<p>Fawaz Alhokair Group broke into the Egyptian market in December 2010 with the launch of Mall of Arabia. With the success that followed the launch, Fawaz Alhokair Group saw merit in the Egyptian market which led to extensive investment in the retail development and fashion retail sector.<br><br>In September 2015, Fawaz Al Hokair group assembled a new team of experienced as well as young and innovative Egyptian professionals to alter the market through establishing the largest mixed-use development and Management Company in Egypt under the name of MARAKEZ.</p>