

COMPANY PROFILE

Strategic Investments. Enduring Impact.

A diversified investment group shaping Egypt's economic future since 1976.

2026

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AT A GLANCE

Nearly five decades of purposeful growth

Scale built across strategic sectors.

Maxim Investment Group has grown from a single enterprise into one of Egypt’s most respected and diversified investment conglomerates. Its portfolio spans seven core sectors: urban development, hospitality, commercial and retail, healthcare, education, services, and industrial, each shaped by a long-term investment vision and a commitment to sustainable value creation.

Built to own. Designed to grow.

Research with precision, acquire with purpose, invest with discipline and evolve strategically as value matures.

A diversified platform with long-term exposure across Egypt's most vital sectors and regional growth potential.

1976
Heritage since

7
Strategic sectors

50+
Projects

25+
Companies



1976

Founder
Mr. Wagdy Karrar

OUR HERITAGE

From legacy to long-term value.

Founded in 1976 by Mr. Wagdy Karrar as San Marco Italian Furniture, Maxim began with a bold vision: to build an investment enterprise defined by ambition, integrity, and lasting value.

Nearly two decades later, that vision has evolved into Maxim Investment Group, one of Egypt's most established and diversified investment groups. Under the leadership of Chairman Dr. Mohamed Wagdy Karrar, Maxim is entering a new era of growth, guided by a forward-looking generational mindset, strategic foresight, resilience, and disciplined long-term investment.

From its entrepreneurial beginnings to its diversified portfolio today, Maxim continues to build businesses, shape industries, and create enduring value for generations to come.



MESSAGE FROM THE CHAIRMAN

“ At Maxim, we invest with purpose, driven by integrity, innovation, and a deep belief in Egypt's future. ”

Our legacy is built on creating lasting value for generations to come.

Dr. Mohamed Karrar

CHAIRMAN, Maxim Investment Group

OUR JOURNEY

Key milestones across five decades.

1976-1985

Foundation & Development

Trade, housing, construction, and enterprise foundations.

1986-1995

Market Consolidation

Operational discipline, market growth and institutional development.

1996-2005

Real Estate & Industrial Initiation

Real Estate growth, developments, and industrial ventures.

2006-2015

Real Estate & Hospitality Growth

Expansion across residential, retail and hospitality assets.

2016-2025

Diversification Era

Growth across healthcare, education, services, retail and F&B.

2026

Future Growth Era

Portfolio transformation, strategic partnerships and regional expansion.

OUR PHILOSOPHY

How we think.
How we invest.

Our Mission

To build a purpose-driven and strategically diversified investment platform that advances nation-building while embedding environmental and social responsibility into everything we do.

We are committed to creating long-term value through disciplined investment, operational excellence and sustainable growth across all sectors.

Our Vision

To lead sustainable growth across sectors through a human-centric approach, building lasting value while advancing innovation, excellence and diversification.

We aspire to shape a more resilient future by combining responsible business practices with a legacy of progress and long-term impact.

OUR CORE VALUES

The principles behind every decision.

01

Innovation

We embrace new ideas, emerging opportunities and smarter ways of creating value.

02

Excellence

We set high standards across every investment, operation and partnership.

03

Diversity

We build strength across sectors, markets, people and perspectives.

04

Integrity

We lead with transparency, accountability and trust.

05

Human Centricity

We invest with people in mind, building useful destinations and services.

