SODIC GARDEN CITY
for Investment and Development
S.A.E

The Strip

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The Strip

Aerial view of The Strip

The joy of convenient shopping

The Strip introduces Cairo to a whole new shopping concept that is the first of its kind in Egypt. Modern, streamlined, and easily accessible, it is positioned to revolutionize the shopping experience and become the ultimate destination for shopping and leisure. The strip mall concept has been the popular answer to shopping congestion abroad, and now The Strip brings that concept to one of Egypt's most vibrant and fastest growing suburbs.

Until now, shoppers have had to contend with heavy traffic and limited parking, but with stores arranged side by side and linked by walkway as well as ample parking for 700 vehicles, The Strip makes it easy for customers to drive in, park directly in front of their shopping destination, and quickly access the shops they desire. Conveniently located, beautifully designed and offering a comprehensive range of products and services, the variety of facilities and aesthetic is what will keep families coming back to this unique, one-stop shopping destination.

The Strip offers multiple shops and eateries over seven zones in a relaxed and contemporary environment: mixed retail shops and personal services, restaurants and cafes, a supermarket and electronics vendor, kids' shops and activities, financial and courier services, and automotive showrooms and services. It's the perfect place to spend the day; whether you're shopping, buying a new car or just out to have some fun.

Today's opportunity, tomorrow's potential

Superbly positioned in a growth area with outstanding transport links, The Strip lies at the intersection of two of Egypt's main thoroughfares, conveniently located in the heart of West Cairo. Fantastic transport links provide easy access to the entire Greater Cairo area.

The Strip's location offers the best of both worlds - ultimate convenience for consumers and maximum exposure for retailers. It's located directly on Dahshour Road, connecting the Cairo-Alexandria Desert Road to Juhayna Square.

The districts of Sheikh Zayed City and Sixth of October City are right on its doorstep, providing a potential customer base of three to five million over the next few years. And soon, the new eight-lane Rod El Farag Mehwar will link The Strip directly with the heart of downtown Cairo, putting it within easy reach of millions more residents throughout the Greater Cairo area. A planned light-rail stop will make the connection even easier.

The Strip is not only easily accessible in terms of transport and parking - it's also located in the heart of one of Egypt's most vibrant urban hubs and real estate hotspots. The sought-after residential developments of Beverly Hills, Casa and Allegria provide a diverse, affluent, and growing local customer base. And the 60,000 square metre furniture and home accessories mall, Designopolis, make the location an even more attractive destination for Cairo's shoppers. The Strip will fill a much needed gap for current residents of West Cairo and provide a solution for their daily shopping needs, and may even offer a much needed night out! Excellent outside finishes and beautiful landscaping make The Strip an inviting place to spend time, and will no doubt be an extremely popular destination.

The Strip Master-plan

A closer look

The Strip will include 14 buildings with retail spaces ranging from 100 sqm to 2,000sqm and parking for 700 vehicles. Round the clock security and facility management ensure that the shops, tenants and their visitors enjoy a safe and pleasant shopping experience.

Construction has begun in the excellent location and the project will reach completion in two phases, the first being ready at the end of 2011, and the second at the end of 2012. The Strip is demonstrating its commitment to quality assurance and customer satisfaction from its beginnings, to provide customers with a high end shopping experience through and through.

View of banks at The Strip

Fully featured retail

The Strip offers more than 875 metres of spectacular frontage that invites customers into its approximately 30,000 square metres of high-end retail space. The mall features 14 buildings containing up to 100 shops for a full range of retail stores and services including showrooms, audio equipment, financial services, food and entertainment outlets, and car dealerships. Also, parking will never be a struggle with over 700 parking spaces for visitors.

Key banks, communications providers, and courier services are now also central to local residents and eliminate the need to commute to pay a phone bill or send a package. In addition to clothing shops, leading brands in their fields of electronics, communications, books, and more are among the retailers on offer, services such as gyms. hairdressers, florists, and pharmacists round out the many reasons to pay us a visit.

View of store interior at The Strip

For vendors, you can lease or purchase from 100 square metres to as much as you need, and tailor it to reflect your individual brand identity. Prime retail space might be the most important assets you'll get from The Strip's package, but it's not the only benefit. First Class Facility Management will provide regular maintenance to keep the mall in optimum condition, while 24-hour security will ensure valuable stock is safeguarded day and night.

View of restaurant interior at The Strip

Patio dining without leaving the mall

Shopping doesn't have to be a stressful experience. At The Strip, it's easy to take some down-time by relaxing at one of its many restaurants and cafes. Benefiting from both indoor and outdoor seating, patrons will no doubt feel comfortable in their favourite environment. Whether for a full meal, a light snack, or simply a coffee. The Strip offers both shoppers and neighbourhood diners a quick variety of options.

View of cafes and restaurants at The Strip

Unlike a food-court in a typical mall at The Strip features patio seating and pleasant views of a beautifully groomed landscape. Designed by the award-winning Greenscape, the palm trees and greenery provide the perfect backdrop for a thoroughly enjoyable outdoor meal.

Spacious indoor dining is also available in modern stylized interiors at 18 different cafes and restaurants offering a variety of cuisine options. It's impossible to leave unsatisfied.

