

A photograph of a modern architectural complex. In the foreground, there's a white building with large windows and a blue-framed glass facade. Behind it, a taller building with a blue-tinted glass facade and a grid-like window pattern rises against a clear sky.

**WE LEAD  
BY KNOWLEDGE**

SIA For Business Development

# Table of Contents

---



**ABOUT SIA**



**HOW WE WORK**



**OUR SERVICE**



**PROJECTS IMPLEMENTED**



**OUR VISION**



**SIA FOUNDERS**



**CONTACT US**



# About SIA

---

"Sia" specializes in the development, management, and marketing of real estate projects in various fields such as residential, touristic, and commercial projects. The company has succeeded in developing, managing, and marketing more than multiple projects in different regions. These projects encompass diverse sectors, ranging from residential projects under the Ministry of Housing to those in the private sector, as well as touristic projects along various Egyptian coastlines including Ras Sedr, Ain Sokhna, the North Coast, and Sharm El Sheikh.

Additionally, "Sia" has developed and managed commercial centers falling within various sectors including commercial, administrative, medical, and touristic sectors in different regions such as the New Administrative Capital or Fifth Settlement. All of these projects bear Sia's unique mark, characterized by praise-worthy precision and creativity.

# How We Work

"Sia" has succeeded in offering its projects with innovative and unique designs, showing meticulous attention to engineering drawings to achieve the maximum benefit from unit spaces. "Sia's" success extends beyond residential projects to encompass the development, marketing, and management of projects in various sectors such as the commercial sector, medical care, and even the tourism sector (hotels and touristic resorts).

This highlights "Sia's" diverse expertise and its ability to deliver high-quality services in various real estate projects regardless of their nature. In summary, "Sia" excels in providing tailored solutions for clients in various sectors, thanks to its adherence to smart strategic guidelines and its dedication to achieving its goals. With its spirit of innovation and quality, "Sia" remains a prominent name in the world of real estate project development and management.



# Our service

---

1. Choosing the best areas and additional space to achieve more investment benefits for development.
2. Professor on engineering drawings before starting the project and cooperating with the engineering consulting office to find options for purchasing space and not wasting space in downloading and drawing distinctive and different designs without deviating from the operational codes for operation, device, or decimal compilation in the version and country-specific approvals.
3. Establishing various and appropriate pricing and payment policies for the client to determine the developer's detailed profits
4. Selection and appointment of employees in all departments
5. Sales training periodically
6. Develops ideas and plans for the Marketing Department to help sales achieve the company's detailed numbers
7. Follow up with the customer service department in communicating with the company with customers
8. It communicates, follows up and engineers marketing companies in the case of Indirect work, and this is tiring for any developer (the reason for the cooperation of the brokerage companies present in the market with Sia after several experiences in more than one project is because Sia is the link in that commissions come out on time without delay due to the presence of salespeople and managers Professionals to close and close their clients and their work from the first orientation to the sales call and field visit to the step of writing the contract)

# Our Service



**OPERATIONS  
MANAGEMENT**



**TEAM  
TRAINING**



**SHOP  
DRAWINGS  
FOLLOW UP**



**MARKETING  
MANAGEMENT**

# Our Service



**SALES  
MANAGEMENT**



**BROKERAGE  
COMPANIES  
MANAGEMENT**



**BUSINESS  
PLANNING**



**TEAM  
BUILDING**

# Projects Implemented

---

1

## **CONCEPT DEVELOPMENT**

with projects in the North Coast and the Administrative Capital.

2

## **RUD DEVELOPMENT**

in the Down Town area of the New Administrative Capital

3

## **AL AMAKEN DEVELOPMENT**

with projects in New Sheikh Zayed City and the Zahraa el Maadi area

4

## **DOMINAR DEVELOPMENT**

in the Financial District of the New Administrative Capital.

