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AUDIO TECHNOLOGY IS A DYNAMIC SYSTEM INTEGRATOR AND A MARKET LEADER IN THE FIELD OF LIGHT CURRENT SERVICES, AND INTEGRATED CCTV SYSTEMS. FOUNDED IN CAIRO IN 1993 WITH AN ENTREPRENEURIAL VISION TO EMPOWER BUSINESSES TO ACCELERATE, THE COMPANY HAS BEEN TAKING PRIDE IN MANAGING ALL FACETS OF EGYPT'S MEGA PROJECTS; FROM ENGINEERING, PLANNING AND SUPPLY TO INSTALLATION AND EFFICIENT AFTER-SALE SERVICES, DELIVERING TAILORED SOLUTIONS, AS WELL AS DISTINCT COMMUNICATION SYSTEMS THAT EMPOWER INDUSTRIES TO GROW BEYOND THEIR POTENTIAL.

DRIVEN BY A CUSTOMER-CENTRIC VISION AND REMARKABLE AGILITY TO RESPOND TO DIVERSE RETAIL SEGMENTS, AUDIO TECHNOLOGY'S PHILOSOPHY COMBINES ADVANCED PRODUCT KNOWLEDGE WITH AN IN-DEPTH UNDERSTANDING OF EACH INDUSTRY'S SPECIFIC NEEDS BY UTILIZING THE LATEST CAD SIMULATIONS TO ENVISION PROJECTS FROM PRE-WIRING TO COMPLETION. BY MOBILIZING AN ARM OF 160 EXPERT ENGINEERS AND QUALIFIED TECHNICIANS, 40 SALES REPRESENTATIVES, AS WELL AS 200 ADMINISTRATIVE OFFICERS & AFTER SALES SERVICES, AUDIO TECHNOLOGY'S TEAM PROVIDES OPTIMAL TECHNOLOGICAL SOLUTIONS OF COMPETITIVE VALUE TO DELIVER ON TRADERS, AND CUSTOMERS' EXPECTATIONS IN CONSUMER AUDIO ELECTRONICS, COMMUNICATIONS AND HOME AUTOMATION SYSTEMS.

TODAY, AUDIO TECHNOLOGY IS PROUD TO BE THE SOLE DISTRIBUTOR OF A VARIETY OF INTERNATIONALLY ACCLAIMED BRANDS IN EGYPT, SUCH AS RENOWNED BOSE AND JBL. MOREOVER, THE COMPANY IS SUPPORTED BY THE EFFORTS OF MORE THAN 480 DEDICATED EMPLOYEES WHO WORK-AROUND-THE-CLOCK TO ADD A NEW AND LIVELY DIMENSION TO THE MOST UNIQUE AND CHALLENGING BUSINESSES.

AUDIO TECHNOLOGY DRAWS ON ITS EXTENSIVE YEARS OF HERITAGE TO BOAST A STELLAR TRACK-RECORD OF INSTALLING AND INTEGRATING SOME OF EGYPT'S AND THE REGION'S MOST INNOVATIVE AUDIO, LIGHT AND SECURITY SYSTEMS ACROSS VARIED DOMAINS AND INDUSTRIES. BY PUTTING DETAILED PLANNING, STRUCTURED WIRING AND CUSTOMER NEEDS ANALYSIS AT THE FOREFRONT OF ITS OPERATIONS, THE COMPANY HAS MANAGED TO FORTIFY ITS LEADING LOCAL POSITION, BREATHING LIFE INTO A DIVERSE ARRAY OF ICONIC PROJECTS THAT SPAN ACROSS; CAIRO'S OPERA HOUSE, BIBLIOTHECA ALEXANDRINA, CAIRO STADIUM, AS WELL AS CAIRO AND HURGHADA'S INTERNATIONAL AIRPORTS. FROM CORPORATE, AND CULTURAL VENUES TO BANKING AND OTHER MAJOR PUBLIC PROJECTS- AUDIO TECHNOLOGY S.A.E. IS ON-SITE WITH YOU, FROM CONCEPT THROUGH EXECUTION, WITH THE MOST CREATIVE AND CUTTING- EDGE SOLUTIONS.

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VERTIV™

Vertiv brings together hardware, software, analytics, and ongoing services to enable their customers' vital applications to run continuously, perform optimally, and grow with their business needs.
Vertiv solves the most important challenges facing today's data centers, communication networks, and commercial and industrial facilities with a portfolio of power, cooling, and IT infrastructure solutions and services that extends from the cloud to the edge of the network. Headquartered in Westerville, Ohio, USA, Vertiv does business in more than 130 countries.

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SIEMENS

The company has been active in Egypt ever since its founder, Werner von Siemens, laid a communications cable through the Red Sea in 1859 to link Suez and Aden. In 1901 Siemens opened its first office in Cairo and since then, the company has been a key contributor to critical infrastructure in Egypt.

Siemens promotes knowledge transfer and skill development, bridging the gap between academia and industry to ensure the future workforce is adequately equipped for Egypt's digital economy.

Siemens is a leading player in industry, infrastructure, and mobility, supporting customers worldwide to grasp the opportunities of digitalization.

