MUSE

BACK TO BUSINESS 2023

EGYPT'S NEW CAPITAL

IMMENSE PROMISE FOR THE COUNTRY'S FUTURE

SAUDI ARABIA A JOURNEY OF REMARKABLE

PROGRESS IN RECENT YEARS

one sixty one EGYPT'S PUSH TOWARDS RENEWABLE ENERGY

A PARADIGM SHIFT IN POWER GENERATION

ONE SIXTY ONE INTERIORS
A DIFFERENT JOURNEY

CONRAD

CALRO

CONRAD CAIRO IS INTRODUCING A NEW CULINARY EXPERIENCE THROUGH KAMALA, THE FIRST PAN ASIAN CUISINE. KAMALA IS PROUD TO SHOWCASE THE CAPTIVATING ART OF ROBATAYAKI. A CENTURIES-OLD JAPANESE GRILLING TECHNIQUE, ROBATAYAKI BRINGS A UNIQUE TWIST TO OUR MENU, TANTALIZING TASTE BUDS AND IGNITING A SENSE OF CULINARY ADVENTURE. CHEF SAPTA, CHEF DE CUISINE, MASTERFULLY EMPLOYS THE ROBATAYAKI METHOD, CAREFULLY GRILLING AN ARRAY OF PREMIUM INGREDIENTS OVER AN OPEN FLAME, RESULTING IN EXQUISITE FLAVORS AND STUNNING PRESENTATION.

COMPLEMENTING THIS INNOVATIVE TECHNIQUE, KAMALA'S NEW LUNCH MENU SHOWCASES A FUSION OF PAN ASIAN FLAVORS, IN-CORPORATING INFLUENCES FROM JAPAN, CHINA, THAILAND, AND BEYOND. DELIGHT IN THE HARMONIOUS BLEND OF AROMATIC SPICES, VIBRANT HERBS, AND FRESH, LOCALLY-SOURCED INGREDIENTS. FROM DELECTABLE SUSHI ROLLS TO TANTALIZING STIR-FRIES AND SIZZLING ROBATAYAKI SKEWERS, MENU OFFERS A DIVERSE RANGE OF OPTIONS TO SATISFY EVERY PALATE.

STEP INTO KAMALA'S ATMOSPHERIC DINING SPACE, ADORNED WITH TRADITIONAL ASIAN DÉCOR AND A WARM, INVITING AMBIANCE. IMMERSE YOURSELF IN THE CULINARY JOURNEY, WHERE EACH DISH IS A TESTAMENT TO THE RICH TAPESTRY OF PAN ASIAN CUISINE. WHETHER YOU'RE A SEASONED FOOD ENTHUSIAST OR A CURIOUS DINER, KAMALA PROMISES AN UNFORGETTABLE EXPERIENCE THAT CELEBRATES THE ARTISTRY OF ROBATAYAKI AND THE DIVERSE FLAVORS OF THE REGION.



years ago, it has dominated its industry. They are renowned for diagnosing and fixing various issues and providing assured, and excellent services, which have helped El Badry Automotive establish enduring and long-term connections with their customers. They are dedicated to offering first-class vehicles and outstanding services at the most reasonable cost with a warranty on all services.

El Badry Automotive caters specifically to luxury vehicles such as Range Rovers, Jaguars, and other high-end automobile brands. With a team of skilled technicians who have extensive knowledge and experience working on these prestigious vehicles, the service center ensures that each car receives top-notch care and attention.

From routine maintenance and repairs to performance upgrades and customization, the technicians at this service center are equipped with the expertise and tools necessary to keep these exotic cars running smoothly. Whether it's a routine oil change, brake repair, or complex engine diagnostics, owners of Range Rovers, Jaguars, and other exotic cars can trust this service center to provide exceptional service and ensure their vehicles are in optimal condition.

CONTACT: 01150001219

WEBSITE:

www.elbadryauto.com

FACEBOOK - INSTAGRAM: elbadryauto





MASTER. GROUP

The City

new capital

Master Group is a real estate development company that works with the biggest experts and top firms that specialize in real estate to deliver the best integrated residential and commercial communities in Egypt by a defined strategy. Master Group is preparing to deliver the first phase of (The City) project at the beginning of 2024. According to Eng. Mohamed Lashin, the Chairman of Master Group's Board of Directors, 85% of the first phase of (The City) project has been completed, with the overall project progress exceeding 55%.





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87 EL-MOSHEER AHMED ISMAIL ST, SHERATON AL MATAR, CAIRO, EGYPT

The project spans 54 acres in the distinguished R7 area and is designed by leading global engineering firms in a modern and secure manner. The project offers diverse recreational services including playgrounds, Lake Yards, Gathering Area, Children's Activity Venue.

,a social club, a comprehensive commercial area, medical clinics, and a funfair. The company is also gearing up to launch the commercial and clinics mall Soon, along with new expansions in the North Coast and Sheikh Zayed areas.









"It's all about your mindset."

That was the fact, motive, and direction he has been adopting since day one in the business world. Started from his hometown Al-Mansura 17 years ago, moved to Cairo with huge business goals, and currently winning a UAE golden visa and helping build millions of mindsets all over the Middle East. He is Salah Abo El-Magd.

Salah Abo EL-Magd is a sales consultant, international trainer, and business owner of 3 businesses in Egypt. Through the year 2023 only, he has been re-building the mindsets of CEOs of top companies all over the Middle East.

His journey started after graduating with a bachelor of law in 2006. Salah joined multinational companies in sales domains as a freelancer where he led +1000 team members to achieve sales ROI with an amount of +20 million EGP. In 2016, he was empowered by his 10 years of hands-on experience in law, sales, and teaching with a strong scientific base, and he established a successful line of businesses in the training and marketing fields. First, he established ACTA, followed by CUC, and then TMS.

