THE ISSUE #1 SPRING / SUMMER 2016 A NEWSLETTER POWERED BY PYRAMIDS HEIGHTS RESIDENCES





In honor of its 50 years anniversary, we take a trip down memory lane celebrating the true success story that is Samcrete. From the early 60's until today, we look back at the company's greatest achievements and how it strived to become one of Egypt's leading and fully integrated engineering, construction and development institute.

Like any other success story, humble beginnings were converted to lofty ambitions which eventually blossomed into great triumphs.

Founded in 1963 as "Sami Saad & Co.", the group hastily established its expertise in the fields of infrastructure and heavy civil projects, building works and roads construction for public and private sectors. With a dedicated, trained and well managed team of engineers, technicians, and administrators; it was not long before the company excelled as Samcrete, forging large infrastructure, commercial and industrial projects in Egypt and globally.

Now operating for more than five decades, Samcrete has attained countless pivotal achievements in the industry. From compiling fleets of equipment and supplying quality material for construction trades to striving in construction, urban planning, real estate, quarries, roads, bridges, metal structures, land reclamation, manufacturing and production of building materials, not to mention the development of Pyramids Heights Business District and Pyramids Heights Residences; acknowledgements are genuinely well deserved.

Happy 50th anniversary from Pyramids Heights Residences.

The Mercedes-AMG C43 Coupé | New Member Of The C-Class Performance Family



Mercedes-AMG has added another model to its C-Class family: the new C43 Coupé. For a dynamic driving experience, the Affalterbach-based development teams have put together a scintillating engineering package: the 362 hp 3.0-liter V6 Biturbo engine is combined with the new 9G-TRONIC automatic transmission that provides rapid gearshifts. Together with the AMG Performance 4MATIC all-wheel drive and the model-specific chassis technology, this provides the optimum basis for high agility and exhilarating lateral dynamics. Thus the new C43 Coupéalso fulfills the brand promise of 'Driving Performance' in every respect.

Dynamic growth characterizes the corporate philosophy of Mercedes-AMG. A key component is the continual extension of the product range to include all-new models, which was previously not part of the portfolio. "The extension of the C-Class family to include the new C43 Coupé is another component in our growth strategy. It not only enriches the wide line-up of the C-Class family, but also starts the introduction of a whole series of new '43' models this year", says Mercedes-AMG GmbH chairman Tobias Moers. "The '43' models boast the characteristic AMG genes, which are also included in our GT and '63' vehicles, and thus consistently interpret our brand essence of 'Driving Performance' in their segment." Sports car technology and motor racing flair thus become more attainable and appeal to a broader customer base.

The 3.0-liter V6 Biturbo engine provides impressive performance with 362 hp and peak torque of 384 lb-ft, sprinting from 0-60 mph in 4.6 seconds and on to a top speed of 155 mph (electronically limited). The newly developed front axle, taut elastokinematics and the highly precise steering make a substantial contribution to the agile driving experience.

rise

TO DOWNLOAD A SOFT COPY www.pyramidsheights.com

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EDITORIAL

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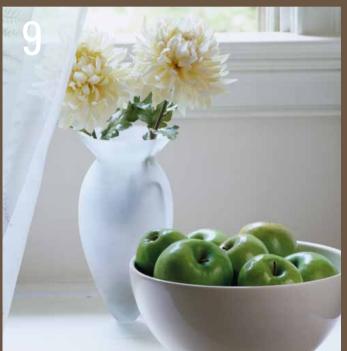
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Interview with Eng. Yehia Zaki (CEO - Dar Al Handasah)



1-As one of the main international multidisciplinary consulting organizations throughout the Middle-East, Africa, Central-Eastern Europe, CIS and Asia; how would you value your branch presence in Egypt compared to other countries?

The Cairo office is one of the main design offices of Dar El Handasah, it is the largest in terms of staff and this branch does not limit its operations to the Egyptian market, but the whole region as well.

2-In what ways has your presence in Egypt contributed to your expansion in one of the

world's most dynamic and fastest growing regions? And which were the biggest challenges you have faced?

The company was established in Beirut in 1956, then it started to expand and have other offices. Cairo & London were the first main offices other than Beirut established in the early 70's.

