MASSIV

BBD

PRE GROUP

Big Dreams, Ambitions,
Opportunities, Moments.
Bigger Spaces, Facilities,
Public Realms, Offices.

Where Big Things Happen.



01

Introducing
The Big Business District

The Big Business District is a hallmark of integrated innovation, intelligently designed on 43 acres as a dynamic accelerator, East of Cairo. Mindfully planned to empower rising start-ups, entrepreneurs and visionary corporates alike, the destination is a tapestry of grand possibilities, thanks to cutting-edge administrative spaces and next-generation clinics, in addition to world-class hospitality, retail luxuries and ravishing entertainment, year-round.

With an impressive frontage, stretching along the Ring Road, The Big Business District proudly stands as a visible landmark of life-work balance while adopting a unique indoor-outdoor philosophy that invites natural daylight, as well as inspirational views, inside.



Bold, big and more than meets the eye.

The thriving hub is thoughtfully elevated to rise with professionals' ambitions high above ordinary limits, breaking down the optimum in vibrant public spaces and engaging streetscapes at their door. Boasting skyline variations for endless inspiration, The Big Business District bridges the gap between networking opportunities and non-stop recreation, coming alive in public realms with enriching experiences. Private and highly practical, this is the address to succeed, hassle-free, powered by ample parking provision, as well as the highest in security standards, day and night.



