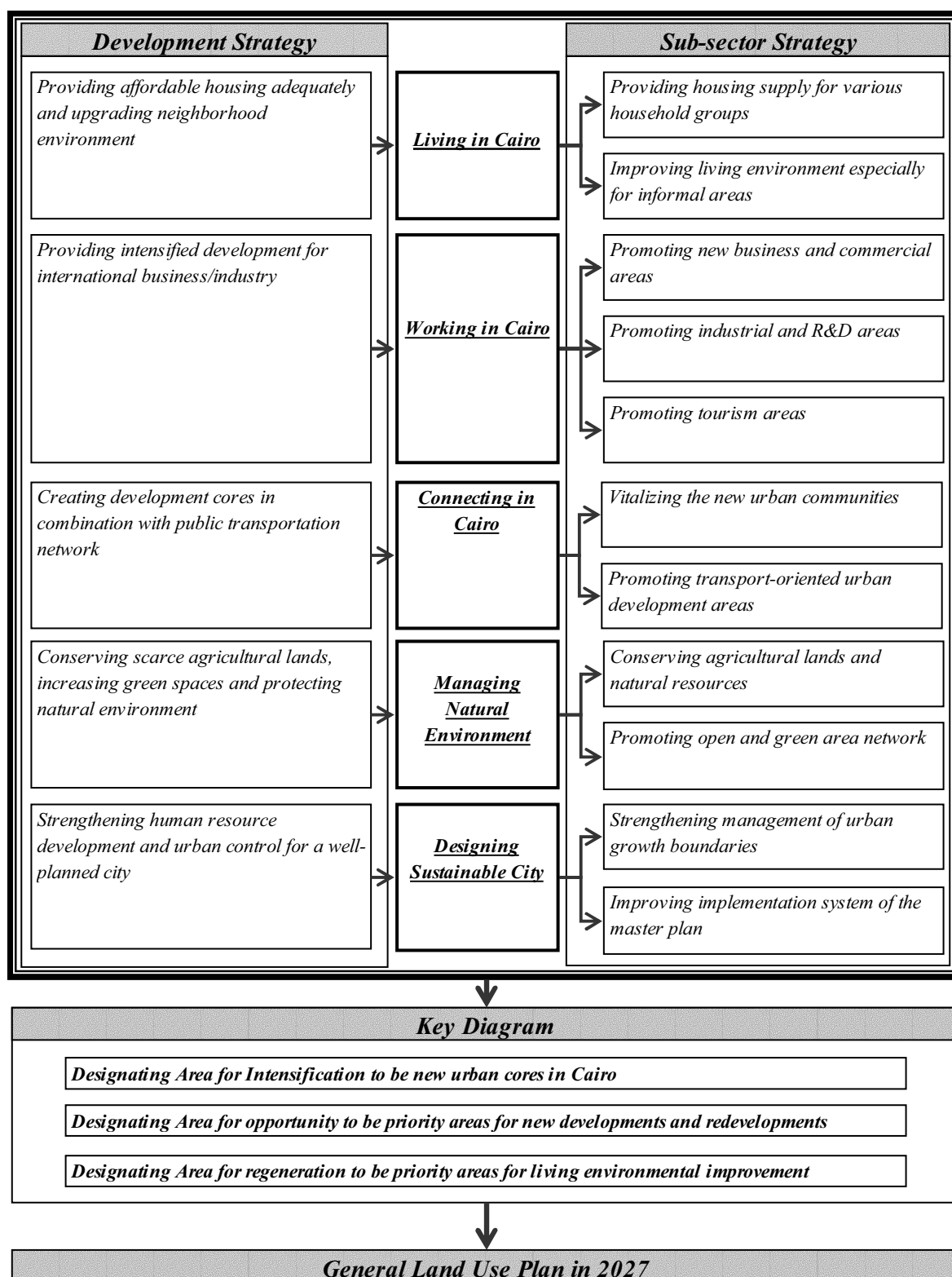


6 Sub-Sector Strategies

6.1 In accordance with the proposed goals and objectives for the Study Area until 2027, the sub-sector strategies have been itemized for fulfilling the requirements of the proposed development strategy. Correlations between the development strategy and sub-sector strategies are shown in Figure 6.1. Based on the proposed sub-sector strategies, a key diagram was prepared to illustrate the future urban structure which comprises three different priority areas. The general land use plan for the Study Area will incorporate the sub-sector strategies and the key diagram.

