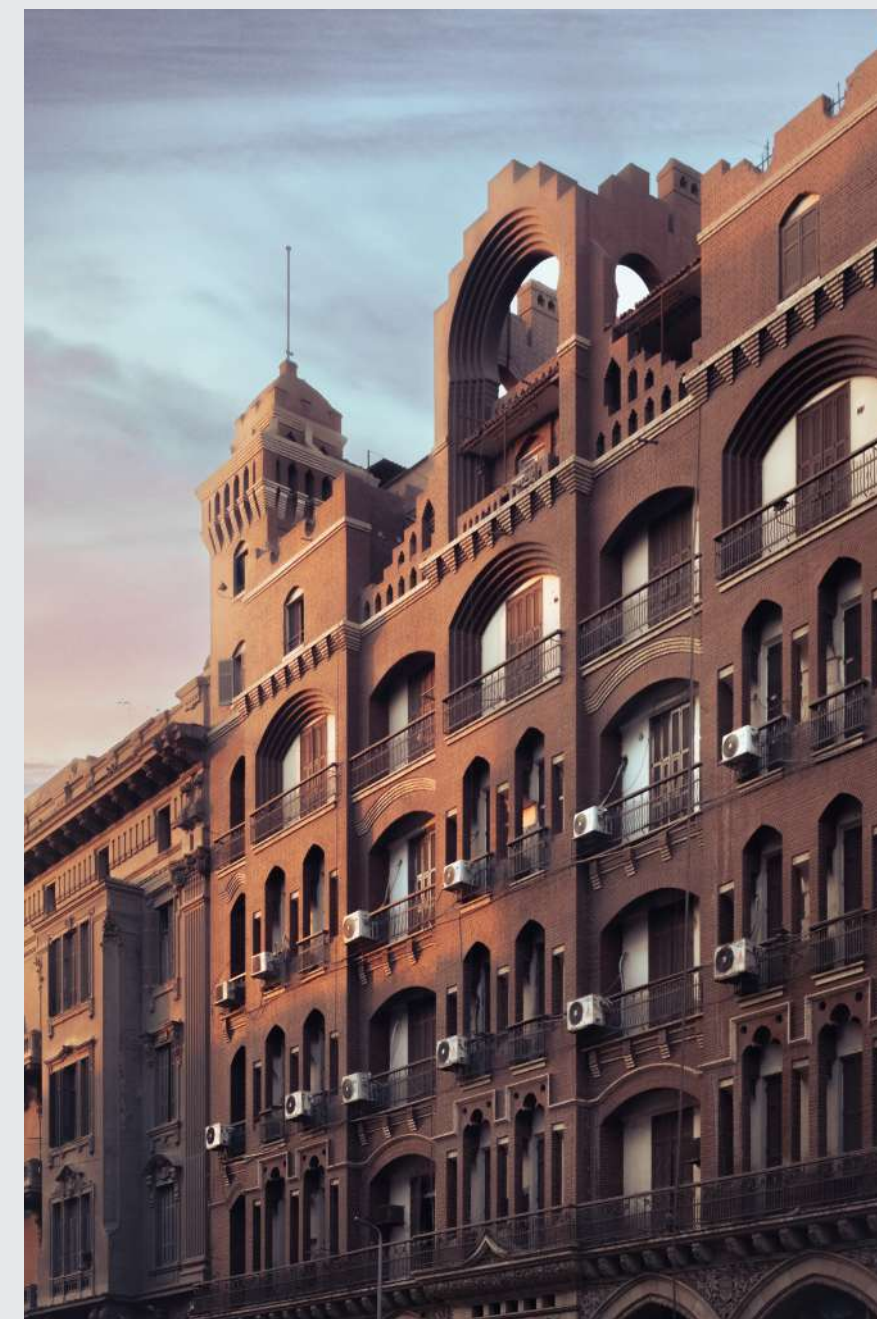


Development



# Balancing Preservation and Modernity

At Al Ismaelia, we believe that true revival lies in harmony. Our work carefully balances the preservation of Cairo's historic character with the demands of contemporary life. Every restored detail is honored, every facade respected — yet each building is thoughtfully adapted to meet modern needs. By weaving innovation into heritage, we ensure that Downtown remains not only a symbol of the past, but also a vibrant destination for today and a legacy for tomorrow.





# Our Landmarks

Each project is a milestone in our journey to revive Downtown. These restored landmarks stand as living testaments to Cairo's cultural and architectural legacy.





## 22 Farida — Mixed Use

*22 Abdel Khalek Tharwat Street*

The 22 Abdel Khalek Tharwat building occupies a special space in the league of Downtown Cairo relics. This 100-year-old, six-story building was dreamt up by a Greek family and designed to emulate the neo-classical architecture that was all the rave back in the 1920s. Overlooking three streets, Abdel Khalek Tharwat, Talaat Harb, and Adly, it soars above the bustling heart of the city and has become a beacon of inspiration for artists and creators.

Al Ismaelia for Real Estate Investment acquired the building in 2009, it consists of five floors with a rooftop. The Farida building creates an inspiring space where art and architecture can beautifully collide to inspire new tenants and initiatives. It hosted the “Contemporary Image Collective” (C.I.C), an independent art initiative, which made the building an attraction point to artists and creatives. In 2022, the building was branded and renovated once again.





## 10 Mahmoud Bassiouni — Serviced Apartments

*10 Mahmoud Bassiouny Street*

The 10 Mahmoud Bassiouny building stands as a fine example of early 20th-century Downtown Cairo architecture, characterized by its elegant balconies, intricate ironwork, and harmonious proportions. Originally built during Cairo's cosmopolitan boom, the building reflects the city's shift toward European urban planning while maintaining its distinctly Egyptian character. It was designed in 1934 by Italian architect G. E. Falorni and was sold to Edward Tamraz in 1942.

Al Ismaelia for Real Estate Investment acquired the property in 2009 as part of its broader vision to restore the residential fabric of Downtown. Since then, the company has undertaken structural and architectural studies to safeguard the building's heritage value while preparing it for adaptive reuse.

