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“*The essence of **strategy** is choosing what not to do.*”

— Michael Porter

ABOUT US

Wardany Strategic Development is a specialized entity in shaping and executing real estate decisions. We represent a new generation of development partners, combining deep hands-on experience with advanced technological solutions. We have managed a portfolio of projects exceeding EGP 10 billion across 400+ acres in prime locations.

We engineer ecosystems that deliver lasting impact for investors, residents, and communities.

OUR APPROACH

We don't wait for instructions — we create opportunities. Our role starts with analyzing the Highest and Best Use of land, continues with engineering financing and selecting strategic alliances, and extends to exit strategies or long-term operations. We consider ourselves the brain of the project, ensuring all moving parts align to achieve the investor's strategic goals.

DEVELOP. BUILD. LIVE.

Wardany
STRATEGIC DEVELOPMENT

— OUR MISSION

We are committed to empowering real estate developers and investors to move beyond traditional development models. Our approach combines comprehensive strategic and operational solutions with rigorous feasibility criteria, transforming ambitious ideas into sustainable assets that balance technical excellence with financial profitability — all while upholding the highest levels of governance and transparency.

— OUR VISION

To establish ourselves as the premier strategic partner and the defining force behind landmark transformations in the real estate landscape across the Middle East and North Africa. We aspire to create a global model for smart real estate development, leveraging data and artificial intelligence to lead the industry toward a future that redefines how people live, work, and invest.

OUR VALUES

PARTNERSHIP

- We are more than advisors—we work as true partners, sharing responsibility for every decision. Your success is our success.

TRANSPARENCY

- We are open and honest in everything. All data and reports are clear and verifiable.

EXCELLENCE

- We focus on flawless execution and unique solutions that make every project stand out.

SUSTAINABILITY

- We design projects that grow in value over time and benefit communities for generations.

INSIGHT

- We use analytics and AI to predict market trends and make smarter decisions.

INNOVATION

- We continuously explore new ideas and technologies to create breakthrough real estate solutions.

WHAT WE DO

We don't just manage projects. We architect futures.

Real Estate Development

- Development of landmark residential and mixed-use projects.
- Master planning & concept design leadership.
- Capital structuring & stakeholder alignment.
- Sourcing and securing prime project sites.

Development Management

- Comprehensive oversight from design through hand-over.
- Consultant coordination & tender management.
- Budget, schedule, and quality control.
- Progress reporting & risk mitigation.

Property Management

- End-to-end management for a seamless ownership experience.
- Tenant sourcing, contracts & renewals.
- Full-service facilities and maintenance.
- Detailed inspections, reporting & tenant relations.

Commercial Real Estate

- Market-leading solutions for retail and office investments.
- In-depth market analysis & site selection.
- Transaction negotiation and due diligence.
- Lease structuring and portfolio optimization.

Strategic

Wardany Strategic Development

Develop. Build. Live.

Message From The Founder – Ahmed El-Wardany

Success does not begin with ideas alone, but with clarity of vision—and the discipline to master the details that truly matter. Throughout my journey in strategic real estate development, my focus has been simple: transform complexity into structured clarity, enabling decisive execution and measurable value creation.

Wardany Strategic Development operates as a principal strategic force, assuming full accountability across development and execution. We do not advise from the sidelines — we integrate, lead, and deliver.

We act as an Execution Partner, Strategic Developer, and long-term Vision Partner, embedding deeply within each project to drive performance, protect value, and ensure long-term returns. Every project demands its own strategy. Every detail shapes the outcome. This is how enduring value is built.

Welcome to Wardany Strategic Development.

Ahmed El-Wardany



Success in Numbers
"Numbers don't **lie**. Results **speak**."

+12Years
Market Experience

+2000
Residential units

6
Destinations

320
Hospitality keys

+400 acres
Land Developed

98%
Forecast Accuracy

+EGP 10B
Assets Oversight

EGP 2.2B
Total Sales

40%
Faster Delivery

25%
ROI Growth

95%
Data Accuracy

7
Landmark Projects

Strategic

WHY WARDANY

Most development partners are either strategic advisors or operational executors.

We are both.

We embed within your project and assume accountability across every decision — from highest and best use to final exit. This isn't a partnership. It's co-ownership of success.



Strategic

Good developers build projects. Strategic developers build wealth.

The Strategic **Eco**System
Orchestrating **Value** Through Leadership, Alliances, and Execution.

Strategic

STRATEGIC
CORE
LEADERSHIP

Defining the
visionary
foundation and
core leadership of
our strategic
ecosystem.



