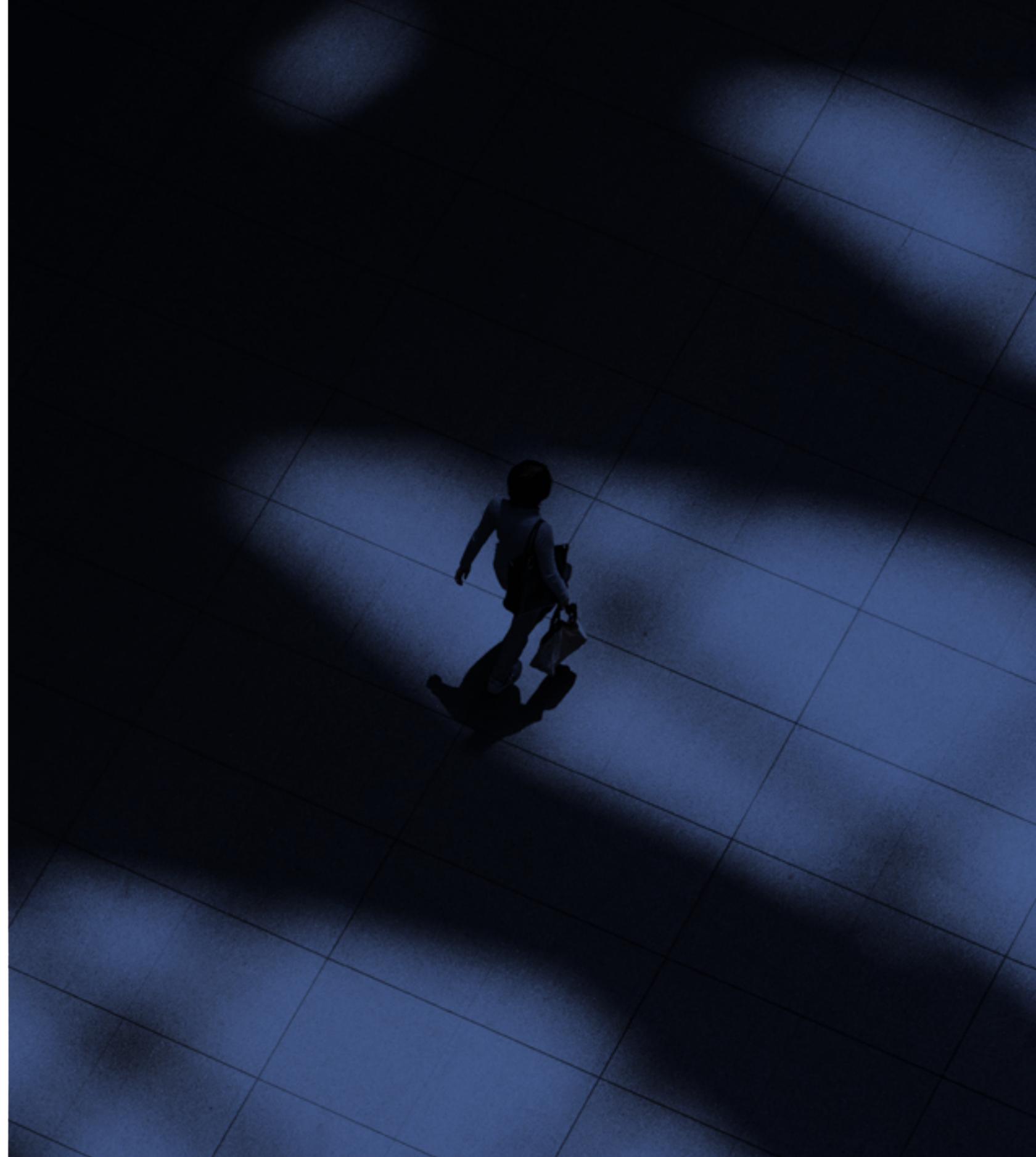


UBL  
Urban Business Lane

**TAMEER** architecturestudio,

**UBL**  
Urban Business Lane

ABOUT THE  
**DEVELOPMENT**



## THE DEVELOPMENT CONCEPT

Anchored in the cultural traditions of Egypt, yet inspired by contemporary urban destinations from around the world, URBAN BUSINESS LANE is designed to offer both corporations and young talents a harmonious environment to create and grow. With its 3-dimension concept, UBL combines modern working spaces with a vibrant urban experience at ground floor level, and a warm social life in the park and at the rooftops.

URBAN BUSINESS LANE is created to offer companies and young talents what they aspire for. It is designed to be simultaneously productive, convenient and relaxed. It's an environment where talents can connect, interact and create; where enterprises can strategize, plan and grow; where work and life can be balanced.

URBAN BUSINESS LANE is designed to be a bridge between people; between heritage and modernity; between large corporations and young, creative talents and entrepreneurs; between Egypt and the world.



# LOCATION



*Minutes away  
from everywhere.*

**20 mins**

Cairo Ring  
Road

**30 mins**

Cairo International  
Airport

**35 mins**

Heliopolis

**35 mins**

New Capital

**40 mins**

Madi

**45 mins**

Downtown  
Cairo

# THE ARCHITECTURE CONCEPT

## A unique Architectural style

URBAN BUSINESS LANE is not a project. It's a neighborhood with a unique identity.

Rather than having the appearance of fixed volumes, the buildings integrate into their DNA the concept of motion. Walking the pedestrian alleys of URBAN BUSINESS LANE offers the experience of visiting a real city, combining diversity and unity, richness and simplicity, convenience and esthetics. It is a true expression of what makes an urban walk pleasant, stimulating and attractive: a rhythm, a diversity, a surprise within unity and harmony.

The treatment of the facades is driven by light and views. Arabesque frames, inspired by middle-eastern language and lifestyle, allow comfort, privacy and transparency, while glazed panels offer the opportunity of open views on elegant and vibrant landscape.

The innovative facades of The Gate buildings, project URBAN BUSINESS LANE into the future and stand as a strong signal of modernity on the AUC avenue. The extended screens feature state of the art hologram technology.



