



مدينة مصر

Madinet Masr

تأسست ١٩٥٩

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Advancing Youth Empowerment and Sustainable Development: Madinet Masr Celebrates with The Graduating Cohort of 2024 From Orange Corners Egypt

Madinet Masr empowers Egypt's next generation of entrepreneurs to develop scalable solutions that drive inclusive growth in Delta and Upper Egypt through the initiative.

Cairo, September 1, 2025 – In line with its commitment to empowering youth and fostering entrepreneurship, Madinet Masr (EGX: MASR.CA), one of Egypt's leading urban community developers, celebrates with the entrepreneurs from the 2024 cohort of Orange Corners Egypt Programme through a dedicated event. The Programme, an initiative of the Kingdom of Netherlands, is implemented under the auspices of the Ministry of Planning, Economic Development, and International Cooperation. As one of the strategic partners for the second consecutive year, Madinet Masr's role in the initiative underscores its dedication to nurturing young talents as a catalyst for Egypt's economic growth, while actively supporting sustainable entrepreneurship initiatives nationwide.

The event was attended by Eng. Abdallah Sallam, President and CEO of Madinet Masr, Dena Habib, Vice President of Corporate Relations at Madinet Masr, Dalia El Nazer, Business Development Director at Outreach Egypt Consultancy for Development, the implementing partner of Orange Corners Egypt.

For 2024 Cohort, Orange Corners Egypt Programme supported more than 130 startups as well as small and growing businesses including 100 in Delta, across Alexandria, Dakahlia, Beheira, Menoufia, and Kafr El Sheikh, in addition to 30 from Upper Egypt. The Programme aims to empower aspiring young entrepreneurs by transforming their ideas into viable, scalable businesses.

As a key private-sector partner, Madinet Masr plays a strategic role in amplifying the Programme's impact by supporting incubation and acceleration, youth empowerment, and national development, particularly in the Delta and Upper Egypt. Aligned with its sustainability and CSR strategy, *Cultivating Communities*, the company provides financial support, and delivers mentorship workshops in entrepreneurship and sustainability to equip young entrepreneurs with the expertise needed to thrive in the labor market while reinforcing sustainable development nationwide. By investing in human capital and equipping startups with skills and mentorship, Madinet Masr empowers Egypt's next generation of innovators to develop scalable solutions that drive productivity, competitiveness, and inclusive growth.

H.E. Peter Mollema, Ambassador of the Kingdom of the Netherlands in Egypt said: "At the heart of the partnership between the Netherlands and Egypt, there is a shared belief in the power of youth and entrepreneurship as drivers of inclusive economic growth. Through Orange Corners, we are proud to support the ambitions of young Egyptians, especially women who are building innovative businesses that contribute to a more sustainable, resilient, and prosperous future."

Commenting on the initiative, **Eng. Abdallah Sallam, President and CEO of Madinet Masr**, said: "At Madinet Masr, we believe that youth are the driving force behind inclusive and sustainable development, with innovation and entrepreneurship at the heart of building a more competitive economy prepared for future challenges. That's why we are proud to partner with Orange Corners, an initiative of the Embassy of the Kingdom of the Netherlands in Cairo, fully aligned with our sustainability and CSR strategy, to create a dynamic platform that empowers entrepreneurs across the Delta and Upper Egypt with the tools, training, and mentorship to transform bold ideas into scalable startups that deliver real impact and create jobs. As a leading real estate developer with sustainability at the core of our vision, our role extends to investing in people, because we believe the next generation of innovators are true partners in shaping the future of Egypt's economy."

Each year, Orange Corners Egypt supports 130 entrepreneurs with businesses across agriculture, creative industries, waste management, and climate-smart solutions, providing intensive training and mentorship. With more than 50% female participation, the programme aligns with Egypt Vision 2030 and UN Sustainable Development Goal 5, advancing gender equality and inclusive growth. Each startup is expected to create 2-5 jobs, contributing to more than 3,000 projected jobs across all cohorts. In February 2025 and July 2025, 30 startups from Upper Egypt graduated, receiving certificates and a Euros 4,000 grant from the Orange Corners Innovation Fund to support their continued growth.

Launched in Egypt in 2021 as part of a global initiative by the Kingdom of the Netherlands, the Orange Corners Programme is implemented with the support of private-sector partners, Outreach Egypt, and the Embassy of the Netherlands in Cairo. The Programme aims to integrate young entrepreneurs into Egypt's entrepreneurial ecosystem, unlocking opportunities where innovation can drive sectoral development while advancing the SDGs and Egypt's Vision 2030.

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About Madinet Masr

Madinet Masr is one of Egypt's leading urban development companies, with a legacy that dates back to 1959. With a commitment to sustainable growth, innovation, and community enrichment, Madinet Masr has played a pivotal role in shaping the urban landscape of Cairo and beyond.

The company is renowned for developing landmark residential, commercial, and mixed-use projects that integrate quality living with forward-thinking design. Flagship developments such as **Taj City** and **Sarai** reflect Madinet Masr's vision of building inclusive, future-ready communities that prioritize livability, accessibility, and long-term value.

Madinet Masr boasts a robust landbank of **12.8 million square meters**, enabling long-term development plans and a strong pipeline of future projects. This strategic asset base underscores the company's capacity to sustain growth and respond to evolving market demands.

Guided by its purpose — **to drive growth in Egypt by developing sustainable communities** — Madinet Masr is actively expanding its footprint across the country. The company leverages its deep market expertise, strategic partnerships, and customer-centric approach to deliver projects that enhance quality of life and foster long-term economic and social prosperity.

For more information, please visit: www.madinetmasr.com

