

# *Accor and Badr University in Cairo Partner to Bring ibis Styles to Badr City*

**STRATEGIC PARTNERSHIP BRINGS THE IBIS STYLES BRAND TO BADR CITY,  
SUPPORTING ITS EVOLUTION AS A MIXED-USE DESTINATION WHILE  
REINFORCING ACCOR'S LONG-TERM COMMITMENT TO EGYPT.**



**CAIRO, EGYPT 30 June 2026** - Accor, a world-leading hospitality group, and Badr University in Cairo (BUC), one of Egypt's leading private educational institutions, and a flagship institution of CIRA Education, announce the signing of **ibis Styles Badr City**, marking a significant milestone in the evolution of Badr City into a dynamic mixed-use destination combining education, healthcare, business and hospitality within a thriving community.

Located between New Cairo and the New Administrative Capital, the development is set to benefit from one of Egypt's fastest-growing urban corridors, driven by continued infrastructure investment, expanding residential communities and growing commercial activity.

As one of Egypt's leading private educational institutions, BUC has developed an integrated ecosystem spanning education, healthcare, innovation and community services. The addition of ibis Styles builds on this vision, bringing Accor's premium



economy brand to Badr City, where affordability meets bold, design-forward hospitality created to inspire creativity in a world of comfort.

The 184-key ibis Styles hotel will offer contemporary accommodation and vibrant social hubs serving students, academics, healthcare professionals, business travellers, visitors and families. The development is expected to benefit from demand generated by the surrounding universities, Capital Med Medical City, emerging business hubs and the area's expanding residential population.

Known for its individually themed properties, ibis Styles combines affordability with expressive, design-forward hospitality centred around creativity, cultural connection and self-expression, welcoming guests warmly at more than 700 uniquely designed ibis Styles hotels across 55+ countries. Each hotel is shaped by a unique design narrative inspired by its destination, creating vibrant social environments and distinctive guest experiences tailored to modern travellers.

The signing supports Egypt Vision 2030 and the country's ambition to significantly expand its tourism infrastructure and attract 30 million visitors annually by 2030. Having operated in Egypt for more than 45 years, Accor continues to grow confidently in the market through a diversified development strategy spanning luxury, premium, midscale and economy brands across both established destinations and emerging urban centres.

**Raki Phillips, Regional President, Premium, Midscale & Economy Division, Middle East, Africa & Türkiye at Accor, said:** *"Hospitality today is about creating destinations that become part of the communities they serve. Our partnership with Badr University in Cairo reflects that vision, bringing together hospitality, education and healthcare to support the continued evolution of one of Greater Cairo's most dynamic urban corridors."*

*"The signing of ibis Styles Badr City also strengthens our diversified portfolio in Egypt; it reflects our strategy of bringing the right brands to the right destinations while creating long-term value for our partners, guests and local communities."*

**Dr. Hassan ElKalla, Chairman of CIRA Education and Badr University in Cairo, commented:** *"When we founded CIRA Education over three decades ago, our purpose was to transform Egypt bottom-up, making quality education accessible and turning it into a genuine engine of socioeconomic development for the communities that need it most. Badr City and the wider East Cairo corridor is where that purpose is most visible today. Through Badr University in Cairo, Saxony Egypt University, our international branch campus, B30 Club in Badr City, and Capital Med Medical, CIRA has built an integrated destination, one that is nurturing thousands of students, patients, athletes, faculty, and families every day. ibis Styles Badr City is the hospitality anchor this ecosystem deserves, and the confidence Accor has placed in what we are building here speaks for itself. Beyond the hospitality offering, this partnership opens a meaningful academia-industry channel, giving our students real-world training and placement opportunities within one of the world's leading hotel groups, and bringing the standards of a global operator directly into our academic environment. We see this as the first step in what we expect to be a long and fruitful partnership with Accor, one built on shared values of quality, community, and purposeful development."*



The signing further reinforces Accor's long-term commitment to Egypt, where the Group has operated for more than 45 years and today manages **42 hotels with over 15,000 rooms**, alongside a pipeline of **22 hotels** across luxury, premium, midscale and economy segments.

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#### **ABOUT ACCOR**

Accor is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,800 hotels and resorts, 10,000 bars & restaurants, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as lifestyle, with Ennismore. ALL Accor, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay and gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit [group.accor.com](https://group.accor.com) or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

#### **ABOUT IBIS STYLES**

ibis Styles combines reliability with a unique design-forward spirit. Each hotel design is inspired by a unique theme, bringing playful character and distinctive design to every stay. Guests can expect comfortable rooms, social shared spaces and a warm welcome that makes each visit feel uplifting and memorable. Couples, families, solo travellers and business guests are all welcomed warmly at more than 700 uniquely designed ibis Styles hotels across 55+ countries. ibis Styles is part of Accor, a world leading hospitality group counting over 5,800 properties throughout more than 110 countries, and a participating brand in ALL Accor, a booking platform and loyalty program providing access to a wide variety of rewards, services and experiences.

**[IBIS.COM](https://ibis.com) | [ALL.COM](https://all.com) | [GROUP.ACCOR.COM](https://group.accor.com)**

#### **ABOUT CIRA EDUCATION**

CIRA Education is Egypt's largest fully integrated provider of educational services in the private sector. Founded in 1992 with the mission of making quality education accessible and driving socioeconomic development across Egypt, CIRA is listed on the Egyptian Stock Exchange (EGX) and operates across 13 Egyptian governorates. CIRA's higher education portfolio includes Badr University in Cairo (BUC), Badr University in Assiut (BUA), and Saxony Egypt University (SEU), together forming one of the most diverse higher education destinations in Egypt, with 37,000 higher



education students across 32 faculties. Across its 30 K-12 schools and 10 nurseries, CIRA serves a further 38,000 students.

**[WWW.CIRA.COM.EG](http://WWW.CIRA.COM.EG)**

**ABOUT BADR UNIVERSITY IN CAIRO (BUC)**

Badr University in Cairo (BUC) is a premier student-centred university established under CIRA Education in Badr City. Since its inception in 2013, BUC has grown to 17 schools: Medicine; Oral & Dental Medicine; Pharmacy & Pharmaceutical Industries; Physical Therapy; Nursing; Technology of Applied Health Sciences; Veterinary Medicine and Food Safety; Biotechnology; Engineering & Technology; Applied Arts; Business, Financial and Economic Sciences; Political Science and International Relations; Law; Humanities and Social Sciences; Linguistics and Translation; Filmmaking and Performing Arts; and the Graduate School of Education. As of AY 2025/26, BUC serves over 27,000 students across its undergraduate and graduate programs. The university maintains a vast number of international agreements across 37 countries and 5 continents, reflecting its commitment to producing employer-ready graduates and advancing applied scientific research with real-world impact.

**[WWW.BUC.EDU.EG](http://WWW.BUC.EDU.EG)**

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