# PROJECT MASTER PLAN

**15,000 SQM** Rooftop

**75,000 SQM** Offices

**15,000 SQM** Retail

**90,000 SQM** Car Park

**40,000 SQM** Landscaping

**55,000 SQM** Land





7

LIVE



# WALK



# BREATHE



# VENTURE



# TALK



# CREATE



# WORK



# GROW



# THE PROJECT TEAM

First Class  
Local And International Expertise

Developer

**TAMEER**

Project Management



Architects

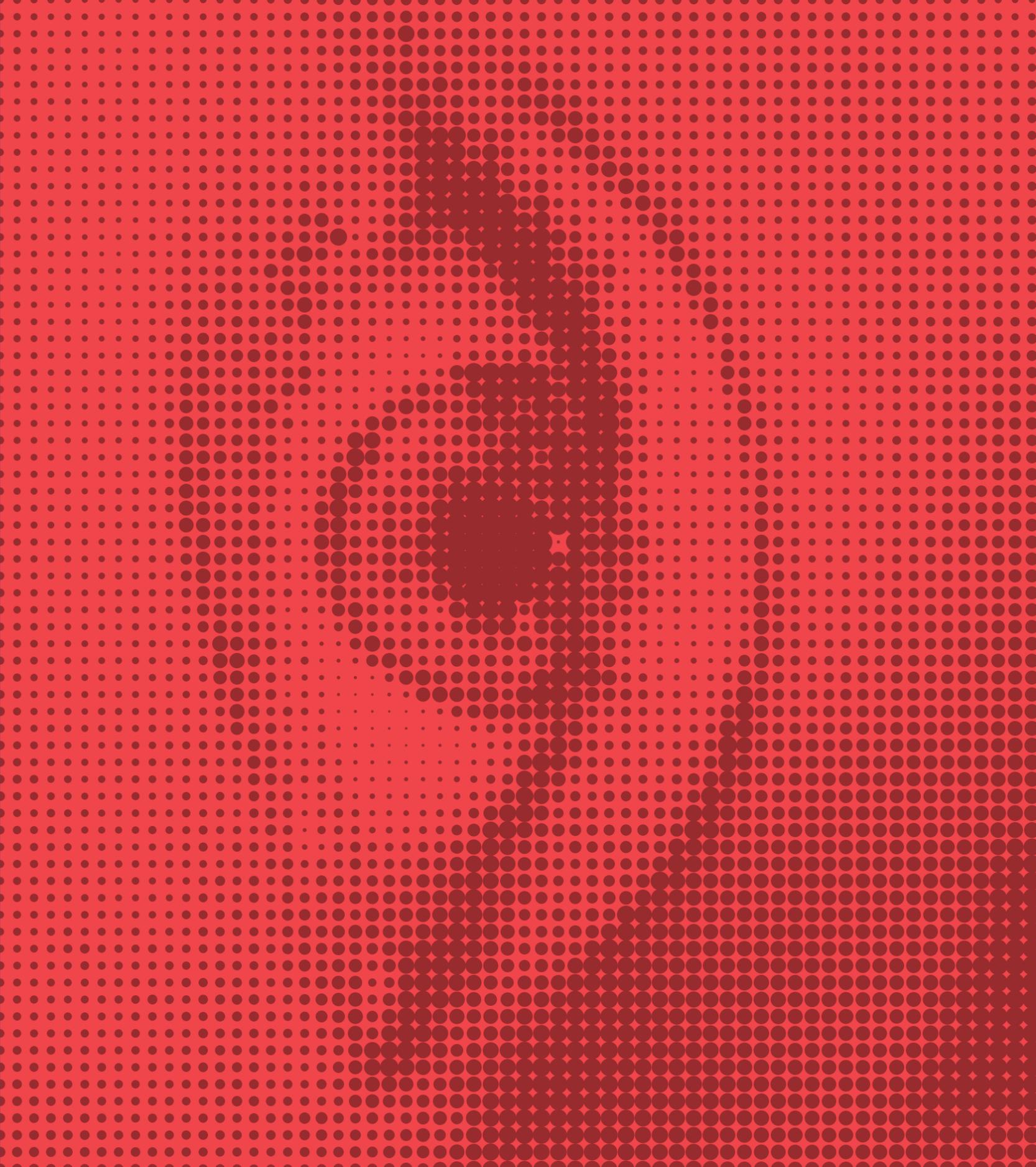
architecturestudio,

Engineer



URBANWALK

ABOUT THE  
**DESTINATION**



# URBAN WALK

*Pathways to genuine experiences*

55 acres of sustainable destination in the heart  
of the ever growing New Cairo, right next to The AUC.

Strategically located halfway between



WALK URBANWALK UR  
STCAIRO EASTCAIRO  
WALK URBANWALK U  
STCAIRO EASTCAIRO E  
NWALK URBANWALK  
ASTCAIRO EASTCAIRO  
LK URBANWALK URBA  
EASTCAIRO EASTCAIR  
ALK URBANWALK UR

# CONCEPT MASTER PLAN

UrbanWalk's design concept introduces an outdoor, pedestrian experience inviting visitors to enjoy Cairo's moderate weather year-round while walking through a central park-six times the size of soccer stadium.

UrbanWalk crowns a prime location in the heart of new Cairo - right across the American University in Cairo and adjacent to Azad Compound on its eastern boundary-, as well as halfway to the new administrative capital.