One of the very inspiring milestones was delivering corporate international training sessions. Within one of his tours, Salah hosted his first mega public sales event in Dubai: (Talk less to get the yes.) One more originally designed program he hosted was his exclusive program for social media influencers: "Bank Account VS Followers Count". His latest was the launching of his pilot online sales crash course, attended by people worldwide.

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The primary objective of ALI SALAH ARCHITECT since its founding has been to offer architecture services of the greatest caliber, reflecting the accuracy of their engineers and their clients' objectives.

They have their sights on being memorable and distinctive in their concepts for architectural solutions, interior design, and execution. This is apparent in the projects they designed and executed, and in the way they give their owner a sense of distinction and individuality.

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Al Our Ultimate Assistant or Employment Downfall?



Artificial Intelligence (AI) has become an integral part of our daily lives, revolutionizing industries and transforming the way we work. While AI offers immense potential to assist and enhance human capabilities, concerns about its impact on employment and job security have also been raised. This article delves into the debate surrounding AI's role as either our ultimate assistant or our employment downfall, exploring both the advantages and disadvantages it presents.

Al as an ultimate assistant

Enhanced Productivity: All has the potential to significantly improve productivity by automating repetitive and mundane tasks, freeing up human workers to focus on more complex and creative endeavors. This can lead to higher efficiency and overall job satisfaction.

Augmented Decision-making: Al algorithms can analyze vast amounts of data and provide valuable insights, aiding human decision-making processes. By leveraging Al's capabilities, individuals can make more informed choices, leading to better outcomes in various fields such as healthcare, finance, and business.

Improved Customer Experience: Al-powered chatbots and virtual assistants have revolutionized customer service by offering 24/7 support and personalized interactions. This not only enhances customer satisfaction but also allows human employees to concentrate on more complex customer issues, ultimately improving overall service quality.

AI as an Employment Downfall

Job Displacement: The automation potential of AI raises concerns about job displacement, particularly in industries where routine tasks can be easily automated. As AI systems become more advanced, there is a possibility that certain job roles may become obsolete, leading to unemployment and economic instability.

Skill Gaps: The rapid advancement of AI technology may outpace the ability of workers to acquire the necessary skills to adapt. This could result in a significant skill gap, leaving many individuals jobless and struggling to find employment in an AI-dominated job market.

Ethical Considerations: Al's decision-making processes are based on algorithms, which can sometimes perpetuate biases and discrimination. The ethical implications of relying on Al for critical decision-making, such as hiring or criminal justice, need to be carefully addressed to ensure fairness and avoid discriminatory outcomes.



Vinchi Furniture was established in 2021, to fill in a market gap where practicality, innovation, and creativity are largely missing. Even though it has been a short period since the launch of Vinchi, they have managed to introduce high-quality and practical modern, contemporary, and industrial-style furniture.



SHOW ROOM: FPM Mall 5th Settlement - New Cairo - Egypt

FACTORY: Plot 6 - Industrial Zone -A1-A6 10th of Ramadan City - Egypt TEL: 01281079999 E-MAIL: INFO@VINCHI.FURNITURE WWW.VINCHI.FURNITURE







Vinchi Furniture was launched with only one goal in mind "Create a perfect piece", as short as this phrase may sound, it was a very challenging objective that required a complete lockdown in the factory, researching and developing products, a series of trials and errors, discoveries, out of the box production and design solution, and above all a great effort of headhunting the best engineers, designers, and craftsmanship. In short, Vinchi furniture is a result of great engineers, artisans, and artists, aiming to take the furniture industry by storm.

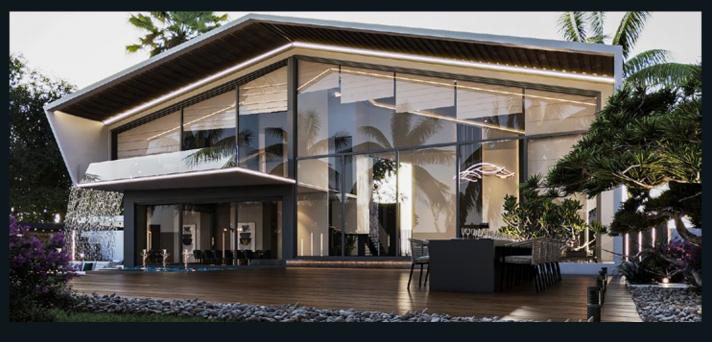
Their current expansion plan is based on two major directions, the first is to introduce a wide collection of innovative, practical products without compromising the premium quality, and luxurious touch. Secondly, is through a series of retail stores in Cairo's major attractions, as they are launching a new branch in New Cairo's FPM mall (Furniture Point mall).



ONE SIXTY ONE INTERIORS

"A DIFFERENT JOURNEY"

With over 20 years of experience in the field under a different brand name, One Sixty One Interiors brand was created a year back and was founded by a fine selection of a group of Egyptian visionary business Leaders as well as the talented Interior Designer Omar Helmy who enjoys a very rich & solid track record in the Middle Eastern Market for 2 decades.







After the great success of One Sixty One Interiors in one year in the Egyptian Market, a second branch was successfully opened in September 2023 in Riyadh - Saudi Arabia. Helmy Brothers are fueled by the mission to make their company one of the top leading quality-driven interior design firms in Egypt & Middle East region, providing a unique customer experience and enhancing the quality of life for people. "We are grateful for the opportunity to work with you and look forward to creating a space that you will love."

