



egypt  
facility  
management  
forum.

# SHOW GUIDE 2023

MAXIMIZE ASSETS VALUE

POWERED BY:



# AGENDA

## DAY 1 7<sup>th</sup> OF MARCH 2023

**11:00 TO 11:30**

OPENING AND WELCOME

**11:30 TO 11:50**

DR. SAYED ISMAIL  
MINISTRY OF HOUSING,  
UTILITIES & URBAN COMMUNITIES

**11:50 TO 12:20**

LARA PAIMAN  
IFMA

**12:20 TO 12:35**

MOHAMED ESSAM  
ELTIZAM

**12:35 TO 12:50**

ALAA TOHAMY  
FINE EGYPT

**12:50 TO 13:40**

**B R E A K**

**13:40 TO 14:10**

TAMER FAHMY  
EFS MISR

**14:10 TO 14:40**

IBRAHIM GHOSN  
ENOVA

**14:40 TO 15:00**

EMAD HENFY  
SEEDERS CAPITAL

**15:00 TO 15:45**

PANEL DISCUSSION  
SUSTAINABILITY

**15:45 TO 16:15**

**B R E A K**

**16:15 TO 16:45**

ENG. AHMED EL ASHRY  
KHARAFI NATIONAL

**16:45 TO 17:00**

KARIM ISMAIL  
SCORE GRASS

**17:00 TO 17:30**

MOHAMED GAMEEL  
DIVERSEY

**17:30 TO 17:45**

HOSSAM HARFOUSH  
HILL INTERNATIONAL

**17:45 TO 18:00**

LOAI MOTAWAI  
ETISALAT

**18:00 TO 18:30**

CLOSING & WRAP UP

# AGENDA

DAY 2 8<sup>th</sup> OF MARCH 2023

**10:30 TO 10:45**

OPENING & WELCOME

**10:45 TO 11:15**

MOHAMED ABOU LABAN

**11:15 TO 11:45**

AMR NOUR  
IoT MISR

**11:45 TO 12:15**

AHMED OTHMAN  
ARAB CONTRACTOR FM

**12:15 TO 12:30**

SHERIF ALAA  
FINE EGYPT

**12:30 TO 12:45**

MARWA DASOULI  
BAVELY

**12:45 TO 13:45**

**B R E A K**

**13:45 TO 14:15**

SHERIF AHMED

**14:15 TO 14:45**

AMR KANDIL  
FOUAD ZAYED  
SCHNEIDER ELECTRIC

**14:45 TO 15:15**

AHMED MOHSEN  
RFID EGYPT

**15:15 TO 15:45**  
**B R E A K**

**15:45 TO 16:30**

PANEL DISCUSSION  
DIGITALIZATION IN FM

**16:30 TO 17:15**

EFMF 2023 AWARDS

**17:15 TO 17:45**

CLOSING & WRAP UP

# **SPEAKERS**



## **MOHAMED REDA**

**HEAD OF FACILITIES MANAGEMENT**  
EMAAR MISR

Lead expert in the field of Facilities and assets management with circa 15 years experience. He has been working through different multinational and national helping corporates to deliver its ultimate core businesses effectively.

Within different industries and corporate cultures, He has obtained valuable experiences to lead, manage, improve and transform the assets conditions to its maximum values that ensure sustainable business to different corporate business units. Number of working environments were (Cocacola, Shell, P&G, IKEA, Allianz, British Petroleum and the realestate giant Emaar).

Aside, he is working as freelance FM instructor. He has delivered FM customised educational programs for different entities and individuals.



## **LARA PAEMEN**

**DIRECTOR OF IFMA EMEA**  
IFMA EMEA

Lara has started as European Director of IFMA and has recently expanded her responsibilities to the EMEA region. In this role, she is the link between IFMA's HQ in Houston, Texas and IFMA's Chapters in the region and responsible for the EMEA strategy of IFMA. She is also a member of the European Advisory Board.

Before joining IFMA, she acquired 17 years of experience as a Strategic Workplace Consultant and Change manager working on missions in Belgium, The Netherlands, France, Spain, UK, and Serbia.



## **SHAHENDA SHOKRY**

**HEAD OF DIGITAL TRANSFORMATION**

**VCD IMPLEMENTATION**

**ORASCOM CONSTRUCTION OC**

Shahenda Shokry is a PHD candidate in Construction Management – Cairo University, holds a bachelor's degree in civil engineering (2005) and Master of Science in project management (2012); she is also a certified project management professional since (2009). She started her career working in famous project management consultants for 3 years acquiring a strong professional experience about project management, which was the foundation of her career path. From 2008 Shahenda moved between some international construction firms targeting to gain extensive construction and management experience.

With her extensive experience in Planning, Cost and contracts, she played a key role in project controls field in different international construction companies. During her career path, Shahenda was keen to be involved in the Learning & Development. She was one of key members in one of the mega international construction companies in-house training team. she also conducted a lot of Project Management sessions in various reputable programs and reputable Egyptian universities. Shahenda Shokry currently leads the VDC/BIM implementation in Orascom construction, playing a key role in the digital transformation of construction and management Processes.



