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Vantage to exhibit Serrenia at Cityscape 2006

Serrenia, the ultra luxury new residential resort and hotel designed by Foster & Partners on Egypt's Red Sea Coast, will be exhibited at Cityscape 2006 by London based Vantage Real Estate Development.

United Arab Emirates: Wednesday, November 15 - 2006 at 11:46

PRESS RELEASE

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Serrenia provides uniquely designed and exclusive residences as well as a new destination for the rich and famous in Sahl Hasheesh that want to explore the Red Sea region in complete luxury. Vantage has asserted that Serrenia is a futuristic vision for ultra luxurious real estate development projects.

After two years of research, Vantage chose a location unique in its geographical location and natural beauty. In addition to the luxurious residential units that range from palaces to villas to apartments, the project includes a one of its kind design seven star hotel to service Serrenia residents and guests, and a marina that can accommodate more than 300 yachts.

The Foster designed project is set on a 3 million square meter and meets the needs of Serrenia guests whether they choose to reside in the palaces, villas, or apartments. The construction and operation of Serrenia will be done by the world's leading companies each in their respective field.

Homi Mullan, Vice Chairman for Finance & Strategic Planning announced that Vantage chose Dubai for its regional launch of Serrenia due to Dubai's importance as a global economic center. He further announced that Cityscape presents an opportunity for Gulf region residents to be introduced to the world's most exclusive waterside address.

As to the philosophy behind Serrenia, Homi Mullan stated that the rich and famous are in search of a location where they can reside year round and have the highest degree of privacy, luxury, exclusiveness, and services.

Vantage's Sales Director, Alex Upson said that the project will include a SPA, and an International golf course. He also said that the ground breaking is scheduled to take place soon.

As for the marketing of Serrenia, Homi Mullan declared that in addition to Vantage's key personnel who have previous professional experience with leading international institutions, the size of the project required the appointment of specialized international real estate Marketing companies to concentrate on specific world regions.



(from left to right); Mr. Ahed M. Sukhon, MD, Communications & Public Relations, Mr. Homi Mullan, Vice Chairman, Finance & Strategic Planning, Mr. Alex Upson, Director of Sales, Dr. Dia'a Malaeb, MD, Engineering & Construction Division.

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Posted by Janeta Novakovic, Assistant News Editor

Wednesday, November 15 - 2006 at 11:46 UAE local time (GMT+4)

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