ALAM AL ROUM

NORTH COAST





A DESTINATION BUILT FOR GREATNESS,
DESIGNED FOR THE WORLD.

by

QATARI DIARI
القطرية الديار

EGYPT

LIVE GREATNESS

A guide to the vision, experiences and the story that defines Alam Al Roum.

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ACROSS CONTINENTS,
a legacy WAS QUIETLY
IN THE MAKING.

01
Qatari Diar

THE GLOBAL STORY

Since 2005, Qatari Diar has grown into one of the world's leading real estate developers, backed by the sovereign capital of the Qatar Investment Authority, operating across more than twenty countries on five continents, with a portfolio exceeding USD 35 billion.

More than *fifty* landmark developments delivered. Each one conceived to international standards. Each one built to outlast the decade that made it.

Inspiring excellence in real estate

The company has been entrusted with a rare kind of work: the making of places that nations come to be defined by. Qatari Diar measures its work in generations, in the cities shaped around its developments, and in the people who will inherit them.

Sovereign capital.
Patient design.
Destinations the world returns to.



Twenty years of building destinations in Egypt.

QATARI DIAR
قطرية ديار
EGYPT

02
Qatari Diar Egypt

A NATIONAL COMMITMENT

Egypt has belonged to the Qatari Diar story from its earliest chapters. Today, Qatari Diar stands as one of Egypt's largest real estate developers, holding the largest land portfolio of any foreign developer in the country, exceeding sixty million square metres, with investments surpassing USD 7 billion.

Its landmark developments span the length of the country. The St. Regis Cairo brought one of the world's most storied hospitality names to the banks of the Nile, with branded residences to match. New Giza reshaped how a generation of Cairenes would live, learn and gather. City Gate is drawing a new centre of gravity to the capital's east. Across the Red Sea and Sharm El-Sheikh, Qatari Diar's portfolio runs deep into Egypt's most valued coastlines.

With Alam Al Roum, Qatari Diar Egypt turns to the Mediterranean, and to the most ambitious undertaking in its national portfolio. Here, two decades of commitment to Egypt reach their fullest expression.







A LANDMARK
TWO THOUSAND YEARS
IN THE *making*

Two thousand years ago, a single headland marked this coast.