## **MOHAMED SALLAM**

**SALES MANAGER**

**DIVERSEY**

Mohamed is Head of Facilities Management at Siemens Energy, with over 15 years of diverse experience within Real Estate & Facilities Management, Energy Management, Operational Excellence , Electrical Maintenance and Projects.

Holds BSc degree in Electrical Power Engineering and Strategic Management MBA degree , in addition to be Certified Energy management Professional by Regional Center for Renewable Energy and Energy Efficiency and Motors System optimizations Expert by the UNIDO.

Being a certified professional in Sustainability and Energy management field , Mohamed is supporting his organization commitment towards Decarbonization and Climate-neutral own operations journey though leading own Green Energy Generation & Energy Efficiency projects among Middle east and Africa.



## **IHAB MAHER**

**CHIEF ENGINEERING AND  
REALESTATE OFFICER  
BANQUE MISR**

Mr.Ihab Maher joined Banque Misr In 2021 as chief of Engineering and Real estate officer.

He has about 31 years of proven experience in various fields of engineering.

Before joining Banque Misr Mr.Maher was senior director head of real estate and premises project group At CIB for 17 years.

Prior to that he held Different senior roles including technical office & planning manager at A.D.M ,project manager at Bank of Alexandria and engineering consultant at Arab bureau of design & consulting.

Mr.Maher holds a bachelor degree in architectural engineering from Ain Shams University , certificates of Business Administration and construction project management from American university in cairo.

He is a member of American society of civil engineers .

Board member at Egyptian company for real estate and asset management.



## **HOSSAM HARFOUSH**

**MANAGING DIRECTOR  
HILLS INTERNATIONAL**

Hossam is professional specialized Facility Managing Director with an engineering and construction background, having invaluable experience over 30 years in both managerial and leadership in Major construction management activities for prestigious mega projects in UAE, Kuwait, Qatar & Egypt, well versed with the Electro-mechanical design/Maintenance works.



## **LOUAI MOTAWAI**

**DIVISIONAL CEO**

**EAST-O HOLDINGS LIMITED**

Currently Louai is a Construction and Maintenance Senior Manager in Etisalat.

He was previously Administration and Facilities Senior Manager in Etisalat ,

Deputy Mall Manager of Mall of Egypt in MAF Properties Development and Project Management Director in Regus 12 years in Vodafone Egypt in various management roles in Property and Facilities Management.

Graduated from Ain Shams University, Electrical Power Engineering 1999 MBA graduate from Maastricht School of Management in 2005.



## **MOHAMED GAMEEL**

**SALES MANAGER**

**DIVERSEY**

Mohamed Gameel is an accomplished Diversey sales Manager (Hospitality and BSC's) with nearly 14 years of rich expertise in promoting cleaning & hygiene solutions, Taski Machinery and water treatment solutions.

He has been an integral driver of the sustainability agenda at Diversey. He led the entire sales team through different depts with key focus on safeguarding the environment, and reshaping the future of clean through technical innovation, product development and eco-friendly solutions.





## **ALAA TOHAMY**

**QA/QC MANAGER**

**FINE EGYPT**

17 Years experience in Quality field. Established and certified as lead auditor in the IMS management system of ISO 9001, 14001, 45001, 50001 Established FSC and PEFC for paper and pulp at Fine Egypt , Abu Dhabi , Amman and KSA. Internal and External auditor 15 years' Experience, FSC and PEFC Lead auditor certified from Hung Kong. Expert in the field of continuous improvement field. Black Belt Six Sigma certified. Lean manufacturing Certified. Food safety Lead auditor certified 22000 and HACCP. BSc in Chemicals field , Ain Shams Uni.



## **SHERIF ALAA**

**BUSINESS DEVELOPMENT MANAGER**

**FINE EGYPT**

Engineer, 10 years experience in sales and marketing , Had MBA major marketing in 2018 And 5 years experience in B2B solutions at fine Egypt Bachelor engineering communication and electronics in 2012 and made my business career shift in 2013



## **AHMED MOHSEN**

**CEO - CO-FOUNDER**

**RFID EGYPT**

15 years of experience in the information technology fields  
The first to use RFID technology in Egypt since 2014 in a developed and wide field, despite the existence of the technology for a long time

He led the RFID Egypt team to develop more than 16 smart systems that are considered the best in Egypt in terms of data accuracy and information security

He shares his experience with several companies in China , the United Arab Emirates, Saudi Arabia, Japan and United States



## **UROS TROJANOVIC**

**DIVISIONAL CEO**

**EAST-O HOLDINGS LIMITED**

With 19 years experience in the built environment industry, Uros heads East-O Holdings, the technology arm of Eltizam Asset Management Group. Based in UAE, East-O is a technology venture company focused on building solutions for the real estate industry. From their base in Dubai, UAE, East-O entities have delivered customized technology solutions to clients from New Zealand, throughout Asia, Middle East & Europe, and North America.

Recently, Uros has led a team that have launched a number of cutting edge software solutions since 2019 for facilities management, property management, owner association and land bank management.