Co-Founder & Creative Lead

Directing architectural concepts, engineering innovations, and creative design strategies for complex mega-projects and unique commercial developments.



Co-Founder & CEO

Steering executive leadership, driving comprehensive market positioning, and managing senior-level real estate execution and integrated sales strategies.



Co-Founder & Strategic Lead

Orchestrating the complete lifecycle of real estate development by integrating advanced financial capital structures with innovative market analysis, while personally leading the overarching strategic vision that ensures long-term asset value, sustainable growth, and competitive excellence across the entirety of the portfolio.

STRATEGIC DEVELOPMENT PRINCIPALS

Driving project excellence through master-level planning, financial discipline, and dedicated strategic oversight.



EL GHONIEMY
GROUP

Chief Project Strategist

Defining the master roadmap, curating design selection, and overseeing end-to-end operational execution from the first phase to final delivery.



Principal Strategic Architect

Managing the complete project lifecycle, from initial feasibility and master planning to final sell-out and comprehensive financial flow management.



EL INOUR
DEVELOPMENT

Strategic Portfolio Partner

Shaping development growth, advising on asset optimization, and ensuring long-term project performance through rigorous strategic planning.



Lead Development Strategist

Directing structural planning, strategic project implementation, and financial optimization to ensure project success and asset value growth.

STRATEGIC ADVISORY & CONSULTING

Providing precise, data-driven strategic advisory to enhance project viability and optimize development performance.



Development & Feasibility Consultant

Delivering master planning concepts, conducting market-driven feasibility, and providing precise execution blueprints for high-value developments.



Retail Strategy Consultant

Advising on commercial operations, mall strategic planning, and retail sector optimization for complex commercial environments.



Planning & Concept Strategist

Establishing the structural planning framework and high-level project vision to align conceptual design with long-term development goals.



Strategic Evaluation Advisor

Providing in-depth project evaluations and development recommendations to ensure market viability and maximize the developer's investment return.



Financial & Feasibility Advisor

Optimizing financial models, cost feasibility, and comprehensive project development studies for scalable construction execution.

EXECUTION & ALLIANCES

Unifying top-tier execution partners and specialized alliances to deliver operational excellence at every project phase.



Executive Construction Partner

Acting as the dedicated operational arm for construction excellence, ensuring precision in engineering and on-time project delivery.



Hospitality Operations Partner

Overseeing premium hotel operations, management, and guest experience delivery for hospitality assets.



Co-Development & Engineering Partner

Collaborating on development and implementation to ensure absolute precision in engineering and construction works for large-scale projects.



Infrastructure Technology Alliance

Partnering on high-level power systems, advanced infrastructure, and smart energy integration for landmark developments.



Technology Infrastructure Partner

Integrating digital connectivity and smart-city solutions into the project ecosystem to enhance asset value and resident experience.



Marketing Strategy Collaborator

Developing and executing end-to-end digital and offline marketing strategies to drive market presence and buyer demand.

LANDMARK PROJECTS

Signature landmark projects that define our commitment to quality, innovation, and measurable results.



Strategic Development

Strategizing the 50,000 m² premier commercial hub to create a dynamic business, retail, and entertainment destination.



Concept & Advisory

Orchestrating full branding, financial feasibility, master planning, and name conceptualization for premium coastal development.



Strategic Development

Developing a 320-key landmark hospitality destination, blending cultural heritage with contemporary Arabian minimalism.



Strategic Advisory

Leading the project strategy that successfully achieved EGP 1.4B in record-breaking sales performance within 8 months.



Strategic Development

Leading the development of a 169-acre resort-style community through landscape optimization and high-value design strategies for seamless living.



Commercial Advisory

Providing focused retail consulting and strategic optimization for the mall operations and business structure.

Our Strategic Structure

Strategic

STRATEGIC PLANNING

- Vision setting and long-term investment direction
- Highest & Best Use studies for land and assets
- Market studies and feasibility alignment to guide strategic decisions

FINANCIAL ENGINEERING

- Capital structuring and advanced financial modeling
- Risk management and IRR optimization
- Comprehensive financial feasibility studies and scenario analysis

MARKETING STRATEGY

- Project branding and market positioning
- International outreach and digital market analytics
- Market research, demand analysis, and buyer behavior insights

SALES STRATEGY

- Leading direct sales operations and major transactions
- Investor relations and brokerage network management
- Pricing strategies and absorption rate analysis based on market studies

OPERATIONS MANAGEMENT

- Project oversight, tender management, and quality control
- Monitoring execution against timelines and budgets
- Operational feasibility reviews to ensure delivery efficiency

COMMERCIAL MANAGEMENT

- Tenant relations, leasing strategies, and commercial alignment
- Asset value enhancement and income optimization
- Market-driven asset performance analysis

“We don’t just develop projects.
We engineer value, clarity, and long-term impact.”



