



EL BARON<sup>®</sup>

— DEVELOPMENTS —

VIGOR<sup>®</sup>

NEW CAPITAL

## ABOUT US:

- Dating back to the early 80s, El Baron developments is 100 % Egyptian. Our Operations started in Nasr City, Cairo - Egypt.
- Where we own over 135 projects (Residential - Commercial ) and delivered on more than 3000 family to our clients.
- As envisioned by our founders and the current state of the Egyptian market, the firm has decided to expand its operations by investing in the new capital, New cairo - Egypt where we will launch a fully operational commercial - Retail - Medical Project right in the heart of the new capital. In addition to launching a new residential project in new Cairo.



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## STRENGTHS:

- Wealth in experience. ( Over 80 completed projects).
- High knowledge of residential & commercial projects.
- Speedy service, time is key. Our quick and efficient building process leads to faster deliveries of contracted units.
- Our vision is aligned with market needs.
- Wide range of services to suit client needs.



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## HIGH CHANCE OF SUCCESS DUE TO:

- Wealth in experience. ( Over 80 completed projects).
- Our many years of experience in real estate investment & development. ( 40+ years)
- Prime location projects.
- Company vision with regards to purchasing and launching new projects is aligned with the Egyptian market needs.
- Our design process is supervised by the leading engineering consultants in the country.
- Construction work is carried out by highly trained professionals.
- Fast, efficient & effective construction work in order to deliver before due dates.



## PREVIOUS EXPERIENCE:

We have completed more than **135** project **3000** families in Nasr City, including but not limited to:

Residential units, Retail Units and office units.



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## ABOUT THE NEW CAPITAL:

- Announced by the Egyptian government in a conference supporting the development of the Egyptian economy on the 13th of March 2015, the new capital is a large & vast project stretching on over 170 thousand acres located between the provinces of Greater Cairo and Al Suez Canal. It is very close to the regional ring road & Cairo - Suez Road.
- The new capital is expected to be the new headquarters of: parliament, the presidency & the main Egyptian ministries as well as foreign embassies. The project also includes public parks and an international airport.



## LOCATION AND AREA:

- The project lies along the boundaries of badr city in the area confined between cairo - suez road & cairo - ain sokhna road east of the regional ring road just ahead of new cairo, madinty & future city. The location lies around 60 km away from both suez & ain sokhna cities as well as 60km from the heart of cairo stretching over 170 thousand acres.

## PROJECT PHASES:

- The project aims at attracting around 7 million in population during phase 1 alone which is being built on around 10 thousand acres.









**CAIRO**

**CAIRO AIRPORT**

**SUEZ ROAD**

**NEW CAIRO**

**NEW CAPITAL**

20.54 KM - 17 MINUTES

67.KM - 41 MINUTES

49.84 KM - 35 MINUTES

44.43KM - 27 MINS

FUTURE CITY

EL SHOROUK CITY

MADINATY

NASR CITY

NASR CITY

RING RD

RING RD

RING RD

RING RD

EAST RING RD

EAST RING RD

AIN EL SOKHNA RD

REGIONAL RING RD

AIN EL SOKHNA RD

REGIONAL RING RD

REGIONAL RING RD

## **ABOUT 'DOWNTOWN' IN THE NEW CAPITAL:**

- Being the strongest and most prime commercial location in the new capital containing many different services, downtown is a hotspot in the new capital.



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## WHY PURCHASE IN DOWNTOWN, NEW CAPITAL?

- In close proximity to al masa hotel, the green river & the new capital's airport; downtown is considered to be a prime location within the new capital.
- The guarantee of high returns and speedy delivery of units.
- Many high selling points such as the number of malls, entertainment zones and shopping hubs in the area.
- Being very close to zones R7 & R8.



## **OVERALL AREA AND DETAILS:**

- **Spreads across 1364 acres**
- **Contains 5 neighbourhoods:**
  - Hospitality - hotel zone - 138 acres
  - retail and parks - 35 acres
  - commercial - 27 acres
  - History and arts - 17 acres
  - Fashion - 40 acres
- **Four zones for institutions:**
  - Petrol companies - 52 acres
  - pharmaceuticals - 37 acres
  - Technology - 22 acres
  - Insurance - 16 acres
- **Two largest cultural parks.**
- **East park - 24 acres**
- **West park - 27 acres**



- There are a lot of different sights in the area making downtown one of the most unique spots in the new capital and the middle east as a whole.
- The electric monorail station.
- One of the largest electric stations 6 acres by (Siemens).
- Egypt's mosque which is considered the second largest mosque following al fatah al aleem. Built on 68 acres.
- The largest gold market - 25 acres.
- 6 Petrol Stations Available all around the area in strategic locations.
- It is also unique as it centres the district of ministries, monetary institutions & presidential residence as well as the airport, al masa hotel and finally having access to 4 different yet main axis:
  - Mohamed Bin Zayed North Axis.
  - Ministries axis.
  - Monorail axis.
  - Al masa axis.









