





SHOW GUIDE

2025

13th & 14th MAY 25 KEMPINSKI HOTEL NEW CAIRO



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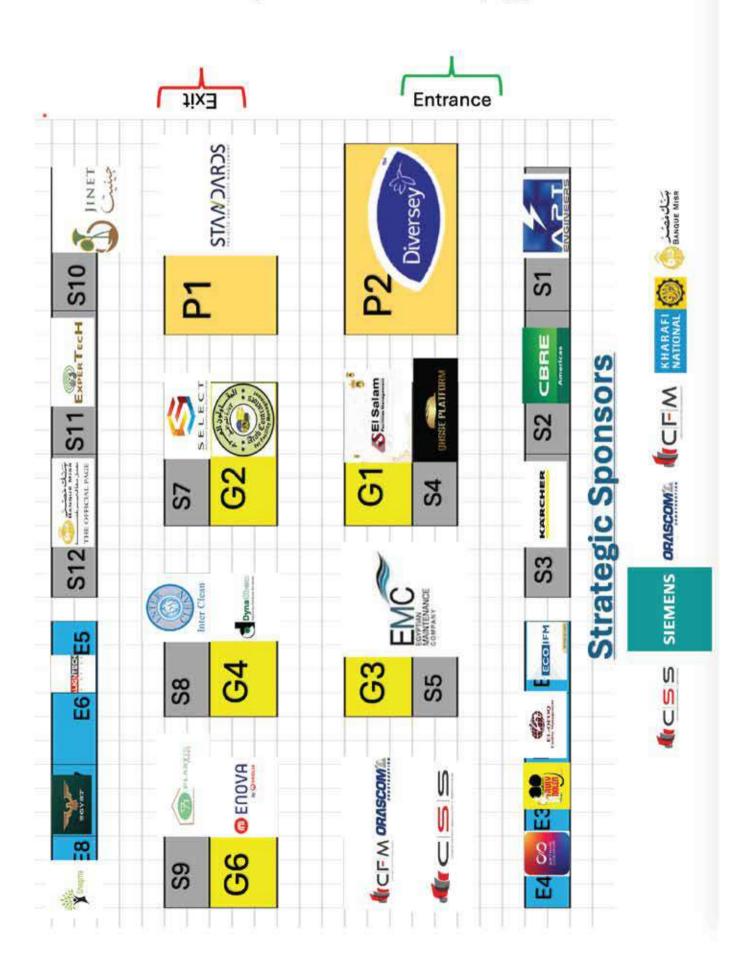




EFMF 2025 Layout May 13th & 14th, 2025 6th Edition



Kempinski New Cairo - Cairo, Egypt.





egypt facility management forum.





	Exhibition	10:00 19:00	
	Keynote Speeches		
	ITEVENTS, Mr. Gamal El Ziady - FM Consultant - NBE	11:00 11:30	
	Dr. Mohamed El-Shimy - Minister of Public Business Sector	11:30 12:00	
	Dr. Sayed Ismail - Deputy Minister of The Ministry of Housing,	12:00 12:20	
	Utilities & Urban Communities		
	Mr. Mohamed Gameel Cairo Sales Lead – Diversey	12:20 13:05	
	Mr. Abdallah Tarek - BDM – Enova by Veolia	13:05 13:35	
	Mr. Hossam Fathallah Manag. Director – Jinet Landscape	13:35 13:55	
	Mohamed Essam Executive Director	13:55 14:10	
	Break	14:10 15:10	
		15 10 15 10	
	Dr. Amr Abdelrahman FM Consultant – El Salam Facilities	15:10 15:40	
	Sustainability: Towards Net Zero Carbon Facility Management		
	Dr. Salah El Haggar - Professor – AUC (Mode	rator)	
	Dr Niveen Abdelkhalek- Dean - Nile University	15:40 16:25	
	Dr. Khaled Elfarra – CEO at Tarsheed for Consultation	13.40 10.23	
Ms. Rania Ezz ElArab - Marketing & Specific. Manager- Saint-Gobain Gla			
Dr. Eman Abdelazim - Focal Point of Climate Change National Council for			
The Ministry of Housing, Utilities & Urban Communities			
	Mr. Ahmed Khamis – B.D Director - Standards FM	16:25 16:50	
	Eng. Mohamed Hesham P&C Support Manager - Siemens	16:50 17:05	
	Eng. Amr El-Naggar, Business Dev. Manager ACFM	17:05 17:35	
	Eng. Ahmed Othman, CIO - ACFM		
	HSE: Streamlining Health & Safety in FM		
	Eng. Waleed Ali - Head of QHSE – LEEDS TFM		
	Eng. Ahmed Hussien - HSE Manager - New Giza University	123	
	Eng. Ahmed Diaa - HSE Head – EMAAR MISR	17:35 18:20	
	Eng. Mahmoud ElKady – CEO at QHSEE Platform		
	Eng. Elie Aboujawdeh – HSE Director at INNOVO		
	Mr. Ahmed Khaled - HSE at ECG (Engineering Consultants Group)) 18:20 18:50	
	Closing and Wrap Up - End of Day 1	10.20 10.30	

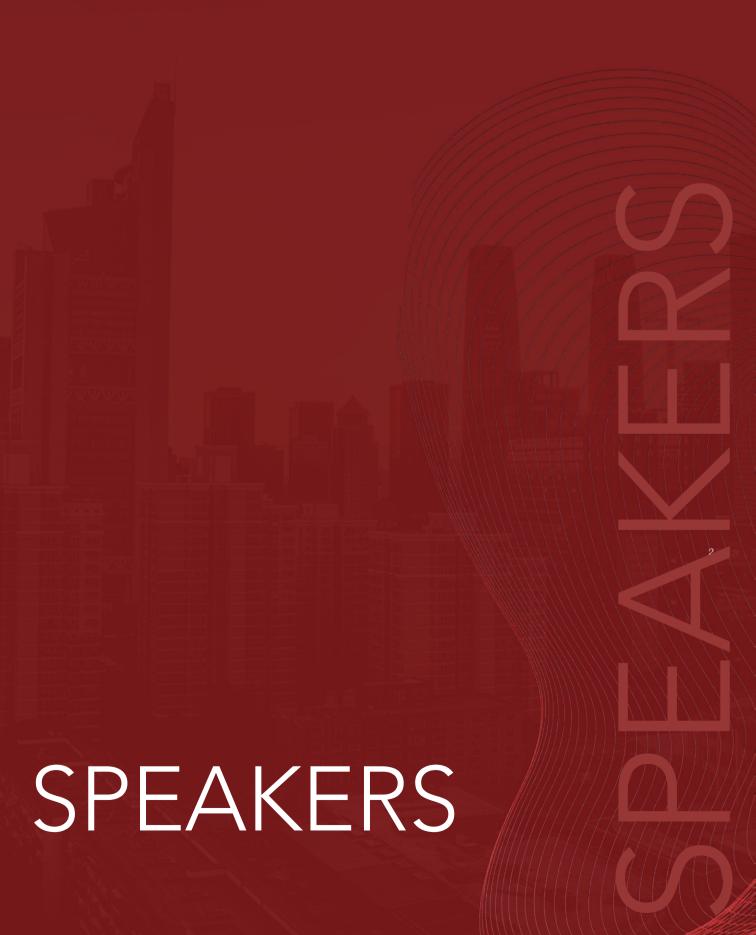
DAY 1 AGENDA

Exhibition	40.00	10.00
Opening & Welcome	10:00	19:00
	10:45 11:00	11:00 11:30
Mr. Osama Kamel - General Manager - EMC	11:30	11:50
Ms. Radwa Hussien - Managing Director - CBRE Nar Erik Jacobse Chair of JENAA ENEA Evacutive Roard	11:50	12:10
Mr. Erik Jaspers- Chair of IFMA EMEA Executive Board DIGITALIZATION Panel Discussion: AI ERA in Facility Management	11.50	12.10
Mr. Amr Nour - CEO - IOT MISR)Moderator(
Mr. Omar El-Sherif – Principal Consultant - MEGASOFT		
Ms. Reham Aman – VP & COO - PETROKIMA	12:10	12:55
Mr. Tarek Badr - Managing Director — Align Tech		
Mr. Louai Motawai – Operations & Consultant Director - CFM		
Break	12:55	13:10
FM DAY	13:10	14:40
HUMAN RESOURCE Panel Discussion: Aligning Human Resources and I	-acility	
Management Mr. Tarek Fawzy - HR Director - Contrack FM) Moderator(
Ms. Menna Fayez – HR Business Partner – EMAAR MISR	14:40	15:25
Mr. Tamer Abou Zahra – Grp. HR Operation Director - AFRAS	14.40	13.23
Ms. Hanan Moselhy – Head of HR – ORASCOM Development		
Ms. Mary Sabry – Grp. HR Director - Waterway	15:25	15:45
Eng. Mohamed Shaalan - Com. & Sec. Sys. Dir STANDARDS	15:45	16:15
Mr. Tamer ElFeky & Mr. Omar Morsi – DynaChem	16:15	16:25
Mr. Gamal Farid – BD Director – ORASCOM CONSTRUCTIONS		
COST CHALLENGE: Currency Shifts & FM: Challenges and Solut		
Dr. Mohamed Abdelaty - Former Egyptian Minister of Irrigation	n and	
Water Resources Dr. Mohamed Mandour – CEO – The Arab Contractors for FM		
Mr. Nagy Aboutar – CEO – CONTRACK FM	16:25	17:10
Mr. Ahmed El- Ashry – BDM – KHARAFI NATIONAL	10.23	17.10
Mr. Sherif Ahmed – CEO - SIAC FM		
Awards & Wrap Up	17:10	18:10
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DAY 2 AGENDA









H.E. DR. MOHAMED IBRAHIM AHMED SHIMY

Minister at THE MINISTRY OF THE PUBLIC BUSINESS SECTOR

وزير قطاع الأعمال العام



H.E. DR. SAYED ISMAIL

Deputy Minister of Infrastructure at THE MINISTRY OF HOUSING, UTILITIES & URBAN COMMUNITIES.

