

## About Gezira Group



Chairman of Gezira Group, Mr. Magdy Rizkalla along with his partners founded in 1984 their first company serving as a Destination Management Company (Travel Agency), named "Gezira Travel".

Assigning Dr. Nader Biblawi as the president of Gezira Travel to work with a team of 350 highly multilingual professionals, Gezira Travel now is the Top producer of the Gulf market and considered one of the Top 15 Tour Operators promoting tourism in Egypt.

Ten years later, a luxurious 5 stars complex overlooking the River Nile was founded in 1994, consisting of an elegant cruising restaurant called "Nile Maxim" and a floating compound named "Maxim Restaurants"

Over years, Maxim complex hosted VIP events attended by several Presidents, Prime Ministers, Government Officials, Ambassadors and Foreign Organizations, among those VIP were the First Lady of Egypt, Romanian President, Armenian President, German Embassy, Chinese Embassy, Ministry of Tourism, Ministry of Finance, Ministry of Foreign Affairs and many others.

In 1997, Gezira Group launched one of the major projects in Taba, South Sinai, an independent world of its own, consisting of two Five Stars Hotels, Beau Rivage and Avicennia in addition to a Marina that includes spa, shopping center, food courts, restaurants, bars and diving center.

Last but not least, "Halal" our transportation provider company joined Gezira Group in 2003 and became our youngest member. Halal is the sole owner of the Largest Black E-200 Mercedes, Toyota and Hyundai cars all equipped with the most luxurious top specifications in addition to 9 passengers vans.

In less than 2 years, Halal became the choice of many recognized enterprises, institutes, embassies and business men due to our dedication to provide a quality service that exceeds our customer's expectation.



## Gezira Travel

"First Class Operation"

### Our History

In an incomparable charisma and a restless dream, Gezira Travel was born in 1984 to become one day a fortress in tourism. With a passionate seed, Gezira Travel first started with a dedicated team consisting of twelve members, they literally knocked the door on each and every local Tour Operator to become their agent.

Within 3 years, Gezira Travel's name was widely spread in the Middle East and known to be the best Travel Agency in providing personalized services, where every customer is handled by an assigned employee that never leaves a need or an inquiry that is not fulfilled.

Never quitting our aim to provide a personalized service and a first class operation, Gezira Travel was able to produce 50% of the Gulf Market by the year 1990. Our reputation in customer satisfaction reached a point that clients check first with tour operators if they deal with us to make sure they will get excellent services. In 1999, Gezira Travel decided to expand its businesses

to new markets with the same concept of providing a personalized service without adding the price burden over their new customers. Now our markets include Scandinavian countries, India, Pakistan, Greece, Russia and the United States of America.

Understanding the importance of being convenient to our customers, Gezira Travel is located in the center of Cairo, in addition to branches distributed all over Egypt; Alexandria, Sharm El Sheikh, Hurghada, Taba, Luxor and Aswan. Gezira Travel has also expanded its services and opened new departments specialized in Tailor Made packages, Diving, Safari, Golf, Private Jet Handling and many others.

As a result of 25 years of constant attempt, heart and soul dedication, Gezira Travel now is a fortress of 350 caliber team





## Our Philosophy

- Integration and partnership is a key to lead competitive market.
- Professionalism shifts a company from local to international.
- We work as one family with a unified purpose that is making our dreams come true.
- Team work is all about sharing responsibilities, constant support, bringing out hidden capabilities by devotion & belief.
- A service to remember is to offer something that nobody else offers.
- Focus on customer desires and all else will follow.
- Exerting effort never goes in vain.
- Recognition is the fruit of our seed.
- Good communication starts with a smile.
- You can be serious without a suit.

## Our Mission

To turn fantasies into reality by making each experience pleasurable enough to be remembered.

## Our Achievements and Awards

Gezira Travel has been frequently awarded by the Ministry of Tourism as Top Tour Operator and considered as Top Producer by several international five stars hotel chains such as:

- |                |                              |
|----------------|------------------------------|
| • Accor        | • Marriott                   |
| • Conrad       | • Movenpick                  |
| • Fairmont     | • Novotel                    |
| • Four Seasons | • Semiramis Intercontinental |
| • Grand Hyatt  | • Sheraton                   |
| • Hilton       | • Sofitel                    |





### Our Services

- Incoming/ Inbound Operations  
We proudly receive tourists from all around the world with different nationalities and have the pleasure to assist them in exploring the beauty of Egypt.
- Outgoing/ Outbound Operations  
Not only do we take off the burden of travel procedures and make sure that our customers get a pleasant stay abroad, but we also intend to provide them a life time memorable journey. We do not only follow orders, we recommend and make some gestures.
- Hotel Booking
- Ticketing
- Meet, Assist and transfers from/to the airport
- Transfers (vans, buses, luxurious & intermediate vehicles)



- MICE Tourism:
  - Meetings
  - Incentives (national & international clients)
  - Conferences
  - Exhibitions
- VIP Services:
  - Special assistance at Immigration department
  - Special Security Measures
  - VIP Lounge at airports
  - Luggage Handling
  - Private Jet Landing Permit
- Business Travel
- Luxury Travel
- SPA and Thalasso Tourism
- Adventure Tourism
- Golf Tourism
- Nile & Lake Nasser Cruises.
- Special arrangements for Banquets & Dinners
- Wedding arrangements
- Honey Moon & Tailor Made Packages





**Halah**  
**Transportation Provider**  
"Luxury on Wheels"



### **Our History**

Halah was founded in 2003 to become the youngest member of Gezira Group. Halah's first phase started with 38 Mercedes E200 models 2003 a travel investment worth 12 million EGP. At that stage, Halah was only providing a chauffeur driven car.