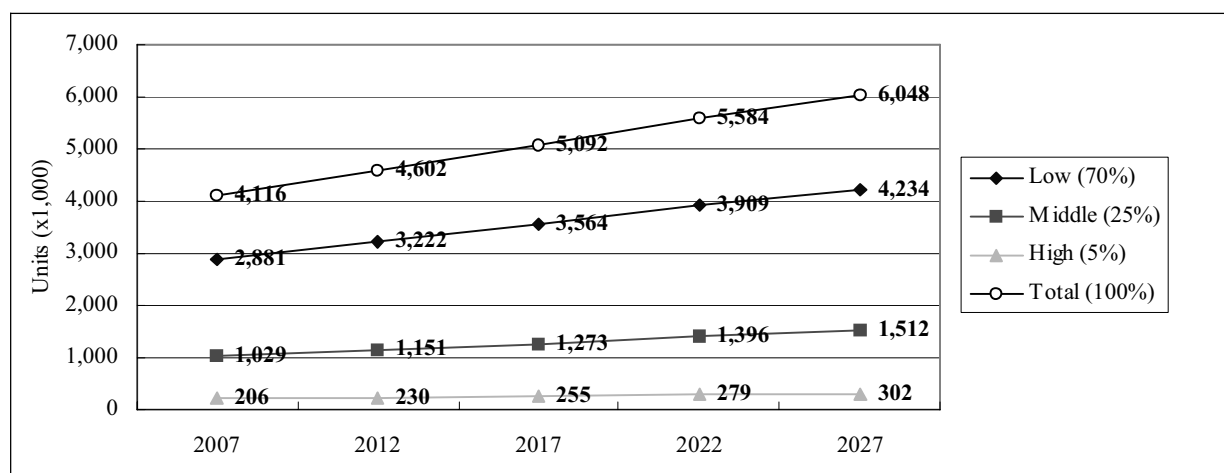


Source: JICA Study Team

Figure 6.1 Contents of Sub-sector Strategies, Key Diagram, and General Land Use plan for the Study Area for the Target Year of 2027

