**NEW GENERATION DEVELOPMENTS**

We believe that exceptional results are possible when investing with a future vision and the necessity of alliance with distinguished and diverse expertise.  
  
Our goal is bringing luxury to our clients, we made sure you are given the luxurious lifestyle you aspire the most, through paying attention to details, originality, exclusivity and high quality to our residents to make sure they live the royalty experience we all crave.

OUR MISSION

Our goal is bringing luxury to our clients,  
we made sure you are given the luxurious  
lifestyle you aspire the most...

OUR VISION

We believe that exceptional results are possible  
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OUR ACHIEVEMENTS

NGD has succeeded in alliance with East Med Egypt in entering The Roland Garros Club in Egypt as an extension to the French Roland Garros tennis Tournament with its main Stadium in Paris.  
NGD officially contracted with Chaddad group, one of the oldest and biggest companies in the construction field that will undertake the tasks of constructing our project.  
One of NGD’s success stories is our partnership with the Trade Union Committee of the Ministry of Foreign Affairs, that great edifice belonging to the Egyptian government, in which the company was able to win its confidence due to the financial and technical ability of New Generation Company in addition to the Mr. Assem Fadel’s history as a reputable business owner.

CHAIRMAN MESSAGE

“Based on NGD’s mature brand image, abundant resources,  
large-scale system, advanced management  
level and passionate corporate culture...”

[**Chairman**](https://ng-egy.com/experts_team)

**[Assem Fadel](https://ng-egy.com/experts_team)**

- After graduating, he decided to enter the field of business and investment. He obtained inevitable studies MBA (Masters of Business Administration) and diploma from the Arab Academy for Science, Technology and Maritime Transport, and then began working in the field of tourism and maritime transport.

- Mr. Assem Fadel, Chairman of NEW GENERATION, first established the company Emirate Misr for Import and Export and Commercial Agencies in Egypt and followed it with several branches in Saudi Arabia and the UAE and achieved successes in the field of import and export.

- He then established the company THREE CUTS, which is considered the third largest company in Egypt in importing CNC machines and is characterized as the highest quality in the field of machines and the best-selling in the markets as it deals with major Egyptian government institutions

- After that he got into the largest field in the business market outside the Egyptian borders, so he established several factories in China to manufacture machines and managed them in a professional manner that kept pace with modern management methods and advanced industry of the highest quality.

- He also founded the company RAY CUT for laser tubes in China as well, which was controlled at this time by only three countries in the world: China, Germany and the United States of America. [**General Manager**](https://ng-egy.com/experts_team) **[Ihab Labib](https://ng-egy.com/experts_team)**

**Education**- 1987 Graduated from Architectural Engineering Cairo University.  
- 1982 Graduated from Orman School I got the highest grads at primary stage, got honoured as first in Egypt, As well in Preparatory Stage all over Giza Government.

**Experience**

- A member in the American Chamber of commerce in Egypt from 2016 till 2018

- 2015 – 2016, I was a lecturer in Money Talks Summit.

- 2011 - 2018, General Director for Abraj Masr Company Development

- 1998 – 2005, I worked at Engineering Consultation Office and made a lot of Businessesin Egypt, Dubai, Gaza and Amman.

- 1992 – 1995, I worked in Medina, Saudi Arabia As Director of Capital Centre for Engineering consultation.

- 1990 – 1992, I was an Engineer at Housing & Development Bank

- 2020 till now, General Director for New Generation Development.

- 1987 – 1990, I Worked as an Engineer at Research Centre in Dokki and built Villas on desert road and some constructing work as well worked at (Saleh Hamdy - Engineering Consultation Office and worked on Sheraton Luxor hotel design.