H.E. Dr. Sayed Ismail serves as Deputy Minister at the Ministry of Housing, Utilities & Urban Communities. His Excellency brings decades of leadership and expertise in public sector development and strategic planning, and his participation reflects the growing alignment between Egypt's national vision and the evolving landscape of facility management.

Dr. Ismail's esteemed presence highlights the government's strong commitment to excellence, modernization, and strategic collaboration across this critical domain. His keynote will mark a powerful opening to a forum dedicated to driving innovation, advancing national goals, and building resilient, future-ready systems.



H.E. DR. MOHAMED ABDELATY

Former MINISTER OF WATER RESOURCES AND IRRIGATION, ARAB REPUBLIC OF EGYPT

Dr. Mohamed Abdelaty holds B.Sc. in civil engineering from Cairo University (EGYPT), an M.Sc. from the University of Manchester (UK) on Management and Implementation of Development Projects, a License of Hydraulic Engineering from the Royal Institute of Technology (KTH Sweden) on water resources management and its role in integrated development, PhD on Civil engineering from Ain Shams university on the Impacts of climate change on the Nile flows.

He has conducted postgraduate research in Utrecht, IHE universities in the Netherlands, Hull University in the UK, the University of Maryland, Georgia Tech., United States Bureau of Reclamation (USBR), Hydrologic Research Institute, National Oceanic and Atmospheric Office in the USA.

From 2016 to 2022 Dr. Abdelaty was the Minister of Water Resources and Irrigation of Egypt, where he prepared the 2050 national water strategy and 2017 national water resources plan to increase national resilience against extremes (floods and droughts), new water laws, execution of several projects like new Assiut barrage, canals lining and rehabilitation, modern irrigation in old lands, flash flood protection works, shore protection, fast track water security plan, drainage water treatment and recycling and etc.

Dr. Abdelaty published more than 35 research papers in journals and international conferences.

Dr. Abdelaty is currently the head of the projects and premises group at the National Bank of Egypt



Dr. EMAN AHMAD

Focal point of Climate Change National Council for Ministry of Housing, Utilities & Urban Communities

She has a Ph.D. in urban Climate model integrating Smart climate applications (GIS & RS) from Cairo University, Egypt. She possesses 18 years of experience in the field of climate action and Environmental Studies, spanning civil society, academia, private and governmental sectors, as well as international organizations and IPCC (The Scoping Meeting to draft the outline for IPCC's next report, a Special Report on Climate Change and Cities), (Review reports and atlas "IPCC Sixth Assessment Report") & UNFCCC Expert. She has expertise in statistical analysis and needs assessment in international projects.

In addition to her research, writing, analytical skills, and curriculum development expertise, she has worked as a lecturer in the field of climate change for civil society institutions and academia through the AdapTM Project-EU/Egyptian Partners (Faculty of Science, Suez Canal University) and European Partners (University of Cetania, Italy - University of Klcipeda, Lithuania – Euro-Mediterranean University, Slovenia – National Observatory of Athens, Greece). She has also served as a trainer at the Natural and Human Resources Development Center at Cairo University Faculty of African Postgraduate Studies and as a climate change trainer with UNICEF. Furthermore, she has participated as PI & CO-IP in internationally funded research projects and worked as a Rapporteur for the National Committee on Problems of the Environment at the Academy of Scientific Research & Technology (ASRT).

She has extensive knowledge of the interlinkages between climate change, security, development, and the African context through her work as a Senior Programmes Specialist-Environment at the African Youth Union Commission (AYUC). She has also been a consultant for various Egyptian NGOs and international organizations in Egypt in the field of climate action, such as WHO, ICCROM, IPEN, CARE, and ICOMOS. Additionally.



GAMAL ALZIADY FM consultant at NBE

Mr. Gamal Alziady is 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.



MUHAMMAD REDA

Chief Operations Officer at Orion

Mr. Muhammad Reda, CFM®, CIWFM, CEM®, IOSH – Chief Operations Officer at Orion.

He is a lead expert in the field of facilities and assets management with 15 years of experience. He has been working with various multinational and national companies, assisting corporations in effectively delivering their core business objectives.

Through his work across different industries and corporate cultures, he has gained valuable experience in leading, managing, improving, and transforming asset conditions to achieve their maximum value, ensuring sustainable business operations for various corporate business units.

Mr. Muhammad Reda, CFM®, CIWFM, CEM®, IOSH, works as a freelance facilities management instructor and provides customized educational programs tailored to the needs of different entities and individuals. His educational background includes a Bachelor's degree in Engineering.



SHADY HANAFY

Director of Facility & General Services at ORANGE EGYPT

Mr. Shady Hanafy, who serves as the Director of Facility and General Services at Orange Egypt, possesses over two decades of extensive experience in the facilities and assets management field.

Throughout his career in Saudi Arabia and Egypt, he has demonstrated remarkable accomplishments in project management, ensuring excellence in facilities operations, maintaining assets, HSE, managing fleets, and implementing energy management solutions for the continuous addressing of the reduction of CO2 emissions.

Mr. Shady is known for introducing innovative approaches to operational strategies, ensuring business continuity while keeping costs optimized. He is highly skilled in identifying, developing, and negotiating with vendors and landlords to secure contracts and enable smooth organizational operations.



ISMAEL ASMAT

Engineering Director at AHL MASR HOSPITAL

Mr. Ismael Asmat is a highly accomplished Engineering Director, bringing over 20 years of expertise in lean manufacturing, facility management, and the healthcare industry.

With a proven track record, Mr. Ismael Asmat has been instrumental in the successful opening of multiple hospitals and played a key role in improving facilities to align with sustainable approaches.

His deep knowledge of lean manufacturing principles and facility management has resulted in streamlined operations, cost savings, and enhanced patient experiences.

Ismael's leadership and strategic vision have been pivotal in transforming healthcare facilities into sustainable, efficient, and patient-centric environments. Known for his dedication, innovation, and problem-solving skills, Ismael Asmat is committed to driving excellence in healthcare delivery.



YASSER SEYAM

Facilities Director at City Edge Development

Mr. Yasser Seyam – Facilities Management Director at City Edge Development with an extensive experience in overseeing the operational and strategic functions of facilities within diverse sectors.

In addition, he possess a proven record of accomplishments in optimizing facility performance, enhancing efficiency, and ensuring compliance with regulatory standards.

Currently, he is the Facilities Management Director at City Edge Developments. Prior to City Edge Developments, Yasser was part of prestigious developers as Al Futtaim Real Estate Egypt & Emaar Misr.

With a strong background in facility planning, budgeting, and project management, he has successfully implemented cost-effective solutions to improve facility operations and maintenance processes.

He is also keen on leveraging technology and innovative practices to streamline operations and enhance the overall quality of facility services & delivering excellence in facility management, creating safe, sustainable, and functional environments for stakeholders.

He remains dedicated to staying abreast of industry trends, emerging technologies



SHADY YEHYA

Head of facilities & Real Estate Management at GENPACT

Mr. Shady Yehya is a certified Facilities Management professional holding CFM from IFMA, ProFM from ProFMI USA, and an FM Diploma from Oxford House Learning. With over 20 years of experience in Facilities & Properties Management, Shady is now leading Genpact as Head of Facilities and Real Estate Management, handling full FM & Properties services, including but not limited to Environmental Health & Safety, Security and Crisis Management, Project Management, and Community Management.

Previously, Shady within Egypt and GCC on both the client and the service provider sides like General Electric, Tetra Pak, Ericsson, Mobinil, and Shell, as well as JCI, JLL & CBRE. Shady also holds certifications in PMP, Lean Six Sigma Green Belt, Chemical Engineering & Biomolecular from the International Association of Chemical Safety UK, NEBOSH, and IOSH certificates in Environmental Health and Safety from the UK, along with credentials in Assessing Organizational Risks, Managing in a Crisis, and other areas of Security and Crisis Management.

LinkedIn named Shady a Top Facility Management Voice and was selected for the ProFM USA scholarship as the only FM professional across Africa and the Middle East in 2022.

On the social responsibility front, AFRICA FM has appointed Shady to lead the AfricaFM Ambassador Program as Egypt Ambassador and Africa Program Manager. He is participating as a judge with SkillsUSA / FM Pipeline and is currently spearheading Facilithon as the Middle East & Africa Champion.



MOHAMED LAMLOUM

Director of Facilities Management at FLARABY

Mohamed Lamloum, IFMA, FMP® has over 25 years of experience in facility management and mechanical engineering.

For the past two years, he has been responsible for the facility management sector, overseeing all services within ELARABY Group alongside the Facility Management Team, serving more than 40,000 employees.

Previously, Mr. Mohamed Lamloum, IFMA, FMP®, worked at Eden Facility Management Company and spent more than 12 years with CFM, including three years as an Operations Director. He also dedicated five years to ECG in construction supervision at Smart Village Projects.

Additionally, he gained two years of experience in Saudi Arabia: in 2013 in Jeddah with ECG in construction supervision, and in 2017 in Riyadh with Meem Facility Management Company as General Manager for the Joint Venture between CFM and Meem.