Siemens builds on a proud history of innovation in industrial transformation, intelligent infrastructure, and transportation to improve efficiency and create more sustainable societies.

SIEMENS

Do you want to create a better #TomorrowWithUs?

We firmly believe that technology with purpose can change the world. Your curiosity, your passion, and your inspiration to create technology with a lasting impact is what is going to help us make this change. If you're as excited about this future as we are, we want you on our team.

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Panduit Middle East & Africa provides innovative solutions for the most demanding industrial environments - from controlrooms and manufacturing areas to powergeneration.
Panduit Middle East & Africa works with its customers to create a robust physical infrastructure that streamlines operations and increases productivity.
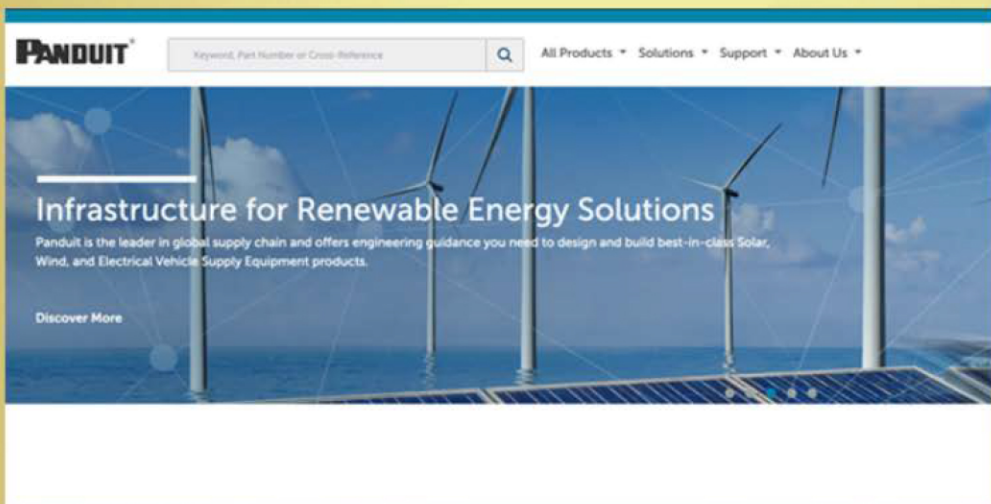The range includes reliable, durable, and secure connectivity solutions for networks and power supply.
Modern industrial companies strive for higher production speed and costcontrol - with consistent quality, more security, and reliability of the systems. It is important for companies to find business partners who understand the unique applications needed to master today's challenges and prepare for the future.
For over 60 years, Panduit has been the world's leading provider of innovative solutions in the field of physical and electrical infrastructure for datacenters, industry and building automation, and related services.
When it comes to topics such as cloud computing, infrastructure management, network architectures,control panel optimization, cablemanagement, copper and fiber optic cabling systems and storage systems, Panduit Middle East & Africa can draw on its extensive portfolio of products, solutions, and services. The product range includes server cabinets, racks, cable management housings routing and channels, cable ties and accessories, copper cablingsystems, fiber optic cabling systems, identification systems, terminals, intelligent power strips, heat shrink systems, grounding systems, #tools, and much more.
Headquartered in Tinley Park, Illinois, USA, and with offices in 112 locations worldwide, Panduit stands for quality and innovative technologies. The family company with over 5,300 qualified employees generates billions in sales worldwide. Panduit owes its outstanding market position to the constant striving for innovation and the tireless commitment of its employees.

Infrastructure for Renewable Energy Solutions

Panduit is the leader in global supply chain and offers engineering guidance you need to design and build best-in-class Solar, Wind, and Electrical Vehicle Supply Equipment products.

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milestone

Milestone Systems empowering people, businesses, and societies with data-driven video technology.
Milestone Systems provides actionable insights from video data through the perfect combination of our cameras and sensors and their open platform #software and analytics – always with a responsible mindset and a people-first approach

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milestone

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MAKE THE WORLD SEE

Empowering people, businesses and societies with data-driven video technology

We provide actionable insights from video data through the perfect combination of your cameras and sensors and our open platform software and analytics – always with a responsible mindset and a

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MATECH
communication

MATECH Communication is a leading provider of data communication and networking components in Egypt and the Middle East.

They are specialized in worldwide trading and distribution of a wide range of networking and cabling solutions.

They have more than 4 years of expertise in importing and distributing data transmission and networking components.

In addition to their headquarters in Egypt, they are extremely proud of their sales, marketing, consulting, engineering, and distribution activities.

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Honeywell

Honeywell Building Technologies (HBT) is transforming the way every building operates to help improve the quality of life. They are a leading building controls company with operations in more than 75 countries supported by a global channel partner network.

Commercial building owners and operators use their hardware software and analytics to help create safe efficient and productive facilities. Their solutions and services are used in more than 10 million buildings worldwide.

Honeywell delivers industry-specific solutions that include aerospace products and services; control technologies for buildings and industry; and performance materials globally. Their #technologies help aircraft, buildings, manufacturing plants, supply chains, and workers become more connected to make our world smarter, safer, and more sustainable.

