

MNHD Brings “OVO” by Cirque du Soleil for the First Time to Egypt

The event aligns with MNHD’s strategy which is built around innovation and introducing stunning concepts to the local market

Cairo, 6 February 2023 _ Madinet Nasr for Housing & Development “MNHD”, one of Egypt’s premier urban community developers, announced its partnership with Dino Activations, the award-winning creative agency specializing in brand activations, events, exhibitions, shows, and events, to bring Cirque du Soleil’s outstanding show “OVO” for the first time to Egypt. Held at Cairo Stadium Indoor Halls Complex between 8 – 18 March 2023, Egypt is hosting the grand finale shows for OVO in the Middle East following its tour in KSA, Kuwait, and the UAE. The show will be performed twice a day with a total of 16 live stunning performances and the tickets will be available exclusively on Tazkarti platform.

This collaboration aligns with MNHD’s strategy that prioritizes innovation and introduces amazing concepts and products never seen before to the local market. Throughout its long history in the Egyptian market for more than 64 years, MNHD has a track record of residential and infrastructure projects that are executed following the highest quality standards including Madinet Nasr district and Cairo Stadium which is hosting Cirque du Soleil’s international show.

With more than 100 team members from 25 different countries, OVO is the biggest and most famous show by Cirque du Soleil to be hosted and performed for the first time in Egypt. Artists will carry out some of the most spectacular and skilled circus performances portraying characters from nature. The show is the 25th Cirque du Soleil live production presenting a dazzling show with a headlong rush into a colourful ecosystem teeming with life and vibrant music to present an integrated and rich depiction of nature through art.

Eng. Abdallah Sallam, President and CEO of MNHD commented on this important collaboration saying “Entertainment plays a significant role in the economic development of countries and is considered an engine of growth in several cases. It is vital for Egypt to earn its place on the global entertainment map. Teaming up with a huge entity like Cirque du Soleil reflects the trust in Egypt’s potential in this field and acknowledges its ongoing endeavours to support culture and contemporary arts while presenting the best entertainment shows for Egyptians. For more than 64 years, MNHD has always been a trailblazer that introduces new concepts to the local market. Our partnership with Dino Activations to bring the OVO show for the first time to Egypt at Cairo Stadium, which is one of the key projects developed by the company, is another step in our longstanding journey in Egypt.”

On his part, Mohammed Amer, Dino Activations Founder and Chairman, said “We are honoured to collaborate with MNHD as one of the leading developers in Egypt. By bringing international entertainment and art shows to Egypt, we fulfil our promise to the Egyptian people as we continue to achieve unrivalled success with the entertainment shows we have managed to bring to Egypt. By bringing one of the most famous entertainment shows in the world, OVO, for the first time in Egypt, we reiterate our commitment to provide a unique entertainment experience for the Egyptian audience.”

About MNHD:

Founded in 1959 and listed on the Egyptian Exchange in 1996, MNHD has capitalized on a long and successful track record of delivering world-class housing and infrastructure projects to broaden its exposure to various target segments of the Egyptian real estate market. Today, the company holds a land bank of nearly nine million square meters (sqm) anchored in the East Cairo area and with a growing presence in other regions of Egypt. The company has a total of eight active projects across two main developments; Taj City, a 3.5 million sqm mixed-use development in a strategic location in New Cairo on the Ring Road, and only minutes away from East Cairo and Heliopolis, and Sarai a 5.5 million sqm mixed-use development strategically located near the New Administrative Capital.

About Dino Activations:

Dino Activations is a Brand Activation Agency established in 2010. It has brought many unique experiences from across the globe to the heart of Egypt for more than a decade. It is known for bringing many unique and amazing shows to Egypt, including its most successful Disney on Ice. It is expected to work with many talented groups of global renown through 2023, such as Cirque du Soleil and Disney, for a full year of unforgettable shows.

About Cirque du Soleil:

Cirque du Soleil is one of the world's biggest artistic entertainment shows. It has been performed in 460 cities in more than 60 countries worldwide, with more than 200 million spectators attending its shows. It is famous for its outstanding costumes, music, and attractive stories. OVO first premiered in Montréal, Canada in 2009, was attended by more than seven million spectators in 155 cities and 26 countries around the world and celebrated its 2000th show in 2015 in Japan.

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