

Rooted in Egypt, Building for the Region: Marakez and EnterpriseAM Launch a Three-Year Partnership

The multi-format collaboration will spotlight the people, businesses, and ideas building and being built in District 5, Ramla, AEON, and future Marakez destinations, and carry them to audiences across Egypt and the wider region.

Cairo, 09 August, 2026

Marakez, one of Egypt's leading mixed-use developers, and The Enterprise Company, publisher of EnterpriseAM, the Arab world's business daily, today announced a three-year strategic partnership. Through the Egypt edition of EnterpriseAM, the partnership will present Marakez's existing and future destinations in Egypt and beyond from the inside, telling the stories of the communities it builds, and carry that work to decision-makers across the region.

The agreement deepens a relationship years in the making. Marakez, a unit of Saudi Arabia's Fawaz Alhokair Group, was a main sponsor of EnterpriseAM Egypt's inaugural Sahel Signature Edition in 2025 and returned for the 2026 edition. The new agreement expands that seasonal collaboration into a sustained, multi-format platform across Marakez's portfolio in Egypt and beyond.

"EnterpriseAM has been part of our leadership team's morning routine since its earliest days, and we have followed and supported the publication long before we had the opportunity to work together," said **Ashraf Maklad, Chief Commercial Officer at Marakez.**

"The Sahel Signature Editions gave us that first opportunity. This three-year partnership is the deeper collaboration we had hoped to build: a long-term home for the stories of the founders, business owners, residents, and communities shaping District 5, Ramla, AEON, and the destinations still to come. The strongest proof a destination's success is the life that unfolds within it—and those are the stories we want to tell."

The partnership will unfold through profiles, guides, visual and audio storytelling, social content, and live experiences centered on food and hospitality, people, customer experience, and the habits that turn developments into communities. E-Studio, The Enterprise Company's branded-content arm, will produce the work, which will be clearly labeled and developed separately from EnterpriseAM's independent newsroom. It will run across EnterpriseAM Egypt's newsletter, website, and social channels, with a dedicated microsite to follow.

“Marakez sees this region the way we do. The best business stories here rarely stop at one border; capital and talent move constantly between Cairo, Riyadh, and Abu Dhabi, and the ideas built on real local insight are the ones that travel furthest,” said **Moustafa Bassiouny, Partner and Chief Strategy and Revenue Officer at The Enterprise Company**. “We chose to work with Marakez because we share the same values and the same ambition. We are both rooted in Egypt, both convinced that genuine local insight is what gives an idea reach beyond a single market. While EnterpriseAM continues to be the Arab world's daily, our shared ambition is what makes Marakez a natural partner for the whole region, not just for Cairo.”

The partnership will kick off this month, with the first phase of the collaboration to be unveiled later in August.

—Ends—

About Marakez:

Marakez is a leading mixed-use developer in Egypt. Founded in 2015, the company builds and manages destinations designed to serve as the heart and soul of its communities. Its portfolio includes District 5 in New Cairo, Ramla on the North Coast, AEON in West Cairo, and Mall of Arabia.

Marakez is part of Fawaz Alhokair Group, a major Saudi business group focused on retail, real estate, and lifestyle brands, with operations across the MENA region. The company combines regional scale with locally led development expertise and an ambition to expand its destination-building model beyond Egypt.

Learn more about Marakez at www.marakez.net

For further information, please contact:

Massa El Gamal, Senior Public Relations and CSR Manager

MEIGamal@marakez.net

About EnterpriseAM:

EnterpriseAM is the Arab world's business daily, read each morning by more than 400,000 decision-makers across Egypt, the UAE, Saudi Arabia, and the global financial centers where capital for the region is allocated.

An independent publication owned by Enterprise Ventures LLC and published under license from AJP Media, EnterpriseAM covers the businesses, markets, and people shaping Egypt and the wider region.

Learn more about EnterpriseAM at www.enterpriseam.com