

Sustainable Development
Solutions
for the
Middle East & North Africa
SDSmena Ltd.

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SDSmena Idea

We Provide Integrated Sustainable Development Solutions

- **Vision:** To be the trusted business partner of our customers in the Energy and Environment sectors.
- **Mission:** Developing Innovative Solutions that achieve Sustainability and Success for our customers, business partners, staff, and community.
- In the energy and environment fields, we help our customers and partners meet their needs of the present without compromising the ability of future generations to meet their own needs. Our services cover the entire life-cycle of the project, starting with feasibility studies, due diligence, environmental, social & health impact assessments (ESHIA), and ending with decommissioning and remediation of contaminated sites, in addition to other tailored solutions to suit customers' needs.
- Our scope in other non-energy & environment fields encompasses management and human resources training, marketing, economic, and financial consulting services. SDSmena key personnel have over 60 years of experience in their relevant areas of expertise across the Middle East & North Africa region. Moreover, we continue to develop a roster of highly qualified local and international experts to complement our in-house team of professionals.



SDSmena Founders



President
ESG Partner



CEO & Managing Director
Energy Partner



Environmental, Social & Governance Partner

- ❖ Mohamed Hassan has 30+ years of experience in environment & social consultancy, and proven track record in successfully starting up sustainable businesses
- ❖ Mohamed has extended experience in executing, managing and directing environmental and social (E&S) projects across the MENA region (*Algeria, Libya, Mauritania, Lebanon, Syria, Jordan, Iran, Qatar, Saudi Arabia, Kuwait, Oman, and UAE*).
- ❖ He was a Co-founder of Komex Egypt (1997 – Environment, Social, & Water Resources Consultancy) developing it into a high-profile regional franchise with other business partners in the Middle East and North Africa.
- ❖ Post-acquisition of Komex by Worley in 2006, he was appointed Regional Managing Director for Environment and Water Resources at Worley, playing a key role in starting up Worley's operations in Egypt and North Africa (2006 – 2013) across different sectors
- ❖ He is a licensed environmental impact assessor (Egyptian Environmental Affairs Agency Registration # 2021/5/17/73).



Environmental & Social Partner, cont.'

- ❖ As a principal environmental consultant, provided environmental consultancy for major clients to assure compliance with international lenders' environmental & social requirements of: World Bank//FC/Equator Principles, EIB, US EX-IM Bank, EBRD, UKEF, SACE, JBIC, AfDB, AFC, CIDA, UNDP, Korean Ex-Im Bank, HSBC, environmental regulators, and other IFI's.
- ❖ Mohamed holds Masters of Business Administration (MBA) from the Arab Academy for Science & Technology, A Bachelor of science (B.Sc.) in Mechanical Power Engineering from Cairo University, and a professional certificate in environmental engineering from the American University in Cairo (AUC).
- ❖ Mohamed's Profile:

LinkedIn profile: <http://linkedin.com/in/mohamedhassansdsmena>



E&S Services

❖ Environmental and Social Site Assessments & Due Diligence

- We have vast experience conducting environmental and social site assessments (ESSA) as part of our environmental and social due diligence process to assess a project's alignment with international standards, such as the IFC Performance Standards, EBRD Performance Requirements, Equator Principles and the World Bank's Operational Policies and EHS Guidelines. The E&S site assessments help customers identify E&S existing conditions and potential risks at an early stage of any project.
- Furthermore, we perform ESSA and due diligence according to internationally recognized standards supporting customers in their investment decisions prior to investment and/or acquisitions, in addition to developing periodic E&S reports for their stakeholders and investors post investment to assure compliance with required and relevant standards.



E&S Services, cont.'

❖ Environmental, Social and Health Impact Assessments (ESHIA's)

We assist our customers, in both the private and public sectors, in addressing sustainability early on in their projects for sound decision making. SDSmena key personnel has successfully completed large scale Environmental, Social and Health Impact Assessments (ESHIA's) for projects in the oil and gas, mining, industrial, infrastructure and other sectors.

We support our business partners in obtaining environmental approvals for their projects, from the local authorities as well as international financial institutions/lenders, combining both local and international standards, such as the International Finance Corporation (IFC)/World Bank, European Bank for Reconstruction and Development (EBRD), UKEF, US Ex-Im, and others.



E&S Sample Project 1

❖ Petrochemical Group of Companies (Confidential)

- Developing corporate policies concerning Crisis Management Plan, Environmental, Social and Security polices
- Providing the group of companies with environmental & social advisory/consultancy support services since 2014 todote
- Support services included but not limited to:
 - Liaise with stakeholders/investors/lenders (ex: IFC, EBRD) ESGI Due Diligence teams/consultants as a requirement prior to invest in the Group.
 - Liaise with environmental and social authorities for permitting and related matters.
 - Develop Annual Monitoring Reports (AMR) for Operating Companies for IFC.
 - Liaise with Export Credit Agencies (ECA's – US Ex-IM, OPIC, Korea EX-IM, SACHE, and UKEF) as lenders for mega projects, which has been successfully achieved for a Petrochemicals Complex.