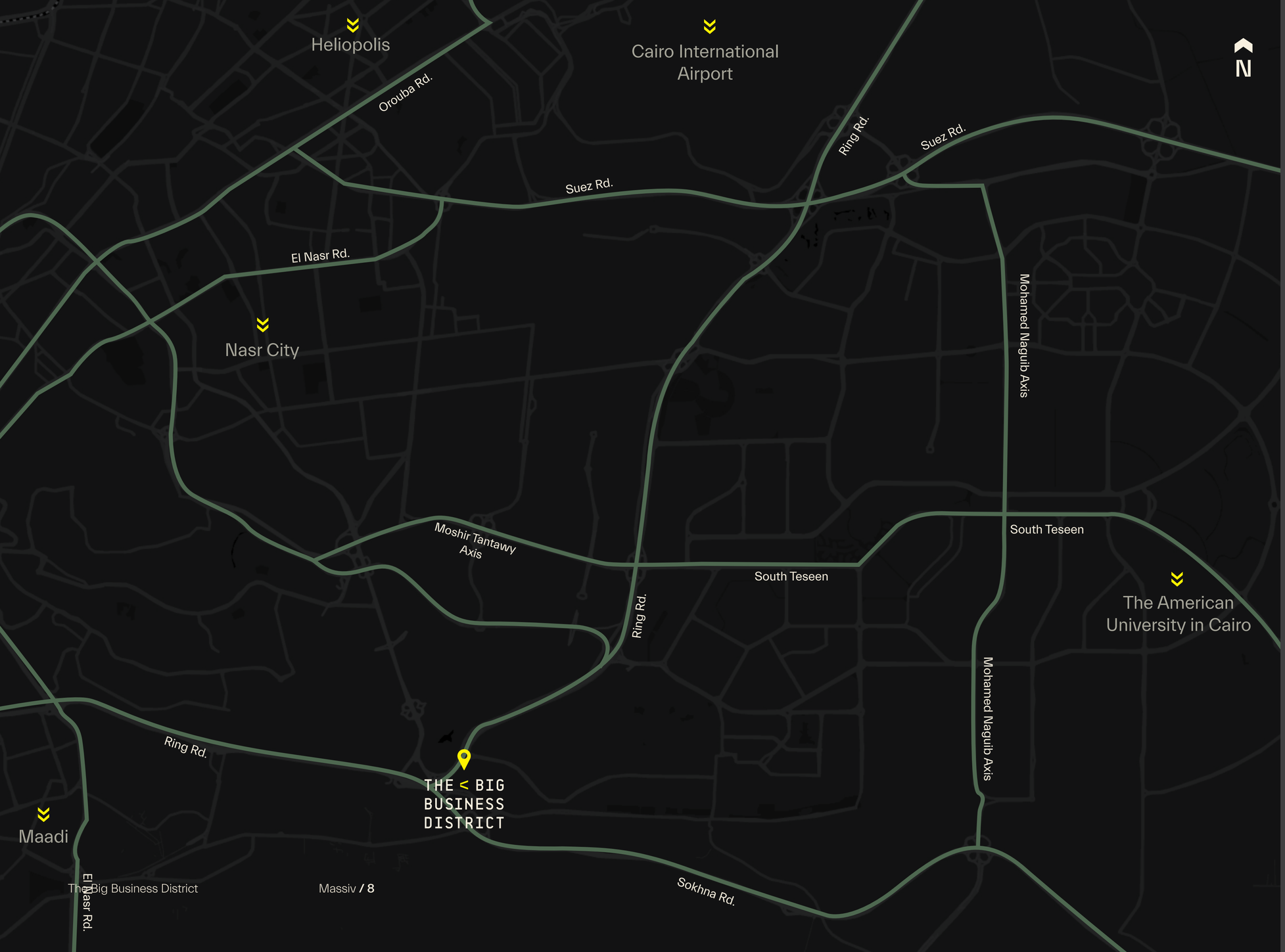


02

Proximity & Location.

The Big Business District is ideally situated in the heart of New Cairo to set new standards of seamless accessibility, like never seen before.

Strategically located by the Ring Road near Katameya, the destination provides direct access to all vital points in greater Cairo, thanks to ultimate connectivity via the Middle Ring Road, Sokhna Road, Mosheer Tantawy Axis and Suez Road. International business men need not worry about traffic with Cairo International Airport lying just a few minutes away while thriving business opportunities await, half way at the New Administrative Capital.