Honeywell AEROSPACE

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Honeywell Federal Solutions

Critical operations for critical facilities.
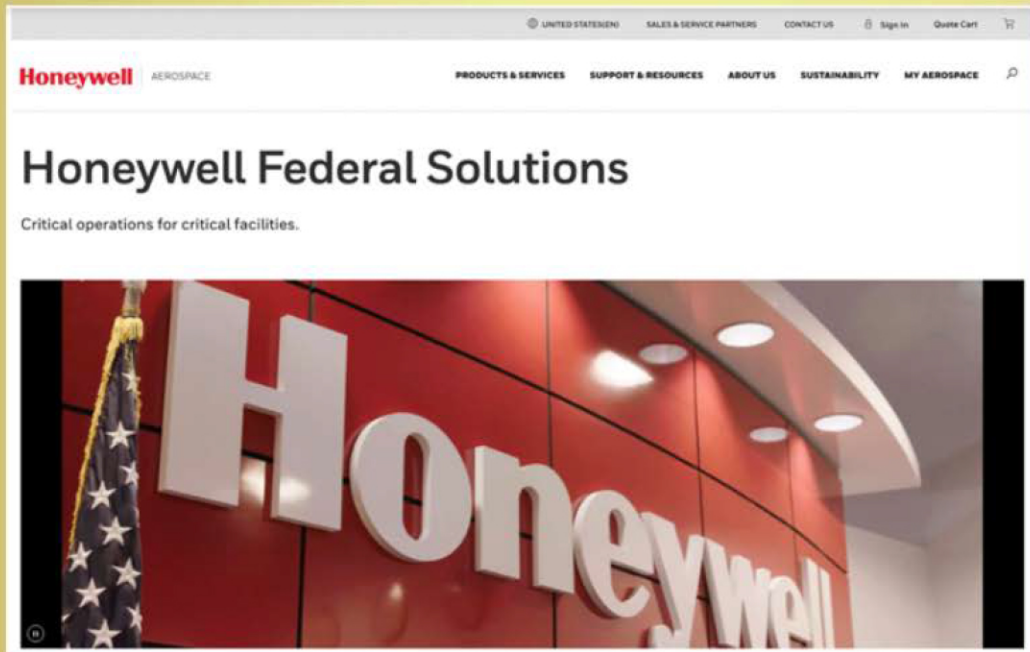
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EELAF

By building, connecting, powering, and protecting valuable assets and critical infrastructures, @EELAF helps to sustain and grow businesses and communities worldwide. They accomplish this by offering full-line solutions, technical intelligence, supply chain expertise, and a distribution network.

With EELAF, clients can expect reduced execution costs, proven risk mitigation strategies, and industry-specific technical advice combined with local sourcing, procurement, and logistics excellence.

Their team of experienced sales professionals, technical experts, and Supply Chain Solutions specialists is ready to work with their valued clients to take cost and complexity out of the procurement decisions and project processes.

Their Goal is simple - to create reliable, resilient systems that drive efficiency and effectiveness to benefit your business.

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BOSE

PROFESSIONAL

BOSE Professional is founded on the belief that innovation begins with exploration & they are dedicated to delivering the simplest path to incredible sound and pro audio ingenuity.

The company's spirit of invention is focused on creating systems that are easy to design, install, and operate for performance, commercial, and conferencing applications. These systems can be heard all around the world; in workplaces, houses of worship, universities, restaurants, retail stores, hotels, performing arts centers, and more.

BOSE Professional helps create amazing experiences through pro audio excellence. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers, and consultants to build unforgettable audio experiences and has developed audio systems that are easy to design, install, and operate for performance, commercial, and conferencing applications. For them, it goes beyond creating groundbreaking innovations that helped shape an entire industry. It's about putting these technologies to work with real-world pro audio products and solutions that help you deliver those unforgettable moments that can last a lifetime.

Bose Professional serves many different markets, delivering great sound in venues all around the world: performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

In the pro audio industry, collaboration brings a huge advantage because their customers are experts: system designers, integrators, installers, sound engineers, and musicians. They know the sound. And they continually help BOSE Professional to make better products. BOSE Professional know that their pro audio customers depend on them in a unique way by dedicating fully to providing exceptional support, and attention.

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BOSCH
Invented for life

@Bosch Building Technologies provides innovative solutions in everything from access to fire prevention and public announcement to intelligent video security, they are helping redefine people's relationships with the buildings they spend their time in.

The Communications Systems family of brands (Bosch, Dynacord, Electro-Voice, RTS, Telex) offers the world's most complete portfolio of professional audio and communications solutions.

They cater to key markets, including conferences, public addresses, installed and portable audio, intercom systems, aviation headsets, and radio dispatch.

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Atlona, a Panduit Middle East & Africa company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions.

Their core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications.

Atlona prioritizes quality, user experience, simplicity, and management in every product they develop. More information about Atlona is available at atlona.com.

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HDL®

HDL Egypt is a manufacturer of comprehensive automation systems and a provider of integrated solutions for homes, commercial buildings, and hotels.
HDL Egypt brand was created in 1985 with the business of stage lighting control systems.
HDL Egypt started developing a building automation system from 2004.
HDL Egypt now, is the biggest intelligent green property developer in China.