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## WHO ARE WE?

- Our Roots are extended in developments and Constructions since the early '80s, as we are built upon time-tested values of excellence and integrity. This means working to the highest ethical standards and being measured by the enduring quality of our projects
- We are committed to leaving a legacy of progress as our employees leverage many years of experience operating in the tough Egyptian real estate market, by developing local skills for sustained economic opportunity and volunteering our time and talent to the communities where we work.
- Differentiated by the quality of our people and our relentless drive to deliver the most successful outcomes, we align our capabilities to our customers' objectives to create a lasting positive impact.



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## WHY VIGOR® NEW CAPITAL

- The name is very self-illustrative it reflects agility, vitality, endurance, and the capability to be different and stand out that appears in our product mix, the design we are offering, and our collaboration with our partners.

*“Value the present & Secure the Future”*

- As we all need to cherish every moment we live, appreciate the people that surround us & we praise god for the wealth he blessed us with, still we aim more for our outlook and maintaining stability and prosperity.
- That’s why here at El Baron Developments we considered every aspect of building Vigor Towers.



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## THE **VIGOR**<sup>®</sup> EXPERIENCE NEW CAPITAL

### **PROFESSIONAL**

- As the ability to work efficiently, effectively, and be proactively ready to face challenges and achieve goals

### **VIBRANT**

- Exceptionality concerns us because of Our unique persona, we tend to provide the passionately exclusive and uncommon product, that echoes in the middle of the New Capital.

### **VOSS**

- Elegant, lavish & Extravagant are written in every corner of Vigor Towers, As we represent the way it should be.

### **INNOVATIVE**

- With a 360 view now can, as it helps in finding the right way to think and ease ur mind to handle pressure with the landscaping and the greenery that's present everywhere around.



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NEW CITY



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V  
MIGOR  
2017



## TECHNICAL CHARACTERISTICS OF **VIGOR**<sup>®</sup>: NEW CAPITAL

- **LOCATION:** Downtown - New Capital.
- **NUMBER OF FLOORS:** Ground Floor + First Floor (Retail) , Second Floor - tenth Floor ( Administrative / Medical ). Total Number of Floors: 10.
- **LAND AREA:** 3,800 Metres.
- **BUILDING TO LAND RATIO:** 30% Buildings / 70% Green areas.
- **FLOOR AREA:** 1,138 Metres.
- **TOTAL NUMBER OF UNITS:** 218 Units.
- **DESIGN:** Ultra Modern.
- **ENGINEERING CONSULTANT :** Mohamed Talaat Architects.



## PROJECT LOCATION:

Vigor lies in the downtown area within the new capital. The location stands out as it overlooks the main street in the downtown area in addition to overlooking to other main roads.

Minutes away from Suez road, new capital airport and the governmental district, the location is considered to be prime. More details on the uniqueness of the location are as follows:



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NEW CAPITAL AIRPORT  
8KM

PRESIDENTIAL PALACE  
3 KM

GOVERNMENT DISTRICT  
1 KM

PARLIAMENT BUILDING

MONRIL CENTRAL STATION  
1.2 KM

MASA HOTEL  
1.2 KM

OPERA  
1.3 KM

CENTRAL STATION

BUSINESS AND FINANCE DISTRICT

MEDICAL CITY  
4 KM

BIN ZAYED SOUTH AXIS

BIN ZAYED NORTH AXIS



THE NEW MUSEUM

## **PROJECTS FACILITIES:**

VIGOR Tower offers a wide range of services to suit all different types of both visitor & tenant needs in the tower. Among these services is an underground parking, meeting rooms, multi-purpose spaces and a sky lounge. Some of the services in detail.



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## ON SITE 24 HOUR SECURITY:

The tower offers around the clock security on all entrances and exits of the tower as well as on every floor inside the tower.

