

DESTINATION
BROCHURE



JEFaira

YOUR YEAR ROUND *coastal* TOWN



INERTIA

Founded in 2007, as a subsidiary of Inertia Holding Group, Inertia is a leading Egyptian real estate developer dedicated to offering distinctive, valuable and dynamic projects across Egypt. Through venturing into diverse geographical locations such as the Mediterranean and the Red Sea, Inertia provides today's cosmopolitan clientele with integrated communities that offer exclusive homes and gratifying lifestyles.

Inertia's current portfolio includes 8 developments that span across Cairo, the Red Sea and the Mediterranean offering residential properties, a fully integrated town, as well as cutting edge health care and commercial facilities.

WELCOME TO INERTIA

RESIDENTIAL PROPERTIES

Cairo

West hills
Soleya
Brix
Joulz

Red Sea

G Cribs

COMMERCIAL SERVICES

Medipoint Sheikh Zayed

TOWNS

North Coast

Jefaira



JEFAIRA

I AM YOUR HOME; THE SEA.

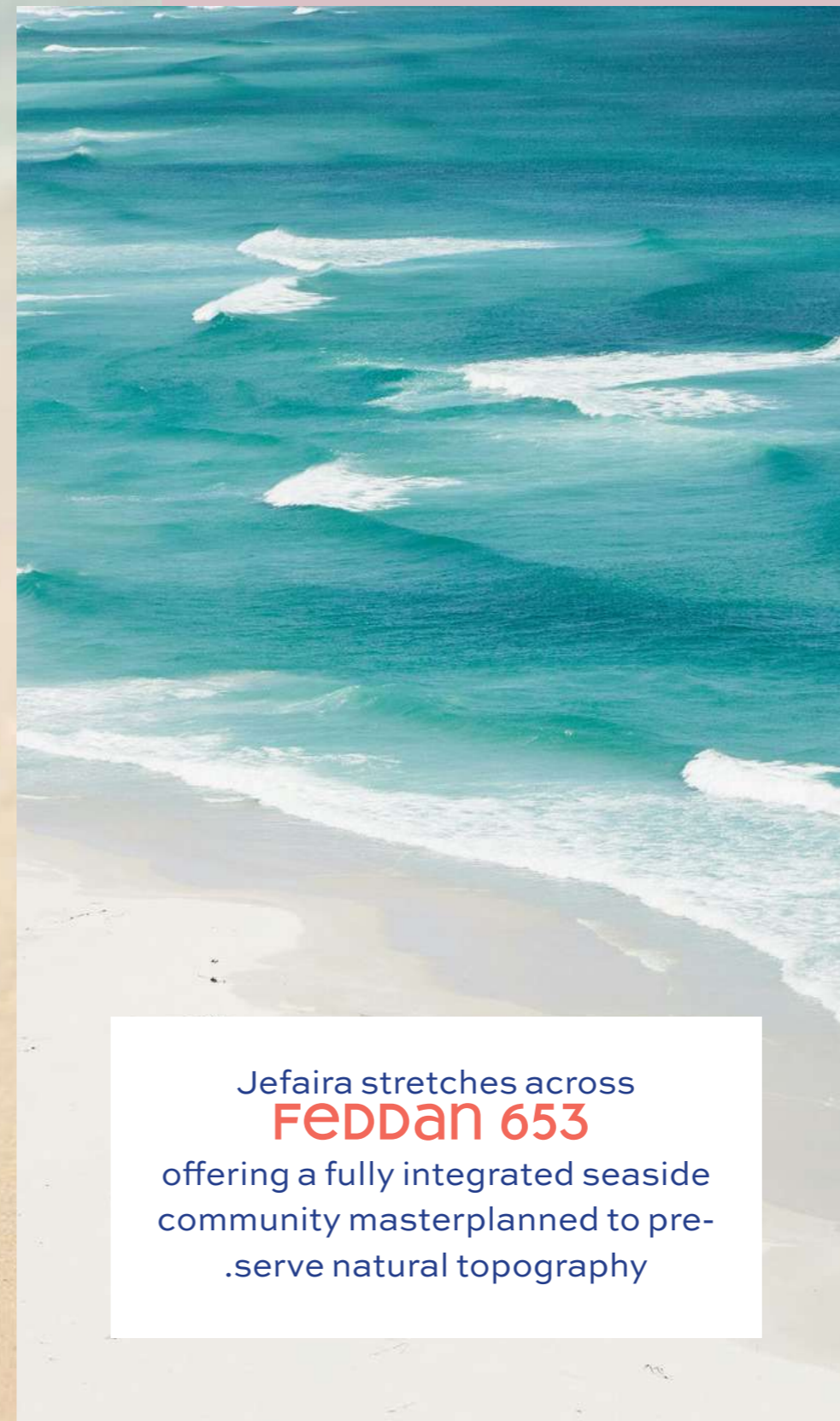
I AM A TEACHER, A FRIEND, A HEALER.
A LOVER OF CULTURE, ADVENTURE, LEISURE
& EVERYTHING IN BETWEEN.