Uros has been with the Eltizam Group since 2017, prior to heading East-O Holdings, Uros worked as the General Manager of Strategy & Planning for the group. Before joining Eltizam, Uros worked with Dubai Properties Group (the real estate arm of Dubai Holding) for 11 years as head of Business Process Management, as well as Dubai Parks & Resorts (a division of Meraas) as Head of Business Excellence.

Uros has a Bachelor of Science Degree in Environmental Science from Simon Fraser University in Vancouver, Canada. He has completed a number of executive education courses from Harvard Business School, Columbia, and Insead.



## **HEMDAN MOHAMED**

**MANAGING DIRECTOR  
KARCHER**

Engineering background, with more than 15 years experience of Management and Sales Multinational companies.  
Responsible to build the Karcher Subsidiary in Egypt, growing the market share and brand awareness



## **AMR KANDIL**

**SALES & BUSINESS DEVELOPMENT LEADER**  
**SCHNEIDER ELECTRIC**

Amr Kandil is currently a Sales & Business Development Leader in Schneider Electric for Middle East & Africa, Responsible for the new energy landscape strategy and solutions tackling energy efficiency & Sustainability, in addition to supporting segments leaders as a smart solutions consultant in spreading the technological knowledge. With a demonstrated working history in energy management, Microgrids and prosumer business and green investments. Having a volunteering participation in CSR community development projects under the umbrella of Schneider sustainability impact program with an objective of implementing solutions to achieve the SDGs. One of the international Schneider Electric Teachers in automation, IOT & AI, International Speaker in Sustainability, Smart cities & IOT conferences and member of the American association of energy engineers and one of Harvard Business review advisor council



## **FOUAD ZAYED**

**VICE PRESIDENT**  
**DIGITAL ENERGY & ECOSTRUXURE EGYPT**

Fouad is currently the Vice President - Digital Energy at Schneider Electric North-East Africa and Levant, with vast experience in multiple segments and solutions within Schneider Electric for more than 12 years.

Having worked across a variety of markets in East and West Africa leading the Marketing teams in Philips Lighting.

Mr. Zayed is an expertise in setting marketing strategies and Digital Transformation, as well as Driving Consistent End User marketing strategy, in addition to Developing the Value-Added Partners network.

Mr. Zayed holds a Bachelor degree in Electrical Power Engineering and Machine design from Ain Shams University, Faculty of Engineering, Cairo, Egypt 1998, and minor degree in Automatic Control (PLC and SCADA System).



## **HEBA KAMAL**

**COUNTRY MANAGER - EGYPT  
TABREED**

Heba Kamal joined National Central Cooling Company PJSC (Tabreed) as a Country Manager in Egypt responsible for creating and implementing business strategies while overseeing Tabreed Egypt operations and support functions activities to ensure contracts delivery. She also plays a key role in Tabreed business growth Plan in Egypt's Utility and sustainability sector.

With more than 23 years of experience, Heba's previous roles include acting as a general manager for various international companies in the UAE and Egypt. She has considerable experience in directing and executing multiple Senior management functions such as Projects Management, operations management, procurement management, finance management and execution administration, for Mega Retail and Industrial projects.

Heba holds a Bachelor of power electrical Engineering, and is certified in PMP, CEM, FMP, and FMP. She is also an official Trainer by the International Facility Management Association (IFMA).



## **AHMED MOHAMED OTHMAN**

**CHIEF INFORMATION OFFICER  
ARAB CONTRACTORS**

Eng. Ahmed Mohamed Othman - Chief Information Officer of The Arab Contractors for Facility Management, Member of the Executive Council.

Eng. Ahmed Mohamed Othman is an Information Technology (IT) Director with 23 years of experience in managing IT operations and business activities.

His responsibilities include troubleshooting, rationalizing institutions spending to meet business objectives and increase profitability and developing solutions such as Enterprise Asset Management solutions, ERP and IoT, that improve the efficiency of IT operations.

Proven track record of success in reducing downtime, improving security, saving costs, and improving customer satisfaction.



## **AMR NOUR**

**CEO**  
IOT MISR

A versatile professional who could move up the ladder of success in a very short time. Amr Nour's multidisciplinary experience in technical implementations, business development, sales, and pre-sales in the ICT market placed him as the Sales Director in ICT Misr in 2018. He brings to the position a successful track record of more than 13 years that includes high-profile leadership positions and recognized sales achievements in the high-tech industry.

Nour's vast knowledge about IoT technologies in Egypt drives him to start IoT Misr in 2022. He believes that IoT Misr will be the gateway to digital transformation for many industries, which will be a big success to the Egyptian economy.



## **MOHAMMED ESSAM**

**EXECUTIVE DIRECTOR**  
ELTIZAM

Mohamed Essam is the Executive Director of Eltizam Egypt. He has over 15 years' experience in asset management, operations, facilities and community management across the real estate and commercial sectors.

Throughout his career, Mohamed has held various positions in leading companies such as Saudi BinLadin Group, Emaar Misr Properties, Mountain View and Talaat Moustafa Group. Where he gained comprehensive experience in managing real estate and commercial portfolios from the client-side and/or service provider side across various sectors.

