



COMPANY PROFILE

@2026



Value Creation,
Growth, Impact,
everywhere.

Content

◇ Who We Are	01
◇ Vision, Mission & Core Values	02
◇ Service Lines	03
◇ Digital Transformation & Technology	04
◇ Industry Coverage	05
◇ Why Cairo Next	06
◇ Leadership Team	07
◇ Contact Us	08

WHO WE ARE

Cairo Next Consultancy (CNC) is a premier integrated professional services firm dedicated to delivering industry-specific advisory solutions to clients across Egypt, the Gulf Cooperation Council (GCC), and the broader MENA region. With a mandate to bridge global best practices and regional priorities, CNCG partners with both private and public sector organizations to drive sustainable growth, institutional resilience, and strategic transformation.

At the core of CNC's approach is the fusion of deep functional expertise with an unwavering commitment to professional excellence, measurable impact, and long-term client value creation. The firm operates at the critical nexus of strategy, transactions, technology, risk management, and human capital development, enabling organizations to navigate complexity and seize opportunities across every stage of their business lifecycle.

CNC's multidisciplinary leadership team brings together seasoned advisors, industry specialists, and thought leaders who collaborate to design tailored solutions that align with clients' strategic objectives. Whether guiding high-stakes transactions, optimizing governance frameworks, advancing digital transformation, or strengthening organizational capabilities, CNC consistently delivers insights and outcomes that empower clients to thrive in an evolving regional and global landscape.



Value Creation,
Growth, Impact,
everywhere.

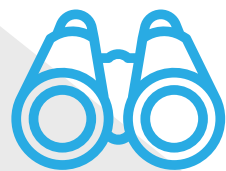
CNC Vision Statement

To be a trusted catalyst for transformative and sustainable impact across Egypt, the GCC, and the MENA region - empowering organizations with measurable growth, resilient governance, and enduring value that contributes to global positive change.



CNC Mission Statement

Our mission is to catalyze sustainable growth and lasting impact across Egypt, the GCC, and the wider MENA region. We deliver measurable value and resilient governance by combining strategic insight, financial expertise, advanced technology solutions, and human capital development. Through multidisciplinary collaboration and digital innovation, CNCG empowers private enterprises, public institutions, and investors alike to navigate complexity, unlock opportunities, and contribute to positive change on a global scale.





CNC Core Values

Value Maximization

Every engagement is designed to deliver measurable financial outcomes— enhancing profitability, efficiency, and shareholder returns.

Strategic Growth

Driving expansion through market insights, transaction advisory, and scalable solutions that unlock new revenue streams.

Governance for Performance

Embedding resilient governance frameworks that reduce risk, improve decision-making, and protect long-term enterprise value.

Client ROI Excellence

Tailoring strategies to ensure clients achieve superior returns on investment and sustainable competitive advantage.

Operational Efficiency

Streamlining processes and resource allocation to maximize productivity and reduce costs for clients.

Risk-Smart Growth

Balancing aggressive expansion with robust risk management to safeguard profitability and resilience.

Regional Market Leadership

Anchoring advisory services in Egypt, GCC, and MENA priorities while benchmarking against global best practices to secure market dominance.

Innovation for Profitability

Applying digital transformation and forward-thinking solutions to cut costs, boost efficiency, and open new profit channels.

Cross-Disciplinary Advantage

Leveraging multidisciplinary expertise to identify synergies, optimize operations, and accelerate business performance.

Stakeholder Value Creation

Ensuring that investors, clients, and institutions all benefit from CNCG's strategies, reinforcing trust and long-term partnerships.

SERVICE LINES

03

SERVICE LINES

3.

SERVICE LINES

Cairo Next serves clients across a broad range of sectors, with industry-trained professionals who bring deep knowledge of each operating environment:

3.1. Advanced Financial Analysis

CNC provides deep evaluation of financial data to uncover trends, risks, and opportunities. By leveraging advanced analytics and technology-driven tools, we transform raw data into actionable insights that maximize value creation. This service supports strategic decision-making, enhances profitability, and mitigates risk – directly aligned with our values of Value Maximization and Risk-Smart Growth.

Outcome: Clients gain clarity, confidence, and measurable improvements in financial performance.

3.2. Financial Modeling

We design robust financial models for forecasting, valuation, budgeting, and scenario analysis. These models integrate market dynamics, governance frameworks, and digital innovation to guide business planning. Anchored in Strategic Growth and Client ROI Excellence, our models help organizations anticipate challenges, seize opportunities, and optimize capital allocation.

Outcome: Reliable projections that drive profitability and resilience.