E&S Sample Project 2

❖ Green Fuel Alliance (GFA) "Owners E&S Consultant - CSO":

- GFA is a consortium of EDF Renewables and Zero Waste developing a fully integrated green ammonia project. The company is under development and registration phase and is dedicated for the project.
- The project is in an early development phase and SDSmena is providing E&S and permitting support services to assure meeting or surpassing potential lenders E&S requirements as well as local Egyptian requirements.
- E&S support services include but not limited to: assign international ESHIA consultant, develop E&S scope and IFC requirements, liaise with potential lenders, manage ESHIA international consultant and sign off deliverables and other services as required.
- The project is composed on Renewable energy site, overhead high voltage transmission line, main plant site on the red sea, and exporting port.



E&S Sample Project 3

❖ *Environmental Advisor/Director, Site Assessment, Wood plc/Foster Wheeler/Echem*

The Egyptian Petrochemical Holding Company (ECHEM) retained wood plc to conduct bankable feasibility study required for a petrochemicals complex to be located in Ain Sokhna Industrial Zone, Suez Canal Economic Zone (SCZone), Red Sea, Egypt. AMEC Foster Wheeler/wood plc subcontracted SDSmena Ltd. to be their local consultant for the project site assessment scope of the study.

❖ *Environmental Advisor/Director, Preliminary ESHIA, Wood plc/Foster Wheeler/Echem*

The Egyptian Petrochemical Holding Company (ECHEM) retained wood plc to conduct bankable feasibility study required for a petrochemicals complex to be located in Ain Sokhna Industrial Zone, Suez Canal Economic Zone (SCZone), Red Sea, Egypt. AMEC Foster Wheeler/wood plc subcontracted SDSmena Ltd. to be their local consultant for the preliminary environmental and social impact assessment of the project.



Energy Partner

- ❖ Emad Ghaly is the co-founder and CEO of the Energy activities
- ❖ Seasoned Engineering Leader with extensive experience in Renewable Energy, Conventional Energy, and Infrastructure, leadership roles within the energy and transportation industries, demonstrating a strong ability to navigate complex business landscapes and drive transformative initiatives.
- ❖ From March 2022 till October 2023, Emad Ghaly was the Executive Chairman of the Iskraemeco Group, the Managing Director of Africa and Egypt, and the Chief Innovation Officer of ELSEWEDY Electric Group.
- ❖ From 2016 until the beginning of 2022, Ghaly was the CEO of Siemens in Egypt and then the Managing Director of Siemens Energy in Egypt.
- ❖ Emad Ghaly was President of the German-Arab Chamber of Industry and Commerce from 2018 to 2022 and is currently a board member as of October 2024.

- ❖ LinkedIn profile: <https://www.linkedin.com/in/emad-ghaly-ceo-advisor/>



Energy Partner, cont.'

Emad Ghaly's key achievements:

- ❖ Secured an €8 Billion Energy Megaproject: Led the development and execution of a 16.4 GW sustainable energy solution in Egypt, meeting 25% of the nation's energy needs, reducing power outages, and driving transformative growth in the energy sector.
- ❖ Revolutionized Infrastructure with High-Speed Transport Projects: Strategically contributed to multi-billion Euro transport initiatives spanning over 2,000 km, significantly enhancing Egypt's connectivity and benefiting over 50 million citizens.
- ❖ Executed Strategic Growth Initiatives: Launched a high-impact growth strategy across multiple industries within Siemens Middle East, achieving a 20% market expansion and generating multimillion-euro revenue growth.
- ❖ Pioneered Future-Focused Growth Strategies: Initiated scenario-based strategic projects that positioned Elsewedy Electric Group as a global leader in sustainable, digital, and connected infrastructure solutions.
- ❖ Established Centers of Excellence: Founded the Egypt Service Centre and the Egyptian German Technical Academy in collaboration with GIZ, delivering advanced technical training to over 1,500 professionals annually, fostering local capacity development.
- ❖ Recipient of the Werner von Siemens Award (2016): Honored for exceptional customer-centric strategies that elevated client satisfaction and loyalty, driving business growth by over 10x.



Energy Services

The core of our business is offering our customers and business partners integrated sustainable solutions and consultancy throughout the Energy project's life cycle. Our team provides customized strategies for enterprises that aim to decarbonize their operations and meet their client's and markets' requirements.

- **Feasibility Studies:** We assist our clients in assessing projects' technical, business, and financial feasibilities for Solar PV, Battery Energy Storage, wind energy, and hybrid energy solutions.
- **Renewable Energy and Green Hydrogen:** Our team of experts supports evaluating the technical and commercial feasibility of renewable solutions to access reliable and sustainable renewable energy sources and assessing the applicability of Green Hydrogen in different industries to reduce carbon emissions. During the project implementation, we focused on low-cost paths that led to the decarbonization of clients' operations while maintaining business continuity.



Energy Services, cont'

- **Energy Transition to a sustainable energy system:** Developing energy concepts to deepen the knowledge and understanding of the energy landscape of our clients' operations. In addition, our teams develop and define customer-specific improvement measures that can enable the transition plan to a climate neutral energy system.
- **Decarbonization:** Shaping the path to a climate-friendly future – in a reliable, affordable and sustainable way. We support you to successfully embark on the decarbonization journey that benefits your business operations, the society and the environment at large.
- **Go to market strategy:** We guide and help international companies who want to penetrate the Egyptian and Middle East markets with their energy products and solutions. . We assist our clients in understanding the market and match make them with the right key customers and stakeholders while supporting them in establishing their business locally.
- **Project Management services:** We act as your consultant in project management, from simple to complex projects in the energy field. With our knowhow and solid experience, we support you in setting up your business model with an optimized allocation of resources, achieving project goals and objectives within scope ,time and budgetary constraints.

