

Shopping

Overview Egypt is a wonderland of shopping opportunities. It provides a huge variety of everything from antiques to clothing and jewelry. Egypt also offers an incredible selection of shopping venues, leisurely and cultural activities as well as a bustling nightlife. Shopping ranges from the famous Khan el-Khalili souk, a bazaar largely unchanged since the 14th century, to modern air-conditioned centers displaying the latest fashions.

Shopping for Souvenirs For souvenirs, most tourists head to Khan Al-Khalili (Islamic Cairo), one of the world's oldest bazaars. It is famous for its unusual, typical oriental souvenirs and handmade crafts such as goods made of wood inlaid with mother-of-pearl, papyrus, soapstone carvings, alabaster carvings, copperware, traditional clothes and costume jewelry. Cafes, restaurants, shops and a large number of vendors and buyers create a dynamic panorama of the place. Bargaining is a part of life in these markets and bazaars.

Shopping in Hypermarkets and Supermarkets A noticeable shift has taken place in consumers' attitudes towards shopping. Middle and upper-income consumers have started to trade up to shopping in supermarkets and hypermarkets as they offer higher quality food products than traditional independent stores.

Hypermarkets and supermarkets sell affordable goods and have good selections in terms of vegetables and fruits, meats, dairy products, toiletries, canned goods and household products. Many supermarkets carry imported products. The set-up of the typical supermarket or hypermarket is very clean and organized, and most have credit card counters and ATM machines.

Name	Form	No. of outlets	Contacts
Metro Market	Supermarket	18	Industrial zone, zahraa el maadi, district 5, p.o box 45 maadi Tel:202-5218080 Fax: 202-5218098 www.metro-markets.com

Name	Form	No. of Outlets	Contacts
Awlad Ragab	Supermarket	8	129, Mostafa El Nahas St. Nasr City, Tel: 202-6712176
Shoprite	Supermarket	7	158, El Hegaz St. Heliopolis Tel: 202-6239109 Fax: 202-6240625
Abu Zekri	Supermarket	4	9, Mohi El Din Abul Ezz St. Mohandeseen Tel: 202-3353020
Al Mahmal	Supermarket	4	7, El Nasr St. New Maadi Tel: 202-7545245 Fax: 202-7545254
Oscar	Supermarket	2	105, Omar Ibn El Khatab St. Heliopolis, Tel: 202-2904838
Seoudi	Supermarket	3	68, Al Quds Al Sharif St. off Hegaz St. Mohandessin Tel: 202-3463570 Fax: 202-3464809
Alfa	Supermarket	5	4, El Malek El Afdal St. Zamalek Tel: 202-7370801 Fax: 202-7370801
Royal House	Supermarket	2	4, El Athary Ibn Nafea St. Osman Buildings, Heliopolis Tel: 202-4514447 Fax: 202-4514448
On the Run (Exxon Mobil)	Supermarket	10	Mobil & Esso gas station
Carrefour	Hypermarket	3	Kattanya Ring Road, Maadi Tel: 202-5204300 Fax: 202-5204305
Hyper One	Hypermarket	1	El Shaikh Zaied City, 6th of October, Cairo. Tel: 202 8504778 02 8504779 - 02 8504780
Spinneys	Hypermarket	1	City Stars
Zahran	Supermarket	5	Marina, Sidi Krir Northern coast

Shopping in Malls and Centers

The shopping mall phenomenon has steadily increased since 1989. There are many shopping malls (around 30 centers) around Cairo, featuring Western-style clothing stores, as well as famous brands.

The most successful shopping malls, in terms of the number of visitors, are those that cater to middle-income consumers. The highest concentration of shopping malls is in Nasr City.

Name	Contacts
Arkadia Mall	Corniche El Nile St., Boulaq Tel: 202-5792082/ 202-5747097 Fax: 202-5767908
City Center	3, Makram Ebeid St. Nasr City Tel: 202-2738844/ 202-2738855 Fax: 202-8738844
El Akkad Mall	El Nasr Road, Nasr City Tel: 202-4194247 Fax: 202-4170729
El Horreya Mall	El Ahram St., Heliopolis
Florida Mall	El Sheikh Ali Gad El Haq St., behind Sheraton Heliopolis, Heliopolis Tel: 202-2684293/ 202-2631222/4 Fax: 202-2684293
Genena Mall	9, Dr. Al Batraway St. from Abbas El Akkad st. Nasr City Tel: 202-4047901/202-8631222/4 Fax: 202-2631226 www.genena.com
Maadi Grand Mall	250, Koleyat El Nasr st. Nasr Square Maadi Tel: 202-5195380 Fax: 202-5195380
Platinum Mall	24, Shehab St., Mohandessin Tel: 202-7624312/ 202-7624313 Fax: 202-3339222
Ramses Hilton	Ramses Hilton Hotel Annex, Abd El Monaem Reyad Square, Downtown Tel: 202-5747435/ 202-5747436 Fax: 202-5747437
Serag Mall	End of Makram Ebeid St., Nasr City Tel: 202-4060555 Fax: 202-4060438
Sports Mall	80, Shehab St. Mohandessin Tel: 202-3026432 Fax: 202-3026433
Tiba Mall	75, B El Nasr Road, Nasr City Tel: 202-4029076 Fax: 202-4023601