1 Giant Central park

4 Poles of Excellence

Vibrant Urban Experience

Car-free Lifestyle

Integrated city management

**233,000 SQM** Land

**300,000 SQM** BUA

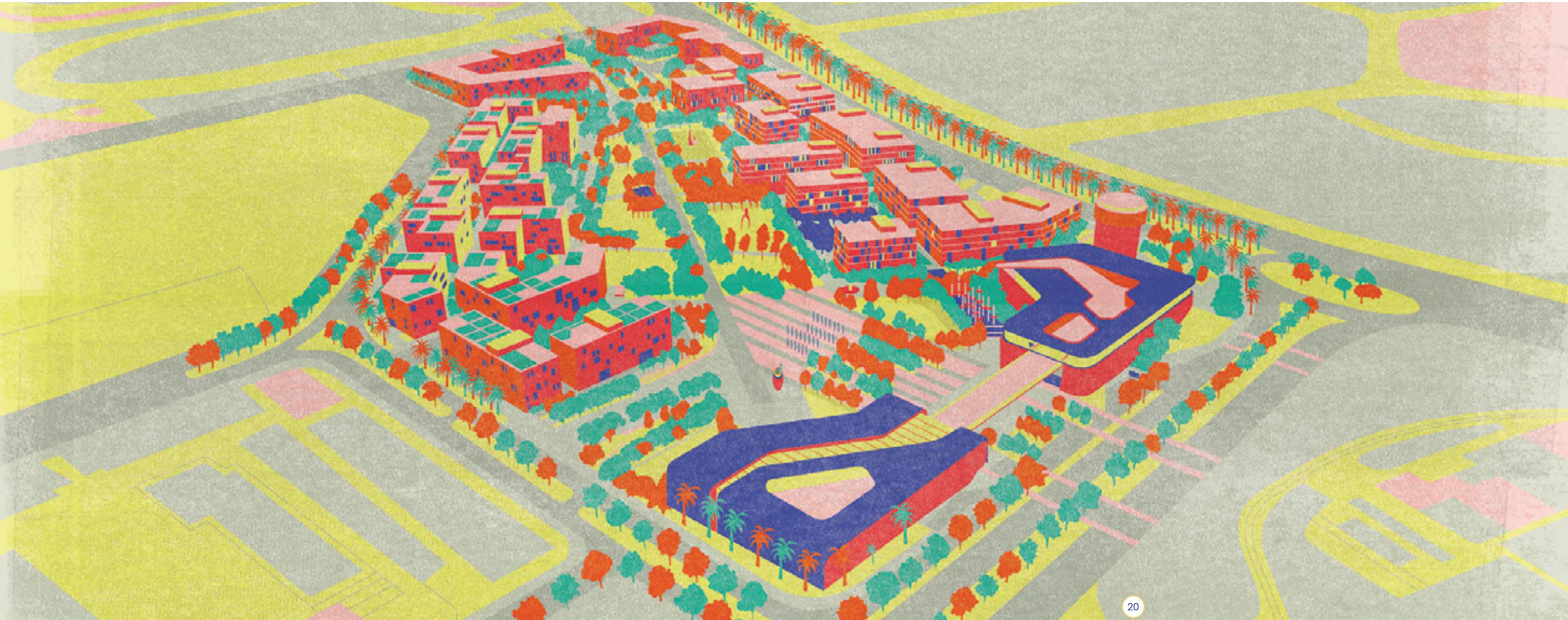
**4,000** Underground Parking

**60,000 SQM** Central Park

**3 KM** Pedestrian Experience



# MASTER DEVELOPMENT TEAM





## Enterprise District

A contemporary and sustainable business park, offering a variety of commercial office spaces, ideal for large corporations, SMEs & startups. Spaces cater to different budgets and business needs, combining a variety of outdoor areas, top-class facilities and breathtaking landscapes for professionals to excel at the highest level.

