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Serrenia is launched in Cairo with a live performance by Lionel Richie

Vantage Holdings S.A. has launched its US\$3 billion (£1.53bn) ultra-luxury Serrenia development in Cairo, Egypt. The development, which will be built on the Egyptian Red Sea coast has been designed by the leading architectural practice Foster & Partners.

The Cairo launch of Serrenia included live performances by Lionel Richie, Nancy Agram and Omar Khairat. Well-known local representatives from Middle Eastern business, Governments and the world of show business heard from Khaled Shaheen, Chairman of Vantage, about the importance of Serrenia for the Egyptian tourism industry. Lionel Richie endorsed the project by stating that he looks forward to considering buying a property in Serrenia.

Speaking to an audience of 1,200, Mr. Shaheen said:

“My personal attachment to Egypt dates back to my childhood and it would bring me great joy to keep giving back to the country. Serrenia will be a major boost to the Red Sea coast as well as the tourism industry. It will take the meaning of ‘luxury’ to new heights and will be an added sparkling jewel to Egypt’s future going forward.”

Serrenia

Set over 3 million square metres along the Red Sea coastline, Serrenia benefits from year round warm temperatures. It will comprise of a luxurious private and commercial marina with over 300 berths, 1205 residential units – which will include palaces as well as a range of villas and apartments, a 200-room luxury hotel, a world-class spa, an aqua park, an 18 hole exclusive golf course, and several other sporting facilities. Serrenia will provide unique and exclusive residences as well as be a new destination those who want to explore the Red Sea region in complete luxury.

Inspired by the landscape, the architecture is modern and discreet. The exterior design of the palaces, villas and apartments echo the shape and range of colours found in the desert’s barchan dunes. The bespoke design ensures that clients can define their own space, for example villa and palace owners can choose how many bedrooms or how much living space they would like in their residence.

The five palaces which are 3780 sq. m in size, provide the ultimate in prestige living, they are defined by their ability to host receptions for as many as 600 guests. Each property has its own swimming pool, as well as lush tropical gardens with water features.

The design of the seven star hotel, with its unique coral like shape, mirrors the extraordinary submarine world found in the Red Sea. Homeowners and hotel guests will experience a new level of unparalleled service where every wish and whim will be provided for. The spa is set in lush botanical gardens, which open onto the ocean as well as to the mountains at the rear.

Serrenia's Marina 'Hub' will be one of the focal points of the development - with an extraordinary wave shaped floating roof and a vast airy, cool space below. It will accommodate carefully selected leading brand stores from around the world. It will also include restaurants, resort catering, a sport centre and several other facilities.

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Notes to Editors

- www.serrenia.com
- Vantage Holdings S.A. is a subsidiary of Shaheen Business and Investment Group (SBIG), one of the largest non-state employers in Jordan. 2006 has seen the company transfer many of its international activities to London. The family owned company is led by chairman and chief executive officer Khaled Shaheen. Vantage is the Group's newly formed international real estate development arm.