AHMED KHAMIS

Director of Business Development at STANDARDS

Ahmed Khamis is an experienced and accomplished Business Development Director with over 16 years of expertise in the facility management, project management and healthcare sectors, throughout his career, he has successfully led strategic initiatives for multinational companies across Germany, Saudi Arabia, and Egypt.

Ahmed has established a strong reputation for driving business growth, fostering strategic and multinational partnerships, and enhancing operational efficiency within the facility management sector, with a comprehensive understanding of facility operations and client needs, he has successfully led initiatives that have expanded market presence, optimized service delivery, and improved client satisfaction. His ability to develop innovative solutions has enabled organizations to maintain a competitive edge and achieve sustained success.

In his current role as Director of Business Development at Standards, Ahmed is responsible for overseeing the development and execution of strategic business plans aligned with the company's long-term objectives, his leadership and vision have been instrumental in securing key contracts and building strong client relationships, significantly contributing to the organization's growth and success.



Dr. NEVINE ABDELKHALEK

Dean of the School of Continuing Education at NILE UNIVERSITY

Dr. Nevine Abdelkhalek, PhD, CMngr, MCMI is a board member of Tea Computers, a board member of the Egyptian Businessmen Association (EBA), and the advisory board of CSR Egypt.

Currently, she is the Dean of the School of Continuing Education at Nile University in Egypt, and for more than 12 years was the Vice President of Human Resources and Organization Development at Engineering Consultants Group (ECG).

In 2010 she founded the Excellence in Engineering Forum. Among her achievements was being one of four consultants to the Prime Minister of Egypt in Education who founded Nile Schools in 2008. In 2021, she cofounded Africa Consults. Dr. Nevine Abdelkhalek holds a charter manager status with the Charter Management Institute in the UK, as well as a Ph.D. in Human Resources.

She started her professional career in 1992 through her postgraduate studies at Boston University followed by more than 15 years with the Canadian Fund and USAID and headed the organization of the regulatory body of the educators in Egypt, the Professional Academy for Teachers (PAT). She also put together the strategic plan of the organizational development of the Ministry of Education of Egypt in 2008.



AHMED DIAA EL-DEEN

HSE Head at EMAAR MISR

Ahmed Diaa El-Deen possesses over 12 years of international experience in safety management. He has led HSE teams, developing and overseeing best practices within high-risk sectors including Oil and Gas, Facility Management, and Electrical Transmission & Distribution.

Focus on zero harm, asset protection, and environmental sustainability, achieved through QHSE planning, strategic implementation, and continuous auditing and monitoring.

Currently, as HSE Head at Emaar Misr, ensures safety and environmental compliance for the prestigious Cairo Projects (Uptown Cairo & Mivida).

He has a proven track record of developing and implementing robust HSE programs and driving continuous improvement.

- QHSE Consultant: BRO Petroleum Services.
- QHSSE Region Supervisor: SAKSON Drilling & Oil Services DMCC (KRG Region).
- QHSE Senior Engineer: GIZA SYSTEM.



TAMER ABOUZAHRA

Group HR Operation Director at AFRAS

Over 25 years of HR experience as generalist, with solid operational and managerial experience at multinational environment at Egypt with diversified business backgrounds such as Telecommunication, FMCG, Media, Pharmaceutical and Chemical, at both commercial and industrial business sides.

Experience in establishing, and operate HR function as a major business partner, to support and reach business goals. Potential Career moves, as regional HR role either as function expert or strategic management role

Specialties: Hand on experience with most HR activities, and special passion towards compensation and benefits.



ENG. AHMED HUSSIEN

ENVIRONMENT, HEALTH & SAFETY at NEWGIZA UNIVERSITY HOSPITAL

Eng. Ahmed Hussein is a seasoned professional with more than a decade of experience in healthcare safety management. Currently affiliated with NewGiza University Hospital, he has cultivated a robust skill set that includes risk management, emergency management, hazardous materials management, and waste management.

With a strong passion for upholding the highest standards of health and safety within hospital environments, Eng. Hussein has successfully implemented and refined safety protocols designed to protect both patients and staff. His career highlights include instrumental roles in the startup initiatives of three significant hospitals: Elaraby Hospital, Saudi German Hospital Cairo, and Alnas Hospital for Children. In these positions, he leveraged his extensive expertise to establish comprehensive safety measures from the ground up.

Eng. Hussein possesses a profound understanding of regulatory requirements and best practices in healthcare safety, enabling him to navigate complex compliance landscapes with efficiency and effectiveness. His commitment to fostering a culture of safety is evident through his development of comprehensive training programs and rigorous audit processes, all aimed at prioritizing the well-being of all stakeholders.



TAREK ABOUELHASSAN

HR Director at CONTRACK FM

Tarek Aboalhassan is a highly accomplished and results-oriented professional with 25 years of experience in commercial and human capital roles within multinational companies.

Possessing a Master's degree in International Career Management and proven expertise in customer relations, business optimization, leadership, and human capital management, he has a strong track record of driving business growth and integrated facility management across diverse sectors (telecommunications, FMCG, real estate, construction, etc.).

Key skills include talent acquisition & management, total rewards, succession planning, strategic HR program implementation, process optimization, and internal controls. He is a recognized leader, skilled in building and motivating high-performing teams to achieve both short-term and long-term objectives.



MENNA FAYEZ HR Business Partner at EMAAR MISR

Eng. Menna Fayez an HR Business Partner from Emaar Misr, with extensive experience across diverse industries and international markets. For the past three years, she has been deeply involved in the real estate management sector, providing HR guidance and support to key departments, mainly facility management.

Her expertise lies in but is not limited to workforce planning, performance management, and employee engagement. She has contributed to optimizing operations and driving efficiency within facility management teams.



OMAR ELSHERIF Principal Consultant at MEGASOFT

Omar ElSherif is a Principal Tech Consultant and Co-owner of MegaSoft for Information Technology.

With over 15 years of experience, Omar has successfully delivered IT Service Management, Enterprise Asset Management, Facility Management, Data & AI, Enterprise Architecture, and Business Intelligence solutions across more than 50 projects in the Middle East. He has partnered with numerous multinationals, governments, and large enterprises to drive transformative results.

In recent years, Omar has focused on using IBM technologies to leverage data and AI to advance the United Nations' sustainability goals, demonstrating his commitment to impactful, responsible technology solutions.



ANTWAN TAWADROS

Information Technology
Director at INNOVO BUILD
EGYPT

Antwan Tawadros is an Information Technology Director at Innovo Build Egypt. With more than 20 years of experience.

Antwan has started as an IT professional and developed his career to top leading corporate positions. Antwan's natural team-building skills have resulted in a harmonized team of IT professionals, managing an expansive number of sites, and serving a diversified array of clients.

Moreover, he led the demanding process of migrating and merging various sophisticated IT and business systems into a unified cloud-based ERP, OMS, and CMMS platform, along with the complex integration with BIM, BMS, and SCADA systems.

Such a huge undertaking has significantly contributed to reducing the overall business risk and costs, in addition to increasing business functionality and the overall competitiveness.



WALEED ALI HEAD of QHSE at LEEDS TFM

Waleed Ali is a highly experienced QHSE leader with 14 years of expertise in advancing strategic Quality, Health, Safety, and Environment (QHSE) initiatives across a range of industries. Over the past decade, he has focused primarily on the Facility Management sector, offering specialized QHSE guidance to prominent organizations within the Egyptian market.

His previous role as QHSE Manager at Egypro FME laid a solid foundation, and he currently serves as the Head of QHSE at Leeds TFM Group. Waleed's skill set includes comprehensive QHSE process planning and implementation, performance management frameworks, and a commitment to continuous improvement methodologies.

He has established a proven track record of enhancing operational efficiencies and optimizing processes, which has led to more robust QHSE practices. His leadership has effectively aligned workforce engagement with organizational objectives, driving a culture of safety and compliance throughout the operations he oversees



MAJOR GENERAL DR. MOHAMED MANDOUR

Chairman & Managing Director at THE ARAB CONTRACTORS FOR FACILITY MANAGEMENT

Major General Dr. Mohamed Mandour

With a Master's degree in Economic Management of Institutions and a PhD in Philosophy of Management and Human Resource Development, Major General Dr. Mohamed Mandour brings a wealth of expertise to the discussion.

As the Chairman and Managing Director of the Arab Contractors Facility Management Company and Chairman of the Government Relations and External Communications Committee at the Egyptian African Businessmen Association, his insights are sure to provide valuable perspectives on the future of facility management in the AI era.

Dr. Mandour's exceptional contributions have been recognized with the prestigious Order of the Republic for his distinguished service to the state.



ENG. AHMED OTHMAN

Chief Information Officer at THE ARAB CONTRACTORS FOR FACILITY MANAGEMENT

About Eng. Ahmed Othman

Eng. Ahmed Mohamed Othman is a Chief Information Officer at The Arab Contractors for Facility Management. Chief Information Officer with over 25 years of experience managing IT operations and business activities.

Responsibilities include solutions designing, 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. Background includes business-to-business (B2B), business-to-consumer (B2C).



ENG. AMR ELNAGGAR

Business Development and Capacity Building Manager at THE ARAB CONTRACTORS FOR FACILITY MANAGEMENT

Eng. Amr Elnaggar is a Business Development and Capacity Building Manager at The Arab contractors for facility management.

He serves as a National Vocational Education and Training Development Expert with the EDF-Cabinet of Ministers in Egypt, collaborating on the prestigious KFW German Project.

Additionally, he is recognized as one of the leading industrial development experts in Egypt, with extensive experience gained through his work at the renowned Arab Contractors Othman Ahmed Othman Company.



