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A SUSTAINABLE DEVELOPMENT PERSPECTIVE FOR MEGA PROJECTS
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**THE ECO-EFFICIENCY AND SUSTAINABLE NATIONAL PROJECTS
IN EGYPT**

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ABSTRACT: As national mega projects, the Suez Canal Area Development Project and New Suez Canal have logistically imposed two main questions. First, how the project can spot the preferred solution for balancing the business and environmental concerns? Second, how the project can enhance the trade-off between those two dimensions. In order to answer these two questions, the efficient frontier between the profitability and the environmental impact needs to be investigated. Three Levels of Thinking has to be applied. In Marlog 2, the Operational Thinking has been discussed using different supply chain approaches including SCOR and Lean Thinking. In Marlog 3, the Tactical Thinking has been explained for global growth opportunities including thinking process and value chain philosophy. This year, the Strategic Thinking approach will be discussed for improving the Eco-efficiency in logistics clusters with the application for the Suez Canal Logistics Corridor project. The main purpose of this paper is to explore the eco-efficiency solution and the concept of eco-topology for the national mega project to transfer the Suez Canal region into a global logistics corridor.

Keywords: ECO-EFFICIENCY, SUSTAINABLE LOGISTICS NETWORK, SUEZ CANAL LOGISTICS AREA DEVELOPMENT PROJECT, NEW SUEZ CANAL PROJECT