

Press release

Tourah Cement, in cooperation with Cairo Governorate, supports development of Al Fawakhir village in Fustat

7 November 2021, Cairo -- As part of the continued cooperation between private institutions and government efforts, Tourah Cement Company, a subsidiary of Suez Cement Group of Companies (SCGC), supported the renovation of Al Fawakhir village, which includes 152 pottery studios in the Fustat area located in Old Cairo.

The renovation and development work included painting the front of the building and planting trees, as well as providing all utilities in a way that reflected the beauty of the village. This comes within the governorate's plan to highlight the village as a tourist destination in Cairo as well as its programme to promote the pottery market locally and globally and support handcrafts.

Al Fawakhir village has now turned into a reputable centre for modern pottery, where visitors can tour the pottery galleries and showrooms and enjoy the serenity of the greenery surrounding the place. Visitors can also buy colorful glazed potteries, including pots, vessels and decorative items that are sold much cheaper locally than in the shops in Cairo.

In this context, the Chief Executive Officer of SCGC, Jose Maria Magrina said, "The group is honored to collaborate with Cairo governorate to transform Al Fawakhir village from a derelict, economically defunct area into a vibrant, functioning, and sustainable village. The project adopted an innovative approach: the rehabilitation of an entire community, starting with infrastructure development and encompassing comprehensive economic and human development initiatives." Magrina added.

"The project was invaluable in demonstrating how partnerships between the private sector and the government can result in innovative, sustainable development initiatives." Magrina added.

SCGC's Chairman, Yasser al Naggar, said that "the Group is committed to shouldering and considering its social and environmental responsibilities, as we work on the basis of our deeply rooted message, namely "building a better future" and we will work to go in line with the country's policies in supporting social and economic development in line with Egypt's 2030 vision for sustainable development."

SCGC is a dedicated member of the community and plans to continue along this vein in the future.