5

## **SENSE DEVELOPMENT**

in the Down Town area of the New Administrative Capital

# Projects Implemented

---

6

## **EGICS DEVELOPMENT**

in the Down Town area of the New Administrative Capital

7

## **APACHE DEVELOPMENT**

in the North Coast

8

## **GENOA DEVELOPMENT**

in the Down Town area of the New Administrative Capital

9

## **MAGNA DVELOPMENT**

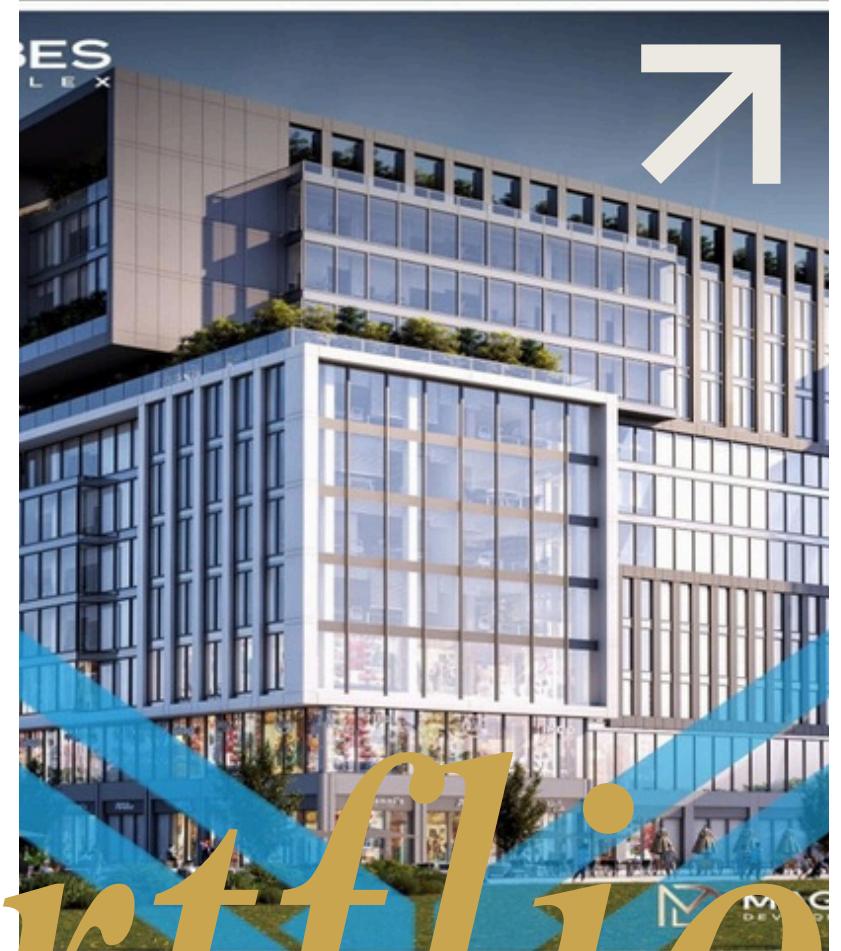
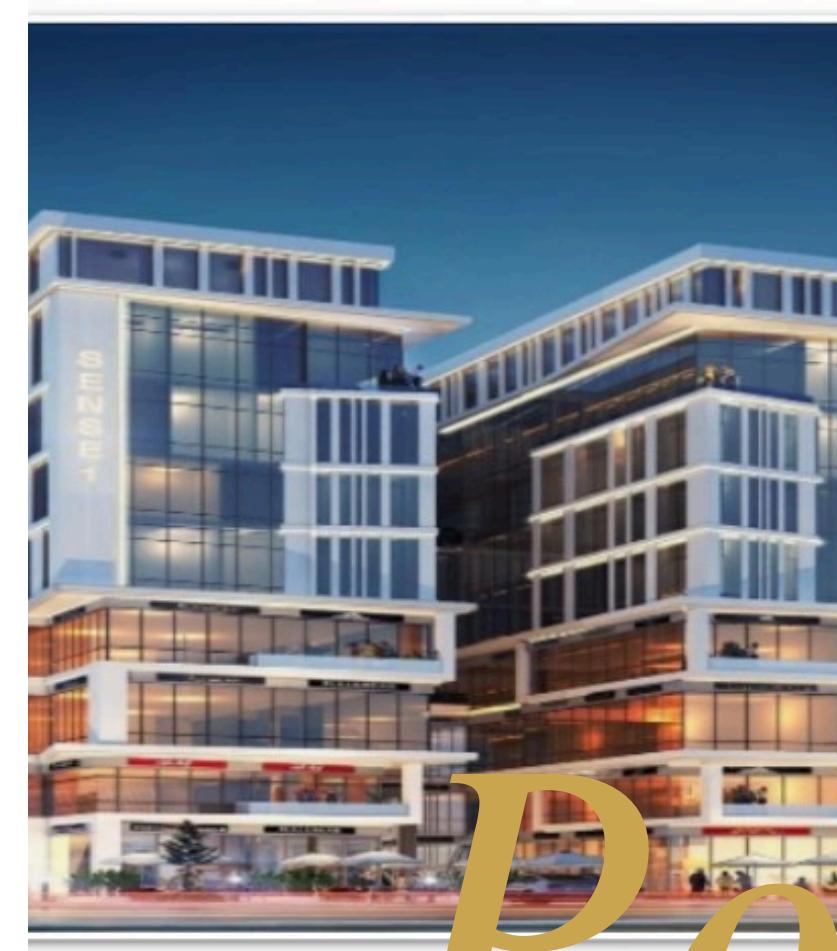
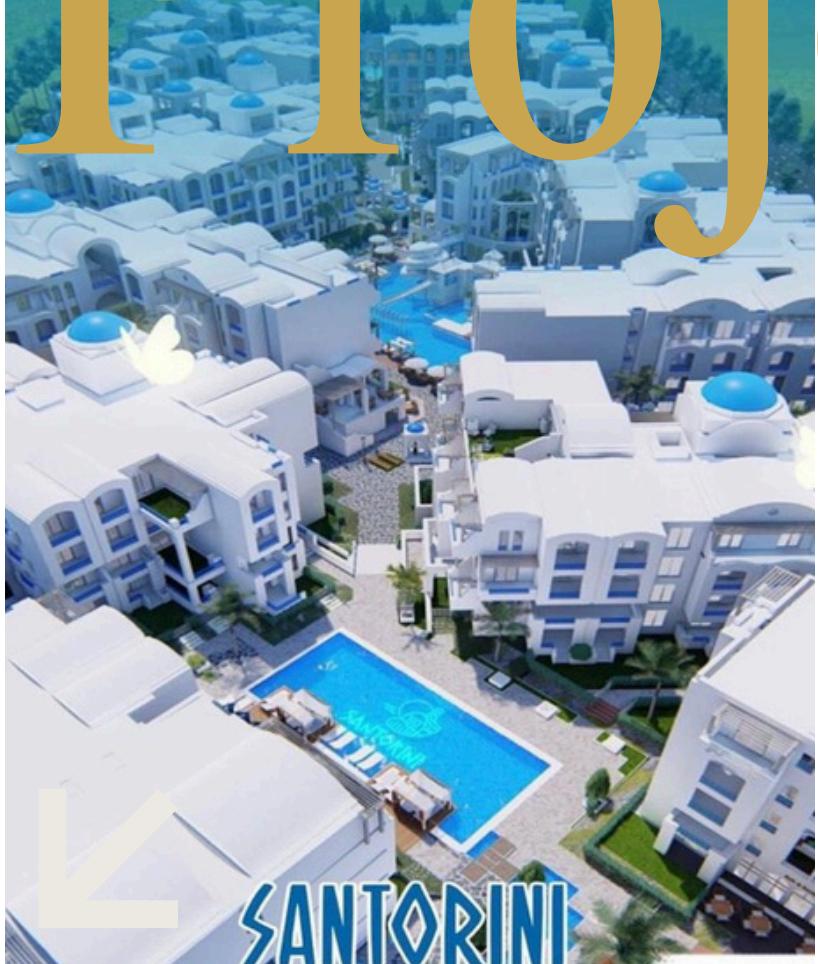
in the Down Town area of the New Administrative Capital

