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A LAVISH RECEPTION AT THE DORCHESTER TO ANNOUNCE 'SERRENIA' DESIGNED BY FOSTER & PARTNERS

Shaheen Business & Investment Group, (SBIG), the largest non-state employer in Jordan held a lavish reception at the Dorchester Hotel, London on Monday 12th June to announce 'Serrenia', the ultra luxury residential and commercial development project on the Red Sea, Egypt, designed by the world leading architectural practice Foster & Partners.

Lord Foster of Thames Bank O.M and Khaled Shaheen Chairman and CEO of SBIG addressed the reception, giving speeches on their vision for Serrenia. Both distinguished speakers were introduced by Kevin McCloud, the television personality and design commentator who compared the evening. Among the high-profile guests present was Baroness Symons representing the British Government, Egypt's Minister of Industry & Trade and Rasheed Muhammad Rasheed, Mohamed Zohair Garanah, the Minister of Tourism.

Guests enjoyed a champagne reception and caviar bar followed by a 5-course dinner in the ballroom at the Dorchester Hotel. The evening included entertainment by the Abdelkader Saadoun Quartet and British Champion of Illusion, magician David Penn.

The \$1.5 billion scheme, (www.serrenia.com) will include a 200-room seven star luxury hotel, palaces, villas and apartments as well as a marina, spa and heliport for guests use.

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Notes to Editors

- The firm behind the Serrenia development is SBIG, who has taken 8,000 sq ft of office space at 1 Berkeley Square, W1. Ten key staff will relocate from Jordan and additional staff will be recruited from the UK.