With Knight Frank as Al Ismaelia's advisory partner. The development plan reimagines 10 Mahmoud Bassiouny as a serviced apartment building, bringing new life to its historic walls through contemporary comfort and hospitality. By merging preservation with modern living, the project aspires to revive the building's original spirit, that of refined urban residence in the heart of Cairo.





## 33 Sherif — Mixed Use

*33 Sherif Street*

Built in 1913, the building at 33 Sherif Pacha Street is one of Downtown Cairo’s oldest landmarks. With its neo-baroque, Beaux-Arts design and distinctive 45-degree façade overlooking Abdel Khalek Tharwat Street, it reflects the elegance of early 20th-century Cairo. Originally housing apartments and shops, it remains a testament to Downtown’s blend of heritage, commerce, and culture.

Acquired by Al Ismaelia for Real Estate Investment in 2010, the property forms part of the company’s ongoing commitment to preserve Cairo’s architectural legacy while reintroducing it into modern urban life. It has become a creative spot for filmmakers and artists using it as both a backdrop and scene-stealer in their stories.





## 29 Hoda Shaarawy — Hotel

*29 Hoda Sha'arawy Street*

Located at 29 Hoda Sharaawi Street, the Riche Building was founded in 1908 and later acquired by Frenchman Henry Recine in 1914. Over the decades, it changed hands several times, with each owner adding to its legacy, from a café and theater to a world-class restaurant. “Café Riche” became a landmark of Downtown Cairo’s cultural life, serving as a gathering place for leading Egyptian writers and intellectuals and a hub for political and artistic movements, including the 1952 revolution.

Al Ismaelia for Real Estate Investment acquired the property in 2008, recognizing its historical and cultural significance as a cornerstone of Cairo’s identity. The Hoda Shaarawi building includes four floors and a rooftop. With great care, Al Ismaelia is preserving its architectural integrity.

The development plan envisions transforming the 29 Hoda Shaarawi Building into a hotel, maintaining the authenticity of its historic features while introducing contemporary hospitality standards. This adaptive reuse aims to ensure that Café Riche continues to be a living part of Downtown’s story, where heritage, memory, and modern life coexist seamlessly.





## Cinema Radio — Mixed Use

24 Talaat Harb Street

One of Downtown Cairo’s most iconic landmarks, Cinema Radio embodies the city’s cosmopolitan spirit. Built in 1932 by architects Max Edrei, Garo Balyan, and Victor Salama, it originally featured Cairo’s largest theater screen. In the 1970s, it was divided into a cinema and a theater. Over the decades, its halls have premiered celebrated Egyptian films, hosted Umm Kulthum, and served as a backdrop for landmark boutiques.

Al Ismaelia for Real Estate Investment acquired the building in 2009. The restoration was completed by 2015 and designed in collaboration with Hassan Abouseda Architects. Some of the most notable figures to fill the space since are Bassem Youssef with his show “Al Barnameg” in 2011, and TV talk show “Abla Fahita”. Currently, the building hosts multiple screenings and events, while also hosting office, retail, and F&B spaces.

In collaboration with Al Ismaelia for Real Estate Investment, GNK group will be introducing “Samara”, a “theatro” concept within the theater space at Cinema Radio by the end of 2026.





## Consoleya — Co-Working Space

*5 Al Fadi Street*

Located at 5 Al Fadi street, Consoleya, which was once The French Consulate, reflects a neo-baroque architectural style, infused with minimal eclecticism. The building was moved from Galal Street in Azbakeya to its current location in 1925, when French architect Paul-Conin Pastour was assigned for the construction of the existing building. The result was a four-story gem, boasting a spacious garage, and an elegant rooftop.

In 2014, Al Ismaelia for Real Estate Investment acquired the French Consulate and restored it in 2019 to introduce Downtown’s co-working space “Consoleya”, catering to the growing segment of passionate entrepreneurs in Egypt, while providing an engaging and versatile workspace environment. It also hosts a vibrant mix of corporate, cultural, and creative events.





## 36 Abdel Khalek Tharwat — Mixed Use

*36 Abdel Khalek Tharwat Street*

Located on 36 Abdel Khalek Tharwat Street stands as a refined example of early 20th-century eclectic architecture, blending classical European details with local craftsmanship. Its ornate balconies, symmetrical façade, and finely proportioned windows reflect the elegance of Cairo’s urban expansion during the 1920s and 1930s, a period when the city emerged as a cosmopolitan capital of art, commerce, and modern living. Over the years, the building has housed a diverse mix of offices and retail spaces, contributing to the district’s dynamic commercial fabric.

Al Ismaelia for Real Estate Investment acquired the property in 2009 as part of its broader vision to revive Downtown’s architectural heritage through adaptive reuse. With careful attention to its structural and decorative integrity, Al Ismaelia aims to restore the building’s original grandeur while updating it for contemporary use.





## Kodak — Mixed Use

*20 Adly Street*

Tucked away on 20 Adly Street, the Kodak Building is a landmark of Neo-Classical architecture, designed in 1928 by French archaeologist, architect, and historian André Godard. The seven-story building is distinguished by its two main entrances, marked A and B. In 1912, George Eastman, the inventor of Kodak, chose it as the site for Kodak HQ in Egypt and the Middle East.

Al Ismaelia for Real Estate Investment acquired the Kodak building in 2008. Kodak passageway is a linear space that connects Adly Street to Abdel Khalek Tharwat. In 2015, the passageway was renovated based on a design workshop organized by CLUSTER, in collaboration with the Danish Egyptian Dialogue Institute (DEDI), and the Centre for Culture and Development (CKU), providing more accessible and inclusive public spaces in Downtown Cairo.





## Kodak Court — Mixed Use

*20 Adly Street*

Nestled on the ground floor of the historic Kodak Building, Kodak Hall once served as a lively commercial passageway and social gathering spot in Downtown Cairo. Dating back to the 1920s, the hall reflects the building’s Art Deco influence, with its high ceilings, rhythmic arches, and intricate flooring that together create an atmosphere of understated elegance. For decades, it formed part of Cairo’s bustling commercial heart — connecting passersby, shoppers, and photographers in one of the city’s most active urban corridors.