TAREK ELBESHLAWY

Managing Director at ALIGNTECH

Engineer Tarek El Beshlawy is a distinguished Electronics and Telecommunication Engineer with a robust academic foundation and extensive professional experience. He pursued postgraduate studies at the Faculty of Engineering, Ain Shams University, and later enhanced his leadership and business skills by earning an MBA.

As the co-founder of AlignTech Solutions, Engineer Tarek has played a pivotal role in developing advanced software applications, with a particular focus on asset and facility management solutions. The company's innovative platforms are designed to streamline operations, optimize resource allocation, and improve the lifecycle management of essential assets.

His dual expertise in engineering and management enables him to effectively connect technology with business requirements, delivering impactful and practical solutions for organizations. Beyond his work at AlignTech Solutions, Engineer Tarek also holds positions as a Board Member and Vice President in several leading ICT companies in Egypt and internationally, contributing significantly to the growth of the technology sector.

Engineer Tarek El Beshlawy's remarkable experience in management and human resource development makes him a valuable leader in the field.



ISLAM KHALIL Technical Sales Specialist at AUTODESK

AEC Technical Sales Specialist at Autodesk

Islam Khlail holds a Bachelor of Civil Engineering, Faculty of Engineering, Alexandria University 2014 and MBA holder in Digital transformation strategies from ESLSCA University - Paris 2024.

Leading AEC Industry Digital Transformation, Sustainability, Agility & Al in Advanced Digital Transformation Enablement Management.

As an Autodesk Sustainability Ambassador, Islam promotes sustainable development goals aligned with the UN 2030 agenda. He has participated in various conferences across Egypt, USA, Thailand & Ireland discussing BIM implementation, and has published Research papers (cases studies) in several Scientific Magazines for BIM implementation in The New Alamein City in Czech Technical University in Prague – BIM HUB (British) – BIM Community (Spain)



MAHMOUD EL KADY

Visionary Business Strategist & CEO at QHSSE PLATFORM

Mahmoud Elkady is a visionary business strategist and Group CEO of the largest HSE & Fire Safety techconsultancy and training firm in the MEA region, overseeing operations across 14 countries with a business value exceeding \$19 billion.

With an extensive experience over 18 years in Engineering, Health, Safety, Environment, Quality, and Management Consulting, driving operational excellence across diverse sectors.

Mahmoud Elkady also a Strategic Business Leadership Active investor and board member scaling international businesses in the GCC and Africa, optimizing performance and unlocking new markets. HSE & Tech Integration Expertise in integrating cutting-edge technology with HSE solutions, setting new benchmarks for industry innovation.

Thought Leadership & Influence Recognized LinkedIn business influencer with a network of 60,000+ connections, shaping the future of HSE, digital transformation, and corporate excellence.



HANAN MOSELHY Head of HR at ORASCOM

Hanan Moselhy has an overall 22 years professional Human Resources & Corporate Development Management experience with major organizations with focus on change management, strategy and business value chain integration, organization redesign, HR business partnership, talent acquisition, reward management and talent management.

In addition to this, strategic human resources management leading major transformations including culture transformation, employee engagement initiatives, restructuring initiatives and HR digital automation transformations, corporate transformation. Her experience comes across different business sectors including property development sector, Public Sector, real estate and construction sector, FMCG sector and telecoms across MEA region.

Selected Project Experience:

Currently and responsible for leading the HR agenda and organizational transformation initiatives.

Lead the Human Capital function and the strategic initiatives in Majid Al Futtaim Properties, including the key change management projects in in Egypt Held the group Talent Management Lead position in Majid Al Futtaim Holding in UAE covering ME where she resumed her mission.

Strategic Human Resources project in the capacity of HR business partnership and talent management leading the redesign of the competency framework, talent management and performance management processes covering MENA region for ALU, as part of the Business unit transformation.



AMR NOURChief Executive Officer at IoT MISR

Amr Nour, the CEO, embodies exceptional leadership in the IoT field. Under his guidance, IoT Misr consistently pioneers solutions bridging the physical and digital realms, solidifying its prominent position in the IoT ecosystem.

With extensive experience in technology and IT, Amr brings a deep understanding of how innovation can revolutionize industries. His expertise spans critical areas such as cybersecurity, edge computing, IoT analytics, and digital transformation.

Amr's dedication to leveraging IoT for positive change is evident as he navigates challenges and shapes solutions across diverse sectors. A renowned speaker and thought leader, he enlightens audiences about IoT's transformative potential, driving innovation and sustaining IoT Misr's success...

Don't miss this opportunity to hear from a leader with unparalleled experience in management and human resource development.



OMAR MORSI

General Manager at DYNACHEM

Omar Morsi is General Manager | Entrepreneur | Industry Leader.

With over 15 years leading Dynachem Egypt and 11 years at the helm of Dynachem ME, Omar Morsi has been a driving force in industrial hygiene solutions and market expansion across the Middle East. He is also a Board Member at Samoral and Co-Founder of WePadel Egypt, bringing innovation to both the chemical and sports industries.

Beyond his professional roles, he is actively involved in social work as Vice President of the Export Committee at the Alexandria Business Association (ABA), contributing to economic growth and trade development.

Omar holds a BSc in Chemical Engineering, along with a Sales Management Certificate and PJCM Program Certification.

Don't miss this opportunity to hear from a leader with unparalleled experience in management and human resource development



TAMER ELFEKY

Regional Products Manager at DYNACHEM

Tamer Elfeky is a Regional Products Manager at Dynachem, a certified trainer, and a life coach specializing in soft skills and self-development.

He is the author of Better Life (2023) and has shared his insights on self-improvement and motivation through numerous YouTube episodes and TV interviews.

With expertise in professional cleaning solutions and private labeling for facility management companies, Tamer combines industry knowledge with a passion for personal and professional growth, offering a well-rounded perspective on innovation and sustainability.

Don't miss this opportunity to hear from a leader with unparalleled experience in management and human resource development.



MARY SABRY Group HR Director at WATERWAY

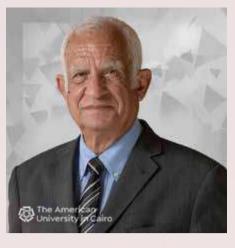
About Mary Sabry, MBA, SHRM

Mary is a dedicated professional passionate about leveraging people's power to drive organizational success.

Mary has over 17 years of experience as a hands-on professional with excellent people management skills. She is an expert in dealing with diversified teams of different backgrounds and cultures, believing that people are key to the success of organizations across various industries such as Construction, Real Estate, Facility Management, Automotive, FMCG, Manufacturing, and Pharmaceutical.

As a Group HR Strategic Director, Head of Employer Branding, and Internal Communication, she leads the effective management of organizational change and ensures smooth transitions while monitoring resistance. She is also involved in the development and execution of HR strategies and has evolved to be a strategic partner in setting the company's vision, mission, core values, and corporate strategy. Her work focuses on maximizing market share and brand awareness, generating leads, and driving revenue growth across channels.

In addition to her extensive experience, she possesses a range of certifications and qualifications that further enhance her expertise. These include being a Board Member Director Certified, holding an MBA in Strategic Management, being a Certified SHRM-CP professional, and holding a Professional Psychology Diploma.



SALAH M. EL HAGGAR

Professor of Energy & Sustainable Development at AUC

Dr. Salah M. El Haggar has 30 years of experience in energy and sustainable development consulting and university teaching. Dr. Haggar has been a visiting professor at Washington State University and at the University of Idaho, USA. He is presently the professor of Energy and Sustainable Development in the Mechanical Engineering Department at the American University in Cairo.

Dr. Haggar has received 28 academic honors, grants, and awards. He received the Outstanding Teaching Award from AUC in 1995, as well as an Excellence in Research and Creative Endeavors Award in 2009. In 2012, Dr. El-Haggar received the Provost Award in recognition of innovations in environmental science and engineering, along with the Distinguished Service Award for 25 years of service at AUC. Additionally, Dr. El-Haggar has published 230 scientific papers in the fields of environmental science, sustainable development, and energy. He has also delivered 53 invited presentations, authored 57 technical reports, written 17 books, and contributed 15 book chapters.

Dr. El-Haggar has been working on environmental technologies since 1987, with a paramount objective to transform waste into useful products. He developed a simple theory called the 7Rs Rule to approach the cradle-to-cradle concept. This theory fundamentally focuses on all kinds of recycling, including on-site recycling, off-site recycling, and sustainable treatment for potential recycling.

In 2007, Dr. El-Haggar developed a formula and indicator for sustainable development, which he detailed in his book "Sustainable Industrial Design and Waste Management: Cradle-to-Cradle for Sustainable Development," published by Elsevier Academic Press. This book was the first worldwide to demonstrate the concept of net zero waste according to cradle-to-cradle principles, aiming to protect both the environment and natural resources while integrating these principles into business plans to achieve sustainability.



ADEL SOLIMAN

Manager of Facility Management at NBE

Tamer Elfeky is a Regional Products Manager at Dynachem, a certified trainer, and a life coach specializing in soft skills and self-development.

He is the author of Better Life (2023) and has shared his insights on self-improvement and motivation through numerous YouTube episodes and TV interviews.

With expertise in professional cleaning solutions and private labeling for facility management companies, Tamer combines industry knowledge with a passion for personal and professional growth, offering a well-rounded perspective on innovation and sustainability.

Don't miss this opportunity to hear from a leader with unparalleled experience in management and human resource development.