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INSTAGRAM:

onesixtyoneinteriors

FACEBOOK - LINKEDIN:

One Sixty One Interiors

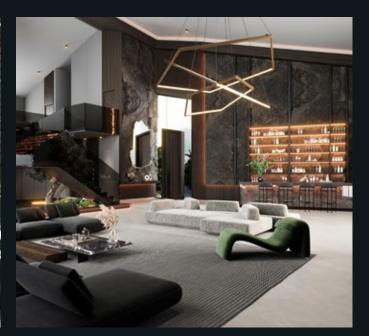
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THE TEAM

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CEO ASSISTANT AHMED IBRAHIM CAROL ASSEM

OPERATION MANAGER SAMAR ELSHORBAGY

OPERATION ASSISTANT CHRISTINE KARAM

PROJECT MANAGER

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As always, I am nothing but proud and honored to be able to personally greet you through this letter on every issue. As we continue to navigate through these challenging times, we must take a moment to recognize and appreciate the milestones we have achieved together. First and foremost, I would like to express my gratitude to our esteemed clients, partners, and employees for their unwavering support and trust. Without your dedication and commitment, we would not have achieved the remarkable success that we enjoy today. It is your belief in our vision and the relentless pursuit of excellence that drives Niche forward.

Niche is grounded in values of honesty, integrity, respect, kindness, and a sense of community responsibility. We strive to create eternal value by honoring our morals in all we do. This is reflected in how we conduct our business and how we care for our employees — our greatest asset. Our collective efforts have allowed us to overcome obstacles and adapt to new ways of doing business. Your resilience and dedication have been nothing short of inspiring.

I would like to extend my heartfelt appreciation to all those who have contributed to our success and growth. Together, we have surmounted numerous challenges and achieved milestones that were once thought impossible. As we forge ahead, let us continue to embrace innovation, and collaboration, and stay driven by our unwavering commitment to excellence.

Thank you for your continued support and trust in Niche. We look forward to a future filled with endless possibilities and shared suc-

Warm regards,

THE PARTNERS

















































































"Building your dream one block at a time"



Hopes is an architectural and design studio operating in the field of interior design and architecture that was founded by Maher El Noshokaty and Mohamed El Ashrey. Hopes Studio was established in 2018 with their desire to create a knowledge-based approach in design and architecture to reflect their idea of an aesthetic fully functional space. With continuous hard work and ambition, Hopes has become the rising contemporary star in design and architecture.







Hopes mastered the art of making singularity by offering tailor-made solutions for every project that has a unique identity according to its context. The studio is distinguished by its high-end design, local capability, and work across various typologies, including residential, commercial, and hospitality projects. Understanding the scope and the projects' ambitions and listening to clients, users, and contractors help them create well-conceived design solutions. They're the go-to in the detail of custom joinery and woodwork fitouts.

CONTACT: 01004002951 - 01095144472 ADDRESS 37 MAKRAM EBIED ST 5TH FLOOR







ADHAM DARWISH

ENTREPRENEUR

Adham Darwish is a man who always puts his family first, whether by blood or the ones chosen along the way. Adham always says that he is lucky enough to have two families, the one he was born into, and his friends, partners in success, and employees. Adham is known for his exotic and unique way of thinking, he says "My top achievements are my worst failures", which was a head-turning sentence. Unlike many others, Adham openly talks about the times he was learning and failing, he knows that mistakes are the greatest opportunity for learning and he takes pride in the lessons he learned and in admitting that those mistakes are the reason why he is the person he is today.

Adham stated that the biggest achievement for anyone is finding their true self, finding who he truly is allowed him to become the best version of himself and through time became the greatest asset in his professional life as an entrepreneur. Currently, he is flourishing in the interior design business, his vision is to be one of the whales in the interior design field. He has a unique system and he gets work done in a completely different manner, and soon he will achieve all his targets and our goals.





Urban Automotive is a luxury business founded in 2014 by Omar Ghassan who has been driven by his passion for cars since childhood, then on, successes followed. With a hub filled with vehicles of various models, working with a plethora of luxury brands such as Mercedes Benz, Range Rover, Mini Cooper, Porsche, and many other exotic cars.

Their showroom is the place you're seeking when you choose the most convenient cars that entice customers to explore the possibilities of owning a new or used car at the best price in the market.

They aim to establish trustable relationships with their clients. Urban Automotive is the place where dreams come true for car enthusiasts.

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The New Administrative Capital in Egypt is a massive project that aims to revolutionize the country's infrastructure and provide a modern and sustainable city for its citizens. With high expectations for its development and potential, the capital is expected to bring about significant changes in Egypt over the next few years. Located 45 kilometers east of Cairo, the New Administrative Capital is envisioned as a smart city that will house government institutions, residential areas, commercial districts, and various amenities. The project was officially launched in 2015 by President Abdel Fattah El-Sisi and has since gained international attention for its ambitious goals.

One of the key expectations for the New Administrative Capital is to alleviate the overcrowding and congestion in Cairo. With a population of over 20 million, the capital has become increasingly challenging to manage, leading to various issues such as traffic congestion, pollution, and inadequate infrastructure. The new capital aims to address these problems by providing a modern and well-planned city that can accommodate millions of residents.

The project also aims to boost the country's economy by attracting foreign investments and creating job opportunities. The New Administrative Capital has already seen significant investments from various countries, including China and the United Arab Emirates. It is expected to become a hub for business and commerce, attracting both local and international companies.

In addition to its economic benefits, the New Administrative Capital also promises a higher quality of life for its residents. The city will feature modern and sustainable infrastructure, including efficient transportation systems, green spaces, and state-of-the-art health-care and educational facilities. The project also emphasizes the use of renewable energy sources, making it an environmentally friendly city.

However, the project is not without its challenges. The New Administrative Capital requires significant financial resources, and there have been concerns about the displacement of local communities and the potential impact on the environment. It will be crucial for the government to address these issues effectively to ensure successful and sustainable development.

Overall, the New Administrative Capital in Egypt holds immense promise for the country's future. With its modern infrastructure, economic potential, and improved quality of life, it has the potential to become a model city not only for Egypt but also for the entire region. As it continues to take shape in the coming years, all eyes will be on this ambitious project and its impact on Egypt's development.