Al Ismaelia for Real Estate Investment, which acquired the Kodak Building in 2008, has placed Kodak Hall at the center of its revitalization vision for Adly Street and the surrounding area. Building on its historical role as a meeting place, the company is transforming the hall into a vibrant food court and social hub that brings together a curated mix of local and international culinary concepts. The project aims to reestablish Kodak Hall as a destination for community, creativity, and culture — where Cairo’s historic architecture provides the setting for contemporary urban experiences and collective memory continues to unfold.





## La Viennoise — Mixed Use

*7 Champollion Street*

One of the most illustrious buildings in Downtown Cairo is La Viennoise. Situated at the lively intersection of 7 Champollion Street and 11 Mahmoud Bassiouny, this 129-year-old gem has long reflected Downtown’s unique montage of aesthetics. Built in 1896 by an English architect, La Viennoise pays homage to timeless beauty, with its distinguished Italian renaissance architectural style continuing to shine through the decades.

In 2009, Al Ismaelia acquired La Viennoise to create Cairo’s first green heritage building. Renovated in 2016, it earned the “Tarsheed Commercial Renovation” award for its sustainability standards. The building’s restoration was designed in collaboration with Karim Mekhtegian – Founder of Alchemy, and Mohamed Said – Design Director and CEO of Ebony & Ivory and comprises four levels and a rooftop. Today, it houses Sarwa Capital, Contact Financial Holding, and Mazeej Balad, a boutique hotel blending Egypt’s cultural heritage with modern design. With five unique suites and a rooftop restaurant overlooking the city, Mazeej Balad reflects Al Ismaelia’s vision of reviving Downtown through adaptive reuse and creative renewal.

The courtyard will be a mixed-use space featuring local retail and F&B brands, designed in collaboration with Zaro Architects and Alchemy Group.





## Layal — Serviced Apartments

*24 Adly Street*

Standing tall at 24 Adly Street, the Marcel Pissarro Building – now known as Layal – embodies a legacy of ambition and transformation. Built in 1930 during Downtown Cairo’s golden age, it reflects the Art Deco style through bold geometric forms and curved ornamental windows. Originally owned by Menasché Mayer, the building rises six floors high.

In 2010, Al Ismaelia acquired Layal, recognizing its architectural and cultural value. Now operated by Lemon Spaces, it has been reimagined as serviced apartments for modern travelers—stylish, fully furnished, and designed for comfort and sophistication. With curated amenities and personalized service, Layal offers a refined home away from home in the heart of Cairo.





## Shourbagy — Mixed Use

*16 Adly Street*

The Davies Bryan Building, known as El Shourbagy, is a 110-year-old Downtown Cairo landmark designed in 1910 by Welsh architect Robert Williams. With its red-brick façade and Neo-Islamic entrances, it overlooks Adly, Mohamed Farid, and Abdel Khalek Tharwat streets. Acquired by the Shourbagy Brothers in 1947, it still houses retailers like the iconic “Halawa” shop.

Al Ismaelia for Real Estate Investment acquired the building in 2008, later renovating and revamping the building entirely in 2015. One of the building’s most sought after spots is its rooftop, which gives an inimitable view of Downtown Cairo’s skyline. This pinnacle Downtown location has also served as a set for several projects, including; films, music videos, ads, and many more. Two of the most notable venues in the building are: “Villa Violette” and “Villa Victoria”.





## Tamara Haus – Boutique Hotel

*17 Gawad Hosny Street*

Located at 17 Gawad Hosny street, Abdul-Aziz Radwan Bey (commercially known as Tamara) building was first completed in 1910 with a three-floor neo-renaissance architecture style. In 1912, two additional floors were added to the building. The building was first owned by Banque Misr, but in 1919, the ownership was transferred to Emili Jalica, who later sold it to Abdul-Aziz Radwan Bey in 1925.

Al Ismaelia acquired the building in 2009 and restored it in 2022. The building features four floors, along with a basement and a rooftop. Operated by Alchemy Experience, TamaraHaus blends design, art, retail, F&B, and hospitality into a vibrant cultural hub. At its center lies Tchai, a teahouse and courtyard celebrating cuisine, culture, and community. In 2025, TamaraHaus received Egypt’s “Best Practices in Architectural and Urban Heritage Preservation” award under the Ministry of Culture’s patronage.

By 2026, the property will evolve into a landmark of boutique hospitality with 26 suites, a dedicated fitness studio, and a rooftop restaurant that frames the grandeur of Downtown Cairo’s skyline against the night sky, designed and operated by Alchemy Experience in partnership with Al Ismaelia.





## The Factory — Mixed Use

*6 El Nabrawy Street*

Originally a paper factory from the early 20th century, The Factory — later known as Townhouse Art Gallery — is a landmark of Downtown Cairo’s contemporary cultural movement. The building’s industrial architectural style, with its high ceilings, exposed brick walls, and open-plan layout, reflects Cairo’s once-thriving manufacturing district and its adaptive potential for creative use. In the late 1990s, the space was transformed into Townhouse Gallery, one of Egypt’s first independent art institutions, which played a pivotal role in shaping the region’s modern art scene and connecting Cairo’s creative community to international audiences.

Al Ismaelia for Real Estate Investment acquired the property in 2009, recognizing its historical and cultural resonance as a place where industry met art. The company’s vision is to safeguard the site’s industrial character while expanding its role as a mixed-use creative hub. The development plan reimagines The Factory as a space for studios, offices, exhibitions, and retail — preserving its legacy as a platform for innovation and artistic expression while ensuring its sustainable future within Downtown Cairo’s urban revival.





## The Warehouse — Mixed Use

*2 El Nabarawy Street*

Tucked behind the historic Cinema Radio complex, The Warehouse Building stands as a rare surviving example of early 20th-century industrial architecture in Downtown Cairo. Originally built to serve as a commercial storage facility, the structure's robust brick walls, open interiors, and utilitarian design embody the industrial spirit that once supported the city's bustling retail and entertainment district. Its understated aesthetic and spatial flexibility have long made it a hidden cornerstone of Downtown's urban fabric — a quiet counterpart to the grandeur of its neighboring façades.