FORTINET®

Fortinet makes possible a digital world that we can always trust through its mission to protect people, devices, and data everywhere. This is why the world's largest enterprises, serviceproviders, and government organizations choose Fortinet to securely accelerate their digital journey.
The Fortinet Security Fabric platform delivers broad, integrated, and automated protections across the entire digital attack surface, securing critica devices, data, applications, and connections from the data center to the cloud to the home office.
Ranking 1 in the most security #appliances shipped worldwide, more than 635,000 customers trust Fortinet to protect their businesses. And the Fortinet NSE Training Institute, an initiative of Fortinet's Training Advancement Agenda (TAA), provides one of the largest and broadest training programs in the industry to make #cyber training and new career opportunities available to everyone.

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COMMSCOPE®

CommScope helps companies around the world design, build and manage their wired and wireless networks.

Their network infrastructure solutions help customers increase bandwidth; maximize existing capacity; improve network performance and availability; increase energy efficiency; and simplify technology migration.

You will find their solutions in the largest buildings, venues, and outdoor spaces; in datacenters and buildings of all shapes, sizes, and complexity; at wireless cell sites; in cable headend and telco central offices; and in airports, trains, and tunnels. Vital networks around the world run on CommScope solutions.

CommScope is at the forefront of shaping infrastructure, products, and solutions that enhance people's lives.

They make communication faster, easier, and more efficient for today's always-on world.

They exist to enable and improve the way they learn, work, and live, constantly challenging what's available now and thinking beyond to meet the needs of what's next.

DELL Technologies

Raya Networks Services (RNS) a subsidiary of Raya Information Technology is a leading provider of datacenter construction services.

With an extended experience of more than 20 years, they take great pride in building intricate, high-performance datacenters with an eye for a detailed and comprehensive cost-benefit analysis.

RNS is specialized in designing, building, and maintaining high-quality data centers capitalizing on an extended team of experienced professionals who provide end-to-end solutions for businesses of all sizes.

Their offerings range from planning and #design to installation and ongoing support while maintaining the highest industry standards of quality, #security, reliability, efficiency, and safety.

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STEBILEX

Stebilex Systems Egypt, founded in 2017, is a consortium of companies based in the UAE. The organization has over 20 years of experience in #Automation and Access Control solutions in the Middle East and with a multinational environment that supports its appearance in different branches:UAE - DUBAI (H.Q) / Qatar / Egypt / Iraq.
The company specializes in PACS solutions (Physical Access Control Systems), which comprise:
- Gate & Door Automation
- Vehicle Automatic Barrier
- Heavy Vehicle Mitigation (HVM) Products
- Pedestrian Access Solutions
- Access Control Systems
- Parking Solutions (Guidance & Management)
Stebilex Systems Egypt provides value–added #distribution services in Egypt, including delivery, solutions consultation and quoting, training service, and after-sales spare parts, to support its role as a backbone for systemintegrators and main contractors in the Egyptian market.
In CCF 2023, Stebilex Systems Egypt is proud to showcase its complete portfolio of solutions to the Egyptian market's leading consultants and VIP customers.

CURRENT
Smart Solutions

Current Smart Solutions is an Egyptian company working in the Home Automation industry since 2014.
They offer full solutions for residential & commercial buildings to be fully automated and controllable remotely where ever you are.
Their solutions can control Lighting, Security, Irrigation, AirConditions, Soundsystems & Media Devices.
Current Smart Solutions also offer a complete and integrated lightcurrent systems solution through their expert team.

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LENEL:S2

LenelS2 is a global leader in advanced physical security solutions, including access control, video surveillance and mobile credentialing.
Their technology includes web-based and mobile applications enhanced by cloud-based services. Incorporating open architecture,LenelS2 provides scalable, unified security management solutions to customers ranging from global enterprises to small- and mid-size businesses.
Easy to install and use, LenelS2 products are supported by an experienced, responsive team dedicated to providing exceptional service.
LenelS2 serves segments worldwide including corporate, data centres, finance, healthcare and government.

IoT Misr

IoT Misr is a leading IoT solutions provider in the middleeast, empowering businesses with advanced technology to achieve operational efficiency and security.
As the threat landscape evolves, securing operational technology (OT) has become increasingly critical. According to a recent study, over 70% of OT #organizations experienced a cybersecurity breach in the past year.
At IoT Misr, they prioritize OT cybersecurity, offering comprehensive solutions to mitigate risk and protect critical infrastructure of the client's industrial institution.
As an exclusive partner of INTECH in Egypt, they are backed with more than 25 years of experience and 2,000 #Engineers in 13 countries, so their clients can trust them to secure their operations and stay ahead of evolving threats.