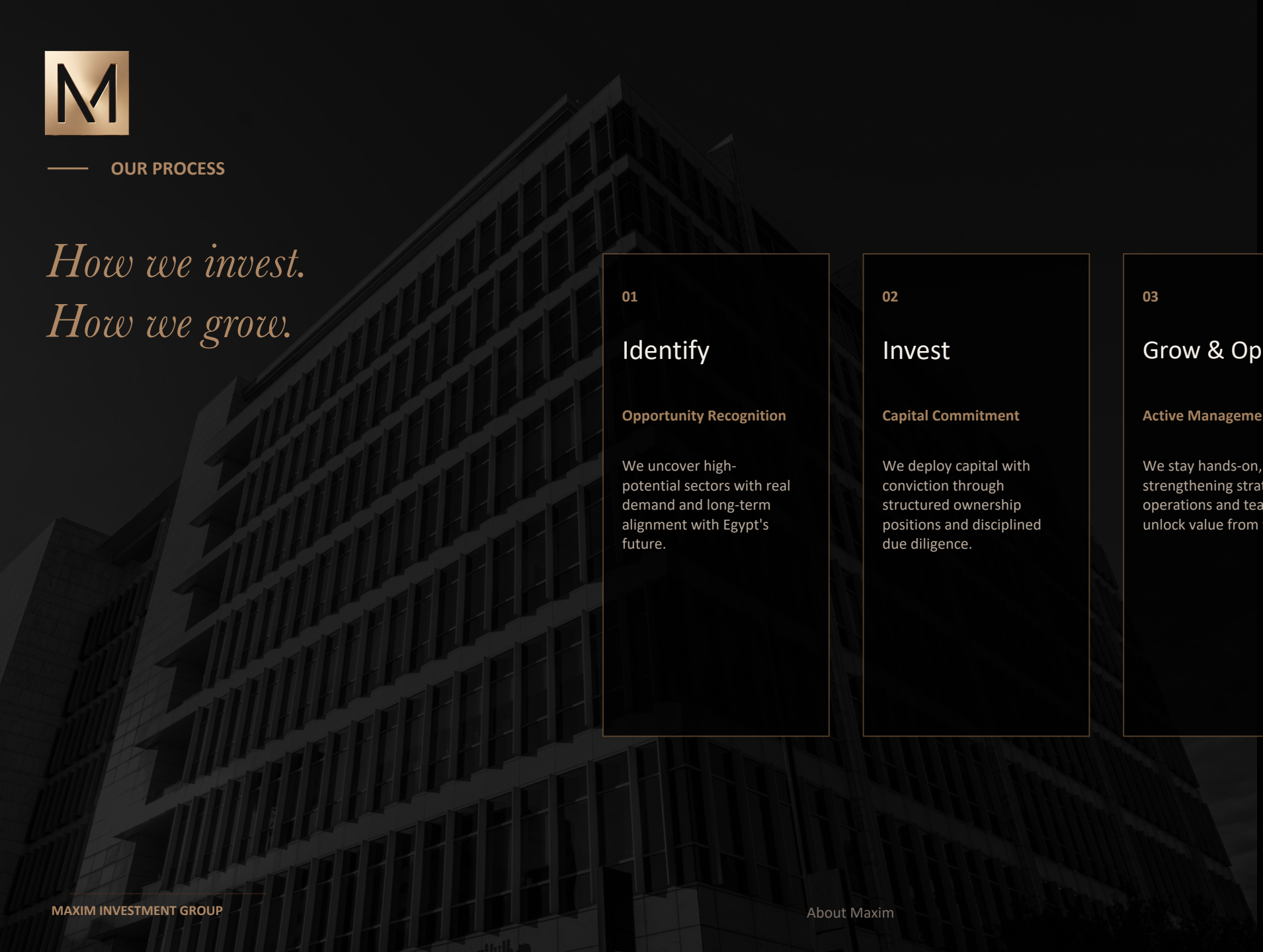
06

Sustainability

We grow with long-term responsibility to the environment and future generations.

OUR PROCESS

How we invest.
How we grow.



01

Identify

Opportunity Recognition

We uncover high-potential sectors with real demand and long-term alignment with Egypt's future.

02

Invest

Capital Commitment

We deploy capital with conviction through structured ownership positions and disciplined due diligence.

03

Grow & Operate

Active Management

We stay hands-on, strengthening strategy, operations and teams to unlock value from within.

04

Optimize

Strategic Evolution

We scale, restructure or exit at the right time, maximizing returns and renewing the portfolio.

OUR PORTFOLIO

Seven sectors.
One vision.

Each sector represents a commitment to excellence, long-term value and meaningful impact in Egypt's most vital industries.

LIV
Urban Development

ESCAPE
Hospitality

EXPERIENCE
Commercial & Retail

HEAL
Medical

LEARN
Educational

SERVE
Services

CREATE
Industrial

LIV

Urban Development

Integrated communities, destinations and urban experiences designed for lasting value.



LIV

SECTOR OVERVIEW

Built to shape places that endure.

Liv is the urban development arm of Maxim Investment Group. The foundation from which the Group's journey began, it creates integrated communities, destinations and urban experiences designed to serve people, strengthen cities and contribute to Egypt's long-term urban growth.

05
Projects

01 Maxim Heliopolis Residence
02 Maxim Residence
03 Maxim Country Club
04 Royal Maxim
05 Sornaga Industrial Park



LIV

Maxim Heliopolis Residences marks the beginning of Maxim Development's journey toward success, featuring 30 residential towers and buildings, each 8 to 12 floors high, strategically located in prime areas of Heliopolis. With easy access to nearby facilities, amenities, and main landmarks, these residences provide a blend of quality and convenience that has established our reputation in the industry.

MAXIM
HELIOPOLIS
— RESIDENCES —



LIV

Maxim Residence, established in 1998, is located in the serene surroundings of El Shorouk City,
Next to El Shorouk City Heliopolis Club. This community features 110 stand-alone villas and twin houses spread over 32 hectares. With plenty of greenery and innovative landscaping, Maxim Residence offers an elegant and comfortable atmosphere for all its residents.

Maxim Residence



LIV

Maxim Country Club is located off North 90th Street in New Cairo, directly opposite the AUC campus, and spans 85 acres. The compound features 320 standalone villas, each designed with unique architectural styles to cater to the diverse tastes and needs of its residents. In addition to luxurious villas, the development includes a mall and a clubhouse, offering a complete lifestyle experience.

Maxim Country Club



LIV

Royal Maxim is conveniently situated on the Ring Road in New Cairo, just five minutes from Cairo International Airport. The compound features 42 luxurious villas with modern architecture, elegant landscaping, and a premium Kempinski-operated hotel. Thoughtfully designed, Royal Maxim offers residents an exceptional living experience, blending convenience, luxury, and top-tier amenities in a prime location.