SECURITY

## CCTV:

The tower is also equipped with CCTV on all entrances and exits as well as on every floor inside the tower, ensuring security is optimum and of the highest standards.



## K9 SECURITY:

The K9 Units are made up of the very best & professional security personnel along with their highly trained guard dogs. These dogs are hand-picked and singled out based on high sense of smell, agility and intelligence which are all characteristics that help these guard dogs in sniffing out drugs, weapons or even engage in high speed chases.



## UNDERGROUND PARKING:

For the comfort of both tenants & visitors of the tower, a vast underground parking is available to accommodate over 200 cars. The car park operates with a Park Lift system in order to ensure maximum efficiency and use of the space available.



## MEETING ROOMS:

Luxury Meeting rooms available throughout every commercial floor in the tower, facilitating all different business needs given that each meeting room can fit more than 40 people at a time as well as being equipped with the latest high-end technology on the market.



## SKY LOUNGE:

At the Pleasure of our tenants and visitors, we offer a multi-purpose space, Sky Lounge which can be used for various activities at the comfort of each person accordingly.

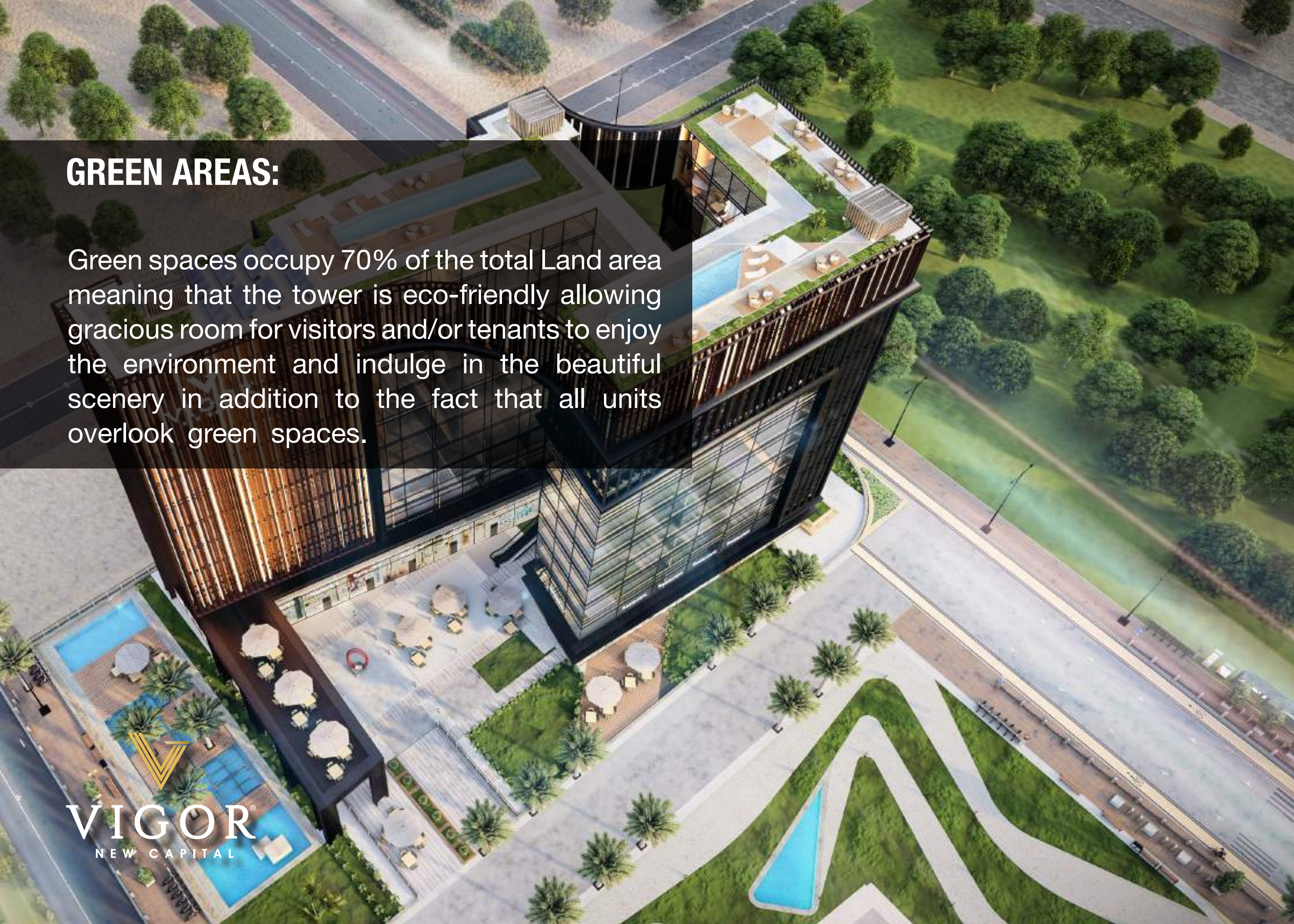
## REST-ROOMS:

There are 4 rest-rooms on each floor to ensure ease of access to all visitors and tenants.



## FINISHING OF THE COMMERCIAL/ MEDICAL UNITS:

The tower also offers fully furnished commercial & medical units to ensure they are instantly ready for either tenants or buyers to facilitate a faster purchase or rent process.

An aerial photograph of a modern architectural complex. The central focus is a tall, dark-facaded building with a glass-enclosed core. Surrounding the building are extensive green spaces, including lawns, numerous trees, and several swimming pools. One pool is located on a rooftop terrace, while others are on the ground level. A paved road with a median runs along the right side of the complex. The overall scene is bright and clear, suggesting a sunny day.

## GREEN AREAS:

Green spaces occupy 70% of the total Land area meaning that the tower is eco-friendly allowing gracious room for visitors and/or tenants to enjoy the environment and indulge in the beautiful scenery in addition to the fact that all units overlook green spaces.

## PERKS OF EL VIGOR<sup>®</sup> : NEW CAPITAL

- The extensive experience the developer of the tower has. (Over 80 projects)
- The project's location. (Overlooks two main roads)
- All units overlook green spaces & main roads. (360 Views)
- All commercial / medical Units are fully finished with air conditioning installed.
- Small spaces start at 30 metres for smaller units.
- The extensive services available on site.
- The professional team behind the execution of the tower.
- The designs are all ultra-Modern.
- The zoning concept is applied.
- Highest return rates guaranteed.
- The well trained staff responsible for renting units.
- Fibre optics available throughout ensuring high end internet speeds.
- Lowest possible area allocation as compared to competitors.

# PARTNERS OF SUCCESS



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## PARTNERS

# KAD

- KAD Commercial Property Management was established in 2012. We provide consultancy services to commercial properties.
- KAD oversees all development phases of your property starting from proactive studies of the land, to achieving the highest returns on investment by identifying merchandise choices appropriate for the mall based on the location, supply and demand forces, and the market needs. Our role also extends to development of marketing strategy and supervision of execution, in addition to construction operations and mall management.



## PARTNERS



- Sabbour Consulting does not only look to fulfill the demands of its clients, but of their customers as well.
- We practice this by matching our incentives with those of our clients in sharing the belief that there is no higher Remuneration than facilitating the deliverance of prosperity.

## PARTNERS



### MOHAMED TALAAT ARCHITECTS

M.T Architects is a Design Firm based in Cairo Founded in 1996 by arch. Mohammed Talaat, which offers fresh and unique ideas for residential and commercial designs. over the past two decades M.T Architects has covered a wide range of projects in Egypt & abroad in both engineering fields, design and construction from architectural, interior design, landscaping & urban planning up to construction supervision by MT Architects.

When it comes to design, we always ask ourselves, what makes it unique?! ... What ties everything together leading us to the final picture we all see?! Actually, we would be wrong if we just thought of one thing, because the design is an Inclusive process in which we should bring imagination & passion, skills & technics, research & creativity, all as the details of a greater picture, all we should go through them as a journey of discovery till we reach our goal. And, we, at M.T Architects, embrace that vision which takes us beyond the typical patterns and concepts, allowing us to explore the beauty & Diversity of different designs in each project.



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## PARTNERS



Since Elsewedy beginnings as a manufacturer of electrical components in Egypt 80 years ago, Elsewedy Electric has evolved into a global provider of energy, digital and infrastructure solutions with a turnover of 46.4B EGP in 2020. Listed on the Cairo stock exchange since 2006, Elsewedy operates in five key business sectors: Wire & Cable , Electrical Products, Engineering & Construction, Smart Infrastructure and Infrastructure Investments. At the heart of our approach is an all-in-one integrated Engineering, Procurement & Construction (EPC) service which enables Elsewedy to deliver even the most complex projects on time and within budget.





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