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LEVITON®

Founded in 1906 in New York City/ USA, Leviton has evolved to a global provider of electrical
wiring devices, data connectivity solutions, security and automation controls, lighting, and energy management systems for a variety of end-use markets.
Leviton is engineering thoughtful solutions that help make life easier, safer, more efficient, and more productive through our Electrical, Lighting, and Datacom Business Units.
At Leviton Middle East, Africa & APAC we focus on the below core areas:
Network Solutions: Structured Cabling Systems, Data Centers, Enterprise Office, Health Care, Education, Hospitality, Transportation, Financial and Government Applications, IT/AV
Systems and Connected Home.
Energy Management, Controls & Automation: Architectural Dimming and Controls, Lighting Systems and Metering, Residential and Commercial, Applications.
Leviton Lighting: Advanced, Sustainable, and Spec-Grade LED lighting systems,

FLUKE networks®

Fluke Networks is the worldwide leader in certification, troubleshooting, and installation tools for professionals who install and maintain critical network cabling infrastructure. From installing the most advanced data centers to restoring telephone service after
a disaster, our combination of legendary reliability and unmatched performance ensures that jobs are done efficiently.

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GEWISS

GEWISS Has been founded in 1970 on the revolutionary innovation of using technopolymer in electrical engineering, nowadays GEWISS is the most important company in the electrotechnical sector with Italian capital.
GEWISS is considered as one of the key players in the market manufacturing solutions for home & building automation, energy protection, and distribution systems, smart lighting, and e-mobility.
The Company vision is: "To be a benchmark company in the industry" while promoting meaningful innovations for society, creating value for their customers and their team by offering innovative and scalable solutions for buildings, industry, and infrastructure, connecting people and things, and improving safety and quality of life, guided by the values of integrity, a culture of excellence and sustainability.

AVIDBEAM

"AvidBeam® is an AI video analytics company that pushes the boundaries of video processing capabilities with big data distributed architecture. Its expertise in computer vision, deep learning, visualization and neural networks enable AvidBeam® to offer scalable video analytics solutions for security, safety and business intelligence applications to its customers. AvidBeam® delivers video processing and analytics products across various verticals including Smart Cities, Smart Retail, Transportation, etc in the Middle East, Gulf and North America."

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DR. MOHAMMED TAWFIK
CEO

Dr. Mohammed Tawfik has extensive experience with ICT engineering projects across the region. During his 33 years of professional carrier, he participated in various types of projects and in different locations in the USA, Africa, the Far East, and the Middle East including Saudi Arabia, Qatar, Iraq, Syria, and Egypt.

His involvement in several mega #projects, with different functions, has granted him the skills required to manage mega-size projects. He has been successfully leading design teams to deliver unique projects despite of challenges.

Dr. Tawfik successfully led the design of ICT Security, and ELV systems for many mega projects. He also led the delivery of many #infrastructure #projects introducing the concept of FTTH in Egypt. His participation starts at the early stage of project concept design and continues through the different design and construction stages up to handing over.

His educational background: Ph.D. in EE (AI Applications), Kansas State University, Manhattan, KS, USA, 2000 / M.Sc. in EE (Microprocessor Applications), Zagazig University, Egypt, 1993 / B.Sc. in Electric Engineering, excellent with honor, Cairo University, Egypt, 1989.

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TAWFIK AND ASSOCIATES CO.

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Mohamed Abdul Moneim
COMMUNICATION CONSULTANT

Eng. Mohammad Abd El Moneim Ahmad has joined the company in 2012, with a total experience of more than 25 years in the field of #communications. He has taken over the responsibility of managing the Electrical LC Section since March 2012, giving technical support to the team. He manages engineering duties in planning and designing the appropriate type of communication systems and communication devices (e.g. information and communication technology (ICT) systems, security systems, access control, BMS systems, fire alarm system, structuredcabling, VoIP, wireless public address and voice evacuation systems, special systems for airports, nursery systems for hotels, #medical systems for hospitals, communication equipment, and components...etc.).

He coordinates with other #electrical and mechanical disciplines to ensure that all communication systems function safely and economically in line with the agreed-upon design criteria, project/client cost requirements, specifications, and international industry codes.

Eng. Mohammad Abd El Moneim Ahmad worked for BTAT Engineering Technical Office Cairo Branch (Saudi Bin Laden Group) in 2008-2012 as a Low#Current Team Leader preparing conceptual design criteria, schematic/design drawings, IFC design drawings, providing material indents & descriptions for procurement department, following up with site engineers & technicians during the progress of #installation & commissioning to ensure the execution according to project specifications and design drawings.

Earlier, he worked for Kharafi National MEP contractor (UAE) as a Senior Low Current Engineer during the period 2005-2008, Audio Technology Egypt as a Senior Low current project Engineer during the period 2002- 2005, Technical Consultation Center as a Low Current Project Engineer during the period 2000-2003, and earlier for Egypt Markets as a Low Current Engineer during the period 1998-2000.

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ZUHAIR FAYEZ PARTNERSHIP
الاستشاريون زهير فايز وشركاه · مصر

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Abdelhameed Mohamed

SMART CITY SPECIALIST & A PRINCIPAL
ELV/ICT DESIGN ENGINEER

Eng. Abdelhameed Mohamed is a Smart City Specialist & a Principal ELV/ICT Design Engineer.

He holds a master's degree in Smart City Solutions from HFT Stuttgart University (Germany). Also, he holds both the RCDD and #DCDC certifications from BICSI (USA). He is also certified as a DGNB registered professional from DGNB (Germany).

His previous experience was gained from working in both the (design) and (operation & #maintenance) fields. As for the design field, Abdelhameed has been working with ECG consultancy company-Qatar branch. He participated through his work with ECG in designing the ELV/ICT systems of a number of mega projects including the projects related to the fifa2022 World Cup.