Royal MAXIM

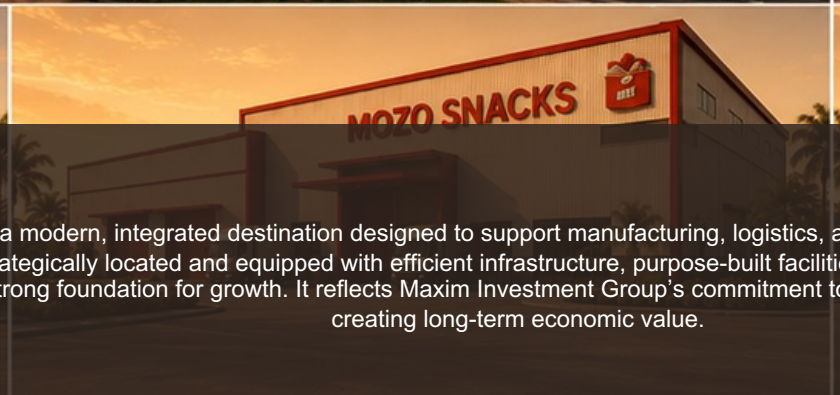


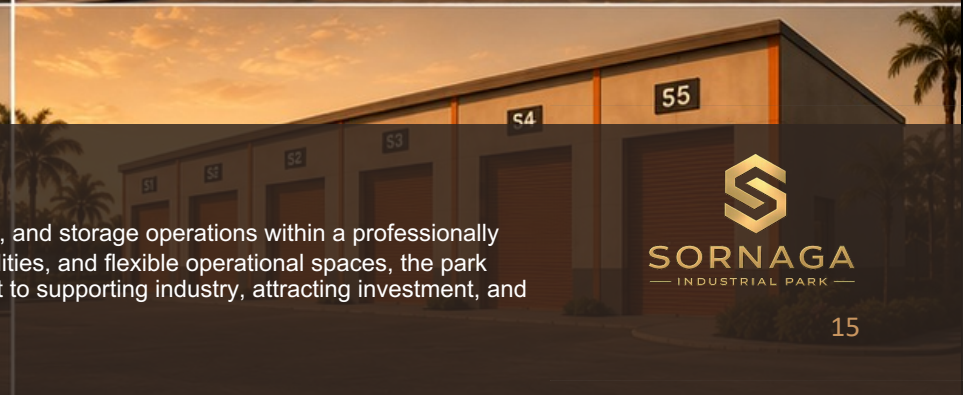












LIV

Sornaga Industrial Park is a modern, integrated destination designed to support manufacturing, logistics, and storage operations within a professionally planned environment. Strategically located and equipped with efficient infrastructure, purpose-built facilities, and flexible operational spaces, the park provides businesses with a strong foundation for growth. It reflects Maxim Investment Group’s commitment to supporting industry, attracting investment, and creating long-term economic value.

SORNAGA
INDUSTRIAL PARK

ESCAPE

HOSPITALITY

Exceptional stays, distinctive destinations and guest experiences designed for lasting memories.



ESCAPE

SECTOR OVERVIEW

Exceptional Stays.

Escape is Maxim's hospitality arm, built around the belief that hospitality is not only about places, but about experiences. Through hands-on development and operation, it shapes assets that serve people, elevate communities and contribute to Egypt's evolving tourism and leisure landscape.

10 Projects

01 Maxim Plaza White Knight
02 Maxim Plaza Garden Resort
03 Maxim Inn- Venezia Hotel
04 Maxim Inn- Marina Hotel
05 Royal Maxim Palace Kempinski
06 The K Collection Maxim Country Club
07 Maison Maxim De Lesseps
08 The K Collection Nile Sornaga
09 Maxim Cars Museum
10 The K Executive Hotel



ESCAPE

This luxurious 5-star hotel in Sharks Bay,
Sharm El Sheikh, represents a strategic investment in the hospitality sector. Spanning over 90 acres, this property enhances our portfolio with 550 elegantly designed rooms and suites, driving both high guest satisfaction and significant financial returns.
The hotel's comprehensive amenities, including 5 diverse restaurants, 3 bars, 4 swimming pools, and a shopping arcade, not only elevate the guest experience, but also increase the property's market value and long-term investment potential.

MAXIM PLAZA WHITE KNIGHT



ESCAPE

Located in Sharks Bay of Sharm El Sheikh, this prestigious 5-star hotel represents a prime investment in the hospitality sector. Spanning over 40 acres of scenic land, the property includes 350 rooms and luxurious suites, offering premium accommodation options that attract high-end clientele. This investment not only enhances the property's market value and appeal but also contributes to long-term financial growth through its strategic location and superior amenities.

MAXIM GARDEN Inn



ESCAPE

This 4-star North Coast hotel features 85 serviced apartments and is the result of a strategic partnership between the Ministry of Housing and Maxim Investment Group. Designed to elevate the coastal hospitality experience, the property offers a private beach, diverse dining options, playgrounds, and sports courts. The project represents a high-value investment that capitalizes on Egypt's growing demand for premium coastal accommodations and leisure facilities.