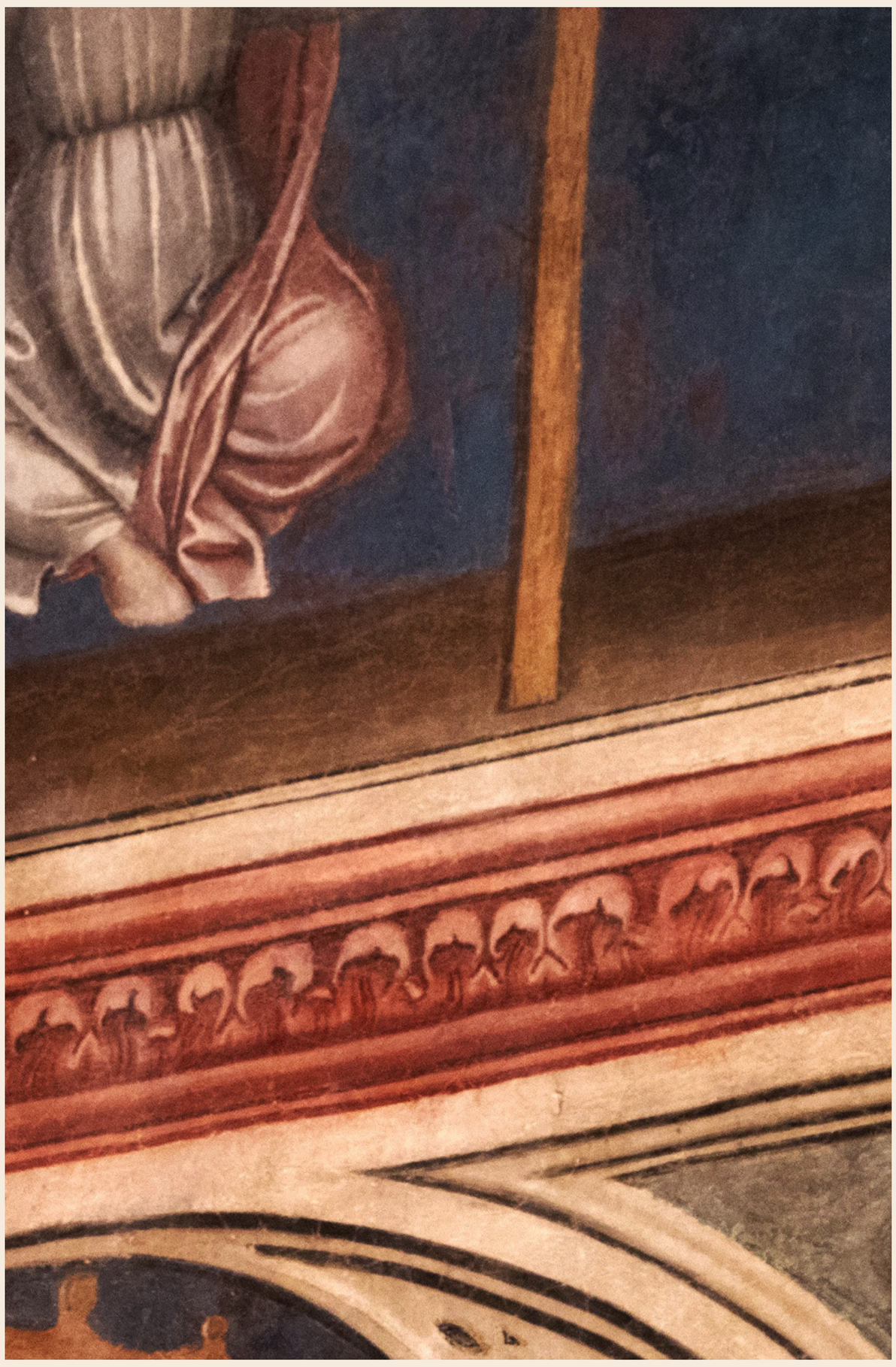
03

The Story of Alam Al Roum

Sailors crossing the open Mediterranean watched for it. When it rose from the water, they knew they were near harbour, near shelter, near home. The Romans named it a landmark.

They called it *Alam Al Roum.*





The oldest landmark on the Egyptian Mediterranean is also its newest beginning.

Then, for a long time, the coast forgot. It became a line, a westward drift of seasons, each shore opened and abandoned for the next, a journey that erased its own footsteps and never arrived anywhere worth staying.

But the light that guided those ancient ships never left. The shape of the bay did not change. The calm of the sheltered water held. The coast was always waiting to be remembered.

Now, it is.

Alam Al Roum is the return of this coast to its meaning, restored in full, in all its scale, all its grandeur, all its light.





A CITY THE
MEDITERRANEAN HAS
BEEN *waiting for.*

04

Overview & Vision

Egypt's Mediterranean, restored.

Along 7.2 kilometres of Mediterranean shoreline, fifteen minutes from Marsa Matrouh International Airport, a 4,902-feddan coastal city is taking shape. Within a short flight of Europe and the Gulf, it introduces a new standard for coastal living.

Masterplanned by Skidmore, Owings & Merrill (SOM), the city is designed as one connected destination. A grand boulevard links the shoreline to the heart of the city, while twenty-eight kilometres of swimmable lagoons bring the water into every neighbourhood. Distinct districts are connected by a continuous landscape spine, creating a walkable city with a strong sense of place.

Designed for year-round living and generations to come, it is a destination of lasting permanence, built at the scale its history deserves.



Where the world meets the Mediterranean.

05

Strategic Location

Alam Al Roum sits at a point of rare geographic advantage, on Egypt's North Coast, at the western gateway of the Mediterranean, where the African continent meets the open sea.

