



**ELSEWEDY
INDUSTRIAL
DEVELOPMENT**



BUILDING INDUSTRIAL COMMUNITIES

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**ELSEWEDY
INDUSTRIAL
DEVELOPMENT
COMPANY PROFILE**

EL SEWEDY INDUSTRIAL DEVELOPMENT

EGYPT..THE LAND OF BOUNDLESS POSSIBILITIES

Strategically positioned in the very heart of the ancient world, and so ideally centered amidst the maritime and commercial junction, Egypt had been the soul of business in the olden days.

Today, it still conserves that premium location, strong infrastructure, skilled craftsmanship as well as a wealth of expertise inviting investors from all around the world to realize their dreams. Upon the recent legislative reforms and current political stability, the economy is reawakening with a myriad of infrastructure projects with the prime goal of encouraging foreign entities to ‘Invest in Egypt’...

El Sewedy Industrial Development is contributing greatly in providing the right means to help fulfill that overarching goal of inviting international investors into our country.

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WORD FROM THE CHAIRMAN

WELCOME TO EL SEWEDY INDUSTRIAL DEVELOPMENT

For many decades, El Sewedy's name has been affiliated with commitment, innovation, big aspirations, and a persistent patriotic role that has always contributed to the country's industrial development, providing the ultimate foundation for stakeholders to build empires. Today, we want to pay it forward to the community. With our wealth of industrial expertise, our honorable values, and fulfilled promises over the years, we realized that there is no better time to provide a wide range of opportunities to entities, investors and manufacturers who share the same passion to succeed.

El Sewedy Industrial Development serves as the finest solution to the multitude of demands that we have come across in our journey with other manufacturers. We are proud to fulfill that dream of providing comprehensive, autonomous, and self-sufficient industrial communities that act as a safe haven and facilitate all processes related to Manufacturing, Logistics Management, Maintenance, Facility Management, Warehousing Solutions... and many more. With our unmatched belief in the power of partnership, we have allied with some of the world's leaders in our field to assist us in providing state-of-the-art industrial facilities.

As we continue to stand tall in our industry, and as we strive to build more trusting relationships with our customers and partners, we continue to expand over more than 27 million square meters of industrial land in prime locations in Egypt and Regions. Our goal is to help create new business opportunities and to keep playing our patriotic role in impacting our country's economic growth and lead the way to a bright sustainable future.

Ahmed El Sewedy
Chairman



Ahmed El Sewedy
Chairman



OVERVIEW

EL SEWEDY INDUSTRIAL DEVELOPMENT

El Sewedy resonates as a prominent name in diverse fields today. Established in 1938, El Sewedy Electric set out to become a significant contributor to Egypt's economic growth through its successful projects in the field of electricity. The company has since then expanded its functions by launching its industrial development arm in 2007, El Sewedy Industrial Development, which had already founded successful milestones on the ground: several industrial clusters, a strong foundation to a solid multi-functional group with subsidiaries taking part in building Industrial communities locally and internationally. Today, El Sewedy acquires a vast portfolio of services, not exclusive to the field of electricity.

El Sewedy dynamic entity in Industrial Development has had a long history of affiliations both nationally and internationally. By adopting the latest technology and management practices, adapting international know-how and investing in vocational education, the company has succeeded in offering top-class services. El Sewedy is consistently setting the standards for efficiency, service, quality and most importantly customer satisfaction. It provides an extensive portfolio of investment opportunities as it excels in providing both industrial and technical services. It has been a pioneer in developing 'Sustainable Industrial Communities' that have catered to industrial and logistical needs over the years.

The group's considerable knowledge, vision, along with its incredibly skilled, well trained team and motivating administration brings forth a vision of delivering high quality service to foreign investors in Egypt today. Ultimately, by attracting more than 2 Billion USD in foreign investments and creating more than 300,000 job opportunities, El Sewedy's achievements act as an active catalyst to the economic growth.





VISION

At El Sewedy Industrial Development we have designed our philosophy around valuing customer satisfaction. With our growth mindset and determination to develop and refine our projects, we are committed to provide the utmost support to both local and international investors. Our creative and dedicated team envisions consistent future successes in expanding more integrated industrial cities. We are motivated to design high-quality facilities at the center of the world's gateway to Africa and the Middle East by creating more advanced industrial parks and factory complexes. Our ethics, professionalism and history of World-class Projects compel us to aspire to become the optimal choice for Industrial Investors. around the globe

MISSION

At El Sewedy Industrial Development our mission is to provide supreme infrastructure and secure working environments for investors, where we will be providing as well as managing the full functional range of industrial development needs. Our mission is to CULTIVATE the industrial community through delivering high-quality planning, construction, license facilitation and immediate manufacturing. As we strive to reach impressive outcomes, we provide our customers with a wide range of adapted services such as technical and vocational training, logistical services, and storage of equipment among many others.