Geb Landscape Studio believes in the powerful impact of the surrounding environ- E-MAIL: ment on people's physical and mental health. A home that is well-designed and tai- geblandscapestudio@gmail.com lored to an individual's personal needs and wants is not just a luxury to be overlooked, it's a must. This is why Geb Landscape strives to design landscapes that not only look aesthetically beautiful but also provide a sense of tranquility and peace to the soul.

They are building communities for future generations' physical & mental well-being to be able to fully focus on the present moment and make the most out of it. With a special focus on achieving and maintaining harmony between the people and the space they are living in.

Geb works closely with its clients to understand their requirements and preferences and create the best options tailored specifically to their routines and lifestyles.

PHONE: 010202552603





CHEMISE FACTORY

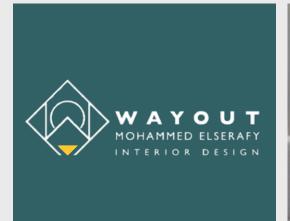
Chemise Factory is an Egyptian brand founded by Mahmoud Ezz in 2017. What makes Chemise Factory unique is that they manufacture every aspect of the shirt; starting from the thread till they deliver it to the esteemed client. All done by Egyptian hands! It has been widely known for its wide variety of colors and excellent material. Chemise Factory is mostly famous for its Oxford material which is of top quality and is in most demand. They have a range of oxford, cotton, and linen shirts with a variety of designs. The store is well known for its catchy colors. Chemise Factory the King of Oxford shirts!





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Elevate Your Spaces with Wayout Interiors by Eng. Mohamed Elserafy. Dreaming of bespoke living space? Wayout Interiors, led by Eng. Mohamed Elserafy, blends style with functionality, turning your interior dreams into reality. At Wayout, a skilled team of engineers and technicians masterfully handles everything from concept to completion.

Their diverse services include:

Designing: Collaborative, tailored designs that marry your vision with expert craftsmanship.

Finishing: Adding the final touches with premium materials, ensuring elegance in every corner.

Furnishing: Curated selections of furniture that reflect both aesthetics and comfort.

Renovation: Comprehensive transformations, from structural changes to detailed finishes.

Dive into a world where design meets a personal touch, For interiors that resonate with your unique style. Step into spaces that are a perfect blend of art and personality, where every detail speaks of you. Your Dream Space is Just a Call Away!

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Ahmed Maher, also known as Dr. Impossible, is a young talented dentist who graduated from the British University in Egypt. Soon after, he specialized in aesthetic dentistry and smile makeovers, with more than 1,000 procedures & cases in the past five years. A+Dental Center is fully equipped with the latest technologies in Dentistry, they offer all dental treatments as fixed prosthodontics, endodontics, laser treatments, implants, and pedodontics. The clinic provides a free follow-up and scaling appointment every 6 months for every patient with cosmetic cases done at the center, to not only achieve the best result possible but also maintain it lifelong.

Dr. Ahmed Maher and his team are known for taking on impossible, and difficult cases of many patients who suffered damage to their teeth. They do complete mouth rehabilitations and cosmetic procedures ensuring that the patient is always satisfied with the final result, and have their confidence back in their smiles. Dr. Ahmed has been addressed as Dr. Impossible by many of his patients in Egypt and the Middle East after he successfully transformed their smiles completely.

PHONE: 01018291149 instagram.com/ drahmedmaherr_veneers 121 nozha street .. triumph square..third floor



Saudi Arabia, the largest country in the Middle East, has witnessed a remarkable transformation in recent years. Under the visionary leadership of Crown Prince Mohammed Ben Salman, the Kingdom has embarked on an ambitious journey of progress and modernization. From economic diversification to social reforms, Saudi Arabia has made significant strides in various sectors, positioning itself as a global player on the world stage. This article delves into the key areas where Saudi Arabia has made impressive progress in recent years.

Economic Diversification:

Traditionally reliant on oil revenues, Saudi Arabia has undergone a significant shift towards economic diversification. The Vision 2030 plan, launched in 2016, aims to reduce the country's dependence on oil and develop various sectors such as tourism, entertainment, technology, and renewable energy. Initiatives like NEOM, a futuristic mega-city, and the development of the Red Sea coast as a tourist destination are attracting international investors and fostering innovation.

Social Reforms:

The Kingdom has embraced social reforms aimed at fostering a more inclusive and tolerant society. The relaxation of strict social norms, including the reopening of cinemas and the organization of entertainment events, has provided Saudi citizens with more recreational opportunities. Moreover, the introduction of tourist visas has opened doors for international travelers to explore the country's rich cultural heritage and natural wonders.

Women's Empowerment:

Saudi Arabia has taken significant steps towards empowering women and promoting gender equality. Reforms such as allowing women to drive, granting them access to sports stadiums, and facilitating their workforce participation have transformed Saudi women's lives. The establishment of the Princess Nourah Bint Abdulrahman University, the world's largest women-only university, highlights the commitment to women's education and empowerment.

Technological Advancements:

Saudi Arabia's commitment to technological advancements is evident through initiatives like the establishment of the Saudi Data and Artificial Intelligence Authority (SDAIA). The Kingdom is actively investing in artificial intelligence, robotics, and digital transformation to enhance various sectors, including healthcare, transportation, and education. The rise of tech startups and the hosting of global tech events like the Future Investment Initiative demonstrate Saudi Arabia's ambition to become a regional tech hub.

Cultural Preservation:

While embracing progress, Saudi Arabia is also keen on preserving its rich cultural heritage. The restoration and preservation of historical sites, such as Diriyah and Al Ula, showcase the Kingdom's commitment to honoring its past. The hosting of international events like the Formula E race in Diriyah and the Dakar Rally highlights the country's ability to blend modernity with tradition.