Dar El Handasah is now a holding company, including other companies that have been acquired from all over the world with the same direction, engineering consultancy. Though Egypt has always been a hub for our operations.

As a company that values our human resources greatly, we invest a lot in it to be able to deliver the best product possible in the shortest time we can. So it is a continuous challenge to keep motivated and keep delivering quality product.

3-With such exponential population growth in Egypt, why are integrated planning and urban design such crucial elements in community development?

With such growth, especially with the Egyptian experience, the more we have planned communities within an integrated masterplan, irrespective to the social level, the more results will be beneficial. This is the best thing that can happen which can overcome informal housing. So everything has to come from a master plan and detailed approach. If your key fundamentals are right the results will reflect that.

4-Given your firm's exposure to local developments, can you outline industry forecast and 5 year look-ahead?

There will always be the need for real estate for years and years to come. So it is very important that it is properly planned, phased and financed to meet the requirements. It is also very well known that real estate is a safe investment in Egypt, which is another angle to the industry.

I think that in the next 5 years there will be a continuation of what we are seeing now. It is a very sound area where people like to invest, it is safe and rewarding and there will always be a need in real estate development.

5-With all your experience in planning and urban design, which approach did you take on when collaborating with Pyramids Heights Residences?

Our relation with PHR in general is a very old relation. We have been involved with the developer of the company more than a decade ago when launching the office park. So we have been attached to this project since its inception. Our approach to dealing with the residential part of it is to, on one hand, have an overall look on the whole development. We would like to see things integrated depending on the functions that they have (office park, residential, hospitality). The second approach is to deliver for this new residential project, what it needs, such as world-class designs especially in terms of infrastructure. How they deal with the sight, how it addresses all the new trends, taking into consideration how to establish an eco-friendly and sustainable environment. A green approach is the future, so we have to provide as much as we can for these issues.

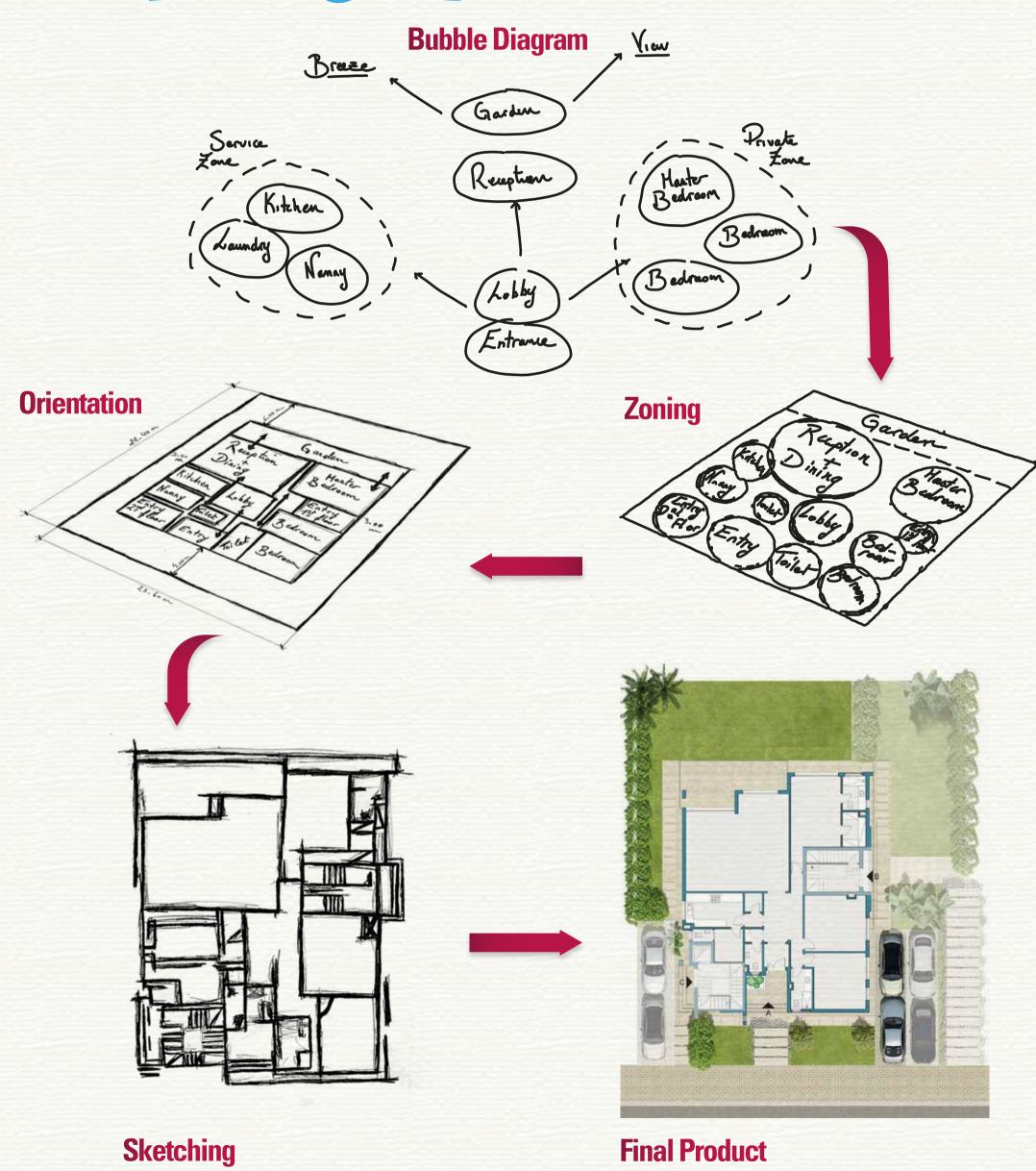
6-In your opinion, can you tell us your views on Pyramids Heights Residences; strengths & weaknesses?

