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**A one-of-its kind mixed-use development is currently taking shape in New Cairo, Egypt, that has the potential to inspire other such projects**

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The One-Ninety development in the New Cairo District is much more than just a real estate project being built to serve a growing demand for integrated commercial, residential, and business facilities.

With a rapid pace of urbanization and an increasing number of Egyptians moving to cities, demand for housing – and particularly high-end units – has been increasing exponentially in post-Covid Cairo.

Tower cranes, new billboards, and a flurry of construction activities are rampant on a visit to Egypt's capital city where multiple projects are either on the drawing board or are at various stages of construction.

Situated at a prime location, the mixed-use One-Ninety project is being built across a commanding 344,315 SM of land that lies at the meeting point of the Ring Road and 90<sup>th</sup> Street, from where it acquires its name.

“There are multiple USPs [unique selling points] for the project,” says Waleed Abdel Fattah, president of Middle East and North Africa for Hill International. “Besides just being concrete and mortars, One-Ninety could well emerge as the first major facility of its kind in Egypt where there is emphasis on making the development environmentally friendly.”

One-Ninety will feature e-charging stations, efficient energy-saving solar panels, and water recycling techniques, and to reduce the carbon footprint, One-Ninety will have a vast park and green space spread out over 32,890 SM, or nearly 10% of its total area, Abdel Fattah said.

Also, the project includes a network of walkable roads connecting the different neighborhoods to meet at the heart of the project, giving residents and users the option of a healthier lifestyle of walking everywhere within the complex, he said.

Hill is providing project and construction management services for One-Ninety including design review, contract administration, time and cost control, design coordination, and construction follow up.

### **Project Details, More than 50% Complete**

One-Ninety is a mixed-use development envisioned by Landmark Development (LMD) and comprises business, hospitality, retail and high-end residential apartments, with the U.S.-based Skidmore, Owings, and Merrill (SOM) preparing a concept master plan and other design consultants appointed to

work on specific elements of the project, said Perihan Elwy, Vice President of Egypt projects for Hill International.

Project components include: 18 office building parcels; a retail design district; 5-star and 4-star hotels with a total of 350 keys; and branded apartments.

“One-Ninety is the first plot on the south Teseen Road and is in the main spine leading to the new capital,” Elwy said, adding that, when completed, the complex will be accessible from the adjacent Cairo monorail station also named One- Ninety.

For its part, there are 11 personnel from Hill International on the project site in addition to the home office support.

At present, more than 50% of the construction work is over with civil work being completed for the two parcels with finishing and mechanical, electrical, and plumbing (MEP) work is underway for the remaining development.



## Challenges

A major challenge the global construction industry has been facing post-pandemic is the disconnects in supply chains of materials resulting in severe headwinds.

Added to this, the Russian invasion of Ukraine had a major impact on the global economy, with several global currencies facing devaluation, including Egypt.

Hill worked in tandem with the client on the major challenges the project would be facing, Elwy said, noting it was agreed that repetitive changes to the masterplan would result in delays and cost overruns and there was a need to minimize the design changes and “freeze the masterplan.”

On the issue of contractors facing severe cashflows strains, it was decided to involve other contractors in addition to agreeing with the client to support the cashflow of the existing contractor, Elwy said.

The timeline for completion of One-Ninety is the second quarter of 2026 and it has been agreed with the client to reduce variation orders, reduce invoices, and hasten the approval cycle to meet this goal.