I AM YOUR YEAR ROUND COASTAL TOWN.

I AM JEFAIRA.

ABOUT Jefaira

Located on the banks of Egypt's mesmerizing Mediterranean coast, Inertia introduces Jefaira; **a community where coastal living meets exclusive comfort**, bringing together a mix of **individual, self-sustained communities** where residents can live, work, and experience all life has to offer.



Jefaira stretches across
FEDDAN 653
offering a fully integrated seaside
community masterplanned to pre-
serve natural topography





PROJECT LOCATION

At the heart of **Ras Al Hikma**, Jefaira is located 200KM west of Alexandria and 100KM east of Marsa Matrouh, Jefaira's exclusive location guarantees ease of accessibility to all main roads.

A mere 30-minute drive from Al Alamein International Airport and 20 km from Al Dabaa Road makes it a prime center point on the New Sahel coastline.

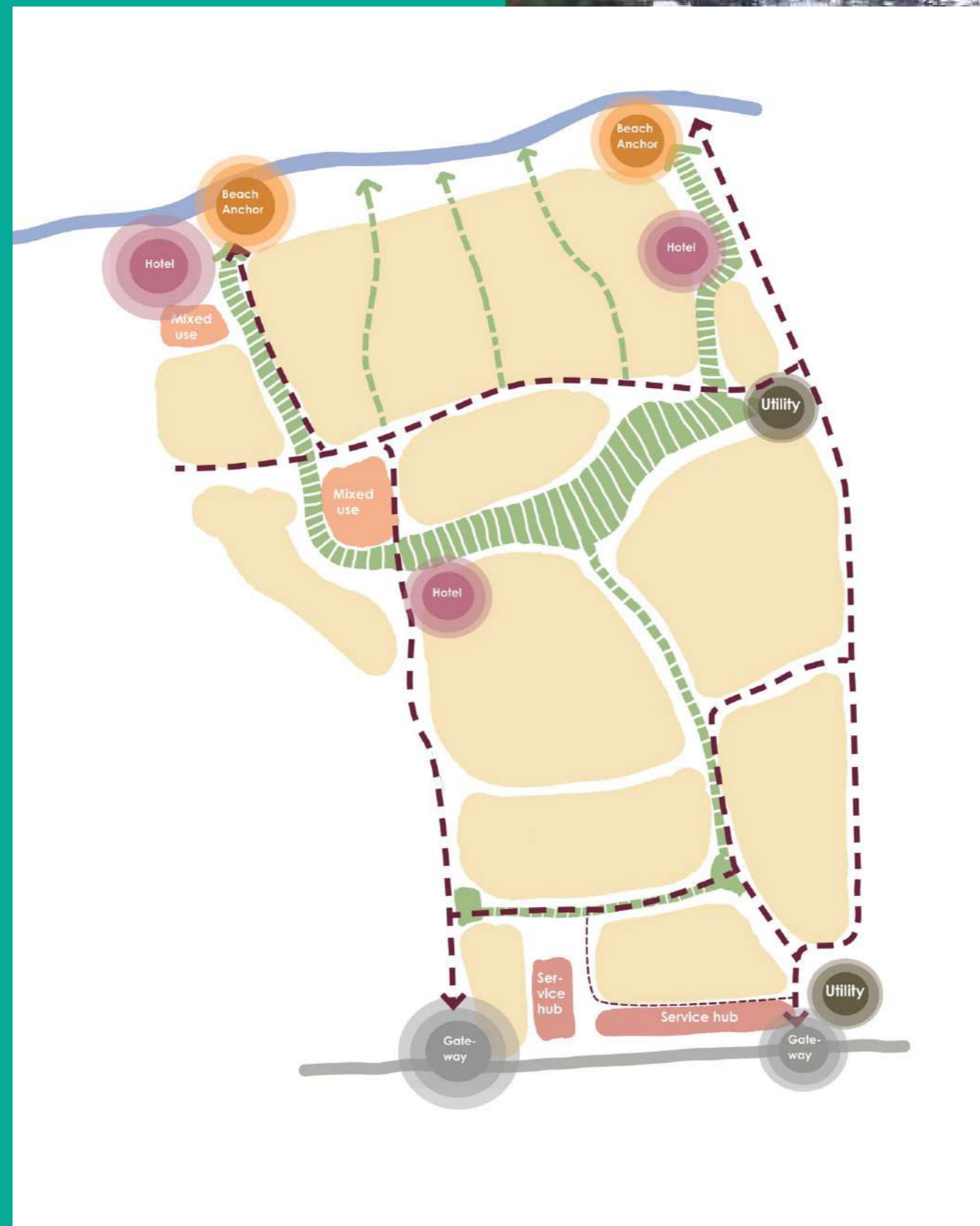
Jefaira - Al Dabaa Road	20 km
Jefaira - Al-Alamein International Airport	50 km
Jefaira - Al-Alamein Hotel	65 km
Jefaira - Wadi Al Natroun Road	90 km
Jefaira - Marsa Matrouh	100 km
Jefaira - Borg Al Arab International Airport	170 km
Jefaira - Alexandria	200 km
Jefaira-Cairo (via Al Dabaa Road)	300 km

MASTER PLAN VISION

A new model for life on the north coast beach town that celebrates its connection with the water, and encourages users of all ages to explore and make it their own.

