



# Smart Villages



## MARKET

Smart Villages Company is a unique trend leader in Egypt. It started with the urgent need to create an ideal business destination far from the madding crowd rising in Cairo with the leadership of the Ministry of Communications and Information Technology, the heavy investments and the support of the private sector; and, infinite dedication and hard work. The idea materialized and The Smart Villages Company was created in year 2001. In just two years, Egypt's first Communication and Information Technology cluster (CIT) and Business Park became a reality. Growing extensively in terms of size and profitability since then, Smart Villages Company created a new trend in Egypt and the Arab World. After years of success, a number of business parks are now starting to follow Smart Villages Company hoping to be part of this thriving market.

reached in 2010 a record of 50 fully operational buildings with more than 400,000 square meters of used office space creating the right ecosystem for 30,000+ employees to excel

Beside regular 9-5 businesses, work doesn't stop around the clock in Smart Village Egypt with a large number of Call Centers, Front and back office operations serving customers from all Continents beside the Innovation, Research and development Centers. Estimates based on solid plans and track records are now set to host more than 500 companies and organizations employing more than 100,000 professionals with an incredible office area that will exceed one million square meters by 2014. On the other hand, Smart

and internationally and through our franchising and consultancy services.

## HISTORY

Smart Villages Company started its operations in 2001. Since the inception of our first project, Smart Village Egypt, the CIT Cluster and Business Park were designed to provide both locals and multinationals with first-class services and the latest technologies to assist their business process. That allowed Smart Village Egypt to attract more clients (being a multinational or in the first stages of start-up) by offering the right services packages. No wonder companies as big as Microsoft, Oracle, Alcatel Lucent, HP, IBM, Ericsson, Telecom Egypt, HSBC, Vodafone, Mobinil, Etisalat Misr, Xceed, Valeo, Satyam, Huawei, Nokia Siemens,

ZTE, The Egyptian Stock Exchange, EFG-Hermes, Beltone Financial, CIB, Alex Bank, Piraeus Bank, The Arab Bank, and



Villages Company is expanding its presence, experience and know-how in different locations locally

Incolase are now among its portfolio of existing clients beside the Ministry of communications and Information Technology and the related CIT governmental Bodies.

## PRODUCT

Smart Villages is the prime Communication and Information Technology cluster (CIT) and Business Park in Egypt and the Middle East that focuses on offering its customers the ability to get the most out of their business experience with its carefully selected facilities such as:

An Advanced Business Platform -ensuring that customers stay always connected, with a fiber optic network linking all the buildings to Telecom Operators and data carriers.

**Property Management** - offering central property management services using professional service providers, providing high-end housekeeping,

cleaning and maintenance packages including Building Operation and Maintenance to Security and Access Control on 24/7 basis.

**Parking Areas** - Preserving healthier green surroundings all buildings are equipped with underground parking areas for employees, dedicated surface parking area for every building reserved for visitors and additional parking space for the companies in needed of more space.

**Transportation** - Meeting the diverse requirements of the park's community, a regular schedule of dedicated buses has been established to link Smart Village to multiple destinations in Greater Cairo.

**Engineering, Project Management and Execution** - In Smart Village Egypt, landlords and tenants have the option of building or finishing their own offices.

Smart Villages Company's Engineering Project Management Department is responsible for the selection of qualified contractors and the execution of the required work in a timely fashion and with efficient means.

**Catering** - Catering to our clients' Food and Beverage needs with a variety of services, starting with delivery of snacks upon request and it doesn't end there as they also provide event catering, buffets, open air barbeques and seated dinners.

**Meeting Rooms** - Facilitating business gatherings, meeting rooms are available for rent and ready to accommodate from 5 up to 500 people with top-notch facilities such as theatre style setups, stationery, sound systems and video-conferencing.

**Conference Centre and Exhibition Hall** - Equipped with the latest technology, Smart Villages offers a conference centre that is ready to accommodate up to 500 participants. An elegant hall connected to impressive outdoor premises, ready to host more than 1,500 guests.

**Video-conferencing** - Utilizing the latest communication technologies and is available to the park's resident and non-resident businesses offering point-to-point or multi-point video conferences, availability of room setup upon customer requirements and up to 60 attendances per session.

**Sports and Recreational Club** - Built on more than 60,000 square meters including tennis and squash courts, swimming pools, sauna and Jacuzzi

beside an official sized football field. **Smart School and Smart Nursery** - Smart Village Cairo hosts internationally accredited education that complement the incentive packages dedicated to the Smart Village community. Kipling and Voltaire, are the British and French schools.



## Hotel and Apartment Hotel

- currently under construction, a business hotel that will be ready to serve Smart Village Egypt community by the end of 2011.



## RECENT DEVELOPMENTS

Smart Village Cairo started its operations as a CIT cluster and business destination then added a Financial district in 2005. Capitalizing on the accumulated experience, Smart Villages Company launched the SmartOffice and the SMARTZONE concepts in 2009 and 2010. They offer flexible, short-term rental schemes of office spaces to give multinationals and local enterprises the edge of assessing their business prospects in real time inside and outside of Smart Village Cairo.

Soft-Landing is the newest service offered by Smart Villages Company. We are offering consultation and business support services needed by Local or foreign SME's to establish their presence in Egypt.



## BRAND VALUES

Smart Villages Company stands for Future-Vision, Excellence, Efficiency, Social and Environmental Consciousness.

With these values at heart, Smart Village

Egypt was launched in 2003 as the first and prime Business Park in Egypt and the region is now almost 10 years old. Today, new business parks ideas are starting to test the market in Egypt.

We are years ahead, our success has paved the way for others to follow in their footsteps. We

have shaped the competition's future. In fact, we are constantly "Shaping the Future of Doing Business in Egypt"

[www.smart-villages.com](http://www.smart-villages.com)

## Things you didn't know about Smart Villages

Smart Village's Environmental and Corporate Social Reasonability

Within the described effort, Smart Villages Company is persistently establishing cooperation venues' with its tenants and partners in engaging mutual activities to strengthen and develop targeted efforts and encouraging common CSR and environmental objectives. Activities aimed at providing healthy and uplifting surroundings includes building on only 10% of the Smart Village Egypt area and dedication the rest to greenery and environmental friendly services. The energy conservation strategy is implemented through an integrated solid waste management program, waste water management program, air quality monitoring and improvement (both outdoor and indoor), as well as green buildings' development and certification.

Smart Villages Company is engaging its community to give back to society by orchestrating different CSR initiatives which in return increase the sense of loyalty among Smart Village Egypt community members as well.

With today's unmatched air quality in Smart Village Cairo as per the measurements of the Egyptian Environment Affairs Agency, and with the continuous efforts exerted by the Smart Villages Company, the ways is paved towards a better tomorrow, brighter future and healthier environment.

Superbrands

## ACHIEVEMENTS

It's hard to believe that in less than ten years, Smart Village Egypt, our prime CIT Cluster and Business Park constructed on 3 Million Square meters, has achieved such a remarkable and continuous growth. Starting with only five operating buildings with 28,000 square meters of office space and almost 3,000 employees in 2003, Smart Village Egypt has now

