



**AI SAHM  
Companies' Representation Co.**





DUBAI

### International Business Hub

Strategic Location, investor friendly infrastructure, and full support of the government.

# Welcome

” International businesses targeting the Gulf market need access to **Ethical, Regionally Customized, and High-Quality** services in Dubai.

### Al Sahn Companies' Representation

provides a one-stop shop of a variety of professional services to help their partners establish a strong business presence in UAE the main window to the Gulf and African markets.

# Meet the Team



**Mohamed Roshdy**

Founder  
Operation Director



**Shady Makin**

Founder  
GM & Legal Director



**Sherif Attia**

Founder  
Digital & Advertising Director





**Mohamed Roshdy**

Aviation Industry Consultant with broad experience in Ground Handling Operations for more than 27 years. IATA & AACO Station Management & Contractual/Negotiations Skills Free Lance Instructor. Former Chairman of Ground Handling Steering Board and former Vice Chairman of IATA Ground Handling Council. Managed Egyptair Operations & Airport Services in Turkey & UAE for more than 10 Years. A leadership Role as Director Contracts & Agreements in Egyptair for more than 6 years to manage procurement side for more than 100 World Wide Ground Handlers.



**Shady Makin**

A 27 years + of working experience as a Lawyer and Legal Consultant in highest Authorities in Egypt, Qatar, Kuwait, Saudi Arabi and UAE. My Master Degree in International Commercial & Investment studies elevated me to be an International Commercial Arbitrator & Expert in Legal Mediation for more than 22 years now. While My Master in Intellectual Property of Rights (IP) also elevated me as International Commercial Arbitrator in Intellectual property disputes. My Enrolment as a legal advisor to the First Deputy in the Diwan of His Highness the Prime Minister in the State of Kuwait from January 2009 to May 2011 has entrusted me to participate in the formulation of Emiri decisions and international commercial convention in coordination with the Fatwa and Legislation Department.  
Current Owner & Executive Director of Zayed Arab Center as one of the leads law firms in Egypt.



