

## Emad Farid (Vice President of Operations – TIME Hotels Egypt)

### Egypt is developing in all aspects and is now considered “The Gateway to Africa”

During the past seven or more years, Egypt has been progressing in all aspects and is now considered “The Gateway to Africa”. This led to a major movement in the development of touristic villages, hotels, apartment hotels, and facility management for various compounds. As a result, TIME Hotels has been approaching major developers to introduce its high level of industry expertise in hospitality management. TIME Hotels was able to establish itself as a fast-growing company in the region and was able to successfully close several projects in Egypt aligned with the brand’s growth strategy in expanding its footprint in North Africa. In a Q & A with Al Bayan Magazine, Emad Farid, Vice President of Operations at TIME Hotels Egypt elaborated on the development that is happening in Egypt nowadays, shedding light on the plans of TIME Hotels within Egypt and explained the strong standards that support the fast-growing efforts of TIME Hotels. Following is an extract from the interview.



**\* Please elaborate on development that is happening in Egypt nowadays:**

- During the past 7 or more years, Egypt has been developing its infrastructures in all aspects; “Egypt The New Republic”.

\* Infrastructure all over Egypt

\* 12 new cities such as; Cairo New Capital, Al Alamein second Egypt capital, New Mansoura, New Damietta, New Menia, Ismailia, Port Said, Sohag, Aswan and others.

\* The new Suez Canal Zone including the area and cities of; Suez Canal pass way, Ismailia, Suez, Port Said & Ein Sokhna cities.

\* Seven thousand kilometers of highways linking Egypt

\* Complete railroad infrastructure; expanding the existing infrastructure by more than 10,000 kilometers, new bullet trains linking East, West, North, and South, connecting all of Egypt and facilitating transportation of goods, products, and people.

\* New airports; enhancing already existing airports and adding 4 more airports such as Cairo Sphinx New airport, North coast, and others, which will also support both local and international business and tourism to Egypt different destinations.

\* Complete Egypt IT – technology infrastructure which facilitates “Doing Business in Egypt”

\* New Laws; such as “One Stop Shop, Ministry of Investment”, Labor Law minimum wages and other tax laws which also facilitates “ Doing business in Egypt”.

\* Egypt is considered as “Africa’s Gateway” worldwide.

\* Major explorations in terms of heritage and eventually major events organized by the Ministry of Antiquities & Tourism”; Vast new mummies found in Luxor, also in Giza plateau Pyramids, Royal Mummies procession to the New National Museum of Egyptian



Civilization, Opening of Ram Headed road in Luxor Worldwide event, the opening of the New Egyptian Museum Pyramids area.

\* Other international activities such as; 4th International Youth Forum, COP 27 Global Warming Summit, and many others.

\* Major Sports events such as World Hand Ball championship, World Squash championship, All Africa sports events.

\* All the above and more leads to worldwide exposure of Egypt being a stable country.

**\* What would be the development plans of TIME Hotels in Egypt?**

- To broaden TIME Hotels’ footprint from the Gulf to the Mediterranean, we registered TIME Hotels Egypt in 2019. As part of our growth strategy, we planned to establish our hospitality brand in Egypt which is considered as “The Gateway to Africa”.

We will be opening our first two hotels in Egypt in 2022. The five-star TIME Coral Nuweiba Resort has 203 keys while the four-star

TIME Marina Hotel & Conference Centre in Al Alamein City has 130 keys. By 2023, we will be opening a luxury hotel apartment in New Capital, Egypt. The 240-key property will provide ultimate luxury facilities with unparalleled hospitality and a lavish view of the Green River.

Also in the pipeline are the other projects in Cairo 5th settlement, Ein Sokhna Red Sea, Sharm El Sheik, Cairo Manial, Sheha Nile, El Galala City Ein Sokhna; Also another 5 star Project in Cairo New Capital, Hurghada Red Sea, Sahl Hasheesh Red Sea, Al Alamein City, Giza & Marsa Alam Red Sea.

Moreover, TIME Hotels is looking into establishing its brand in other major cities such as New Damietta, Mansoura, Upper Egypt projects & other suburban cities.