[**Chief Marketing Officer**](https://ng-egy.com/experts_team) **[Walid ElBahey](https://ng-egy.com/experts_team)**

A focused Marketing degree and an architecture degree, specialising in Digital  
Marketing and E-commerce . Possesses relevant professional experience gained  
during working for multinational businesses, acquiring valuable insight into  
developing and implementing marketing campaigns and E-commerce module studies  
. Able to balance multiple competing priorities, having worked full-time for fourteen  
years whilst still achieving strict deadlines for submission of assignments. Aiming to  
secure a place on a professional scheme, which will provide commercial exposure and  
opportunities for progression.  
**Experience**- CEO - Maxim for trading and agencies 2020.present-CCO - MWG - CAIRO — 2018.2020  
- Leasing & Marketing Director - HNS GROUP — 2017.2018  
- HEAD OF FASHION DEPARTMENT - AMAZON “SOUQ.COM"- 2014.2017  
- Sales & Marketing Director- Al Hambra — 2013.2014  
- Founder / Business Development Director- BUY&EARN — 2012.20 1 3  
- Brand Manager - FIG — 2007.2009  
- Assistant Brand manager- SAS EGYPT - 2006.2007

**Botanica**

BOTANICA is our newest project in the new capital, built on 24 acres, and consists of 22 buildings with different types of units. Our ultra-modern architectural design will not only influence the way people live in our community, but the way Egyptians live in our country. What makes BOTANICA unique is the prime location, green areas, swimming pools, clubhouse, solar system panels, premium mall, health club, spa and a food court.

The scene is planted peacfully with a prime location in the R7 residential district neighboring the diplomatic village & the commercial zone with the perfect distance to enjoy the peacfully living style

THE MASTER PLAN

Bringing Luxury to the New capital, we made sure you are given the luxurious lifestyle you aspire the most, through paying attention to detail, originality, exclusivity and high quality to our residents to make sure they live the royalty experience we all crave. As your health is our number one concern, we made sure you are surrounded by greenery as we all deserve some peace and quiet after a long day at work and a chance to communicate with nature away from the hectic life of the city

CONCEPT

Combining comfort with uniqueness and adding more experience we introduce you to our exclusive architecture where we have given special care to each unit providing inevitable results through our exceptional features, space, and floor plans for an exquisite experience.

THE CLUB

Be a part of BOTANICA’s community, with our round the clock security, swimming pools, premium mall, business center, health club and spa, event lounge, central satellite & Wi-Fi and a lot more where you can enjoy exclusive world-class facilities with global standards.

JOGGING TRACK

Jogging is a life style. Surrounding the settlement with a circular outer track for your morning run.

shop & DINE

Botanica offering a charming yet enclosed a commercial spaces various from shops and fine dining. Where you could find all that you ever need and yet have a memorable nights with family and friends.

LIVE BY THE GREENERIES

Botanica Master Plan design is part of our unique project, where its designed with Green spaces & landscape to allow the units great view and easy flow all around the project.

Property Types: apartments, duplex units and penthouses.

**Alma New Alamein**

Alma is a high-end residential coastal compound established by New Generation Developments across 133 acres in New Alamein. The compound offers a life of serenity and comfort thanks to the wide range of amenities; catering to residents' every need.

The amenities of Alma New Alamein Compound include but are not limited to shopping malls, a clubhouse, vast greenery, swimming pools, cycling trails, a yoga pavilion, and a skating lane. As well as playing courts, a medical center, cafes, restaurants, and kids’ playgrounds.

Location:

exactly at the 110th kilo of the International Coastal Road. This ideal location is right next to the Arab Academy for Science & Technology (AAST) New Alamein Campus and Heritage City.

Additionally, the Alma New Alamein location is in close proximity to various high-end destinations including:

* The Gate
* Mazarine
* Palm Hills New Alamein
* Il Latini
* Marqs
* Zahra

Amenities:

Outdoor pools

Shared Gym

Jogging trail

Finishing

bicycles lanes

Children's Play Area

Underground parking

Commercial strip

Food Court

Medical center

Selling Points:

Biggest Sports Club in North Coast

Alma New Alamein is home to the biggest sports club in North Coast which features an abundance of facilities including but not limited to basketball courts, a swimming pool complex, and tennis courts.

Tea Garden

The tea garden of the Alma Alamein Project is the perfect place for residents to wind down and relax.

Commercial Strip

There is a vast commercial strip in Alma Compound offering an array of retail, dining, and entertainment expereinces.

Property Types: chalets