View of the supermarket at The Strip

Entertainment for the whole family

While parents are enjoying their time, the kids too can have fun at any of The Strip's several stores and activities catering to their specific needs. A specialized children's section which features, toy shops, and possibly a nursery, all come together to truly make The Strip a family experience that is both fun and convenient for even its littlest members.

In addition to children's section, this section of The Strip will also feature a well-stocked supermarket and an electronics specialist carrying the latest in personal gadgets and home entertainment.

So again, The Strip manages to mix genres and offer a comprehensive retail experience without fear of boredom, clutter, or having to go to several faraway places to get what you're looking for.

View of Autoville @ The Strip

Autoville @ The Strip
The ultimate destination for car enthusiasts

Egypt has the fastest growing automotive market in the Middle East and Africa. Autoville@The Strip is designed to be a dedicated auto mall to accommodate the needs of car enthusiasts.

Autoville offers a unique destination for car enthusiasts with a comprehensive range of products and services, while their families enjoy all that The Strip has to offer. It's a whole new direction for automotive retail in Egypt.

Visitors can indulge by browsing the latest car models, finding the best insurance deals and choosing from the widest available range of parts and accessories. Combined with the onsite, state-of-the-art, auto-servicing facility that is also unmatched in Egypt, Autoville@The Strip promises to cover all your automotive needs, simply. It's the perfect place to browse the showrooms, buy a new car, or spruce up your own vehicle.

View of The Strip from Dahshour Road

Developers

SODIC is collaborating with Garden City for Development and Investment to develop specialised commercial real estate developments in Cairo, the first being The Strip. SODIC are the developers behind some of Egypt's most admired and best-planned new developments, including major mixed-use developments in west and east Cairo. SODIC seeks to help transform the way people live and work by delivering well planned, sustainable and innovative developments.

Garden City for Development and Investment is a real estate development company committed to achieving the highest industry standards, taking the utmost care in creating developments that exceed expectations in terms of cost, quality and timely delivery.

Together, we've undertaken a rigorous process of research to ensure The Strip offers real benefits for Cairo's residents and creates real opportunities for automotive retailers. The Strip is more than just a mall; it's a destination. SODIC is proud to offer more than just real estate; we offer people the opportunity to achieve their aspirations for a better life.

GC DEVELOPMENTS

SODIC Human Developments

Our partners. your peace of mind.

Conceptual Designers
Skidmore, Owings & Merrill LLP

Skidmore, Owings and Merrill LLP (SOM) a leading architecture, interior design, engineering, and urban planning firm in the world, with a 75-year reputation for design excellence. SOM is the only firm in the world to have won The American Institute of Architects highest honour twice. Among many other projects they are responsible for Dubai's Burj Khalifa and China World Trade Centre.

Architectural Consultants
Kamel Consultants and Research Group (KCRG)

KCRG is an architectural firm that provides quality control, detailed research, evaluation, and assessment services to help clients identify needs and set priorities – primarily in educational, retail, residential, sports and leisure buildings.

Electromechanical Consultants
SHAKER Consultancy Group

SHAKER Consultancy Group provides value engineering services and workshops for numerous clients in Egypt and overseas. In the overseas market, SCG has projects in Saudi Arabia, Kuwait, United Arab Emirates, Qatar and Yemen.

Project Management
Garden City for Development and Investment

Garden City for Development and Investment is a shareholding company committed to achieving the highest quality in all their endeavours, be it residential, commercial or retail.

Landscaping
Greenscape

Greenscape is a joint partnership company with SODIC that meets the landscaping and design needs for high quality and mixed-use projects. Greenscape partner Piero Donato is one of the region's most highly respected experts in the plant, flower cultivation and landscaping industry.

View of The Strip at night

The journey continues

Of course, The Strip is not just designed to meet the needs of shoppers. By attracting consumers from around Cairo to a single location, it also offers retailers a rich source of commercial opportunity, which makes it the perfect place for your business to be.

West Cairo currently has a population that is reaching one million people; this figure is set to triple in the coming years. Home to businesses, parks, residential compounds, universities and more, the suburb is successfully absorbing Cairo's population growth, and The Strip will effectively cater to its residents' social and commercial aspirations.

With retail activity in high demand and continuing to grow, The Strip will be the area's premier destination: one of a kind, beautiful, high end, incomparable surroundings, and customizable interiors – it has all your business needs to grow.

The SODIC Sales Centre

Contact Us

There are several convenient ways you can contact us:

Call us on (+202) 3857 1391/2/3/4/5

Contact our call centre on 16220 or (+202) 3857 3939

Heliopolis Sales Centre: 46 El Thawra St., New Cairo

Zamalek Sales Centre: 3 Abou El-Feda St., Abou El-Feda Commercial Tower

Visit our website: www.thestrip.com or www.sodic.com

For Sales please email: sales@thestrip.com

For Customer Services please email: customercare@thestrip.com

For General Information please email: info@thestrip.com

Or simply drop by one of our sales centres in the following areas:

- Cairo-Alex
- Zamalek
- Heliopolis

The Joy of Convenient Shopping