10

## **EMAAR ALEX DEVELOPMENT**

with its "La Baia - Sidi Abdel Rahman" project in the North Coast in the Sidi Abdel Rahman area.

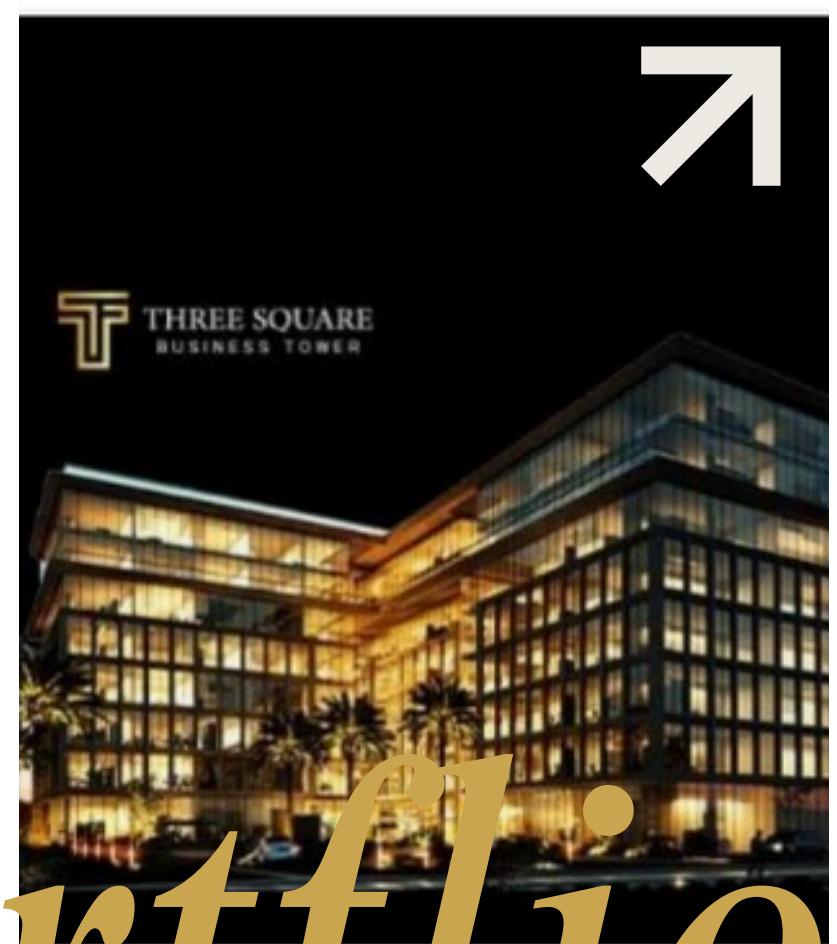
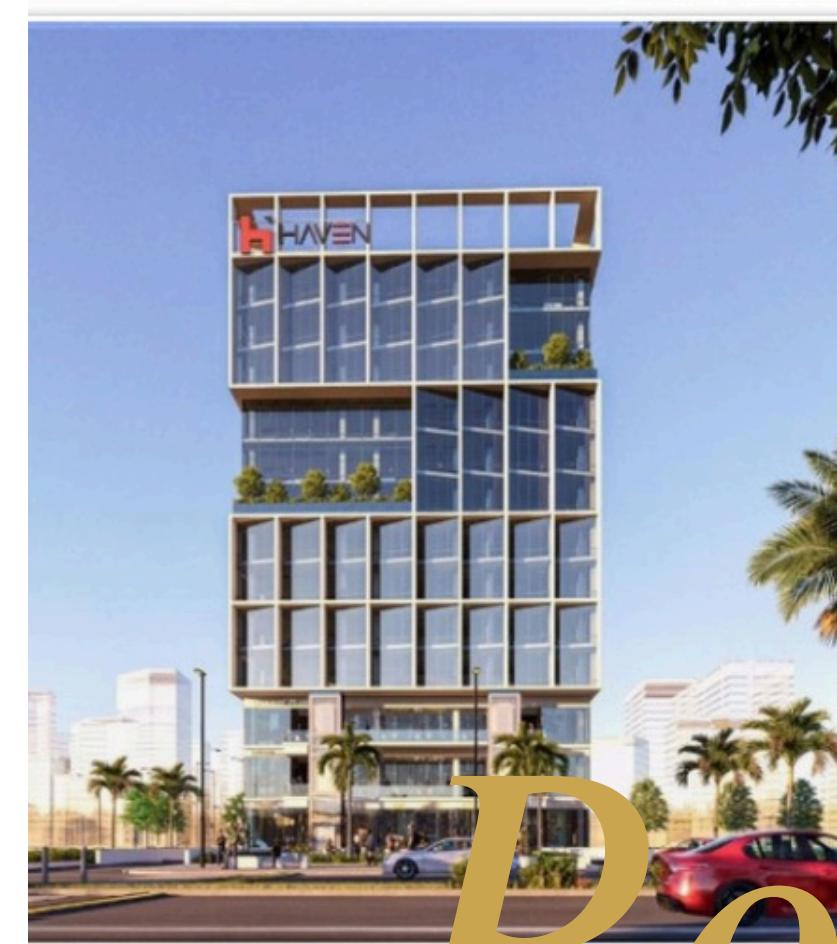
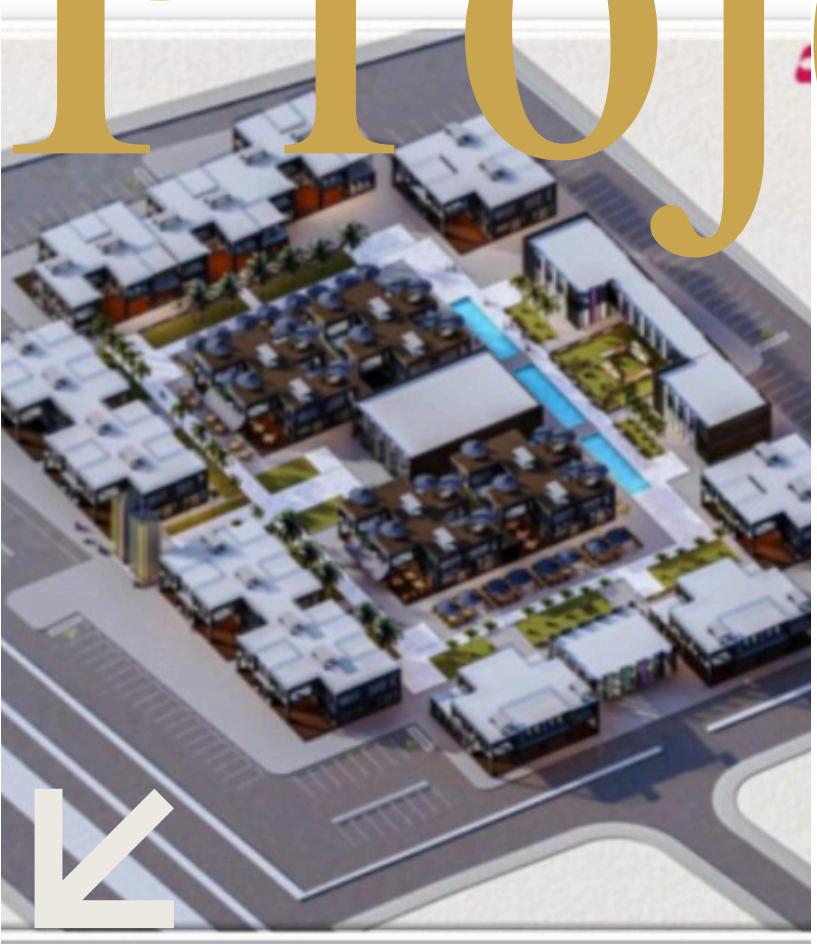
# Project



