



## **Wadi Degla City celebrates the re-launch of The District Sheraton**

**Fadi Alfonse**

***“We aim to provide an exclusive shopping and entertainment experience at affordable prices”.***

***“Sky is the limit when it comes to our expansion plans”***

***Cairo on February 19<sup>th</sup>, 2018*** — Wadi Degla City for Urban Development, a subsidiary of Wadi Degla Clubs, one of the largest companies of Wadi Degla Group, celebrated today the re-launch of The District project located in the Sheraton area over a total area of 200,000 sqm.

Since its establishment in 2014, The District successfully introduced the concept of the outdoor facility including a large number of casual dining outlets as well as a social and sporting club for family and youngsters.

Fadi Alfonse, CEO at Wadi Degla City for Urban Development Company stated: *“2017 was for us a transformation year during which we did a total restructuring of the whole company including all the functions with a strategic focus on commercial and retail business. All over the year, we managed to facelift the operation, developed new core goals, hired new skilled team and successfully introduced our new vision catering for the re-launch of The District as an outdoor family hub with exclusive entertainment and unique shopping experiences combined”.*

The District is not a typical mall despite the large number of tenants included. Instead it’s a total new experience for a family venue with integrated facilities and services serving different family members comprising a club, a gym, a hypermarket, the essential services and entertainment facilities for both kids and adults, restaurants and Food and Beverages outlets, and most importantly Outlet Stores of top notch fashion brands at affordable prices.

The District project enjoys a number of competitive advantages including in the first place a central geographic location within Sheraton area and at a crossroads from the incoming visitors from Heliopolis, Nasr City, New Cairo and other spots as well as its proximity to the Cairo International Airport easily accessible for transit passengers. Being adjacent to Wadi Degla Club Sheraton with over 100,000 members, secured traffic is guaranteed throughout the project lifetime providing tenants with more positive edges. The facility outdoor design and landscape provide the project with a charming outlook serving the Outlets venue purpose. These competitive advantages, in-line with the new vision described, create a sustainable profitable model for The District's partners and tenants. To assure a unique integrated project, The District also comprises an international school along with the presence of reputable anchors such as Lulu Hypermarket and Decathlon Egypt.

As for the expansion plans, Alfonse highlighted: *"Sky is the limit when it comes to our ambitious expansion plan including the replica of the new District Prototype in several locations across the country. Given that Wadi Degla City is a subsidiary of Wadi Degla clubs, our expansion plan is linked to the club's aggressive expansion plan. We intend to have a new District with most of the new clubs opening replicating the same model. Thus, our existing and future partners in the District, who are willing to expand with Wadi Degla, will enjoy the opportunity to expand through The District new projects all over Egypt"* He added.

Last but not least, the company got an aggressive marketing plan including a variety of events and functions as well as promotional activities convenient for all family members from different age groups and social clusters again insuring the newly introduced concept of The District as the unique outdoor family hub.

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#### **About Wadi Degla City**

Wadi Degla City for Urban Developments, a subsidiary of Wadi Degla Clubs Company, one of the biggest companies of the group, is the commercial retail arm of Wadi Degla Group catering for the development of community malls across the country. Wadi Degla City manages The District project located in Heliopolis/Sheraton area and close the Airport.

#### **For more inquiries, please contact:-**

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