



# Dr. Samir Ramzy Attia

Consultant / Management Trainer

# DR. SAMIR ATTIA

► Consultant / Management  
Trainer

# Who ?

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- ▶ Professional Sales & Marketing experience since 1985 with Multinational Companies.
- ▶ Free Lance Trainer provides a World Class Workshops in Management & soft skills to leading International Companies in different industries – including SME's- where value added is achieved.
- ▶ providing immediate business solutions efficiently , effectively and affordably.

# Why ?

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- ▶ We have proven track record in helping our customers to maximize their business opportunities , whilst adhering to the highest standards of professionalism.

# Strength

- ▶ We pride ourselves on our focus , drive and commitment.
- ▶ Expertise in the Middle East Markets inside-out.
- ▶ we also constantly review & identify new business opportunities and seek to drive suitable practices to our customers.

# Areas of Expertise

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- Sales & Marketing
- Customer Service
- Leadership
- Coaching “ OTJ “ Training
- CSR & Company Image
- TOT
- Soft Skills
- SME's – NGO's
- Consulting

# Professional Experience

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- Schweppes , Egypt 1998 - 2009
- British American Tobacco,  
Middle East, 1985 - 1997
- National Bank of Abu Dhabi,  
Egypt, 1980 - 1985



# International Partnership

- AMA – MCE “American Management Association-Management Center Europe
- GIZ , Germany
- Int’l Finance Corp. (IFC)
- ESLSCA Business School
- USAID
- UNICEF
- The Arab League
- Cairo American Chamber (AMCHAM)
- CEOSS – SME’s initiatives & Loans



# Qualifications

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- PH.D. in Bus. Admin. , Netherlands , with Grade V. Good , leading study on Corporate Social Responsibility. ( CSR ), 2007
- Master in Management, leading study on Company Image, Sadat's Academy for Management, Egypt , 2005
- High Management Diploma with Grade V. Good , Sadat's Academy for Management , Egypt , 2001
- Arabic/English Translation Diploma , The American University in Cairo , Egypt , 1977

# Some of our Valued Partners

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# In Egypt



# Major learning & Training Projects

- Leadership training for the PARLIAMENT of the Arab Republic of Egypt in cooperation with the African Development Bank & ESLSCA Business School , Egypt , March 2019
- Customer Service for Talaat Moustafa Real Estate group organized by IMI , Feb. 2019
- Preparing youth for labor market organized by Innovety consulting financed by GIZ & International Organization for Migration (IOM ) , Sept.2018
- Preparing & qualifying youth for labor market organized by the National Egyptian Development Association ( NEDA ) , financed by GIZ , Aug.2018.

# Major learning & Training Projects

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- ▶ Customer Service Workshop for 150 participants in the Ministry of Civil Service , Riyadh , Saudi Arabia, organized by Arab Organization for Development ( ARADO ) , The Arab League , Aug.2018.
- ▶ SABIC , soft skills organized by MCE –AMA , Europe , 2017
- ▶ Marketing Micro Finance projects , loans organized by CEOSS , Nov.201
- ▶ Leading & managing team for Tameer Bank in Pakistan on behalf of the International Finance Corporation ( IFC ) the World Bank Group ( WBG )



# Major learning & Training Projects

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- ▶ Capacity building for Decision Makers in Greater Cairo Governorates by GIZ , Aug.2017
- ▶ AMA-MCE SABIC project , Soft Skills Training, Saudi Arabia, 2015
- ▶ The Holding Company for Water & Water Sanitation Customer Service project financed by UNICEF 2014 till now.
- ▶ CEOSS Development –SME's project financed by SAWIRES Foundation 2014
- ▶ Dubai University – DEWA customer service project , Dubai 2013
- ▶ CANAR , project , Khartoum 2009

# MINISTRIES

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- ▶ Ministry of Public Works , Kuwait , Qatar
- ▶ Ministry of Transportation & Ministry of Finance , Kuwait
- ▶ Ministry of Finance , Transport , Ministry of Civil Service , Saudi
- ▶ Ministry of Information , Saudi
- ▶ Ministry of Oil , Saudi , Khartoum
- ▶ Ministry of Finance , Qatar
- ▶ The Cabinet , Ministry of Finance , Jordan
- ▶ Ministry of Fishery , Ministry of Social Development , Muscat
- ▶ Ministry of Health Egypt , Iraq
- ▶ SEHA , Western District , Abu Dhabi
- ▶ Ministry of Works , Bahrain
- ▶ Ministry of Foreign Affairs , Education , Health , Labor in Union Des Comors
- ▶ Ministry of Labor , Libya
- ▶ Ministry of Telecommunications , Iraq
- ▶ Cairo opera House , the Ministry of Culture
- ▶ The National Council for Medical & Health Profession “ Khartoum “

# Ministries in Egypt

- Ministry of Health
- Ministry of Intl Cooperation
- Ministry of Administrative Development
- Ministry of Supply & Internal Trade
- Ministry of Communication & Information Technology
- Government Sector Unit
- Ministry of Education
- Ministry of Youth
- Ministry of Transport



# MUNICIPALITIES

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- DUBAI Municipality
- RTA , DUBAI
- Ras Al Khaima Chamber of Commerce
- Dubai Electricity & Water Authority , (DEWA )
- Abu Dhabi Distribution Company ( ADDC )
- Libya Municipality

