

INERTIA

Omar Samra launches Season 2 of “Make Space Yours” Project with Inertia’s support

Cairo- September 2018: Adventurer and founder of Wild Guanabana, Omar Samra, announced the launch of Season 2 of ‘Make Space Yours’, the first of its kind in Egypt and the Middle East, under the theme "Make Space Yours". Which has been transformed into a platform to inspire young people and school students to adventure, motivate them to discover the mysteries of space and interest in the new sciences through exciting projects, competitions and experiments. Witnessing a major expansion in its current session, with the support and encouragement of Inertia development, which is sponsoring the second consecutive season of the project.

Omar Samra explained that participation in the competition will be available to all students of Egypt between the age group (8-17 years). In the first season, the competition team managed to visit 77 schools and 44 universities in 9 governorates of Egypt. Visits to 5 private and international schools will be organized to attract more young people to participate in the exciting experiences of the project. Visits will be held in October and November.

He added that "the project is primarily aimed at simplifying space science and introducing new developments in its fields and highlighting the importance of the development of engineering, science, mathematics and technology in Egyptian schools, where participants are asked to present new ideas and create imagination for their creativity. In the space industry and inventors and highlight their personal talents in a way that contributes to the discovery, " explaining that it aims to deploy the project in the Middle East countries after the success and increase the demand to participate in its activities and competitions in Egypt.

Omar Samra expressed his great appreciation for the sponsorship of Inertia: "This is not unusual for one of the leading Egyptian real estate developers that is keen to support and encourage unique ideas, as well as creating new concepts and more," said Samra.

He pointed out that the project will include two levels of competitions, and prizes vary by age group: "With the results announced in December, 10 to 15 students whose ages vary between 8 to 12 years, will have the opportunity to experience Zero Gravity in AERODIUM Egypt, as well as win a spot in Muricata camp" he said. While one winner of the age group from 13 to 17 years will be awarded a grand prize to join Omar Samra to experience a Zero Gravity flying experience in a non-gravity Boeing 737.

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Eng. Ahmed Al-Adawy, CEO of Inertia, said: "We are proud to sponsor the Egyptian adventurer Omar Samra, which contributes in placing Egypt in the international scene and to his role in discovering unique talents, raising awareness and increasing interest in space science and exploration at the local level. "

"We will continue to support and encourage the project locally and we look forward to its spread in other countries in the region, which will contribute to the increasing benefit of its activities and competitions," he added.

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About Inertia

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. From our inception in 2007, Inertia has been thriving; we are renowned for projects that cater to today's cosmopolitan clientele, whether in the energetic Cairo, by the mesmerizing Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, we aim to establish a close-knit and active community.

As a subsidiary of Inertia Holding Group, we are selective with our properties as we only choose distinguished projects that offer valuable homes and a gratifying lifestyle aligned with contemporaneous needs. Our developments range from cutting edge medical centers such as Medipoint Sheikh Zayed, Medipoint Mena Plaza; residential properties like West Hills, Soleya, Brix, and Joulz in Cairo, G Cribs in El Gouna, Veranda in Sahl Hasheesh, and the mega-project Jefaira in the North Coast. In every project, Inertia ensures estimable developments with immaculate designs, overlooking scenic vistas, and a warm, vibrant community. Today, Inertia's properties are peerless, guaranteeing their residents quality of design, service, and ambiance.

Inertia has been in the market since 2007 and provides high quality, modern commercial and residential properties across Egypt and is a subsidiary of Inertia Holding Group. The company's investments grew to EGP 22.6 billion from its latest megaproject Jefaira which alone is worth a total of EGP 20 billion in investments.

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