SIA FOR BUSINESS DEVELOPMENT

# Portfolio

# Project



SIA FOR BUSINESS DEVELOPMENT

# Portfolio



## Our Vision

At "Sia" we see real estate as an opportunity to achieve excellence and sustainable development. We passionately and professionally develop and manage your real estate projects with deep understanding. Our goal at "Sia" is to maximize the benefits for our clients. We adopt the latest technologies and best practices to achieve exceptional real estate projects. "Sia's" presence in leadership consultancy and management represents a strategic direction for achieving success and innovation. In "Sia", we rely on the latest technologies and best strategies to accomplish exceptional real estate projects that confirm our leading position. We at "Sia" are committed to providing you with a range of real estate services including development, consultancy, and management by following the optimal strategic guidance to achieve success and excellence. We work at "Sia" to offer efficient real estate solutions with a unique vision that fulfills our clients' aspirations and contributes to improving the quality of life. In "Sia" we believe that real estate is not just spaces but opportunities to build sustainable, future- oriented communities that we aspire to be the best.

# Our Future Vision

---

Undoubtedly, the most important elements for future success lie in innovation and quality, both of which are among the core elements that we put at the heart of our vision. Therefore, “Sia” will remain a leader in real estate project development and management, growing its expertise day by day towards a bright future, reflecting its continuous successes through its ability to extend the roots of its thriving and sustainable development.

## Founding “Sia”

---

“Sia” was founded in 2014 by two distinguished figures in the Egyptian business sector and promising national talents, namely:



# Ahmed El-Haddad

## EGYPTIAN BUSINESSMAN

---

With over 15 years of experience in sales and marketing, Ahmed El Haddad has become a trusted advisor to his clients. His expertise extends to providing meticulous project analyses, creating the best strategies and plans to enhance his clients' project growth and ensure optimal returns. Ahmed El Haddad's ambition has skillfully led "Sia" towards significant successes, characterized by professionalism, excellence, and innovation in the field of real estate development and management, earning the admiration of many business leaders in Egypt and the Middle East.

# Sayed Ruby Yassin

**EGYPTIAN BUSINESSMAN**



With over ten years of experience in various types of real estate projects including residential, touristic, and commercial projects in several Egyptian governorates, Sayed Roby has gained extensive knowledge in the real estate sector. His expertise also extends to managing and training sales teams, organizing and managing, executing sales plans, and significantly increasing sales revenues across various real estate projects. Embracing his innovative vision, Sayed Roby focuses on maximizing the utilization of each project's resources, thereby propelling "Sia's" clients towards soaring success and prosperity.

SIA FOR BUSINESS DEVELOPMENT

# Let's Connect With Us!



01288111274



siadevelopment2@gmail.com



[linkedin.com/company/sia-development/](https://www.linkedin.com/company/sia-development/)



[facebook.com/sia-development](https://www.facebook.com/sia-development)