Main components include:

- RESIDENTIAL PHASES
- CENTRAL PARK
- SPORTS
- RETAIL
- HOSPITALITY
- MEDICAL FACILITIES
- WATER BODIES
- ENTERTAINMENT AND LEISURE



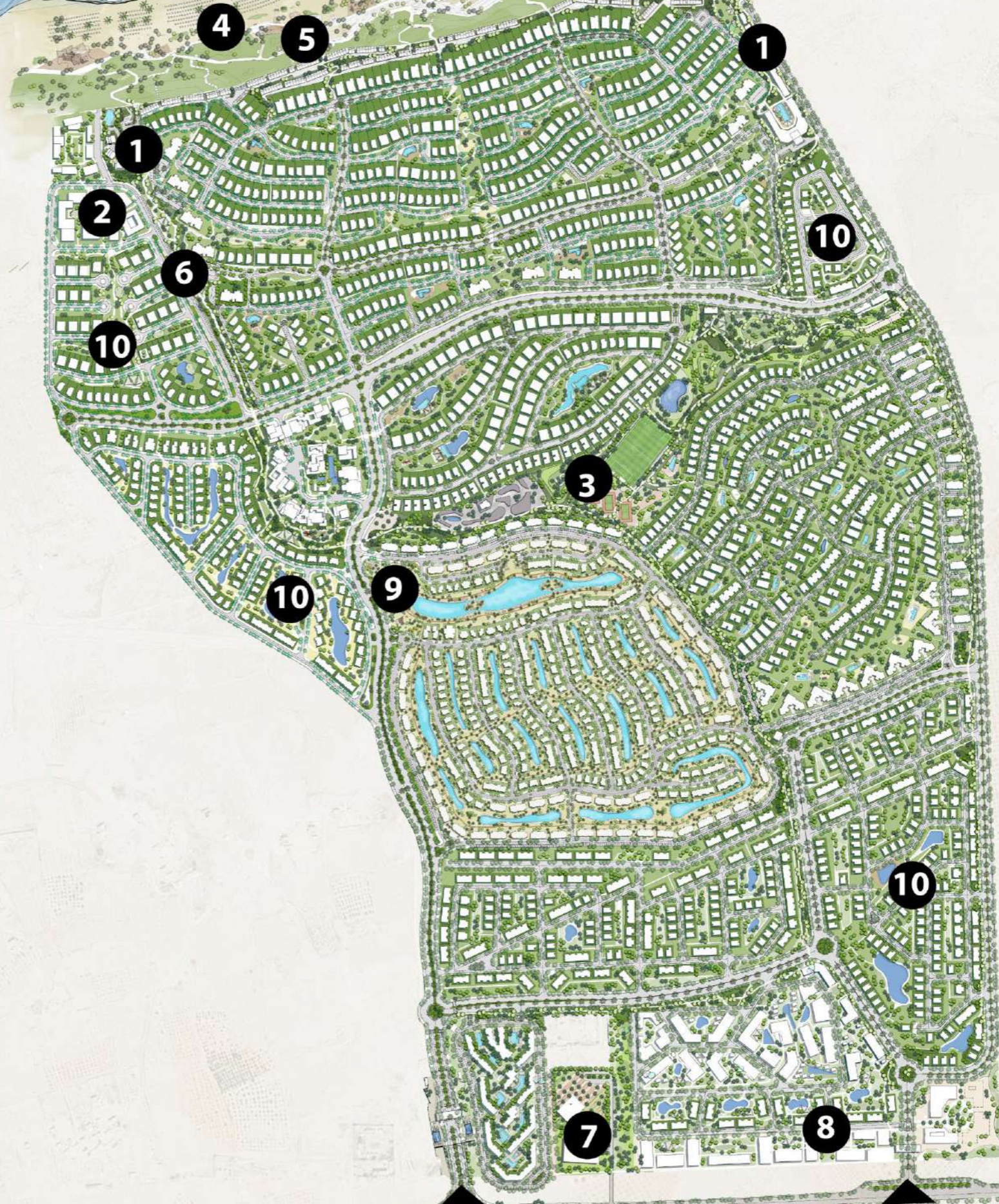
Disclaimer

The project's Master Plan shown in this brochure is only an indicative of the envisaged developments and the same are subject to approvals from local authorities which can be subject for change.