Saudi Arabia's journey of progress over the recent years is a testament to its commitment to a brighter future. From economic diversification and women's empowerment to social reforms and technological advancements, the Kingdom has made significant strides in multiple sectors. As Saudi Arabia continues to evolve, it presents a promising landscape for both its citizens and the international community, positioning itself as a regional powerhouse and a driver of positive change in the Middle East.





Al Tarek Dental Center is an exceptional Dental Clinic that truly stands out in its field. With their vast knowledge and expertise, they consistently provide topnotch dental care to their patients. Their gentle and compassionate approach instantly puts their patients at ease, making their dental experience comfortable and stress-free. They take the time to thoroughly explain procedures and answer any questions, ensuring their patients are well-informed and confident in their treatment plans.

The clinic offers a comprehensive range of dental services, including preventive care, cosmetic dentistry, orthodontics, and restorative treatments. Whether the patient requires routine cleaning, teeth whitening, Endodontic treatment, pediatric dentistry, or dental implants, Dr. Tarek and his team have the expertise to deliver exceptional results. The clinic is equipped with the latest dental technology and modern facilities. The clinic's advanced equipment ensures accurate diagnoses and efficient treatments, allowing patients to receive the best care possible.





Dental Center
Healthy and Beautiful Smil

Dr. Tarek and his team's attention to detail is unparalleled, as they meticulously examine each patient's oral health and formulate personalized treatment options tailored to their specific needs. Their dedication to staying up-to-date with the latest advancements in dentistry allows them to offer cutting-edge techniques and technology to their patients, resulting in superior outcomes.

Osama Eisa

Osama Eisa, Founder of OED, has always had an unmatched passion for creating beautifully executed designs by mixing art, talent, engineering, and experience to reach client satisfaction through creative designs and perfectly executed spaces with unique and luxurious touches. He founded OED studio in 2016 with the purpose of helping his customers with luxury interior design, luxury business design, luxury exterior design, luxury villa design, and house décor with a high-end finish. OED offers its services for both residential and commercial projects including architectural and interior designs presented in high-quality 3D presentation, fit, and execution. OED Studio covers the whole project from planning to execution, making sure everything is in sync and executed as imagined. They realize that a home should match the soul of its owner, so they work closely with clients to understand their needs, preferences, and budgets. OED then develops design concepts and plans that make use of the space effectively and reflect the client's style and taste. They aim at changing the lives of people through great designs that fit every single life use, yet still look incredibly luxurious.



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Aphrodite Elseesy

ARTIST





Prepare to embark on a journey into the captivating world of Egyptian craftsmanship, where the ancient art of glass casting meets modern innovation. Aphrodite Elseesy, a visionary with an MFA in glass, who has brought the exquisite beauty of Murano glass to Egypt for the very first time. This Egyptian company stands as a beacon of creativity, specializing not only in the meticulous craft of Murano glass but also in the intricate art of glass casting.

With a focus on creating enchanting lighting units, breathtaking home decor, and tailor-made projects that cater to each client's unique vision, Aphrodite Elseesy's enterprise offers a glimpse into a realm where tradition and innovation coexist harmoniously. Discover how this Egyptian artisan is reshaping the world of interior design and artistic expression, one exquisite creation at a time.





CAPTIVATING EGYPTIAN.
CRAFTSMANSHIP
ENCHANTING
EXQUISITE





WEBSITE: www.aphroditeglassart.com

MOBILE: 01275475808

EGYPT'S PUSH TOWARDS RENEWABLE ENERGY

COMMITMENT TO RENEWABLE ENERGY:

EGYPT'S COMMITMENT TO RENEWABLE ENERGY CAN BE TRACED BACK TO 2008 WHEN IT LAUNCHED THE RENEWABLE ENERGY PROGRAM FOR THE DEVELOPMENT OF NEW AND RENEWABLE ENERGY SOURCES. THE PROGRAM AIMED TO DIVERSIFY THE COUNTRY'S ENERGY MIX AND INCREASE THE SHARE OF RENEWABLES IN THE POWER SECTOR. SINCE THEN, EGYPT HAS SET AMBITIOUS TARGETS, INCLUDING GENERATING 20% OF ITS ELECTRICITY FROM RENEWABLE SOURCES BY 2022 AND 42% BY 2035.

SOLAR POWER POTENTIAL:

WITH OVER 3,000 HOURS OF SUNSHINE PER YEAR, EGYPT HAS IMMENSE POTENTIAL FOR SOLAR ENERGY. THE GOVERNMENT HAS INVESTED HEAVILY IN LARGE-SCALE SOLAR PROJECTS, INCLUDING THE WORLD'S LARGEST SOLAR PARK, BENBAN, LOCATED NEAR ASWAN. THE PARK HAS A PLANNED CAPACITY OF 1.8 GW AND IS EXPECTED TO REDUCE CARBON EMISSIONS BY 2 MILLION TONS ANNUALLY.

WITH ITS ABUNDANT SUNSHINE AND WIND RESOURCES, EGYPT IS STEADILY TRANSFORMING ITS ENERGY LANDSCAPE BY EMBRACING RENEWABLE ENERGY SOURCES. THE COUNTRY'S STRATEGIC SHIFT TOWARDS SUSTAINABLE POWER GENERATION AIMS TO REDUCE DEPENDENCE ON FOSSIL FUELS, MITIGATE CLIMATE CHANGE IMPACTS, AND MEET THE GROWING ENERGY DEMANDS OF ITS BURGEONING POPULATION. THIS ARTICLE EXPLORES EGYPT'S PROGRESS, CHALLENGES, AND FUTURE PROSPECTS IN ADOPTING RENEWABLE ENERGY.

