

## Contact Us



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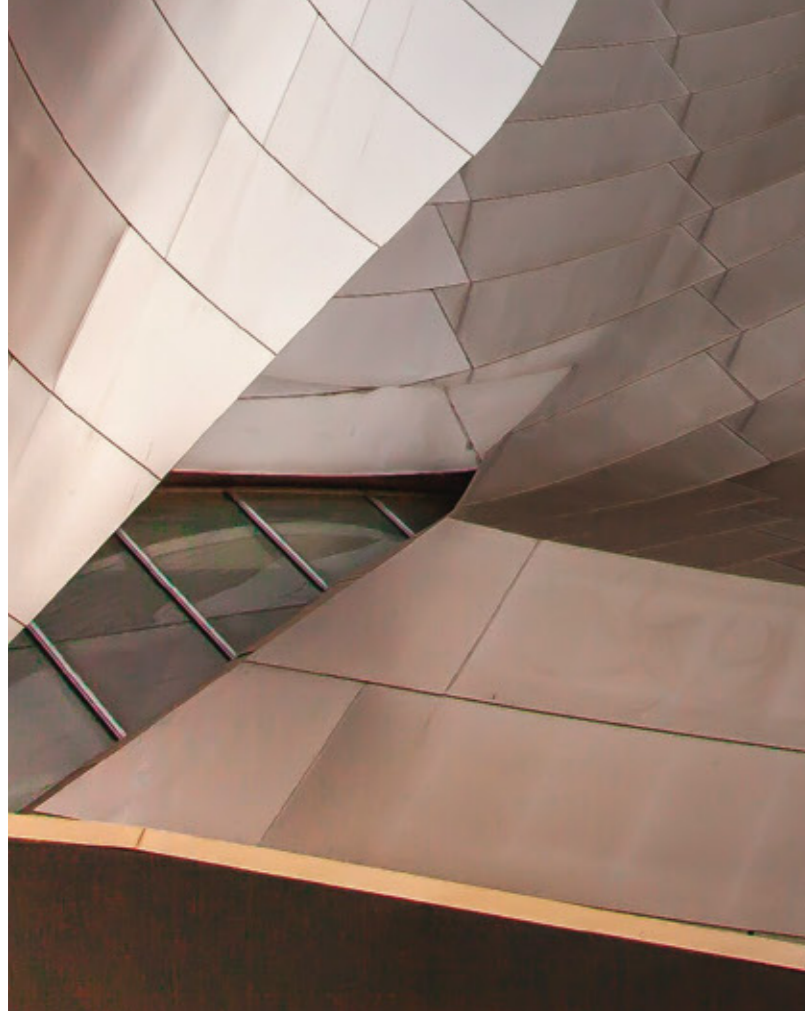
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**SMART  
CONSTRUCTION**  
INNOVATION LEADS TO PERFECTION

# COMPANY PROFILE

INNOVATION LEADS  
TO PERFECTION



OUR CLIENT  
SUCCESS IS  
OUR SUCCESS

# TABLE OF CONTENT

About Us	03
Our Leadership	05
Vision & Mission	06
Our Core Values	07
Our Organization Structure	08
What we do	09
Our Services	10
Our Projects	11
Our Clients & Partners	33

# ABOUT US

Smart Construction is an Egyptian construction firm headquartered in Maadi.

All professional and technical staff are bilingual (English-Arabic) and are well-acquainted with both national and international standards and codes of practice.

The founders and core team are all former members of major multinational firms operating across the Middle East and Africa. We are dedicated to serving our clients' needs by making the optimal use of our team's expertise and employing the best available technologies.



Smart Construction has a solid and well-established financial capacity. Tailoring our services to meet every expectation is a challenge that we have proudly accepted.

With over six years of direct, hands-on experience in the field, fast-tracking takes center stage in our services while ensuring the fulfillment of your needs and expectations—on budget and on time.

Ultimately, we aspire to become your business partners rather than business executives, and to achieve that objective, we introduce you to an ultra-modern definition of the industry—one that's customer-centric, results-oriented, and tailored to your project.

With us, you get a glimpse of luxury service, regardless of the size of your project, all with the support of our team members, who are the driving force behind our success.



# OUR LEADERSHIP

ENG.  
**MOHAMED AHMED ABD EL-HAY**  
CHIEF EXECUTIVE OFFICER (CEO)

Message from the CEO-ENG

As the CEO of smart Construction, I am proud to lead a company dedicated to delivering excellence in construction and project management. With decades of experience in the industry, I have witnessed how innovation, precision, in the team work drive the success of projects that stand the test of time.