Al Ismaelia for Real Estate Investment acquired The Warehouse in 2009, recognizing its potential to become a bridge between the area's industrial heritage and its creative future. The company's development plan envisions a mixed-use transformation, reimagining the building as a flexible complex hosting studios, retail outlets, and event spaces. Restoration works aim to preserve its raw architectural character while introducing modern amenities that encourage new forms of activity and collaboration. By reviving The Warehouse, Al Ismaelia continues its mission to unlock the latent potential of Downtown Cairo's overlooked spaces — turning history into a platform for contemporary urban life.





## Garage — Retail

*4 El Nabarawy Street*

Situated near The Factory and The Warehouse, The Garage marks Al Ismaelia for Real Estate Investment’s latest acquisition in Downtown Cairo’s creative core. Originally built in the mid-20th century, the building functioned as an automotive garage — a reflection of the city’s rapid modernization and industrial expansion during that era. Its modernist industrial architecture, defined by exposed concrete beams, wide spans, and high ceilings, was designed for practicality and durability, embodying the efficiency of Cairo’s mid-century commercial infrastructure.

Recognizing the building’s raw character and strategic location within a cluster of revived heritage sites, Al Ismaelia acquired The Garage in 2024 with a vision to extend its network of adaptive reuse projects. The development plan reimagines The Garage as a mixed-use space, integrating creative studios, retail concepts, and cultural venues within its industrial shell. By transforming this utilitarian structure into a vibrant destination, Al Ismaelia continues to bridge Downtown Cairo’s industrial past with its evolving creative present — shaping a new ecosystem where heritage, innovation, and community converge.





## Nabarawy Fashion Hub — Retail

*6 El Nabarawy Street*

Located on 6 Nabarawy Street, the Nabarawy Fashion Hub occupies a historic commercial building that once served as part of Downtown Cairo’s bustling textile and retail district. Reflecting the neighborhood’s legacy of craftsmanship and trade, the building embodies the spirit of Cairo’s golden retail era, where local artisans and merchants shaped the city’s commercial identity.

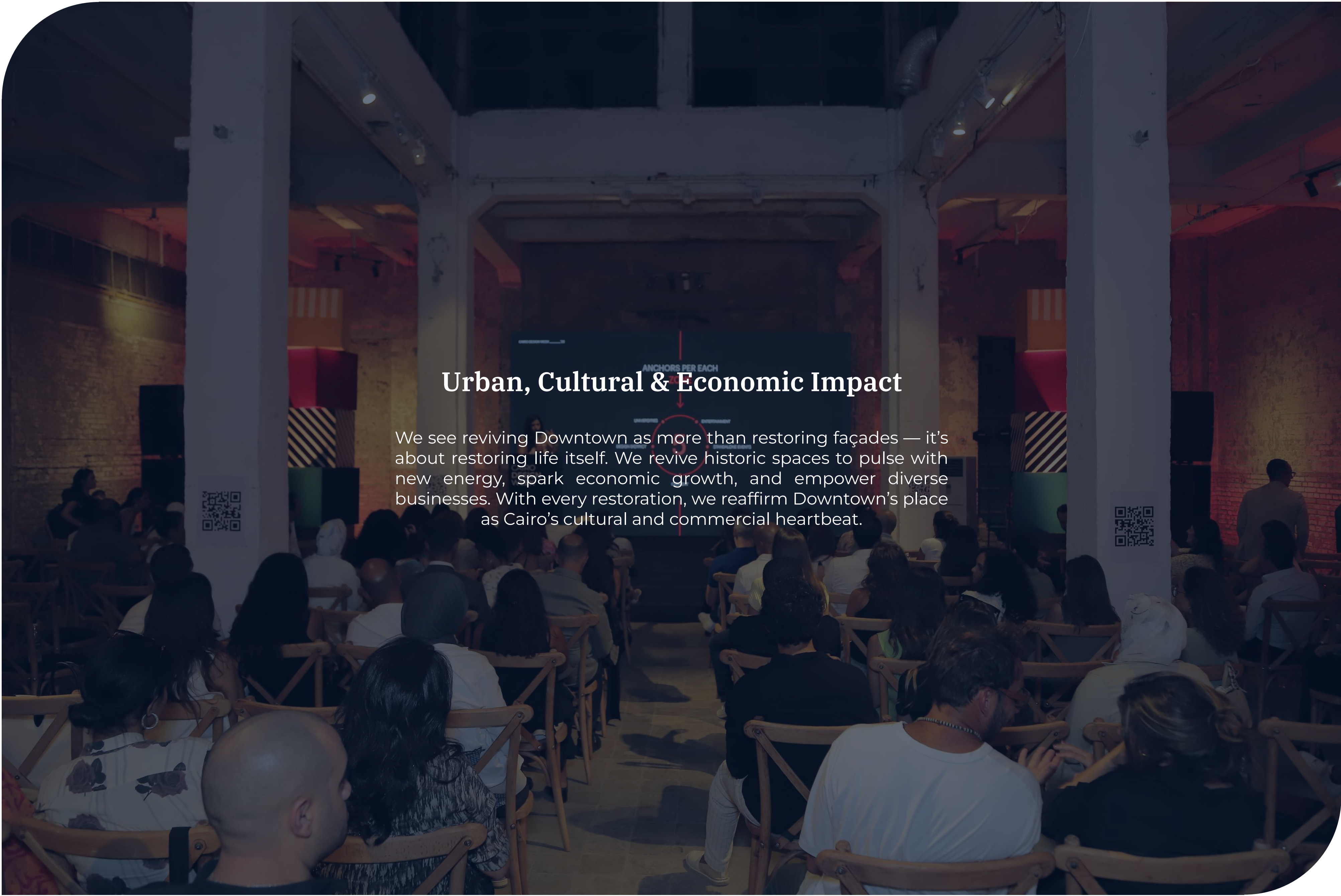
Acquired by Al Ismaelia in 2018, the Nabarawy Fashion Hub has been transformed into a contemporary fashion destination that bridges heritage and innovation. Home to independent Egyptian brands, it offers spaces for creation and collaboration, celebrating sustainable design and the future of Egyptian fashion in Downtown Cairo.



# Beyond Buildings

Our work extends far beyond bricks and mortar. We create ecosystems where businesses thrive, communities connect, and culture flourishes — ensuring Downtown remains the beating heart of Cairo.