MAXIM
VENEZIA
Inn



ESCAPE

This 3-star hotel in the North Coast, developed in cooperation with the Ministry of Housing, presents a compelling investment opportunity. With 45 cozy hotel apartments, the hotel offers comfortable accommodation for guests seeking a relaxing getaway. The property features a private beach where visitors can soak up the sun and unwind by the sea. Guests can also explore the dining options, entertain their children at the playgrounds, and engage in various sports activities available on-site.

MAXIM MARINA Inn



ESCAPE

This 5-star luxury hotel, operated by Kempinski Hotels, is located in New Cairo along the Ring Road, surrounded by elegant villas that reflect prestige and sophistication. Renowned for its world-class amenities, exceptional service, and serene ambiance, the hotel offers guests an unparalleled luxury experience. Its striking architecture not only enhances the surrounding landscape but also adds significant value to the property, making it a high-performing investment that elevates asset equity through premium hospitality operations.

Royal Maxim Palace Kempinski
CAIRO



ESCAPE

Located within Maxim Country Club Compound in New Cairo, the hotel apartments are expected to open by the end of 2027. They combine smart, efficiently designed residences with hotel-style services, offering flexible accommodation for short and extended stays while strengthening Maxim’s modern hospitality portfolio.

Kollection
MAXIM COUNTRY CLUB
NEW CAIRO



ESCAPE

Maison Maxim de Lesseps in Ismailia, once the private residence of Ferdinand de Lesseps, creator of the Suez Canal, has been meticulously restored by Maxim hospitality into a luxury boutique hotel attached to a museum. Blending historic elegance with modern comfort, the property preserves its vintage French charm while offering a bespoke, intimate guest experience through a limited number of suites and personalized service.

Maison MAXIM DE LESSEPS



ESCAPE

The K Collection Nile Sornaga hotel offers breathtaking views over the Nile, with 200 rooms, capturing the essence of tranquility and nature within the sustainable Naya Wellness Resort in Giza, Cairo. Each room is thoughtfully designed with organic forms, lush indoor greenery, and renewable materials, providing guests with a harmonious, eco-friendly stay. Prioritizing renewable energy, water conservation, and waste management, The K Collection Nile Sornaga is ideal for guests to connect with Nature.

Kollection
NILE SORNAGA



ESCAPE

Maxim Cars Museum, located on Al Sokhna Road, is Egypt's first classic cars museum ever, dedicated to classic and luxury cars, showcasing an exclusive collection of British-made vintage automobiles. Featuring iconic vehicles from prestigious brands such as Rolls-Royce, Bentley, and Mercedes, the museum offers visitors a unique journey through automotive history. What began as a passion for rare cars has evolved into a renowned legacy of craftsmanship and excellence, positioning Maxim Classics as Egypt's leading name in the classic car industry.

MAXIM
• CARS MUSEUM •



ESCAPE

The K Executive – King's Hotel is a four-star, 84-key hotel within the Maxim Forest District in New Cairo, offering flexible short-, medium-, and long-stay accommodation. Designed to support the district's university and hospital ecosystem, it strengthens Maxim's integrated education, healthcare, and hospitality platform.

THE K EXECUTIVE
KING'S HOTEL

EXPERIENCE

Commercial & Retail

Curated spaces, vibrant concepts and customer-driven experiences.



EXPERIENCE

SECTOR OVERVIEW

Destinations
that bring places to life.

Experience is the commercial, retail and F&B arm of Maxim Investment Group, connecting people with places where they can shop, dine, gather and engage. It brings together retail environments, commercial hubs and food concepts with operational strength and lifestyle relevance.

10
Projects

01 Maxim Mall AlAlamein
02 Maxim Mall New Cairo
03 Maxim Mall Shinzo Avenue
04 Maxim Mall Shebeen
05 Maxim Mall Auto Hub & Museum
06 Le Lac Du Caire
07 Noon Knowledge Hub
08 Bite Lane
09 Traffic
10 Luci'z



EXPERIENCE

Maxim Mall Al Alamein is a lively lifestyle destination and home to the first bowling center in Al Alamein, ideally situated in the heart of Marina on Egypt's North Coast. Tailored for vacationers, the mall brings together an exciting blend of cafes, restaurants, retail outlets, and a vibrant entertainment zone for children and youth. With its contemporary architecture and relaxed coastal atmosphere, Maxim Mall Al Alamein stands as a premier hub for leisure, dining, and family enjoyment cementing its place as a must-visit attraction in one of Egypt's most iconic summer destinations

MAXIM MALL
AL ALAMEIN



EXPERIENCE

Maxim Mall, strategically located in the high-demand Fifth Settlement, New Cairo, represents a prime commercial asset within Maxim Investment Group's portfolio. The mall offers a unique blend of a community-centered atmosphere and large-scale commercial amenities, positioning it as a key player in the retail landscape. Spanning 57,000 square meters across five floors, Maxim Mall accommodates approximately 250 stores, including renowned international brands and high-traffic tenants. Its diverse tenant mix, coupled with family-friendly facilities such as children's play areas and a wide variety of international dining options, ensures a steady flow of visitors and consistent revenue generation. Maxim Mall is a robust investment opportunity, driving foot traffic and enhancing retail success within one of Egypt's most vibrant commercial hubs.

