

PRECISION. PERFORMANCE. PROGRESS.



# Sedcon





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# 01

## ABOUT SEDCON GROUP

Sedcon Group began its journey in 2022, backed by the extensive expertise of its founders, who bring over 12 years of experience in the field of general contracting and finishing. Since day one, the company has operated according to a clear, strategic work plan that ensures the delivery of distinguished services with international standards, while maintaining competitive prices.

Sedcon Group specializes in a wide range of construction projects, including residential developments, commercial malls, and strategic governmental landmarks across Egypt.

The company brings precision, professionalism, and quality to every stage of execution.

With a strong focus on delivering value, Sedcon Group constantly works to enhance its relationship with clients by maintaining high performance and adhering to core professional values.

We believe that our clients are true partners in success and the key drivers of our growth and excellence in the Egyptian construction market.





# 02

## FOUNDERS' HISTORY





ENG. ROMANY AYOUB  
CHAIRMAN OF SEDCON GROUP

He holds a Bachelor's degree in Civil Engineering, with over 12 years of hands-on experience in general contracting and finishing works. He spent 4 years working in Kuwait, which enriched his professional background with international exposure and diverse project standards. Throughout his career, he has been involved in the execution of numerous residential, commercial, and governmental projects, gaining comprehensive expertise in project management, quality assurance, and timely delivery .



ENG. SHENOUDA YOUSSEF  
CEO & CO-FOUNDER OF SEDCON GROUP

He holds a Bachelor's degree in Civil Engineering, with over 10 years of experience in the construction industry. He previously held leadership positions at major companies, including Team Leader at Orascom Construction, and is currently serving as the CEO & Co-Founder of Royal Furniture Factory. His blend of technical knowledge and leadership skills drives the successful execution of complex projects.





# 03 THE WORD OF CHAIRMAN

At Sedcon Group, our journey began with a clear passion to reshape the future of general contracting and finishing — backed by years of hands-on experience in major projects.

We believe excellence is not a coincidence; it's the result of quality, dedication, and attention to detail.

To us, a project is more than a structure — it's a lasting value that impacts lives.

Our goal is to provide innovative engineering solutions and deliver projects with professional standards, while building long-term partnerships based on trust and transparency. With this approach, we strive to become one of the leading names in the Egyptian market.





We deliver high-quality construction and finishing services through innovative engineering solutions, a skilled team, and a flexible operational system. Our mission is to execute projects efficiently, exceed client expectations, and build long-term relationships based on trust.

# 04

## OUR MISSION





To become one of the leading companies in the Egyptian construction and finishing sector, known for our commitment to quality, innovation, and timely project delivery.

# 05

## OUR VISION





# 06

## CORE VALUES







# QUALITY

We are committed to delivering the highest quality standards at every stage of execution.

# SAFETY

We prioritize the safety of our teams and worksites in every project.





# TRANSPARENCY

We engage with our clients and partners with full clarity and honesty.

# COMMITMENT

We honor our promises and adhere to deadlines, no matter the challenges.





## WHY CHOOSE US?

Choosing Sedcon Group means choosing a partner  
you can rely on.

With decades of expertise in contracting and finishing works,  
we deliver high-quality projects on time and within budget.

Clients trust our transparency, precision, and long-term  
commitment—values that set us apart in the construction  
market.





# 08 OUR SERVICES

Sedcon provides a comprehensive range of construction and finishing services, from structural execution to full project handover, ensuring quality, precision, and timeliness.





## EXECUTION OF RESIDENTIAL, COMMERCIAL, AND NATIONAL PROJECTS

We execute a wide variety of projects including residential compounds, administrative headquarters, commercial centers, and major national developments. Our scope includes infrastructure, concrete structure, and complete finishing works.

## INTERIOR & EXTERIOR FINISHING AND TURNKEY SOLUTIONS

We offer full finishing solutions—covering flooring, walls, ceilings, carpentry, electrical, and plumbing works—alongside turnkey project delivery that includes design and execution to ensure a hassle-free experience.





# 09

## OUR PROJECTS





## | General Contracting

# Verity Business Complex

Sedcon Group is the main contractor for the Verity Business Complex project, developed by **NCB Developments**, under the supervision of executive consultant **ACE | Moharram Bakhoun**. Strategically located in the heart of the New Administrative Capital, the 2,600 sqm development includes commercial, administrative, and medical units built to the highest engineering standards.







| National projects

# Central Bank of Egypt

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Sedcon Group is one of the executing contractors in the Central Bank of Egypt project, under the supervision of the executive consultant Engineering Consultants Group (ECG). This project is considered one of Egypt's major national projects.



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## | National projects

# Mohamed Naguib Station Building - High Speed Rail Project

Sedcon Group participated as one of the main contractors in the construction of the Mohamed Naguib Station Building, as part of Egypt's High-Speed Rail Project, under the supervision of the executive consultant Engineering Consultants Group (ECG). The project is one of Egypt's national infrastructure initiatives aimed at enhancing transportation networks.





