





BRX
BUSINESS AND
SOCIAL DISTRICT

A GEOMETRY OF LIFE.

Inspired by

the rapid evolution of New Cairo into a dynamic business hub, **BRX** was envisioned as a smart, future-forward destination that bridges efficiency with premium experience.

The project is designed to empower investors and businesses with flexible, intelligently planned spaces that maximize value per meter, while creating a vibrant commercial ecosystem that attracts footfall, drives growth, and sustains long-term returns.

Every element—from layout efficiency to architectural identity—reflects a commitment to performance, accessibility, and modern urban excellence.

TABLE OF CONTENTS

Subject	Page Number
ABOUT RAYZ _____	06
AL SHAMS PORTFOLIO _____	10
BRX OVERVIEW _____	14
LOCATION _____	40
MASTER / FLOOR PLAN _____	48
AMENITIES _____	56
ARCHITECTURE _____	60
OUR PARTNERS _____	66

SECTION 01
ABOUT RAYZ



was established in 2025, built on the legacy of AlShams for Contracting & Engineering Works, a trusted name in Egypt's construction sector since 1987.

For nearly four decades, AlShams has delivered landmark projects across educational, medical, commercial, industrial, infrastructure, residential, resort developments.



rayz [®] DEVELOPMENTS

ALSHAMS PORTFOLIO

Alshams projects earned a reputation for quality, reliability, and long-term trust.