Name	Contacts
Wonderland Mall	End of Abbas El Akkad St., Nasr City Tel: 202-4018807/34/43 Fax: 202-4018802
Yamama Center	3, Dr.Taha Hussein St. Zamalek Tel: 202-7361587

City Stars

Cairo's largest shopping mall, City Stars, offers a wide range of local brand names and has attracted international outlets as well.

While the shopping selection is overwhelmingly fashion oriented, there are also shops carrying furniture, interior lighting, kitchen and dinnerware, electronics and appliances.

The center offers a gold market (Khan El Khalili Treasures), which features traditional souvenir items such as galabeyas, copper, silver and gold jewelry/goods and the ubiquitous papyrus (for shoppers who don't have time to shop in Islamic Cairo).

City Stars also offers a wide variety of coffee shops and restaurants and a vast food court with 12 outlets. For entertainment, there is a multiplex cinema equipped with 13 screens and an in-door theme park (Magic Galaxy). Also, the center abuts the 790-room Intercontinental Heliopolis Hotel.

Stars Center's new retailers have expanded the choice of major international brands made available in Egypt for the first time, such as: **Benetton, Sisley, Charles & Keith, Mont Blanc, Philippe Charriol, Morgan, Guess, Levi's jeans, Esprit, CAT, Paul&Shark, Mango, Virgin Mega Store, Villeroy &Boch, Women's Secret, Promod, Energy/Miss Sixty.**

Name	Contacts
City Stars	Omar Ibn El Khatib St. Star Capital, Heliopolis Tel: 202-4800553 Fax: 202-4800556 www.citystars.com.eg

Luxury Retail Stores

Cairo has also other luxurious shopping centers such as First Mall (part of the Four Seasons Complex In Giza), and Beymen Center (retail store at the Four Seasons Nile Plaza complex).

First Mall Located in the upscale Giza district flanked by the Nile River, residential villas, the French Embassy and the Cairo Zoo, First Mall is part of a large complex that includes luxurious condominiums, The First Residence and the five-star hotel.

First Mall at Giza is designed for the discerning shopper. In an ambience of luxury and elegance, it offers its customers only the finest stores and name brands, all internationally well recognized, such as *Versace, Guess, Bvlgari, and Montblanc*, in addition to local favorites such as *Concrete, Dailydress and Nike*. All the fashion retailers offer first-class clothes, with styles following the latest trends.

In addition to a variety of fashions for men, women and children, there are shops offering furniture fabrics, perfumes and cosmetics, watches, gifts, silver, optiques and antiques.

In the center of the mall, a cafeteria (*la Gourmandise*) surrounds a fountain and a catwalk for fashion shows.

Name	Contacts
First Mall	35, Giza St. Giza Tel: 202-5738500 Fax: 202-5713638 www.firstmall-egypt.com

Beymen Center The luxury retail house, *Beymen*, has opened its first store in Egypt, offering shoppers a selection of 90 prestigious international fashion brands at its two-story outlet in the *Four Seasons Nile Plaza Hotel, Cairo*. With labels including *Dolce & Gabbana, Yves Saint Laurent, Miu Miu, and Prada*, it offers many Egyptian discriminating consumers their first opportunity to buy imported designer goods in their home country.

Observers have described Beymen's entry as a significant development in the local retail market with the potential to compete with luxury retailers in European capitals and the Gulf.

Name	Contacts
Beymen	1089, Corniche El Nil, P.O. Box 63 Maglis El Shaab, Garden City 11519, Cairo Tel: 202- 7917000 Fax: 202- 7916900 www.fourseasons.com

Galleria Center

Set against a stunning, panoramic backdrop of the Nile River, the **Grand Hyatt Cairo** is home to Cairo's most spectacularly located shopping and leisure center, **Galleria**, which features seven floors of retail shopping outlets and entertainment facilities, including two cinemas, a multi-purpose auditorium, a high concept entertainment floor, luxury showrooms, high-pitched oriented boutiques, popular retail outlets, and a children's floor and a food court.

Visitors can take a break on the first floor where the **Galleria Food Court** offers a variety of menus under the supervision of Grand Hyatt Cairo's renowned food and beverage department.

For children, **Galleria Kids Club** offers fun-filled days of games, drawing, painting, and cartoons.

Name	Contacts
Galleria	Inside Grand Hyatt Hotel, Garden City Tel: 202-3651234 Fax: 202-3621927 www.cairo-grand.hyatt.com

References:

- "Oriently" the Business Directory, July 2005.
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