A NEW PROJECT IN THE HEART OF H ADAYEK OCTOBER EXCLUSIVE URBAN HUB



CRE8T
create
Dist.

BY HARVA DEVELOPMENTS

Hadayek October

HARVA
DEVELOPMENTS

ave

aue

HARVA
DEVELOPMENTS

01 ABOUT HARVA

02 ABOUT AUE

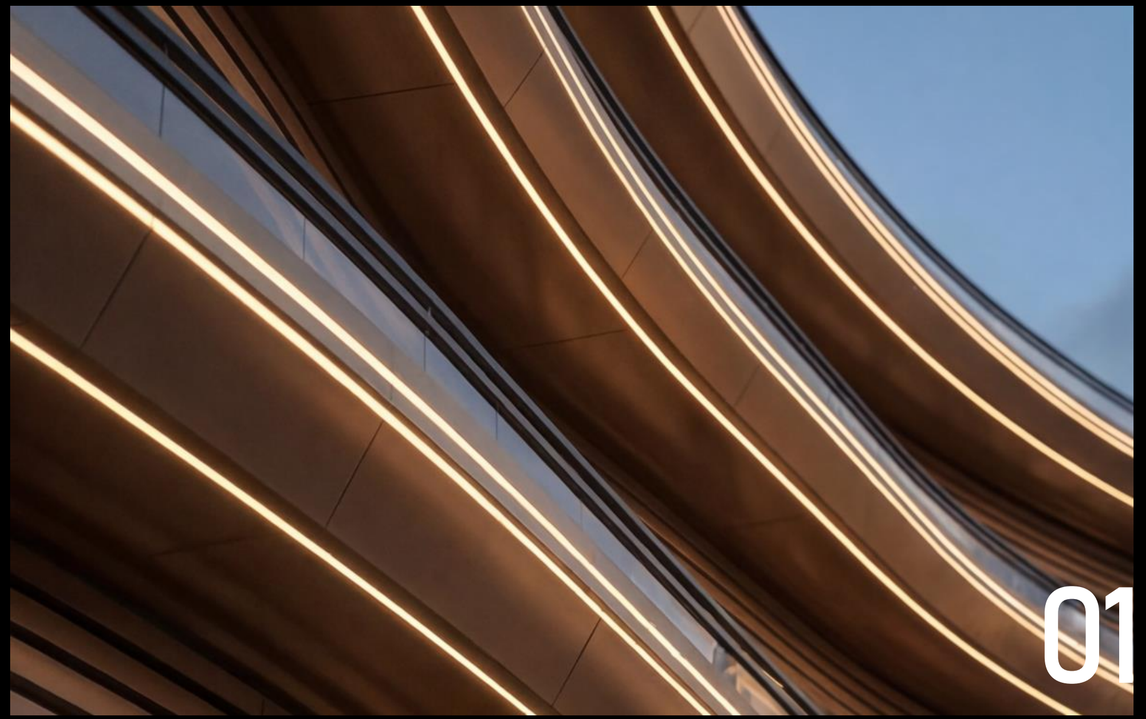
03 ABOUT THE PROJECT

04 KEY FEATURES

HARVA

HARVA is more than just a name in real estate – it is a vision for building modern, sustainable, and people-centered destinations across Egypt. With a strong commitment to innovation and quality, HARVA delivers projects that combine smart design, strategic locations, and long-term value for investors and communities alike.

Every HARVA development is designed with a clear philosophy: to create vibrant hubs that bring together commerce, culture, and lifestyle under one roof. From retail landmarks to cutting-edge office environments, HARVA projects are built to inspire connection, opportunity, and growth.



SISTER COMPANIES

PERFECT CAPITAL DEVELOPMENTS

ALIEND DEVELOPMENTS

معمار الفاروق للإستثمار والتنمية لعمرانية

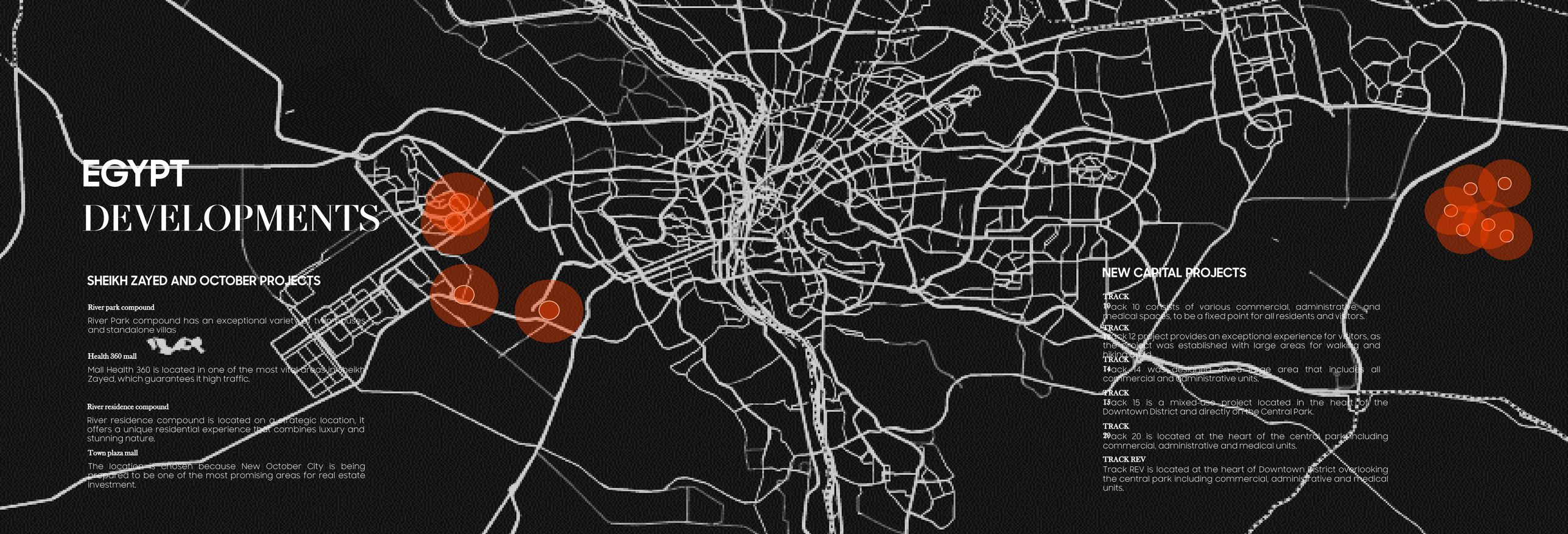
WEST WAY DEVELOPMENTS

ديار هاني فراج

Infinity Developments

DIG Deals Investment Group

EGYPT
DEVELOPMENTS



SHEIKH ZAYED AND OCTOBER PROJECTS

River park compound

River Park compound has an exceptional variety of twin houses and standalone villas

Health 360 mall

Mall Health 360 is located in one of the most vital areas in Sheikh Zayed, which guarantees it high traffic.

River residence compound

River residence compound is located on a strategic location, it offers a unique residential experience that combines luxury and stunning nature.

Town plaza mall

The location is chosen because New October City is being prepared to be one of the most promising areas for real estate investment.

NEW CAPITAL PROJECTS

TRACK 10

Track 10 consists of various commercial, administrative, and medical spaces, to be a fixed point for all residents and visitors.

TRACK 12

Track 12 project provides an exceptional experience for visitors, as the project was established with large areas for walking and hiking trails.

TRACK 14

Track 14 was designed on a large area that includes all commercial and administrative units.

TRACK 15

Track 15 is a mixed-use project located in the heart of the Downtown District and directly on the Central Park.

TRACK 20

Track 20 is located at the heart of the central park including commercial, administrative and medical units.

TRACK REV

Track REV is located at the heart of Downtown District overlooking the central park including commercial, administrative and medical units.



02

DESIGNED BY aue

AUE is a leading multidisciplinary architecture and design firm with over a decade of experience and a portfolio of more than 100 projects across Egypt and the region. Known for delivering world-class architecture and urban design, AUE creates spaces that respond to environmental, cultural, and physical context with precision and creativity.

Founded by Ahmed Fayez and Musab Nagi, AUE–Architecture and Urban Engineering Office–embraces a design methodology rooted in the integration of architecture, urban design, and engineering. This unique fusion has positioned AUE as a pioneering force in shaping contemporary cities.