SAMAR HELMY

Soft Service Manager at EMAAR MISR

Samar Helmy is a Soft Services Manager and a lead expert in the fields of Soft Services, operation management, and facility management with 11 years of experience. Has experience working for various multinational hotel chains, E-commerce businesses, and facilities management companies.

Samar Helmy delivers unique insights on advances in the operations, hotel, and #Facility management industries. Utilizes extensive knowledge of industry trends and developments to provide useful insights into prospects for new growth and business expansion.

Her educational background is Master of Business Administration a graduate of the International Business Academy in Switzerland.

Samar Helmy Participated at TVET training programs in Egypt to support enhancing the quality of technical education and training and bridging the gap between labor market needs and technical students and graduates through strengthening the sector's human capital in Egypt.



OLIVER ALFONS

Head of Mega Projects Maintenance Department at HURB TRADE

Oliver Alfons works as a Head of the Megaproject Maintenance Department at Hurb Trade, with many years of experience in providing #maintenance service for Light current security systems.

With a rich and extensive background spanning over a decade, encompassing twelve years of dedicated expertise in delivering meticulous maintenance services for sophisticated light current security systems, he has honed his skills to perfection and cultivated a profound understanding of the intricate nuances of this specialized field.



NIVEEN ELKASSABY

Head of Properties at HYDE PARK

Nevine Elkassaby is a seasoned professional with extensive experience in operations and property management. As the Head of Properties at Hyde Park Developments since September 2023, she has demonstrated a strong commitment to enhancing operational efficiency and service quality.

Previously, Nevine served as Senior Operations Manager at MARAKEZ, overseeing District 5, and held similar roles at West Wing Company. Her experience at Majid Al Futtaim includes managing operations at City Center Almaza and Mall of Egypt, where she cultivated a customercentric culture.

Nevine's expertise in leadership, communication, and operational strategy positions her as a key asset in her field.



MAGDY HAMOUDA

Chairman of the Board of Directors at INFINITY SPIDER MD

Mr. Magdy Hamouda Hamdan holds three academic qualifications: Bachelor's – Master's – Doctorate Degrees in Agricultural Sciences. He has graduated from the Faculty of Agriculture at Al-Azhar University.

Mr. Magdy Hamouda Hamdan was one of the first workers in the field of pestcontrol out of Egypt and worked in multiple companies, including Libyan Company for Maintenance and Services, Al-Itqan Company (Libya), Castle Wall Company (Libya), Al Zahid Company (Oman).

Within Egypt worked at the Engineering Company of South Sinai Sector in the position of Director, where conducted training courses for new technicians and engineers; also worked in Spider Maintenance Company as a Director of South Sinai Sector; as a Chairman of the Board of Directors of First Control, where also conducted training courses.

Currently, Mr. Magdy Hamouda Hamdan works as the Chairman of the Board of Directors of Infiniti Spider MD.



MOHAMED ELKHESHIN

Assistant Professor at the Faculty of Agriculture at CAIRO UNIVERSITY

Mr. Mohamed is an Assistant Professor at the Faculty of Agriculture, Cairo University, Department of Horticulture. He is a specialist in the field of agricultural science, especially horticultural. He is supervising farms in different areas and developing appropriate agricultural programs.

His education is Ph.D. in Horticulture, Cairo University, 2010. He took various courses related to environmental constraints, fruit sets, fruit production, horticulture, tropical and sub-tropical fruit crops, and more.

He contributed to the supervision of various M-Sc theses on topics related to fruit crops and published many papers related to enhancing the fruiting attributes and antioxidant potential of various mango cultivars.

Mr. Mohamed contributed to the establishment of multiple mango farms and horticulture farms in different locations. His landscaping experience allowed him to be involved as a technical consultant in various significant landscaping projects such as: Porto el-Sokhna (style landscaping) / Porto Marina (style landscaping) / Diar El-Raboaa (Sharm el-Sheikh) (style landscaping) / Mall El-Arab (El-Sheikh Zaid) (style landscaping) / Up-Town (Cairo) (rainbow) / Mivida (Cairo) (rainbow).

He has membership in Scientific Societies: - Affiliated with reputable scientific associations related to agricultural and plant sciences.

Scientific Conferences: - Active participant in international conferences focusing on technology and horticulture.

Training Courses: - Completion of diverse training courses related to the publication of scientific research, strategic planning, research project funding, and various others.



RADWA HUSSEIN

Regional Operations Director at CBRE EXCELLERATE MENA

Radwa Hussein: Regional Operations Director for MEA & CEE – Life Sciences Sector - CBRE EXCELLERATE MENA

Over 15 years' experience in Integrated Facilities Management, Projects Management, and Real Estate for several multinational corporations. Throughout her experience, she was involved in various transitions and projects aimed at operational excellence, digitalizing offices, elevating employee experiences, and delivering cost efficiency.

With a proven track record of managing remote sites and navigating mixed cultural environments, she has successfully led multiple facilities and spearheaded relocation and renovation projects for clients. All these efforts have resulted in efficient delivery and a lasting positive impression for stakeholders. She possesses a high level of adaptability and flexibility gained through working in fast-paced organizations.

Passions and Interests: I am a people person, so I am passionate about traveling and exploring different cultures and rituals.

Philosophy or Mission: "Success is not final, failure is not fatal: It is the courage to continue that counts." - Winston Churchill



MOHAMED HESHAM

Prescription & Consultants Support Manager at SIEMENS

Mohamed Hesham is a dedicated Prescription and Design Support Engineer with over 12 years of experience in low voltage and medium voltage distribution systems.

He currently serves as the Prescription and Consultants Support Manager at Siemens, Smart Infrastructure, Egypt, where he specializes in design, technical specification creation, and design simulation software.

He holds a Bachelor's degree in Engineering from Cairo University (2013) and a Master's degree in Renewable Energy from Ain Shams University.

Mohamed's academic background and professional experience make him a distinguished figure in the electrical distribution systems industry.

Mohamed is known for his ability to deliver comprehensive support to customers, providing valuable insights through technical presentations and webinars. His expertise in design concepts and software applications has made him a trusted advisor in the field.



MOHAMED GAMEEL

Professional Sales Lead at DIVERSEY

Mohamed Gameel is a seasoned sales professional with over 14 years of experience in the cleaning and hygiene solutions industry.

Currently serving as the Professional Sales Lead for Cairo Hospitality at Diversey Egypt, Mohamed oversees key sectors including BSCs, healthcare, indirect channels, and TASKI - The Ultimate Cleaning Machines solutions.

Since joining Diversey Türkiye, Middle East & Africa in 2010, Mohamed has held multiple strategic roles across Egypt, successfully managing business in key regions such as the Red Sea, Luxor, and Marsa Alam.

His extensive field experience has allowed him to support numerous partners in elevating their cleaning and hygiene #standards while embedding sustainable practices into their daily operations.

With a strong track record in driving results and delivering valuedriven solutions, Mohamed Gameel continues to play a pivotal role in shaping hygiene strategies within Egypt's hospitality and healthcare sectors.



ERIK JASPERS

Global Strategy Advisor at Planon & Chair of the IFMA EMEA Executive Board

With over 40 years of experience in IT and software development, Erik is a recognized leader in smart, sustainable facility operations.

In his roles at Planon and IFMA, he drives the use of technology to advance integrated facility management, helping organizations enhance efficiency, service quality and environmental impact through digital transformation strategies within Egypt's hospitality and healthcare sectors.



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RADWA HUSSEIN

Regional Operations Director at CBRE

Over 15 years' experience in Integrated Facilities Management, Projects Management, and Real Estate for several multinationals' corporation. Throughout her experience she was involved in various transitions and projects aimed at operational excellence, digitalizing offices, elevating employee experiences and deliver cost efficiency.

With a proven track record of managing remote sites and navigating mixed cultural environments. Successfully led multiple facilities and spearheaded relocation and renovation projects for clients. All these efforts have resulted in efficient delivery and a lasting positive impression for stakeholders. High level of adaptability and flexibility gained through working in fast paced organizations.

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MOHAMED ESSAM Executive Director at ALDAR ESTATES

About Mohamed Essam

Physical asset management professional with 17+ years of leadership experience across real estate development, facilities management, and commercial sectors. Held senior roles at top-tier organizations including Saudi Binladin Group, Emaar, Mountain View, TMG, and ALDAR.

A visionary entrepreneur, co-founded and led four asset and facilities management ventures, managing assets exceeding EGP 50B and annual budgets over EGP 4B. Built and led high-performing teams of 9,500+ employees, serving 90,000+ households across diverse portfolios.

Renowned for integrating companies, optimizing operations, and aligning strategy with growth objectives. Academically accomplished with a Doctorate in Business Administration (DBA) Investment & Finance, Master's Degree (MBA) in Strategic Management, FMP certification (IFMA), and executive education from Harvard Business School in Strategy Execution and Organizational Leadership.



AHMED EL-ASHRY

Assistant Executive Manager & Director - Business Development at KHARAFI NATIONAL

Eng. Ahmed El Ashry is a Mechanical Engineer with Bachelor of Science Mechanical Power Engineering from Cairo University, he holds Master of Business Administration (MBA) from Alexandria University under Partnership Program (UPP) agreement with the School of Business George Washington University, and holds a Diploma from the International Advertising Association (IAA).

In addition to Facility Management Professional Certificate (FMP) from International Facility Management Association (IFMA).

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. – Lebanon.

Eng. El-Ashry has dedicated his solid experience for more than 28 years and has served Kharafi National Egypt for 21 years to date.