As for the (Operation & Maintenance) field, he worked in the (Operation & Maintenance) of the sound and CCTV systems for the Mecca holy mosque. The systems at Mecca holy mosque are considered one of the largest scale systems worldwide due to the vast zones and areas covered, as well as the #sensitivity of the place. Abdelhameed was graduated from MSA University in Egypt and also holds a Bachelor of Science from Greenwich University - UK after following an approved validation program. Since 2017, he has provided a number of talks at a number of entities in Egypt, Gulf Region, Europe & USA.

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Khaled Saadi

COMMUNICATIONS & SECURITY
DEPARTMENT MANAGER

Eng. Khaled Saadi has received his Bachelor's degree in Electronics and Communications Engineering from Cairo University in 2000. After graduation, he worked in HF Fire International - Egypt Branch as a Senior ELV/ICT Systems Engineer.

In 2006, he joined ECG as a Senior Communications and Security Engineer and in nine years he was promoted to assume the position of Deputy Manager for the Communications & Security Department, providing all necessary technical and managerial support for various design teams.

Eng. Khaled Saadi was appointed in 2022 as Communications & Security Department Manager being responsible for managing #design teams in the field of ELV/ ICT/ Datacenters / Smartcities. The design team are nearly 50 engineers distributed on all ECG branches in Egypt (Nasr City "HQ", Smart Village, Alexandria and Assiut);

Eng. Khaled Saadi handling various remarkable, outstanding and esteemed projects and providing all necessary support to all ECG branches in Africa and Middle East.

ECG جماعة المهندسين الإستشارين
ENGINEERING CONSULTANTS GROUP S.A.

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Joseph Sidhom

MEP BUSINESS UNIT DIRECTOR

Eng., Joseph is a Business Unit Director at @Shaker Consultancy Group with more than 25 years of broad experience on various Telecommunication & Security projects in several sectors such as Educational, Commercial, Museums, Leisure & Sports Facilities, Mixed Use Developments and High-End Residential in Egypt and Gulf Region. Eng. Joseph Sidhom received his Bachelor's in Electronics and Communications from AIN Shams University in 1995. In 2003, he joined Shaker Consultancy Group, as a Senior Communication Engineer. Over the years, he has proven to be an invaluable member of the firm and an asset to any major project team that he may serve on in the future. He is a very well-rounded and experienced engineer with the practice of both working in and leading design teams, sitting with the clients and establishing project briefs, and thereafter developing these into effective and efficient appropriate design solutions.

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ENG. ANAS ABDELHAFEZ
DIRECTOR OF SMART CITIES AND COMMUNITIES

Eng., Anas Abdelhafez is currently the Director of Smart Cities and Communities at the @NTRA of Egypt since 2016 with expertise in design, planning, and managing the implementation of telecom network infrastructure.

For the last five years, Eng. Anas focused on adopting diverse solutions of ICT infrastructure to improve integration between different utilities, such as transportation, waste management, water, and power grid management as strategic infrastructure in smart cities.

Eng. Anas believes that proper planning of a modern and comprehensive ICT infrastructure is the key to a smart and sustainable city.

Eng. Anas holds an M.Sc. in Electronics and Communications Engineering.

NTRA
National Telecom Regulatory Authority
الجهاز القـــومي لتنظيم الإتصالات

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SAHAR AHMED ALI

HEAD OF COMMUNICATION DEPARTMENT
NEW URBAN COMMUNITIES AUTHORITY (NUCA)

27 years of experience in the field of communication networks and responsible for the Department of communication and smart city Applications at the Ministry of Housing

وزارة الإسكان والمرافق
والمجتمعات العمرانية

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KHALID ELHUSSEINY
TECHNICAL DESIGN SUPERVISOR

Khalid Elhusseiny, a professional with over 15 years of experience in the audiovisual industry, currently holds the position of Technical Design Supervisor - Audio Technology in Egypt since 2021.

His skill set encompasses product management, business development, and technical sales for various aspects of the audiovisual field, including IPTV/Digital Signage, public address systems, and audio/video conferences. Khalid has expertise in designing solutions for a wide range of applications, such as education, command and control centers, meeting/board rooms, and sports venues.

AUDIO TECHNOLOGY

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DINA GAMAL
PRESALES MANAGER
SECURITY SYSTEMS

Eng. Dina Gamal is currently Presales Manager - Security Systems at Audio Technology which is the largest light current company.
BSC Helwan university, communication department.
15 years of experience in design management and presales functions for security systems.

Responsible for managing design presales team # developing security solutions # support team # create technical solution # handle mega projects.

Focused on integrated security solution specially in mega projects CCTV, ACS, physical security, parking with unified platform software to integrate with third party.

MENNEN EL KALYOUBI

VICE PRESIDENT FOR BUSINESS DEVELOPMENT & STRATEGY

Ms. MENNEN ELKALYOUBI is a Vice President for Business Development & Strategy @SIEMENS Egypt. Ms. Mennen started her career in France as a software engineer, after graduating from Université Grenoble Alpes (France) with Science Applied to Management, where she graduated with Honors.