Over the past 10+ years, AUE has become one of the main consultants in the New Administrative Capital, contributing to the design of landmark projects including Masjid Misr, the Government Ministries District, and the House of Representatives (Parliament).

At AUE, we believe that collaboration is the cornerstone of great design. Our team works closely with clients, architects, engineers, builders, and specialists to deliver projects that optimize results, value, and efficiency–transforming visions into enduring realities.

HOW WE WORK

We believe that the built environment emerges from the synergy between a client's vision and an architect's imagination–shaped by the urban, cultural, social, political, and economic context.

That's why we embrace an integrated design approach in every project we undertake. Across all in-house disciplines–**architecture, urban design, planning, and consulting**–our teams collaborate seamlessly to deliver **innovative strategies and smarter solutions** that align with our clients' goals.

WHY AUE

ARCHITECTURE + URBAN DESIGN + ENGINEERING
At AUE, we offer a fully integrated design process that brings together architecture, urban design, and engineering. Our collaborative approach goes beyond aesthetics–it encompasses construction, operations, and occupancy across the entire building lifecycle, ensuring comprehensive, long-term value.

FAST TRACK DELIVERY
We tailor our project timelines to meet your needs. Whether through traditional design-bid-build models or phased bid packages, our team is equipped to manage fast-track schedules efficiently–working closely with owners and construction managers to accelerate project delivery without compromising quality.

ON BUDGET COMMITMENT
From initial feasibility studies to concept development and detailed design documentation, we maintain strict adherence to your project budget. Our coordinated, in-house process ensures clarity and cost control at every stage, keeping your project on track financially from start to finish.

AUE
FOUNDERS



AHMED FAYEZ
CHAIRMAN
CO-FOUNDER

Ahmed Fayez is a prominent architect and master planner who has shaped some of the most significant projects across Egypt and the Middle East since graduating in 1996.
Formerly the Head of Design at ECG, delivering award-winning landmark projects–including the **Egyptian Parliament**, **Ministry of Foreign Affairs**, over **30 Egyptian Ministries**, and the **Central Bank of Egypt**, among others.
Today, he continues to lead with vision and excellence as the **Chairman of AUE**, driving the firm's commitment to innovation, integration, and architectural impact at a national scale.



MUSAB NAGI
CEO
CO-FOUNDER

Musab Nagi is an award-winning architect and urban designer with over 100 major projects across Egypt, the Gulf, and Africa. A top graduate of Helwan University, he began his career at ECG and was later appointed as a **Senior Architect** in its Design Studio.
Musab played a key role in shaping Egypt's **New Administrative Capital**, including the **Governmental District**, **Masjid Misr**, and the **National Piazza**. Today, he leads **AUE as CEO**, driving innovative, large-scale design across the region.

AUE
NOTABLE PROJECTS

MASJID MISR
NEW CAPITAL



MISR MOSQUE SOUQ
NEW CAPITAL



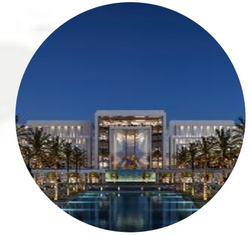
CITY OF JUSTICE
NEW CAPITAL



PROPHET MOHAMED MUSEUMS (MADINAH – MAKKA – EGYPT)



RAVILLE CITY HOTELS
NEW CAIRO





PRESIDENTIAL PARK
NEW CAPITAL



AL OTHAIM PARK TOWERS
DAMMAM, KSA



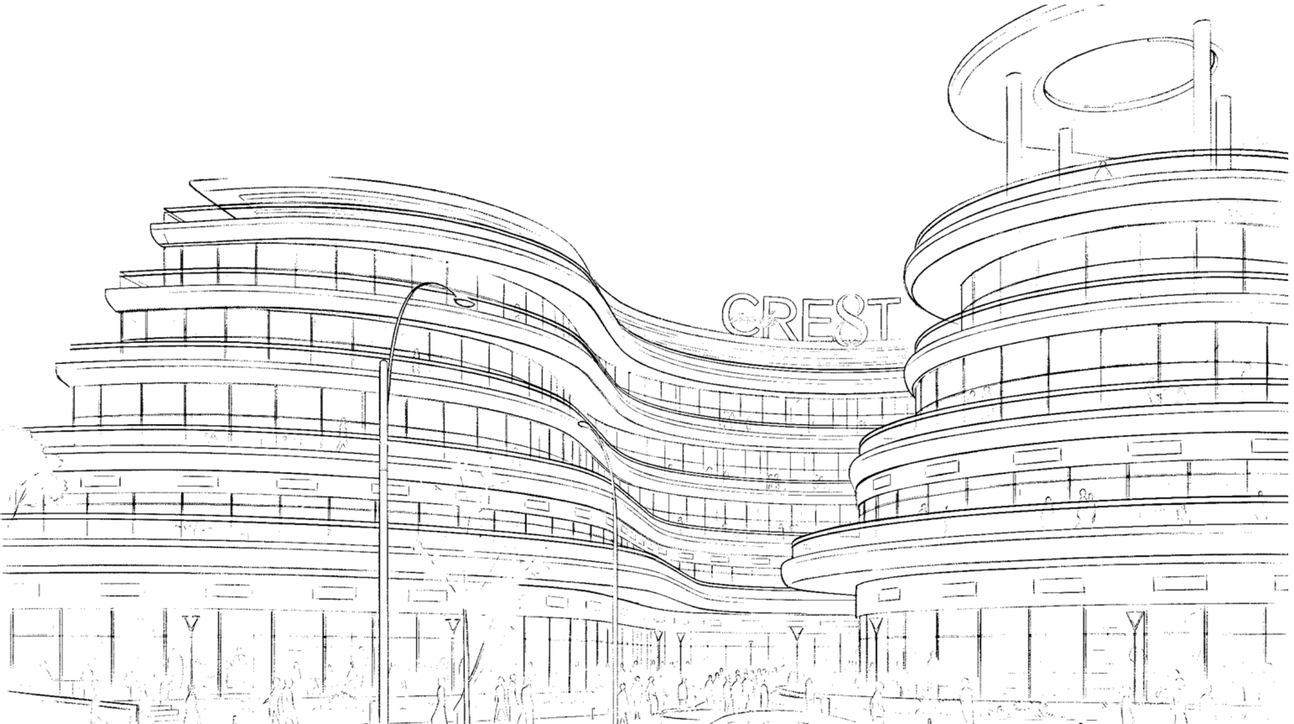
DIPLOMATIC DISTRICT
NEW CAPITAL



UN AND WHO BUILDING
NEW CAPITAL



ALAMEIN CITY
(EAST AND WEST)



ABOUT THE PROJECT

03

This is not just a mall, and not just offices. It is a **destination**, a **community hub**, and an **investment in the future of Cairo**.

Rising in the heart of **Hadayek October**, this mixed-use landmark redefines what it means to live, work, and invest in one of Cairo's most promising districts. Designed as more than just a commercial complex, the project blends **retail, offices, dining, and vibrant public spaces** into a single, dynamic destination.

aue

LOCATION
HADAYK OCTOBER

At the Heart of 6th of October

Surrounded by Life:
Thriving residential communities, busy universities, and active business zones.