ILLUSTRATIVE MASTER PLAN

1. Beach Front Hotels
2. Downtown Area
3. Jefaira Park
4. Beach Promenade
5. Amenities Promenade
6. Beach Front Green Link
7. Jefaira Hospital
8. Commercial Strip
9. Ayla Hotel
10. Community Open Spaces



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KEY ROUTES

The plan creates a series of pathways that connect the site. By thinking of these as unique experiential journeys, we can give each a distinct character that builds identity and gives them a purpose.



1 Beach
A varied beach experience that stretches the length of the Jefaira Coastline



2 Boulevard
A vibrant, urban connector that links the Mixed Use Areas with the rest of the North Coast.



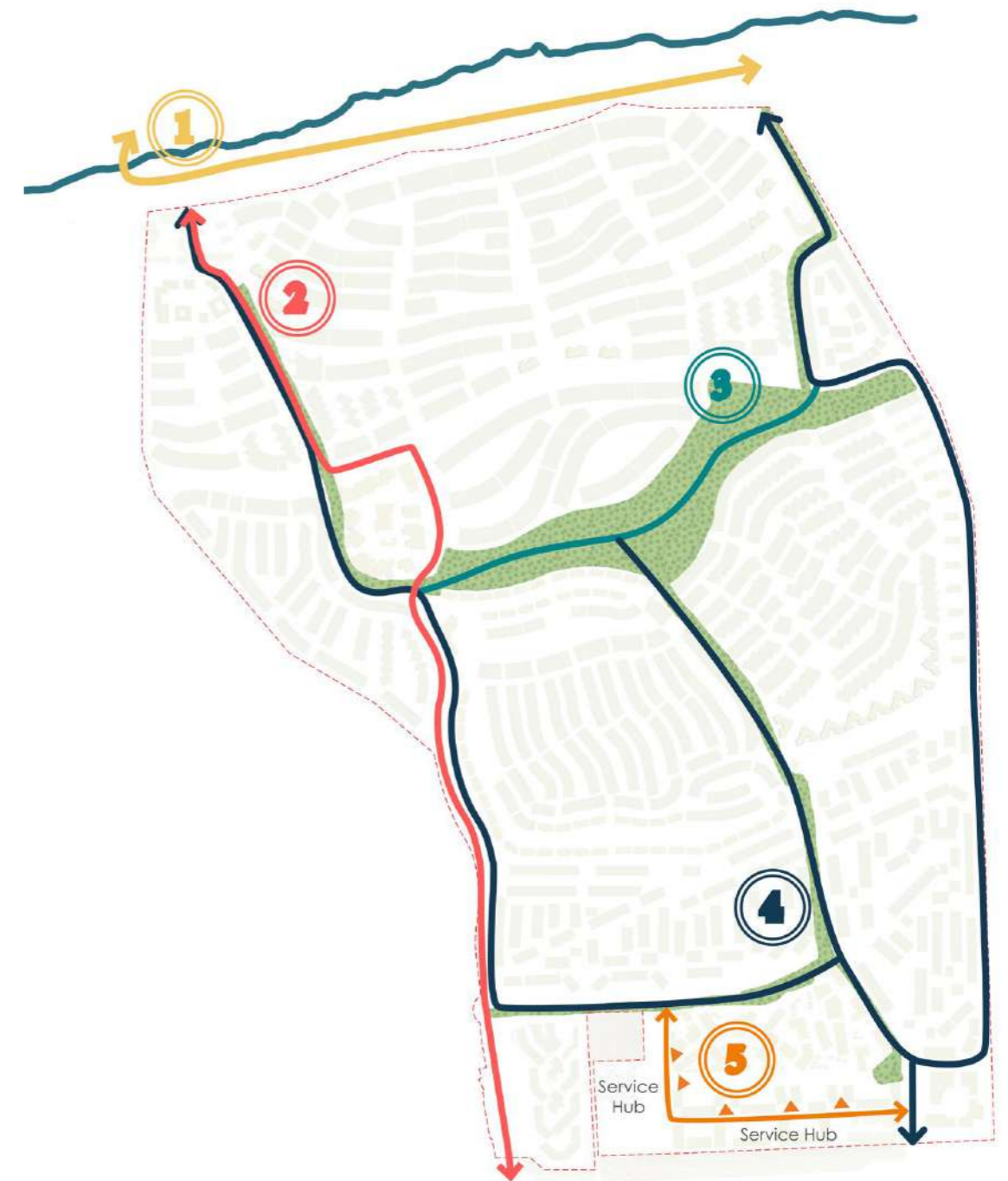
3 Leisure
An engaging route populated with sports, wellness & community activities.



4 Residential
A private, waterside path to enjoy, and a quick, easy way to get into town.



5 Service
An inviting, convenient stretch of services and engagement for non-residents to drop into.



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OPEN SPACE STRATEGY

Jefaira is designed with a varied open space offer that extends the vibrancy of the beach front experience into the heart of the site.