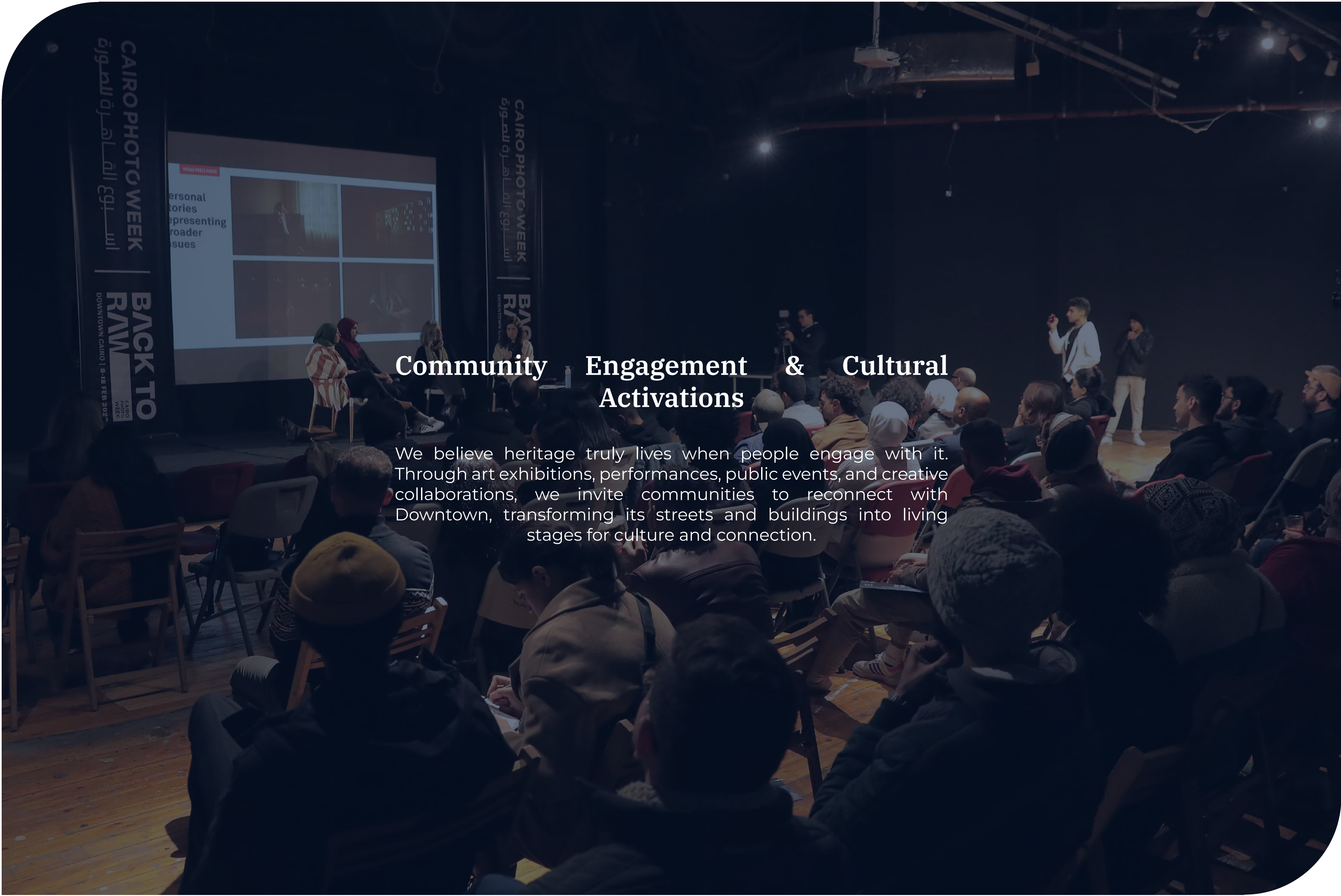




# Urban, Cultural & Economic Impact

We see reviving Downtown as more than restoring façades — it’s about restoring life itself. We revive historic spaces to pulse with new energy, spark economic growth, and empower diverse businesses. With every restoration, we reaffirm Downtown’s place as Cairo’s cultural and commercial heartbeat.

