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The Chairman



Ahmed El Tayebi is a forward-looking and self-motivated businessman with an extensive and diverse career extending over a period of 30 years in entrepreneurship and investments in various sectors across Egypt, namely tourism and hospitality, retail and real estate, successfully garnering a solid market reputation in each field.

In 1995, El Tayebi ventured into the retail industry through establishing 'Raa Sport' for the import and export of sportswear, the first company that specialized in the field of retail in Egypt. Through Raa Sport, he succeeded in acquiring the franchise of top international brands in Egypt, through signing an exclusive agreement with Adidas, followed by Timberland, Levi's, Reebok, Geox and other international brands, reaching a total of 13 brands displayed in 120 stores all over Egypt, and employing 2,500 people. In 2010 he has successfully obtained the franchise of the famous French café "Brioche Dorée", which currently has 10 branches between Cairo and Alexandria and enjoys a huge success in the F&B market.

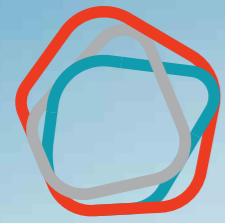
In 2006, he established "El Tayebi Developments" which is a pioneering company in providing high-end real estate products with top-notch international standards and designs, targeting expat communities in Maadi, New Cairo, and Alexandria. In 2018, El Tayebi has co-founded 'The Land Developers', a real estate joint stock company, which launched its first residential project, 'Armonia' covering an area spanning 42 acres in the heart of the New Administrative Capital and now launching Armonia Walk.



ARMONIA WALK is strategically located in a premium location in R7:

- 0.8 km Diplomatic District
- 1.6 km Opera
- 2.1 km Green River
- 2.5 km New Capital Cathedral
- 3.2 km New Capital Al-Fattah Al-Aleem Mosque
- 4.1 km Government Center
- 4.8 km Conference Center
- 5.3 km Medical City
- 5.5 km Investment zone
- 8.8 km Academic City
- 10 km Airport





