

For Immediate Release

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**TRUST CONSULTING
APPOINTED AS EGYPT AFFILIATE OFFICE OF
PKF THE CONSULTING HOUSE, DUBAI**

DUBAI, 12th February 2008

Dubai based **PKF The Consulting House FZ LLC**, business advisors to the property and hospitality sectors, have appointed **Trust Consulting LLC**, the Egyptian real estate consulting firm, as their affiliate office in Egypt

“From its formation in 2003, **The Consulting House** has built an excellent reputation in the hotel, tourism and associated real estate industries across the Middle East and North Africa, becoming a full member firm of **PKF International** in 2005” stated John Alexander, PKF-TCH Director and General Manager. “This latest affiliation is a major step forward in the regional growth and expansion strategy of PKF-TCH, to further establish ourselves as the PKF business advisory centre of excellence for the hospitality & real estate industries across the region”, Alexander said.

With offices in Cairo and Alexandria, **Trust Consulting** has built a strong network of consultants and business advisors to serve the rapidly growing real estate market expansion now underway in Egypt. “As an affiliate of a member company of **PKF International**, this appointment will enable Trust to expand its range of services and market coverage in Egypt and neighbouring countries with a leading international brand”, said Iman Mansour, Director of Trust.

“**PKF The Consulting House’s** tailored business advisory services are focused on the needs of owners, investors and developers of hotel and tourism related real estate projects, covering the core services of feasibility & market studies, business valuation & operator selection; and extending to the wider project development management”, said Sven Gade, PKF-TCH Director and Head of Consulting. “Advisory projects range from large scale mixed component projects to single hotel properties. Examples have included highest and best use studies for the Old Town development, part of the Burj Dubai complex, which will incorporate the worlds tallest tower; full project development management for a new four star hotel within the impressive Business Bay district of Dubai; and full development studies for a new master planned resort in Salalah in the Sultanate of Oman, as well as strategic corporate advice in the definition and implementation of new companies in the core hospitality and real estate industry segments in several GCC countries”.

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Left to right:

- Arch. Ibrahim Al Henawy – Director - Trust Consulting
- Sherif Roushdy – Director - Trust Consulting
- Eman Mansour – Director - Trust Consulting
- John Alexander – Director & General Manager – PKF The Consulting House
- Sven P. Gade - Director & Head of Consulting – PKF The Consulting House