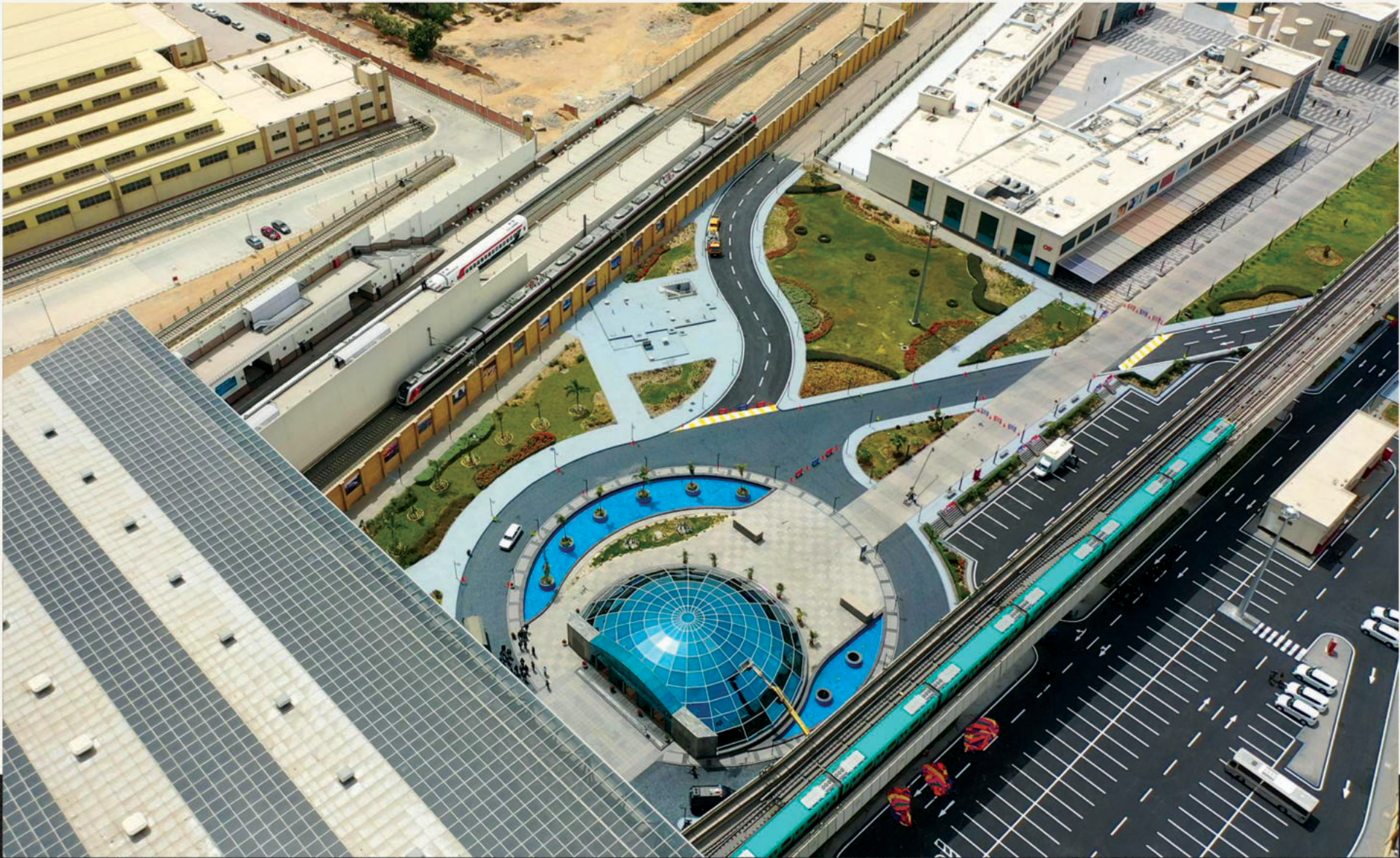


| National projects

# Adly Mansour Station Building

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Sedcon Group participated as one of the executing contractors in the construction of the Adly Mansour Station Building, under the supervision of the executive consultant Engineering Consultants Group (ECG). It is one of Egypt's national projects.



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| National projects

# Latin District - New Alamein City

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Orascom Construction served as the main contractor for the Latin District project in New Alamein City, with Sedcon Group participating as one of the executing contractors under the supervision of the executive consultant Engineering Consultants Group (ECG). The project stands out as one of Egypt's flagship national urban development initiatives.



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## | Finishing and Furniture

At Sedcon Group, we specialize in providing comprehensive turnkey finishing solutions — delivering units fully ready for handover with exceptional quality and meticulous attention to detail across both residential and administrative projects.

# Mass Developments Company

Fully finished interiors reflecting the standards of a leading corporate headquarters.







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# Mountain View

Delivered fully finished apartments, ready for immediate occupancy



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## | Finishing and Furniture

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# SODIC and SODIC Vilette

High-end turnkey finishing apartments and villas with premium standards.



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# Akoya Compound

A hassle-free, move-in ready finishing experience for apartments .



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# Marasem Compound

Luxury finishing villas tailored to sophisticated lifestyles .



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# 10

OUR  
SUCCESS  
PARTNERS









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