

## Exploring Cooperation and Technology Exchange between Greece and Egypt in the Building Material Industry

Creating a Sustainable Framework for Growth through Regional  
Partnerships

13th Arab-Hellenic Economic Forum

November 28, 2024



# GROWING DEMAND FOR **GREEN** BUILDING SOLUTIONS IN EGYPT



## 1- **RAPID URBANIZATION**

Egypt and the MENA region is experiencing rapid urbanization, putting pressure on infrastructure and resources.

## 2- **CLIMATE CHANGE**

The region is particularly vulnerable to climate change, with rising temperatures and water scarcity.

## 3- **GOVERNMENT INITIATIVES**

Governments in the region are promoting green building standards and incentives to encourage sustainable construction.

## 4- **PRIVATE SECTOR ADOPTION**

The private sector is increasingly adopting green building practices, driven by cost savings and improved brand image.



# CURRENT CHALLENGES

## LACK OF AWARENESS

Raising awareness of the benefits of sustainable building is crucial for wider adoption.

## REGULATORY FRAMEWORKS

Harmonizing building codes and regulations can facilitate technology transfer and implementation.

## FINANCIAL CONSTRAINTS

The initial investment in green building technologies can be high, posing a barrier for some projects.



# CULTURAL HERITAGE

**THE GREAT PYRAMIDS OF GIZA**  
GIZA, EGYPT



























**ACROPOLIS**  
ATHENS, GREECE



# 2024 SUSTAINABLE DEVELOPMENT REPORT



Rank	Country	Score	Performance by SDG
24	 Netherlands	79.21	
25	 Canada	78.83	
26	 New Zealand	78.81	
27	 Moldova	78.81	
28	 Ireland	78.72	
29	 Greece	78.71	
80	 Mexico	69.28	
81	 Uzbekistan	69.24	
82	 Barbados	69.19	
83	 Egypt, Arab Rep.	69.15	
84	 Panama	69.09	
85	 Jordan	69.06	

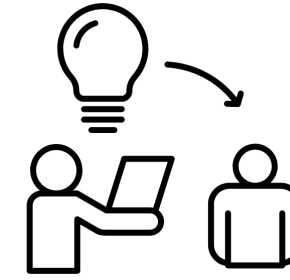


# OPPORTUNITIES FOR **COLLABORATION**



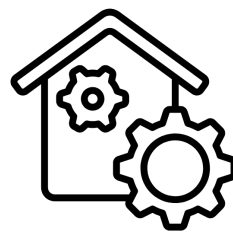
## **1- JOINT RESEARCH PROJECTS**

Greece and Egypt can collaborate on research projects focused on developing new sustainable building materials and technologies.



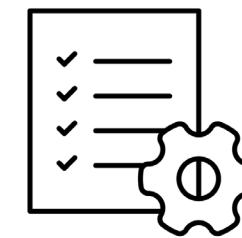
## **2- KNOWLEDGE SHARING**

Sharing best practices and technical expertise can accelerate innovation and knowledge transfer.



## **3- CAPACITY BUILDING**

Training programs & workshops can help build capacity in both countries to implement green building practices.

