

TMG advertisement.

Presenter:

The Talaat Moustafa Group story is one that has been told for years.

But if one word sums up this story, it is knowledge.

Knowledge that has enabled the company to see the future... and not leave it to chance.

It is knowledge that has enabled it to successfully build fully equipped residential cities, where no detail is missing – and you can see the successful result.

Look how they're building Noor – the first integrated smart city.

The location was carefully studied.

They brought together the world's top designers.

And they are producing a place far from the ordinary.

All the details are drawn up.

The timing and location for construction - everything is planned.

If someone asks me to explain what a smart city, that would take another whole video.

The Talaat Moustafa Group is a story that began 50 years ago and is founded on knowledge and is always looking to the future.

The Talaat Moustafa Group –there for the future.