6.2 Living in Cairo (Living Environmental Improvement)

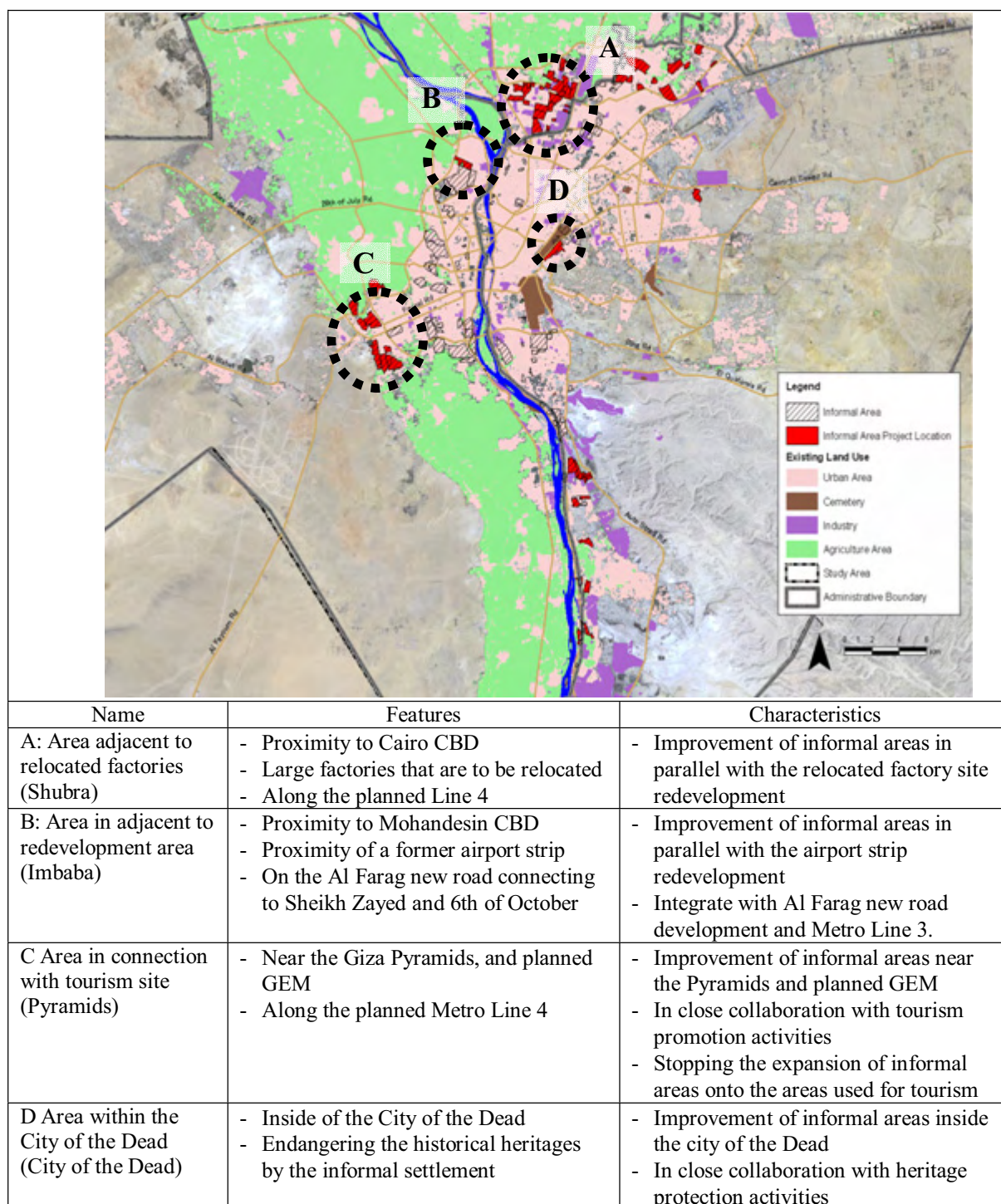
(1) “Providing housing supply for various household groups”: Housing demand was projected to be 6.05 million housing units in 2027, which represents an increase of 1.93 million units above the stock in 2007. Utilizing vacant housing units and adjusting housing supply in order to meet the housing demand from different income groups will be a key factor, as shown in Figure 6.2. If the vacancy rate remains at the present level of 30%, an estimated 2.5 million units will be required by 2027. If the vacancy rate were improved from 31% to 20%, the required number of housing units would also be reduced to 2.3 million.



Source: JICA Study Team

Figure 6.2 Housing Demand by Income Group with MOP Policy until 2027

(2) “Improving living environment especially for informal areas”: The basic approach for improvement of informal areas must be in line with the integrated urban upgrading approach that integrates the urban poor in the economic development and social environment of the city by: (i) focusing on self-help and community empowerment; (ii) providing better access to jobs within or nearby the living quarters; (iii) providing better access to micro-finance and business support services; (iv) providing better access to infrastructure and social services; (v) encouraging income generating activities; (vi) enabling land ownership and property registration; and (vii) providing housing for the low-income people. Four sites for pilot projects have been selected as shown in Figure 6.3. These areas are considered as having the greatest potential for distributing the effects of improvement to informal areas under similar conditions.



