



Industrial Development Group Partners with Art D'Égypte to Host Its First Cultural Festival, LOCALE, at e² Alamein Industrial Park

The partnership aims to raise awareness on sustainable waste management to address concerns related to environmental pollution and public health.

Cairo, 20 July 2022

Industrial Development Group (IDG), a premier developer and operator of smart industrial parks in Egypt and the region, announced today that it will be hosting a one-of-a-kind cultural festival “LOCALE” this summer at e² Alamein, IDG’s eco-sustainable park by the Mediterranean Sea, in partnership with Art D’Égypte.

LOCALE will showcase aesthetic artwork created by local artists using industrial waste collected from IDG’s e² October industrial park, with the purpose of raising awareness around waste management and encouraging waste prevention, reuse, and recycling behaviour. In collaboration with Art D’Égypte, e² Alamein will host 9 art installations made mostly from recycled materials.

The partnership aims to ignite innovation and creativity to explore smarter ways of handling industrial waste as part of IDG’s strategy to plan, build, and operate smart and sustainable industrial parks with the environment in mind, and to collaborate with the local community to share ideas and resources that ultimately lead to not only economic gains but also improvements to our eco-system. It aims to engage and inspire youth on how to play an active role in protecting the environment and paves the way for future collaborations between culture and business for that purpose.

The e² Alamein eco-sustainable park, which is expected to be operational before the end of the year, spans 2.7 sqkm and promotes a circular economy by boasting a flood management system that helps ration water usage and prevents leakage, a supply chain integration system that constantly recycles factories’ waste into raw materials that can be used by others, and the main admin building was constructed using sustainable materials. IDG’s parks are designed to surpass international standards with energy efficiency strategies, and among the new sustainable projects implemented in e² Alamein is a rainwater harvesting system that will substantially decrease the park’s dependency on city water.

“We are particularly excited to host this first-of-its-kind cultural festival at our state-of-the-art sustainable industrial park. By fostering creativity and innovation through the collaboration between industry and art, we want to promote the value of sustainable industrial development,” said IDG Managing Director Shady William. “Our parks are built for the future, and we believe that businesses can thrive operationally and financially while safeguarding the planet. Through the efficient use of resources and waste reduction, we can maximize value for businesses, society, and the environment, all at once.”



IDG is looking to align its operational development with advanced sustainability frameworks to become an economically, environmentally, operationally, and socially sustainable business. The company recently signed a partnership agreement with the German Development Agency GIZ to receive comprehensive technical support to improve its sustainability compliance across its industrial parks.

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About IDG

Industrial Development Group (IDG) is a leading industrial developer that owns, builds, and manages fully integrated smart industrial parks. It currently operates e² October in Giza, e² Alamein in New Alamein City, and East Port Said Industrial Zone. The company supports industrial growth in Egypt and throughout Africa by providing both local and multinational enterprises with ready-to-operate industrial complexes that offer first-rate services and amenities, designed to support the most complex investors. IDG's parks are situated in vital trade zones that enjoy agreements and accessibility benefits with a variety of African, Asian, European, North American, and South American markets. IDG is affiliated with the National Academy for Science and Skills (NASS), a training and development academy that provides high-quality technical and vocational training to both park tenants and third-party companies.

For sales and business development opportunities please contact:

Sabrin Atef
Sales Manager
0128 8333398

For media inquiries, please contact:

Monica Salama
Marketing Manager
0122 7282352