ARMONIA WALK



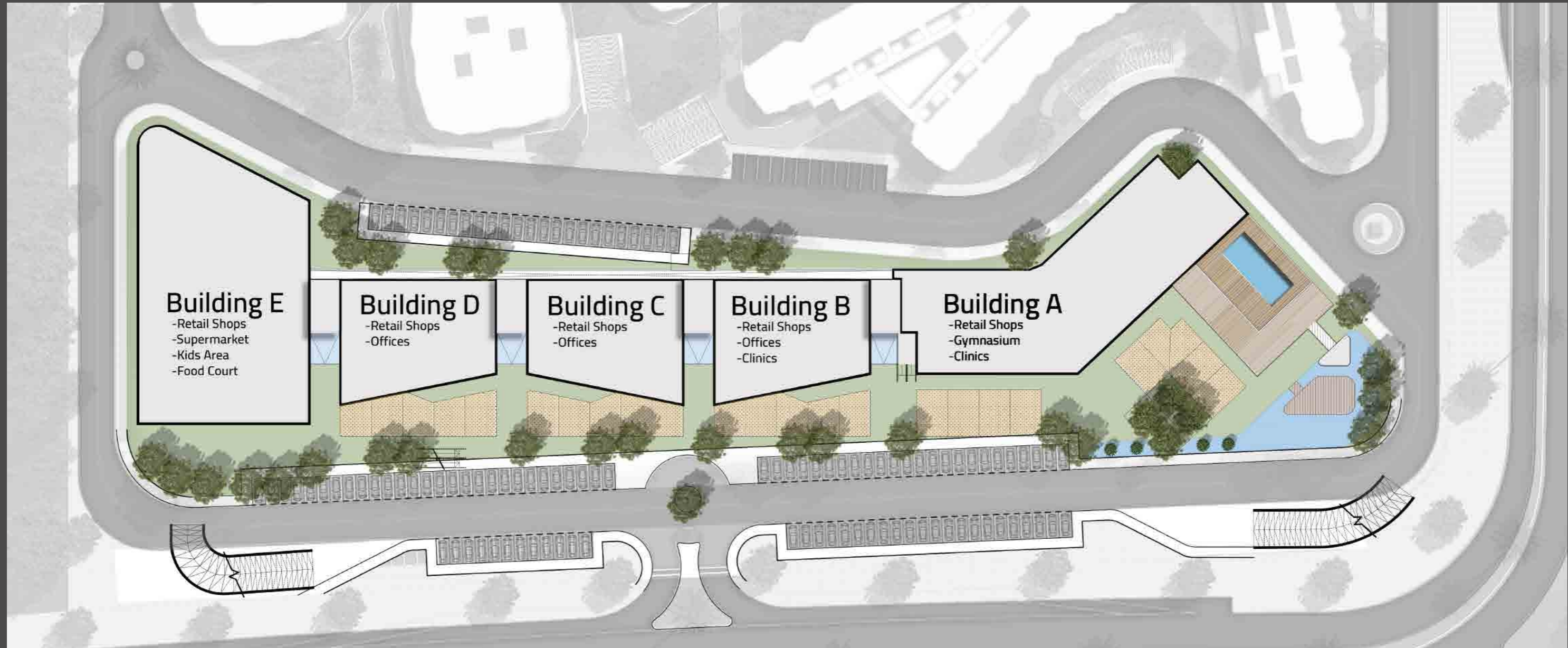


ARMONIA WALK, is part of 'Armonia' residential compound located in the New Administrative Capital. The project is the first fully integrated commercial strip spanning over an area of 250 m overlooking the main axis of R7, designed to bring customers a sense of relaxation, leisure and the best shopping experience. Armonia Walk is based in a strategic location, in the R7 area 800 m from the Diplomatic Area.

Armonia Walk, brings a new concept of design that combines modernity and contemporary architecture while meeting all the requirements of a truly smart city. Given its strategic location, tenant mix, and facility management services, this commercial project targets both investors seeking income producing assets and business owners and brands seeking to become market leaders and enjoy huge presence and visibility in their respective markets.