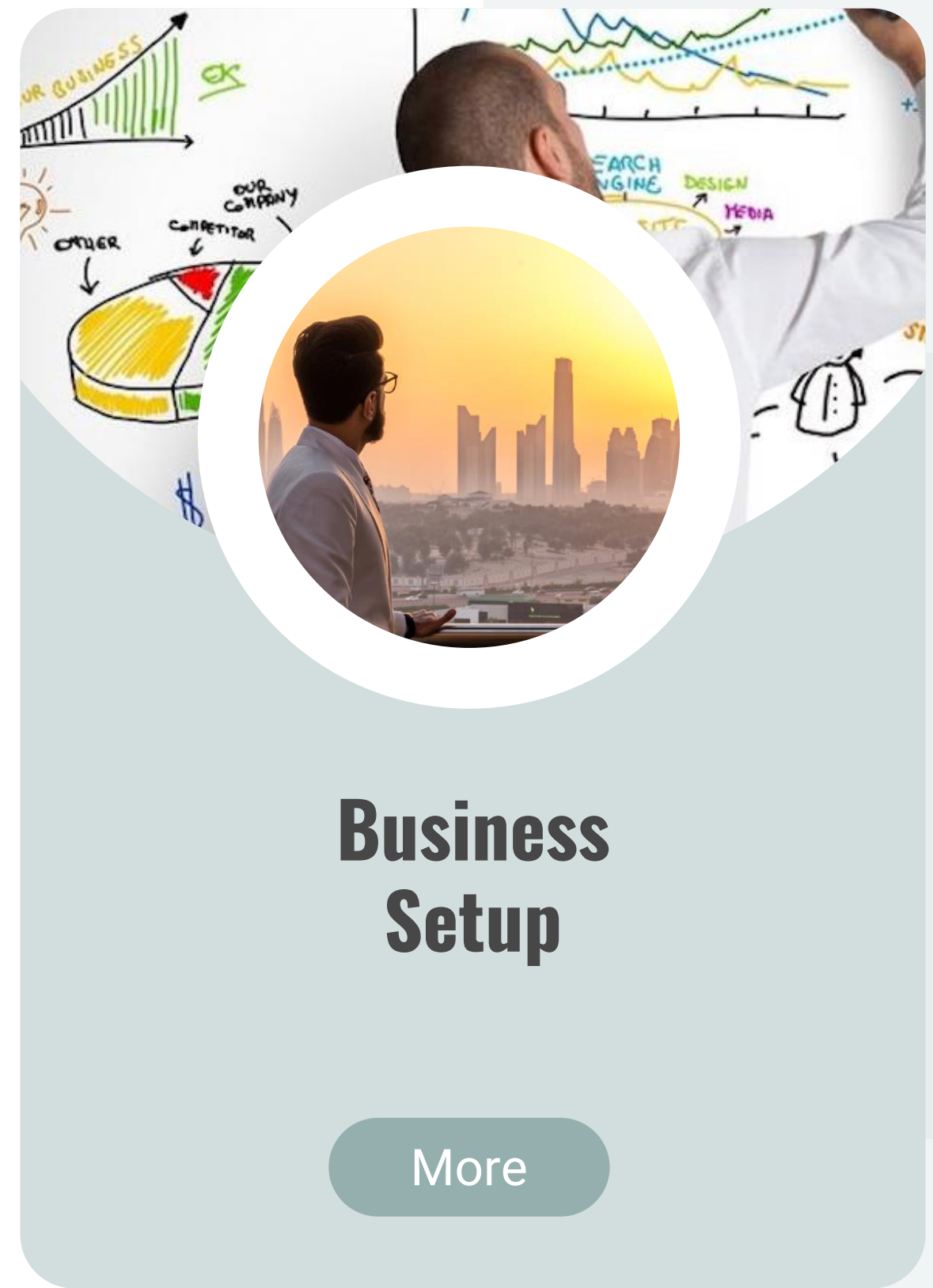
**Sherif Attia**

An expert in Information technology, design and advertising for more than 20 years now. My Diplomas in graphic designing and Microsoft certified system administrator refined my Experience in occupying various roles in General Organization for Export and Import Control as a computer operator and later as financial and administration Manager at Zayed Arabian Center. Having Wide experience in Designing different Advertising Materials plus my remarkable background in Designing websites and making official e-mails and Providing all technological and technical consultations related to the Internet.



# What We Provide

## 1 Legal Representation Services



**Business Setup**

More



**Intellectual Property**

More



**Arbitration, Mediation & Legal Advising**

More




# What We Provide

## 2 Commercial Representation Services



**Sales & Marketing**

Sales    Marketing



**Operations**

More



**Market Research**

More



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## 1 Legal Representation Services

# Business Set up

**A One-Stop Shop for**

**Professional Services**

1. Establishing all types of commercial and professional companies.
2. Providing certified translation work in all languages.
3. Providing funding sources finance to support investment projects.
4. Nominating the appropriate sponsor for the client.

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## 1 Legal Representation Services

# Intellectual property

**A One-Stop Shop for**

**Professional Services**

1. Copyright.
2. Patent.
3. Industrial models and designs.
4. technology transfer & Exploitation contracts.
5. Trademarks.
6. Arbitration in intellectual property disputes.

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## 1 Legal Representation Services

# Arbitration, Mediation & Legal Advising

**A One-Stop Shop for  
Professional Services**

1. Commercial arbitration in international and local commercial disputes.
2. Implementation of international and local trade arbitration provisions.
3. Supervising legal mediation work and drafting the mediation contract.
4. Providing legal advice in accordance with UAE commercial law investment law.
5. Legal negotiation work related to exclusive agencies.
6. Registration of commercial agencies, trademarks, patents, copyright and industrial models.

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## 2 Commercial Representation Services

# Sales & Marketing

**A One-Stop Shop for  
Professional Services**

### Sales

- A company's growth and success rely on its ability to sell its products and/or services to its target market/buyer persona. A business without a detailed and documented sales strategy can run into numerous issues within its sales team/department.
- Creating a solid foundation for your sales team is essential. We help you develop the relevant market (Gulf) customized Sales Strategy necessary to create that solid foundation to help the company's leaders continually review and assess for sales effectiveness.

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## 2 Commercial Representation Services

# Sales & Marketing

**A One-Stop Shop for  
Professional Services**

### Marketing

- Marketing is constantly evolving, even within the past ten to twenty years we have seen a considerable change from traditional marketing methods to more of an inbound marketing focus. This has led to new challenges, techniques, technologies, analytics, and metrics marketing teams must now track and understand to be successful.
- We work closely to build a self-sustaining \*marketing strategy/system\* that produces consistent and reliable results. The goal of this system is to create full company clarity on what marketing actions are needed, when they are needed, why they are needed, how they will be done, and what is the cost, timeframe, and expected results of those actions.

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## 2 Commercial Representation Services

# Operations

**A One-Stop Shop for  
Professional Services**

- 1-Managing All Available Resources and ensure its efficient for operating the process.
- 2-Set SOP (Standard Operating Procedures) to run missions assigned in effective way.
- 3-Establish KPIs to quality control the whole process according to agreed SLAs.
- 4-Outsourcing necessary services to efficient subcontractors if needed to achieve missions effectively.
- 5-Risk Assess all potential hazards related to Operation process and take necessary action.