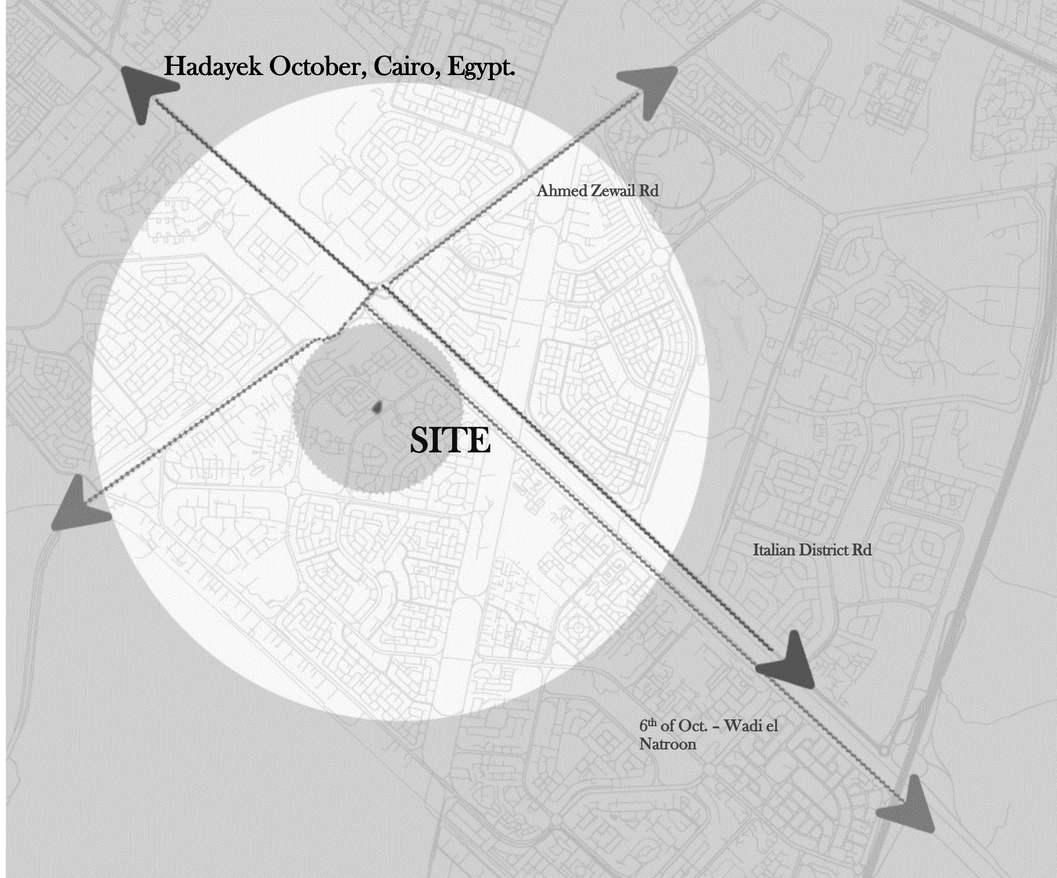
Easy to Reach:
Direct access to major roads and plenty of parking.

Everyday Convenience:
From clinics to cafés, everything your community needs in one destination.

Modern Healthcare:
Accessible, professional clinics serving families, students, and professionals.

Vibrant Retail:
Shops and services designed to bring people together.

The perfect blend of **care + convenience** in a city that never stops growing.



DESIGN INTENT

The mall is conceived not just as a shopping center but as a lifestyle destination. Plazas and open-air courtyards are interwoven throughout the development to promote walkability, natural ventilation, and a sense of openness. These spaces act as communal nodes for events, performances, outdoor dining, and relaxation

DESIGN VISION

To create an inclusive urban hub that blends commerce, community, and culture–turning a shopping destination into a shared city experience.



ABOUT THE PROJECT

PROJECT *KEY FEATURE*



Retail and Commercial Spaces

Multi-level retail anchored by flagship stores and boutique outlets, with integrated F&B zones spilling into outdoor plazas.



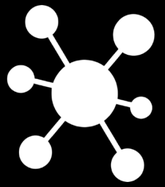
Public Plazas and Gathering Areas

Landscaped, shaded areas with seating, water features, and interactive installations to foster community interaction and urban vitality.



Mixed-Use Integration

Upper levels include office spaces and serviced residences, enhancing foot traffic and activating the site throughout the day.



Connectivity

Designed with pedestrian pathways, transit access, and cycle-friendly infrastructure to ensure accessibility and fluid movement



CENIMA



RETAIL



F&B



PLAZA



WASTE MANAGEMENT



ATMs

MALL FACILITIES

خدمات المول



CLINICS



CLOUD KITCHENS



PHARMACY



MEETING ROOMS



HANDICAPPED

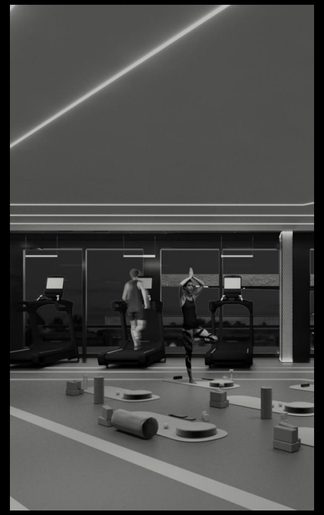
OFFICES/CLINICS FACILITIES

خدمات العيادات و المكاتب

HOTEL FACILITIES
خدمات الفندق



PARKING



GYM



HOTEL SERVICES



HOTEL
ROOMS



DAILY NEEDS

FACT SHEET

COMMERICAL	ADMINSTRATIVE	ENTERTAINING
SQM G+4 FLOORS	SQM 320m ELEVATION LENGTH	90% UNITS HAVE VIEWS
SQM 50% BUILT UP AREA	SQM 0000 TOTAL TERRACES AREA	SQM 0000 MEDICAL AREA
SQM 0000 RETAIL AREA	SQM 0000 MEDICAL AREA	SQM 0000 F&B AREA

COMMERCIAL RETAIL SHOPPING LIFESTYLE



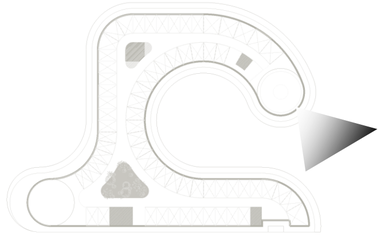
Live, work, shop, connect.

Live, work, shop, connect.