As the Executive Director of Eltizam Egypt, Mohamed leverages his expertise to establish the group entities in Egypt and to manage and oversee the efficient operation of the company's facilities management, communities management, maintenance programs, mall management, technology services, leasing services, financial statements, technical services, and property management. He is highly focused on realising clients' requirements and aspirations within the set budget and through the highest possible standards. With a proven track record of improving efficiency and reducing operating costs, Mohamed plays an integral part in Eltizam's success.



## **TAMER FAHMY**

**CHIEF OPERATION OFFICER**

**EFS MISR**

Tamer Fahmy - Chief Operation Officer at #EFSMISR, is an expertised leader with 20+ years' worth of experience in facilities management leadership & projects management in multinational facility management companies and international hotel chains.

Mr. Tamer has broad-based professional experience and strong academic credentials, certified in Leading strategic innovation, Crisis Management, HACCP, and Green Globe.

He is powering up building and growing profitable businesses and providing top-notch consulting to key market players.



## **ISLAM KHALIL**

**AEC TECHNICAL SALES SPECIALIST**  
**AUTODESK**

Islam Khalil is an AEC Technical Sales Specialist at Autodesk, also Autodesk Sustainability Ambassador for SDG for UN 2030 & Master Student of Business Administration in Digital Transformation - ESLSCA University - Paris / France.

Islam Khalil is a BIM 7D Consultant & BIM 360 Manager in KAFD (KSA) / BIM Sr. Engineer in New Alamein City (Egypt).

Islam Khalil annually participates in multiple conferences, in order to enhance the importance of BIM Implementation.

His multiple research has been published previously in several Scientific Magazines.



# MAHMOUD HUSSEIN ELSHOBARY

**GENERAL MANAGER**  
MASTERS UNITED

Eng. Mahmoud Hussein Elshobary - is an Asset Management Expert with diversified experiences in providing engineering, consultations and software solutions across almost every asset-intensive industry - from oil and gas, to manufacturing, to transportation, to construction, to facilities & infrastructure - organizations.

He always carry - on the challenge with how to get the most value from assets across their entire lifecycle, while implementing IBM Maximo Asset Management, driving organizations' digital transformation agenda for managing assets, facilities and infrastructures into action.



# MOHAMED SALLAM

**HEAD OF FACILITIES MANAGEMENT**  
SIEMENS ENERGY

Eng. Mohamed Sallam is a Head of Facilities Management in Siemens Energy, with over 15 years of diver experience within #Real Estate and #Facilitiesmanagement, #Energymanagement, Operational Excellence, Electrical #Maintenance, and #Projects.

Mohamed Sallam holds a BSc degree in #Electrical Power #Engineering and Strategic Management MBA degree, in addition, to be a Certified Energy Management Professional by Regional Center for Renewable Energy and #Energy Efficiency and Motors System optimizations Expert by the UNIDO.

Being a certified professional in #Sustainability and #Energy management field, Mohamed is supporting his organization's commitment towards Decarbonization and Climate-neutral own operations journey through leading his own Green Energy Generation & Energy Efficiency projects in the Middle east.



## **MARWA DASSOULI**

**CORPORATE DEVELOPMENT DIRECTOR  
BAVELY FOR PEST MANAGEMENT**

Ms. Marwa Dassouli - Corporate Development Director at Bavely for Pest Management; holds many degrees, among them - Marketing Diploma from #AUC and currently in progress: Certified Biologist from British Pest Control Association.

Marwa is a successful inspirer and implementer of new ideas, devoted to the growth of awareness in the FM Industry, especially in the Pest Control Field.



## **YOUSSEF MOHAMED**

**FOUNDER AND OWNER  
IRTIKAZ GROUP**

Eng. Youssef Mohamed Yousef comes with a wealth of experience of technical knowledge and proven experience in the fields of Engineering, Management, Operations, Oil & Gas, Facility, and Project Management fields.

His varied skills were accumulated through his time in internationally renowned companies. He spent most of his career at large and multinational companies.



## **MOHAMED ABOU LABAN**

**FACILITY MANAGEMENT EXPERT**

Eng. Mohamad Abou Laban, graduated from Beirut Arab University as a Mechanical Engineer (holds a Master of Science in Management from the University of Surrey, UK).

Mr. Abou Laban is ranked 7th in the Power FM list in 2022 and 10th in the "Power 50" for the FM CEOs in the Middle East.

He is the winner of CEO of the year 2021, Visionary Leader of the year 2022, and Winner of FM Executive of the year 2021.

Mr. Abou Laban led various FM companies such as DTZ, BFM, and his most recent position was CEO and board member of Deyaar Facilities Management.





## **IBRAHIM GHOSN**

**SENIOR VICE PRESIDENT OF OPERATIONS  
ENOVA**

Mr. Ibrahim Ghosn - Senior Vice President of Operations Enova, joined the company in 2008.

An agile strategic leader with diversified experience in Engineering Consultancy, Operations & Maintenance, Facilities & Energy Management, Ibrahim offers a unique combination of hands-on administration that maximizes organizational effectiveness, operations-oriented leadership that ensures efficiency, and people-oriented guidance that yields productivity.