WIND ENERGY REVOLUTION:

EGYPT'S GEOGRAPHICAL LOCATION MAKES IT A WIND ENERGY HOTSPOT, PARTICULARLY ALONG THE RED SEA COAST. THE COUNTRY HAS TAPPED INTO THIS POTENTIAL BY DEVELOPING NUMEROUS WIND FARMS, SUCH AS THE GULF OF SUEZ WIND FARM AND THE ZAFARANA WIND FARM. THESE PROJECTS HAVE SIGNIFICANTLY INCREASED WIND POWER CAPACITY, POSITIONING EGYPT AS A REGIONAL LEADER IN WIND ENERGY PRODUCTION.

OVERCOMING CHALLENGES:

DESPITE THE REMARKABLE PROGRESS, EGYPT FACES SEVERAL CHALLENGES IN FULLY HARNESSING ITS RENEWABLE ENERGY POTENTIAL. FINANCING. REGULATORY FRAMEWORKS. AND GRID INFRASTRUCTURE REMAIN CRITICAL AREAS THAT REQUIRE ATTENTION. HOWEVER, THE GOVERNMENT HAS TAKEN PROACTIVE MEASURES, SUCH AS INTRODUCING FEED-IN-TARIFFS AND ESTABLISHING THE NEW AND RENEWABLE ENERGY AUTHORITY (NREA), TO ADDRESS THESE OBSTACLES.





Dr. Ahmed Raafat is a Physical Therapist, located in Beverly Hills, with more degrees than one could count on one hand, he has a Master's Degree and a Ph.D. from Cairo University, a Manual Therapy Diploma from the UK, a Nutrition Diploma N.N.I, a Sports Management Diploma from Fifa, an Acupuncture Diploma, and a Cupping Diploma.

Dr. Ahmed is someone who truly loves his work. He is passionate about helping people regain their strength, mobility, and independence. The joy he feels when he sees his patients progress and achieve their goals is unparalleled. He thrives on the challenges that each unique case presents, constantly seeking new techniques and approaches to provide the best care possible. He finds fulfillment in the connections he forms with his patients, building trust and rapport as they work together toward recovery. His dedication and genuine care for others make him an extraordinary asset to the field of physical therapy.





Physical Therapist Master's Degree and a Ph.D

Dr. Ahmed Raafat has been in the Physical Therapy field for more than 15 years, he works with patients in Orthopedics, Neurology, Geriatric, Recovery, and Sports Nutrition. He uses different techniques for different cases, including Manual therapy, Cupping therapy, Electrotherapy, and Exercises.



DUBAI DEVELOPMENTS IS A RENOWNED REAL ESTATE COMPANY WITH A RICH HISTORY SPANNING OVER 25 YEARS IN THE MARKET. SINCE ITS ESTABLISHMENT, THE COMPANY HAS CONSISTENTLY DELIVERED EXCELLENCE IN THE FIELD OF REAL ESTATE DEVELOPMENT AND INVESTMENT. WITH A STRONG TRACK RECORD OF SUCCESSFUL PROJECTS, DUBAI DEVELOPMENTS HAS BECOME

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CUSTOMERS.

AMONG THE NOTABLE PROJECTS UNDERTAKEN BY DUBAI DEVELOPMENTS IS THE GROUND-BREAKING DEVELOPMENT OF THE FIRST SMART TOWER IN THE NEW CAPITAL CITY OF EGYPT. THIS VISIONARY PROJECT SHOWCASES THE COMPANY'S COMMITMENT TO INNOVATION, INCORPORATING CUTTING-EDGE TECHNOLOGIES AND SMART FEATURES TO PROVIDE AN UNPARALLELED LIVING EXPERIENCE.

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MAHMOUD ABO-ELNAGA (CEO Of Art Zone)



ΔRΓ

ART ZONE is a full-service architectural firm that an artful approach to all interior solution, and high-quality implemention for their luxurious residential and commercial projects, bringing a simple yet elegant reflection to every space they touch.



Ahmed Salah (Founder Of Art Zone)

ZONE

ART ZONE interior signature is simple yet sophisticated, straightforward, elegant, and functional. Balance, light, space, and color factor in to every design creating a timeless effect.

ART ZONE serves the needs of each client in a cost-effective manner while maintaining high-quality standards.





The both have been creating exceptional and groundbreaking artistic interior spaces offering bespoke solutions, and full execution starting from the early design stage to furniture. Together, they have propelled the company to new heights, redefining the industry with their creative vision and unwavering commitments to excellence.



Understanding the Causes and Impacts of Inflation in Egypt.

Inflation is a persistent increase in the general price level of goods and services in an economy over a period of time. Egypt, a country with a rich history and a rapidly growing population, has experienced various episodes of inflation throughout its economic trajectory. This article aims to shed light on the causes and impacts of inflation in Egypt, highlighting its effects on the economy and the daily lives of its citizens.

Currency Devaluation: One of the primary causes of inflation in Egypt is the devaluation of the Egyptian pound. The devaluation makes imports more expensive, leading to higher prices for imported goods, including raw materials and essential commodities.

Subsidy Cuts: The reduction or removal of government subsidies on essential goods and services, such as fuel and electricity, has contributed to inflation. These cuts increase production costs, which are then passed on to consumers in the form of higher prices.

Rising Food Prices: Egypt heavily relies on imports for its food supply. Fluctuations in global food prices, coupled with supply chain disruptions and increased transportation costs, have resulted in higher food prices domestically.

Population Growth: Egypt has experienced rapid population growth, which has put pressure on resources and increased demand for goods and services. This demand-supply imbalance has contributed to inflationary pressures.

Reduced Purchasing Power: Inflation erodes the purchasing power of consumers as the cost of goods and services increases. This results in a decline in the standard of living for many Egyptians, particularly those with fixed incomes or in low-wage jobs.

Income Inequality: Inflation tends to disproportionately affect the poor, exacerbating income inequality. As prices rise, those with limited financial resources struggle to afford basic necessities, causing a widening wealth gap.