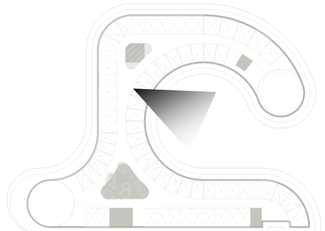

Create
CRE8T

PROJECT
EXTERIOR
DESIGN



EACH SPACE HAS A VIEW
ON THE MAIN PLAZA





CENTRAL
OUTDOOR AREAS





CENTRAL
OUTDOOR AREAS

STEPPED *TERRACES* HAVE
A VIEW ON MAIN STREET

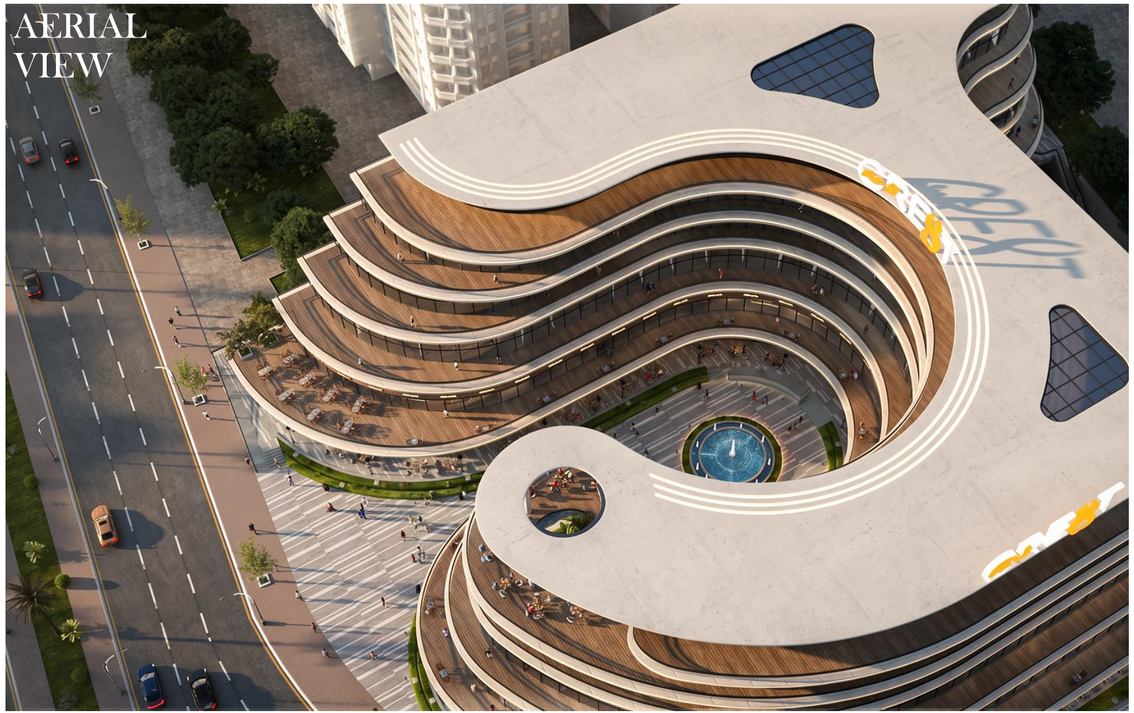




HOTEL DROP-OFF



AERIAL
VIEW





AERIAL VIEW



AERIAL VIEW




CRE8T
SIGNAGE
SIGNAGE
LUXEN


CRE8T
SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE

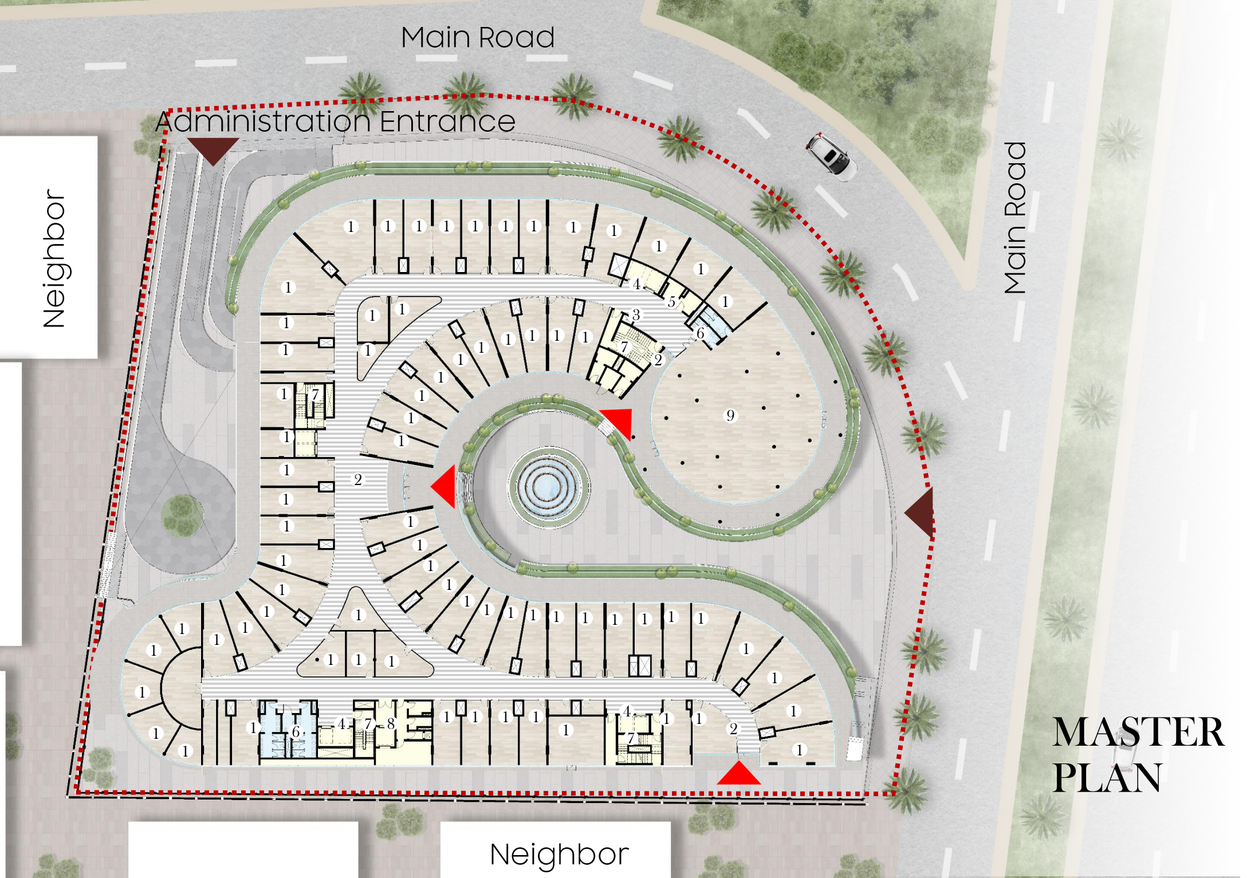


WHERE DINNING IS
PART OF THE
EXPERIENCE


CRE8T
CRE8T

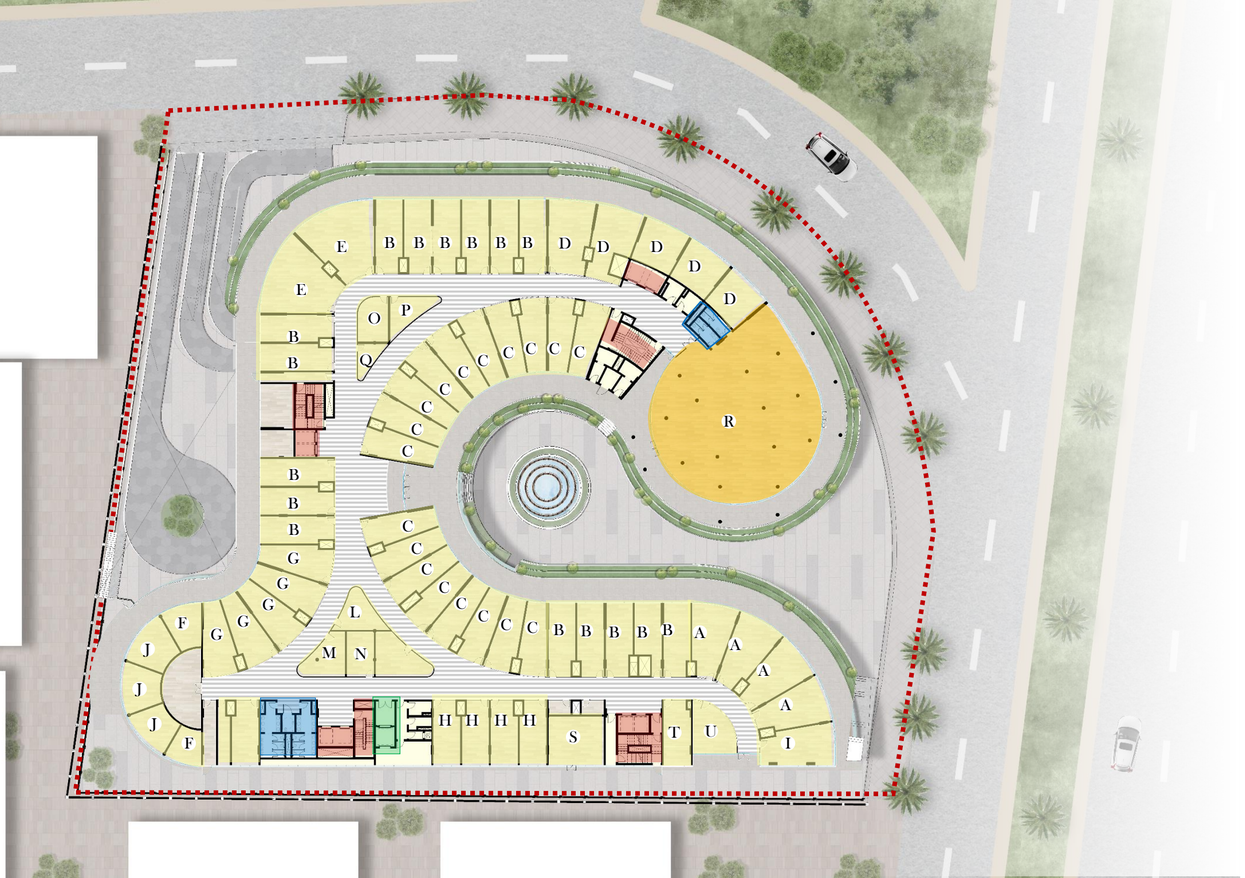

CRE8T
SIGNAGE

PROJECT PLANS



MASTER PLAN

1. RETAIL
2. ENTERANCE
3. ELEVATOR LOBBY
4. ELEVATORS
5. IT AND ELECTRICAL ROOMS
6. TOILETS
7. STAIRS
8. SERVICE ELEVATOR
9. RESTAURANT



GROUND FLOOR PLAN
ARCHITECTURE PLAN

A. 00 SQM
B. 00 SQM
C. 00 SQM
D. 00 SQM
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P. 00 SQM
Q. 00 SQM
R. 00 SQM

