



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

بسم الله الرحمن الرحيم



HANAA ALY



شبكة المعلومات الجامعية
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شبكة المعلومات الجامعية التوثيق الإلكتروني والميكروفيلم



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جامعة عين شمس

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قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها
علي هذه الأقراص المدمجة قد أعدت دون أية تغيرات



يجب أن

تحفظ هذه الأقراص المدمجة بعيدا عن الغبار



HANAA ALY



Ain Shams University
Faculty of Engineering
Department of Architecture

Towards Branding New Egyptian Cities

Case Study – The New Administrative Capital

A Thesis Submitted to the Faculty of Engineering in Partial Fulfillment
of the Requirements for the degree of
Doctor of Philosophy in Architecture

By

Arch. Mai Ahmed Mohamed Mahmoud Sultan

Lecturer Assistant, Department of Architecture,
Faculty of Engineering Ain Shams University

**Prof. Dr. Shaimaa
Mohamed Kamel**

Professor of Architecture
Head of the Department of
Architecture, Faculty of
Engineering
Ain Shams University

**Prof. Dr. Ghada Farouk
Hassan**

Professor of Urban Planning
Head of the Department of
URDP, Faculty of Engineering
Ain Shams University

Prof. Dr. Marwa A. Khalifa

Professor of Planning and Urban Design, Department of Planning
and Urban Design,
Faculty of Engineering, Ain Shams University

Cairo, Egypt
2021

*In the name of Allah,
Most Gracious, Most Merciful*

*"And they ask you, [O Muhammad], about the soul.
Say, "The soul is of the affair of my Lord. And mankind have not been
given of knowledge except a little."*

Surat Al-Isra 85

Statement

This thesis is submitted as a partial fulfillment of the Requirements for the degree of **Doctor of Philosophy in Architecture** Engineering, Faculty of Engineering, Ain shams University.

The author carried out the work included in this thesis, and no part of it has been submitted for a degree or a qualification at any other scientific entity.

Researcher name

Signature

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Date: 11 December 2021

Researcher Data

Name : Mai Ahmed Mohamed Mahmoud Sultan
Date of birth : 22 of April 1984
Place of birth : Cairo, Egypt
Last academic degree : Master of Science in Architecture
Field of specialization : Architectural Engineering
University issued the degree : Ain Shams University
Date of issued degree :
Current job : Lecturer Assistant,
Department of Architecture,
Faculty of Engineering, Ain Shams
University

Abstract

Due to the intensified globalization, the theory of city branding has emerged, developed and is being applied by existing cities that are fiercely competing to gain advantage and position on the world scene. On the other hand, and according to literature, this theory does not take new developed cities into account. Questions like; How to create and develop a brand for a new city that is still under construction? Who are the entities involved in the process? What are the main components that can help creating, developing and managing a brand for a new city? are posing itself. Evidently, there is an urge for more academic research in this domain regarding developing a model for branding new cities.

While cities are now considering branding strategies as an instrument that can increase their competitive advantage, and as a research domain of a great importance, several articles were published on place/city branding, the academic research on this domain within the Egyptian context is limited.

The aim of this dissertation is to develop a model for branding new emerging cities that can help them position themselves on the global platform in order to boost their economic fund and international credit. During this study, the existing place and city branding frameworks and models are investigated and their components are integrated. As a result, this dissertation adopts the case-study approach as a research technique. Proposed components are adopted and the interrelationships between these components and the level of importance of each of them are examined in the literature and among related stakeholders to develop a comprehensive and conceptual model, and the perception of urban planners and architects in both the academic and practice field of the New Administrative Capital (NAC) is examined. The findings of this dissertation have highlighted the importance of the city branding practices. It also focuses on the success factors and potential challenges. It further enriches the literature in the domain of branding new cities and contributes to the development of a brand for the New Administrative Capital (NAC).

Keywords:

City Branding, City Brand Management, New Cities, Branding Models and Frameworks, New Cities in Egypt, The New Administrative Capital

Dedication

To

*My Beloved Father - may his soul rest in peace,
and my Mother; the reason of what I become today.*

*My Dear Husband and life-long companion
and My Little children Foussef and Laila.*

*No words can express my gratitude for you,
for you have always supported and encouraged me.*