Ibrahim holds a Bachelor degree in Mechanical Engineering and a Master degree in Engineering Management



## **EMAD HEFNY**

**FOUNDER & CEO OF SEEDERS  
SEEDERS**

Emad Hefny - CMA, CSCA, and CIMA Certified Professional and the Founder & CEO of Seeders Capital for Property and Trade Service.

Mr. Emad also holds expertise in the fields of Real Estate Economics and Finance.

Before formulating @Seeders Capital, @Emad Hefny served at numerous executive positions at Amer Group Holding, Aurora Energy Research, and Coventry Building Society. He champions the move to smart self-sufficient zones through various intertwined sustainable models.

Besides this, Mr. Emad also co-authored a scholarly paper on Waste Management and is well-versed in the niche of Urban Development & Transportation. He vividly promotes the notion of sustainable growth and continuous improvement and yearns to find new ways to better the world.



## **MOHAMED AGGAG**

**GROUP CHIEF BUSINESS DEVELOPMENT  
& MEDICAL INFORMATICS OFFICER  
IDH GROUP**

Mohamed Aggag, MD, PhD received his medical degree and post doctorate from Cairo University, Cairo, Egypt.

Dr Aggag joined IDH one year ago as Group Chief Business Development and Medical Informatics Officer.

He overlooks the radiology and the anatomical pathology business.

Dr. Aggag is the President of Egypt Cancer Network Canada, and has been very active with 57357 and helped them to be achieve their clinical vision and mission by connecting them with their peers and in purchasing new equipment to the hospital.

Dr Aggag, served as the VP of the CEO for medical services, Consultant pediatric radiologist and Chief Medical officer "CMO", Chief Medical informatics officer "CMIO" for the Children's Cancer Hospital Egypt.



## **ABDULLAH AL WAHEDI**

**FOUNDER AND OWNER  
IRTIKAZ GROUP**

Abdullah Al Wahedi is a leading facilities management expert in the region. He is the founder and owner of Irtikaz Group which offers property management and owners association management services.

He has over two decades of experience in facilities management and has held several high-profile roles including his last role as senior director facilities management in Emaar Properties, where he oversaw the FM operations of iconic projects such as Burj Khalifa, The Dubai Mall and Emaar District Cooling.

He also gained FM exposure in the Kingdom of Saudi Arabia as he served as a Senior Engineer at Etihad Etisalat. At the beginning of his career, Abdulla worked on the first commercial district cooling plant in the UAE with Tabreed.

Abdullah holds a bachelor's degree in Electrical Engineering from Seattle University in the USA, and an MBA from the American University of Sharjah. He is a graduate of the Mohammed Bin Rashid Centre for Leadership Development (MBRCLD) and has won the Rashid Award for



## **SHERIF AHMED**

**GROUP CHIEF FACILITIES MANAGEMENT  
AND REAL ESTATE OFFICER**  
IDH GROUP

Mr. Sherif Ahmed (MScEng, MScFM, CBIFM) - Group Chief Facilities Management, and Real Estate Officer at IDH & Advisor to the Board of SIACFM.

Expert FM Professional, with a wide range of experience in multidiscipline industries from healthcare, office buildings, retail shops, technical buildings, manufacturing plants, FMCG, Telecommunication, and distribution centers.

Mr. Sherif Ahmed holds an MSc degree in Facilities Management from The University of Reading, UK, and Certified by the BIFM with over 20 years of experience in the FM industry.



## **AHMED EL ASHRY**

**ASSISTANT EXECUTIVE MANAGER &  
BUSINESS DEVELOPMENT DIRECTOR**  
KHARAFI NATIONAL

Eng. Ahmed El Ashry is a Mechanical Engineer with a Bachelor of Science in Mechanical Power Engineering from Cairo University, he holds a Master of Business Administration (MBA) & Diploma from the International Advertising Association (IAA).

Before Joining Kharafi National Egypt, Eng. Ahmed worked for 7 years with MS/ Megicon Contracting & Development Co. In Lebanon, then for MS/ ED Zublin-AG Co. - in Lebanon.

Eng. Ahmed El-Ashry dedicated his solid experience for more than 27 years and serving Kharafi National Egypt for 19 years now. The Diversity of El-Ashry's work with Kharafi National in many sectors and areas such as Construction, Facilities Management, Engineering, Electromechanical works, Tendering, Planning & Cost Control, Site Engineering works, Materials Assets Control, and Procurement. In addition to his roles, Eng. El-Ashry assists Kharafi National's Executive Manager in Day-to-Day work



## **GAMAL AL ZIADY**

**GM OF MAINTENANCE & FACILITY  
MANAGEMENT SECTORS**  
NATIONAL BANK OF EGYPT (NBE)

Gamal Alziady the GM of Maintenance and Facility Management sectors at National Bank of Egypt (NBE) for more than a decade is associating in EFMF 2023 as president for the conference & committee.

Preceding his military background praxis Tactic and Strategic planning, decision making, handling multiple tasks simultaneously, risk and crises management and recovery with three decades in the field of facility management weather in the military medical sector or banking sector.