Out of her 16-year experience, she spent 12 years in Siemens, where she assumed several roles. Her key areas of expertise are:
- Business Development
- StratefyDefinition, Strategy Maps, Balanced Scorecards
- Software engineering
- Transformation Programs
- Digitalization, Industry 4.0
- Business modeling and value proposition
- Innovation, Design Thinking
- Agile, Scrum
- Business Process Management, Modeling, and Improvement
- Design, facilitation & moderation of gamified & engaging workshops
- Coaching / mentoring businesses & startups

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AHMED EL-SHERIF

Regional Business Development Manager, Electrical Products,

Ahmed has joined Siemens in Egypt in 2020 as a Product Manager for LV Power & Control Products, and he was responsible for Product Management, Technical Support, and Marketing & Pricing Activities.

Prior to Siemens, he was working in ABB for "7" years, and he was the Product Manager for Low Voltage Power &Control Products,and the Market Development Manager for LV Digital Solutions.In 2023, Ahmed took the role of Regional Business DevelopmentManager for Electrical Products in Middle East Region.

In his current role, Ahmed is responsible for growing the business of panel building in the region and supporting Siemens channel partners in the market.

He is also responsible for developing the digitalization & sustainability portfolio for LV Electrification in the region.

SIEMENS

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MOHAMED ABDELLATIF
VICE PRESIDENT FOR ELECTRIFICATION & AUTOMATION

Mohamed joined Siemens in Egypt in 2014 as Sales Manager for Digital Grid portfolio in the Energy Management department and taking the lead role in account management & contributing to implementing the sales & marketing strategies.

In 2018 , Mohamed was appointed the Head of Distribution Systems Business Unit and after three years , in January 2022 Mohamed was promoted to Vice President of Electrification & Automation Business unit in Siemens Industrial LLC.

In his current role, Mohamed is responsible for accelerating the business growth of Electrical & Power Automation Products business through channel management, using both Electrification & Automation combined with service solutions in industry & infrastructure markets .

In addition to his areas of expertise , Mohamed is defining the business model & value proposition in shaping a new business in Digitalization & Sustainability solution, relying on his wide experience in Tendering , sales & project execution process in Medium & Low Voltage Electrical Systems.

Mohamed was born and lives in Cairo. He earned a bachelor's

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ODETTE MALKOUN
AREA MANAGER - NORTH AFRICA & LEVANT

Odette is the Area Manager for North Africa and Levant at Milestone Systems, a leading provider of open platform video management software (VMS). She is leading the channel sales team across the region and working with the Milestone ecosystem of partners across 12 countries. Odette graduated from the American University in Beirut with a bachelor's degree in computer communication engineering. She has been working in the video surveillance industry for more than 12 years, holding both technical and sales roles. Odette brings a wealth of experience in the security field as she has worked with customers in all verticals and in different regions. She is passionate about video technology and how it can be used for applications in and beyond security.
-topic title for the presentation: Safe City | Connected video technology for safe cities

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JASWINDER GULERIA
Industry Development Director
(ABSEN MEA)

Jaswinder Guleria is 19 + years' work experience in Digital Signage and Service Industry and currently working as Industry Development Director – ABSEN MEA.
Director - Industry Development - MEA Region for LED Business for B2B (Retail Digital Signage, DOOH, Transportation, Corporate, Government, Public Sector etc.)

Skill set includes Strategic Planning, Sales & Marketing, Business Development, Key Account Management, Channel Management, Power Mapping - Team Management - Profit Center Operations. Sound Knowledge of Audio Visual Projects business. Experience in consultative selling for projects.

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MOHAMED EL NASHAR

CHANNEL BUSINESS MANAGER - LEVANT & NORTH AFRICA

Mr. @Mohamed El Nashar is the Channel Business Manager (CBM) for North Africa and Levant at Milestone Systems - a leading provider of open-platform #video management #software (#VMS).

Mohamed participated in many projects across the Middle East for more than 15 years with many multinational organizations in the field of networking and physical security.

Prior to joining Milestone, Mohamed El Nashar, was the Sales Manager in Egypt and West Africa for BCD Video, IP Video data solutions.

Before that, he was the Sales Manager for major physical security Value Added Distributors (VAD) such as Network Information Technology (NIT) and Global Technology Solutions (GTechS) where he was responsible for many products such as (Axis, Bosch, Dell, Milestone, 2N).

Mohamed holds an MBA from the German University in Cairo (GUC), and a B.Sc. in Electronics and Telecommunications from Helwan University in Cairo.

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RAFIQ EZZAT YASEEN
BUSINESS DEVELOPMENT MANAGER

Eng., Rafiq Ezzat Yaseen is a Business Development Manager at @Bose Professional.

Eng. Rafiq Ezzat Yassen has working experience of more than 17 years in mega projects in the GCC Area.

He manage to lead B2B Project Department, while focusing on Megaprojects & supports Bose Dealer besides consolidating project business and developing L2 Integrators.

Eng. Rafiq is responsible for pushing to sell the new technology product from BOSE Professional.