BUILT FOR WHAT'S NEXT



NEW GIZA



HYDEPARK NORTH COAST



VILLETE NEW CAIRO



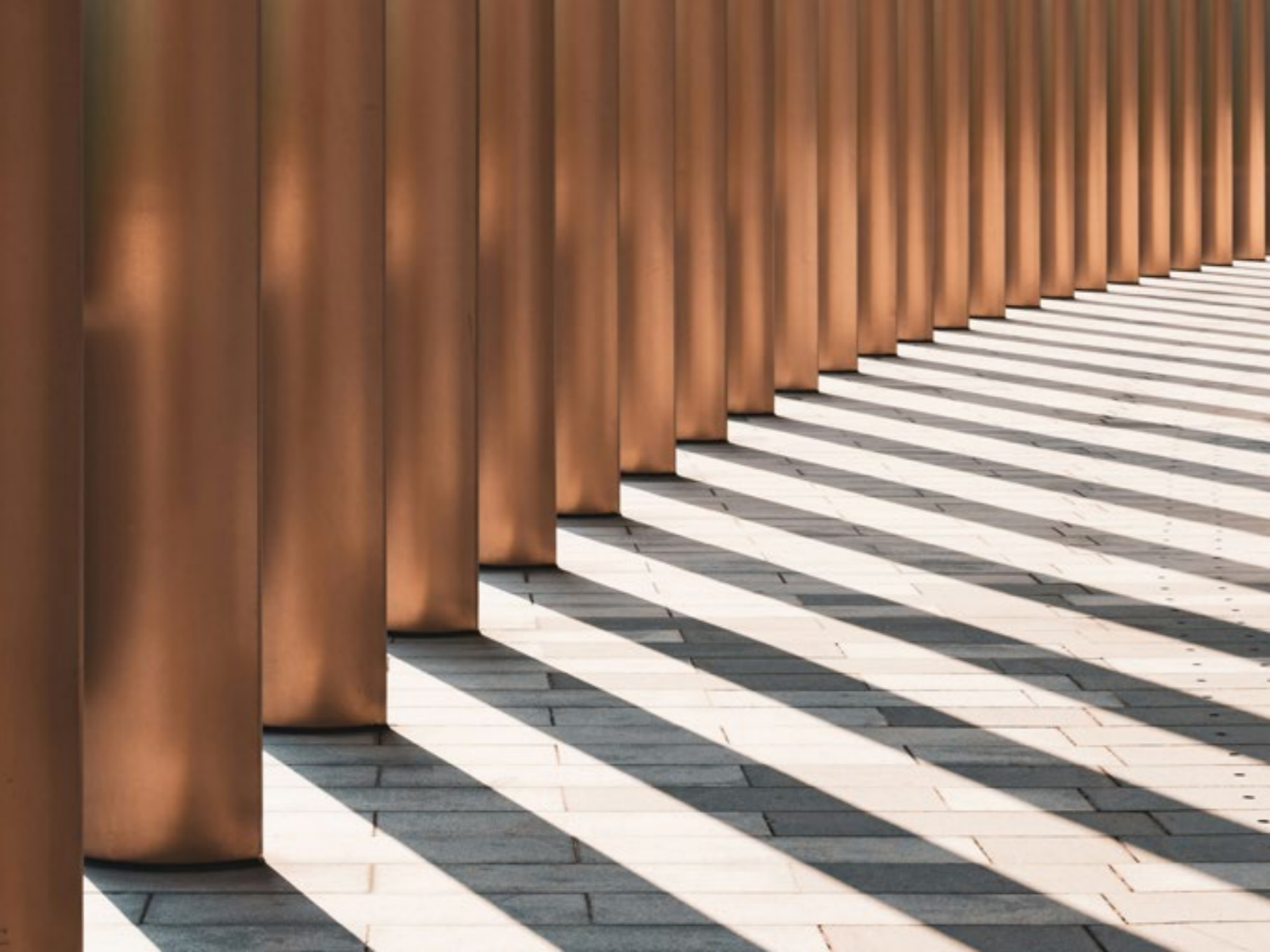
SEASHELL RESORT



GEZIRA SPORTING CLUB



PLATINUM CLUB



rayz[✦] DEVELOPMENTS[®]

represents a strategic evolution from construction to development, shifting focus from executing buildings to creating fully integrated destinations.

The company develops projects that balance quality, function, efficiency, and long-term value.

Today, **RAYZ** focuses on delivering high-quality commercial, administrative, and warehouse developments that respond to real business needs, with a long-term vision extending toward residential communities designed as complete, connected environments.

SECTION 02
BRX OVERVIEW



BUILT FOR WHAT'S NEXT



New Business
Destination in New Cairo.

BRX is a mixed-use business destination by **RAYZ Developments**, located on Mohamed Naguib Axis in New Cairo.

Designed to bring administrative and commercial spaces together, **BRX** offers a smarter, more efficient alternative to traditional commercial developments.

A close-up photograph of a person wearing a white shirt with a brown leaf pattern and a grey blazer over an orange tie. The person is holding a large, light green and white striped fan. In the foreground, the slats of a wooden Adirondack chair are visible. The background is slightly blurred, showing an outdoor setting.

