

Design

Middle East



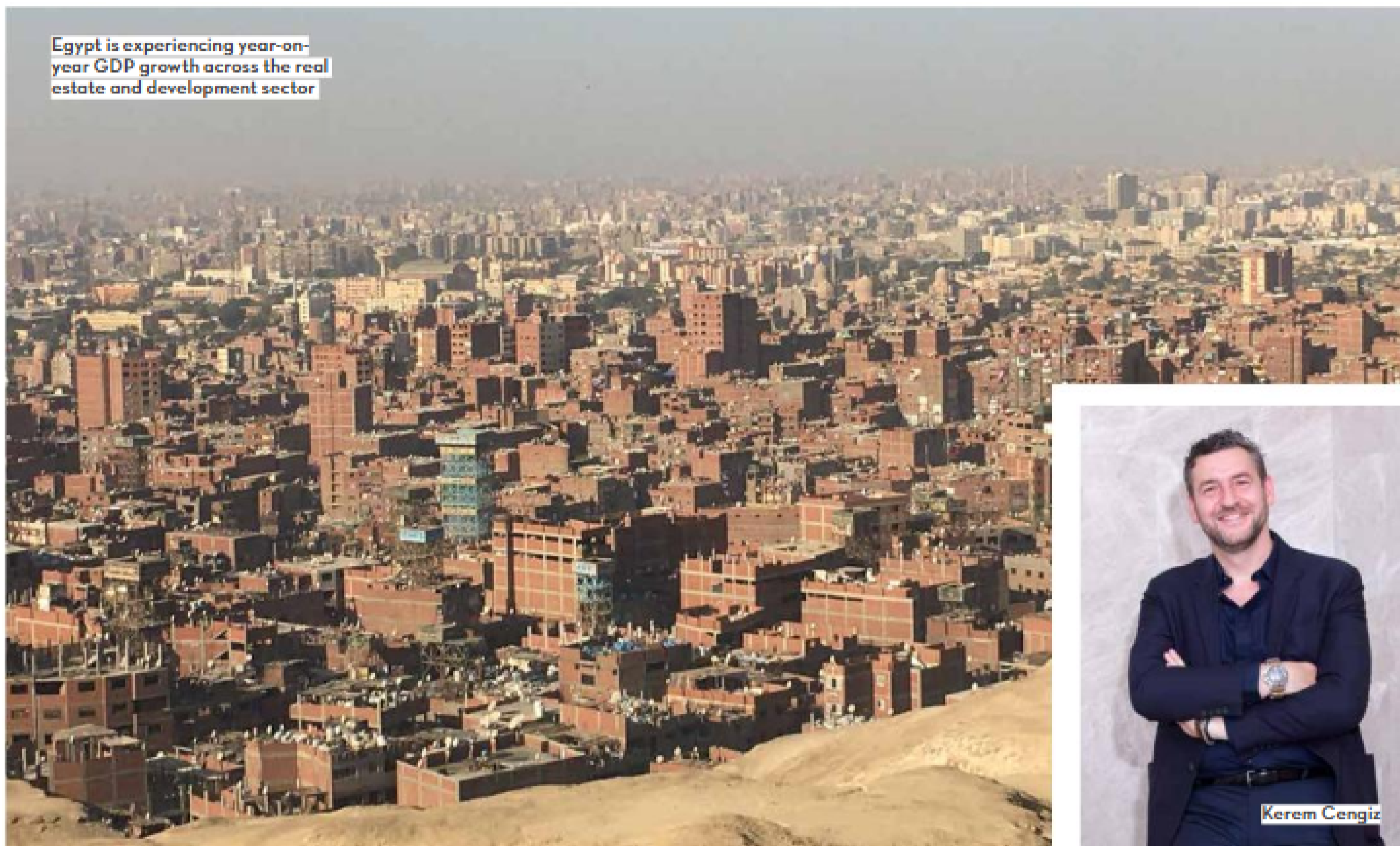
WIND DOWN BEFORE THE TAKE-OFF

THE NEW PLAZA PREMIUM LOUNGE AT DUBAI INTERNATIONAL AIRPORT IS TOP CLASS IN DESIGN, COMFORT, AND DINING



LWK + Partners continued engagement across MENA - touch down Egypt

Egypt is experiencing year-on-year GDP growth across the real estate and development sector



Kerem Cengiz

Over the past 12 months, LWK + PARTNERS MENA Studio has been engaged on a number of strategic initiatives which have and continue to positively impact on the macro-economic development of this significant Regional player, contributing a positive impact upon the Egyptian economy boost in 2019.

Egypt is open to embracing international experience that is adding value through innovation and thought.

"We are privileged to have been commissioned by one

of the regions Blue Chip developers on several significant initiatives during our first year of establishment, these include an Integrated Community for the City of Cairo and speak of the value that the practice brings through our commitment to 'practical' innovation and thought leadership around creating places that engage all the key drives for socio-economic success," said Kerem Cengiz, managing director – MENA.

As a flourishing and active economy, Egypt continues to grow

in tourism, retail, and, broadly across the associated construction sectors, all of which are core assets classes of LWK + PARTNERS design and delivery expertise.

LWK + PARTNERS believe that as any growing economy moving into 2020, Egypt will continue to see positive sectoral reforms to the macro-economic environment, which will trigger significant improvements to social conditions.

In July 2019, the 'Central Agency for Public Mobilisation & Statistics' estimated 32.5% of Egyptians lives below the poverty line.

Looking to the future, LWK + PARTNERS are committed to working with key stakeholders, both governmental and private sector, to support initiatives that positively address these imbalances.

"LWKP seeks to contribute its global experience and innovative thought leadership to create solutions that help bolster socio-economic growth of the broader community as we have in Hong Kong, China and Asia for the past three decades," added Cengiz. ■

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LWK + PARTNERS 继续拓展中东及北 非地区业务 在开罗着陆

在过去 12 个月期间，LWK + PARTNERS 中东及北非地区工作室开展了一系列的策略性计划，积极推动了该地区的宏观经济发展，并对埃及的经济增长作出贡献。

埃及一直对于国际经验持开放及欢迎的态度，引入创新和思维，为社区增值。LWK + PARTNERS 董事总经理 – 中东及北非 Kerem Cengiz 表示：“我们有幸在事务所成立的第一年便受到某蓝筹开发商的委托，参与数项重大计划，其中包括开罗市的综合社区项目。这些项目体现事务所坚持以‘可实践’的创新和思维，创造促进社会经济发展的空间场所。”

埃及现已成为了一个发展蓬勃的经济体，在旅游业、零售业及建筑业整体获得持续增长。这些都是 LWK + PARTNERS 的核心专业领域。

迈进 2020 年，LWK + PARTNERS 相信埃及将会继续看到因应宏观经济环境而作出的不同规模改革，借此带领社会进步。根据中央公共动员及统计局于 2019 年 7 月的估计，大约 32.5% 的埃及人口生活在贫穷线下。展望未来，LWK + PARTNERS 将会鼎力与政府及私营机构合作，积极推动方案，缓和失衡的局面。Kerem 补充：“LWK + PARTNERS 将如同过去 30 年在香港、中国至亚洲一般，希望继续贡献自身的国际视野、创新思想和领导能力，以推动更广泛的经济增长和社会进步。”