MAXIM MALL
NEW CARIO







EXPERIENCE

Maxim Mall Shinzo Avenue is an integrated commercial and lifestyle destination comprising Shinzo Avenue Village, Shinzo Avenue Town, and Shinzo Avenue Automotive. Together, they offer retail, dining, entertainment, medical, sports, and automotive experiences within one strategically located development.

MAXIM MALL
Shinzo Avenue



EXPERIENCE

Maxim Mall – Shebeen stands as a strategic landmark in the heart of Shebeen El-Kom, Menoufia Governorate, offering a modern retail experience that caters to the region's growing consumer base. Spanning over 26,000 square meters, the mall houses a dynamic mix of 34 retail shops, 37 premium office and clinic spaces, and a major Carrefour anchor store. Designed to meet both commercial and community needs, Maxim Mall Shebeen is equipped with extensive parking, top-tier facilities, and a vibrant external plaza. Positioned at a prime location, the mall promises substantial foot traffic, ensuring high returns on investment for tenants and business owners alike, while contributing to the economic growth of the region.

MAXIM MALL
SHEBEEN



EXPERIENCE

Maxim Mall Auto Hub & Museum is Egypt’s premier, fully integrated car showroom center.
Strategically located on the Ain Sokhna road.
This facility serves multiple regions, offering a wide range of automotive showrooms. With 55 showrooms available, Maxim Mall Auto Hub & Museum is designed to meet the diverse needs of its clients with efficiency and convenience
At the center of our hub is Egypt’s first classic car museum, where you can explore the rich history of automotive excellence and experience the best of contemporary car shopping alongside timeless classics

MAXIM MALL
AUTO HUB & MUSEUM



EXPERIENCE

Le Lac Du Caire by Maxim Mall offers a serene escape within an exclusive gated community. Visitors enjoy the picturesque scenery of the majestic lake, lush greenery, and soothing water features, all complemented by exceptional facilities and hospitality. Strategically located next to the National Museum of Egyptian Civilization (NMEC) and iconic landmarks like the Cairo Citadel, Le Lac Du Caire uniquely blends Egypt's rich history with modern living. Guests can stroll along the lakefront, savor gourmet coffee and pastries, and explore a variety of retail shops and restaurants. For adventure seekers, Egypt's longest zipline provides an exciting experience.

LE LAC DU CAIRE



EXPERIENCE

Noon Knowledge Hub is a community-driven innovation and learning space developed under Maxim Mall, part of Maxim Investment Group’s commitment to empowering knowledge, creativity, and entrepreneurship across Egypt. Designed as a dynamic ecosystem for collaboration, Noon fosters the exchange of ideas between professionals, students, startups, and creators, bridging the gap between education and real-world application.



EXPERIENCE

Bite Lane by Maxim Mall is a premier food district situated in the Fifth Settlement along the East Cairo Ring Road, adjacent to the luxurious Royal Maxim Kempinski Palace Hotel, the Royal Maxim Compound, and the Royal Walk.
This vibrant hub offers an exclusive selection of upscale dining options, featuring some of the finest international fine dining restaurants. Bite Lane by Maxim Mall creates a unique and exquisite culinary experience, setting a new standard for luxury dining in Cairo



EXPERIENCE

Traffic is one of Egypt's leading convenience store brands, with multiple branches across the country. Renowned for its premium coffee, freshly made sandwiches, and bagels, Traffic offers customers a comfortable, welcoming atmosphere, the perfect place to start the morning or unwind after a long day.

Combining convenience, quality, and modern design, Traffic redefines the everyday retail experience, making it a preferred destination for on-the-go consumers. With successful franchise models already in operation, Traffic also presents promising investment and partnership opportunities for aspiring entrepreneurs across Egypt.

TRAFFIC



EXPERIENCE

Born in Egypt and made for everyone, Luci'z is the nation's first homegrown QSR burger brand that unites all Egyptian communities under one irresistible flavor. Whether you're grabbing a quick bite in-store, cruising through the drive-thru, or ordering from home, Luci'z is always around, serving moments of joy, laughter, and flavor you'll fall for.

More than just burgers, Luci'z is a movement of fun, flavor, and cheeky charm. Inspired by our playful mascot Luci'z, the angel who fell for flavor, Luci'z redefines fast food with a local spirit and a global attitude, blending Egyptian warmth with street-style energy and an unforgettable taste that keeps you coming back for more.

Luci'z is where flavor meets fun, and every bite feels like heaven.

HEAL

Medical

Healthcare and wellness platforms built around accessibility, quality and operational excellence.



HEAL

SECTOR OVERVIEW

A stronger healthcare future.