## Leisure District

An open invitation of modern-day fun for the whole family. A lively entertainment hub, located between contemporary buildings to introduce world-class boutiques for memorable shopping experiences, fun gaming activities for children and impeccable dining spots for friends to connect. Packed with artisanal street cafes and naturally inspired rooftop dining venues, The Leisure District promises ultimate recreation and indulgence, day and night.



## Serviced Residences

A unique residential opportunity of functional simplicity, offering comfort for students and working professionals, surrounding them with elevated experiences at their doorstep. Introducing modern modular designs that gives room for a unique interpretation of contemporary elegance and invites the outdoors inside to create an exceptional living experience.

## Wellness District

Home to a state-of-the-art, specialized hospital, as well as cutting-edge clinics to provide world-class health standards, 24/7. Boasting a modular design with a spacious drop-off zone and an intimate courtyard, the medical building accommodates two housing concepts under the same structural grid, optimizing privacy and comfort of both patients and visitors while powering them with necessary retail outlets, a supermarket and F&B outlets.



## Park District

A central park – 6 times the size of a football field in the center of heart of UrbanWalk. The Park District is the pulsating heart of outdoor activity, lively events and social life, encouraging social gatherings, safe playdates for children, mindful meditation and family picnics, as well as endless outdoor recreation where friends and co-workers can peacefully bond where the sky meets infinite greenery.



**TAMEER**

**ABOUT THE  
DEVELOPER**



## WHO WE ARE

TAMEER is a company with legacy and passion for people that has been passed down through generations. Over three generations of workers and customers, from grandfather to son to grandson, we have delivered homes and created community bonds.

As we think about the future, we reflect on our legacy and our culture. We think about what makes us different in the market and what principles we want to launch our projects on. Gradually, our thoughts crystalized around one word: PEOPLE.

TAMEER is in the market since 1954, we have established ourselves as market leaders, with more than 27,500 units delivered so far.

As the oldest housing developments in Egypt's modern history, we have gained experience in building a state of the art communities, creating many of Egypt's most recognizable architectural landmarks.

With every new customer comes a new life story, and with every community we build new memories. Home is more than just a place you come back to – it can be the place you get married, raise children, dream, pray, and enjoy happy moments.

Creating such communities is the basic strategic vision of TAMEER's Board of Directors – a vision that we have been building as we look forward to the next two decades.

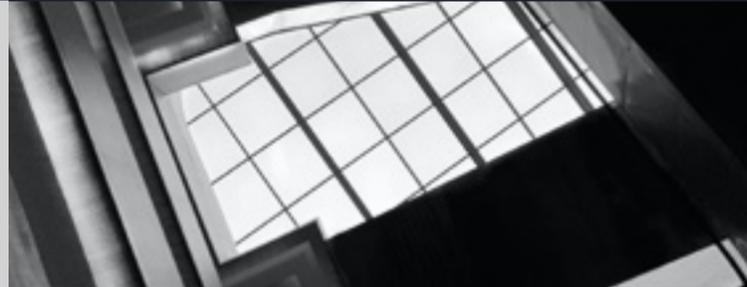


**HIGHLIGHTS**  
*SINCE 1954*



**27,500+**  
units delivered so far

Approximately **50%**  
foreign Directors



**67** years of  
continuous  
operations

Approximately  
**50%**  
foreign  
shareholders

Approximately  
**100%**  
private sector  
shares

LISTED ON THE  
**EGX**



# TIMELINE

1954

TAMEER is founded by the government to develop affordable housing.

1962

TAMEER developed towards middle-income and consultancy.

1980

TAMEER entered into partnership with Skidmore, Owings & Merrill (SOM.USA).

1991

TAMEER moved to the public-private sector under the Holding Company for Tourism and Hotels (HOTAC).

1996

TAMEER was listed on the Egypt stock exchange.

2016

TAMEER initiates its 2040 strategy under a new management team.

**UBL**  
Urban Business Lane

**TAMEER**

[WWW.TAMEER.COM.EG](http://WWW.TAMEER.COM.EG)