MOT for Investment & Projects is Egyptian Joint Stock Company owned 100% by Egyptian National Railway Authority.


Activity: Utilizing ENR non operational assets in different investment activities.

Capital:
- Authorized: EGP 200 MM
- Issued & Paid: EGP 50 MM
A Pioneer Investment Company managed according to international standards. Creating a model that can be replicated in different public sector.
Develop and Capitalize on revenue sources via a comprehensive optimization and application of ENR non operational assets. In keeping with the approach and principle ideologies of creating new job opportunities to fulfill our corporate social responsibility and maintaining the organizational objectives in registering and documenting ENR land bank as a pinnacle of National Equity.
Activities

- Real Estate
  - Commercial Centers
  - SMEs
  - Land Registration & Legalization
- Advertising
- Logistics
Organizational Structure

Support Divisions

Business Lines

- Real Estate
- Comm. Centers
- Advert.
- SMEs
- Logistic

Total Number of staff: 180
Business Lines: 65
Support Division: 75
Administrative Assistance: 40
Advertising Activity

– Rail Asset Base:
  • Developing advertisement business in ENR asset base through indoors and outdoors products.

– Cairo Metro:
  • Developing the advertisement business in Cairo Metro 3 lines for 5 years through indoors and outdoors products.
  • Currently a full due diligence is taking place to extend the contract maturity for 10 years to align with the cooperation contract under negotiation with a world class indoor advertising company JCDECAUX.
In 2014, MOTIP won the tender for 5 years right of use advertisement business for Cairo Metro 3 lines against a total amount of EGP 175 millions.

The contract was signed and started activation in March 10th 2015.

Since initiation to date total amount due and paid to Metro Co. amounted to EGP 46 Million.
Metro Activities

• Indoor:
  – Metro 3 lines 64 stations plus extensions
  – Light box / Wall Posters
  – Radio Advertising / TV. Commercials
  – Ticket Gates/ Tickets Windows
  – Interactive Media
  – Metro Body
  – Activation

• Outdoor:
  – Billboards and Mega.
Indoor Activity

• Indoor retail business is mainly targeting short term advertising.
• Due to the nature and value of indoor location, we are bundling number of locations to be rented out in one contract.
• Since initiation we contracted 96 contracts with total number of Locations amounting to 250 spot/site against a total value of EGP 7.2 MM.
• We are currently negotiating with one of the most reputable multinational advertising company specialized in metro indoors “JCDEAUX “ to cooperate in the indoor business for METRO territory through 10 years renewable contract.
Outdoor Activity

• Since bidding for the right of use of Metro 3 lines advertising business, a full technical scanning for the whole territory was processed to identify the locations fitting to outdoor advertising business where 40 outdoor location was identified.

• The Cairo Governorate/ local authorities / regulator was approached to finalize the related licenses & permissions, only 25 locations got the initial approval from the authorities and 15 still pending.

• 21 location was tendered, out of which, 10 contracts was placed with total value of EGP 90 million over 4-5 years

• To date, only 4 contracts was activated with total value of EGP 31 million over 4 years.
Advertiseing Agencies

- Mega Print
- Stream Line
- Step
- Creation Team
- Color Studio
- Contrast
- ETAC Promo
- Easy To Have
- Beyond Advertising

- AL Wadi Advertising
- Al Alamya
- Kemet Radio
- Market Place Media
- Bee Works
- El Karma
- Emco Group
- Hot Zone
Obstacles

• Regulatory issues
  – Locations approvals by the governorate.
  – Right of vision for governorate (cost 20% of top line)
  – Timeline of the whole process
  – Urban Harmony authority for locations approval

• Related parties:
  - Approval from different authorities to utilize locations (bureaucracy).
  - Approving architect plan for billboards at METRO company (some plans lapsed from March to October to get approval)
Suggestions

• High level Coordination with:
  – The Governorate/ Legal authority / Regulator.
  – Urban Harmony Authority.
  – Related Parties
Thank You