VALUES



High-Quality Services & Quality Assurance



Customer Focus



Strong Customer Relationships



Strategic Thinking

BELIEFS



Integrity



Efficiency



Innovation





AFFILIATIONS & ACHIEVEMENTS

WITH A TOTAL NUMBER OF 100,000 EMPLOYEES AND A TOTAL LAND ACQUISITION OF AROUND 27 MILLION M2, EL SEWEDY INDUSTRIAL PARKS HAS ESTABLISHED A WEALTH OF PROJECTS.

OUR PROJECTS

INDUSTRIA 1 - SOKHNA

Located on the banks of Al Sokhna port as part of the SCZone, this 1.75 million Sqm project currently hosts prime investors. It offers the perfect hub at Egypt's maritime and shipment gateway for factories to easily export to all over the world from the very heart of its center.

Being at the SCZone, functioning industries within the complex are eligible to a wide variety of trade incentives ranging from ownership of import/export activities, exemption from customs duties/taxes, fast track visa services and licensing.



AL OULA INDUSTRIAL PARKS DEVELOPMENT

Located in "6th of October", one of Cairo's most dynamic industrial cities, Al Oula Industrial Park is a 1 million sqm complex that is home to multiple famous brands requiring a variety of industrial facilities. Currently hosting 40 investors, it caters to the fields of food processing, engineering and logistics.

INUSTRIA WEST

Located in 10th of Ramadan City- Cairo Ismailia Road, the complex spreads over 1 million Sqm, Industria west is home to 33 current investors. It offers industrial lands for sale, logistics, and commercial use. The complex adjoins factories specialized in Engineering, Food Processing Industries, and cosmetics.

INUSTRIA EAST

Spread over 3 million Sqm, Industria East is located at the 10th of Ramadan City - Al Robeiki Road, offering industrial lands for sale, logistics, as well as various services. Currently home to 100 brand, it hosts factories functioning in Engineering Industries, Construction Materials, and Textile.





OUR REGIONAL PRESENCE, EXPANSION & TARGETS

We have managed to identify possible partners whereby we have achieved desired targets. Deal negotiations led us to a vast territory of expansion which included.

Uganda Industrial and Logistics Zone, Sudan Industrial and Logistics Zone, and Zambia Industrial and Logistics Zone.


Egypt


Sudan


Uganda


Zambia

PARTENERS OF SUCCESS



ELSEWEDY ELECTRIC is the leading integrated cables and electric products manufacturer in the Middle East, specialized in providing complete and integrated energy solution in sectors as diverse as: Telecommunications, Energy Management, Transformers, EPC, Electrical Products and wind Energy Generation. ELSEWEDY ELECTRIC has become a significant contributor to the economic growth in Egypt through its development into a well-established group with extensive holdings, both locally and beyond borders in several other Middle Eastern and African countries.



El Consorci is one of the largest industrial estate developers in Southern Europe. Created in 1916, with more than 12 million square meters of industrial land in different phases of development, it focuses its main activity on the development of leading projects in the real estate, logistics and technological areas. Within the real estate activity, it develops and manages industrial, commercial warehouses, industrial areas, offices buildings, business complexes, service centers and intelligent parks for R&D. Throughout its history El Consorci has handled the development of the largest, most innovative projects – pioneering projects, capable of attracting emerging sectors of the new economy.



SIAC Industrial Construction and Engineering Company, is one of the leading regional private construction firms in Egypt and Middle East. Since its launch in 1986, it has executed a diverse and far-reaching portfolio of major construction projects in different sectors of real estate, industrial construction and infrastructure. Since its inception, the founder had the vision of building a solid group – SIAC Holding – encompassing a number of diversified integrated and specialized companies in construction, building materials, energy, investment and development activities.



AlOula Real Estate Development is a Saudi Arabia closed joint stock company with vast experience in real estate development including raw land acquisition, infrastructure development, comprehensive communities' development. With a turnover of more than 1.5 \$US billion in 2011, AlOula owns a diversified residential, commercial and industrial land bank that exceeds 20 million square meters in all three major regions of KSA with an additional 6 million square meters throughout the Middle East region. AlOula operates a full chain to provide a complete real estate development solution in KSA from design and construction to property Management through the following entities: AlOula Mwared—a specialized Project Management Co., and Edar Property and Facility Management Co.