# Our Customers in Oil & GAS Industry

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- ▶ ADNOC , ADNOC Distribution , ARAMCO , ExxonMobil , KOC , KPC , KNPC , Chevron , Gulf Oil Operations, Kuwait Gulf Oil Co.,KOC , PIC, KJO , BROUGE , SABIC , Royal Commission for Jubail & Yanbu ,PETRODAR , WNPOC , Nile Petroleum, TOTAL , Al Maha Petroleum products , MB Petroleum Services , Gulf Oil Co. Libya , Oil Training Center, Khartoum , PETROJET , PETROBEL , SUCO , INBY , GASTECH , CARGAS , Ganop Holding Co., Egypt

# PHARMACEUTICALS

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- GLAXCO , NOVARTIS , Saudi Pharmaceutical , NATCO Pharma , Philadelphia Pharma , Modern Pharma , Pharmaixir , Al Hekma , Falag Medical Co. , Amipharma , Jamgom Pharma , Tayser Medical , Badr Pharma , Agial Pharma , City Pharma , Dal Medical , Amoun Egypt

# FOOD INDUSTRY

- ▶ Hail Said Group ( HAS ) , Yemen
- ▶ Al Rowaishan Group , Yemen
- ▶ National Biscuits , Saudi Arabia
- ▶ Al Sayer Franchising , Kuwait
- ▶ Pepsico
- ▶ Arrak Group , Khartoum
- ▶ Sayga Investment Co., Khartoum
- ▶ Egyptian for Distribution & Services
- ▶ Edita , Egypt

# TELECOMMUNICATIONS

- ZAIN , MTN , ORANGE , MOBILY , STC , OMANTEL , SUDATEL , SUDANI , CANAR , Mobinil , SABAA Phone , Yemen Mobile , Public Telecommunications , Yemen , CENCOM , Al Madar Libya , Iraq Ministry of Telecommunications , National Communication Corporation , Khartoum.
- KOREK , Erbil , Iraq

# EDUCATION

- American Management Association Management Center Europe ( AMA-MCE )
- University of Dubai
- University of Sharjah
- Emirates College of Technology , Abu Dhabi
- Al Khawarizmi Int'l College, Abu Dhabi
- The American University in Cairo , Management Diploma
- ESLSCA Business School , Egypt
- Ministry of Education , Egypt
- Tanta University
- ARADO , The Arab League

# AUTOMATIVE

- TOYOTA
- HYUNDAI
- MERCEDES
- AL ROWAISHAN MOTORS
- COMMERCIAL CENTER FOR CARS , YEMEN
- AMIC
- BRIDGESTON

# BANKING

- ▶ KUWIAT INVESTMENT HOUSE
- ▶ TAMEER BANK , LAHORE
- ▶ SAUDI CREDIT & SAVING BANK (SCSB)
- ▶ RIYDADH BANK
- ▶ FASIAL ISLAMIC BANK
- ▶ CENTRAL BANK OF SUDAN
- ▶ Labor Bank , Khartoum
- ▶ Bank Omdurman , Khartoum
- ▶ National Bank of Egypt , Khartoum
- ▶ YEMEN COMMERCIAL BANK
- ▶ ARAB AFRICAN INTL BANK
- ▶ BANQUE DI CAIRE
- ▶ Libya Central Bank
- ▶ CAC Bank , Yemen



# CEMENT

- ▶ OMAN CEMENT , Raysut Cement Company , Oman
- ▶ National Cement Company , Yemen
- ▶ KUWAIT CEMENT
- ▶ YAMAMA CEMENT , ARABIA CEMENT , Saudi Arabia
- ▶ Western Cement Company , Saudi Arabia
- ▶ Yanbu Cement Company , Saudi Arabia
- ▶ Yamama Cement Company , Saudi
- ▶ CEMENT ASSUIT , QENA
- ▶ ALNAHDA Cement, QENA

# Real Estate

- Qatar DIAR
- Talaat Moustafa Group
- AMLAK
- MOUNTAIN VIEW
- LEILAH GROUP
- HELIOPOLIS COMPANY
- Mashare , Kuwait
- Ministry of Tadamon , Khartoum
- Akareya Realstate , Khartoum
- Al Halawany Real State , Cairo

# Insurance

- Iskan
- Misr Life Company
- Misr Insurance
- Met life

# TOBACCO

- IMPERIAL TOBACCO
- ROTHMANS , Khartoum & Yemen
- EASTERN Company , Egypt

# OTHERS

- ▶ Scientific Center , KASCO , Kuwait Investment , Kuwait Investment Authority , Civil Service Commission , Kuwait
- ▶ DHL , ARAMEX , Express Mail service (EMS)
- ▶ QAFCO , Qatar & ARASCO Saudi
- ▶ HAMAD Intl hospital , Doha
- ▶ EVONIC “ Germany “
- ▶ Gypsum Co. & Jordan Investment Board , Jordan
- ▶ Omani National Livestock Development Co., Oman
- ▶ Iraqi , Saudi Red Crescent Society & Hospital

# NON GOVERNMENTAL ORGANIZATIONS ( NGO's )

- UNICEF , EGYPT
- 3 IE ( Int'l Initiative for Impact Evaluation )
- Arab Networking organization
- Arab labor Organization
- Arab Council for Children
- Coptic Evangelical Organization for Social Services ( CEOSS ) in loans , Development projects and SME's.

# Consulting

- ▶ Developing and supporting EU funded initiatives , SME's to improve women standard of living and empowering them.
- ▶ Supporting SME's and Commercial Companies

# Events & Conferences

- Speaker and Effective participation in :
- Corporate Social Responsibility ( CSR )
- Maximizing Company Image
- Public Relations
- Sales & Marketing
- Leadership
- Education



# Contact us

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إدارة التدريب وتطوير اساليب العمل



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# Sales & Marketing Workshop for the Students at the American University in Egypt









