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Egyptian real estate developer M squared has partnered with Al Zomra, SAFE, and I-Events to launch the inaugural "Family Function," a new platform expected to gather 3,500 attendees late this October to address parenting, child wellbeing, and safety.

The one-day event, hosted at M squared's 31VVEST property in 6th of October City, will feature expert

talks, workshops, and activities designed to facilitate intergenerational dialogue and assist households in navigating modern everyday challenges.

Operating under the theme "At Home, I Am...", the gathering's programming includes storytelling sessions, parenting discussions, and youth-focused activities exploring the roles individuals play within their

families and the moments that shape trust and communication at home.

The initiative was founded by Al Zomra, an organisation focused on life-schooling, identity-building, and character development, and co-founded with SAFE, an entity specialising in child protection and family wellbeing. Event management company I-Events is overseeing the operational execution of the gathering.

M squared, the real estate arm of Intro Holding, stated that hosting the event aligns with its objective of integrating community building and care into the heart of its developments. Organisers noted the October launch marks the beginning of a long-term initiative aimed at supporting and connecting Egyptian families to help build stronger, more resilient communities.