**Arabella**

It is one of the largest companies in the field of real estate development and is characterized by a pioneering name and a good reputation. It also has great experience since its establishment in the field of real estate.  
It is also distinguished by always gaining the trust of its customers by providing everything that is new and advanced, with international designs of high quality.

OUR TEAM

**Mohamed Amin**

**Chairman**

Engineer Mohamed Amin El Dokhmesy is the Chairman of Arabella for Touristic and Urban Development and a tycoon in the construction field. Engineer El Dokhmesy has held many leading positions in the field such Chairman of the Board of Directors of Al Nada Touristic and Real Estate Investment Company, Chairman of the Board of Directors of Al Turath Company for Urban Development and Chairman of the Board of Directors of Sinai Stars Touristic Investment Company. On top of that, he was also Chairman of the Board of Directors of Al Loalola Company for Construction of Touristic Villages, Adam Land Reclamation and Agricultural Development and Dokhmesy Contracting Company

**Hisham Shamarka**

**Vice Chairman**

Engineer Hesham El Shamarka is the Vice Chairman and Managing Director of Arabella for Touristic and Urban Development since 2014. Engineer Hesham El-Shamarka has a strong sense of the market and customers as a result of his experience in sales, marketing, and business management that spans over 30 years. This experience was accumulated through his previous positions as Marketing and Sales Director at Al-Alamya – Sakhr Agents and the US-based Crystal Tech, as well as his experience in establishing and managing small-to-medium size companies in the field of computer hardware and software. Eng. El-Shamarka was also previously Executive Director at Sigma Capital for 8 Years, as well as Vice Chairman at Sigma Mining for 4 Years.

Mohammed Abdelfattah - Projects Manager

Youssef Samaha - CFO

Morad Helmy - Technical Office Manager

**Direction White in Ras El Hekma**

Direction White is a real estate development project located at north coast Egypt, targeting the A class niche community of Egypt and the region. It is a legacy project by Arabella developments, created to be an unmatched statement in their history of projects. Imagining Sahel in all shades of white, Direction White is offering a limitless experience and a step closer to a dream summer home.

Arabella Group offers us its second project after the success of its first project, Arabella Plaza Mall, which has made a lot of noise since it was announced.  
  
Therefore, the company decided to make a second project in the heart of the North Coast, specifically in the heart of Ras El Hikma Bay, to impress us once again, which is the Direction White Resort, Ras El Hikma.  
  
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Location of Direction White Resort

Arabella Group has been interested in choosing a strategic location for the Direction White project, North Coast, so that the project becomes in everyone's sight, as one of the success of any project is choosing the optimal and suitable location for everyone with great care.  
  
For this reason, Ras El Hikma Bay was chosen, because it has now become one of the most important coastal and tourist cities and a huge investment source, as the project is located near the most important roads and direct main axes.  
  
It is also characterized by close proximity to the most important tourist villages, most notably on the coast, so the Direction White North Coast project is located at kilo 192 on the Alexandria Desert Road - Marsa Matrouh, specifically in the Ras El Hikma Bay area.

Close to the most important coastal road, Sidi Abdel Rahman, and also close to Dabaa Road.  
Proximity to some tourist villages, including: John Sodic Village  
Near to Gaia Resort on the North Coast.  
Near the White Bay Village.  
Close to the village of Mountain View North Coast, at a distance of only 7 kilometers.

Property Types:  penthouses, duplexes, standalone villas, and chalets.

Areas of Units in Direction White Arabella Resort:

The company built this resort on a huge land area, in order to provide all the basic services and public facilities as well as recreational places, wide green spaces, and finally the various residential units that differ in each of them in areas, so the Direction White Resort is built on a land area of about 290 acres. .  
  
This space is divided into different and distinct phases, where part of the space has been allocated to the share of green spaces and services that will be in the village, and the other part of the space has been allocated to different residential units, as the resort is located at an altitude of about 44 square meters above sea level, and this is in order to giving you a panoramic and direct view of the sea in all respects, noting that all residential units overlook the sea directly and the scenic natural features so that you feel relaxed and recuperated.  
Design of Direction White Arabella Resort  
  
Arabella Group designed all the residential units in Direction White North Coast on a wonderful and elegant view that directly overlooks the picturesque landscapes, where green spaces, landscapes, and sparkling artificial lakes surround the village in all respects.  
  
Direction White North Coast was designed with the finest and most beautiful modern designs. It was also designed according to the rules and principles of engineering and the best modern engineering methods.

Facilities:

Beach and lake hotels  
5-star hotel  
2 clubs  
social  
Private swimming pool  
Public swimming pools  
Artificial lakes  
trade Center  
Dedicated sports facilities  
Security and property management  
World class spa  
Green roofs and gardens  
Gym  
Underground parking for chalets and public parking  
The latest fire extinguishing systems, to deal immediately and quickly with fires  
The most famous international restaurants and brands  
Security and guard services  
24/7 maintenance and cleaning services  
The use of surveillance cameras at the highest level

**Plaza**

Arabella Plaza is a retail and administrative complex in New Cairo by Arabella developments; a fully fledged project designed to accommodate a diverse tenant mix; from restaurants and cafes to business offices and clinics that ensure the satisfaction of all visitors.

**Ark**

the a mission to bring smiles into every home, The Ark transcends traditional development, embodying a brand that resonates with and for the people. Specializing in transforming prime locations into vibrant communities, The Ark melds high-end living with an eclectic mix of hospitality, commercial, and residential marvels, envisioning a society progressing towards a new, globalized era. The foundation of The Ark lies in credibility and trust, demonstrated through the selection of premium materials, robust infrastructure, and a streamlined process that elevates construction to the creation of unparalleled experiences.

**EDGE**

utomation by VIMAR Italy and exclusive services by the Corinthia hotel— its first venture in Egypt. This architectural marvel blends innovation with nature-inspired luxury, creating a sanctuary for design aficionados and those seeking a harmonious living environment. Edge features 11 complexes, each boasting its own swimming pool, common areas, lounges, gyms, and more. It offers a range of living options from 1, 2, and 3-bedroom apartments to studios, duplexes, and penthouses that epitomize elegance. With private drop-off areas, lush greenery, and water features, Edge transforms living spaces into serene oases. Residents can enjoy walkable areas, peaceful underground parking, and private access to commercial spaces, supported by a 24/7 concierge service and exclusive commercial and retail areas.

**CLIFF**

Another facet of this iconic project, reimagines the workspace as a dynamic and inviting environment, integrating administrative and commercial spaces with a world-class hotel and ground-level dining and retail options, fostering a balance between work and leisure. With diverse office types and four levels of underground parking, Cliff is designed for collaboration and community, featuring co-working spaces (in partnership with SPACES by IWG), pedestrian walkways, and vibrant piazzas.