DB Schenker is the world's leading global logistics provider as well as a huge supporter of global trade and industry through land transport, worldwide air, ocean freight, contract logistics and supply chain management. Integrated logistics resides at the world's most important intersections, where the flow of goods creates an effective link between carriers. Today, Schenker Egypt Ltd. is a leading company in the Egyptian logistics market. Today, Schenker Egypt Ltd. stands at being an employer of 300 employees and has established a network of six offices and five warehouses with a footprint of 23,000 m2. We are offering the full DB Schenker service scope of land transport, worldwide air, ocean freight and contract logistics with a focus on value added services, supply chain management and special project logistics.

Strategic Partners



GAFI



SCZone



IDA



PROJECTS (DEVELOPMENT IN PROGRESS)

- 10th of Ramadan: 2 million square meters
- AL-Alamein: 2.6 million square meters
- AL Sadat: 1.4 million square meters
- Uganda: 100,000 square meters

BOARD OF DIRECTORS



AHMED A. EL SEWEDY
CHAIRMAN EL SEWEDY INDUSTRIAL DEVELOPMENT

Upon graduating from Cairo University with a B.Sc degree in Electrical Engineering, Ahmed El Sewedy started his journey of success. His family business had been up and running for decades, and he was assigned multiple roles within Al Sewedy Cables to prepare him for the future leadership roles that soon ensued.

In 1997, Ahmed was assigned the position of Chief Executive Officer after 10 years of experience in the field. His rise to leadership was validated by his unmatched success in transforming El Sewedy Cables into a leading industrial contender in the electric cable industry. Commencing with a single cables factory in their empire, Ahmed was able to make great expansions, achieving 30% annual growth in production capacity and revenues in the process. His achievements were highlighted in 2007 when El Sewedy's manufacturing plants totaled 16 in the MENA region.

Another great achievement was when he led El Sewedy Cables' IPO in 2006, and the private placement of shares on both Cairo and Alexandria stock exchanges amounted to EGP 1.29 billion, representing 25% of the share capital of El Sewedy Cables.

Ahmed El Sewedy has acquired over 20 years of experience in the fields of corporate investment, management, construction of facilities as well as business development. With his incredible vision and solid corporate strategies, he continues to bring success to El Sewedy Cables.



MOHAMED AL KAMMAH
CEO EL SEWEDY INDUSTRIAL DEVELOPMENT

Mohamed is leading the Industrial Development Sector with its pioneering projects P.I.Parks, Al Oula & Industria.1 Sokhna as well as a board member in SLP Logistics Properties. Prior to El Sewedy Electric, Al Kammah served as Vice President for Operations at El Gouna at Orascom Development and Management. Al Kammah occupied many leading positions in Multinational firms as SNC-Lavalin, Vodafone, Balfour Beatty and Hyundai for Engineering and contracting. He also participated in mega projects as the Revival of Bibliotheca Alexandria, Dubai Metro and Sahl Hashish New Marina.

Eng. Mohamed Al Kammah holds BA degree in Civil Engineering from Cairo University, and MBA in Project Management from Baytown University, TX, USA. S



AMINA EL SEWEDY
DEPUTY CEO

With a major in Mass Communication-Business and a minor in Psychology, Amina graduated from the American University in Cairo. Upon her graduation she travelled to London to further her studies but this time in the field of fashion where she attended the London Fashion School.

Amina began to apply her expertise in the multiple fields of study that she had when she joined El Sewedy, upon her return from London. She has served as a product manager in El Sewedy Lighting, and has worked in several departments in El Sewedy Electrical Equipments since 2012.

Amina continues to succeed in her multiple roles in the group as she currently has the primary responsibility of planning and implementing sales, marketing and business development strategies at El Sewedy Development



SHERIF EL ZEINY
GROUP CFO & VP AT EL SEWEDY ELECTRIC GROUP

Mr. El Zeiny has been the Group CFO & Vice President of El Sewedy Electric since March 2015. He also has been a CFO and board member at El Sewedy Power Cables Group since 2013. Mr. El Zeiny has proven 29 years of progressive and diverse business and finance accomplishments for firm Group CFO, Board Member, Managing Director, Regional Financial Director, Infrastructure Director, Business and Administration Manager, Financial Controller of multinational corporations and listed companies.

Mr. El Zeiny holds a Master's degree of Business Administration (MBA) from City University of Seattle, a Financial Times Non-Executive Director Diploma from London, and a bachelor's degree from Faculty of Commerce, Cairo University. Mr. El Zeiny has an extensive experience in rectifying the Corporate Management Restructuring, and he is fully experienced in the Corporate Business and Finance.

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