I believe they have a very strong project, let's change I believe, I KNOW that they have a very strong project. Very encouraging, the sight is very challenging, and the competition is very hard. But I think they have captured the proper share in the market and proper timing. This project can be a catalyst for the real estate industry encouraging more and more projects, relying on the success of the project, which I already know is on the right track.





AND WOFA GOOD DESIGN



أشهر HEIGHTS في العالم



Pyramids HEIGHTS

تقع على بداية طريق القاهرة – الإسكندرية الصحراوي في نطاق محافظة الجيزة، وبالقرب من العديد من الطرق والمحاور المرورية المهمة، تتمتع بموقع جغرافي فريد يجعلها مطلة على أبرز مواقع الحضارة المصرية القديمة كما تتمتع بطقس مميز وبتخطيط عمراني فريد ومن المنتظر أن تكون من أبرز المنتجعات السكنية في القاهرة خلال السنوات الثلاثة المقبلة.



Wuthering HEIGHTS

هنا نحن لسنا أمام مجتمع سكني بالمعنى المعروف، لكن مكان في مقاطعة يوركشاير بشمال إنجلترا دارت به أحداث رواية شهيرة تحولت لفيلم أشهر بعنوان "مرتفعات وذرينج" للكاتبة البريطانية إيميلى بونتى (١٨١٨–١٨٤٨) التي رحلت في سن الـ٣ تاركة روايتها الوحيدة المنشورة عام ٧ ١٨٤٥ و تعتبر حاليًا من كلاسيكيات الأدب العالمي.



Sterling HEIGHTS

إحدى مدن مقاطعة ماكومب في ولاية ميتشجان، و تحتل المركز الرابع في ترتيب أكبر مدن الولاية، و تعتبر أكثر مدن ميتشجان من حيث الأمان، وعدد سكانها ،،ا ألف نسمة.



Washington HEIGHTS

أحد أحياء جنوب ولاية نيويورك، تم تسميته على اسم قلعة واشنطن التي قام جورج واشنطن ببنائها لتكون أعلي نقطة في مانهاتن أثناء الثورة الأمريكية.

> الحي يتميز بالعديد من المتنزهات والحدائق العامة، وكذلك الأماكن التاريخية.

PROJECTS RATING (OUT OF 10)



WEST CAIRO





NEW CAIRO

NORTH COAST





SUNFLOWER

Plant in locations with direct sun (6-8 hours per day); they prefer long hot summers to flower well. Soil needs to be nutrient-rich.

Water while the plant is small around the root zone. Once the plant is established, water deeply though infrequently to encourage deep rooting. **Prune** stems early in the morning. Harvesting flowers during middle of the day may lead to flower wilting. Generally, when the head turns brown on the back, seeds are usually ready for harvest. Cut off the head of the plant (about 4 inches below the flower head) and remove the seeds with your fingers or a fork.