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EHAB ELHEFNAWY
SALES MANAGER

Ehab Elhefnawy has been sales manager for Egypt at Vertiv since Aug. 2014.
Ehab served as an international bids and projects manager at Schneider Electric NEA from April 2004 to
October 2007, and served as an infrastructure, bids, and projects management department head at
Schneider Electric NEA from November 2007 till October 2011. Most recently, he was a data center

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HODA IBRAHIM
SUSTAINABILITY CONSULTANT

Eng., Hoda Ibrahim is a Sustainability Consultant. She is an Environmental Engineer with more than 16 years of experience in the sustainability field in MENA and Africa region.

She is a PhD candidate in Sustainable Development and has a Master Degree in Environmental Engineering Management and Technology. She's LEED AP, WELL AP, EDGE Expert, EDGE Auditor, EDGE Faculty, USGBC Faulty, USGBC Pro-Reviewer, Tarsheed Assessor, Environmental Product Declaration Specialist, and LEED Advisory Technical Committee Group Member.

She's managed many Sustainability Projects with different green rating system like: LEED, Tarsheed, EDGE, WELL, Estidama, Mostadam, HQE, Rwanda Green Building Rating System, GPRS & etc.

She managed different type of projects, residential, commercial, hospitality, healthcare, Industrial & etc.

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HOSSAM SAMY
CO-FOUNDER & THE COO

Hossam Samy, AvidBeam Chief Operations Officer
Hossam is a co-founder & the COO of AvidBeam Technologies. He is an ICT professional with 20+ years of experience. Hossam spent 17 years in multinational organizations including Intel, Huawei & Motorola. He Participated in many ICT projects in Africa & Middle East.
Prior Co-Founding AvidBeam, Hossam was the Strategic Relation Manager for Intel Labs - Middle East, overseeing Intel labs relations with governments, universities and industrial partners. As one of Intel official spokespersons in the region, He represented Intel in local, regional and international events.
Prior joining Intel, Hossam has been working for Huawei for more than five years as a vice-director for WiMAX products in North Africa, he was responsible for marketing Huawei products in the region. He had participated in several projects with key ICT operators in the region. He had also represented Huawei in many local, regional and international events as an official spokesperson for Huawei in MENA Region. Hossam also worked for Motorola for five years as a wireless system engineer.
Hossam holds an MBA from American University in Cairo (AUC), and a B.Sc. in telecommunications from Ain Shams University in Cairo.

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WAEL DALATI

TERRITORY SALES
MANAGER AFRICA

Wael Dalati works with Fluke Networks in the capacity of Sales Manager for Africa and been with Fluke Networks for the past 13 years. Wael has been in the industry for 21 years with different roles from Product Management, Business Development, Distribution Management and Specialized Sales. Wael holds a Bachelor in Computer Engineering and Master degree in Networking and Telecommunication and Executive MBA.

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MOHAMED FATHY
REGIONAL SALES MANAGER

Mohamed Fathy serves as a Senior Sales Manager in Dell Technologies leading the Digital Security, Smart Cities & OEM sales in Egypt, Libya and levant.
Mohamed has 20 years of experience in Telecommunication, Physical security, Smart cities and IoT industries with deep knowledge for multiple verticals. He skilled in Sales management, Business development, Strategic planning and Relationship management.
Mohamed holds a Bachelor of Communication & Electronics Engineering from Faculty of Engineering, Cairo University.

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EMAD TALAAT
SENIOR CONSULTANT
ICT INFRASTRUCTURE

Emad Talaat currently holds the position of Senior Consultant - Head of Engineering Team at Raya Networks Services. In this role, Emad is responsible for managing the engineering team and overseeing the design of data center infrastructure according to the uptime institute, TIA, BICSI and other related international standards.

Emad's expertise lies in data center design, consultation services, in addition to conducting audits and assessments to enhance the capacity, performance, and efficiency of existing data centers.

He has actively contributed to the design and technical support of over 150 data centers, both within and outside of Egypt, with different scales in terms of size, capacity, power, and cooling.

Emad Talaat has an impressive track record of successfully obtaining Tier-3 Uptime design certification for various projects in Egypt.

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AHMED MOHSEN
CHIEF OPERATION OFFICER

Mr. Ahmed Mohsen - CEO - Co-Founder at @RFID Egypt. He has more than 15 years of experience in the information technology field. The first to use RFID #technology in Egypt since 2014 in a developed and wide #field, despite the existence of the technology for a long time.

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

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

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KHALED MOSTAFA
TECHNICAL SPECIALIST

Mr. Khaled Mostafa is a Technical Specialist @Leviton Middle East, having 23 years of experience in the field.

Mr. Khaled Mostafa's career experience covers most of the countries in the MEA Region

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HODA IBRAHIM
SUSTAINABILITY CONSULTANT

Eng., Hoda Ibrahim is a Sustainability Consultant. She is an Environmental Engineer with more than 16 years of experience in the sustainability field in MENA and Africa region.

She is a PhD candidate in Sustainable Development and has a Master Degree in Environmental Engineering Management and Technology. She's LEED AP, WELL AP, EDGE Expert, EDGE Auditor, EDGE Faculty, USGBC Faulty, USGBC Pro-Reviewer, Tarsheed Assessor, Environmental Product Declaration Specialist, and LEED Advisory Technical Committee Group Member.

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