At smart Construction, we are more than builders- we are creators of sustainable and impactful solutions. Our expertise spans residential, commercial, health care industrial, and challenges while maintaining the highest standards of quality and performance.

What sets us apart is our unwavering focus on our people and partnerships. From leadership to on-site teams, we prioritize collaboration, resource optimization, and a shared commitment to exceeding client expectations. That approach ensures that every project we undertake is delivered on time, within budget, and to the highest level of satisfaction.

As we continue to expand our footprint, our mission remains clear: to shape the future of construction through resilience, innovation, and excellence. Together, we are building not just structures but enduring relationships and legacies that inspire.

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## OUR VISION

To be a leading construction company in Africa and the Middle East

## OUR MISSION

To deliver the highest quality standards and safety measures at competitive prices, providing our clients with the latest technical knowledge and best practices.

"We aspire to become life-long construction partners for every client we do business with, including the customer, design professionals, sub-contractors, and tradesmen, through our sustained provision of trailblazing engineering and financial solutions and services. By heightening our capacities and capabilities, we aim to showcase the power of contracting engineers when it comes to applying technical expertise to practical problems"

## OBJECTIVE

Our goal is to position ourselves as the premier construction company in Egypt across various types of construction projects within the next five years.

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# OUR CORE VALUES

## Commitment

Maintain respectful relations with clients and partners.

## Integrity

We will build lasting relationships with our clients by being honest and upfront at all times. We believe in building and maintaining long-term relationships with all our clients.

## Timely Execution

Meeting clients' needs in a timely manner is our top priority.

## Affordable

We provide the best and most cost-effective construction services. We focus on adopting innovative and flexible solutions to proactively overcome challenges. Our passion is excellence and ensuring a safe and healthy environment for our employees, clients, and community.

# OUR ORGANIZATION STRUCTURE

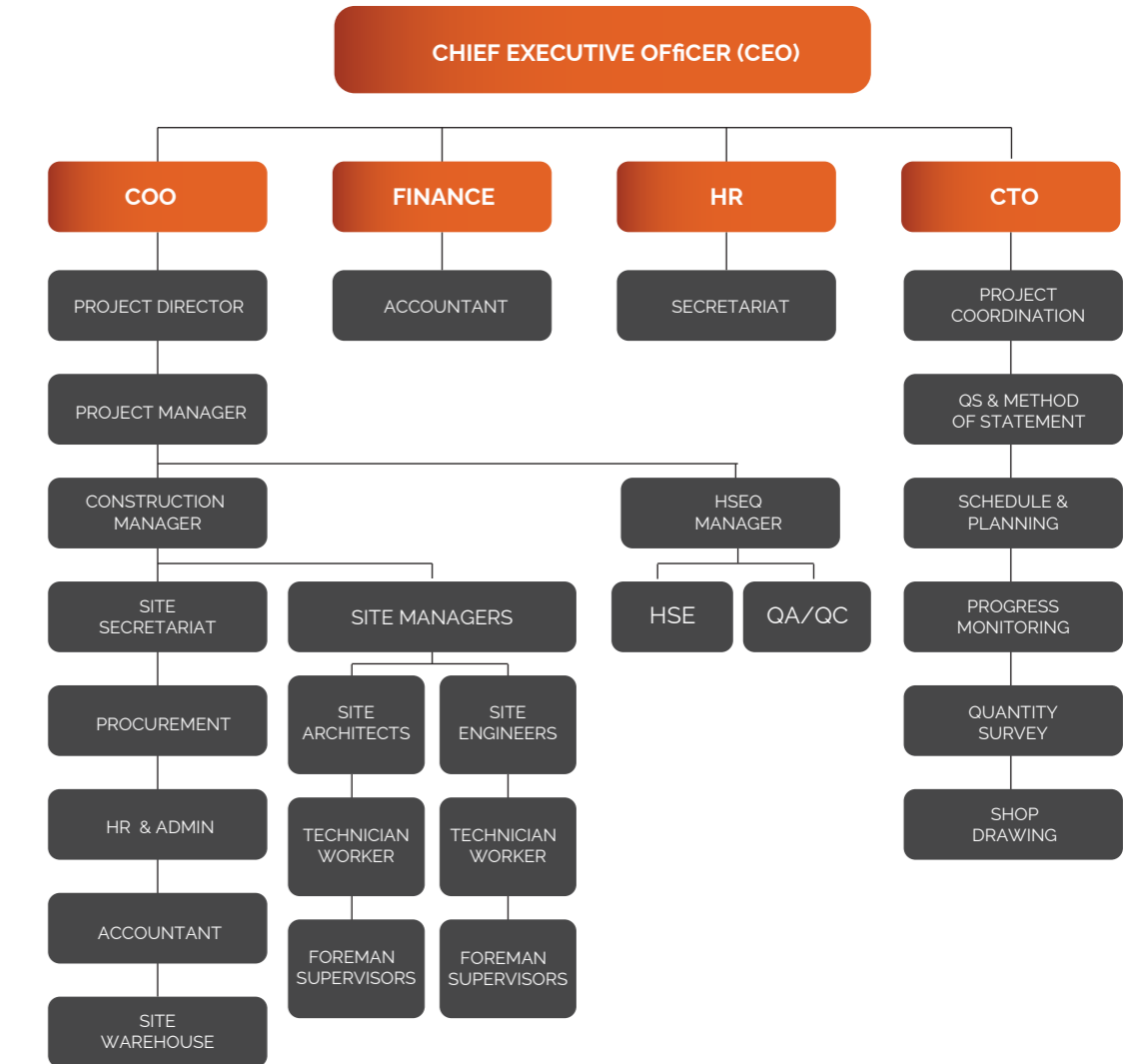
Despite the diversity of our backgrounds and occupied positions at Smart Construction, we share one element in common—every team member is driven by motivation.

