

Under the auspices of the Supreme Council of Antiquities Madinet Masr Announces the Development of “Buyut Al-Khalifa” Project to Revive Urban Heritage in Historic Cairo in Collaboration with Built Environment Collective

As part of its sustainability and social responsibility strategy, this project marks a key milestone in Madinet Masr’s heritage revival initiative.

Cairo, 15 April 2025 – Madinet Masr (EGX code: MASR.CA), one of Egypt’s leading urban community developers, has announced the launch of the “Buyut Al-Khalifa” project to revitalize the urban fabric of Al-Rukbiyya Street in the heart of Historic Cairo. and to preserve endangered urban sites. The project is carried out in collaboration with the Built Environment Collective, in collaboration with the Supreme Council of Antiquities. This initiative aligns with Madinet Masr’s CSR strategy, which focuses on the preservation and restoration of archaeological sites and historical buildings.

Located in Historic Cairo – a UNESCO World Heritage Site – the “Buyut Al-Khalifa” project aims to restore heritage buildings and rehabilitate the urban fabric while conserving the area’s cultural identity and improving residents’ quality of life. Spanning 3,000 square meters on Al-Rukbiyya Street, the project involves the restoration of two historic buildings, the refurbishment of 19 facades of modern buildings, and the development of 1,200 square meters of public spaces through paving, greenery, and lighting. The project also features the creation of two urban farms irrigated with groundwater harvested from the dewatering projects of listed monuments, enhancing and promoting heritage-based crafts, in addition to providing educational and professional opportunities. This reflects Madinet Masr’s commitment to sustainable development, heritage conservation, and positioning Cairo as a global tourist destination.

Commenting on the project, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, said: “Community engagement is a cornerstone of our identity and vision. We are proud to take part in developing the Buyut Al-Khalifa project, which seeks to revive endangered urban sites, especially in archaeological and heritage areas. This initiative aligns with our 65-year legacy in the Egyptian market, during which we have played a pivotal role in developing integrated and sustainable urban cities and communities.”

Sallam added: “Our collaboration with the Built Environment Collective, and the Supreme Council of Antiquities is a true representation of strategic partnerships that create an added value for society and reflect our commitment to enhancing the quality of life for individuals and communities.”

Dr. May Al-Ibrashy, Chairwoman of Built Environment Collective, commented: “We are pleased to partner with a leading real estate developer like Madinet Masr to develop Buyut Al-Khalifa project. This represents a strategic partnership between the private sector and civil society to revive the urban essence surrounding the historical landmarks and buildings. The site’s inclusion in the UNESCO World Heritage List due to its ‘living heritage,’ supports our belief that heritage is a key driver for development, not just a legacy of the past, but a foundation for shaping the future.”

For her part, **Dena Habib, Vice President of Corporate Relations at Madinet Masr**, added: “At Madinet Masr, we believe that sustainability is a fundamental element in all our operations. Buyut Al-Khalifa project reflects this commitment, as we are keen to achieve environmental, social, and economic sustainability. We always strive to partner with entities that share our values and vision of creating a positive societal impact. To that, our collaboration with Built Environment Collective reflects this vision; creating a sustainable urban environment that meets the needs of current and future generations while preserving Egypt’s heritage and identity.”

Buyut Al-Khalifa project is part of Built Environment Collective “Athar Lina” (Heritage is Ours) (الأثر لنا) initiative, launched in the Al-Khalifa area in 2012, which takes a participatory approach combining heritage conservation with socio-economic empowerment through traditional crafts and sustainable urban development. It also aligns with two national

tourism development initiatives: the Citadel Square development, located 500 meters east of the site, and the “Descendants of the Prophet مسار أحفاد النبي” path, which passes through the area. Implementation of “Buyut Al-Khalifa” project is set to begin implementation in May 2025 over three years.

The project focuses on using eco-friendly materials and sustainable construction techniques, while improving quality of life and providing employment opportunities forming a comprehensive model for heritage conservation and local community development.

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About Madinet Masr

Madinet Masr, one of Egypt’s leading urban community developers, was established in 1959. Headquartered in Cairo and listed on the Egyptian Exchange in 1996 (EGX), Madinet Masr operates under a robust corporate governance structure. It is committed to delivering exceptional value to all its stakeholders. Rebranded from Madinet Nasr to Madinet Masr in 2023, the company has become one of the most innovative real estate companies in Egypt, capitalizing on a long and successful track record of delivering distinguished and multi-functional developments that drive growth in Egypt by developing sustainable communities.

Madinet Masr has become a prominent community developer and urban planner in Egypt after developing Nasr City, the largest neighborhood in Greater Cairo with a population of over three million people. Since then, it has actively taken on large-scale projects to transform sizeable land areas into contemporary, integrated communities.

Today, Madinet Masr owns a land portfolio of 12.6 million sqm, with two renowned mega-developments, Taj City and Sarai, in East Cairo. Taj City is a 3.6 million sqm mixed-use development positioned as a premier destination, and Sarai is a 5.5 million sqm mixed-use development strategically located in front of Egypt’s New Administrative Capital. Madinet Masr launched Zahw in 2023, its first expansion project outside Cairo Governorate. Zahw is a 104-acre mixed-use development strategically positioned west of Assiut Governorate beside Assiut’s airport and 15 minutes from its center. Zahw complements the contemporary real estate products in Upper Egypt.

Some of the key strategic partnerships signed include the development of a project in New Heliopolis City, covering an area of 491 feddans, and the development of an integrated residential urban project in the fourth phase in Mostakbal City, covering an area of 238 feddans (approximately 1 million square meters). In addition to signing a contract to develop 42 acres in New Heliopolis City, through a partnership with Zahraa Maadi Investment and Development (ZMID).

About Built Environment Collective

The Built Environment Collective (BEC) is an NGO specializing in place-based cultural and urban development based in al-Khalifa neighborhood. It co-runs the heritage-centered initiative Athar Lina. Under this initiative, they work in Historic Cairo within a mandate of heritage as a driver for development, using an integrated participatory manner on heritage conservation and adaptive reuse, heritage education, and on socio-economic empowerment through heritage industries and urban regeneration linked to environmental sustainability.