Heal is Maxim's healthcare and medical arm, created to serve diverse healthcare segments through trusted national brands and services guided by international standards. From diagnostics and pharmacies to wellness destinations and hospital partnerships, Heal is designed to improve lives and support communities.

04
Projects

01 Naya Wellness Nile Sornaga
02 Palms Care
03 Maxim Hospital Petrified Forest
04 Maxim Hospital Khan Elbahar



HEAL

Naya Wellness Nile Sornaga, is located in Giza, Naya, is the world’s first medical wellness destination built to international standards. Spanning 150,000 sqm, it blends luxury hospitality with advanced beautification and wellness tourism.
The resort features international clinics, a 5-star hotel, and a wellness spa overlooking the Nile. Equipped with cutting-edge facilities like a stem cell center, genetic lab, and advanced diagnostics, Naya offers comprehensive services, from health assessments and preventive testing to holistic therapies, detox, and aesthetic treatments, providing guests with a luxurious and rejuvenating experience.

NAYA
WELLNESS
NILE SORNAGA



HEAL

Palms Care is an integrated healthcare network comprising diagnostics, pharmacies, and polyclinics. Together, these services provide patients with convenient access to diagnostic testing, pharmaceutical care, specialized outpatient consultations, and essential health services within one connected ecosystem. Supported by modern technology and patient-centered standards, Palms Care is designed to deliver accessible, reliable, and high-quality healthcare across Egypt.

Palms Care



HEAL

Maxim Hospitals – Petrified Forest, in affiliation with King's College London, is planned as a 350-bed university hospital within Maxim Forest District in New Cairo. Designed to integrate advanced clinical care, medical education, and research, the hospital will support the wider university ecosystem while delivering high-quality, patient-centered healthcare.

The hospital is planned to offer a comprehensive range of services, including emergency care, outpatient clinics, diagnostic imaging, laboratories, operating theatres, intensive care, dialysis, obstetrics, and inpatient treatment. These services will be supported by modern medical technology, specialized facilities, and internationally aligned standards of care.

MAXIM HOSPITALS PETRIFIED FOREST



HEAL

Located within the Khan Elbahar Complex, Maxim Hospitals – Khan Elbahar , in affiliation with Cedars-Sinai, is envisioned as a landmark 400-bed healthcare destination, providing a comprehensive range of hospital services alongside specialized fertility and cosmetic care. Supported by advanced medical infrastructure, state-of-the-art technology, and patient-centered standards, the hospital is designed to deliver integrated, high-quality healthcare on a single, sophisticated medical campus.

MAXIM HOSPITALS KHAN ELBAHAR

LEARN

Educational

Investing in knowledge, talent and future-ready learning experiences



LEARN

SECTOR OVERVIEW

Education for the next generation.

Learn is Maxim's educational arm, created to invest in knowledge, talent and future-ready learning experiences. The platform focuses on quality, accessibility and innovation, empowering students and communities while contributing to Egypt's educational and economic future.

02
Projects

01 Maxim University

02 Kemet Higher Institute



LEARN

Maxim University is envisioned as the academic anchor of Maxim Forest District and will be established in affiliation with King's College London. This affiliation will provide a framework for academic collaboration, knowledge exchange, and the integration of international best practices across education, research, and clinical training. Designed to serve approximately 6,800 students across six schools, the university will be closely integrated with its teaching hospital, creating a connected academic and healthcare ecosystem that advances learning, innovation, and applied medical education.



LEARN

Kemet Higher Institute provides credit-hour bachelor's programs in administrative sciences and business information systems. Combining academic learning with practical application, it prepares graduates in management, finance, accounting, marketing, technology, and international trade for competitive local and regional markets.

KEMET
HIGHER INSTITUTE

SERVE

Services

Technology, mobility and operational platforms designed for convenience and efficiency.



SERVE

SECTOR OVERVIEW

Service platforms that make life connected.

Serve is Maxim's multi-services arm, built to create, manage and scale platforms that respond to everyday needs. From digital applications and outsourcing to mobility and operational services, Serve connects technology, service excellence and market insight.

06
Projects

01 Maxim Supplies
02 JMK
03 Core Connect
04 PayBand Solutions
05 Blacklane
06 KIN



SERVE

Maxim Supplies is a premier provider and exporter of high-quality, specialized products, proudly serving both domestic and international markets. Our diverse portfolio includes exclusive supply agreements with the Egyptian government, representation of government projects at international exhibitions, and the export of local goods to neighboring countries.
Our offerings span a wide range of sectors, from special-purpose armored vehicles to essential commodities such as cement, food products, and livestock. With a commitment to reliability, excellence, and tailored solutions, Maxim Supplies continues to meet the unique needs of our clients while fostering strong partnerships that drive growth and innovation.

MAXIM SUPPLIES



SERVE

JMK Experience is a 360-degree branding, experiential marketing, and events agency focused on turning strategic ideas into memorable brand experiences. Its workspace reflects this identity through a bold industrial aesthetic, collaborative meeting areas, creative messaging, and a distinctive red, black, and neutral palette, creating an environment designed to inspire creativity, teamwork, and impact.