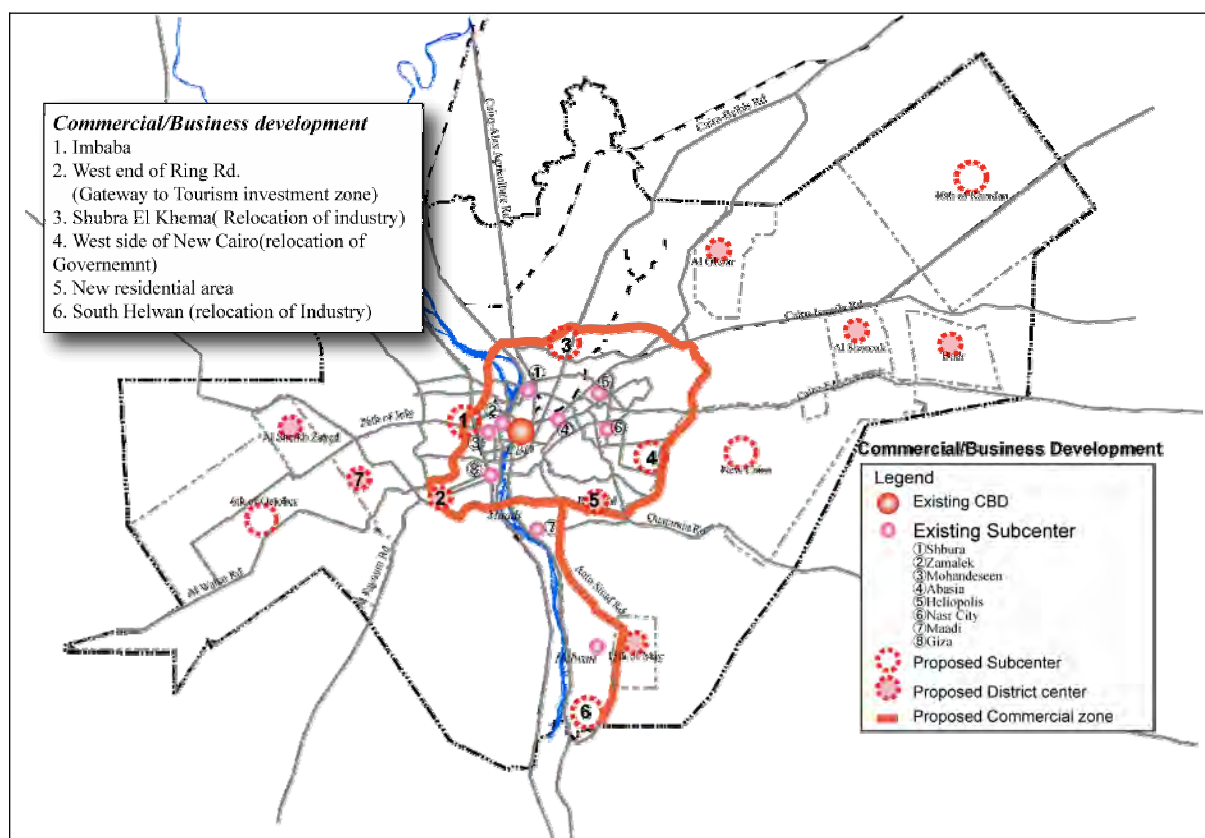
Source: JICA Study Team

Figure 6.3 Location Map and Description of Four Candidates for Pilot Informal Improvement Projects

6.3 Working in Cairo (Socio-Economic Development)

(1) *“Promoting new business and commercial areas”*: Land for new business and commercial areas will be required. There are several aspects that will be crucial to sustaining the city: (i) retaining international competitiveness in tertiary industries, particularly for the