CORES
SERVICES
TOILETS
COMMERCIAL UNITS
RESTAURANT



RETAIL

HOTEL
RESTAURANT



SHOPPING LIFSTYLE



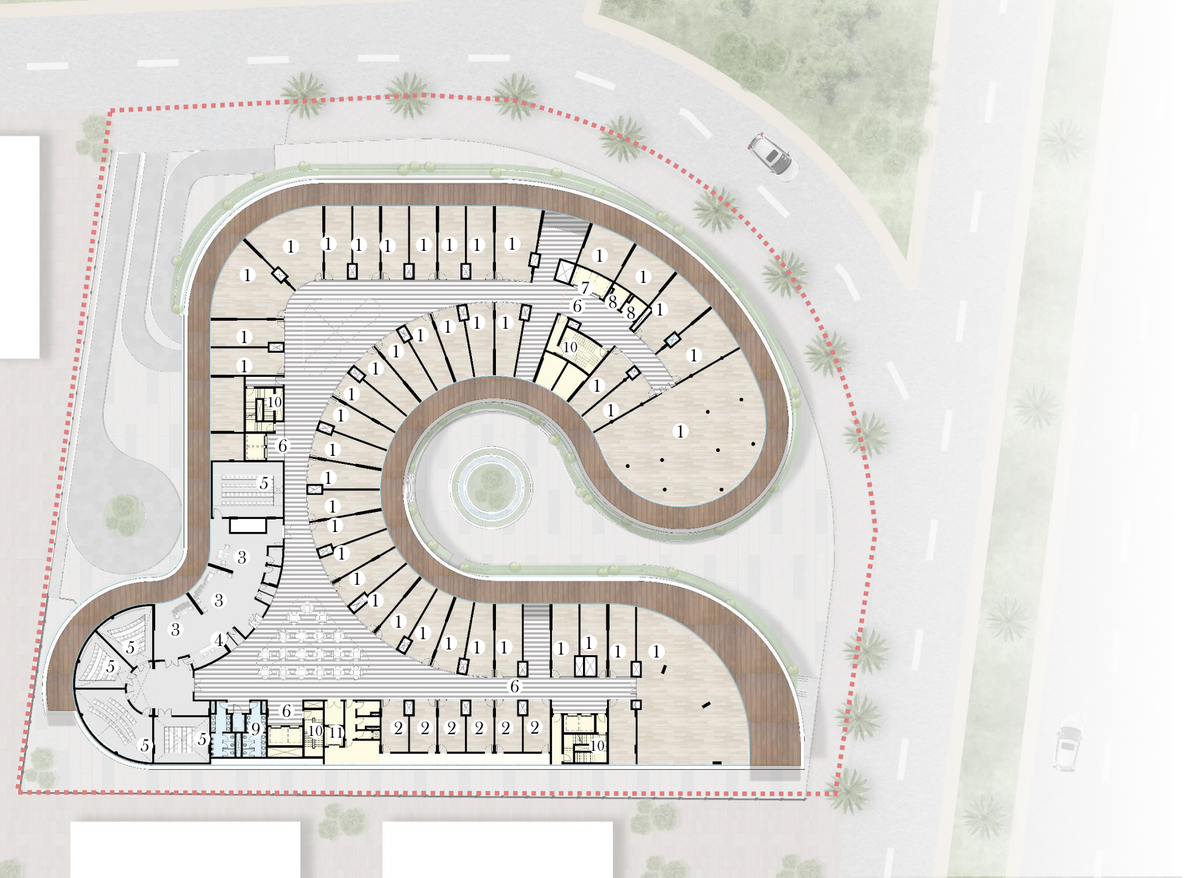


An address that doubles as a shopping destination



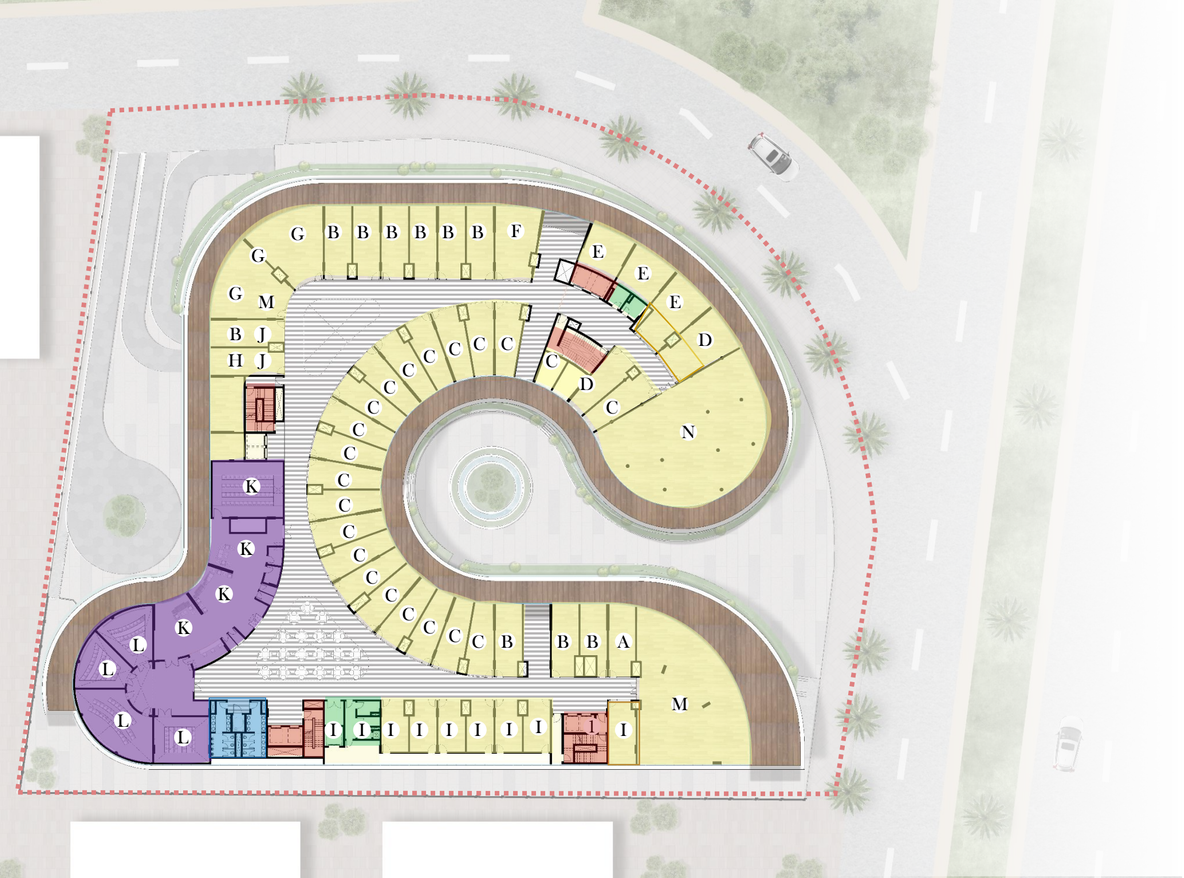
WHERE DETAILS MATTERS

WHERE DETAILS MATTERS



FIRST FLOOR PLAN
ARCHITECTURE PLAN

1. RETAIL
2. F&B
3. CINEMA WAITING AREA
4. CINEMA TICKETING
5. CINEMA HALLS
6. ELEVATOR LOBBY
7. ELEVATORS
8. IT AND ELECTRICAL ROOMS
9. TOILETS
10. STAIRS
11. SERVICE ELEVATOR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FOOD COURT