3.3. Feasibility Studies

CNC conducts comprehensive assessments of project viability, covering market, technical, and financial dimensions. Our approach blends strategic insight with advanced technology to validate opportunities before investment. This service embodies Sustainable Impact and Stakeholder Value Creation, ensuring projects deliver long-term returns while aligning with institutional priorities.

Outcome: Informed investment decisions backed by rigorous analysis.

3.4. Business Valuation

We provide expert determination of enterprise value for M&A, fundraising, restructuring, and strategic planning. Using global best practices and advanced valuation techniques, CNC ensures accuracy and credibility. This offering reflects Value Maximization and Regional Market Leadership, positioning clients for successful negotiations and growth.

Outcome: Clear, defensible valuations that unlock opportunities.

3.5. Due Diligence

CNC delivers thorough investigations of financial, commercial, operational, and legal aspects to mitigate risks in transactions. Our due diligence combines governance expertise with technology-enabled risk assessment. Rooted in Governance for Performance and Risk-Smart Growth, this service safeguards investments and strengthens stakeholder confidence.

Outcome: Reduced transaction risk and enhanced deal success.

3.6. Mergers & Acquisitions (M&A) Advisory

We guide clients through the entire M&A lifecycle — from strategy and target identification to negotiation and integration. Our multidisciplinary teams ensure synergies are captured and risks managed. This service reflects Strategic Growth and Cross-Disciplinary Advantage, delivering profitable outcomes in complex deals.

Outcome: Seamless transactions that maximize shareholder value.

3.7. Corporate Restructuring

CNCG designs strategic reorganizations of financial and operational structures to improve efficiency, profitability, or solvency. By embedding governance and leveraging digital tools, we help organizations adapt to market shifts. This offering embodies Operational Efficiency and Governance for Performance.

Outcome: Leaner, stronger organizations positioned for sustainable growth.

3.8. Financial Operations Improvement

We optimize financial processes, systems, and controls to enhance efficiency, accuracy, and cost-effectiveness. Technology integration ensures automation and transparency. This service reflects Innovation for Profitability and Operational Efficiency, enabling clients to achieve measurable improvements in performance.

Outcome: Streamlined operations that boost profitability.

3.9. Financial & Regulatory Policy Advisory

CNCG develops and reviews financial policies to ensure compliance and best practices. Our advisory integrates governance frameworks with regional and global standards. Anchored in Resilient Governance and Regional Market Leadership, this service strengthens institutional credibility.

Outcome: Policies that protect value and enable sustainable growth.

3.10. Accounting Advisory

We provide expert guidance on complex accounting issues, IFRS compliance, and internal controls. By combining governance expertise with technology-enabled reporting, CNCG ensures transparency and accuracy. This offering reflects Client ROI Excellence and Governance for Performance.

Outcome: reporting that builds trust with stakeholders.

Strategic Advisory

3.11. Financial Strategic Planning

We develop comprehensive financial strategies aligned with long-term business objectives, enabling organizations to optimize capital allocation, enhance financial performance, and support sustainable growth. Our approach integrates strategic planning with financial discipline to ensure clarity in decisionmaking and execution. This service reflects Strategic Alignment and Value Optimization, positioning clients for resilient and scalable growth.

Outcome: Clear financial direction that supports sustainable value creation.

3.12. Pre-Investment & Acquisition Advisory

We provide strategic advisory support for evaluating investment opportunities and acquisition targets, combining financial analysis with market insights to ensure informed decision-making. Our approach focuses on identifying value drivers, assessing risks, and structuring transactions effectively. This service reflects Informed Investment Decisions and Risk-Aware Growth, enabling clients to pursue opportunities with confidence.

Outcome: Well-evaluated investment decisions that enhance return potential.

3.13. Value Management

We design and implement frameworks to enhance and sustain enterprise value over time, focusing on operational efficiency, financial performance, and strategic positioning. Our approach ensures continuous monitoring of value drivers and alignment with business objectives. This service reflects Value Maximization and Performance Excellence, supporting long-term competitiveness.

Outcome: Sustained enterprise value growth driven by structured performance improvement.

3.14. Pre-IPO / Funding Strategy Assessment

We support organizations in preparing for public offerings or major funding rounds through strategic evaluation, financial readiness, and positioning. Our approach ensures alignment with investor expectations and market requirements while strengthening governance and transparency. This service reflects Capital Readiness and Market Positioning, enabling successful fundraising outcomes.

Outcome: Strong market positioning and readiness for successful capital raising.