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## 2 Commercial Representation Services

# Market Research

**A One-Stop Shop for  
Professional Services**

1. Human-centered market research is a \*trend aiming to connect with consumers as people, not just as buyers presented with products and prices. It is based on \*\*creating more honest and personal relationships between customers, all sales personnel\*, and all involved in the company's success.
2. Focus areas include health and wellness, leisure, education, civic engagement, politics, social influence, persuasive technology, behavior change, reflection and mindfulness, awareness, incentives, and motivation.

The benefits are clear:

- \* More effective Sales and marketing strategies.
- \* Enhanced brand image.
- \* Increased user satisfaction and a higher loyalty rate.
- \* New business opportunities and areas of growth identified by actively listening to customers and brand fans.

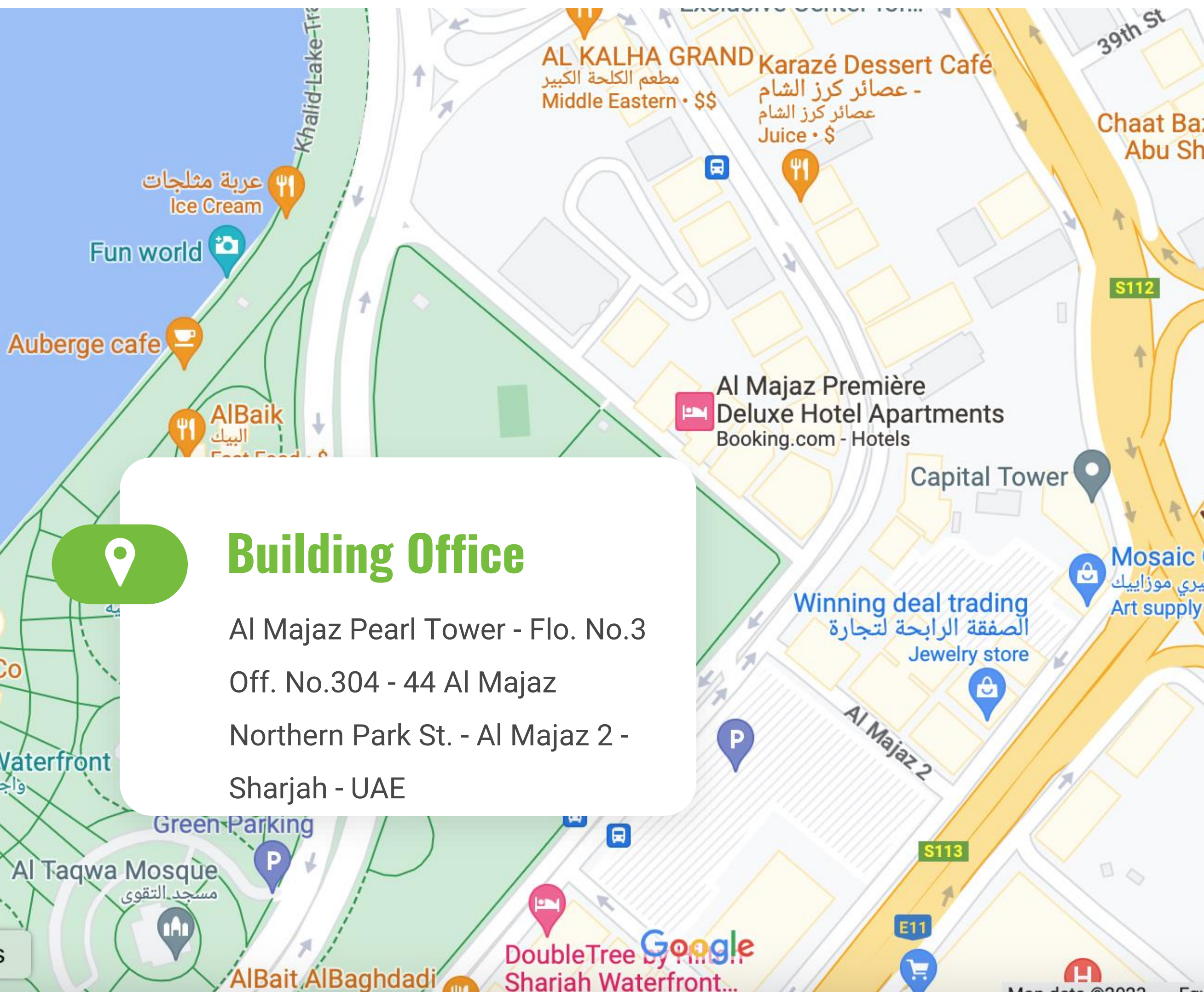
# OUR CUSTOMERS



Africa IoT & AI Challenge



# Contact Us



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**Thank you for  
your attention**



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