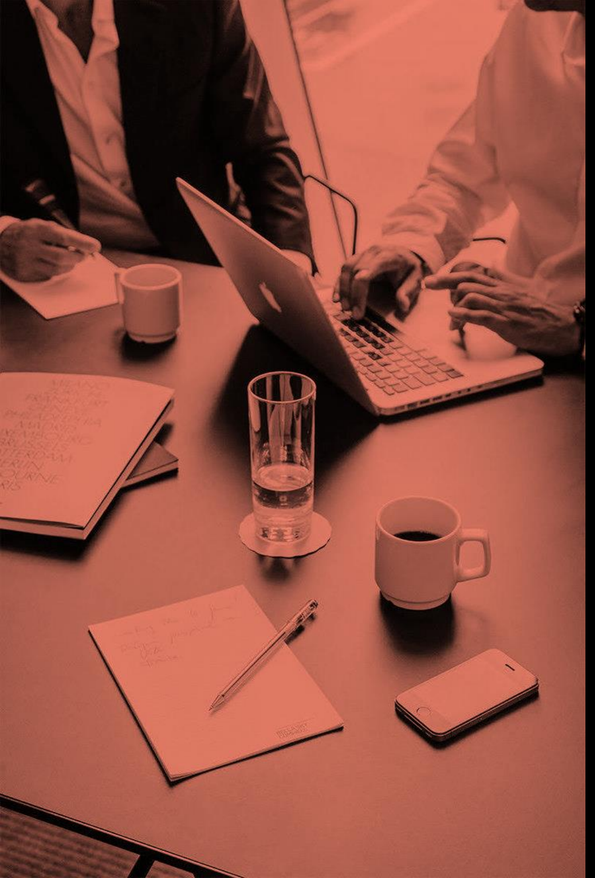



LUXURY CINEMA

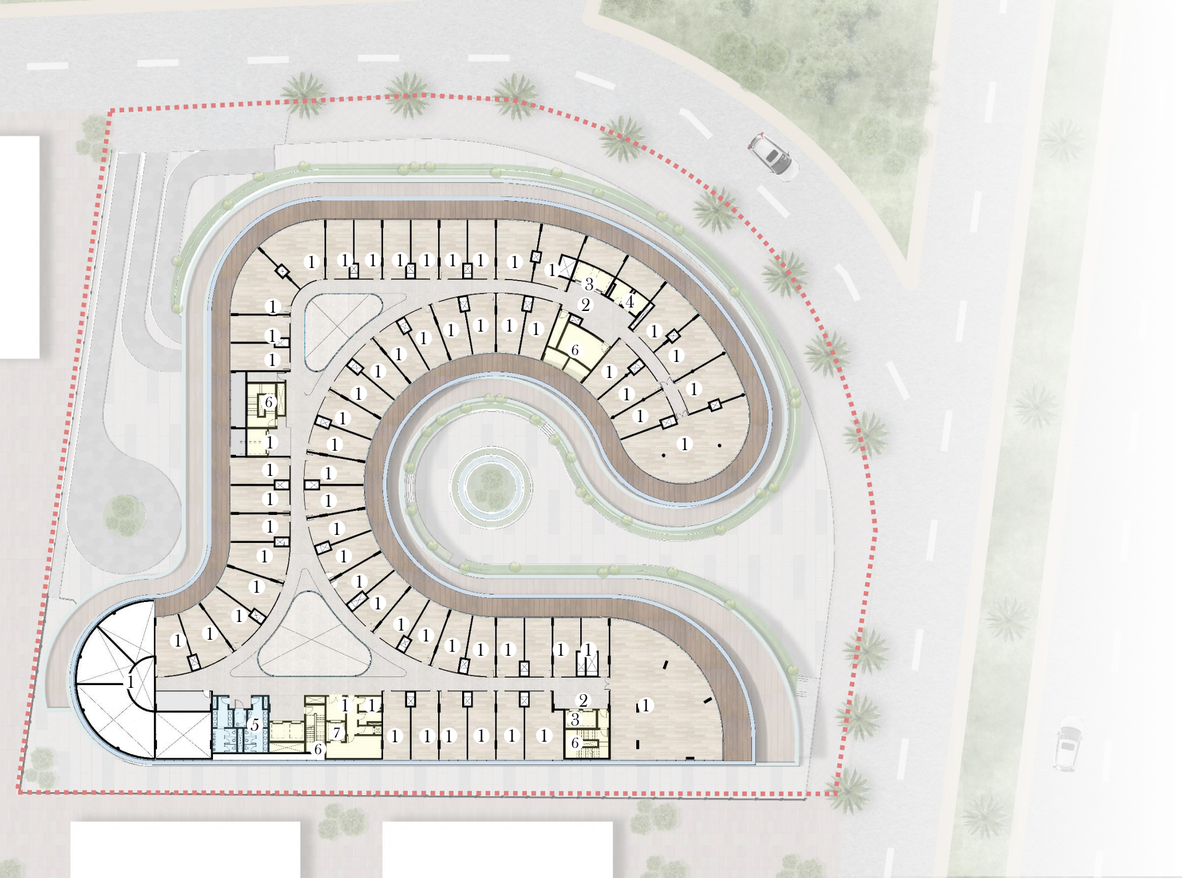
CINEMA
LOBBY




CRE8T
CINEMA
HALL

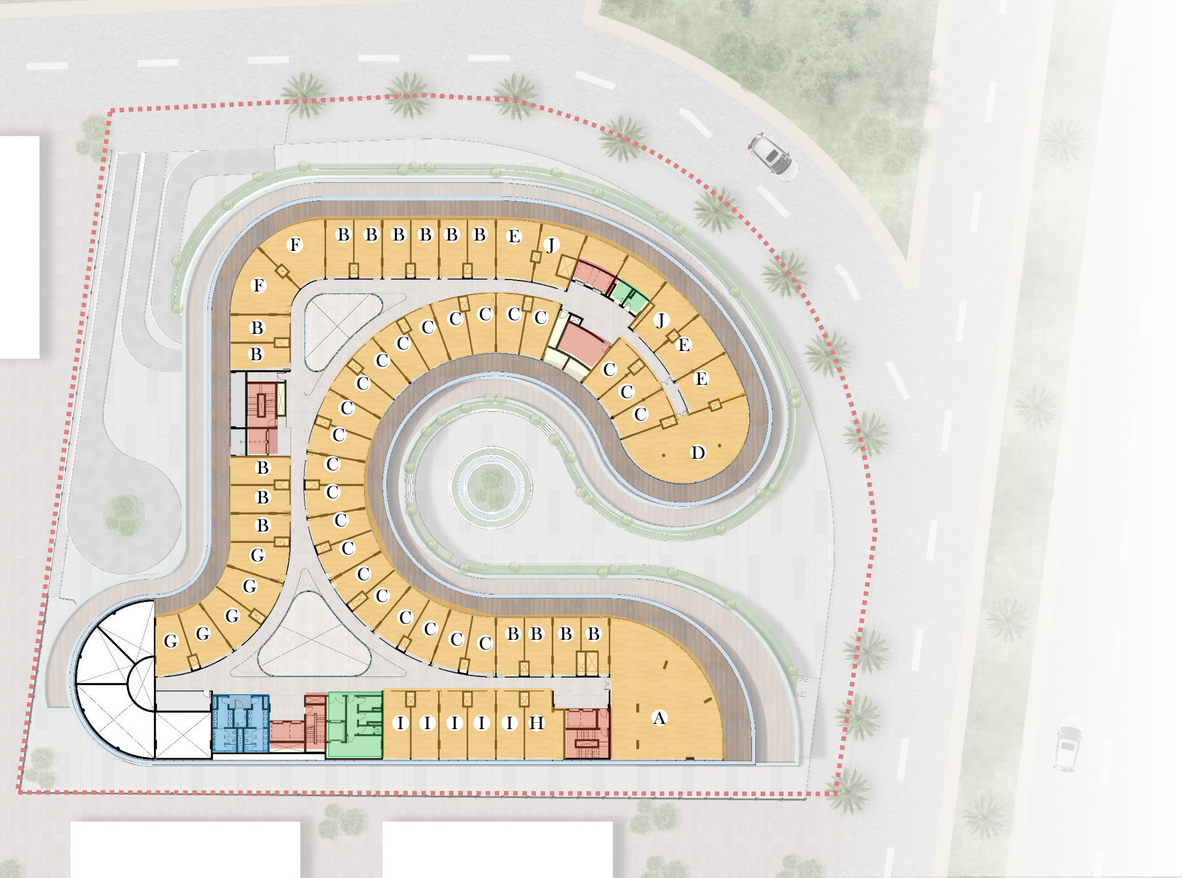


SUCCESS



SECOND FLOOR PLAN
ARCHITECTURE PLAN

1. OFFICE
2. ELEVATOR LOBBY
3. ELEVATORS
4. IT AND ELECTRICAL ROOMS
5. TOILETS
6. STAIRS