His vision about the Global Warming and Climate Change propelled him to apply Sustainable Facility Management Principals while Maximizing his Assets' Value taking into account the three pillars of Sustainability Planet, People and Profit in NBE's branches, headquarters, warehouses and Residential & Commercial Mega Projects accomplishing maximum asset value, increased employee's productivity, maximizing the bank's Market share & reduction of the banks Carbon Footprint, Water Footprint and Land Footprint.



## **SHADY HANAFY**

**HEAD OF REAL-ESTATE & FACILITIES  
MANAGEMENT**  
ORANGE EGYPT

Shady Hanafy is the Head of real-estate and facilities management in Orange Egypt.

With more than 20 years of experience in the facilities & assets management sector. With proven achievements in the project management, O&M, and energy management solutions during his career journey in Saudi Arabia and Egypt.

Shady offers track of innovative solutions in sustainable operating strategies to secure business continuity with optimized costs with full consideration of green approaches, highly resourceful in identifying, developing contracting needs to a smooth running of operations of the organization.

**SPONSORS**

# DIAMOND SPONSORS



Established in 1999, Kharafi National is an Operational Investor undertaking investment, design, engineering, procurement, construction, commissioning and facilities management services as well as a leading multi-discipline general contractor and facilities management services provider to the Oil & Gas, Petrochemical, Power, Water, Wastewater Commercial and Industrial sectors in the Middle East and North Africa (MENA).

At Kharafi National, they strongly believe in the value of co-operation and in developing strategic partnerships with leading technology providers across the globe in order to deliver value-added services to their clients in each discipline and industry in which they are active. This enables their clients to have access to global technology coupled with local service competence and enhanced response times, satisfying their needs for quality services and ultimately contributing to the overall performance, availability and efficiency of their plants.

In addition, Kharafi National Facilities Management (FM) Operations provide customized solutions that meet both the regular and the special needs of each client and take fiduciary responsibility for protecting and prolonging the lifespan of their major capital investments.

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# STRATEGIC SPONSORS



Banque Misr (BM) was established in 1920 by the pioneer economist and financial expert Mohamed Talaat Harb Pasha, who spearheaded the concept of investing in national savings and directing them toward economic and social development. Thus, Banque Misr was established as the first wholly Egyptian-owned bank.

Banque Misr has funded many businesses spanning across multiple domestic sectors, such as: textiles, insurance, transportation, aviation, entertainment, and filmmaking. Currently, BM owns shares in 157 companies across different fields, ranging from finance, tourism, housing, agriculture and food, and communication and information technology.

Banque Misr has also established major investment funds in Egypt, as part of a diversified portfolio. Banque Misr was granted an award by the Global Finance Magazine as the Best Provider of Money Market Funds in Africa and the Middle East for the years 2009 and 2010; Best Provider of Money Market Funds in the Middle East for 2008, 2012, 2013, 2014, and 2015; and Best Provider of Short-Term Investments/Money Market Funds in the Middle East for the years 2015, 2016, 2017, 2018, 2020, 2021, and 2022 and in Africa and the middle east for 2019.

A true pioneer in the region, Banque Misr became the first bank in Egypt and North Africa to comply with PCI data security standards, upon obtaining the latest version of the global Payment Card Industry Data Security Standard (PCI DSS 3.2.1) certification. Utilizing the latest technology in the banking sector, Banque Misr is constantly looking to expand customer access to banking services. Today, Banque Misr is proud to offer one of Egypt's largest ATM networks, located across all areas of Egypt.

Banque Misr's role is visible in all economic fields due to its geographic outreach. The bank has more than 20,000 employees, serving a large base of more than 13 million clients in Egypt, with a total paid-up capital amounting to EGP 15 billion.

The bank has more than 800 electronically integrated local branches located nationwide to provide the best and most accessible services to customers. Banque Misr also values its regional and international presence, which includes its five branches in the United Arab Emirates and one in France. In addition, the bank's international presence includes subsidiaries in Lebanon and Germany, as well as representative offices in China, Russia, South Korea, and Italy and a global network of correspondents.

# TECHNOLOGY PARTNERS



Schneider was founded during the first Industrial Revolution. Nearly 180 years later, and through enduring dedication, expertise, and the combined strength of acquired businesses, we continue to deliver innovation at every level. The schneider brothers invest in the crusts foundries and become a major player in the steel and machine industry.



Electronic For Energy (EME) was established in 1979 by Eng. Mahmoud Shalaby (+40 Years). The long-term customer relations stands as a proof of customer satisfaction as we are committed to serve and support our customers, meet their needs and expectations. EME Group highly values their clients' needs for safe, reliable, and operationally efficient designs through cost-effective engineering and construction management services in a responsive, dynamic, and efficient way.

Their Principals have built their careers understanding this truth and developed confidence and trusted, long-lasting relationships within the industry by conducting our business with integrity, honesty, and hard work.

The vision for EME Group embodies who they are, individually and as a company, and reflects their core values and the path they follow in pursuit of providing their clients with unmatched performance, unparalleled accountability, and the highest-level of satisfaction in the industry.