Within 3 years, Halah grew to own a fleet that exceeds 60 Black Mercedes E200 & E240 equipped with the most luxurious top specifications, in addition to a limited amount of Mercedes S350 and by that Halah is considered the only limousine company in Egypt that holds such large fleet of black Mercedes cars.

Recently Halah has expanded its market to add to its fleet intermediate vehicles 2008 & 2009 models of Toyota Corolla, Hyundai Elantra and 9 passengers TQ Hyundai Mini-Vans.

In order to satisfy larger scale of customers, Halah added rental services to its services bucket.

We are proud to have a caliber team of 100 employees and drivers, who are a concrete proof of hard work and enthusiasm aiming to exceed customer's expectations and gain customer's loyalty.



## **Our Services**

### **Basic Services**

- 24/7 customer service assistance and reservation
- Insurance against damage to vehicle
- Insurance includes 4 passengers coverage
- Vehicle replacement in case of unlikely break down

### **Supplementary Service**

- Event Management
- Meet & Assist at the airport
- Pay on Spot with your credit card via P.O.S.
- Rent a Car

## **Our Fleet**

- Mercedes E-200
- Toyota Corolla
- Hyundai Elantra
- Hyundai H1 Van (coming soon)



## **Nile Maxim** "Let's Cruise in Style"



Enjoy the beauty of the River Nile on "Nile Maxim" Cairo's most luxurious cruising restaurant.

Our specialties proudly prepared by our team of experienced Chefs that serve International Cuisines in a classy entertaining atmosphere.

Dine from our A la Carte menu every night while enjoying our Belly Dancer & Live Folkloric show.

Nile Maxim accommodates more than 300 guests, offering 4 daily cruises:

- Lunch Cruise
- Sunset Cruise
- Early Dinner Cruise
- Late Dinner Cruise

We tailor celebrations as per your request, just to offer you an unforgettable & unique event.

***So don't miss it!***  
***It's a floating delight...***



**Veranda**  
"Dine & Dance"



Our special entertainment and DJ provide you a cozy atmosphere while you enjoy the taste of different cuisines (Thai, Teppanyaki, Sushi, Lebanese, Oriental and International).

It is an experience you wouldn't want to miss.

Veranda also offers the largest variety of hard and soft beverages

It is available for private events with a capacity of 200 guests.

***Veranda is simply your best choice to Dine & Dance***



**Khulkhal**  
"When you love food"



**KHULKHAL**  
Aruban Restaurant

- Do you value tasty food?**
- Do you like the Middle East spices?**
- Have you ever tried the famous (Hubble- Bubble) Shisha?!?**

If you answer with a YES!! Then Khulkhal is worth a visit, for you will enjoy the tasty food along the special Aroma of the River Nile in the open air.

Khulkhal accommodates up to 500 guests and house famous songs all night long.

***One visit is not enough!***



## Rotana Café

"Taste the Music"



Rotana Café is a modern and trendy theme café where clients get to meet the stars, attend live performances and special events, all the while enjoying a mouthwatering meal, a café latté, a sparkling punch and a warm atmosphere.

The menu comprises a wide range of appetizers, salads, sandwiches, pizzas, and a selection of main dishes, with a variety of pastries and desserts, combining Middle Eastern and fusion cuisine. All dishes shall have an original taste and presentation, as quality and innovation are our main concern. A special Narguileh is designed for Rotana Café as well as some original items specific to our brand name.

Also, live shows are transmitted from Rotana Café such as interviews with stars; snapshots from various events: press conferences, CD launchings, TV programs, live cooking sessions with the stars and their favorite recipes; special lotteries and draws with valuable prizes to be won by Rotana Café's customers; auctions on stars belongings, etc.

Rotana Café Cairo is located on a Boat resting on the Nile, at a prime location in Cairo, the Café spreads over a whole floor of the boat, divided into different areas: one is dedicated for the merchandise shop which constitute a major attraction for clients wishing to get Rotana's latest releases, CDs, stars' items and gifts: Mugs, T-shirts, caps, posters, postcards, etc; another is a non traditional interior divided into different parts, a diner with a VIP setting and a comfortable lounge with a bar; the last area is an open air terrace that overlooks the scenery of the Nile, an ambiance that charms your eyes and amuses your senses

Rotana Café is the place to enjoy life, music, and food in a stylish and upbeat atmosphere

***This is the "in" place where you want to see and be seen...***



## Avicennia & Beau Rivage



*Beau  
Rivage  
City*

Avicennia, the five stars hotel opening in the summer of 2009 has an enchanting view and facilities. The Hotel consists of 100 suites and will add another 200 rooms and suites on a later stage.

Also the spectacular Beau Rivage five stars hotel that has a capacity of 640 rooms & suites, expected to operate by the first quarter of 2010.

The hotel has an outdoor swimming pool in addition to an indoor heated pool, casino and a health club.

Both hotel rooms overlook the sea and enjoy a sandy beach.

The Resort is surrounded by a marina of shops, restaurants, food courts and diving centers to maintain all what you are looking for.

## Contact us

### Gezira Group Contacts:

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### Maxim Restaurants Contacts

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