7. SERVICE ELEVATOR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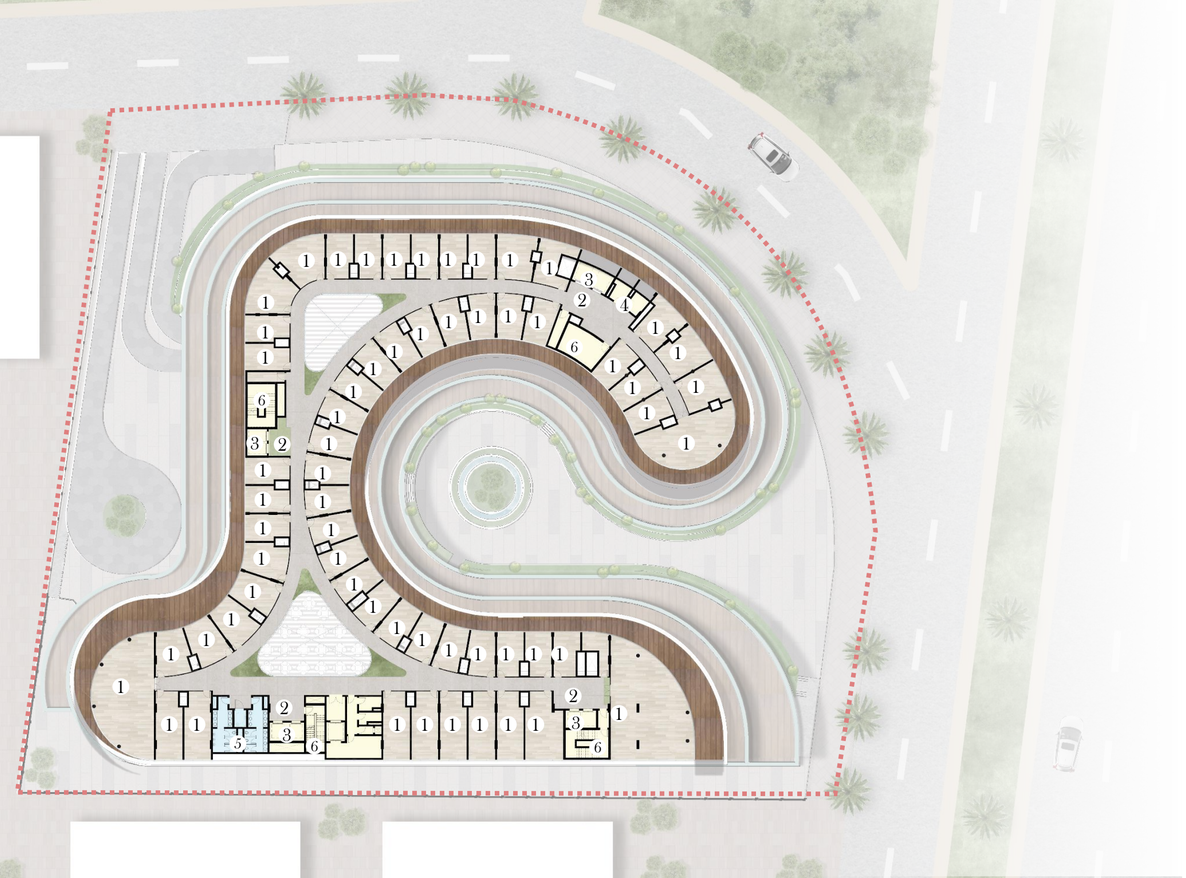
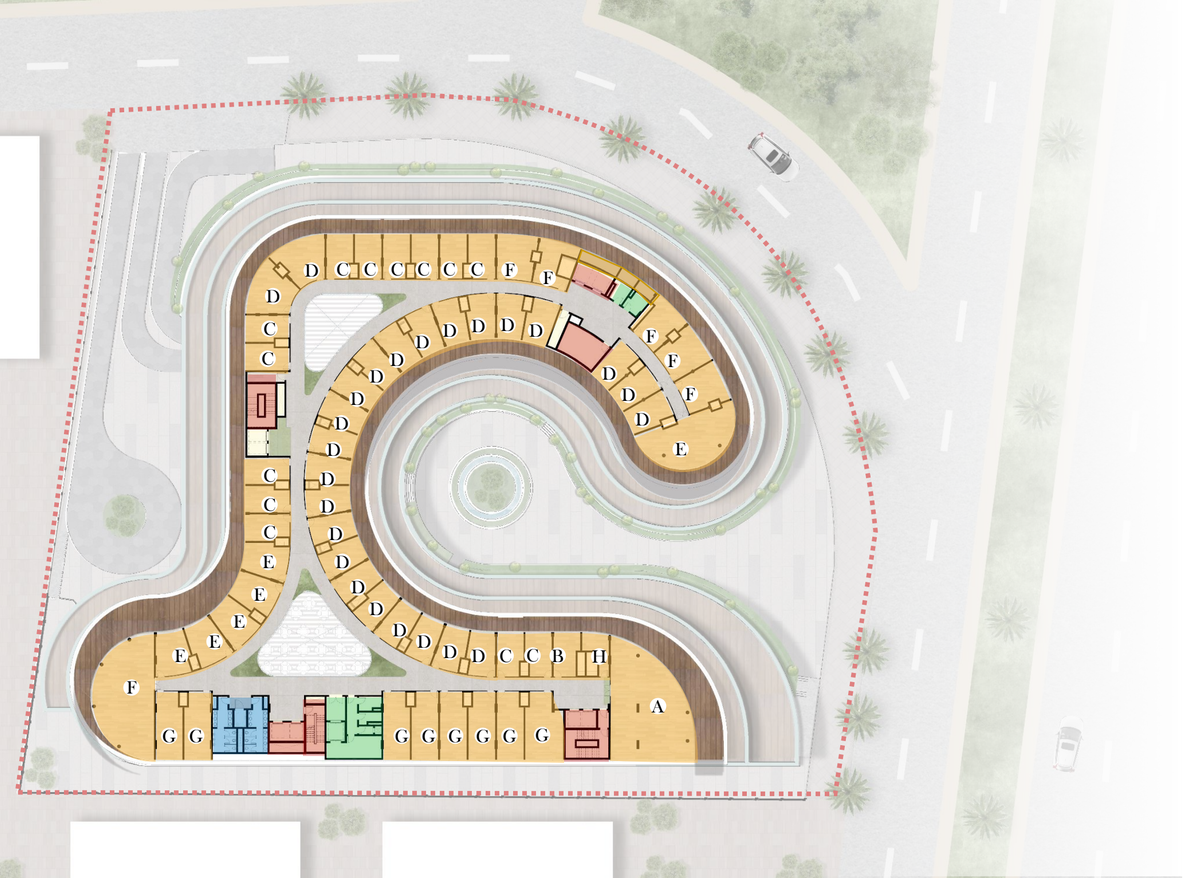


THIRD FLOOR PLAN
ARCHITECTURE PLAN

1. OFFICE
2. ELEVATOR LOBBY
3. ELEVATORS
4. IT AND ELECTRICAL ROOMS
5. TOILETS
6. STAIRS
7. SERVICE ELEVATOR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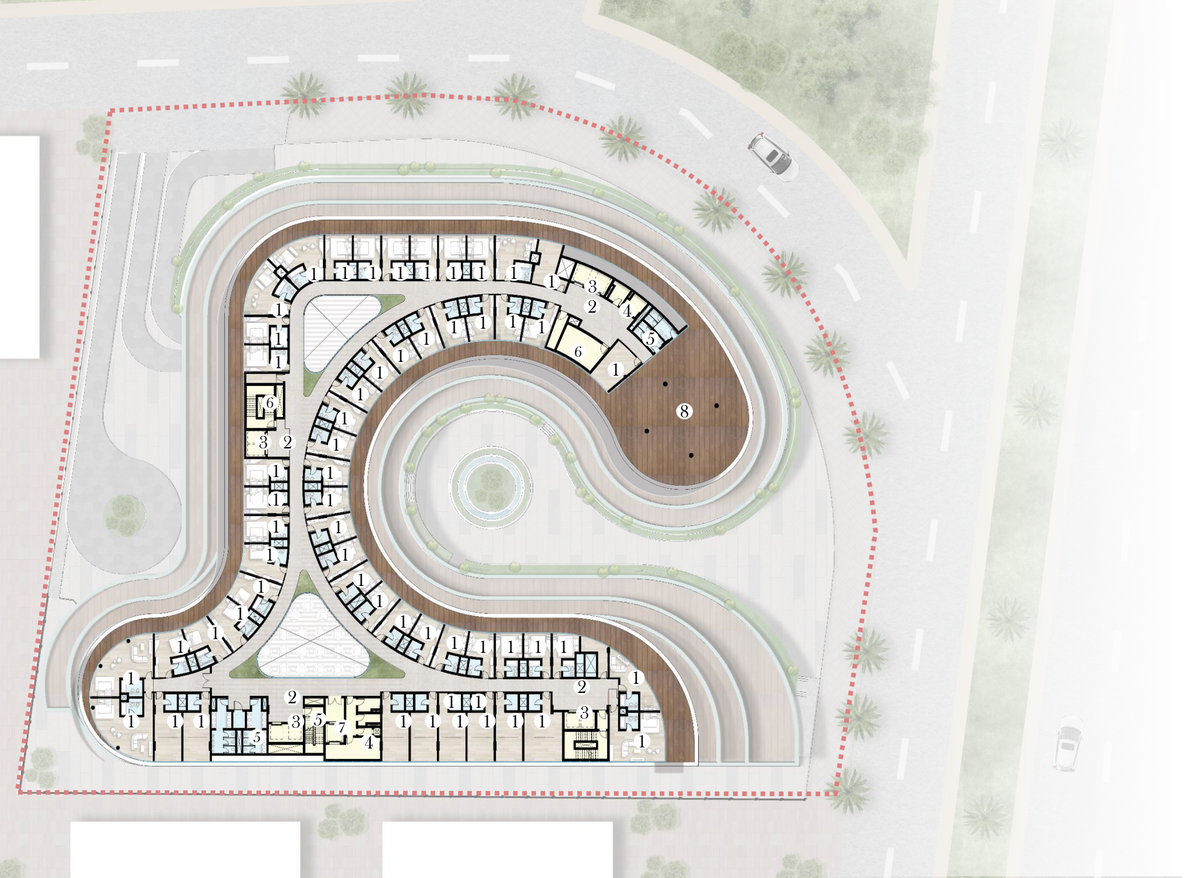
OFFICES
CORRIDOR