Locally

The site commands the finest stretch of Egypt's North Coast: 7.2 kilometres of naturally sheltered shoreline on the bay of Alam Al Roum, fifteen minutes from Marsa Matrouh International Airport, and connected by the Alexandria–Matrouh coastal road.

Regionally

Alam Al Roum sits within a short flight of Cairo, the Gulf capitals, and the major cities of Europe, making it as accessible to international visitors as it is to Egypt's own residents.

Globally

It occupies a position on the Mediterranean's great coastal arc: in the same latitude as the Riviera, the Costa Brava and the Greek islands, yet uncrowded, unspoiled, and at the outset of a new chapter.



A coast WITH THIS GEOGRAPHY DOES NOT COME AROUND *twice*



Here, the coastline is the organising idea of daily life, present in every street, every view, every hour from first light to last.

A City Built Around the Sea

Alam Al Roum carries the civic substance of a true city: a vibrant coastal lifestyle, dynamic waterfront destinations, town centres that trade through every season, a thriving freezone economy, a longevity and medical quarter, and educationalinstitutions.Sport,cultureandgathering grounds are woven through each district.

Its neighbourhoods are shaped by a strong sense of place: walkable, climate-responsive streets, homes oriented towards water and light, and intimate communities within a city of lasting significance. A continuous mobility loop links every district, designed for people before vehicles.

06
An Urban Coastal City



An extension to the water.

07 Lighthouse Boulevard & Gateway

Every enduring destination is announced before it is entered. At Alam Al Roum, arrival begins at the Gateway, an architectural threshold marking the transition from coast road to coastal City.

From here, the boulevard unfolds as a grand avenue leading the eye toward the water. Framed by landscape and animated by light, its central axis aligns with the summer solstice sunrise, a deliberate celebration of new horizons.

At its end stands the Lighthouse, the beacon of Alam Al Roum. Rising above the marina and Cultural Pier, it anchors the city's horizon. By day it is a landmark. By evening it becomes a flame on the Mediterranean. At the summer solstice, it serves as the focal point for the city's international festivals. It is the first thing the sea sees of Alam Al Roum and the last thing held in memory.





THOUGHTFULLY CRAFTED,
BEAUTIFULLY FINISHED,
READY TO CALL *home*.

A life measured in water.

08
Water Experiences

Water is the first language of Alam Al Roum: 7.2 kilometres of Mediterranean beachfront, twenty-eight of lagoon frontage, and canals that carry the sea into the city's heart.

The Beachfront

Alam Al Roum's shoreline is among the most generous on Egypt's North Coast, with 7.2 kilometres of soft sand along a naturally sheltered bay where calm waters invite bathing throughout the season. Each stretch of beach has its own character, from lively promenades to quiet coves that meet the tideline. A continuous promenade traces the full length of the shore.









Two coastlines.
One the sea drew,
one we did.

The Lagoons

Inland, twenty-two kilometres of crystalline swimmable lagoons bring the waterfront deep into the city. Homes open directly onto the water, with gardens giving way to landscaped edges where a generation of children learns to swim close to home. The lagoons form the city's second coastline and the heart of family life.

The Canals

Through the city's centre, a signature canal walk animates daily life. Lined with cafés, retail and waterfront dining, it carries water taxis and quiet currents alike, connecting the boulevard to the marina in one continuous, walkable thread.





EVERY WALK REVEALS
A DIFFERENT SIDE
OF THE *city*.

A landscape native to this coast.

09

Landscape Experience

Nature, woven through every neighbourhood.

The landscape of Alam Al Roum, shaped by SWA, is the green structure that binds the city's districts into one. At its core runs the Spine: a continuous corridor of gardens, shaded walks and trails linking every neighbourhood from the Gateway to the sea — more than thirty kilometres of paths, and the route along which daily life moves on foot.

From it, each neighbourhood draws a distinct landscape character, expressed through its own planting palette, rhythm and mood. Together, they create a landscape of remarkable depth, where every district feels unique and every walk reveals something new.The planting itself is rooted in the place. Native and climate-adapted species are preserved and propagated, sustaining biodiversity and easing the city’s thirst.