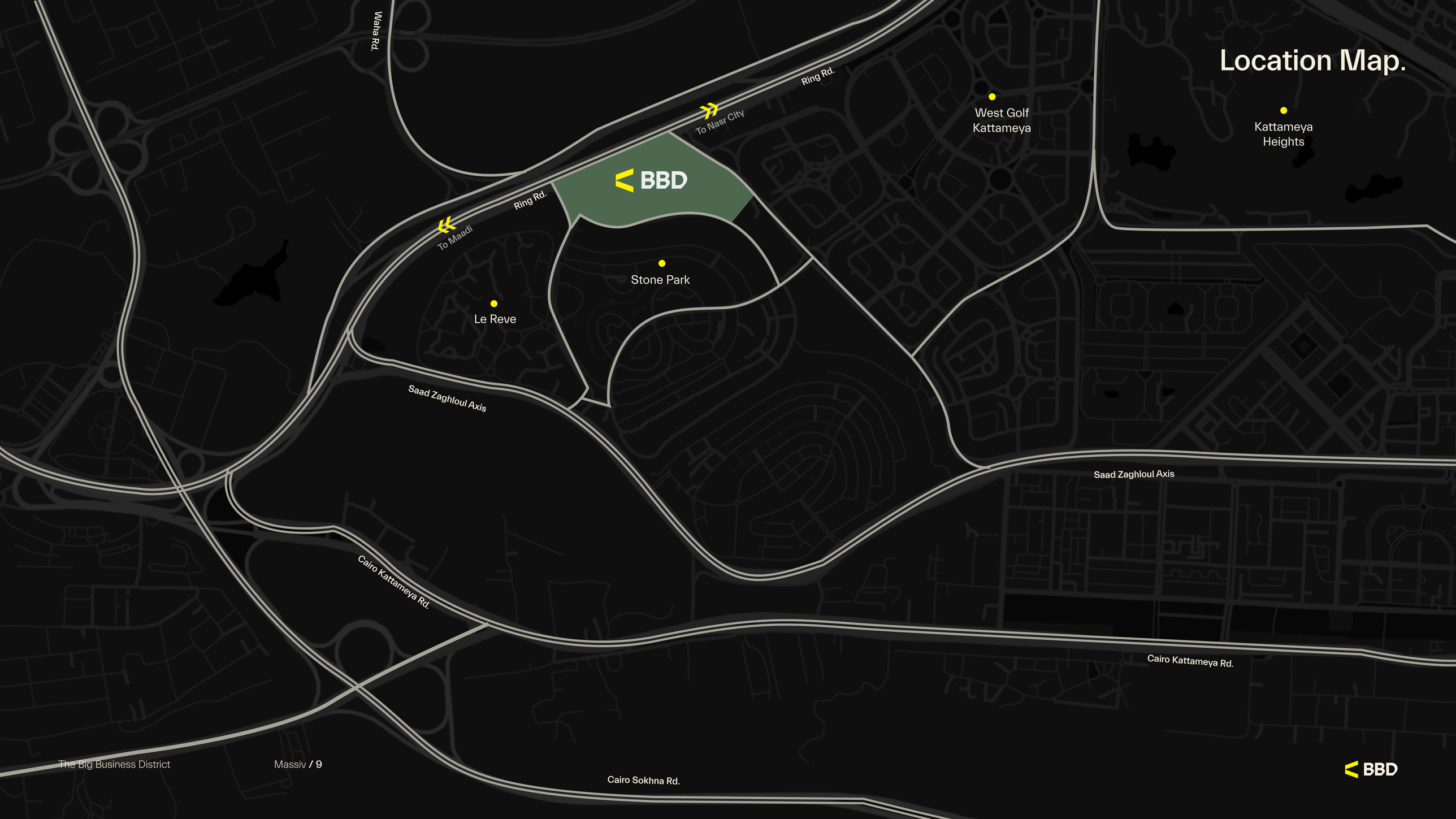


Proximity Map.

15 mins.

to Nasr City.
to Maadi.
to Heliopolis.
to The American University in Cairo.

Location Map.



Masterplan

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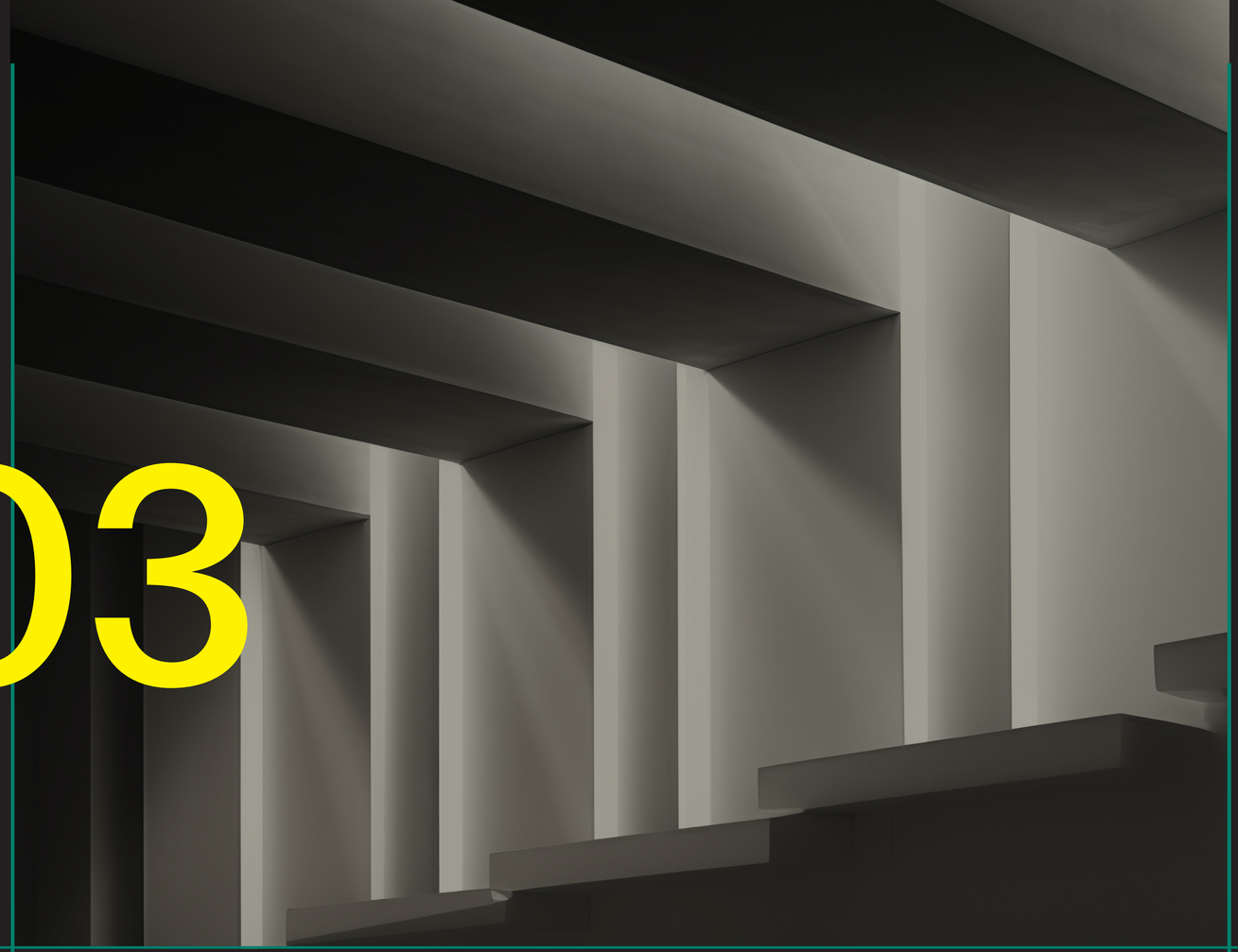

