

SODIC Promotes Egyptian Culture and Heritage at L'Artigiano Exhibition in Milan

Cairo, Egypt: 24 December 2018: SODIC proudly sponsored long-term partner Tawasol's exhibition of high-quality handicrafts at the world-renowned artisanal fair L'Artigiano in Fiera in Milan, Italy.

Tawasol displayed its quality handmade collection of fashion and home products, inspired by traditional Egyptian arts and crafts at L'Artigiano - an international industry event that has been celebrating artisans and their creations for more than twenty years. As Italy's most notable business-to-consumer event, the exhibition is attended by 1,670,000 visitors every year. Proceeds of the exhibition sales will be channeled to funding students' expenses at Tawasol's community school in Istabl Antar.

"Through supporting Tawasol at L'Artigiano in Fiera Exhibition, we are not only promoting Egyptian heritage and culture abroad, we are also developing human potential right here at home." Said Maged Sherif, Managing Director, SODIC.

Tawasol runs a small community school for children who had escaped schooling and provides them with regular schooling, accredited by the Ministry of Education, in addition to vocational training. Tawasol also sells products that are handmade by the community to both create jobs and generate revenue streams for the organization. Tawasol is currently building an additional school with the capacity for 500 students.

Since inception, SODIC has impacted the lives of nearly 150,000 people through its corporate responsibility programs in support of causes that benefit the local community. The most recent of which is the company's sponsorship of the national campaign against sexual harassment, the 5th annual SODIC charity Run, in addition to the support of Educate Me's operations which enables them to improve the education of over 40,000 students in public schools annually.

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About SODIC:

SODIC is one of the region's leading real estate development companies and is currently developing a number of large and diversified projects in Egypt. SODIC's developments range from residential projects of different types to retail, commercial and large scale mixed-use city centres in east and west Cairo. SODIC is listed on the Cairo Stock Exchange (Ticker OCDI). For more information please visit www.sodic.com.

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