FORGET ME NOT

Plant preferably in shade, but will do well in sun, too. Soil should be kept moist.

Water soil deeply when its top 3 inches feels dry to your touch, until the water drips through the bottom of the pots.

Prune when flowers bloom in spring and summer. Whether you let them sprout and grow where they want, or move them to produce a specific effect.

MARIGOLD

Plant needs lots of sunshine. They grow in almost any soil, and thrive in moderately fertile, well-drained soil. Start seeds indoors about a month to 6 weeks before the last spring.

Water well but allow the soil to dry somewhat between watering, then repeat the process.

Do not water Marigolds from overhead. Water at the base of the plant. **Prune** when one of the flowers dies, you snap it off with the stem close to, but not at, the base of the stem. Deadheading prevents the plant from making seeds so the plants produce more flowers.

MINT

Plant in a sunny spot.

Water them regularly to keep the soil evenly moist.

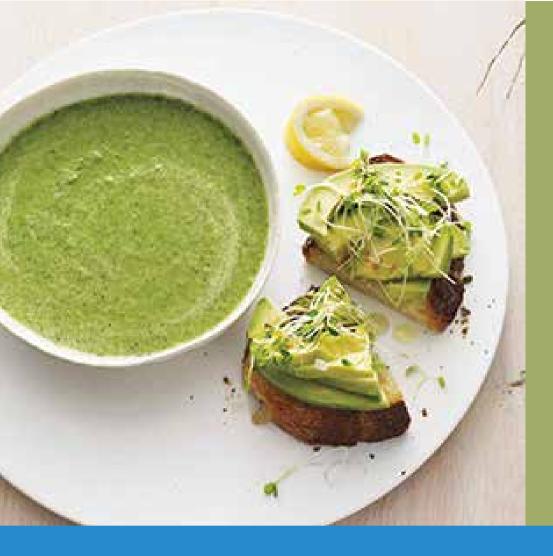
Prune right before flowering, cut the stems 1 inch from the ground. You can harvest one mint plant two or three times in one growing season.

LAVENDER

Plant in full sun and well-drained soil (add organic matter to improve heavy soils).

Water deeply but infrequently, when the soil is almost dry.

Prune in early spring or at harvest time. For low-growing varieties, trim back foliage 1 to 2 inches.



Broccoli-Spinach Soup with Avocado Toasts (SERVINGS: 4)

Ingredients: 1 tablespoon olive oil, plus more for drizzling - 1 leek, white and pale green parts thinly sliced - 4 cups low-sodium chicken stock or water - 1 bunch broccoli, chopped (6 cups) - 6 ounces baby spinach (6 cups) - 1/3 cup freshly grated Parmesan - 2 tablespoons tahini - Coarse salt and freshly ground black pepper - 4 slices rustic bread, toasted - 2 avocados, sliced - 1/4 cup radish sprouts - 1 lemon, cut into wedges

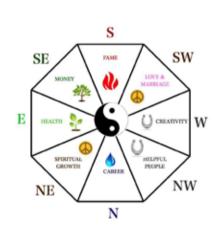
Directions:

- 1. Heat oil in a medium saucepan over medium-high heat. Add leek and cook until tender, about 4 minutes. Add stock; bring to a boil. Add broccoli and cook, covered, until bright green and tender, about 2 minutes.
- 2. Remove from heat. Stir in spinach, Parmesan, and tahini. Let cool slightly. Season with salt and pepper.
- 3. Working in batches, puree soup in a blender until smooth.
- 4. Top bread with avocado and radish sprouts. Season with salt and pepper, squeeze with lemon, and drizzle with oil.