YARU RESIDENCE NEW CAPITAL

Strategic Overview

Yaru Residence is a thoughtfully designed residential community inspired by the tranquility of nature and the principles of smart, sustainable living. Developed on 40 acres in Plot H2, R8, New Administrative Capital, the project dedicates only 20% of its land to built-up areas, while 80% is reserved for lush green landscapes and open spaces. The development integrates smart infrastructure systems and solar energy solutions, with solar power systems covering 50% of the buildings, creating a balanced living environment that combines luxury, comfort, and environmental responsibility.

Wardany’s Strategic Role

Through Consortium, Ahmed El-Wardany led the marketing and sales strategy for Yaru Residence, focusing on brand positioning and market penetration. The strategy was specifically designed to attract Egyptian expatriates and international investors, positioning the project as a secure and high-value residential and investment opportunity.

Strategic Impact

As a direct result of this strategy, the project achieved EGP 1.4 billion in cash and contracted sales within only 8 months, with 70% of sales generated by international investors, significantly strengthening foreign currency inflows and enhancing the project’s regional appeal.

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SEQUOIA CASCADA

NEW ZAYED

Strategic Overview

Sequoia Cascada is a lush, green resort-style living retreat planned on 169 acres. Positioned in a prime location away from the city’s fast pace, yet highly accessible via the road network (Km 64 on Cairo, Alex Desert Road). The design leverages natural terrain to create stunning views for every residential unit, establishing it as a unique investment destination.

Wardany’s Strategic Role

Through Consortium, Ahmed El-Wardany led the development management process and designed the project’s financial framework to balance large-scale cash flow requirements with execution efficiency. He ensured disciplined contractor coordination and strict cost control throughout the project.

S
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A complex mixed-villa master plan that successfully doubled development density—from **7% to 15%**—while preserving openness, views, and regulatory compliance, delivering a fully approved, high-value resort community.

S t r a t e g i c



Strategic



SEQUOIA LUXOR

Strategic Overview

Sequoia – Luxor is a landmark hospitality development located in the heart of historic Luxor, comprising 320 serviced hotel rooms and tourism suites. The project is designed to blend the elegance of heritage with contemporary luxury, creating a calm and refined environment tailored for guests seeking distinctive and immersive experiences.

The architectural concept emphasizes natural materials and clean lines inspired by Arabian minimalism, seamlessly integrated with modern amenities. With panoramic views of the Nile, the project offers a unique sense of connection to its natural and cultural surroundings.

Wardany’s Strategic Role

Through Consortium, Ahmed El Wardany acted as a strategic mediator and alliance architect, structuring key partnerships that strengthened the project’s positioning and operational readiness. This included securing Azal Hospitality for hotel operations and Vodafone Egypt to deliver smart infrastructure and advanced technological solutions.

Strategic

It's

HOTEL APARTMENTS/
STANDARD APARTMENTS/
COMMERCIAL & ADMINISTRATIVE SPACES

Hotel Apartments:

Luxury Nile-view living tailored for elite short & long-term stays.

Standard Residences:

Modern premium apartments in the historical heart of Luxor.

Commercial & Admin Spaces:

State-of-the-art corporate environments for premium brands.







SEQUOIA WALK WEST CAIRO

Strategic Overview

Sequoia Walk is a premier commercial and business destination in West Cairo, spanning 50,000 m² and extending over 1 kilometer. Designed as a dynamic community hotspot, the development brings together a curated mix of retail, banking services, entertainment, sports facilities, and an automotive showroom.

The project also introduces the first three-level commercial hub in the area, offering flexible, well-planned spaces tailored to the requirements of leading companies and premium brands, creating a vibrant and high-footfall environment.

Wardany's Strategic Role

Through Consortium, Ahmed El Wardany focused on asset management and tenant mix strategy, conducting in-depth market analysis to identify unmet demand and attract tenants that drive sustained footfall. This strategic positioning contributed to enhancing the asset's overall market value and long-term performance.



Environmental Branding
Integrating Visual Identity into Architecture.

Development

Strategic

We do not advise from the sidelines
We **integrate, lead, and deliver.**



Let's Build What Matters.

We invite developers, investors, and landowners with limitless ambition to partner with us in shaping the next generation of high-performing real estate assets.

At Wardany Strategic Development, precision, performance, and partnership drive everything we do. We partner, execute, and deliver measurable value.

Let's Start The Conversation.

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