The open space strategy creates a network of walkable trails and paths through the value creation and connecting into community routes and spaces within the residential neighbourhoods.

-  Hospitality
-  Public green space (value creation)
-  Community open space
-  Community links
-  Swimmable water features
-  Non-swimmable water features
-  Beach front
-  Green links
-  Tree lined public routes
-  Gateways



Disclaimer

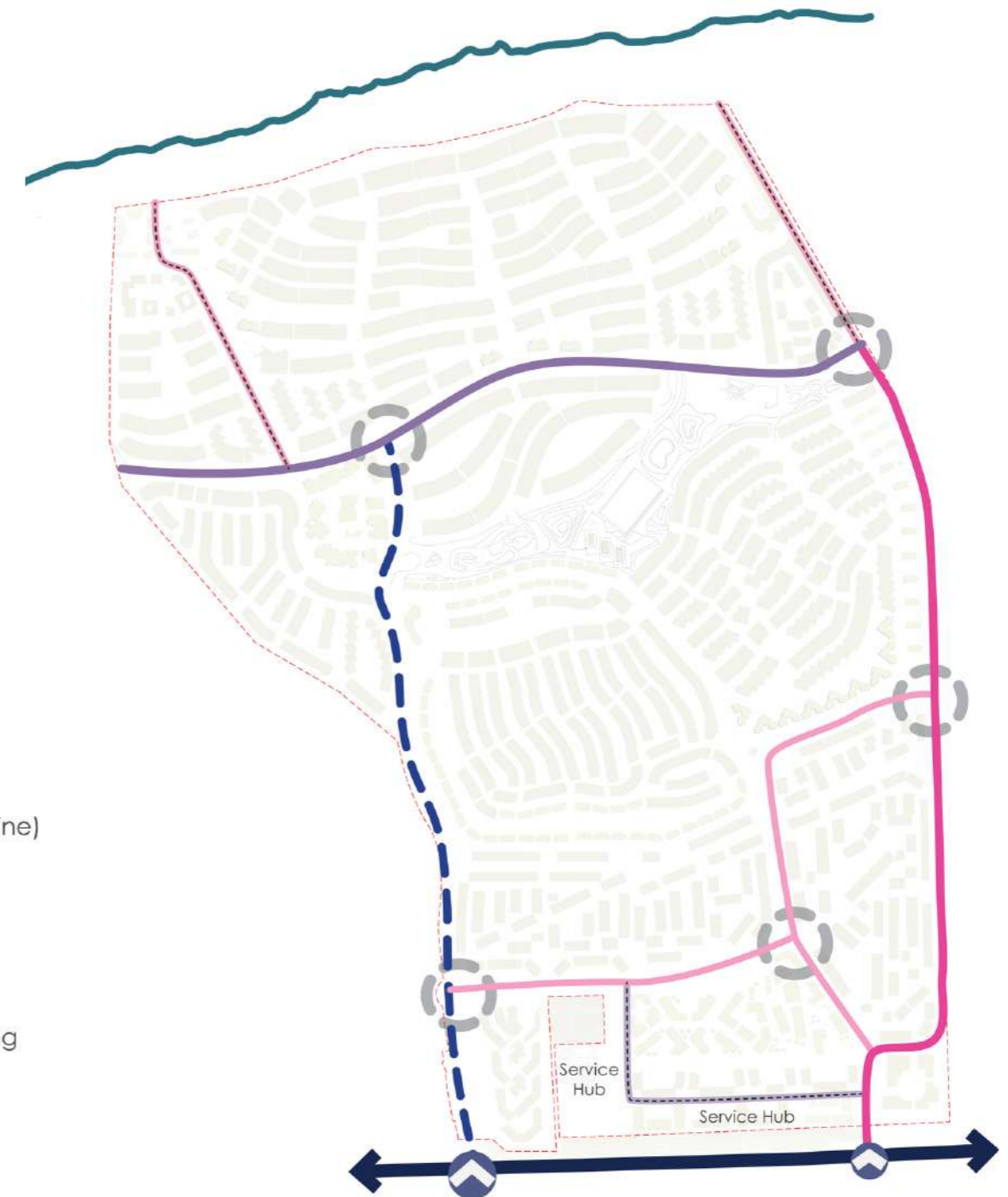
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PUBLIC VEHICULAR movement STRATEGY

The public movement strategy provides 2 gateways into Jefaira.

The primary gateway connects from the Alexandria - Marsa Matrouh highway, along the avenue, to the eastern beach front hotel, forming a distinctive arrival experience.

This gateway route forms part of the distinctive arrival experience.



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PEDESTRIAN movement STRATEGY

The pedestrian movement strategy is designed to create an experiential network of routes and walkable trails across Jefaira.