Guided by our passion, we relentlessly seek to be thought-provoking and are in continuous dialogue about the future of our business.

By always opting to take the long-term view of envisioning our operations rather than a short-sighted approach, goal-oriented behavior is instilled in every one of us.

From the lowest position to leadership roles, our mutual respect for one another opens limitless channels of communication, high morale, passion, and loyalty.

Our employee-management bonds are what empower us to deliver superior customer service to our clients, stemming from our internal people policy.



# WHAT WE DO

## EXECUTE, COORDINATE & DEVELOP

"Passion Leads To Performance Performance Leads To Success!"

We take a unique approach to customized high-profile project development, utilizing our proven construction skills throughout the development of your prestigious projects and giving you the competitive advantage that your company needs.

- **Civil Works (including steel & concrete)**
- **High-End Finishing**
- **Landscape**
- **Infrastructure Works**
- **HVAC (with energy-efficient solutions)**
- **Firefighting Works**



# OUR SERVICES

Despite the diversity of our backgrounds and occupied position at Smart Construction we share one element in common - every team member is driven by motivation. Guided by our passion, we relentlessly seek to be thought-provoking and are in continuous dialogues about the future of our business. By always opting to take the long-term view of envisioning our operations rather than a short-sighted approach, goal-oriented behavior is instilled in every one of us.

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 <b>Civil Works</b> (including steel and concrete works)		 <b>High-End Finishing</b>	
 <b>Landscape Works</b>		 <b>Infra Works</b>	
 <b>Electrical Works</b>		 <b>Plumbing Works</b>	
 <b>HVAC Works</b> (including energy saving solutions)		 <b>Fire Fighting Works</b>	

# A GLIMPSE OF OUR PROJECTS

With extensive expertise across a variety of projects, we are well-equipped to deliver swift, high-quality execution, providing high-end finishing, residential and commercial developments, hospitals, and infrastructure solutions through fast-track and precise construction methods.

In all cases, you will never need to halt your operations or terminate your current projects. Our dedicated team goes the extra mile to ensure your business continues to operate seamlessly while your project remains underway and progresses smoothly.

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# INFRASTRUCTURE PROJECTS

## MIDAR



Is developed on an area of 11,000 acres equivalent to 1 million square meters consisting of 5 Phases, where the road and green areas represent a total area of the city. Considered the first integrated Mega Green City in New Cairo with a new concept of modern living, established on extensive marketing studies to know the needs and expectations of the target market from the developers and investors.