Professional Training and Development

3.15. Professional Certification Training (CIA, CMA, CPA, ACCA, DipIFR, CFA, etc.)

We deliver structured training programs designed to prepare professionals for globally recognized certifications in finance and accounting. Our programs combine technical depth with practical application to ensure effective knowledge transfer and exam readiness. This service reflects Professional Excellence and Capability Building, empowering individuals to advance their careers.

Outcome: Enhanced professional qualifications and career progression.

3.16. Financial Valuation & Feasibility Study Capacity Building

We build internal capabilities in financial modeling, valuation, and feasibility analysis through hands-on, practical training programs. Our approach equips teams with the tools and methodologies needed to conduct high-quality financial assessments. This service reflects Technical Expertise Development and Analytical Excellence, strengthening organizational decision-making.

Outcome: Strong in-house capabilities in valuation and feasibility analysis.

3.17. Executive Financial Leadership Training

We provide tailored training programs for senior finance professionals, focusing on leadership, strategic thinking, and decision-making in complex business environments. Our approach bridges technical expertise with executive-level capabilities. This service reflects Leadership Development and Strategic Thinking, enabling finance leaders to drive organizational success.

Outcome: Stronger financial leadership driving strategic business outcomes.

3.18. Specialized Training Content Design

We develop customized training materials tailored to specific organizational needs, ensuring alignment with business objectives and industry requirements. Our approach focuses on relevance, practicality, and engagement. This service reflects Customization Excellence and Organizational Alignment, enhancing the effectiveness of learning initiatives.

Outcome: Tailored training solutions that deliver measurable impact.

Governance, Risk & Compliance (GRC)

3.19. Corporate Governance Advisory

We support organizations in establishing robust governance frameworks that enhance oversight, accountability, and decision-making effectiveness. Our approach aligns governance structures with strategic objectives while ensuring transparency and stakeholder confidence. This service reflects Governance for Performance and Institutional Strength, enabling sustainable and well-controlled growth.

Outcome: Strong governance frameworks that enhance control, transparency, and decision quality.

3.20. Internal Audit System Development

We design and enhance internal audit functions to strengthen operational effectiveness and ensure compliance across the organization. Our approach integrates risk-based methodologies and best practices to build independent and value-adding audit capabilities. This service reflects Operational Assurance and Risk Intelligence, supporting continuous improvement.

Outcome: Effective internal audit systems that enhance control and operational reliability.

3.21. Control System & Regulatory Compliance Assessment

We evaluate internal control environments and assess compliance with applicable regulatory requirements, identifying gaps and recommending practical improvements. Our approach ensures alignment with evolving regulatory standards and strengthens organizational resilience. This service reflects Regulatory Confidence and Risk Mitigation, protecting organizations from compliance failures.

Outcome: Enhanced compliance and stronger internal control environments.

3.22. Policy & Procedure Development

We develop comprehensive policies and procedures that standardize operations, improve consistency, and ensure alignment with governance and regulatory requirements. Our approach emphasizes clarity, practicality, and enforceability. This service reflects Operational Discipline and Organizational Alignment, strengthening internal processes.

Outcome: Clear, structured policies that improve efficiency and compliance.

Corporate Advisory & Support

3.23. Financial & Regulatory Policy Advisory

We support organizations in developing and reviewing financial and regulatory policies to ensure compliance with best practices and applicable laws. Our approach enhances financial governance while maintaining flexibility for business growth. This service reflects Financial Integrity and Regulatory Alignment, enabling sound financial management.

Outcome: Robust financial policies that ensure compliance and support decision-making.

3.24. Startup & Scaleup Support

We provide comprehensive advisory support for emerging and high-growth companies, covering strategy, financial structuring, and operational readiness. Our approach helps startups navigate growth challenges while building scalable and sustainable business models. This service reflects Growth Enablement and Scalable Foundations, positioning businesses for long-term success.

Outcome: Structured growth with strong foundations for scaling and investment readiness.

3.25. Market Entry & Expansion Studies

We conduct market research and strategic assessments to support entry into new markets and expansion initiatives. Our approach combines data-driven insights with strategic planning to identify opportunities and manage risks. This service reflects Market Intelligence and Strategic Expansion, enabling confident market positioning.

Outcome: Informed expansion strategies that maximize market success.

DIGITAL TRANSFORMATION & TECHNOLOGY

04

DIGITAL TRANSFORMATION & TECHNOLOGY

4.

DIGITAL TRANSFORMATION & TECHNOLOGY

We empower organizations to modernize operations and align digital capabilities with strategic business objectives.

4.1. Digital Transformation & AI Enablement

We modernize operations with integrated DevOps, data intelligence, and AI, accelerating delivery and enhancing reliability.

4.2. IT Governance, Operating Model & Automation

We align technology with business strategy through robust IT governance frameworks, optimized operating models, and business process automation. This enhances efficiency, control, and scalability while ensuring audit readiness.