The routes connect residents from across the site to areas of public open space all activated by vibrant nodes of activity along the way.

With many of the routes extending out onto the beach front promenade.



- Primary public movement
- Secondary public movement
- Tertiary public movement
- Activation nodes

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WORLD-CLASS amenities at YOUR DOORSTEP, ALL YEAR ROUND

Jefaira's all year round amenities are set to support, simplify and sustain life on Egypt's New Sahel coastline.

A town to call home; Jefaira has it all. From beach and park experiences and medical facilities that leave your family members safe and healthy, to luxurious hospitality and cutting edge sport facilities; Jefaira guarantees its residents year round world-class amenities.



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BEACH EXPERIENCE

Stretched across **1.3 kilometres** (out of 2.5 KM), Jefaira's seafront provides visitors and homeowners with energetic Mediterranean vibes.

The seafront will encompass distinctive leisure attractions, an integrated outdoor living environment and engaging beach experiences, emerging as a wonder on the coast of Jefaira.

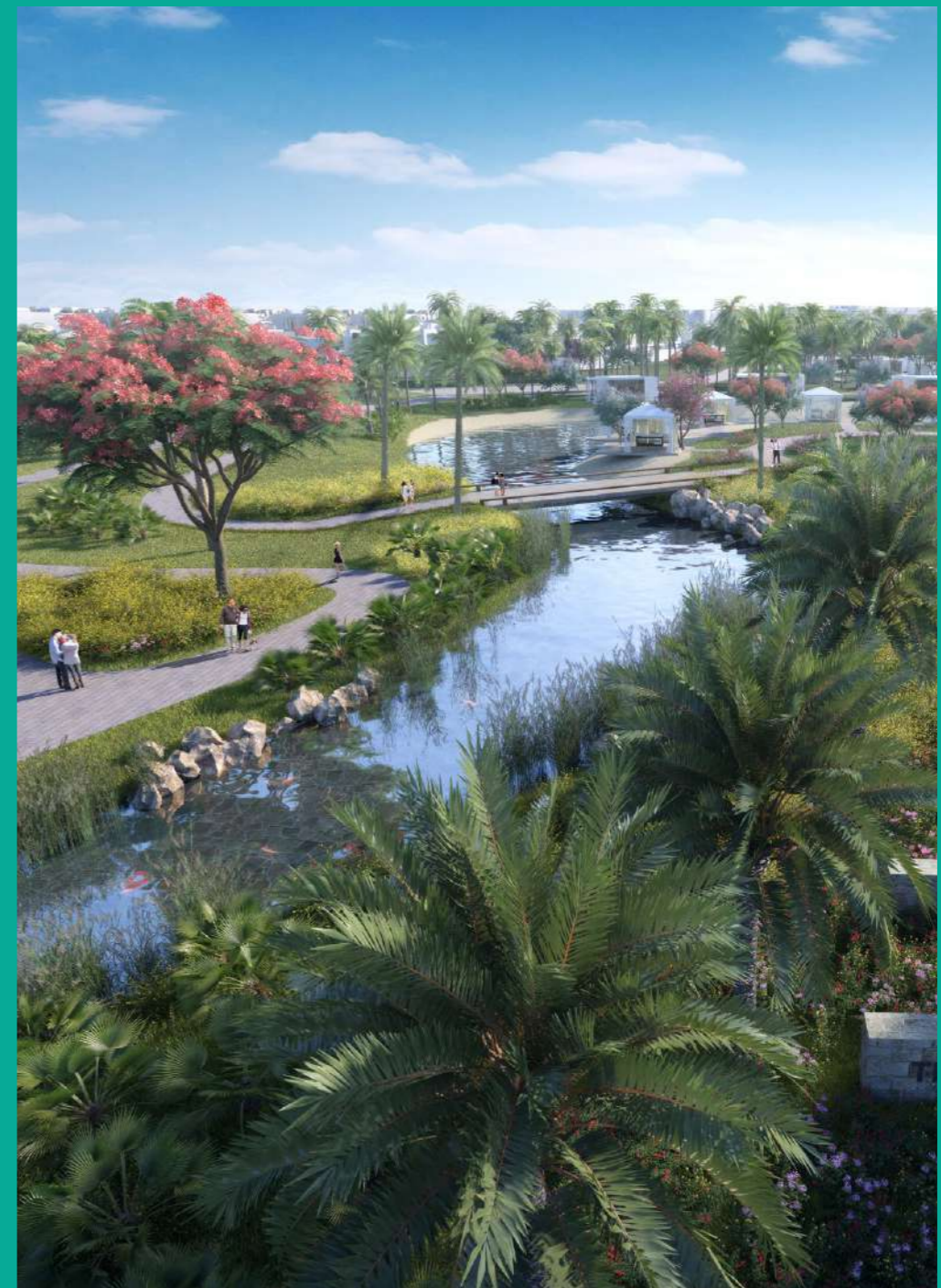
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Jefaira Park

Jefaira is set to home the North Coast's largest Central Park. Spread over **120,000 m²** and strategically located in the heart of the development serving as a breathtaking green spine providing a connective backbone for the community.