03

Introducing Massiv

MASSIV

Unveiling the First Chapter of Business Success.

The Big Business District takes pride in launching its first big milestone;

Massive, spreading over 9 Acres.

A unique interpretation of business unusual, empowering professionals to flawlessly execute at work while enjoying the ultimate in recreation. Every aspect of Massiv is intricately curated around productivity and seamless collaboration, thanks to customized office spaces and expansive buildings that cater to diverse professional needs. Moreover, the cluster presents a signature collection of cutting-edge clinics for doctors wishing to leave a timeless mark on their patients.





The Perfect Work-Life Balance Under One Big Roof.

A Spirited Courtyard with Networking Opportunities on Tap.

The Big Business District is creatively designed to inspire an active lifestyle, weaving a sense of excitement and non-stop discovery in everyday ordinary.

Massiv features two spacious courtyards, one on the ground level and another sprawling over 800 m2 on the lower ground surrounded by an additional level of retail & restaurants, acting as retail magnets where memorable shopping sprees, dining and a sense of community seamlessly intertwine.

Envisaged as a thriving gathering place, the courtyards beckons professionals from all walks of life to connect, collaborate, and indulge in culinary delights, thanks to handpicked restaurants that suit every taste. Bathed in natural light and adorned with elegant landscaping, the courtyards exude an aura of warmth amidst the harmonious blend of contemporary architecture and serene greenery, inviting professionals to network or recreate anytime of the day. From chic cafés serving freshly brewed coffee to upscale restaurants offering delectable gastronomic experiences, the courtyards thrive as havens of business and pleasure.



Big Brains Booming in the Heart of it All.



04

Floorplans

Clinics.



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B11

Building 11

Floorplans

B11

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Fifth Floor.

B11–5–1	132 m²
B11–5–2	46 m²
B11–5–3	45 m²
B11–5–4	45 m²
B11–5–5	65 m²
B11–5–6	73 m²
B11–5–7	94 m²
B11–5–8	74 m²
B11–5–9	70 m²
B11–5–10	95 m²
B11–5–11	94 m²
B11–5–12	75 m²
B11–5–13	69 m²
B11–5–14	99 m²





Big Spaces for Big Dreamers.