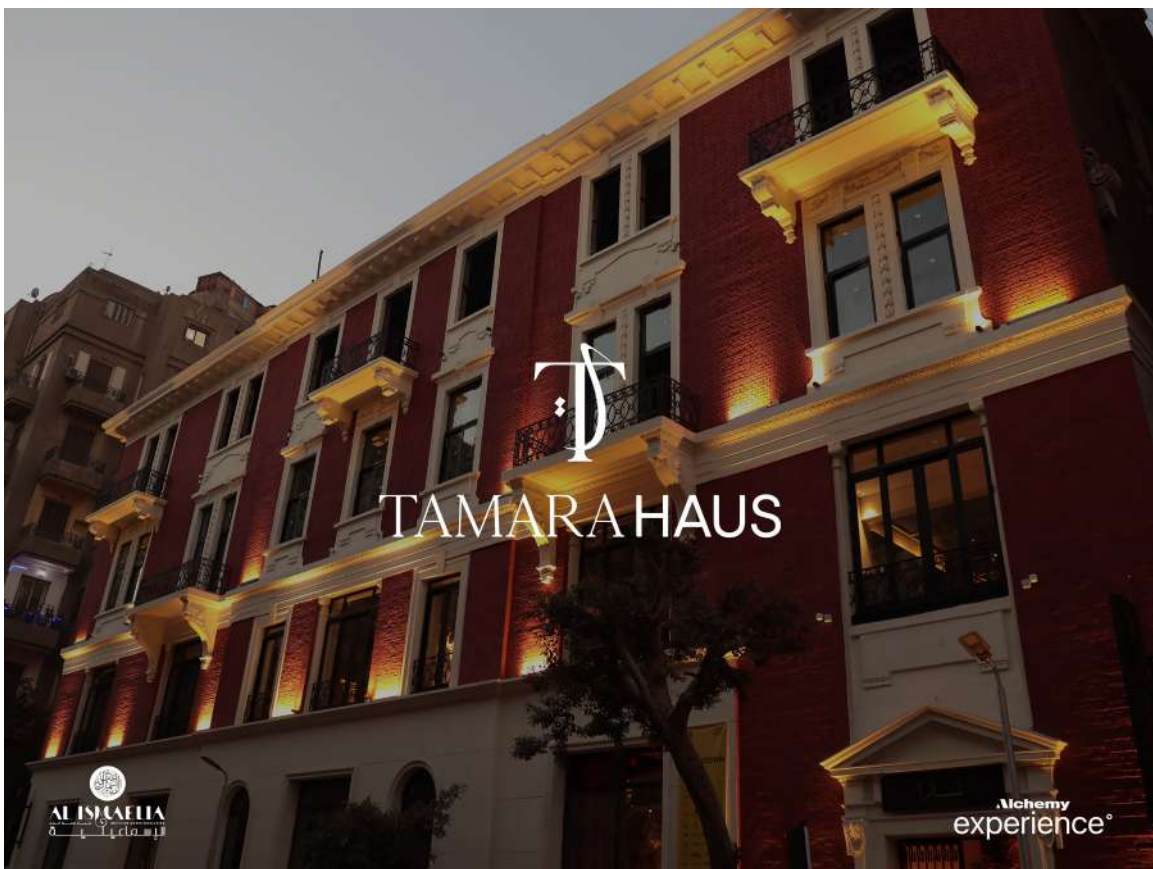
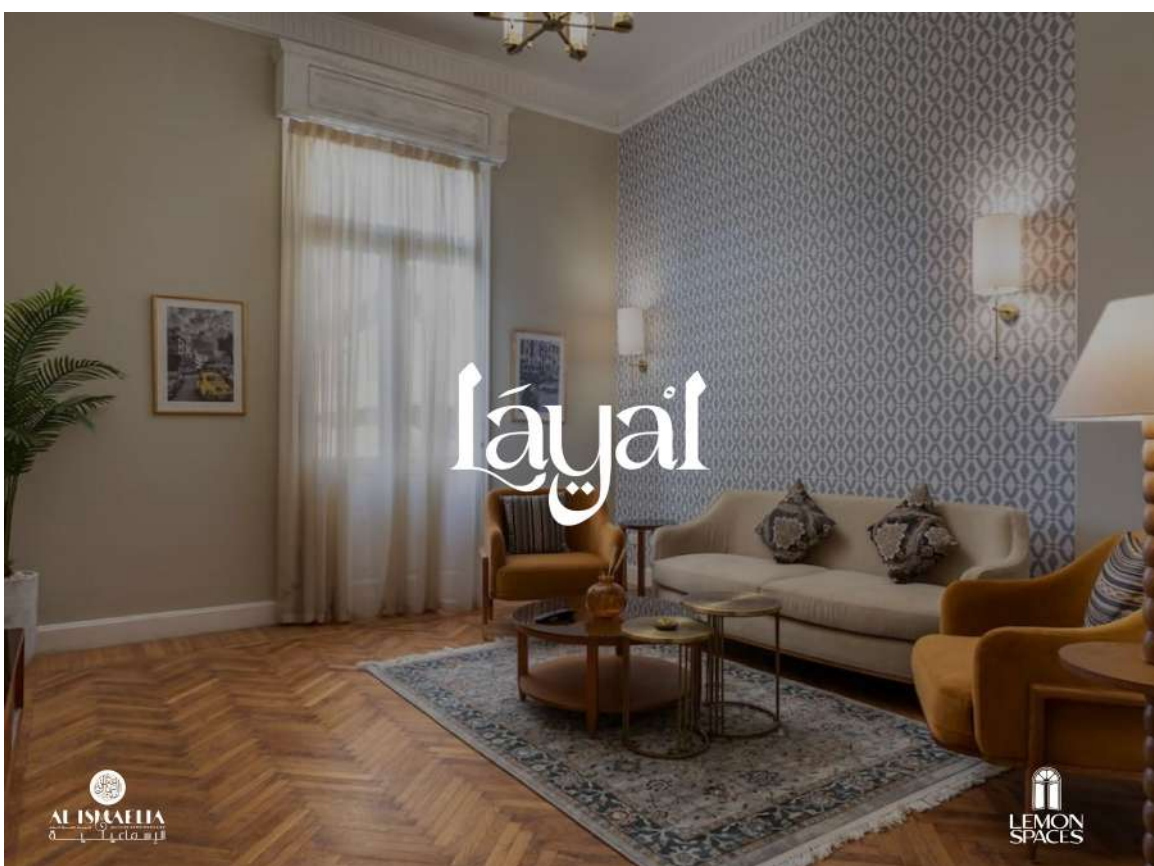




# Community Engagement & Cultural Activations

We believe heritage truly lives when people engage with it. Through art exhibitions, performances, public events, and creative collaborations, we invite communities to reconnect with Downtown, transforming its streets and buildings into living stages for culture and connection.