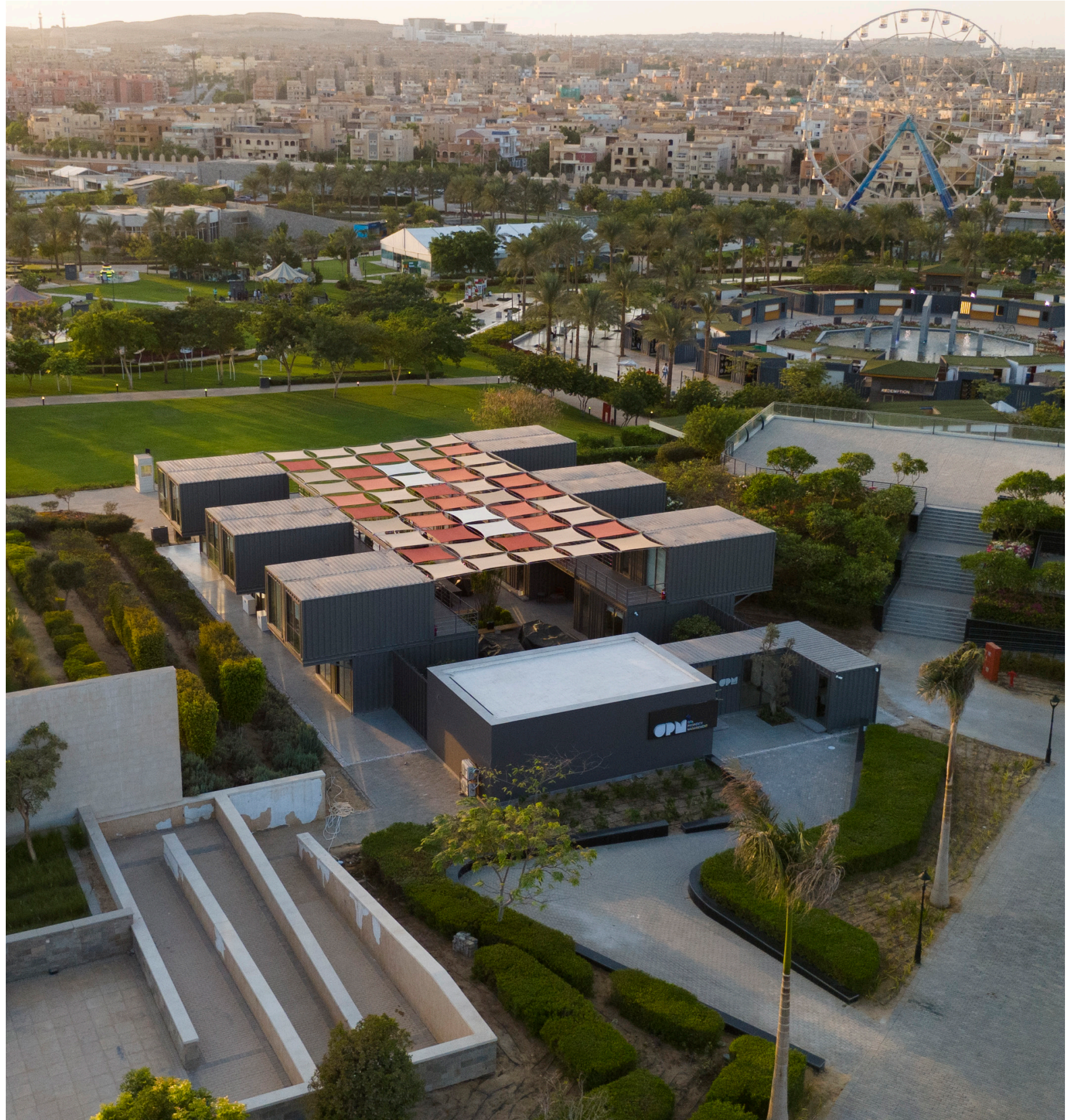


## **4- PILOT PROJECTS**

Pilot projects can showcase the feasibility and benefits of sustainable building solutions in real-world settings.

