

Somabay and Chevening Scholarships Announce Strategic Partnership to Empower Future Egyptian Leaders

Cairo – 2026 : In a strategic move that highlights its strong commitment to Corporate Social Responsibility, Somabay, one of the most prominent tourist destinations on the Red Sea coast has announced a new partnership with the UK's Chevening Scholarships Programme. Over the past 43 years, Chevening has enabled over 1,500 Egyptians to gain fully funded Master's degree in the UK. With around 3,000 applications received each year, successful scholars come from diverse governorates and backgrounds across Egypt.

Through this partnership, a fully funded scholarship has been awarded to Noha Soliman, a bright student from Nuba, Aswan governorate. Somabay will cover all her study, travel and living expenses as she heads to the UK to study a Master's degree in Social Innovation and Entrepreneurship at University of Bristol for the academic year 2026-2027. This opportunity will give her the knowledge and tools she needs to make a real, positive impact in the community.

On this occasion, His Majesty's British Ambassador to Egypt, Mark Bryson-Richardson, praised the initiative, saying: "The partnership between Chevening and Somabay is an excellent example of the power of collaboration in investing in the next generation of leaders. For more than 40 years, Chevening has supported outstanding Egyptians to pursue world-class postgraduate study in the UK. The new Somabay Chevening Scholarship reflects a shared commitment to talent, opportunity, and education. By supporting future Egyptian leaders, Somabay is not only investing in an individual's academic journey, but also in the long-term development and prosperity of Egypt. We are delighted to welcome this partnership and look forward to seeing the impact that future scholars will make within their communities, industries, and the wider UK-Egypt relationship."

In this context, Mr. Ibrahim El Missiri, CEO of Somabay Group, shared the strategic vision behind this step: "This partnership reflects Somabay's long-term vision of creating lasting value beyond destination development. We believe that supporting education and empowering young people are among the most meaningful investments we can make in the future of our communities. As part of our commitment to sustainable community development, we are dedicated to creating opportunities that equip the next generation with the knowledge, skills, and confidence to thrive."



SOMABAY

The Somabay Chevening Scholarship is one part of a broader CSR strategy centered on advancing sustainable education. As part of this commitment, Somabay established Kompas Somabay, a multilingual school that fosters a culture of sustainability from an early age. The company has also partnered with GEMS Education to bring GEMS International School Somabay (GISS) to the Red Sea, offering an American curriculum for young learners with a strong focus on nurturing curiosity through globally recognized academic programs.

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About Somabay:

Somabay is a prime touristic destination in Egypt, idyllically situated on the Red Sea's coast (just 20 minutes drive from Hurghada International Airport and only a 4-hour flight from Central Europe).

Nestled on 10 million square meters of landmass, the self-contained community of Somabay is surrounded by sea on three sides. Home to 6 luxury resort hotels and a signature portfolio of residential properties, Somabay's one-of-a-kind settings with its full complement of premium amenities are the stage for incomparable experiences alongside friends and family.

Somabay is celebrated for its stunning sandy beaches, stretching 11 kilometers along the pristine Red Sea shoreline. Somabay offers world-class golf courses designed by Gary Player, in addition to the Marina panoramic views that seamlessly blend the sea, the majestic mountains, and the serene surrounding desert into a picturesque masterpiece.