The largest area of parkland extends from east to west through an activity corridor that brings together various zones and neighbourhoods of the project linking them to the seafront.



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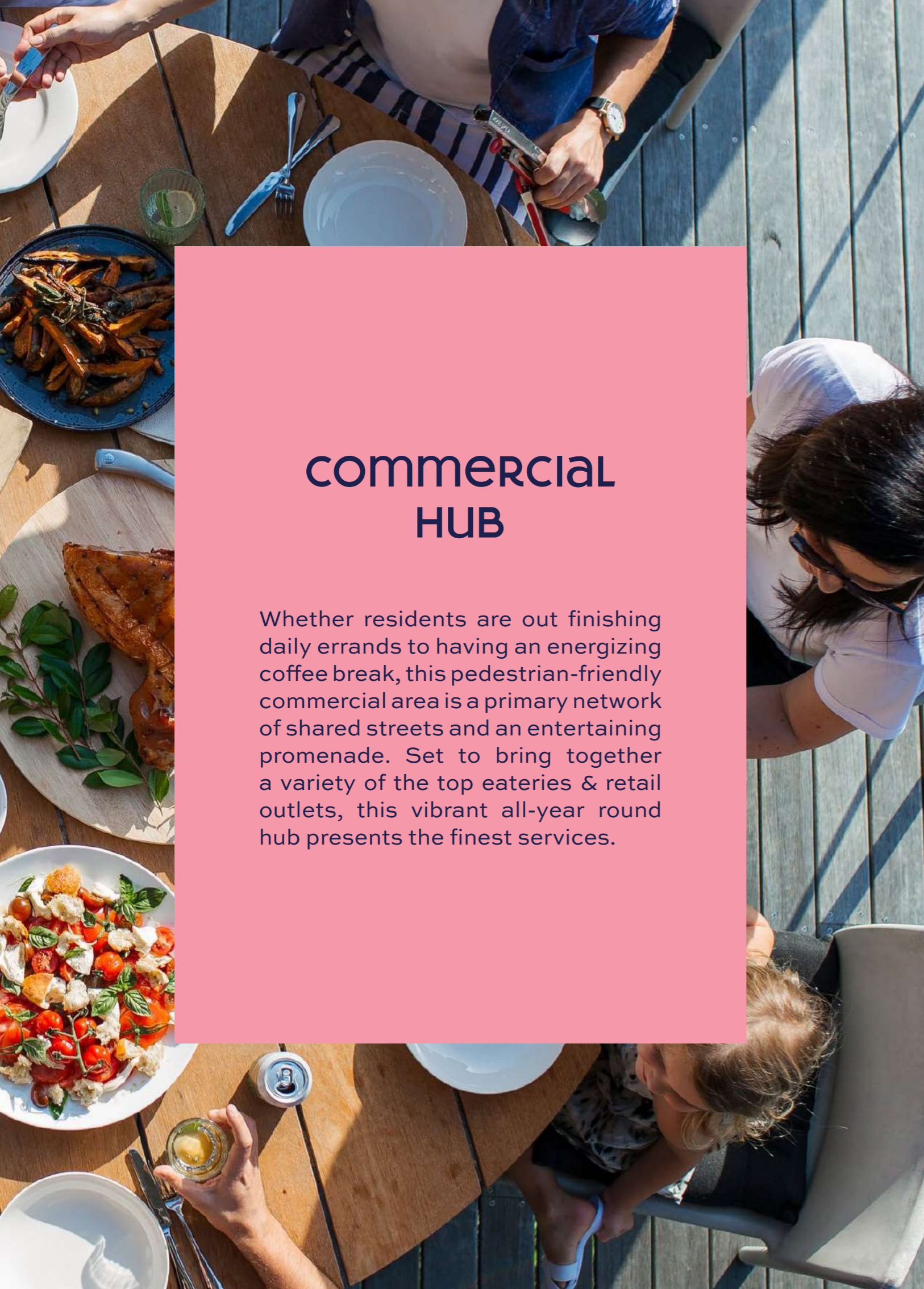


Water Bodies

Incorporating a unique blend between luxury and privacy. Jefaira offers outstanding water bodies, that cover up to **85,000 sqm** of the project's area.

