

COMPANY PROFILE



ASAAL Developments

ABOUT ASAAL DEVELOPMENTS



ASAAL Developments draws upon the rich history of our founders, who have a significant experience in real estate. Their legacy includes the successful project of Souk Kadry and other projects in New administrative capital and Sheikh zayed.

We prioritize the security of your investment through meticulous project selection, unwavering transparency in our processes, and a dedication to proven construction practices. Furthermore, we go beyond traditional development by embracing innovation in design, technology, and sustainability. This results in spaces that are not only aesthetically pleasing but also efficient, functional, and environmentally responsible.

**NUMBER OF
EMPLOYEES**

250

**ON GROUND
INVESTMENTS IN
SQUIRE METERS**

450K

**INVESTMENT
SIZE**

EGP 3.6 B

**MARKET
PRESENCE**

15 YEARS

OUR MISSION



To lead the real-estate sector through innovative management, providing secure investments and elevating lifestyle.

confident investment build to last. we build a future
you can trust. we move at the speed of cheetah.
we innovate for the future

OUR CORE VALUES



From secure investments to innovative management we build your future with the power
of a lion, the trust of a horse ,the speed of a cheetah ,and the innovation of a peacock

TRUST

CONFIDANCE

SPEED

INNOVATION

BUSINESS PILLARS

Development Capacity

500K sqm.
Short-term capacity of constructions



Land Portfolio

More than 250K sqm.
Capacity of short-term expansions



Foreign Direct Investment

Acquiring more FDIs through our
GCC global network



WHY ASAAL DEVELOPMENTS ?

Security and Transparency

We prioritize your investment security through rigorous project evaluation, unwavering transparency, and adherence to proven construction methodologies. Your trust is paramount, and we are dedicated to safeguarding it at every stage.

Innovation and Sustainability

Beyond traditional development, we embrace innovation as a driving force. Our projects blend cutting-edge design, advanced technology, and sustainable practices to create spaces that are not only visually appealing but also efficient, functional, and environmentally responsible.

By choosing ASAAL Developments, you are selecting a partner with a proven history of success, a steadfast commitment to your investment, and a vision for the future of real estate.



WHO WE ARE



Asaal Developments was founded with a vision to create exceptional real estate projects that combine innovation, trust, and long-term value. The company was established through the expertise of Kadry Tools, a pioneer with decades of success in industrial and commercial ventures, and AL-MALKYA AL HADESA Company for General Trade and Contracting, a leading developer renowned for its distinguished projects in Downtown Cairo, including one of the largest commercial malls on Republic Street.

This foundation has positioned Asaal Developments as a powerful player in Egypt's real estate market. With more than eight prime land holdings across Ain Sokhna, Zayed City, 6th of October, New Cairo, the North Coast, and El Gouna, our projects are carefully planned to deliver both short-term opportunities and lasting investment value.

With an execution capacity of over 500,000 square meters, Asaal Developments is shaping a new future for real estate one built on quality, confidence, and visionary growth.



AL-MALKYA AL HADESA is a prominent developer in Downtown Cairo, Egypt, and the mastermind behind the largest commercial mall on Republic Street. Established as a leading force in the city's commercial development, AL-MALKYA AL HADESA extends its reach through its subsidiary companies, Kadry Tools and Kadry Developments.



KADRY

Development



Kadry Development A real estate development company focused on creating thriving commercial hubs. Their flagship project, Souk Kadry, is the largest integrated commercial mall dedicated to industrial equipment, contracting supplies, and factory tools. Strategically located on Al-Gomhouria Street in the heart of Ramses, Cairo, Souk Kadry caters to the needs of the city's industrial and contracting sectors.



+500

Kadry Tools has a showroom on over 500 sqm for all your needs. Kadry Tools is focused to serve the customer the best way in all fields of work and work hard to introduce the best products, services and prices.

+300,000

+300 k customers that we served with proud
A marketplace for all tools, equipment in one place with a partnership with the most reputable brands in Egypt to cover all your need.

+70

collaboration for more than 70
international brands



Kadry Tools (established 2020): An Egyptian joint-stock company specializing in providing high-quality power tools, hand tools, and equipment for construction, finishing operations, and technical workshops. As part of the well-established Kadry Group (founded in 1980), Kadry Tools leverages its rich heritage to deliver essential tools to professionals.