Throughout, the lagoon and canal network performs a quiet and essential task: a natural water system that manages stormwater, sustains the wetlands, and keeps the waters clear. Here, beauty does the work of engineering.





THE MEDITERRANEAN'S
NEXT GREAT *hospitality*
DESTINATION.



The world’s finest names, on one shore.

10 Hospitality Experience

Alam Al Roum hosts a calibre of hospitality the Mediterranean reserves for its most celebrated coasts. Ultra-luxury resorts carry the signatures of the world's most distinguished houses, spoken in the same breath as the Riviera; between them, intimate boutique hotels offer a quieter register.

Inland, wellness retreats and a longevity quarter extend hospitality into the science of living well. Across every tier, the intent holds: arrival should feel like an occasion, and every return like coming home.

A place on the Mediterranean's yachting map.

11
Marina & Boating Experiences

Alam Al Roum returns Egypt's North Coast to the Mediterranean's great circuit of harbours, offering three distinct ways to meet the water.

The International Marina

At the heart of the city, an international standard marina, designed and operated by Marina Projects, one of the world's leading marina specialists, is built to receive vessels of significant scale. Its waterfront promenade of dining and retail draws residents and visitors from dawn into the night. It is the social centre of Alam Al Roum and its window to the wider sea.



Everyday access to the Mediterranean.

Town Center

A second, intimate harbour offers fifty berths for residents' yachts and boats, thoughtfully scaled to the rhythm of everyday boating, moments from home.

Private Docking at The Shore Collection and beyond

For the residences of The Shore Collection, the water comes to the door. Private docking allows the most exclusive addresses in Alam Al Roum to keep a vessel within their own grounds, the rarest privilege a coastline can offer.







Where the city gathers

12 Town Centres & Retail

The town centres are the social and cultural anchors of Alam Al Roum: walkable, mixed-use quarters where commerce, creativity and community meet. Ground-floor retail and waterfront dining sit alongside galleries, café terraces and open-air programming, looking out across the lagoons and trading year-round.

From the morning espresso to the late dinner, this is where the city keeps its rhythm.



Green ON ONE SIDE,
BLUE ON THE OTHER.

A championship course between lagoon and sea.

13 Golf Experience

Eighteen championship holes set between lagoon and Mediterranean.

At the northern reach of Alam Al Roum, an eighteen-hole championship course is set into the natural contours of the land, its front nine threading the edges of a natural lagoon, its back nine running along the open Mediterranean.

Three signature holes are drawn directly above the sea, where play pauses for the view. A clubhouse and golf academy anchor the course, and the residences that line its fairways enjoy one of the most coveted outlooks in the city: green to one side, blue to the other.



A PLACE TO CALL *home*,
FOR GENERATIONS TO COME.

14

Homes of Alam Al Roum

A collection of homes shaped by light, water and time.

The homes of Alam Al Roum span the full register of coastal living, from lagoon-front apartments to standalone villas, from townhouses with sun decks on the water to the signature estates of the Royal Quarter.

Each home is designed around the things that endure: natural light, generous proportion, a seamless passage between indoors and out, and a view worth waking to. Façades are composed with restraint and warmth, front and back elevations resolved with equal care so that a home is beautiful from every approach.

Whether a first coastal address or a family seat to be passed down, these are residences built to be returned to season after season, generation after generation.

Homes composed for a lifetime.





KINFOLK

Partners of Alam Al Roum

01 **Masterplanners**	**SOM** SKIDMORE, OWINGS & MERRILL	SOM
02 **Landscape Architecture & Design**	**SWA** SWA GROUP	swa
03 **Hospitality Partner**	**HVS**	HVS
04 **Marina Design & Operations**	**MARINA PROJECTS**	MARINA PROJECTS
05 **Infrastructure & Mobility Consultant**	**SETEC**	setec
06 **Real Estate Advisory**	**SAVILLS**	savills

Alam Al Roum.
Where the Light Stays.

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EGYPT