BRX

BUSINESS AND
SOCIAL DISTRICT



ETAME

BRX

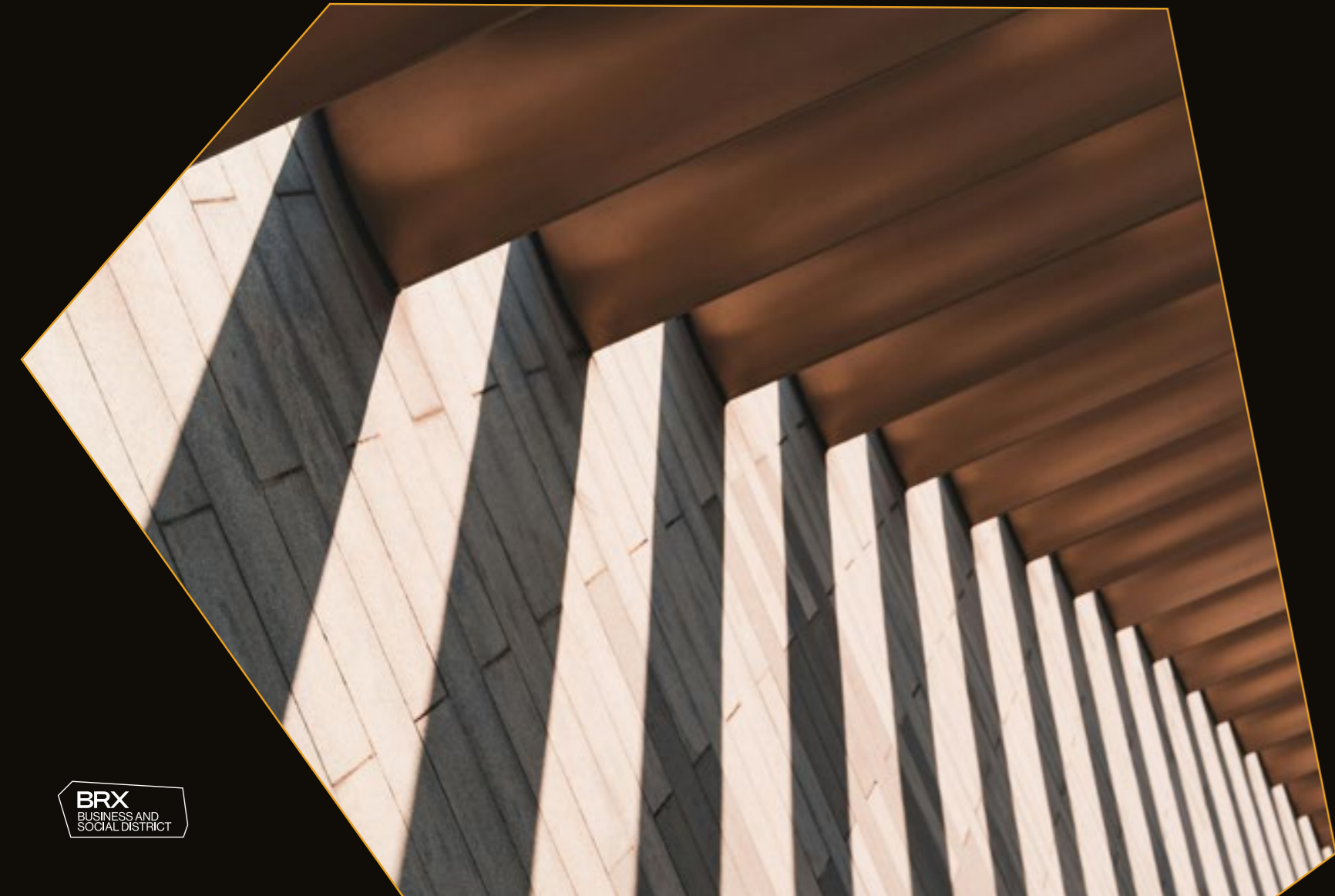
SHO



It's a destination built to work.

The project responds to how businesses operate today: flexible, fast-moving, and growth-driven. Rather than prioritizing image or excess, **BRX** focuses on clarity, usability, and long-term value.





No wasted space. No unnecessary features. Every element is intentional.

The name **BRX** is derived from **[Bricks]** a reference to strong foundations and modular thinking. Like building blocks, BRX is designed as a flexible system.

Spaces can be configured, expanded, or optimized depending on business needs.

This modular approach allows companies to grow without friction and investors to maximize efficiency.



One destination, two core components

Each component functions independently while remaining fully integrated within the broader **BRX** ecosystem.

BRX is clearly structured into two main components to ensure smooth operations and clarity of use:

ADMINISTRATIVE SPACES

Designed for startups, SMEs, and established companies seeking efficient, professional work environments.

COMMERCIAL SPACES

Designed for retail, F&B, services, and business-facing brands that depend on accessibility, visibility, and daily footfall.



SHOP SINAGE

SHOP SINAGE

SHOP SINAGE

BRX

BRX





BRX

is the first chapter
of the vision.

BRX was created in response to a changing market. Businesses today need spaces that are adaptable, efficient, and well-located, not oversized or over-designed.

BRX brings work, commerce, and daily movement together in one connected destination.

It supports business growth, operational clarity, & investment performance, without unnecessary complexity.

EVERY SQUARE METER
AT BRX
IS DESIGNED
TO PERFORM.

01

Modular, flexible layouts
inspired by building blocks.

02

Maximum efficiency with
minimal wasted space.

03

Clear zoning that
supports daily workflows.

04

Practical design that
prioritizes function
over excess





ATELIER
COUTURE

TECH
INNOVATIONS

ACCESSORIES | LEVEL 1

BIBLIOTHÈQUE
MODERNE

AURORA
DESIGN

AURORA
DESIGN





OP SPACE

BRX

BRX

SECTION 03 LOCATION

BRX is strategically located on **Mohamed Naguib Axis, New Cairo**, one of the area's most active and growing corridors.

BRX
36,500 Sq. m.