OUR PROJECTS

سوق قذريج

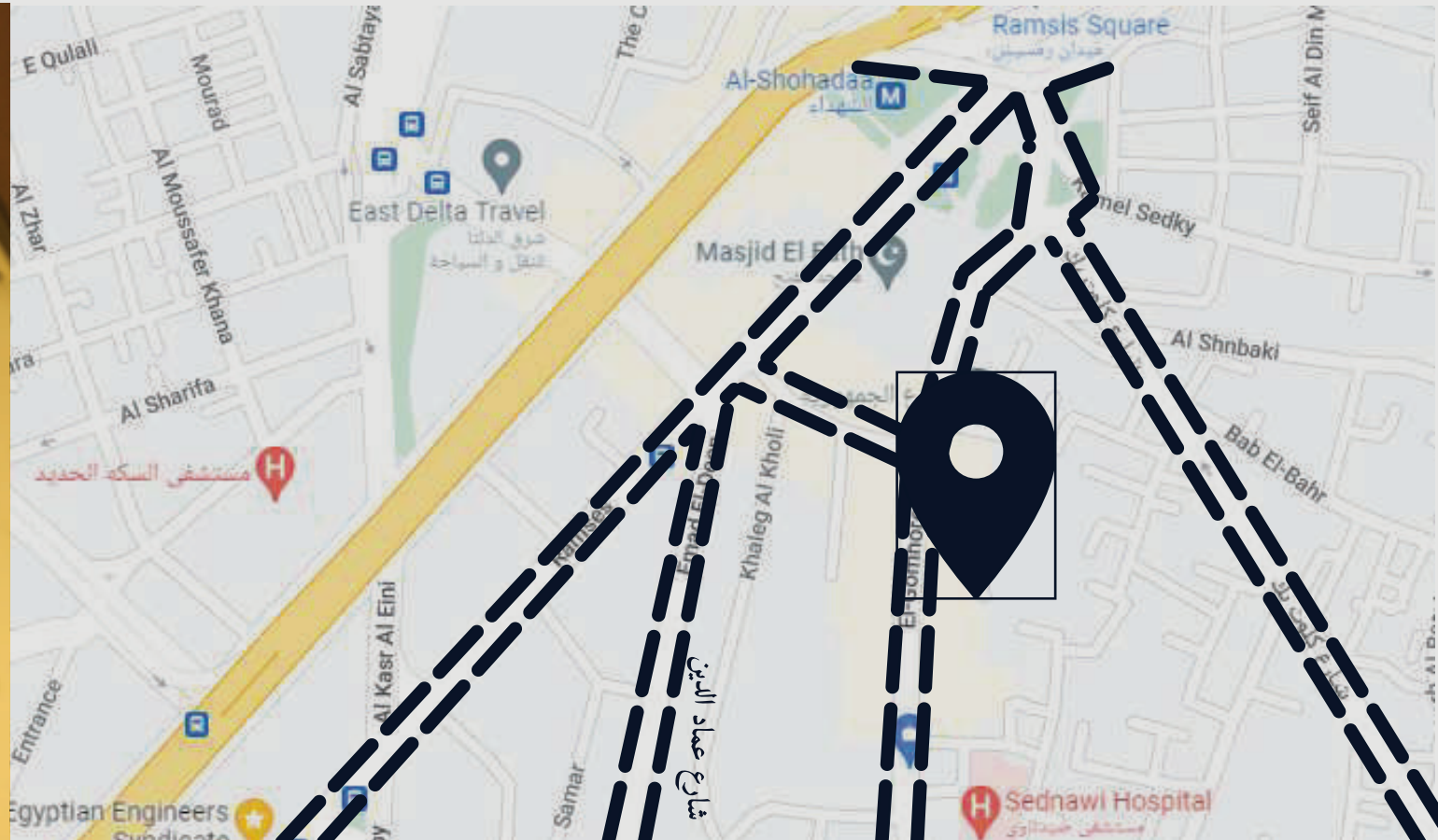
وحداتك التجارية في قلب شارع الجمهورية



Souk Kadry is a thriving commercial hub strategically located on Al-Gomhouria Street in the heart of Ramses, Cairo. As the largest integrated commercial mall dedicated to industrial equipment, contracting supplies, and factory tools, we have solidified our position as the go-to market for these essential products.

Souk Kadry diverse range of commercial units, thoughtfully designed to accommodate businesses of all sizes. With unit sizes spanning from 12 to 60 square meters, we offer flexible spaces to suit various operational requirements. All units are fully finished and available for immediate occupancy, ensuring a seamless start-up for our tenants.

Land area: 2000 m2	Project services:	
Service areas	Cameras + security personnel	Restaurant area
Units of different sizes	Mosque + private ablution area	
Main entrances: 2 entrances from Al-Gomhouria Street	2 bathroom complex	Resting places



Vision

Units

- All units take into account the way products are displayed
- A unified design for the facades of the units to preserve the spirit of the heritage place
- Units of various sizes
- All units are equipped with decorative lighting and main lighting to suit the display of the products



Corridors

- Implementing corridors so that a clear view is given to all units, and therefore all units are distinct according to their location within the project.
- The space and locations of the corridors serve walking and shopping within the project
- The project is completely covered with a decorative roof to protect against weather conditions such as dust and rain.
- The corridors are inlaid with decorative lighting to add a heritage atmosphere to the place



Service areas

- An area of service units such as restaurants and cafés
- A rest area equipped with tables and chairs
- Mosque area and ablution area
- 2 bathroom complex to serve all units
- Surveillance cameras and management rooms



SPADE



PRIME LOCATION

Spade is directly located on Gamal Abdel Naser Axis, new landmark in 6th of october city

LIVELY HEART OF THE CITY

Spade redefines city living by seamlessly integrating retail, F&B, clinics, and offices under one roof. This significant designed space fosters a thriving community with inviting shops, cafes, cutting-edge offices, state-of-the-art clinics, and experiential zones.

LIVE THE SPADE LIFE

Spade is more than a destination, it's a seamless blend of convenience, luxury, and a vibrant atmosphere, where everything you crave thrives within easy reach.

A WORLD WITHIN

Spade caters to every need. Explore flagship stores, indulge in culinary delights, rejuvenate at modern clinics, or elevate your workday in inspiring offices. Family-friendly amenities like a dedicated kids' area and rooftop activities offer a complete lifestyle experience.



SPADE

RESTAURANT CAFE

SHOW ROOM SHOW ROOM

CAR SHOW ROOM

CAFE CAFE CAFE CAFE



17083



ASAAL Developments

Office 1304-Building B1, Park St., Sheikh Zayed, Giza
asaaldevelopments.com |   asaaldevelopments