Customized Office Spaces as Big as Your Ambitions.

From retail and administrative spaces to next-generation clinics, The Big Business District is a cutting-edge oasis for businesses of all sizes and industries. Nestled in the heart of East Cairo's vibrant district, professionals will find a plethora of office buildings, as well as office spaces, designed to cater to their every need. Whether you're a startup seeking a collaborative open-floor plan or a multinational corporation requiring spacious executive suites, the Big Business District has it all, ready to be tailored to your specifications. Equipped with state-of-the-art technology, advanced security systems, and sustainable infrastructure, all modern offices offer a seamless blend of functionality, style, and efficiency.



Where Big Visions Beg To Differ.

The Big Business District adopts an inward outward architectural philosophy that serves as a testament to the boundless potential of human ingenuity and connectivity.

It transcends conventional paradigms, creating a contemporary space where productivity thrives, and creativity blossoms. As the district's professionals navigate its corridors, they are reminded that the most inspiring panoramic views can often be found within, and that the harmonious integration of the external world can accelerate their journey towards success.

Inspired Architecture Big Enough to Blow your Mind.

Towering glass facades rise majestically, reflecting the vibrant energy of East Cairo while inviting the outside world to peer into the nucleus of productivity within. Sunlight cascades through expansive windows, illuminating the meticulously crafted interiors and infusing each workspace with a sense of warmth and vitality. Every corner of The Big Business District's offices has been thoughtfully designed to optimize productivity and inspire effortless collaboration. Open-plan offices abound, encouraging free-flowing ideas while expansive atriums abound with lush greenery, forming a natural sanctuary generating epic ideas.