Eng. Ahmed's work with Kharafi National has diversified into many sectors and areas such as Construction, Facilities Management, Engineering, Electromechanical works, Tendering, Planning & Cost Control, Site Engineering works, Materials Assets Control in addition to his role in assisting Kharafi National's Executive Manager in day-to-day work.



RANIA EZZ EL ARAB Marketing & Specifications

Marketing & Specifications
Manager at SAINT GOBAIN GLASS

Eng. Rania Ezz El Arab is a highly skilled civil engineer with 14 years of extensive experience in specifications, currently serving as the Marketing and Specifications Manager for Saint-Gobain Glass Egypt.

In her role, she combines her technical expertise with innovative marketing strategies to promote high performance glass solutions while ensuring compliance with industry standards, with a deep passion for sustainable construction, she is a Building Glass Sustainable Leader, specializing in LCA (Life Cycle Assessment) and EPD (Environmental Product Declaration).

She is responsible for deploying sustainable practices within the organization, driving innovations that promote environmental responsibility and sustainable solutions & communications.



ELI ABOUJAWDEHSE Director at INNOVO

Elie is a Senior Executive expert in developing HSE, Wellbeing, & Sustainability Cultures, an international professional speaker, and an active member of the Society of Petroleum Engineers.

He has 16 years of internationally diversified experience managing multidisciplinary and multicultural teams within the mega EPC Industry with substantial track record allowing to better view HSE, Wellbeing, & Sustainability from a Project Management & Controls perspective.

He has spent periods living and working overseas within the Middle East, Europe,

Eurasia, and Africa and was holding the position of Regional HSE Manager for Kazakhstan & CIS Region and is currently the HSE Director for Innovo in-charge of its operations in Egypt.

His experience in leading HSE, Wellbeing, & Sustainability Management System

includes all aspects of Development, Certification, Implementation, Re-Certification, Continuous Improvement, and technical training within High Rise, Infrastructure, Heavy Mechanical, and Downstream Oil &

ous global ons, Local rs with the



HOSSAM FATHALLAH

Managing Director at JINET LANDSCAPE & SERVICES

Hossam Fathallah – Managing Director for Jinet Landscape and Services.

He graduated from Agricultural Sciences, Horticulture Dept, Cairo University.

He has more than 20 years of experience in the agriculture industry and the art, science, technology, and business of plant cultivation.

He is one of the pioneers in Egypt in the knowledge of rare & flora plants propagation.

He has wide range of experience with professional landscape design, construction & maintenance in both the Public and Private sectors, working in a multi-disciplinary atmosphere to ensure quality, consistency and client satisfaction.



LOUAI MOTAWAI

Operations & Consultant Director at CONTRACK FM for Egypt & KSA

Graduated from Ain Shams University majoring in Electrical Power Engineering in 1999. Then received an MBA from the Maastricht School of Management, Netherlands in 2005. In 2023, he got certified as a PM & Feasibility Studies Consultant from the Egyptian Engineering Syndicate. Then received his NEBOSH IGC certificate in occupational health and safety in 2024.

He started working at Vodafone Egypt in 2001 for 12 years, where he started as a Maintenance Engineer and left in 2013 as a Construction and Real Estate Senior Manager. He managed buildings maintenance, space planning, data centers maintenance, operation and maintenance of all premises, and the property and facilities department budgeting and PM.

Later on, he moved to Regus PLC from 2013 to 2016 as the Director of Development and PM for Egypt & North West Africa. Then in 2016, he joined MAF Properties as Deputy Mall Manager for Mall of Egypt till 2018. Later, that year he joined Etisalat Egypt as an administration and facilities senior manager till 2023.

He was managing 5 functions, Construction & Maintenance, Administration & Soft FM, Fleet & Transportation, Travel, and Real Estate. Now, he is the Operations & Consultant Director in Contrack FM for Egypt & KSA.



DR. KHALED ELFARRAH

General Manager at TARSHEED

Dr. Khaled Elfarra has extensive experience in the field of Energy and environmental aspects for 40 years. His education and qualifications give him the facilities to tackle the specialty in #energyefficiency (EE), renewable energy (RE), cleaner production (CP) technologies, Circular and Green Economy projects, and integrated waste management.

Dr. Elfarra is the founder and general manager of TARSHEED for #Engineering Consultations since 1999, and currently serves as a part-time Consultancy Services for the Ministry of Environment (Waste Management Regulatory Authority – WMRA).

Dr. Elfarra, along with his experience, has been involved since 2016 in the program for the planning of Municipal Solid Waste Management in Egypt, considering all related aspects, starting from the treatment processes assessment, wastes to energy, and the final disposal of solid waste, having the consideration of circularity and sustainability.

Dr. Elfarra is currently working in developing the efficient utilization of the sludge and digesting systems for wastewater treatment plants in Egypt for firing power generation plants. Furthermore, the solid waste to energy production technologies is one of Dr. Elfarra's topics and specialty in Egypt.

Dr. Elfarra is the chair of the Certified Energy Manager (#CEM) of the Association of Energy Engineers (AEE) in Egypt. In this regard, Dr. Elfarra has delivered the CEM courses and certified for more than 1,500 engineers as CEM in Egypt, Saudi Arabia, Kuwait, and UAE since 2001 till now.



Abdallah Tarek

Manager - Business Development

Abdallah Mahmoud is a seasoned professional in business development, specializing in sustainability, energy, ESCO, and renewable energy. With over a decade of experience, he excels in driving innovative energy solutions and managing large-scale projects. He holds certifications as a Certified Energy Manager (CEM), Certified Energy Auditor (CEA), and Certified Measurement and Verification Professional (CMVP).

Currently, Abdallah is the Business Development Manager at Enova by Veolia in Dubai, leading sustainable energy initiatives and renewable projects. His previous roles include Energy Department Manager at A Squared Global Engineering Services and Energy Projects Manager for Enova by Veolia in Egypt, showcasing his expertise in operations management and business growth.

He also served as Facility Manager for HSBC Bank's Maadi Head Office, overseeing facility operations, procurement, and compliance with health and safety standards. A graduate of Ain Shams University in Mechanical Power Engineering, Abdallah is dedicated to advancing sustainability and delivering impactful energy solutions.



Nagy Aboutar Managing Director

Eng. Nagy Aboutar leads the company as Managing Director, bringing extensive experience and a proven track record of success across multiple industries and regions. His expertise includes managing and establishing companies on a global scale.

Key highlights of his career include leading and starting up key offices and operations for Orascom in the United States, Iraq, Algeria, Egypt, and other MENA countries. This diverse multinational experience has equipped him with deep insights into diverse markets, operational excellence, and strategic planning.

Under his leadership, the company is committed to setting new standards of performance, growth, and innovation, ensuring the highest levels of client satisfaction and long-term success.



Dr. Amr Abdelrahman Planning and Development Consultant

Dr. Amr Abdelrahman, a planning and development consultant at El Salam Facilities Management and a university lecturer specializing in development strategies. With a PhD in Administrative Sciences, Dr. Amr has successfully guided service and industrial organizations toward ISO certification and operational excellence. Today, he will share his insights, drawing from his extensive experience in facilities management. Let's welcome Dr. Amr Abdel Rahman.



Sherif Ahmed Chief Executive Officer and Board Member

Sherif Ahmed, MScFM, MScEng, CBIFM - Chief Executive Officer and Board Member at @SIAC Assets & Facilities Management.

Sherif brings a wealth of experience in the facilities management industry. His expertise spans diverse industries, including healthcare, mega projects, retail, manufacturing, FMCG, and telecommunications. With an MSc degree in Facilities Management from The University of Reading, UK, Sherif is a certified professional by the IWFM Rising FMs Network boasting over two decades of dedicated service in the Facilities Management sector.

Prior to joining SIAC Assets and Facilities Management Sherif held key leadership roles, notably as Group Chief Facilities Management and Real Estate Officer at Integrated Diagnostics Holding - IDH the Associate Vice President for Campus Operations and Services at The American University in Cairo , Vice President of Operations & Facilities at Smart Villages Development & Management Company (SVC) , and Group Facilities Management Director at Children's Cancer Hospital Foundation 57357 . His earlier career includes valuable contributions at renowned organizations such as BAT British American Tobacco, PepsiCo and Vodafone Egypt.

Sherif skilled facilities management trainer who has delivered affordable training and educational tours in the Middle East, Africa, and Asia. He has extensive experience working with a variety of organizations, including those in Egypt, Jordan, South Africa, and Nigeria. Sherif has also collaborated with the Arab Academy for Science, Technology, and Maritime Transport.



Gamal Farid Business development Director

Gamal Farid has joined Orascom in 2003 and holds the position of Director, Business development.

Mr. Farid received a Bachelor of Civil Engineering from University College London . Also, he is a Chartered Civil Engineer and a Member of the Institution of Civil Engineers of Great Britain .

Mr Farid has held a number of senior positions within Orascom Construction; He was the General Manger of Orascom Construction in Algeria for over 11 years and General Manager of Integrated Façade Solutions (Alico) for 4 years.

With more than 35 years of extensive experience in the Construction Industry experience in the UK, Middle East and North Africa, Mr. Farid has intrinsic knowledge of the construction industry various sectors and its different markets and international corporations that are working in the construction field.



Mohamed Shaalan Country Director - Egypt

Eng. Mohamed Shaalan is a Communication & Security Systems Director from STANDARDS.

MEP Manager with a demonstrated history of working in the construction industry. Skilled in BMS system, Light current systems, HVAC control, Electrical Engineering, Building Management Systems, Electrical Design.

Strong engineering professional with a B Sc. in Electrical Power, faculty of engineering, Cairo University, Egypt. focused in Electrical power and machines from Cairo University.