How to Create Good Feng Shui in your Home













- 1. Clear Out your Clutter, get rid of everything you do not love in your house. Clutter clearing is a time-and energy-consuming process that will feel like therapy, but it will help you "lighten up the load," so to speak. Do not skip this step, as it is an essential one in creating harmonious house feng shui energy.
- 2. Have Good Quality Air and Good Quality Light in your House. These two elements are essential for good feng shui energy (called Chi) in your home. Open the windows often, introduce feng shui air-purifying plants or use an air-purifier. Allow as much natural light as possible into your home, and consider using full-spectrum lights.
- 3. Define the Bagua, or the feng shui energy map of your house, by using one of the two main feng shui methods the classical school bagua or the BTB grid. Once you define the bagua, you will know which areas of your home are connected to specific areas of your life. For example, in traditional feng shui, the Southeast feng shui area of your home is connected to the flow of money energy in your life.
- **4. Get the Basics of 5 Feng Shui Elements in Order** to create balance and vibrant energy in all areas of your home. For example, if you are working on attracting more prosperity, you will

- introduce the feng shui elements of Wood and Water in the Southeast area of your house. If your need is to improve your health, you will place lush wood feng shui element items, such as plants or pieces of wood furniture in the East area.
- 5. Find Out your Feng Shui Birth Element and create a home to nourish and support your energy. For example, if your own element is Fire, you need to introduce the expressions of Fire feng shui element, such as the Fire element colors (red, orange, purple, magenta, pink, yellow), triangular shapes, etc. You will also need a strong Wood element in your home, as Wood feeds the Fire element.
- **6. Find Out your Kua Number and your Lucky Directions** so that you can be energized by good energy from your best, or lucky feng shui directions. Adjust the position of your bed, your desk, the seating in your dining area, etc. For example, if your Kua number is 1, it is best to face one of the following directions: Southeast, East, South, and North.
- 7. Always be Mindful of the Energy in your Home and how its energy influences your well-being. Make a habit of paying close attention to the so-called feng shui "trinity" that is deeply connected to your health your bedroom, your bathroom and your kitchen. Nothing is static in the world of energy, so be wise and keep your home healthy and happy.

The Devil tells a Real Estate Agent, "Look, I can make you richer, more famous, and more successful than any Real Estate Agent alive. In fact, I can make you the greatest agent that ever lived."

"Well," says the Real Estate Agent, "What do I have to do in return?"

The Devil smiles, "Well, of course you have to give me your soul," he says, "but you also have to give me the souls of your children, the souls of your children's children and, as a matter of fact, you have to give me the souls of all your descendants throughout eternity."

"Wait a minute,"The Real Estate Agent says cautiously, "What's the catch?"



A young broker had just started his own real estate office. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the broker picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor. "Can I help you?" The man said. "Yeah, I've come to activate your phone lines."

U D D A C S Z S Z W U E Z K R W Z G C L
Z I L Z S L F T P T J F T R E E F C O V
T S F C K M N K M S C U I C O E G Z M V
D G A Z S A O E X Z J X L R U X J X Y U
E M D C B L E Z N O P K T Z I T H O N D
L E H A V P S Z A Z U Q V F L Q S E M B
P F K Q O T S J K E M R S L N E E Y I M
B V I V G K A H K G E M H N M B A M J S
P F B K H C O Z C D E U V B N S H J B P
H W P E A K T S D U A D L U Q X D P G F
R N T Q V G D N Q W T T F W P G I J H M
D Q E P K D S S M U O K K Y P W T C G A
Y K L Q P T M M N T I D N V B S W I B F
U G Y Q X W N X T Q B C E N T L M E V E
I U Z R C B E B B F R W W H C Z N J E Q
Z U L I H O F W N Y A B G M X C E G E P
D X B S N M L M L E J I I Z O H X N L V
E N P E I U K B J Z E N J P I U Y E P Z
Z K N V V H E K C H H W I J A X H B H R

Find the Sentence

(1 Sentence, 4 Words)

"Expand and improve upon your lexicon by finding the hidden sentence.

Hints:

-The sentence contains four words. -First word is four letters, and last word is 7 letters."



Answer



"We don't have a lot of money and location is very important to us.

HAVE YOU GOT ANYTHING LOCATED IN 1965?"

ASTROLOGY



Aries The best payment plan is awaiting you, do not hesitate.

Taurus Privacy is a right not a luxury, only one place can deliver such.

Gemini You don't need to look far to find the perfect view from a penthouse.

Cancer If you think no one deserves his own separate entrance, you are wrong.

Leo You will impress once again when you invite friends over into your new home.

Virgo Soon the stars will align and you will reach the height of living pleasures.

Libra The time will come when many good memories will be shared from a garden terrace.

Scorpio There isn't much you can do about your neighbors, unless you standalone.