Increased Production Costs: Businesses face higher costs of production due to inflationary pressures. These increased costs are often passed on to consumers, further fueling the inflation cycle.

Investment and Economic Stability: Inflation can deter foreign and domestic investments as it creates an uncertain economic environment. Investors become wary of inflation eroding their returns, leading to decreased economic growth and stability.

Government Measures to Tackle Inflation
The Egyptian government has implemented several
measures to combat inflation, including:

Monetary Policy: The Central Bank of Egypt employs tight monetary policies, such as raising interest rates, to curb inflation. These measures aim to reduce money supply and control excessive spending.

Subsidy Reforms: The government has embarked on subsidy reforms to reduce its fiscal burden and redirect funds towards more targeted social support programs. However, these reforms need to be accompanied by measures to protect vulnerable segments of society from the impact of rising prices.

Investment Promotion: Encouraging both domestic and foreign investments can help boost production and create employment opportunities, which in turn can alleviate inflationary pressures.

Inflation in Egypt is a multi-faceted issue influenced by various internal and external factors. While the government takes steps to mitigate its impact, addressing the root causes of inflation requires a comprehensive approach. Balancing economic stability, social welfare, and investment promotion will be crucial for Egypt's efforts to combat inflation and ensure a sustainable and inclusive economy for its citizens.





NoVi's designs have evolved to blend cultural insight and contemporary luxury for their multinational clientele. They are known for being the go-to when it comes to delivering services that combine luxury, creativity, differentiation, and high quality while staying on the budget and a strict timeline. They've executed a variety of projects with 3D designs using different design languages that always exceeded their customers' high expectations.

NoVi is covering Egypt, Saudi Arabia & UAE markets through its existing headquarters in Cairo & Riyadh with complete architectural design and build system integration services including interiors, exteriors, landscape, furnishing, and kitchen services, and planning to extend its services across the globe delivering their message of professional system integration services to the whole world.









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Owned by Eng. Ahmed Mohsen, with more than 16 years of experience in systems integration within the infrastructure projects in Egypt & Gulf markets dealing with B2C and B2B segments, Novi has been turning heads left and right with its impeccable services in architectural Interior, Exterior, and Landscape design and building solutions.



Dr. Eman Sleem Dr. Eslam Alshawadfy

E Concept Aesthetics is a cutting-edge medical facility that specializes solely in non-surgical cosmetic procedures. They have two prestigious branches, one in Cairo, and the other in Dubai. E Concept only provides non-surgical procedures that have the potential to be life-changing. Their method of treating the face is more holistic; its approach gives the face more harmony. The treatments optimize a result that is natural while taking into account who you are, giving a more vibrant glow and a lively expression.

E Concept is the meeting point of medical experts and their approaches to creating a superior client experience. Doctors will evaluate your face holistically and develop a personalized care plan for you based on their FACIOLOGY approach. The most skilled and inspirational doctors in the field of face remodeling found their enthusiasm for assisting people in discovering their better selves.

E Concept's experts will create a treatment strategy that considers your entire face using their special method and priceless insights. Their procedures require little recuperation time and are non-invasive. Moreover, they place a lot of emphasis on outcomes. You emerge out of it a happier, more luminous version of yourself.

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EGYPT: 204, United Medical Center New Cairo Egypt. +201110555436

Discover the Essence of Artsy!

ARTSY was brought to life by Ahmed El Shenawy in 2020 and since then, it has been captivating a remarkable reputation with the help of its exceptional designs, as all of Artsy's items are available in an exquisite selection of premium stones and three planting options (Silver, Gold, and rose gold), with a huge focus on luxury silver jewelry, they dedicated their time to making pristine designs out of premium 925 Sterling Silver.

With three years of excellence, their establishment has embraced the pursuit of excellence to craft timeless pieces that capture the hearts of their clients. Artsy is not stopping in Egypt, their expansion plan involves stores throughout the MENA Region, and later on, globally. Artsy aspires to be one of the biggest jewelry brands known worldwide and the brand that pops up in the customer's mind when they think of luxurious silver jewelry.

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With a mission to witness young ladies unlock doors, seize chances, and realize aspirations that they had never even considered before their pageant adventure, the Miss Egypt Bent Masr Organization, honors the distinctive beauty of Egyptian women and culture. In addition to being well-known, they continue to be important in popular culture because they assist young women in discovering their attractiveness and their voice.

Miss Egypt Bent Masr aims to reshape pageantry for the modern era and propel the competition into the public audience, Bent Masr was established in 2016. It is a natural extension of the Miss Egypt Contest, which has been held in Egypt since 1927.

Amal Rizk is the one responsible for Bent Masr's success, she worked on making every detail of the event perfect and up to her standards. Bent Masr has been evolving and improving for the better each year, including this year a Hijabi woman and a married woman for the first time to promote inclusivity and diversity.

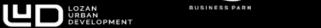












Lozan Urban Development Company (LUD) and El Rabwa Group launched the third phase, known as (RAD) of the Rift Business Park project with a total sales value of 6.5 billion. This project is a collaboration between Lozan and El Rabwa Group and has garnered significant interest from various sectors due to their successful track record and property

holdings.

(The Rift Business Park) is considered one of the most significant commercial, administrative, and medical projects in East Cairo, thanks to its prime location in Mostakbal city. It spans up to 70,000 square meters and is situated on Plot No. 1 in Mostakbal City, directly on the central Mohamed Bin Zayed Axis and the entrance to the New Administrative Capital on the Middle Ring Road, between the Suez Road and Ain Sokhna Road. The project's strategic location and engineering designs make it one of the most prominent real estate investment opportunities. It is expected to boost sales rapidly, especially given that it will house renowned stores and important brands.