Direct on Mohamed Naguib Axis

2 mins Gamal Abdel Nasser Axis	5 mins South 90 Street	9 mins District 5
6 mins German University in Cairo (GUC)	13 mins American University in Cairo (AUC)	35 mins New Administrative Capital

Positioned along Mohamed Naguib Axis, BRX benefits from direct connectivity to New Cairo's most active destinations.

This strategic location supports consistent movement, strong visibility, and long-term business value.

BUILT FOR WHAT'S NEXT

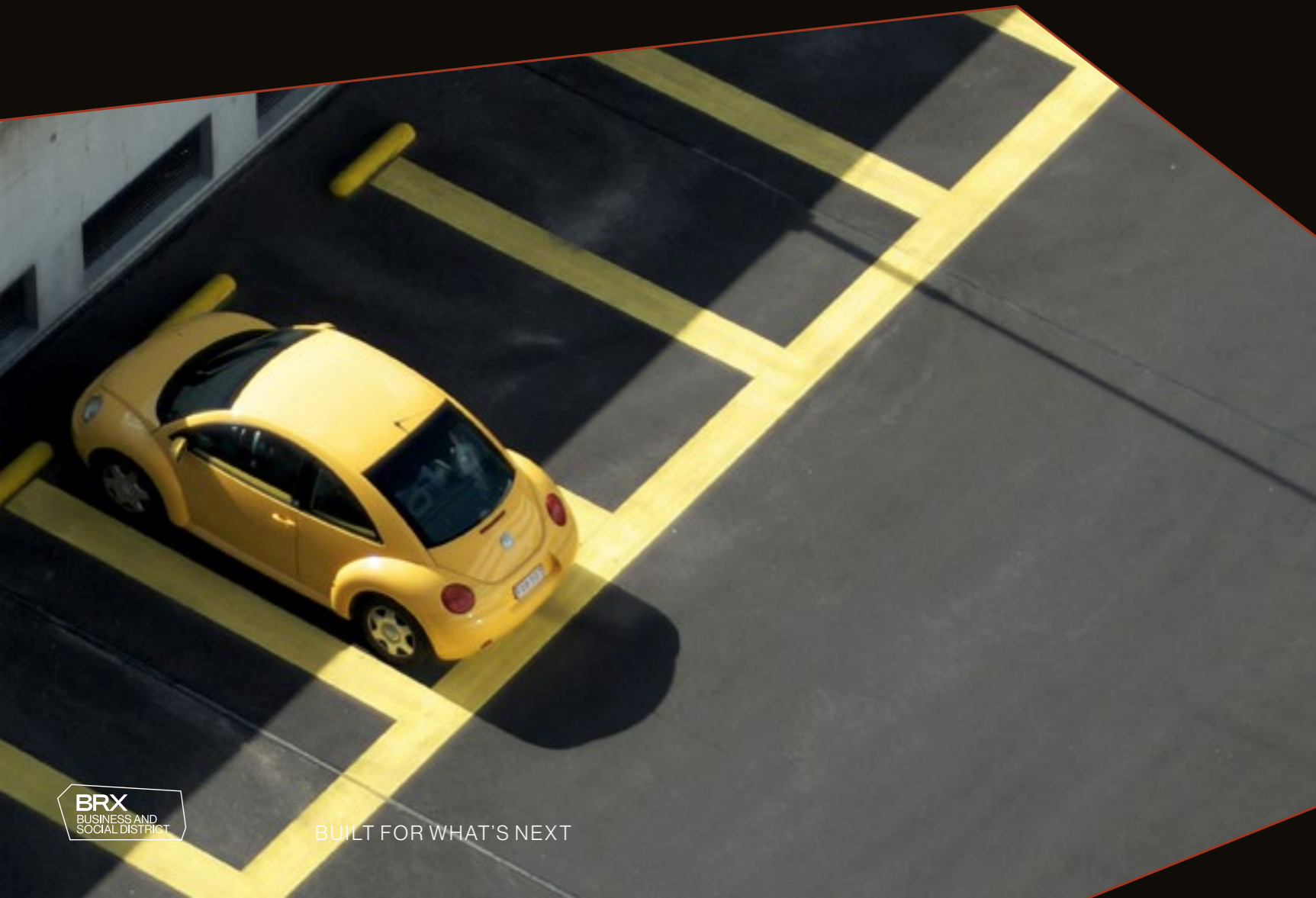




BRX

CALF BURGER

105



Location & Accessibility

01

Close to 90 ST.