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COMMERCIAL HUB

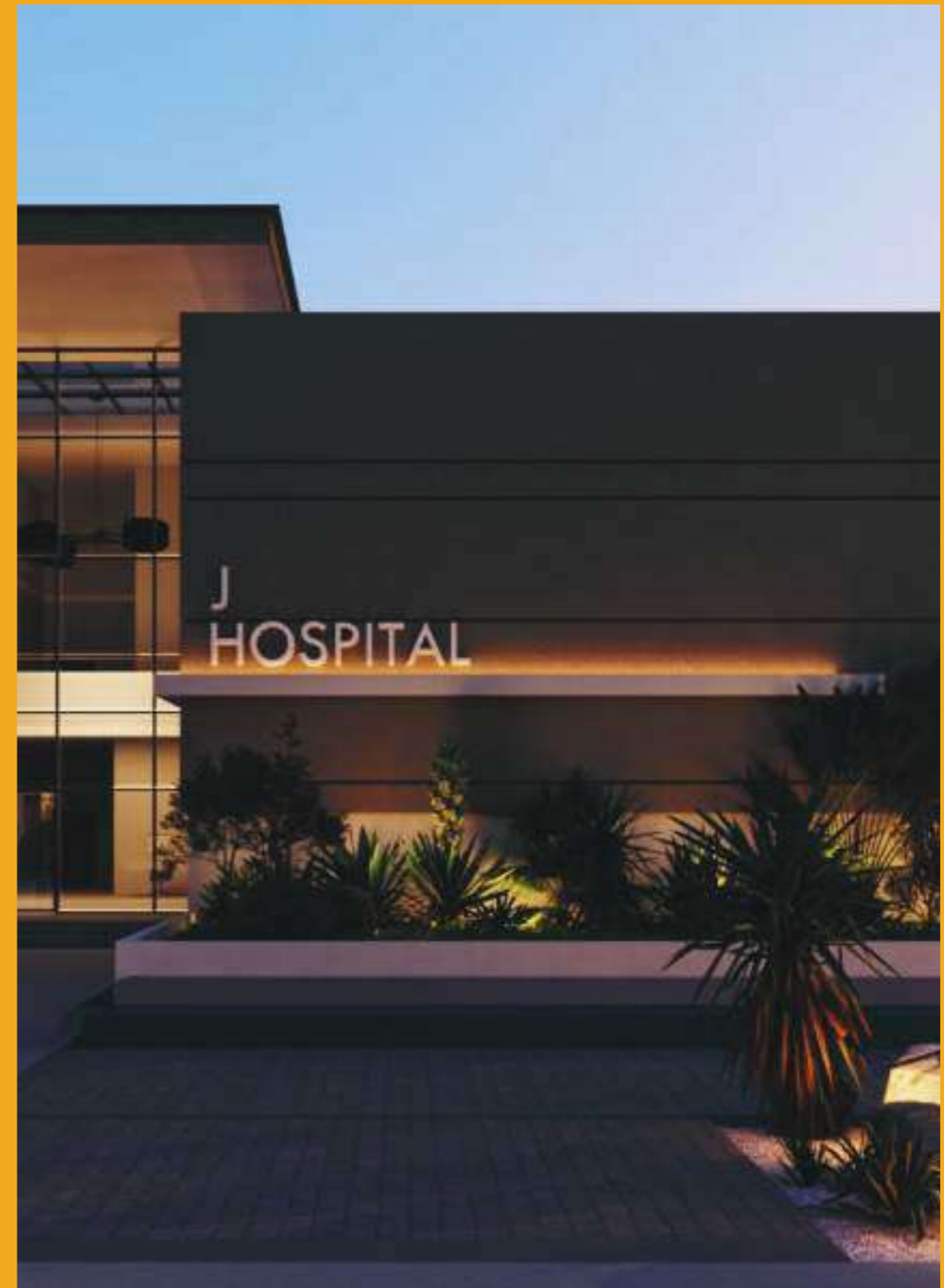
Whether residents are out finishing daily errands to having an energizing coffee break, this pedestrian-friendly commercial area is a primary network of shared streets and an entertaining promenade. Set to bring together a variety of the top eateries & retail outlets, this vibrant all-year round hub presents the finest services.



MEDICAL FACILITIES

Jefaira Hospital, the first hospital of its kind to operate in this area promising to substantially transform the medical sector in the North Coast region. Set to international standards, the hospital will operate all year round and will serve more than 20 specialties.

Jefaira
HOSPITAL



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WORLD CLASS HOSPITALITY

Several small to medium sized boutique hotels and serviced apartment residences will also offer a variety of the finest amenities and the best international standards.



CUTTING EDGE SPORTS FACILITIES

At Jefaira, residents have the opportunity to improve their health & establish an individual well-being routine through multi-purpose sports facilities.

Developer

INERTIA

Master Plan Concept Design & Visualization

Gensler IO DESIGN

3D Visualiza-

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Inquiries@inertiaegypt.com
www.inertiaegypt.com
IG: @InertiaEgypt
FB: \InertiaEgypt
IN: \InertiaEgypt
19655

INERTIA



Arkan Plaza SY 204, El Sheikh Zayed City - Giza, Egypt
Plot 15, South Teseen St, City Center, Sector 1, Fifth
Settlement - Cairo, Egypt