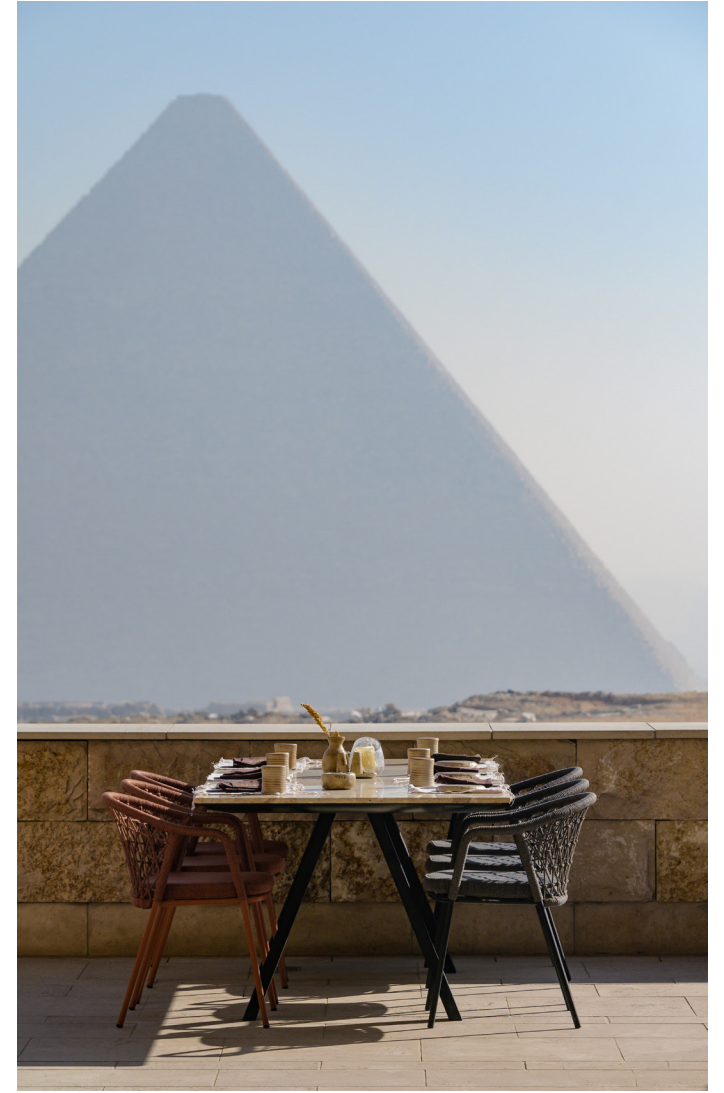


## OPM SALES CENTER - REPURPOSED CONTAINERS





# KHUFU'S RESTAURANT - LOCAL AND RECYCLED MATERIALS



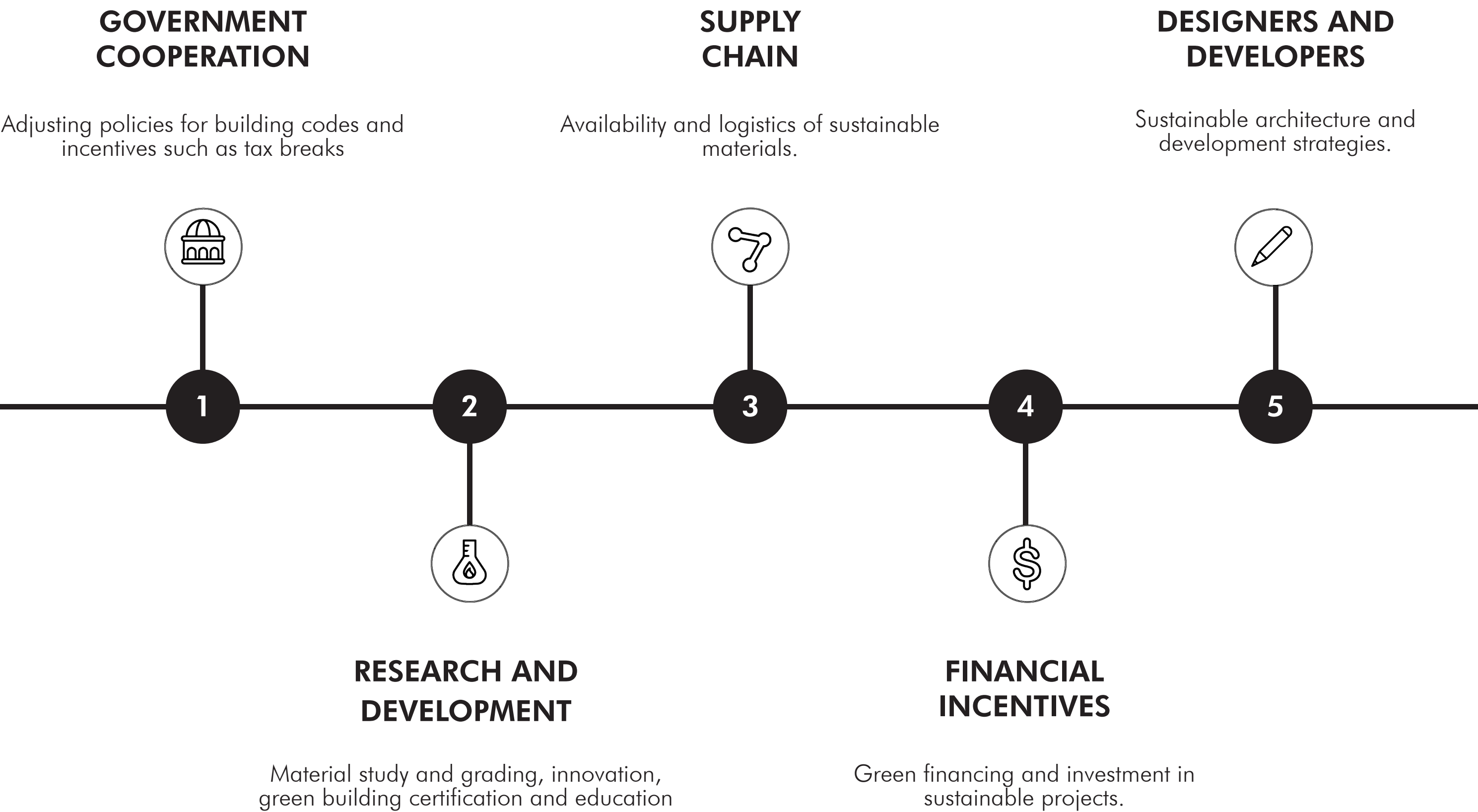


# CONSOLEYA COWORKING SPACE - ADAPTIVE REUSE





# COLLABORATIVE ECOSYSTEM

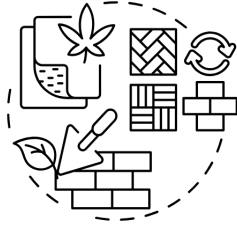
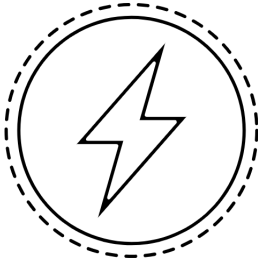
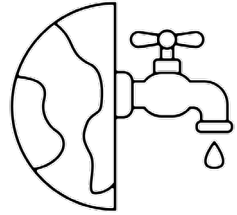
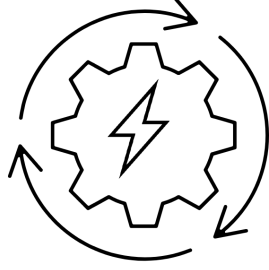




TOGETHER TOWARDS A **GREENER** FUTURE

# FORBES INTERNATIONAL TOWER

## SUSTAINABLE STRATEGIES AND RESULTS

THEME	STRATEGIES	ANNUAL PERFORMANCE RESULTS	
<div></div> <div>MATERIALS</div>	<div>MATERIAL OPTIMIZATION</div> <div>LOW CARBON CONCRETE</div> <div>X-CARB REBAR</div>	<div><b>58%</b></div> <div>REDUCTION IN EMBODIED CARBON</div> <div>60 MILLION kgCO<sub>2</sub>e AVOIDED ANNUALLY</div>	<div><b>=400</b></div> <div>ACRES OF FOREST SAVED</div>
