

Imarrae launches major expansion into Egypt's residential market with new projects in New Cairo and Sheikh Zayed

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Imarrae has announced a significant expansion phase that will see the company move beyond its established commercial and administrative portfolio into large-scale residential development. The new phase centres on a series of integrated projects in New Cairo and Sheikh Zayed, reinforcing Imarrae's ambition to become a leading player in Egypt's fast-growing real estate market.

As part of this strategic shift, the company has also entered a partnership with AKD Management Solutions to enhance operational excellence and ensure adherence to international delivery standards.

Founded by industry veterans Eng. Hossam Ibrahim and Ahmed Khedr, Imarrae draws on more than two decades of experience in real estate development across Egypt and the Gulf. Ibrahim, Chairman and Co-Founder, has established a number of successful ventures including Athar Contracting in Qatar and Al-Rabat Holding Group in the UAE and Qatar. CEO and Co-Founder Ahmed Khedr brings extensive expertise in construction and major project delivery, alongside his role as Chairman of Blue Holding, responsible for developments such as Mivida Business Park and Blue Side Hub Mall.

KIN: Imarrae's flagship New Cairo development

At the heart of its expansion is *KIN*, a 25-acre mixed-use community in the El Koronfel Villas area of New Cairo. Designed by UAE-based AlAsri Consultant, the project combines luxury residential units with commercial and administrative space, set within contemporary architecture and generous landscaped areas. Target sales exceed EGP 16 billion, reflecting both the scale and market positioning of the

development.

Beyond KIN, Imarrae will launch three additional integrated projects across East and West Cairo in 2026, following the acquisition of more than 100 acres of strategically located land. Together, these developments underline the company's commitment to creating sustainable, high-quality communities aligned with Egypt's broader urban development agenda.

A vision shaped by innovation and partnership

Commenting on the expansion, CEO Ahmed Khedr said: "We believe that successful real estate development is built on the integration of innovation, quality and strategic partnerships. Our vision is to deliver integrated and sustainable residential projects that reflect the latest global trends while providing real value to our clients and shareholders."

He highlighted Imarrae's focus on securing prime locations that offer long-term value and support sustainable growth, noting that each project is designed to carry a distinctive identity and strong market presence.

The partnership with AKD Management Solutions, led by Founder and CEO Amr El Kady, strengthens this approach. AKD will support Imarrae with comprehensive management and operational frameworks built to international standards, reinforcing the company's ambition to deliver high-performing, future-ready developments.

"We are proud to partner with Imarrae, a company with a clear and progressive development vision rooted in quality and professionalism," said El Kady. "Our objective is to provide integrated management solutions that enhance Imarrae's position as a leading developer, ensuring efficiency and exceptional performance at every stage."

Imarrae's expansion signals a decisive step towards becoming a prominent residential developer in Egypt and the wider region, built on strong expertise, strategic partnerships and a commitment to modern, sustainable urban development.