Sagittarius Home is where the heart is, trust your heart.

Capricorn You will soon be able to break free from all the commotion of the city and find your suburban sanctuary.

Aquarius Ideal spots for wellness, freshening up and family fun seem to be envisioned for you.

Pisces In four years, a picturesque habitat is awaiting you. It's not too late to plan the rest of your life.

WHAT IS HOME



It is the laugh of a baby, the song of a mother, the strength of a father. Warmth of living hearts, light from happy eyes, kindness, loyalty, comradeship. Home is first school and first church for young ones, where they learn what is right, what is good and what is kind. Where they go for comfort when they are hurt or sick. Where joy is shared and sorrow eased. Where fathers and mothers are respected and loved. Where children are wanted. Where the simplest food is good enough

for kings because it is earned. Where money is not so important as loving-kindness. Where even the teakettle sings from happiness. That is home. God bless it.

- Ernestine Schumann-Heink

البيت

البيت إنسان مش بس مُكان يحضن ويطبطب ويداوي من عبء اليوم

البيت... مش بس سرير للنوم البيت أحلام ً بیرد حنان و دفا و کلام لُو تشكّٰی له هُتلف كُتير وتتوه مشاوير لكن في ٱلْآخر هَتجيله تقفل بابك وتحس أمان البيت.. إنسان

دليل التليفونات



و الشهر العقاري بالجيزة: ٣٥٧١٨٦٨٤ ((1) د الشهر العقاري بـ ٦ أكتوبر: ٣٨٣٤١٤٠٠ جهاز مدينة ٦ أكتوبر: ٣٨٣٥٠٤١٠

هيئة مياه الشرب: ٣٨٩٥٦٧١٦ شركة الغاز: ۱۹۹۹ – ۱۹۳۹ کهرباء: ۳۸۳۳۲۱۹۸ سنترال:۳۸۳۳،۹۰۰ مكتب البريد: ١٦٧٨٩

الشرطة: ١٢٢ النجدة والإسعاف: ١٢٣ المطافي: ۱۸۰ المرور: ۳۸۳٥٥٥۳۸ الإسعاف: ۸۳۲۲۱۹۸۳ المستشفى العام: ٣٨٥٠٠٩٢١ – ٣٨٥٠٠٩٢٣ – ٣٨٥٠٠٩٢٣ – ٣٨٥٠٠٩٢١ مستشفى دار الفؤاد: ۱٦٣٧٠ مستشفى الزهور: ٣٨٣٦٢٤٦٥ المصل واللقاح: ١٢٢٦٠١١١١١،

فركة كعب

"فركة كعب" وليس "فردة كعب" مصطلح مصري قديم يعبر عن المكان القريب جدا الذي يمكن أن تصل له سيرا على الأقدام دون تعب. فيما يلي 8 أماكن مهمة تعد على مسافة "فركة كعب" بالنسبة لسكان مرتفعات الأهرام.

- 1. منطقة الأهرام وأبو الهول.
 - 2. المتحف المصرى الكبير.
 - 3. داندی مول.
 - 4. القرية الذكية.
- 5. بوابة طريق القاهرة الصحراوي.
 - 6. توكيل مرسيدس.
 - 7. هايبر وان.
 - 8. مسحد الشرطة بالشيخ زايد.

شعر: أحمد شبكة

PYRAMIDS HEIGHTS FAQs

1- When is the delivery date?

4 years.

2- What are the payment terms?

5% contract.10% after 3 months.85% quarterly installments over 8 years.

3- What are your finishing specs?

Holztec windows (German).

Marbles / porcelain / ceramic / engineered wood flooring

Moski wood pergolas.

For more details download our brochure at

www.pyramidsheights.com

4- What do you consider as premium locations?

Cornered location / close to facilities / view / green space / bigger gardens.

5- What are the main roads leading from & to project?

Mehwar / Ring Road / Cairo-Alex Desert Road.

6- What is special about your project?

Every unit has its own garden or roof.
Each unit has its own private entrance.
Up to 12 meter spaces between buildings.
Free membership to all facilities for residents.
8 year payment plan.

7- What facilities do you have to offer?

Clubhouse & lounge Sports club Community pavillions

8- What is your building footprint?

Only 15% residential footprint, the rest is dedicated to open green space, streets and facilities.