<div></div> <div>ENERGY</div>	<div>UNDER FLOOR AIR DISTRIBUTION</div> <div>ADAPTIVE LIGHTING</div> <div>HIGH PERFORMANCE ENVELOPE</div> <div>POWER OVER ETHERNET</div>	<div><b>46%</b></div> <div>REDUCTION IN ENERGY USE</div> <div>6.3 MILLION kgCO<sub>2</sub>e AVOIDED ANNUALLY</div>	<div><b>=1400</b></div> <div>CARS OFF THE ROAD</div>
<div></div> <div>WATER</div>	<div>SMART MONITORING</div> <div>GREY WATER RE-USE</div> <div>RAINWATER COLLECTION</div> <div>HIGH EFFICIENCY FIXTURES</div>	<div><b>74%</b></div> <div>REDUCTION IN WATER USE</div> <div>9.4 MILLION LITERS SAVED ANNUALLY</div>	<div><b>=3.7</b></div> <div>OLYMPIC SWIMMING POOLS FILLED</div>
<div></div> <div>ENERGY PRODUCTION</div>	<div>PREMIUM MONOCRYSTALLINE PV</div> <div>FULLY OFF-GRID ELECTRICITY</div> <div>GREEN H<sub>2</sub> FUEL CELLS</div> <div>GRID CARBON OPTIMIZATION</div>	<div><b>25% SOLAR</b></div> <div><b>100% H<sub>2</sub></b></div> <div>1.8 MILLION kgCO<sub>2</sub>e AVOIDED ANNUALLY</div>	<div><b>=150</b></div> <div>HOMES' POWER FOR A YEAR</div>