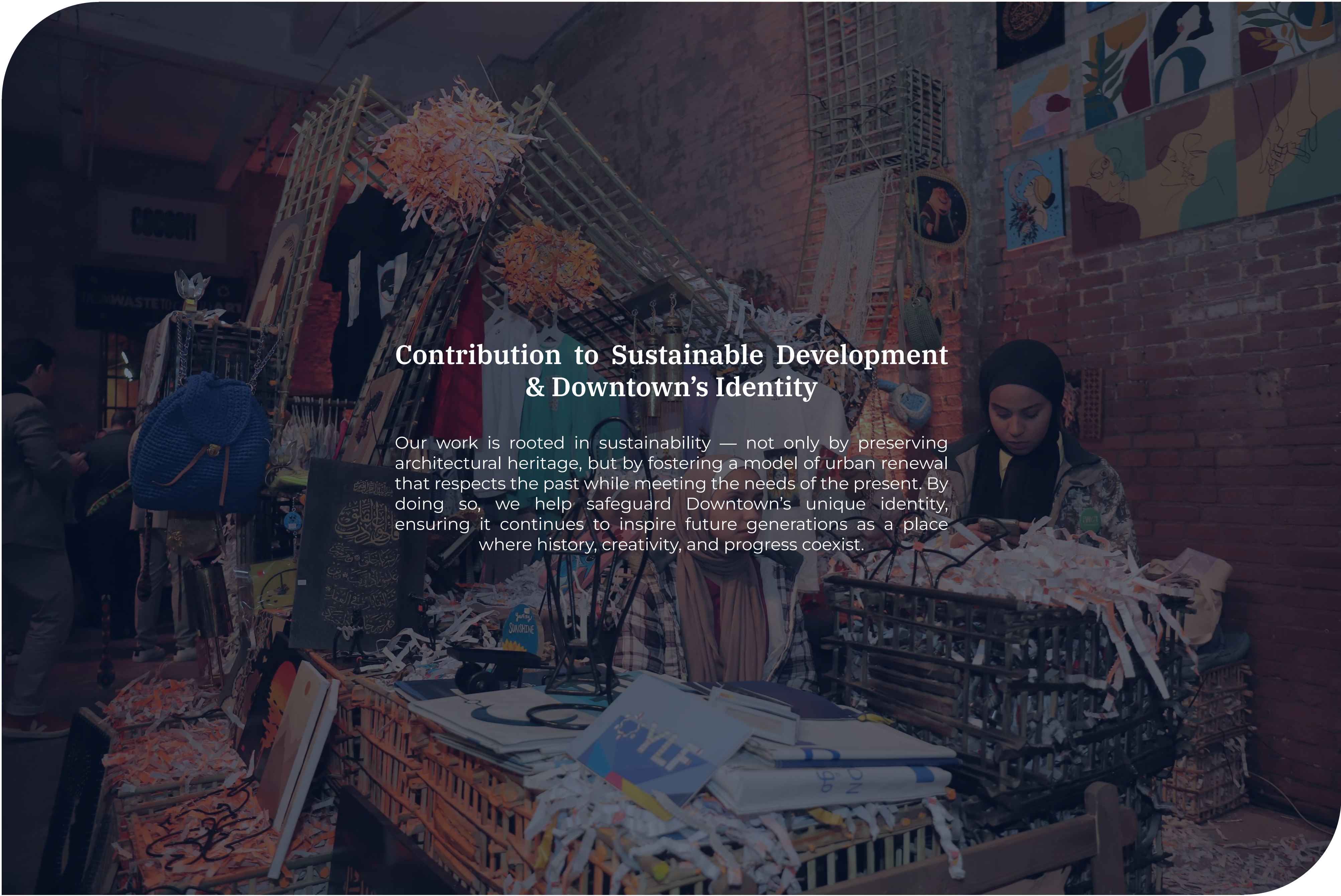












# Contribution to Sustainable Development & Downtown's Identity

Our work is rooted in sustainability — not only by preserving architectural heritage, but by fostering a model of urban renewal that respects the past while meeting the needs of the present. By doing so, we help safeguard Downtown's unique identity, ensuring it continues to inspire future generations as a place where history, creativity, and progress coexist.





## Sustainability at the Heart of Al Ismaelia's Vision

At Al Ismaelia for Real Estate Investment, sustainability is not an added layer — it is the foundation of every project. The company's approach to urban regeneration through adaptive reuse ensures that historic buildings are preserved, restored, and reactivated rather than demolished, significantly reducing construction waste and embodied carbon. By extending the life cycle of existing structures, Al Ismaelia minimizes environmental impact while maintaining the cultural and architectural integrity of Downtown Cairo.

Beyond preservation, Al Ismaelia integrates energy-efficient systems, natural ventilation, and passive design principles into its developments, prioritizing the well-being of occupants and the long-term resilience of its assets. Collaborations with local craftsmen and sustainable material suppliers further strengthen its community-driven model, promoting social and economic sustainability hand in hand with environmental responsibility. Through this holistic approach, Al Ismaelia transforms heritage buildings into living, sustainable landmarks — proving that the revival of the past can be a powerful engine for a greener, more enduring urban future.



# Partners in Revival

Collaboration is at the heart of what we do. We work with visionaries, investors, and creatives who share our passion for preserving history and shaping a brighter future.



# AL ISMAELIA INVESTMENT PARTNERS

bpe partners.

**Alchemy**  
experience°

gnk.



# AL ISMAELIA MANAGEMENT PARTNERS





# AL ISMAELIA COLLABORATORS

**Cairo  
International  
Art District**

**Coventry**  
University 

**Flavor Republic**



**creative  
districts.**®





# AL ISMAELIA TENANTS





# AL ISMAELIA

## CORPORATE CLIENTS

### EMBASSIES



Ambasciata d'Italia



Embassy of the Czech Republic  
in Cairo



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*Denmark in Egypt*



British Embassy  
Cairo

### CORPORATES







Al Ismaelia for Real Estate Investement & Knight Frank Collaboration - 2025



Al Ismaelia for Real Estate Investement & Alchemy Experience Collaboration - 2025

At Al Ismaelia, we believe that true transformation is never achieved in isolation. Reviving Downtown is a collective endeavor that thrives on the strength of partnerships — with government bodies, cultural institutions, local businesses, and the community itself. Each collaboration brings new perspectives, resources, and creativity, amplifying our ability to preserve heritage while reimagining its future. It is through this spirit of shared vision and joint effort that we are able to create meaningful impact, ensuring that Downtown's revival is not just our success, but a success for the entire city.



# The People Behind the Vision

Our team combines expertise with passion, leading the transformation of Downtown Cairo with dedication, creativity, and respect for its enduring legacy.





## Karim Shafei

### CHAIRMAN & CEO

Chairman of Al Ismaelia, and the master mind behind the Downtown Rehabilitation Project. Shafei is a passionate entrepreneur who has successfully founded, and managed an impressive number of companies spanning manufacturing, trade, and services. His passion for Downtown has been the driving force behind the inception of Al Ismaelia, aimed at regaining Downtown's lost centrality, as Cairo's city center, and the heart of its society.



## Hazem Barakat

### VICE CHAIRMAN

Barakat Co-founded and managed BPE Partners and B Investments. Barakat founded and managed several leading companies including Total Egypt, PGESCo Miraco-Carrier and MNHD. Barakat holds a Bsc in Mechanical Engineering from the New York Institute of Technology, and is a member of the Egypt-based American Chamber of Commerce, the British Egyptian Business Association, and the Egyptian Businessmen's Association.