**Location:** Elmostkbal City

**Scope of Work:** Electrical Network,, Irrigation Network and Sewage Networks.

**Owner:** Midar

**Project Manager:** Hill International

**Consultant:** Sabbour Consultant

**Main Contractor:** Smart Construction

**Start Date:** 2025



# MIDAR



**Location:** Elmostkbal City

**Scope of Work:** Water Networks -Electrical  
Networks- Sewage Networks

**Owner:** Midar

**Project Manager:** Hill International

**Consultant:** Sabbour Consultant

**Main Contractor:** Smart Construction

**Start Date:** 2024



# RESIDENTIAL PROJECTS

# IVOIRE EAST NEW CAIRO



Ivoire East is a flagship residential project by PRE-Developments, located in the heart of New Cairo over 140 acres. Designed as a self-sustained community, the compound offers a diverse mix of units including duplexes, lofts, penthouses, and standalone villas. The master plan dedicates a significant portion of the land to lush landscapes, crystal lagoons, recreational facilities, and smart service areas. Inspired by modern European architecture, Ivoire East combines elegant design with world-class construction standards to provide a serene, secure, and integrated living experience.

**Location:** New Cairo  
**Owner:** PRE-Developments- (Mashariq)  
**Consultant:** Moharram Bakhom ACE  
**Main Contractor:** Smart Construction  
**Scope of Work:** Skeleton Concrete  
**Start Date:** 2025

# KARDIA NEW CAPITAL



Kardia is a residential compound located in R8, plot O2 of the New Administrative Capital. The project consists of 30 mid-rise apartment buildings, each with 7 floors, offering apartments and duplex units only. It spans 23 acres, with 80% dedicated to green spaces and amenities.

**Location:** New Capital  
**Owner:** Capital link Developments  
**Consultant:** Moharram Bakhom ACE  
**Main Contractor:** Smart Construction  
**Scope of Work:** Concrete Work & finishing  
**Start Date:** 2025

# ARIA



Aria is a fully integrated residential compound located in the heart of Mostakbal City, New Cairo. It is one of the standout developments that combines contemporary architectural design with a strategic location, offering seamless access to main roads and nearby landmarks, including the New Administrative Capital. The compound provides residents with a modern lifestyle supported by a wide range of amenities. These include a luxurious commercial mall featuring diverse retail outlets and restaurants, a well-equipped social club and clubhouse, as well as recreational areas for children. In addition, Aria includes comprehensive medical facilities, ensuring the comfort, convenience, and wellbeing of all its residents.

**Location:** Mostakbal City  
**Owner:** Manazel Developments  
**Consultant:** Sabbour Consulting  
**Main Contractor:** Smart Construction  
**Scope of Work:** Skeleton & Finishing  
**Start Date:** 2025

# DEGLA LAND MARK MOURSHEDEY



Landmark is one of the most unique projects of Morsheedy Group. It's a residential and commercial complex on an area of 62,760 m2, which makes it one of largest architectural projects not only in Egypt but even worldwide. Degla Landmark is a residential complex designed to keep pace with the latest techniques of modern architecture through the fusion of architectural and sculpture art, and this shows up through the frontages and spacing with attractive lighting that allows sunlight to fall upon buildings. The project has 4,928 residential units with areas starting from 55 m2 up to 158 m2.

**Location:** Nasr City  
**Owner:** Morsheedy Group  
**Consultant:** Raaef Fahmy  
**Main Contractor:** Smart Construction  
**Scope of Work:** Finishing  
**Start Date:** 2025

# CITY GATE



CityGate is a self-sustaining city with an integrated mixed-use community. This project covers an area of 8,500,000 square metres and will encompass 24,500 residential units; villas and apartments of various sizes, which will overlook an 18-hole golf course, green spaces, and parks. In addition, CityGate will provide various luxury amenities including community centres in all neighbourhoods, schools, international hotels, a sports club, a 720,000 square metre business park, a medical complex and 300,000 square metres of entertainment and retail space, all of which will be planned and executed according to world-class specifications.

**Location:** New Cairo

**Owner:** Qatari Diar Consultant

**Project Manager:** Turner International

**Main Contractor:** CCC

**Subcontractor:** Smart Construction

**Scope of Work:** Finishing

**Start Date:** 2024

# JEWEL COMPOUND



The Jewel Compound project, Located in the New Administrative Capital Cairo, Egypt. This development features a total built-up area of 886,765 m<sup>2</sup> and Comprises 8,336 units. The project involves using 1,000,000,000 cubic meters of concrete. As a turnkey Project, the scope of work includes delivering fully finished units, ready for occupancy