SERVE

Core Connect Outsourcing is a leading provider of business solutions, committed to delivering innovative, efficient, and customized services that address the distinct needs of our clients. By integrating industry best practices, we enhance the management of information technology in a smart, agile, and cost-effective manner. Our solutions are designed to boost productivity and optimize performance for a broad spectrum of renowned national and international companies. Through our expertise, we enable organizations to streamline operations, allowing them to concentrate on their core business objectives, thereby driving success in an increasingly competitive global marketplace.

CORE CONNECT

pay band

Our Solutions | Who We Are | What We Do | FAQ | Contact Us

Building Smart Digital Solutions

Smarter management, smoother experiences, and better control.

Explore Our Solutions →



SERVE

PayBand Solutions is a fintech company developing secure, user-friendly technologies that simplify payments, access, and financial management. Its smart NFC solutions support cashless transactions, attendance tracking, controlled spending, and seamless access across education, family, and hospitality environments. Through products including PayBand Educational, BND, and PayBand Stay, the company is building a connected ecosystem designed for safer, smarter, and more convenient everyday experiences.

pay band



SERVE

Maxim Investment Group proudly enters a strategic joint venture with Blacklane, the global leader in premium chauffeur services, to redefine luxury mobility in Egypt and the region. This partnership brings together Maxim's local market expertise and diversified investment vision with Blacklane's internationally acclaimed standards of professionalism, technology, and comfort.

Through this collaboration, the venture aims to introduce a world-class private driver experience, blending German precision with Egyptian hospitality. From airport transfers to executive travel and lifestyle mobility, the service will provide clients with seamless, on-demand access to luxury vehicles and professional chauffeurs, ensuring safety, punctuality, and elegance at every turn. Together, Maxim and Blacklane are setting a new benchmark for sustainable, tech-driven, and personalized transportation experiences across the Middle East and North Africa.

BLACKLANE

A CURATED DESIGN PLATFORM

Find the right designer for your next creative project.

KIN is a curated platform connecting clients with vetted creative talent through a seamless, structured, and trusted design experience.

Explore KIN →

Apply Early as a Designer

Launching soon — early designer applications are now open.

SERVE

KIN is a curated design platform connecting clients with vetted creative professionals through a seamless, structured, and trusted experience. Designed to simplify the search for the right talent, it enables clients to discover suitable designers while giving selected creatives access to meaningful project opportunities.

CREATE

Industrial Division

Innovation, craftsmanship, and quality translated into meaningful industrial progress



CREATE

SECTOR OVERVIEW

Building industries.
Powering progress.

Create is the industrial arm of Maxim, aligned with Egypt's vision for sustainable economic growth. Through innovation, strategic investments, and large-scale manufacturing projects, it drives industrial excellence, strengthens export capabilities, and supports Egypt's ambition to become a leading regional production and export hub. By combining global standards with local expertise, Maxim Create contributes to economic diversification and the development of a resilient, future-ready industrial ecosystem.

02
Projects

01 Sodi

02 Ciel



CREATE

The Soft Drinks Division of Maxim Industrial is dedicated to delivering bold, locally crafted beverages inspired by the authentic taste of Egypt. Produced 100% in Egypt, the range combines local craftsmanship with international production standards across classic flavors such as cola, lemon, and orange, as well as tangerine, apple, pomegranate, peach, and pineapple.

With an annual production capacity of 15 million liters, our facility in the investment zone of Al Wadi Village integrates local ingredients with advanced manufacturing technology to deliver quality at scale. In line with Egypt's Vision 2030, the division reflects the country's growing capabilities, innovation, and potential to compete on a global stage.



CREATE

Strategically located in the industrial zone of Al Wadi Village, Maxim Industrial is equipped to produce a diverse portfolio of water products with an annual capacity of 40 million liters. Our vision is to build trusted brands that combine quality, accessibility, and value, while introducing a premium sparkling water line defined by luxury and sophistication. Produced in a state-of-the-art facility, Maxim Industrial brings together scale, innovation, and uncompromising quality to set a new benchmark in the water industry

CIEL

HOPE

Corporate Social Responsibility

Purpose, compassion and integrity translated into meaningful community impact



HOPE

SECTOR OVERVIEW

Uplifting communities.
Preserving heritage.

HOPE is the Corporate Social Responsibility arm of Maxim Investment Group, established to lead the Group's social, cultural and environmental initiatives across Egypt. Under the leadership of Mrs. Naglaa El Sahar, HOPE is committed to empowering communities, preserving cultural heritage and supporting sustainable development through purposeful programs in healthcare, education, culture and environmental stewardship. Its work reflects Maxim Investment Group's belief that true progress is achieved by creating a lasting positive impact on people, society and future generations.