OFFICE
SPACES



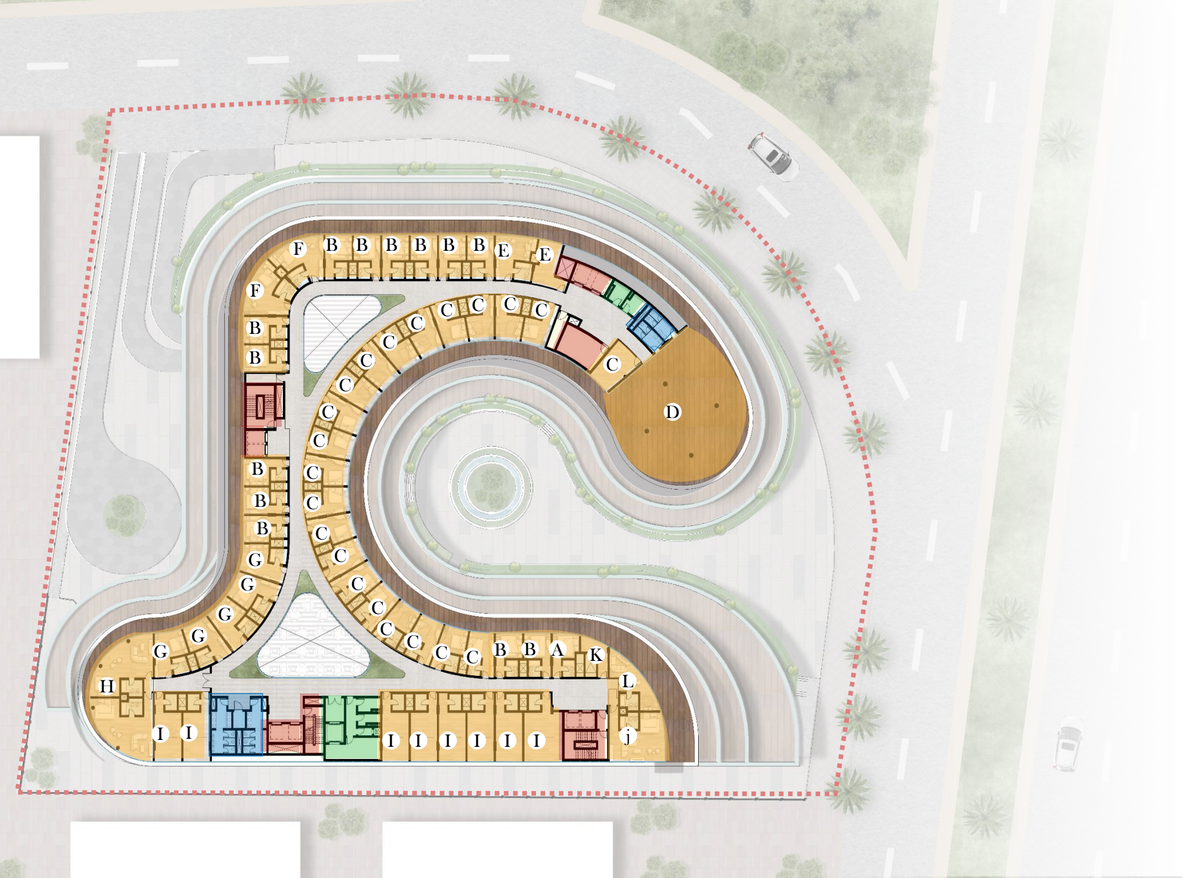


OFFICE 03



FOURTH FLOOR PLAN
ARCHITECTURE PLAN

1. OFFICE
2. ELEVATOR LOBBY
3. ELEVATORS
4. IT AND ELECTRICAL ROOMS
5. TOILETS
6. STAIRS
7. SERVICE ELEVATOR
8. FINE DINING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HOTEL RECEPTION





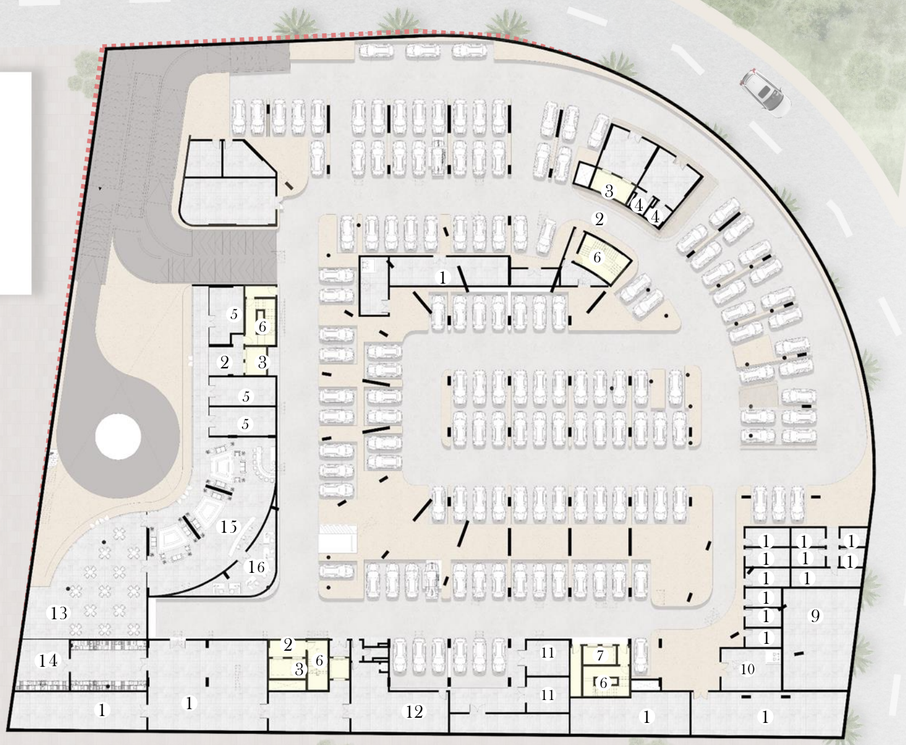
ROOMS
CORRIDOR



ROOM 01



ROOM 02



BASEMENT FLOOR PLAN
ARCHITECTURE PLAN

1. STORAGES
2. ELEVATOR LOBBY
3. ELEVATORS
4. IT AND ELECTRICAL ROOMS
5. RETAIL
6. STAIRS
7. SERVICE ELEVATOR
8. MEP
9. TANK ROOM
10. PUMP ROOM
11. TRANSFORMERS
12. GARBAGE COLLECTION
13. RESTAURANT
14. BAR
15. RECEPTION
16. ADMINSTRATION



BASEMENT FLOOR PLAN
ARCHITECTURE PLAN

A. 00 SQM
B. 00 SQM
C. 00 SQM
D. 00 SQM
E. 00 SQM
F. 00 SQM
G. 00 SQM
H. 00 SQM
I. 00 SQM
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M. 00 SQM
N. 00 SQM
O. 00 SQM
P. 00 SQM

CORES
SERVICES
TOILETS
STORAGES
RETAIL
RECEPTION
RESTAURANT&BAR
ADMIN