# PLATINUM SPONSORS



Diversey Holdings, Ltd. is an American provider of cleaning and hygiene products. It serves the hospitality, healthcare, food and beverage, food service, retail, and facility management markets. It also provides chemicals, floor care machines, tools and equipment, technology-based value-added services, food safety services, and water and energy management. They have a branch in Mumbai, India under the name Diversey India Hygiene Diversey extended its Prosumer Solutions to target a large, fragmented market of small professional users.



EFS is a regional leader and leading facility management company across 21 countries. Starting from a small platform as a facility management company, they have now grown to manage more than 50 million sq meters of areas with 28 operating companies. With consistency and dedication, EFS crossed USD BN 1.5 in contract backlog achieving near 100 per cent client retention. They offer integrated facility management services from design and development to operational performance assessment, review, stabilization, and transformation.

They believe in well-structured transformation by highlighting better strategies. Along with sophisticated conduct of services, their expert's insights are based on years of experience that help companies address and ensure the right and value-added services for your business. EFS is an ISO certified, award-winning and credible choice among multinational companies, government agencies as well as maintaining its reputation and trust working with 500 fortune companies. In addition, EFS are one of the few facility management companies that curate, manage, and execute facility management frameworks to enhance performance and maximize the lifecycle of your assets.

# GOLD SPONSORS



Eltizam believe that managing the built environment as per international industry standards benefits all stakeholders: asset investors reap benefits of lower long-term maintenance costs and higher ROIs, building residents live in communities that are safe, clean and well maintained, and commercial space occupants interact with their building management teams through simple, seamless digital processes. To this end, we work smart, around the clock, and maintain a strong customer service ethic to ensure we deliver on our ultimate goal of customer happiness.



Enova was created in 2002 and is the regional leader in integrated energy and multi-technical services, delivering comprehensive services to its clients. It provides performance-based Energy & Facilities Management solutions that help customers achieve their financial, operational, and environmental targets. With more than 3,500 highly trained and multi-skilled employees, Enova serves a wide portfolio of clients in the public, residential, commercial, industrial and healthcare sectors across the region.



Score Grass is a pioneer of the artificial grass industry regionally and globally, with innovative products with a competitive advantage: achieving global sustainability, and leadership and adding value to the community by building a healthy sports world.

The factory is established in the Industrial area – ATAQA at North Suez Bay, on a 4500 m<sup>2</sup> closed area within total land of 12000 m<sup>2</sup>, now it is a 3 million m<sup>2</sup>, but they are planning to expand be 6 million. Score Grass uses the best European raw materials and all their machinery is of EU origin as well.



Kärcher is the leading manufacturer of commercial, industrial and consumer cleaning equipment and technologies, that understand the cleaning needs and offer the extensive range of cleaning solutions for any industry.

Karcher is company understand clients cleaning needs and offer an extensive range of cleaning solutions for any industry. They offer cleaning systems, cleaning products and services for recreation, household, trade and many other industries.



IoT Misr is A Highly-Experienced System Integrator that targets developing industrial organizations by offering IIoT solutions alongside other business and industrial solutions like CAD, PLM, Video Analytics, and others. Their HQ is located in Egypt, and we are a sister company to ICT Misr. They are an authorized partner for internationally renowned technology providers like PTC, Software AG, and INTECH.

# GOLD SPONSORS



Fine Solutions is the away-from-home division of Fine Hygienic Holding, providing businesses and institutions with the solutions they need to ensure a clean, hygienic work environment. Powered by a commitment to continuous innovation, Fine Solutions utilizes its superb resources, consistent operational excellence, and extensive experience to ensure its place as a regional leader in the hygiene industry. Fine Solutions is the largest hygienic paper manufacturer supplying the Middle East and North Africa region, serving markets in more than 70 countries throughout EMEA. Their state of art facilities is located in Jordan, the Kingdom of Saudi Arabia, the United Arab Emirates, Morocco, and Egypt.



SIAC Assets & Facilities Management (SIAC FM) provide sustainable, tailored solutions beyond the ordinary facility management scope. SIAC Holding encompasses a number of diversified, yet integrated, companies operating in related construction, development, and building materials since 1986. It has thus the advantage of providing a wider range of services that are engaged in the construction and development sectors.



The Arab Contractors for Facility Management Co. (S.A.E.) was founded in 1994 as a subsidiary of "The Arab Contractors - Othman Ahmed Othman & Co." which is a leading company of the construction industry in the Middle East and Africa. The Arab Contractors for Facility Management (S.A.E.) is considered one of the leading companies in Egypt providing innovative and professional Facility Management solutions to achieve the sustainable development that encompasses multiple disciplines to ensure functionality of Assets, Process and Technology. The company aims to expand its business in the Middle East and Africa. They strive to serve their clients' interests through considering their aspirations and interests as their top priority. Out of this perspective they carry out their work according to the latest technology. They continue to move forward in expanding their business with a plan to capture promising future opportunities and strategic affiliations, with their attention focused on delivering state of art Facility and Asset Management technology in the region, and sustainable development projects.