**Location:** New Administrative Capital

**Owner:** Administrative Capital for Urban Development

**Consultant:** Engineering Consultants Group ECG

**Project Manager:** Armed Forces Engineering Authority

**Scope of Work:** Finishing

**Start Date:** 2023

# PRIVATE VILLAS



CityGate is a self-sustaining city with an integrated mixed-use community. This project covers an area of 8,500,000 square metres and will encompass 24,500 residential units; villas and apartments of various sizes, which will overlook an 18-hole golf course, green spaces, and parks. In addition, CityGate will provide various luxury amenities including community centres in all neighbourhoods, schools, international hotels, a sports club, a 720,000 square metre business park, a medical complex and 300,000 square metres of entertainment and retail space, all of which will be planned and executed according to world-class specifications.

**Location:** New Cairo  
**Owner:** Private Owner  
**Consultant:** Premieres Project Management & Engineering Consultancy  
**Main Contractor:** Smart Construction  
**Scope of Work:** Turnkey  
**Start Date:** 2022

# MADINATY



Madinaty's well-designed and detailed effort between three top U.S design firms HHCP, SWA and SASKI. the outcome has been an international standard modern city spanning over an area of lifestyle for 700K inhabitants in 120K housing units. Standing out as the beacon of modern cities, symbolized by our majestically -imposing main gate that makes Madinaty a Piece of art

**Location:** Madinaty  
**Owner:** Tatweer Development  
**Consultant:** Engineering Consultants Group ECG  
**Project Manager:** Dar Al-Handasa  
**Main Contractor:** TMG

**Subcontractor:** Smart Construction  
**Scope Of Work:** Core & Shell  
**Start Date:** 2021

# LA VISTA



La Vista New Capital is one of the latest projects in the New Administrative Capital. It is a high-end residential project located on the Green River near the southern Bin zayed axis, Hyde Park Compound, City Gate Compound, and Mivida project on the Middle Ring Road, an extension of the Golden Square. The Project area reaches 910 acres, and it has been decided to build on only 15% of the land area, and the rest for project services and green spaces. The width of its streets reaches 18 square meters. The green spaces between the residential units range from 25 square meters to square meters. The administrative and commercial areas are separated from the residential units

**Location:** New Administrative Capital  
**Owner:** La Vista Development  
**Consultant:** Engineering Consultants Group ECG  
**Main Contractor:** Smart Construction  
**Scope Of Work:** Core & Shell  
**Start Date:** 2020

# PRIVATE VILLAS (MULTIPLE PROJECTS)



The Jewel Compound project, Located in the New Administrative Capital Cairo, Egypt. This development features a total built-up area of 886,765 m<sup>2</sup> and Comprises 8,336 units. The project involves using 1,000,000,000 cubic meters of concrete. As a turnkey Project, the scope of work includes delivering fully finished units, ready for occupancy

**Location:** New Cairo  
**Owner:** Private Owner  
**Consultant:** Premieres Project Management & Engineering Consultancy  
**Main Contractor:** Smart Construction  
**Scope of Work:** Turnkey  
**Start Date:** 2019



## SIMAG ADMINISTRATIVE BUILDING



The administrative building is located in New Capital, Egypt. The building comprises two basement, ground floor and six typical floors

**Location:** New Administrative Capital  
**Owner:** Armed Forces Engineering Authority  
**Consultant:** Moharram Bakhom ACE  
**Main Contractor:** Simag Construction  
**Subcontractor:** Smart Construction  
**Scope Of Work:** Concrete Skeleton  
**Start Date:** 2021



# HEALTHCARE PROJECTS

## SAUDI GERMAN HOSPITAL



The Saudi German Hospital project is built on an area of 88,000 square meters in the Borg El Arab area, with a total cost of 1.5 billion EGP

**Location:** Borg El Arab, Alexandria  
**Owner:** Saudi German Hospital  
**Consultant & Project Manager:** ELBG  
**Main Contractor:** Smart Construction  
**Scope Of Work:** Finishing & Landscape  
**Start Date:** 2022