02
Projects

01 Maxim Foundation

02 Noon Al Sahar



Meet the leader behind Maxim’s social impact

Mrs. Naglaa Abdel Hamid Gouda Al-Sahar

Mrs. Naglaa is a dedicated leader in philanthropy and community development. She has more than three decades of experience in voluntary and charitable work. She holds a Bachelor of Arts in Oriental Languages, awarded in May 1982, and began her community service journey in 1995.
Her experience includes supporting patients through Al Shomoua Association, serving for one year on the Board of Directors of Manshiyet El Bakry Hospital, and collaborating with several elderly care homes and orphanages.

She has also contributed to humanitarian initiatives in Egypt and abroad through Lions Clubs International and serves as a Board Member of Ahebaa Al Tofoula Association.
Mrs. Al-Sahar currently serves as Chairperson of the Board of Trustees of the Maxim Charitable Foundation for Development and Services and Chairperson of the Board of Directors of Noon El Sahar Libraries, continuing her commitment to social responsibility and sustainable community development.



HOPE

Maxim Foundation, founded by Mrs. Naglaa Abdelhamid Gouda Al- Sahar, aims for a better future. Maxim Foundation focuses on creating value for customers by engaging in CSR activities. It provides many charitable activities, including development and services in different governorates all around Egypt. Over the years, the foundation has worked on providing a better life for those in need in different areas. It succeeded in opening, renewing, and redeveloping hospital projects.

MAXIM
FOUNDATION



HOPE

Noon Al-Sahar Library, located in Shinzo Abe Axis, is the first of many planned libraries dedicated to fostering a culture of reading and lifelong learning in Egypt. With over 4,000 books spanning diverse categories, the library provides free access to residents for reading and research, encouraging education and community engagement. Named in honor of Abdel Hamid Gouda Al-Sahar, a revered Egyptian writer known for his influential historical and Islamic stories, the library pays homage to his legacy of storytelling and intellectual contribution. Noon Al-Sahar Library aims to expand into governorates across Egypt, bringing knowledge and resources to underserved communities, building a more educated society for generations to come.

نون السحار



OUR LEADERSHIP

The Leaders behind this Success.

Global expertise, deep local market insight and hands-on growth leadership.



MEET THE CHAIRMAN

Dr. Mohamed Karrar

Dr. Mohamed Karrar is a distinguished entrepreneur and visionary investor with more than 25 years of experience identifying and scaling high-impact opportunities. Under his strategic leadership, Maxim Investment Group has evolved into one of Egypt's most diversified privately held enterprises.

He oversees acquisition, financing and management across a portfolio exceeding EGP 100 billion and more than 50 projects, with a commitment to integrity, quality and long-term value creation across real estate, hospitality, medical, aviation, education and services.

VICE CHAIRMEN

Strategic growth across generations.



Adam Karrar

Vice Chairman Maxim Investment Group

As Vice Chairman of Maxim Investment Group, Eng. Adam Karrar supports the Group's strategic direction, investment growth, and operational development across its diversified portfolio. A Mechanical Engineering graduate from Coventry University, he combines technical expertise, commercial insight, and forward-thinking leadership to strengthen performance and create long-term value.



Jana Karrar

Vice Chairman Maxim Investment Group

As Vice Chairman of Maxim Investment Group, Ms. Jana Karrar contributes to the Group's strategic direction, brand leadership, and business development. A graduate of The American University in Cairo in Integrated Marketing Communications, she combines strategic insight with a forward-looking approach to strengthen Maxim's positioning and long-term value creation.

GROUP LEADERS

Corporate leadership with operating discipline.



Doaa Mousa
Chief Human Resources Officer
Leads human capital strategy, talent development and culture across the Group.



Maie Zoheir
Chief Marketing Officer
Leads brand, marketing, and customer-facing growth across diversified platforms.



Hader Mehaya
Chief Information Officer
Leads digital infrastructure, information systems and technology enablement.



Weaam Elhosney
Chief Supply Chain Officer
Leads supply chain strategy, procurement governance and operating support.



Rasha Helmy
Chief Administrative Officer
Leads administrative operations and cross-functional corporate support.

SECTORS' LEADERS

The executives behind sectors' performance.



Mostafa Hosny

CEO - Maxim Commercial

Leads commercial and mall strategy, leasing performance and customer experience



Dr. Samieh Amer

CEO - Healthcare & Education

Leads healthcare strategy, operational performance and patient experience



Dr. Waheed Eltohamy

Managing Director - Hospitality

Leads hospitality strategy, operational performance and guest experience



Mohamed Soliman

COO- Maxim Gastronomie

Leads F&B strategy, operational performance, and dining experiences



Dr. Ahmed Roushdy

Consultant - Maxim Education

Advises on education strategy, institutional development and academic partnerships



Mohamed Zaitoon

CEO - Maxim Supplies

Leads trading strategy, commercial growth and market expansion



Mohamed El Gayar

Managing Director - Business Solutions

Leads the transportation, services sector and the mobility solutions strategy



General, Abdel Maguid Tosson

GM- Maxim Beverage

Leads Maxim Beverage's operations, growth, and expansion strategy.

GET IN TOUCH

Contact & Investor Relations

We welcome conversations with investors, partners and institutions who share our commitment to long-term value creation in Egypt and the region.

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