# SILVER SPONSORS



FMPlus+ as a new subsidiary specializes in providing property and total facility management solutions for residential, commercial, corporate and industrial properties. They provide infrastructure management solutions for all types of organizations. They highly agree that every one of our clients is different and that's why we customize personalized solutions to match their particular demands. They follow a holistic approach in facility management that enables FMPlus+ to be involved anywhere starting from the design stage to the project management stage ensuring a smooth transition throughout the completion stage. They provide usability and sustainability consulting in the earlier stages to guarantee that every project performs as effective and efficient as possible. Post-completion, FMPlus+ takes over the project for full operational management, acting as a point of contact to our clients offering a myriad of services including but not limited to Janitorial, external cleaning, security, MEP maintenance, pest control, landscaping, front office management, waste management, and health & safety management. Beyond these services, FMPlus+ goes above and beyond to keep clients' mind at ease allowing them to focus on the core of their businesses.



Current is an Egyptian company afford a full solution to your residential & commercial building to be full automated and controllable remotely where ever you are. Their solutions can control: Lighting, Security, Irrigation, Air Conditions, Sound System and Media Devices. Also, they afford a complete and integrated light current systems solution throw our expert team. Current is one's of Leviton partner in middle east.



RFID is the first specialized company in Egypt to introduce the Radio Frequency technology. Radio Frequency is similar to the barcode which is what most companies in Egypt use. They offer RFID based innovative solutions based on their team based development, deployment and integration platform. They provide total turnkey RFID solutions for any sized organization with high quality solutions with experience more than 10 years in the market.



RATMO Smart and digital rodent control, originally invented in Denmark by Arctic Systems, is based on IoT technology and combines digitalization and pest control. The innovative RATMO solution provides electronic and sustainable pest management. RATMO brings a new smart method into play, and reduces the number of rodents without using rodenticides. By using the RATMO Smart City solution together with our RATMO IoT monitoring device, you can now monitor rat traps 24/7 and plan effective routines for rodent management.

# EXHIBITORS



UGEI was founded in 2007. Driven by resourceful solutions and a passion, UGEI reinforce their credibility and trust by establishing long-lasting partnerships across the commercial and industrial sectors. With a strong and experienced management team leading the way, UGEI possesses the capabilities and expertise to tackle some of the most complex engineering projects and a wide variety of civil, marine and environmental works and effectively and efficiently meet the challenge. Throughout the years they have developed a reputation for providing first-rate, quality service in serving as a single point-of- contact to clients to meet their professional needs. Their experienced and knowledgeable team of professionals works closely with their customers to deliver resourceful investment solutions that are both practical and cost effective. They specialize in project and facility management to provide a comprehensive list of services that create real value for their clients. With broad experience in construction and management consultation in the marine, medical, environmental and business fields, installing sub-divisional infrastructure.



Bavely for pest control is an Egyptian company providing, since 2000, pest control and disinfection services to the corporate and residential customers all over Egypt. The company is specialized in soft Facility management and all its services are delivered based on a sustainable strategy with continuous improvement to properly match clients' requirements and exceed their expectations. Bavely PCO is Licensed and authorized from the Egyptian Ministry of Health, Industrial Safety, Industrial Inspection committee, and Environment Ministry.



Dawarha is the leading Reverse vending technology, the first introduced in the Egyptian market and MENA region. Dawarha is a subsidiary of Mind-blowing company that had made the first breakthrough in the recycling and waste collection sector in Egypt in 2018, where the first reserve vending machine was being established, providing full integrated solution for enterprises.



Builders was established on 2016, An Egyptian Company specialized in providing general services for resorts, population areas and commercial facilities. Aiming to provide a high quality of facility management for consultancy for hotels, resorts, hospitals, malls.

# EXHIBITORS



Expertech is a service provider company established in 2014, providing MEP services through maintenance and installations, and during 2017 they started providing maintenance services through annual agreements. In 2018, Expertech signed the first total FM contract and began to provide all integrated facilities services, especially hard services. Expertech's main mission is to provide the right resources and preserving assets, adhering to the quality service expected from their customers.



Agora was established in the Egyptian market in 2011, they have emerged as a reputable key player in the specialized field of Vending Machines to facilitate the daily needs of hot beverages as well as snacks and cold drinks.

They are proud to be the sole Agent for the German market leading vending machines company in Europe, Sielaff. They are also gratified to be business partners with Nestlé, with a variety of coffee machines in addition to the high-quality supplies of coffee powders, packed snacks, chocolates and drinks. Furthermore, their 2019 milestone, they have become a main distributor to Godrej Vending machines, One of India's leading integrated vending service providers, using world-class machines and invigorating beverages to provide a delightful experience.



GHAMRAWY GROUP is a multi-faceted Electro-Mechanical Engineering Services provider for Supply and Contracting.



Facility Fit works in the field of facility management and engineering services. We successfully created a complete portfolio of day-to-day facility management services, which ensures covering all our clients' scope. Our dedicated teams thrive to expand our comprehensive scope of integrated facility management services through continuous technical and business development. We are committed to deliver services tailored to the unique requirements of each client. This allows greater control over the quality, maximizing the lifecycle, and adding value to our client's assets



DUSIT THANI HOTEL  
LAKE VIEW  
CAIRO, EGYPT

**7TH & 8TH OF  
MARCH 2023**