FOOD & BEVERAGE



RETAIL



OFFICES



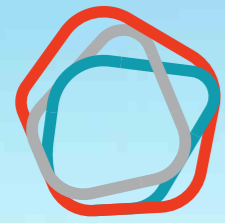
CLINICS



GYM



SUPERMARKET



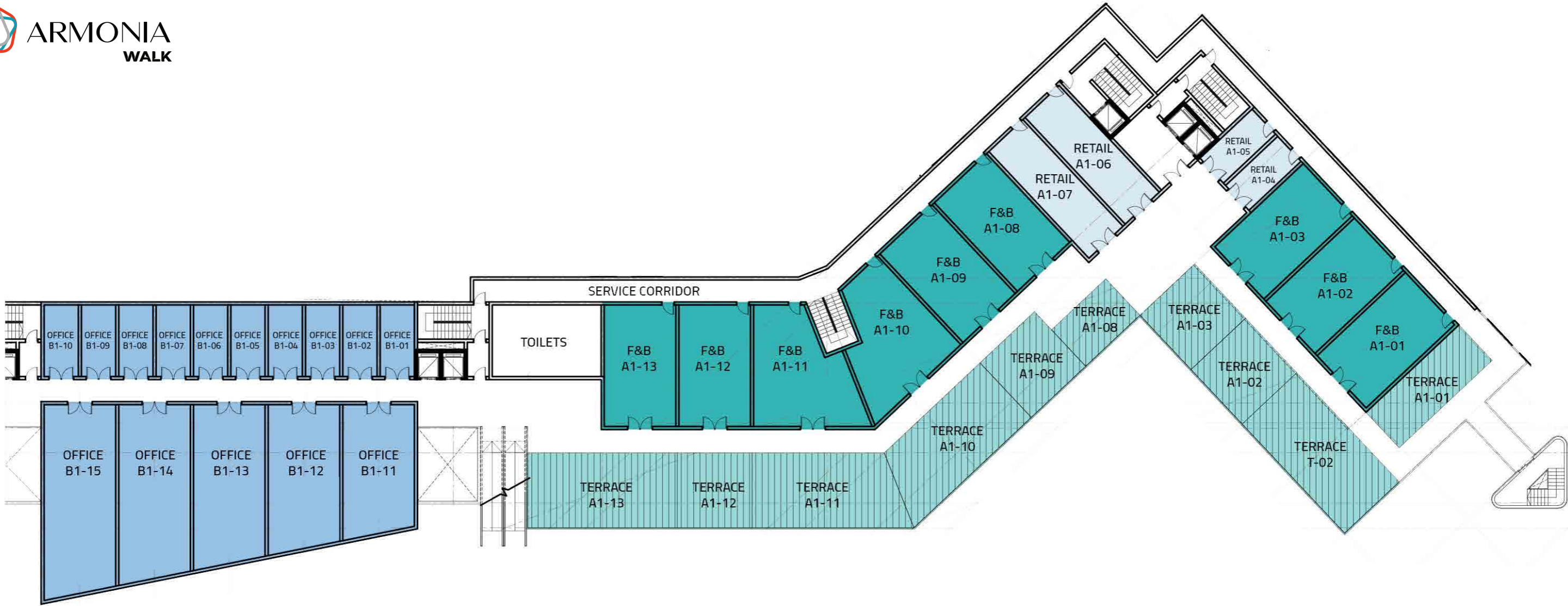
ARMONIA WALK





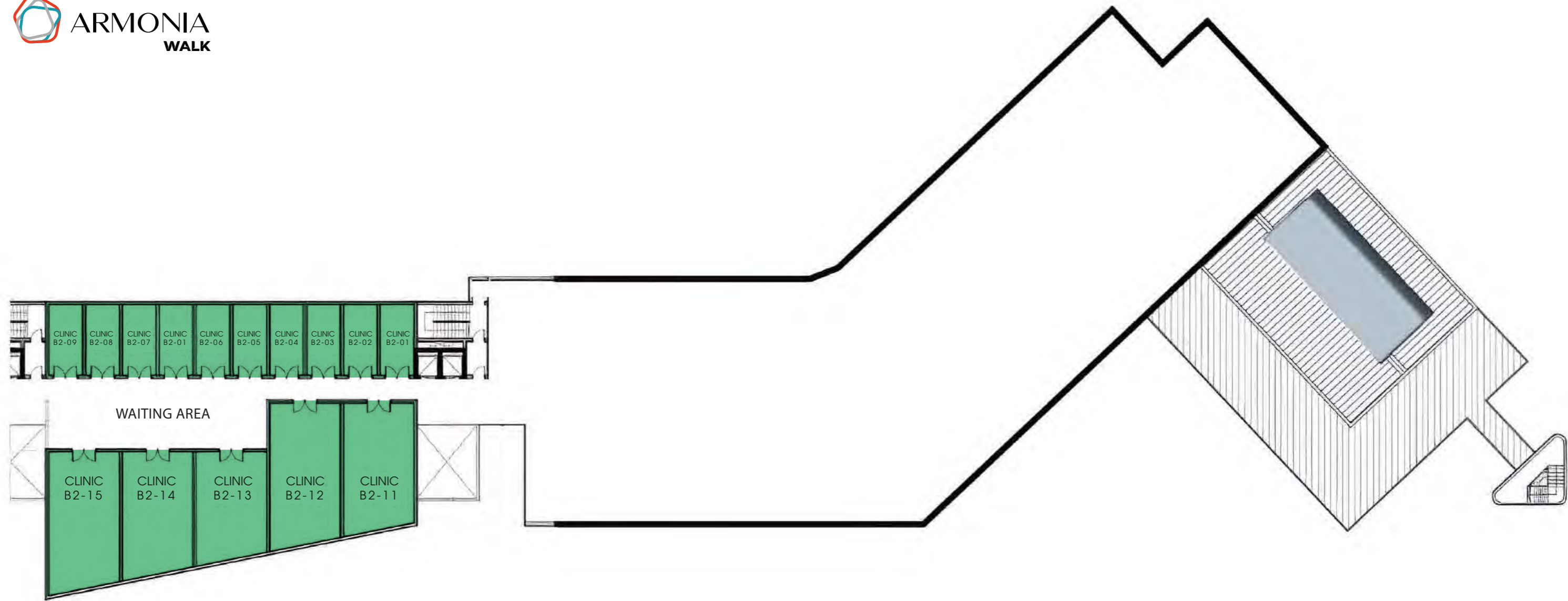
Building B

Building A



Building B

Building A



Building B





With a total built-up area of 18,000 m², Armonia Walk is designed to fully accommodate the unique and specialized needs of the food & beverage industry, as well as retail since it introduces Service Lifts, Service Corridors & Loading from Basement.

We also provide office spaces and units for a distinctive working experience, as well as clinics for health-care experts with their shared waiting areas. In addition, we provide the right space and infrastructure for large supermarkets, as well as gyms and pharmacies.

Armonia Walk has a boardwalk connecting all buildings in the ground floor. The project consists of a ground level, first and second floors, in addition to a basement floor. All retail units at Armonia Walk are served through the basement, while the first and second floors are connected through terraces.

Armonia Walk was planned in a way that allows easy movement and mobility, especially for the elderly and people with special needs. We have also designed a slow lane to facilitate access to the commercial area for improved accessibility.





6 Passenger Elevators



2 Service Elevators



Escalators



Underground Parking



Handicapped Access & Facilities



Prayer Rooms



Bathrooms



Central AC



BMS system



CCTV System



Generator



Smoke Detectors



Facility Management







THE LAND DEVELOPERS

The Land Developers is an Egyptian Real Estate Development company that brings a wealth of commercial and real estate experience through the joint partners. With more than 35 years of Real Estate experience brought by El Tayebi Developments; a pioneer in providing real estate products catering to the specific needs of various expat communities and building high-end residential and commercial projects in Maadi, New Cairo and Alexandria.

A-part Company and Quality Company together with El Tayebi Developments are the founders of The Land Developers, providing an extensive business and technical expertise needed to fulfill the mission and vision of creating value through smart investment opportunities in commercial developments that generate exponential growth, and high return on investment.