

TRAVEL AND HOSPITALITY

Nobu to open hotel, restaurant in East Cairo

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Upon its debut, the East Cairo property will become the 41st Nobu Hotel. Image credit: Nobu

By LUXURY DAILY NEWS SERVICE

Global hospitality group Nobu is signing on to establish a new property in a growing luxury market.

After unveiling two hotel developments in Egypt last year, another hotel and restaurant is joining its portfolio and will be based in the country's capital. Set to be situated in the middle of New Cairo City, a municipality within the greater Cairo metropolitan area, the hotspot will be built in partnership with leading local real estate developer SODIC.

"Our third location exemplifies Nobu's commitment to the Egyptian market and the trust that our long-term partner has in the Nobu brand," said Trevor Horwell, CEO of [Nobu Hospitality](#), in a statement.

"SODIC is made up of a youthful team who maintain a winning mindset and natural, genuine energy that is both authentic and invigorating."

Expanding horizons

Located in the newly-minted Easttown District New Cairo (EDNC) retail and commercial development space, Nobu Hotel and Restaurant East Cairo will feature a variety of luxury amenities.

High-end boutiques, a wide range of dining options, office spaces and entertainment venues will surround the hotel. The group of three planned hospitality centers is part of a large-scale plan to familiarize Egyptian audiences with the Nobu brand.



Nobu founders Nobu Matsuhisa, Robert DeNiro and Meir Teper were present at the contract signing for the upcoming property. Image credit: Nobu

While no opening date has been made public, the restaurant is slated to welcome the public sometime next year. Meanwhile, previously announced Nobu developments in Egypt ([see story](#)) eyeing 2026 launch dates.

“We are very excited to bring Nobu to EDNC in East Cairo, the fastest growing market in Egypt and further expanding on our relationship with Nobu, the world-class hospitality brand,” said Ayman Amer, general manager at SODIC, in a statement.

“We look forward to opening the restaurant as soon as early next year,” Mr. Amer said. “We are proud to be continuing our growth in the luxury market and look forward to delivering a premium experience that further strengthens SODIC’s success and contributes to Egypt’s positioning as a global destination.”

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