## MIDAR URBAN ROAD MARKING AND SIDEWALK PAINTING WORKS



**Location:** MIDAR

**Scope of Work:** Street and Pedestrian Marking Works, Including Lanes, Gates, and Crosswalks Painting

**Owner:** MIDAR

**Project Manager:** Hill International

**Consultant:** Sabbour Consultant & Osama Okaiel Consultant

**Main Contractor:** Smart Construction

**Start Date:** 2025

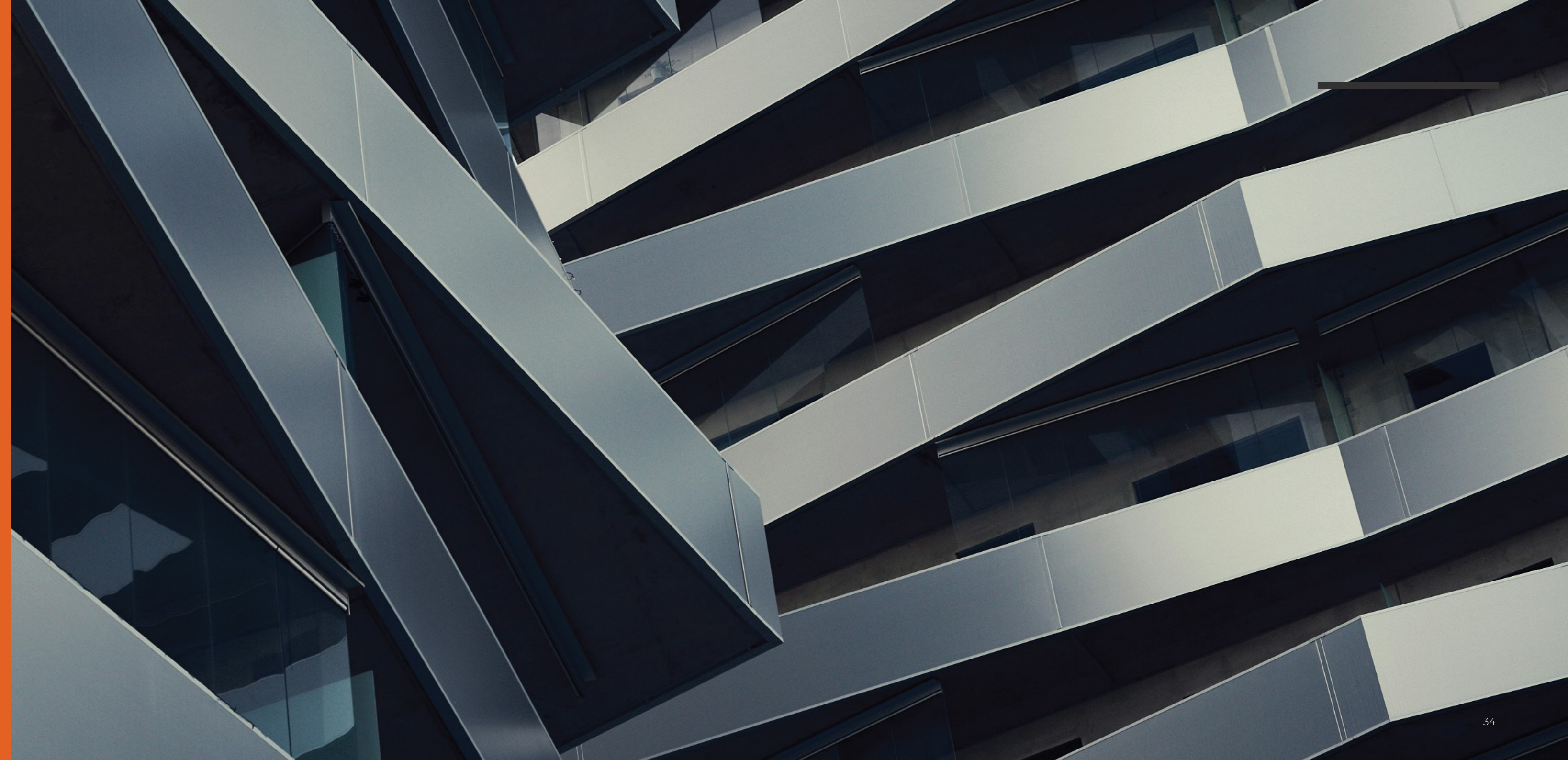
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# OUR CLIENT SUCCESS IS OUR SUCCESS

We are committed to consistently achieving the full satisfaction of our clients.

Our diverse client base includes architectural consultants, building owners, developers, and main contractors. We fully understand their unique requirements and deliver tailored execution strategies and solutions. Our team is motivated by the successful completion of projects and milestones—delivered within the agreed timeframe and with exceptional workmanship.

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## OUR CLIENTS



## SUCCESSFUL PERFORMANCE UNDER CONSULTANTS



