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A leading real estate entity born from the merger of Mohamed Hassan's expertise in marketing and real estate development with Al Mashreq Construction's experience in building and engineering.



TAGLINE

“ Smart vision, Successful investment. ”

Who We Are

An exceptional real estate entity built on the fusion of strategic and engineering expertise, aiming to deliver premium, fully integrated projects meticulously designed to suit the Egyptian market.





OUR STORY

Urban Edge is a distinguished real estate developer established through the merger of two strong legacies:

Mohamed Hassan – bringing over 15 years of expertise in real estate marketing and development, with a proven record of exclusive projects and collaborations with Egypt's top developers. His vision extends beyond sales, contributing to site selection, pricing strategies, and market positioning.

Al Mashreq Construction – led by Eng. Mostafa and Eng. Khaled El Shabasy, with over 40 years of engineering excellence and a portfolio that includes landmark residential and construction projects across Alexandria, Cairo, October, Maadi, and the North Coast.

Together, this synergy created Urban Edge, a forward-looking entity that combines strategic insight with engineering expertise to deliver premium, integrated, and carefully designed projects tailored to the Egyptian market.

Our debut project, Yuva, is a 5-acre boutique compound featuring 36 standalone villas, strategically located in the Green Belt, setting a new benchmark for refined living experiences.

Vision

“To become a leading force in real estate development,
delivering exceptional communities built on precision,
creativity, and trust.”



Mission

“Our mission is to merge decades of engineering expertise with modern marketing strategies to create residential projects that exceed expectations and provide lasting value.”



Our Projects

"A collection of projects that reflect our vision, creativity, and commitment to excellence."

"Showcasing the projects that shaped our journey and delivered real impact."

"Our projects represent the blend of innovation, strategy, and design that define us."

"From ideas to execution — here's how we turned visions into success stories."



YUVA





Smart Towers (Smouha)



Smart Towers (Smouha)



Al Saraya Style Towers (Smouha) – Area: 2000 m²



Al Saraya Towers (Smouha), in front of Green Plaza



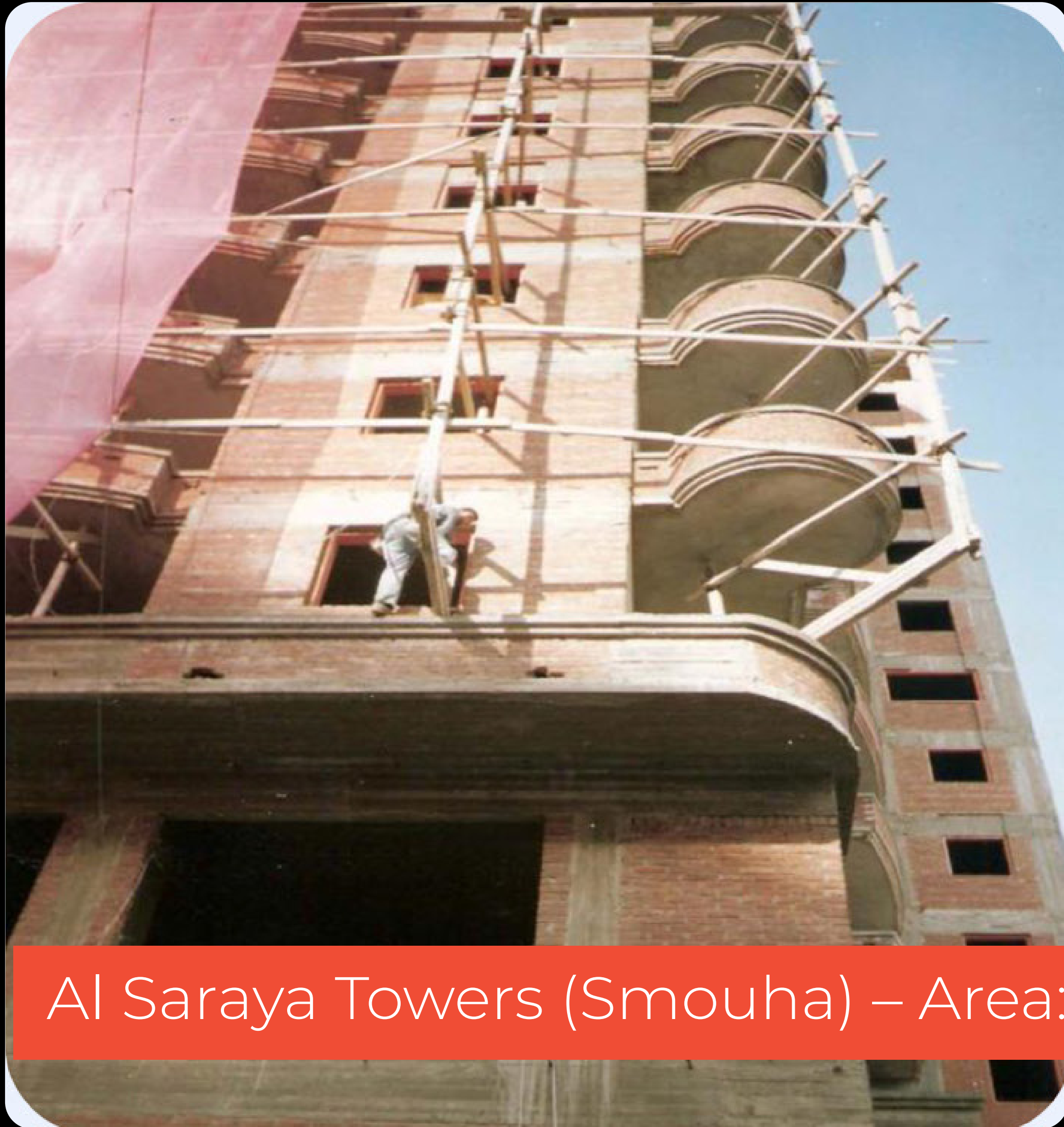
Al Saraya Towers (Smouha), in front of Green Plaza



Al Saraya Towers (Smouha) – Area: 2000 m², in front of Green Plaza

A photograph of a modern, multi-story residential building with a curved facade and numerous balconies. The building is light gray with white accents. To the right, a taller, older brick building is visible, featuring a prominent minaret with a yellow dome. The sky is overcast.

Maadi Towers



Al Saraya Towers (Smouha) – Area: 2000 m²



Al Saraya Towers (Smouha), in saba basha



Qasr Al Amani Tower – Matrouh



Al Safwa Specialized Center for Ophthalmology & Laser



Smart Towers (Smouha)

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