Reham Aman

Managing Director

Ms. Reham Aman holds a Bachelor's degree in Mechanical Power Engineering, earned in 1993, and a Master of Business Administration with a specialization in Engineering Project Management from the American City University, Seattle, completed in 1998.

She began her professional journey in 1993 at PETROKIMA, within the Department of Engineering Systems, where she gained hands-on experience in developing detailed engineering drawings and programming control systems.

In 1995, she transitioned to the Sales Department, and by 1998 was promoted to Marketing Manager. In 2000, she took on the dual role of Sales & Marketing Manager, where she played a key role in expanding the company's market reach and strengthening client relationships.

Since 2015, Ms. Aman has served as Vice President of PETROKIMA. In 2022, she also assumed the role of Chief Operating Officer, overseeing the company's operational strategy and execution.

With over 30 years of experience in engineering and sales.



Osama Kamel
General Manager



Ahmed Khaled
Head of the HSE Section









PLATINUM SPONSORS



Transforming Tomorrow ...promoting cleaner, safer environments

As a proud subsidiary of Solenis, Diversey is a leader in providing innovative cleaning and hygiene solutions for diverse industries, including foodservice, healthcare, and hospitality. Our mission is to enhance cleanliness, safety, and operational efficiency through a comprehensive range of high-performance products and services. With a strong commitment to sustainability, we develop environmentally friendly cleaning solutions that meet the highest regulatory standards without compromising effectiveness.

From surface cleaning products to advanced disinfectants, our offerings help businesses uphold rigorous hygiene standards. We go beyond products, providing extensive training and support services to empower your staff with the knowledge and skills necessary for implementing best practices in cleanliness and infection prevention. With Diversey, you can trust that you're partnering with a company dedicated to promoting health and safety across all sectors.



PLATINUM SPONSORS

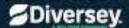


TASKI Machines: Elevating Cleaning Efficiency

TASKI, a subbrand of Diversey, offers innovative cleaning machines designed to optimize cleaning operations across various environments. Our machines, including autonomous floor scrubbers and high-performance vacuums, enhance productivity while ensuring exceptional cleanliness and hygiene standards. With a strong emphasis on user-friendliness and sustainability, TASKI machines feature intuitive controls and eco-friendly functionalities, making them ideal for industries such as hospitality, healthcare, and retail. TASKI's commitment to quality and sustainability empowers cleaning teams to deliver outstanding results with minimal effort.

BSC range

Diversey's solutions for building service contractors enable efficient and effective facility management. Our range of products and services helps contractors deliver high-quality cleaning, hygiene, and maintenance solutions to commercial and industrial clients. With Diversey's support, contractors can improve operational efficiency, reduce costs, and enhance customer satisfaction. From cleaning and disinfection to waste management and facility maintenance, our expertise and innovative products help building service contractors succeed in a competitive market.



Diversey – A Solen is Company Block 1258D Plot 1& 2, Sheraton Building, Cairo Egypt Office: +20222650100

diversey.com

Diversey is now part of Scienis - Find out more Scienis is a 2023 US Best Managed Company.











PLATINUM SPONSOR

STANDARDS PROJECTS AND FACILITY MANAGEMENT WE LICK (VICIO Thanks and partitions)

STANDARDS is a premier provider of facility and project management solutions, offering a comprehensive range of services across various sectors. With the most widely distributed operational presence across Egypt, we ensure unmatched accessibility and responsiveness nationwide.

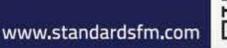
Founded in 2018 by PFI (Post for Investment), the investment arm of Egypt Post, STANDARDS has established itself as a leader in Project and Management Facility Management — offering a complete range of Hard and Soft services while excellina in the provision and maintenance of cutting-edge technological integrations. approach transcends traditional boundaries bv delivering comprehensive solutions that extend beyond mere building operations and management to encompass entire communities.













STRATEGIC PARTNERS



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.

Currently, BM owns shares in 157 companies across different fields, ranging from finance, tourism, housing, agriculture and food, and communication and information technology.

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. 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.

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.



Orascom Construction PLC is a leading global engineering and construction contractor primarily focused on infrastructure, industrial and high-end commercial projects in the Middle East, Africa, and the United States.

The Group has consistently ranked among the world's top contractors.

Orascom Construction also develops and invests in infrastructure opportunities, owns 50% of BESIX Group, and holds a construction materials, facility management, and equipment services portfolio.

For more information, please visit www.orascom.com.



Kharafi National is a Leading Integrated Construction, Facilities Management and Fabrication services developer with diversified operations in the Construction and Facilities Management sectors in Egypt and the Middle East.

Kharafi National was incorporated in 1999 as part of a carefully devised strategy for regional expansion in coordination with "Mohamed Abdel Mohsen Al-Kharafi Group (MAK's) investment plans" in Egypt and Africa. Since then, it has become a key player in the Construction and Facilities Management sectors in Egypt.

The Company has established the Facilities Management Division to manage special projects for clients who wanted to deal with a Single Contractor that can provide all the functions needed to support the FM's routine operations as a one-stop source for quality, design, operation, and maintenance by offering a truly comprehensive range of Total Facilities Management Services (TFM) that provide a limitless end-to-end service with no boundaries as a single point of contact.

Kharafi National FM's clients represent the most prominent public and private entities in Egypt as it has a long track record in the FM field where the company manages key facilities for major Egyptian institutions and vital locations.

Among them are the following: Terminal 2 and Terminal 3 at Cairo International Airport, the headquarters and 150 branches of the National Bank of Egypt in addition to WESAL CITY the residential city belonging to the bank, the main branch and several branches of Banque Misr, the Midtown branch, the New Administrative Capital and Mansoura branches of the Central Bank of Egypt, and various industrial, commercial and residential sectors with its partners in the private sector such as Marassi water treatment plant for EMAAR MISR, Al-Mostakbal City treatment plant with MIDAR, as well as the maintenance of Sarai compound for Madinat Masr Company.

Additionally, Sharm El-Sheikh International Hospital, Ras Sidr Hospital and affiliated buildings, South Sinai Branch Family Medical Centers & units for Egypt Healthcare Authority (EHA).

SIEMENS

Siemens AG (Berlin and Munich) is a leading technology company focused on industry, infrastructure, mobility, and healthcare.

The company's purpose is to create technology to transform the everyday, for everyone. By combining the real and the digital worlds, Siemens empowers customers to accelerate their digital and sustainability transformations, making factories more efficient, cities more livable, and transportation more sustainable.

Siemens also owns a majority stake in the publicly listed company Siemens Healthineers, a leading global medical technology provider pioneering breakthroughs in healthcare. For everyone. Everywhere. Sustainably.

In fiscal 2024, which ended on September 30, 2024, the Siemens Group generated revenue of €75.9 billion and net income of €9.0 billion.

As of September 30, 2024, the company employed around 312,000 people worldwide on the basis of continuing operations. Further information is available on the Internet at www.siemens.com.





About us

As Contrack Facility Management, a subsidiary of Orascom Construction, we proudly celebrate 21 years of providing integrated facility management services across Egypt with 4000+ employees and a client portfolio exceeding 162 clients.

We hold multiple ISO certifications (41001, 9001, 45001, 14001, 55001) and provide integrated facility management solutions tailored to our clients' needs across various sectors such as industrial, commercial, retail and healthcare. Our services encompass hard services (Engineering, Maintenance) and soft services (e.g., Housekeeping, Security and Landscaping).

We are thrilled to announce our expansion into the Saudi Arabian market, bringing our proven expertise and dedication to a new region. This expansion represents a significant milestone, highlighting our commitment to growth and excellence. Furthermore, we have expanded our offerings to include consulting services in information technology and facility management, leveraging our extensive knowledge to help clients optimize their operational efficiency.













Eden Facility Management is a subsidiary of Hassan Allam Holding. It is one of Egypt's leading companies in the facility management industry.

Eden Facility Management has as been working in facilities & energy management since 2011. Over the years, Eden Facility Management has successfully created a complete portfolio of day-to-day facility management services, covering its clients' scope.

They are widely known for their professionalism, impeccable quality, trust, and overall experience, which ultimately adds value and maximizes asset lifetime at optimum costs.

Stay tuned for more updates and announcements as we continue to build momentum for hashtag#EFMF2025.



The Arab Contractors for Facility Management (ACFM), a subsidiary of The Arab Contractors - Osman Ahmed Osman, has been operating since 1994. They were the first company in the local market to provide operation and maintenance solutions, establishing a reputable success record with utility sectors, critical facilities, and buildings.

The Arab Contractors for Facility Management (S.A.E.) is recognized as one of the leading Facility Management companies in Egypt. They offer innovative and professional Facility Management solutions aimed at achieving sustainable development across various disciplines, including people, assets, processes, and technology.

Their focus is on serving their clients' interests by aligning with their aspirations and priorities. With this approach, they emphasize delivering state-of-the-art Facility and Asset Management technologies while actively working to expand their business in the Middle East region and Africa. Additionally, they remain committed to supporting sustainable development projects in Egypt.



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Facility Management

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Power Generation

COMPANY

EMC....Your Integrated Services Provider

Facility Management Services

Scope of Service

EMC provides Facility management services for more than (22) clients inside and outside the petroleum sector through more than (835) qualified engineers and technicians to fulfill all required support and maintenance services for: Fire alarm, HVAC, Electromechanical, and Light current systems.







Engineer & Technician



Projects

Clients







ABOUT US

Dynachem Egypt is a leading provider of specialized hygiene and cleaning solutions, serving industrial, institutional, and commercial sectors. With decades of expertise, we deliver high-performance products tailored to meet the toughest cleaning challenges across various industries.