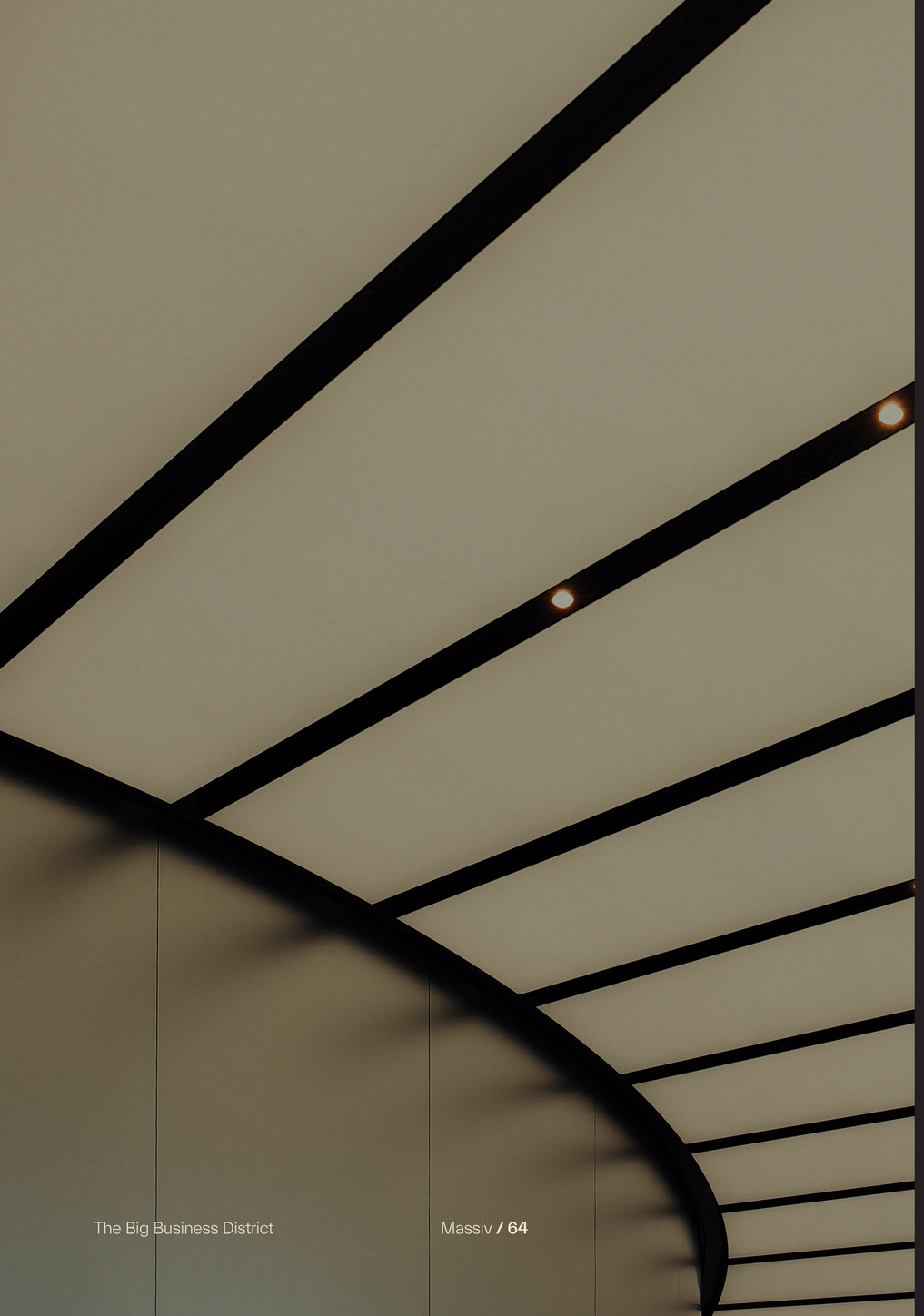
Ever-Green Public Realms,

Fostering Big Discoveries on Foot.

Vibrant public spaces as big as your aspirations.

At The Big Business District streets themselves are an open invitation to explore, connect, and thrive. The remarkable district boasts engaging streetscapes meticulously designed to foster walkability and ignite a sense of discovery at every turn. Wide, tree-lined sidewalks beckon professionals to embark on leisurely strolls, while carefully curated boutiques, cafés, and storefronts line the streets, offering an array of enticing experiences.





The architecture, a harmonious blend of modern innovation and timeless charm, creates a captivating backdrop for the bustling activity. Enlivened by manicured greenscapes and thoughtfully placed seating areas, the streetscapes become vibrant gathering spaces, where conversations flow and connections are forged. The Big Business District is far from usual business with its commitment to walkability, becoming a true urban haven East of Cairo, where creativity thrives, relationships blossom, and the pulse of commerce beats in perfect harmony with the rhythm of life.

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Where bold visions meet real-world impact.

Since its inception in 2007, we have been at the forefront of Egypt's real estate sector, leveraging over a decade of expertise and an ever-expanding portfolio of diverse, high-value projects.

With 19,000+ homes delivered and 80,000 residents across landmark developments like Telal Sokhna, Telal North Coast, Stone Park, and Ivoire East, we are not just building properties — we are crafting vibrant, sustainable communities that redefine the way people live, work, and connect.

Our vision is to reshape Egypt's urban landscape by creating iconic destinations that blend seamlessly with the country's dynamic growth.
With a strategic presence in Egypt's most strategic growth regions and **12 million sqm land bank,** We are committed to delivering developments that combine residential, commercial, construction, and facility management. Our flagship commercial development, Point 90 Mall, stands as a testament to this commitment, offering a premier retail destination that plays a role in the shopping and business landscape of New Cairo.

P
RE GROUP



PRE GROUP PROJECTS

Telal Sokhna	IVOIRE EAST	Telal East	IVOIRE WEST	SOUL	Telal North
Peâks	BV	Selection	ZIAG	PARK V	shores
THE HILLS	Stone Park	THE < BIG BUSINESS DISTRICT	Brookview.	CR	MASSIV
Jebal SOKHNA	THE BROOKS	Hadaba OCTOBER	ISLE	Oak Residence	Crimson HEIGHTS
covaya	point90	STONE Residence NEW CAIRO			

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BBD