4.3. ERP & Business Systems Advisory

We offer expert advisory for ERP and enterprise systems, covering selection, design, implementation, customization, and optimization. Our goal is to ensure seamless operations and reliable data flow for your business.

4.4. Cloud, Infrastructure & Data Center Transformation

We design, optimize, and transform secure, scalable, and resilient infrastructure across cloud, hybrid, and on-premise models. This includes migration planning, disaster recovery, and data center modernization.

4.5. Cybersecurity, Risk & Compliance

We fortify security postures through comprehensive risk management and compliance, including assessments, security architecture, and penetration testing. Our services ensure alignment with frameworks like ISO 27001 and NIST.

INDUSTRY COVERAGE



05

**INDUSTRY
COVERAGE**

5. INDUSTRY COVERAGE

Cairo Next serves clients across a broad range of sectors, with industry-trained professionals who bring deep knowledge of each operating environment:

– Consumer Markets



– Technology, Media & Telecommunications (TMT)



– Financial Services



– Energy, Resources & Sustainability



– Education & Human Capital



– Government & Public Services



– Healthcare & Life Science



– Entrepreneurial & Private



– Business



– Real Estate



– Industrial & Manufacturing



– Transport & Logistics



– Tourism & Hospitality



WHY CAIRO NEXT

06 WHY CAIRO NEXT

6. WHY CAIRO NEXT

Integrated Thinking.
Senior Attention.
Practical Execution.

Clients choose Cairo Next for its ability to deliver senior-led, multidisciplinary advisory within a fully integrated model. We do not approach strategy, finance, governance, risk, technology, and organizational capability as isolated disciplines. Instead, we combine them to address complex, interconnected business challenges with solutions that are both commercially sound and operationally executable. Every engagement is led by experienced professionals. Our clients work directly with senior advisors who bring deep technical expertise alongside a practical understanding of institutional realities and decisionmaking environments.

Our experience spans Egypt, the Gulf, and broader regional markets, enabling us to adapt global best practices to local contexts with precision and relevance. Cairo Next also benefits from international professional connectivity through its association with McMillan Woods Worldwide via Dr. Mohamed Sharkawy's membership. McMillan Woods Worldwide is a global association of independent firms, with a presence across more than 77 countries and over 180 offices. We are committed to delivering measurable impact, maintaining the highest standards of professional integrity and confidentiality, and building long-term partnerships grounded in trust and performance.

LEADERSHIP TEAM

07 LEADERSHIP TEAM



7. LEADERSHIP TEAM

Cairo Next is led by a senior team of practitioners with a combined experience exceeding 85 years across finance, investment, technology, and risk management.

Prof. Dr. Hassan El-Sady

Founding Partner, Chairman of the Board

Over 30 years of advisory experience to governments, sovereign wealth funds, and major corporations across the Middle East. Prof. El-Sady is a globally recognized authority in finance and investment, serving as Professor of Finance at Cairo University and the American University in Cairo (AUC). With over three decades of experience, he has become a sought-after advisor to sovereign wealth funds, high-net-worth investors, and Fortune-level corporations. Holding a PhD in Financial Economics and dual master's degrees in Economics and Business Administration from the United States, he combines academic rigor with hands-on expertise in financial modeling, capital markets, real estate finance and investment, corporate restructuring, and investment strategy. His track record includes advising on sovereign funds' portfolios exceeding \$600 billion, restructuring major banks and financial institutions in Kuwait, and designing sustainable financing models for Saudi Arabia's Vision 2030 housing program valued at \$41 billion. He has consistently guided governments, corporations, and investors through complex, high-value transactions ensuring profitability, resilience, and competitive advantage.

Beyond advisory, Dr. El-Sady has co-authored global finance textbooks with Pearson and Springer, supervised over 100 postgraduate theses, and published extensively on exchange rate liberalization, SME resilience, financial inclusion, foreign investment, country risk, and capital market development. His insights are regularly featured on CNN, BBC, RT, CNBC Arabia, Sky News, Bloomberg Al-Sharq, and Al Arabiya, reinforcing his reputation as a trusted voice in global finance and investment.