OUR SOLUTIONS

- Industrial & Institutional Cleaning Comprehensive cleaning and sanitation solutions for factories, hospitals, and public spaces.
- Laundry Care Advanced detergents and fabric care solutions for commercial laundries and hotels.
- Kitchen Hygiene Effective degreasers, dishwashing liquids, and sanitizers for professional kitchens.
- Housekeeping & Facility Management Premium solutions for floor care, surface cleaning, and air freshening.
- Private Label Manufacturing Custom formulations, branding, and packaging solutions for businesses looking to launch their own cleaning product lines.

Private Label Your Brand, Our Expertise

Dynachem offers a fully customized private-label service, allowing businesses to develop their own cleaning and hygiene products with tailored formulations, packaging, and branding.

- Wide Range of Products From industrial cleaners to household detergents.
- Flexible Packaging Options Bottles, jerry cans, bulk containers, and more.
- Regulatory Compliance Formulations that meet international standards.
- Confidential & Exclusive Partnerships Your brand, your market.

WHY CHOOSE DYNACHEM?

- · High-quality, performance-driven formulations
- · Eco-friendly and sustainable solutions
- · Tailored support and technical expertise
- Trusted by leading businesses across Egypt and the region







تأسست شركة السالم لإدارة المرافق عام 2011 حيث ان شركــة السالــم هي إحدى أهم شركات تقديم خدمات متكاملة فى مصر، وذلك بتطبيق المواصفة القياسية العالمية (ISO) حيث ان شركة السلام حاصلة على شهادات:

- ISO 9001.
- ISO 14001.
- ISO 45001.

وتقدم الشركة خدماتها المتنوعه بأستخدام أحدث التقنيات والتى تلبي احتياجات عملائها وتفوق توقعاتهم من خلال عمليات التشغيل للوصول للعيش فى بيئة ذات جودة عالية.

CONTACT US

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Ahmed Khaled
Head of the HSE Section

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iviission:

They commit to delivering unique and creative professional security services & solutions to their niche market clients through the blue ocean strategy to ultimately satisfy their prestigious clients' needs and demands.



RELIABLE PARTNERS FOR PEAK PERFORMANCE

Operating an integrated service model are built on FM-specific agreements for more than 10 years with a dedicated team of experts offers comprehensive range of services and maintain an extensive network of hundred sites in several industries.



AMERICAN POWER TECHNOLOGY (APT) is a joint stock company specializing in electrical contracting, testing, maintenance, and marine services.

As a leading electrical engineering firm, APT ensures to deliver exceptional quality services that surpass industry standards. The primary objective is to prioritize client satisfaction, providing top-notch electrical engineering solutions by using state-of-the-art testing equipment.

The APT testing team, headed by experienced and knowledgeable engineers, is dedicated to delivering accurate and efficient testing services. Equipped with cutting-edge testing equipment, they adhere to a globally recognized, rigorous training protocol. This ensures compliance with high-quality standards, ultimately leading to client satisfaction.

KARCHER

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

Kärcher is a company that understands clients' cleaning needs and offers 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



?El Bassiouni & Co. is a fast-growing company established in 1978, offering high-quality Karcher cleaning machines, and the right solutions for every need.

We deliver on time, within budget, and adhere to the best standards of after-sales service.

With a service standard that suited the needs of the corporate clients, El Bassiouni was all set to become one of the leading companies in its field in Egypt.

The company's status change has taken no effect on its client service policy. The company continues to serve each client as if they were the first and only client. What has always set us apart is the vision of its management, which allowed the company to provide services that surpassed those provided by the rest of the competition.



JINET is a full-service construction, operation & maintenance company specializing in landscape; softscape & hardscape, and water features with a straightforward and unique design/build philosophy, offering its services to commercial and residential projects across Egypt.

The company is a subsidiary of Hassan Allam Holding, Egypt's leading privately owned group of engineering and construction companies, established in September 2020.JINET has expanded its operation into the Kingdom of Saudi Arabia and has established a branch in Riyadh KSA in 2023, this strategic move is driven by our commitment to contribute to the flourishing landscape development in the region.



Operating across 14 countries in Africa, Asia and Europe, SELECT is a trusted System Integrator working with leading organizations in banking, telecom, healthcare, retail, manufacturing and FMCG.

At this year's #EFMF event, SELECT will focus on its Planon Schneider Electric software, a major player in the global #facilitymanagement and #assetmanagement software space.

SELECT will highlight two Planon solutions at the event:

Planon IWMS Software – Designed for organizations managing their own facilities. It supports #assettracking, #assetmaintenance, space and workplace operations, energy and sustainability and Real Estate Management goals



QHSSE PLATFORM is the first and exclusive Tech-QHSSE Consultancy & Training Firm in the MEA region, driving innovation and integrated solutions in the QHSSE industry. They provide cutting-edge consultancy, training, fire protection, digital transformation, and engineering solutions, serving clients across 15+ countries.

As a globally recognized firm, they are accredited by local civil defense, safety labor law & environmental authorities, and Engineers Syndicates. Their management team brings over 20 years of global and regional expertise in HSE, engineering, and technology, ensuring top-tier solutions for businesses.

CBRE EXCELLERATE

Trusted Excellence in Real Estate Services

CBRE Excellerate is a premier real estate services provider, delivering end-to-end solutions across multiple sectors. They blend local expertise with global best practices to ensure their clients receive the highest standard of service. their comprehensive offerings include advisory, facilities management, sustainability solutions, data centre solutions, and project management, among others, enabling us to meet diverse property needs with excellence.

With over 1,800 property professionals across 18 offices, they have major hubs in South Africa, Côte d'Ivoire, UAE, Egypt, Kenya, Morocco, and Nigeria, and their geographical presence extends to over 45 countries. This extensive network allows them to deliver seamless, integrated solutions tailored to each market's unique challenges and opportunities.



Inter Clean Egypt for agencies and trading is honored to present itself as Egypt's market leader in all cleaning machines, waste solutions, and smart door locks.

Inter Clean Egypt is also a market leader in manufacturing and importing outdoor, office, and food courts furniture.

All of their products are European region-based.

Their partners are the following companies: 2N, SALTO Systems, Hotek, INTERMETAL LLC, Resol, Glasdon UK Limited, Flex, COBA, Bentley, Vama, Numatic, and BOSS.



Planon is recognized as the leading global provider of Smart Sustainable Building Management software. The company focuses on creating integrated experiences for building users, owners, and service providers by connecting buildings, people, and processes. By eliminating data silos and aligning solutions into one shared information platform, Planon empowers stakeholders with actionable insights.

Planon's vision is to create spaces that are efficient, attractive, safe, sustainable, and ESG-compliant. These spaces aim to be engaging and resilient, benefiting both people and the planet. With a strong emphasis on data-driven decision-making, Planon helps clients address current and future challenges effectively.

EXHIBITORS



Since their inception in 2015, they have been at the forefront of delivering tailored software solutions to organizations worldwide. Their commitment to excellence, innovation, and client satisfaction sets them apart. They pride themselves on delivering innovative solutions that simplify everyday life.



Egypt SSC is a premier security service company in Egypt, specializing in comprehensive protection for businesses, events, and VIPs. Established in 2018, the company has expanded into a national operation, providing security at major events, corporate offices, hospitals, and luxury residences. They are known for their rapid response, discreet professionalism, and commitment to ensuring safety and peace of mind



EL-OFOQ Facility Management Egyptian Company was established in 2008, with future vision to be one of the leading facilities management companies in MENA region.

EL-OFOQ Facility management aimed to provide Total Facility Management Services to Egyptian market at the highest possible level of quality, complying with national and international standards and codes with competitive cost to gain our customers satisfaction and meet with their expectations.

EXHIBITORS



Eco IFM is a leading company specializing in construction engineering works. Your business's ideal partner for comprehensive turnkey projects starts from design & built up to facility management and after-sales services. We believe in our ability to deliver substantial value to our clients at both strategic and institutional levels.



Shagrha: Driving Sustainability and Environmental Impact in Egypt

Since its inception on April 17, 2016, Shagrha has been committed to fostering sustainability and combating climate change by promoting urban agriculture and green living. Their mission revolves around planting fruit trees in streets, schools, and public spaces, as well as encouraging rooftop and balcony gardening.



Align-Tech Solutions was established in 2017 with the knowledge and expertise to seamlessly help their customers to automate & operate there filed service employees as well as special applications in different field like Asset and Facility management.

They are supporting their Customers with Big Data analytics and artificial intelligence for better informed decision making and more effective planning, all in one dashboard.

EXHIBITORS



Truly Nolen has been in Egypt since 2013, and internationally for 83 years, available in 67 countries with more than 241 offices all around the world. Truly Nolen has a significant impact on pest control issues that follow environmentally friendly solutions.

What does Nolen truly promise you?

- * Fixed Price tailored according to your yearly business plan. Long-term plan.
- * 24 Hours customer services support.
- * High-quality Services.
- * Team expertise to get pests, ants, cockroaches, spiders ... etc.
- * Adding value to lives we touch.
- * Sanitization services to protect your work environment & employees. Stay tuned for more updates and announcements as we continue to build momentum for EFMF2025.



InterBolt is a technology-focused subsidiary of InterGroup, working alongside Interclean to provide complete, integrated solutions for the hospitality sector. InterBolt focuses on smart system integration-bringing together advanced technologies like access control, smart door locks, GRMS, EMS, and more. We collaborate with trusted global brands to deliver reliable, secure, and future-ready systems that improve both operational efficiency satisfaction.