## Aladdin Hassouna Saba

### BOD MEMBER

Saba is the founder of Beltone Financial, and the co-founder of BPE Partners. His expertise spans to cover Hermes Financial as its co-founder which later became EFG Hermes. He is also a founding member of the Egyptian Investment Management Association, and the Egyptian Capital Markets Association. Saba holds a Bsc in Biomedical Engineering from Cairo University, an MBA from Wharton, and Master's degree in Biomedical Engineering from the University of Pennsylvania.



## Samih O. Sawires

### BOD MEMBER

Samih O. Sawiris is the founder, and Chairman of Orascom Development Holding (ODH); a leading developer of fully integrated worldwide destinations like El Gouna, Andermatt and Lustica Bey. Sawiris is a major shareholder of Orascom Construction Industries. He is also a significant stake holder in Lafarage. Sawiris is a member of Sawiris Foundation founded in April 2001. Sawiris received his Diploma in Economic Engineering from the Technical University of Berlin in 1980.





## Philopateer Dimitri

### *Deputy CEO*

As Deputy CEO of Al Ismaelia for Real Estate Investment, Philopateer leads the company's strategic growth and commercial operations. With over five years devoted to Al Ismaelia's mission, he combines global insight with local expertise to help transform Downtown Cairo into a vibrant, sustainable destination. A graduate of Rome who began his career in Milan, Philopateer brings a refined understanding of market dynamics and real estate innovation, balancing heritage preservation with forward-looking development.



## Aliaa Hassan

### *Head of HR*

As Head of Human Resources at Al Ismaelia for Real Estate Investment, Aliaa brings over 18 years of experience in human resources and administration, combining strategic insight with a people-first approach. A graduate of the American University in Cairo with a degree in Political Science, she balances analytical thinking with empathy and vision. At Al Ismaelia, Aliaa is dedicated to fostering an inclusive, engaging work culture that empowers teams to grow — driving meaningful transformation across the organization.



## Mohamed Hassan

### *Head of Engineering*

Head of Engineering at Al Ismaelia for Real Estate Investment with over 22 years of experience and has led the restoration of key heritage buildings in Downtown Cairo, including Cinema Radio, La Viennoise, and Consoleya. Since joining Al Ismaelia in 2009, he has focused on preserving Cairo's architectural legacy while integrating modern functionality. His work blends deep historical knowledge with innovative, sustainable design solutions.



## Karim El Mallah

### *Head of Finance*

Head of Finance at Al Ismaelia for Real Estate Investment with over 15 years of experience across audit, accounting, and strategic planning. After six years at PwC in Egypt and the UAE, Karim El Mallah has worked across sectors like real estate, FMCG, and international development. Today, he leads financial operations at Al Ismaelia, focusing on performance, risk management, and strategic alignment. He is passionate about strong governance and building high-performing teams.





## Eslam Haggag

### *Head of Operations*

Head of Operations at Al Ismaelia for Real Estate Investment with over 15 years of experience in project and facility management, Eslam brings a results-driven and people-focused approach to every initiative he leads. He has overseen large-scale projects, built cross-functional teams, and implemented strategies that boost efficiency and quality across operations. Known for his forward-thinking mindset, Eslam is passionate about creating sustainable systems and fostering collaboration to ensure every project adds long-term value for clients, partners, and the community.



## Aya Fouda

### *Head of Marketing*

As Head of Marketing at Al Ismaelia for Real Estate Investment, Aya Fouda brings over 13 years of experience in strategic communications, marketing, and event management. She holds an MBA in Marketing and Integrated Communications from ESLSCA University, along with diplomas in Digital Marketing and Marketing from AUC and AmCham. Aya has led impactful campaigns across corporate, governmental, and international development sectors — including collaborations with USAID Egypt and the Ministry of Planning — blending creativity and strategy to deliver powerful communication outcomes.





## Youssef Abouter

### *Strategy & Business Development Manager*

As Strategy & Business Development Manager at Al Ismaelia for Real Estate Investment, Youssef Abouter helps shape the company's vision for Downtown Cairo's revival. With over 10 years of experience across real estate, F&B, and digital strategy, he combines business insight with a creative approach to urban development. A graduate of the British University in Egypt with a degree in Finance and Accounting, Youssef focuses on place branding, tenant strategy, and market positioning — driven by a belief in the power of heritage, creativity, and community to define vibrant city life.



## Michael Ayad

### *Financial Planning & Analysis Manager*

As Financial Planning & Analysis Manager at Al Ismaelia for Real Estate Investment, Michael brings over 10 years of experience in financial planning, analysis, and corporate finance. He leads group budgeting, develops financial models, and provides insights that guide strategic decisions and investor relations. With a background across corporate and consulting roles, Michael has advised organizations on financial restructuring, performance management, and forecasting — driving sustainable growth and long-term business success.



## Mohamed Yehia

### *Procurement Manager*

As Procurement Manager at Al Ismaelia for Real Estate Investment, Mohamed brings over 10 years of experience across real estate, construction, oil & gas, and luxury projects. A Certified International Procurement Manager, he combines strategic insight with operational excellence, leading teams to refine sourcing strategies and manage multimillion-dollar budgets. With a focus on quality, efficiency, and value creation, Mohamed is committed to building a collaborative, value-driven procurement function that supports growth and strengthens partnerships locally and internationally.



## Ashraf Elbakly

### *Government Relations Manager*

As Government Relations Manager at Al Ismaelia for Real Estate Investment, Ashraf brings over 23 years of experience in property law and regulatory affairs. Since joining Al Ismaelia in 2010, he has been instrumental in overseeing all legal and contractual matters across the company's real estate portfolio. With deep knowledge of Egypt's legal framework and government processes, Ashraf provides the strategic guidance that ensures Al Ismaelia's developments remain compliant, protected, and aligned with its long-term vision for a sustainable and revitalized Downtown Cairo.



# Connect with Us

Be part of the revival. Reach out, collaborate,  
and join us in writing the next chapter of  
Downtown Cairo's story.



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