

Pioneering Downtown Cairo's Renaissance, Al Ismaelia for Real Estate Investment unveils 2025 strategy with new hospitality and digital initiatives

- Al Ismaelia to allocate EGP 300 million for development of existing properties in 2025
- New projects set to elevate Downtown Cairo's tourism and cultural landscape
- Boutique hotel Mazeej Balad blends Egypt's rich heritage with contemporary hospitality
- Al Ismaelia's digital platform downtowncairo.com to act as tourism and cultural hub

Cairo, Egypt – March 5, 2024 – Al Ismaelia for Real Estate Investment, has unveiled its 2025 strategy, reinforcing its commitment to leading the revitalization of Downtown Cairo as a premier cultural, touristic, and investment destination. During an exclusive media roundtable held on the 130th memorial of Khedive Ismail, the visionary behind Downtown Cairo's urban renaissance and the person behind the company's namesake, Al Ismaelia announced a series of transformative projects, including the launch of Mazeej Hotel, the unveiling of downtowncairo.com, and its plans to develop additional hospitality and mixed-use spaces in the coming year.

Founded in 2008 for the sole purpose of spearheading Downtown Cairo's revitalization, Al Ismaelia has pioneered the restoration of the area's unmatched architectural landscape. With 26 historic properties and 85,000 sqm under its management, the company continues to lead efforts in adaptive reuse, transforming neglected heritage buildings into vibrant, functional spaces that serve as cultural, commercial, and residential hubs.

Karim Shafei, Chairman of Al Ismaelia for Real Estate Investment, emphasized the company's long-term vision, stating: "We definitely see Downtown Cairo as a unique historic district reflecting the country's rich heritage, but more importantly, we envision it as Egypt's gateway to the future of tourism and investment. By integrating world-class hospitality, digital accessibility, and dynamic urban spaces, we are ensuring that Downtown, the heart of Cairo, continues to evolve as a dynamic and accessible destination while staying true to its identity."

Expanding Downtown Cairo's hospitality and mixed-use offerings

As part of its 2025 strategy, Al Ismaelia is advancing plans to further develop Downtown Cairo's hospitality sector. The company is preparing to introduce two additional boutique hotels, which are expected to open by the end of 2026. Alongside these developments, the company is transforming 15,000 square meters of Downtown properties into a blend of hospitality, retail, and administrative spaces, reinforcing its role in shaping the area's economic revival.

In addition to its new hospitality offerings, Al Ismaelia is currently expanding its footprint across Downtown Cairo, ensuring that they are restored in line with the company's approach to adaptive reuse, preserving their architectural integrity while introducing modern functionalities that cater to contemporary needs.

To support its growing portfolio, Al Ismaelia has allocated EGP 300 million for the development of its existing properties in 2025, which include a mix of serviced apartments, commercial units, and cultural venues.

Shafei added: "We are currently also considering opportunities for a capital raise that will help us further expand the implementation of our vision."

The company's strategy prioritizes attracting creative industries and SMEs, with spaces such as Consoleya, a co-working and business hub that provides flexible workspaces tailored to the needs of startups and small businesses.

Mazeej Balad: A new era of experiential travel and leisure in Downtown Cairo

Among Al Ismaelia's key developments for 2025 is the launch of Mazeej Balad, a boutique hotel that blends Egypt's rich heritage with contemporary hospitality. Designed by renowned interior designer Malak Orfy, Mazeej Balad offers guests an immersive experience that captures the essence of Downtown Cairo's vibrant past and evolving present and pays homage to both authenticity and modern luxury. The hotel features five uniquely curated suites, each inspired by figures who embody the city's cosmopolitan spirit, from artists and musicians to cultural pioneers and historical personalities. The rooftop restaurant, offering panoramic views of the city, provides guests with a destination that combines exquisite dining with an ambiance steeped in history.

DowntownCairo.com: A digital gateway to the city's cultural and touristic identity

To complement its restoration efforts on the ground, Al Ismaelia has launched downtowncairo.com, a comprehensive platform designed to make Downtown Cairo more accessible and engaging for residents and visitors alike. The website – being the first of its kind in Egypt – serves as both a tourism hub and a cultural archive, offering a curated digital experience that guides users through the district's history, landmarks, and cultural touchpoints.

Through this platform, visitors can explore self-guided walking routes that take them through historic streets and notable locations, ensuring that Downtown Cairo remains a walkable and discoverable destination. The Downtown Tunes playlist, created in partnership with Spotify, brings the city's soundscape to life with a selection of tracks that capture its artistic and cultural essence. Additionally, the website's Stories of Downtown section provides narratives about the district's buildings, personalities, and hidden gems, giving deeper context to the spaces that shape the city's identity.

Philopateer Dimitri, Deputy CEO of Al Ismaelia for Real Estate Investment, stated: "Our two newest additions – Mazeej Balad and downtowncairo.com – are an invitation to experience the soul of Downtown Cairo. Every suite, every space, and every experience, whether digital or physical, is designed to tell a story that connects past and present, heritage and modernity, tradition and transformation. Our goal is to make Downtown an unrivalled, memorable experience for our visitors, residents, and tourists, and to leave a lasting impression of the undeniable, authentic identity of the true heart of the city."

A vision for Downtown Cairo's future

As Al Ismaelia continues to implement its 2025 strategy, its focus remains on reinforcing Downtown Cairo's status as a cultural, touristic, and investment powerhouse. By integrating world-class hospitality, digital accessibility, and dynamic urban spaces, the company aims to ensure that Downtown Cairo not only retains its historic charm but also adapts to the evolving needs of modern visitors and businesses.

Al Ismaelia's commitment to preserving the past while shaping the future remains at the heart of its strategy, positioning Downtown Cairo as a destination where heritage, culture, and commerce converge.

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