Dr. El-Sady wide range of experiences include, but not limited to, the following

- **Advanced Financial Analysis:** Advisor to Kuwait's Prime Minister's Office, evaluating sovereign wealth funds and uncovering growth opportunities.
- **Financial Modeling:** Architect of robust financing models for Saudi Vision 2030 housing program and securitization plans for Kuwait Credit Bank.
- **Feasibility Studies:** Led high-impact studies across real estate, healthcare, industrial, and infrastructure projects in Egypt, GCC, UAE, and Asia.
- **Business Valuation:** Delivered enterprise valuations for M&A, fundraising, and privatization, enabling investors to negotiate from a position of strength.
- **M&A Advisory:** Directed negotiations and integration in complex, high-value transactions across different sectors.
- **Corporate Restructuring:** Reorganized Kuwait Credit Bank and advised on privatization strategies for Egyptian utilities, unlocking profitability.
- **Financial Operations Improvement:** Enhanced efficiency and governance frameworks for ministries, banks, and private corporations.
- **Financial & Regulatory Policy Advisory:** Drafted landmark laws on PPPs, competition, bankruptcy, sukuk, and foreign investment in Kuwait.
- **Accounting & Governance Advisory:** Advanced governance and privatization programs with OECD and PwC.
- **Dr. El-Sady's profile positions him as the intellectual and strategic anchor of CNC – a leader whose career embodies the firm's mission of measurable growth, resilient governance, and sustainable impact.**

Credentials: PhD Financial Economics (University of New Orleans USA) | CFA Levels I & II



Dr. Mohamed Sharkawy

Founding Partner, Governance & Business Transformation

Over 20 years of experience helping organizations across Egypt, the UAE, and Saudi Arabia strengthen governance, improve financial decision-making, and execute transformation initiatives that deliver measurable and sustainable value.

- Advises on financial governance, valuation, internal audit, due diligence, restructuring, digital finance, and institutional transformation..
- Brings a practical and commercially grounded perspective to governance frameworks, financial policies, ERP-enabled reporting, and performance improvement initiatives.
- Works with corporates, financial institutions, and public-sector entities to address operational and financial complexity with stronger controls and clearer execution.
- Helps clients enhance resilience, improve efficiency, manage risk, and build growth-ready organizations.
- Combines technical financial expertise with implementation-focused advisory to create longterm value for stakeholders.

Credentials: DBA Financial Management | MSc Business Administration | MBA with Distinction | Certified Public Accountant | Internal Auditor Certification (FRA) | Certified Board Member (FRA)



Eng. Ahmed Elawady

Founding Partner , Technology
& Digital Transformation

Over 23 years of enterprise IT leadership across aviation, hospitality, retail, manufacturing, media, and real estate. Senior technology executive with deep expertise in digital transformation, ERP implementation, IT governance, infrastructure modernization, and data center operations.

- Delivered up to 70% reduction in IT operational costs through infrastructure optimization, cloudmigration, and operational efficiency improvements.
- Led digital transformation and enterprise systems initiatives across 66+ companies and 30,000+ employees, while reducing IT operating expenses by up to 50% through infrastructure optimization, vendor consolidation, and process automation.
- Directed large-scale data center operations and infrastructure modernization, ensuring 24/7 service availability, improved resilience, and reduced downtime across complex enterprise environments.
- Executed ERP implementations and integrations across Odoo and legacy enterprise platforms, including SAP and other enterprise systems, with successful delivery across 15+ organizations in Egypt, Saudi Arabia, and the UAE.
- Built and aligned IT governance frameworks, audit readiness programs, security controls, and service delivery models to support business strategy and regulatory compliance in highly regulated environments.

Credentials: MBA, Cairo University | B.A. Commerce, Cairo University | ITIL | CISA | CCNA | MCSE | CEH | CVOICE | Microsoft SharePoint Specialist | Microsoft Exchange Specialist | Odoo ERP Implementer Certification | Project Management Professional Certification



Dr. Vasilya Sultanova

Founding Partner, Banking,
Financial Institutions & Risk

Over 25 years of diversified experience in investment banking, risk management, portfolio strategy, and financial markets across Uzbekistan, Kuwait, and Egypt. Former Head of Securities & Investment Division, Ipoteka Bank.

- Led the IPO listing of Ipoteka Bank on the Tashkent Stock Exchange, managing all documentation and regulatory compliance.
- Coordinated due diligence processes with IFC (World Bank Group), EBRD, and PwC on privatization assignments.
- Achieved a 50% increase in leasing portfolio volume within six months through structured finance initiatives.
- Developed the SME Sustainable Finance program in collaboration with CIB Bank.
- Assistant Professor of Finance at Nile University; advised 700+ students on career and academic development.

Credentials: PhD Finance, International School of Management Paris (2021) | FRM (Full) | CFA Level II | Licensed Stock Broker



Value Creation,
Growth, Impact,
everywhere.



www.caironext.com

GET IN TOUCH



44 Al Haram Street, Crystal Palace
Mall, Giza, Egypt



info@caironext.net



+201227078700