02

Direct on Mohamed Naguib Axis.

03

Approximately 36,500 Square Meter of parking capacity.

More than 800 Vehicles



BUILT FOR WHAT'S NEXT

**“A chosen destination,
not a convenience stop.”**



is not a place you encounter by coincidence, It is a destination you intentionally plan for.

DIVERSITY : Retail, business, social, lifestyle — all within one unified district.

SECTION 04

MASTER / FLOOR PLAN

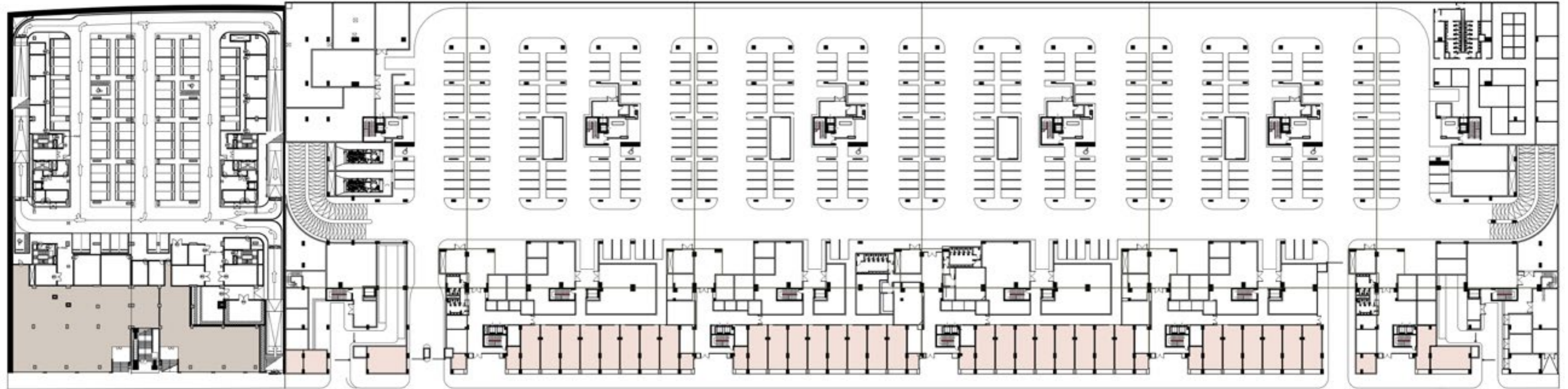
Phase 01

Phase 02

Administrative Spaces

Commercial Spaces
(including F&B, Retail and Entertainment)







The **BRX** masterplan is designed around clarity, movement, and future growth.



Zoning ensures smooth circulation and operational efficiency across all areas.

Final zone naming and diagrams will be introduced following approval of the master plan.



SECTION 05 AMENITIES





“The Power
of BRX.”

With
36,500

square meters, **BRX** is not limited by space. When Scale Becomes Strategy.

SECTION 06
ARCHITECTURE



BUILT FOR WHAT'S NEXT





Units and Spaces

BRX offers

a range of spaces designed to support different business models while maintaining flexibility.

Available Units:

- 01 Retail units.
- 02 Administrative offices.
- 03 Service-oriented commercial spaces.



Design Approach

01

Flexible layouts that adapt to growth.

BRX is a social and business district built on the alchemy between two worlds: admin and retail.

02

Efficient floor plans with strong façade visibility.

Both experiences are seamlessly connected through one cohesive approach.

03

Spaces designed for real usage, not wasted area.

Bricks are embedded into the project's design and architecture, interpreted differently across each space to serve both functions while creating a rich visual experience for the audience. BRX is built for what's next.

SECTION 07 OUR PARTNERS



BUILT FOR WHAT'S NEXT

BRX is

proudly supported by a distinguished network of partners whose expertise and collaboration drive the project's excellence and success.



EMG
Electro-Mechanical Design
Group Consultant



AVA
CREATIVE
SOLUTIONS



BCE
Behairy Consulting
Engineering





BRX

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Plot 4A, Mohamed Naguib Axis,
3d Settlement, New Cairo.

Built for
What's

Next