Gafaar Hussien Chairman ELRABWA GROUP Eng Haitham Elithy
Executive director KAD

Eng Mohamed Talaat CEO MTA Adel Abdelmoniem Chairman LUD





Website: LUD.COM.EG

Hotline: 19153



Since 2006, Ahmed Abdellatif has been developing his passion for dessert and using his home as the lab for all of his inventions, Tortina was just a tiny notion in his head at the time. Ahmed shared his enthusiasm with his family and friends and received great praise for his work. So, he started his professional career. Ahmed Abdellatif, the founder and recipe developer, came up with the name (Tortina) in 2009. With a simple, creative, yet modern look, Tortina quickly established itself as one of Cairo's most prestigious pastry and dessert stores.

Over the years, Ahmed invented numerous innovative desserts that have become trademark items for Tortina, including the famous charisma cake, Catalana, and many products that amaze Tortina's clients. He was the first to introduce international products like Macaron. Ahmed implemented the term "trend" in the dessert industry in 2021.

tortina

Ahmed Abdellatif Founder of Tortina

As a result, Tortina launched successful items during Ramadan 2021, which were El Madlou'a and El Ma'louba, and in 2022, launched El Ghara'na and El Shara'na, and following, in 2023, they released El Mekashkesha and El Medahraga. Ahmed Abdellatif is always motivated to create new items, set trends, and bring the best of his passion to the world, and to those among us who really appreciate the gift.







Kareem Khamis: An Award-Winning Pioneer with an Engineering Edge

Meet Kareem Khamis, a visionary entrepreneur armed with a strong engineering background. As the founder and proprietor of three distinguished enterprises - Eamar Kareem, Homek, and Notsh - Kareem has solidified his footprint in various Arab and international territories.

Kareem's journey into entrepreneurship was propelled by his robust engineering acumen. This, coupled with his unswerving dedication, led to the establishment of Eamar Kareem, a company that has garnered a reputation for delivering top-tier interior design services. However, Kareem's entrepreneurial ambitions knew no bounds. Recognizing the demand for comprehensive solutions in the housing sector, he gave life to Homek, a company that specializes in providing innovative housing solutions tailored to diverse needs. Kareem's unrelenting pursuit of excellence and his knack for identifying opportunities paved the way for Notsh. This multifaceted company delves into a range of business ventures, spanning technology and innovation, all driven by the common goal of making a positive and impactful difference.

Kareem is an award-winning businessman; in 2021 he won an award on International Entrepreneurship Day for his efforts in entrepreneurship in the Kingdom of Saudi Arabia. He also received an award for Emar Kareem at the International Yarm for Enterprise and Entrepreneurship Award for cooperation in creating a better future in the real estate and contracting sector in the Kingdom of Saudi Arabia.



FINDING A BALANCE

While the concerns surrounding Al's impact on employment are valid, it is important to note that Al can also create new job opportunities and foster economic growth. The key lies in finding a balance between the capabilities of Al and the unique skills and creativity that humans possess.

Upskilling and Reskilling: Governments, organizations, and educational institutions should focus on providing training programs and resources to help workers acquire the skills necessary to thrive in an Al-driven future. By upskilling and reskilling the workforce, individuals can adapt to the changing job landscape and find new employment opportunities.

Collaborative AI: Rather than viewing AI as a replacement for human workers, it should be seen as a tool to augment human capabilities. By integrating AI systems into existing workflows, humans and AI can work collaboratively, leveraging the strengths of both to achieve better outcomes.

Al's potential as either our ultimate assistant or our employment downfall depends on how we navigate its integration into our society. While there are valid concerns about job displacement and ethical considerations, Al also has the potential to enhance productivity, decision-making, and customer experiences. By embracing Al as a tool and investing in the necessary skills, we can harness its power to create a future where humans and Al work together harmoniously, unlocking new opportunities for growth and innovation.





AMKNA Architects is an award-winning Egyptian architecture and interior design firm that creates beautiful, functional, and sustainable spaces that inspire and delight. Founded in 2017. AMKNA has quickly established itself as one of the leading architectural firms in Egypt, with a portfolio of projects that spans a wide range of sectors, including commercial, residential, hospitality, and educational.

AMKNA's approach to architecture is rooted in a deep understanding of the needs of its clients and the communities in which it works. The firm's designs are known for their attention to detail, their innovative use of materials and technologies, and their commitment to creating spaces that are both beautiful and functional.





"A Symphony of Details and Innovation"





www.amkna-architects.com info@amkna-architects.com Cairo - Dubai Dr. Negm's dedication to his patients is truly inspiring. He is a true dental virtuoso who is making a significant difference in the lives of others.

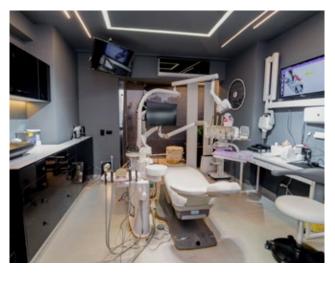
Dr. Mohamed Negm is a dental maestro who has transformed the smiles of over 2,000 individuals in just 8 years. His expertise is renowned, as evidenced by his role as a prominent arbitrator for Miss Egypt. At his dental spa, Danty Dental Spa, Dr. Negm offers a comprehensive range of services to ensure both the dental well-being and relaxation of his patients.

Dr. Negm is known for his innovative approach to dentistry, his commitment to dental education, and his compassionate nature. He is a true dental virtuoso who is making a significant difference in the lives of others.

instagram.com/dr.mohamednegm Clinic number: 01000112124



www.drmohamednegm.com instagram.com/negm_prv















Dr. Mohamed Negm, a distinguished dentist and founder of Danty Dental Spa, has brought smiles to over 5,000 individuals in 10 years. As a prominent arbitrator for Miss Egypt, his expertise is recognized. Offering a wide range of services, Dr. Negm ensures both dental well-being and relaxation for his patients.





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