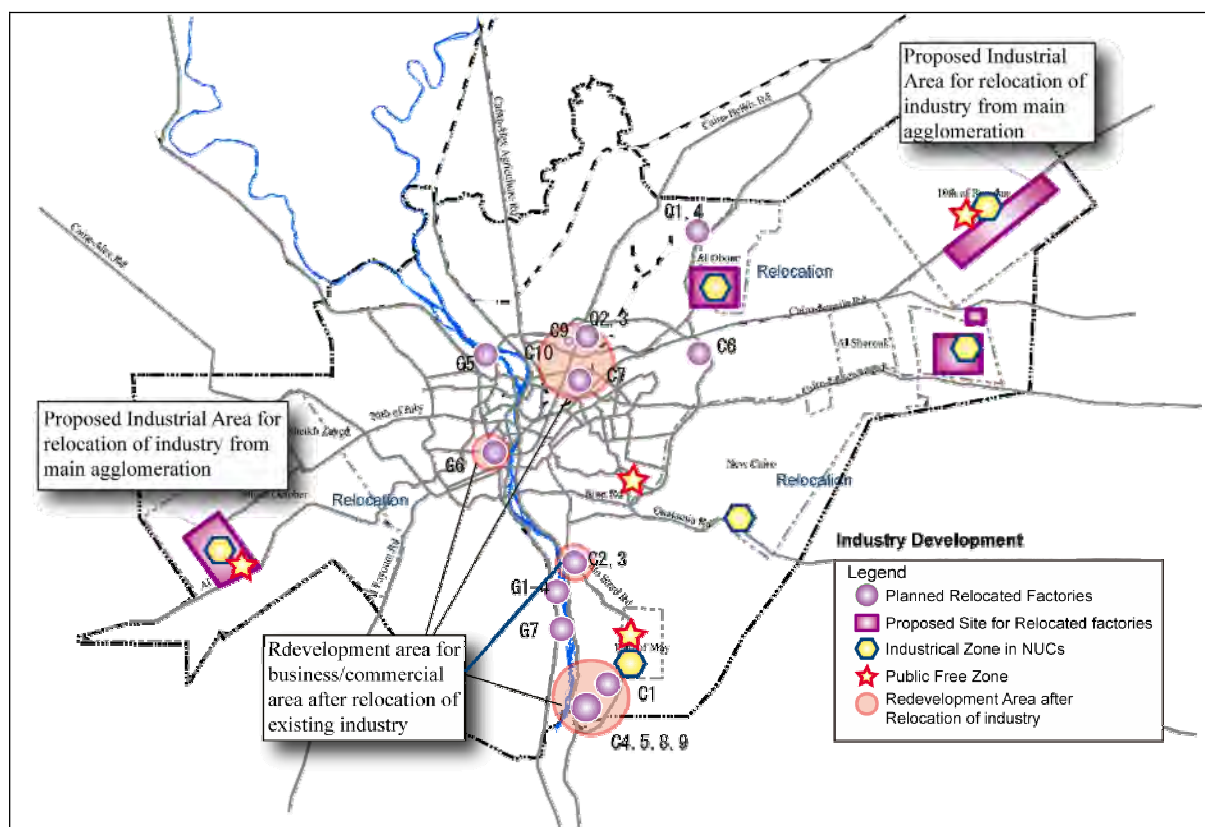
business, financial, and information and technology sectors; (ii) reorganizing the urban form by creating new urban centers; and (iii) creating semi-self sufficient communities at the district level. To achieve these goals, the future distribution for business and commercial areas has been planned for by rejuvenating the existing CBD and business/commercial areas as well as providing new business/commercial areas, as shown in Figure 6.4.



Source: JICA Study Team

Figure 6.4 Proposed Business and Commercial Areas in the Study Area

(2) *“Promoting industrial and R&D areas”*: In the future, tertiary industries (services) will be the leading industrial sector in the Study Area, while the secondary industries of construction and manufacturing will sustain economic activities in the Study Area today and in the near future. New developments for large factories are already prohibited or strictly regulated in the main agglomeration. In addition to this, the distribution of existing industrial areas and factories needs to be reorganized for encouraging new investment and improving the living environment. The main measures to be taken will consist of: (i) enhancing focal industrial areas in 6th of October and 10th of Ramadan NUCs; (ii) relocating existing environmentally-polluting and large factories from the main agglomeration; (iii) upgrading vacant land previously occupied by the relocated factories; (iv) providing land for small and medium enterprises; and (v) providing land for research and development. Figure 6.5 shows the reorganization of the industrial areas in the Study Area in 2027.



Source: JICA Study Team

Figure 6.5 Proposed Reorganization of Industrial Areas in the Study Area

(3) *“Promoting tourism areas”*: Tourism is one of the main sectors that earn hard currency foreign exchange. The Study Area dominates in this sector as the gateway for foreign tourists to Egypt. Tourism promotion areas have been formulated to encourage the promotion of existing valuable assets and on-going tourism development. These areas have been designed to form a network, which includes six different areas: (i) urban core townscape heritage conservation and rehabilitation; (ii) urban townscape heritage conservation and rehabilitation; (iii) cultural historical quarter; (iv) tourism investment zone; (v) tourism promotion area; and (vi) historical heritage preservation and activation zone.