



*Management Consulting  
House*

Since 1998

Empowering you to Intelligently  
Manage your Project

Brochure



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Who we are? What we present? Why **RS**? Our services, projects, managing director, staff, vision, value and more in our 2013 annual brochure.

**10-11** A brief of project management solutions, project planning, contract claim management, softwares and training courses.

**12-13** Samples of more than 50 projects all over 6 countries in the Middle East and North Africa.

**14-15** Outline for our services in claim management, and our history in claims and arbitration. We take issues step by step from document preparation to mediation and arbitration if needed.

**16-17** Outline for our database softwares in document control and cost management, which make you totally control projects correspondences and budget.

**18-19** Training programs for International Certificates in Project Management; IPMA & PMP, in cooperation with the AUC, UFE & OGS.

# Who We Are

Over the past fifteen years our company proved its capability to improve project management and to develop a clear vision in project objectives. Through providing a program of activities, our company also illustrated that project management is more than just process implementation. Services offered involve embedding cultural norms and values to our clients in addition to effective project management process.

Innovation and cutting edge are core competencies of our team work.

Project objectives are accomplished within defined budgets and schedules encompassing the work to be provided by all parties involved in the project.

Consultant / Reda Sabry

Managing Director

*Reda Sabry*

In **August 1998**, **RS** Management Consulting House started operating, as professionals in Project Management Services to become one of the first consulting firms specialist in Construction and Portfolio Management managing complex construction projects for reputable clients in Egypt, North Africa and Middle East.

**RS** is dedicated to providing effective and efficient management services for construction projects, in addition to the supplementary services from the pre-tender stage, to the commissioning of completed works.

As management can be described as the judicious allocation and efficient usage of resources to achieve a described end of timely completion and economy of operation, our aim is to get contracts for managing multinational projects by offering management services.

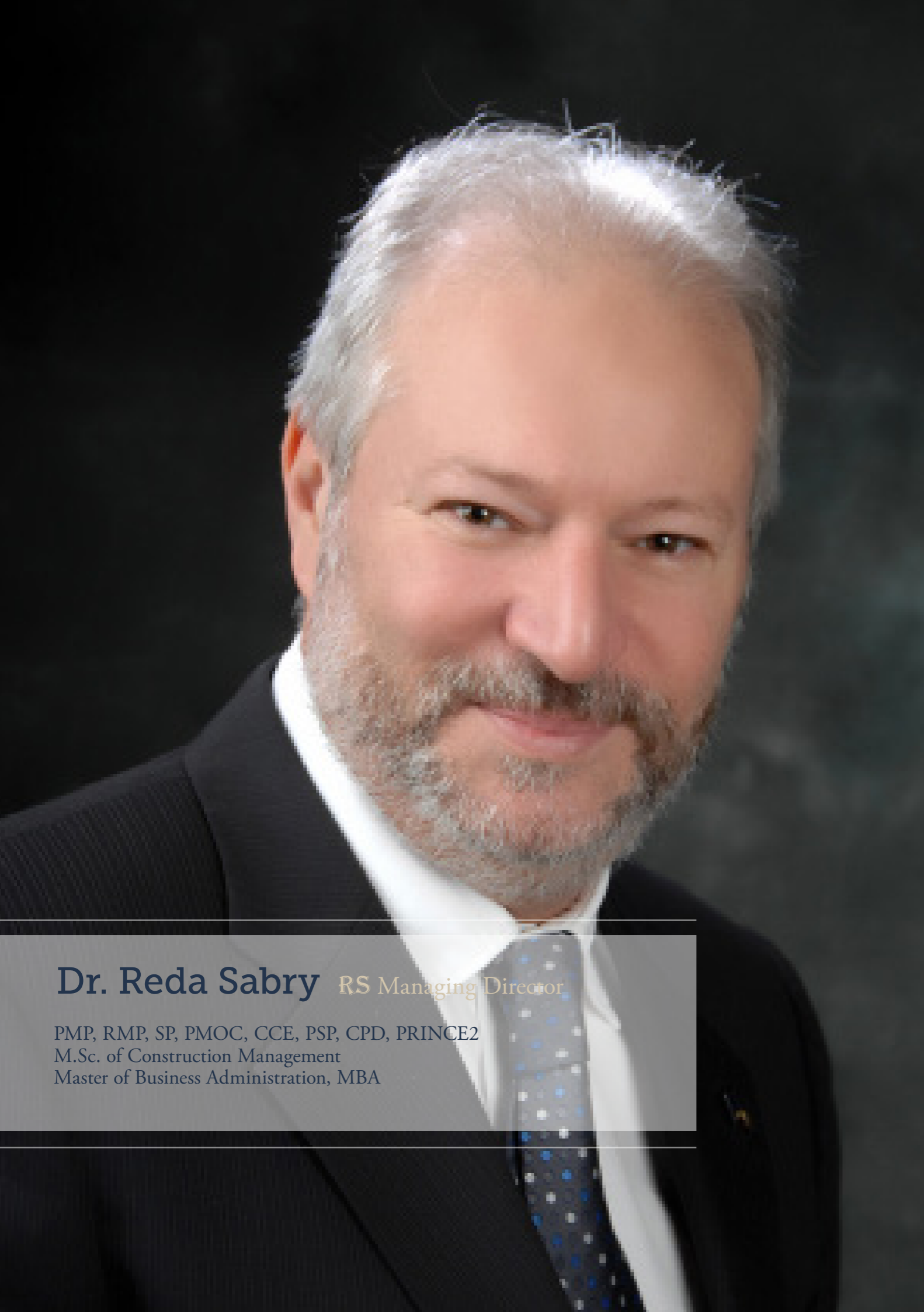
## Think Management ... Think **RS**

**RS** Management Consulting House helps owners, investors and organizations improve the performance of projects and resources. Improved performance takes two forms: alignment-with-goals and ability-to-execute. Our applicable software automates the entire demand-to-deliver life cycle for projects and resources while providing visibility and control to all levels of management.

**RS** Management Consulting House exists to provide a project management leadership .This leadership is applied to fulfilling tactical and strategic objectives, and is witnessed through the disciplined application of project management protocol, a Requirements Based Activities approach, and premier technical and managerial talents. The logical integration of these factors produces tailored and Innovative best solutions, systems, and practices. Combined with a passion for excellence, honest and ethical conduct, and uncompromising Integrity, **RS** achieves high-quality results and consistently meets its commitments to its clients.

**RS's** Mission Is honored each time a client's expectations are exceeded, each time an employee achieves his or her dreams, each time **RS** earns an employee's loyalty, and each time the Company's efforts positively Influence our society and the world in which we live.

We have a client-centered philosophy, where we not only put our client's needs first, but we take these needs personally. We try to build a mutually lasting and trusting relationship with our valued customers through providing them, with only the highest quality services, to guarantee customer satisfaction.



## Dr. Reda Sabry *RS Managing Director*

PMP, RMP, SP, PMOC, CCE, PSP, CPD, PRINCE2  
M.Sc. of Construction Management  
Master of Business Administration, MBA

# The Managing Director

Consultant **Reda A. Sabry** is a certified Project Management Consultant from the Egyptian Syndicate of Engineers, has 29 years of various experience with 20 years of experience in project management field, established **RS** Management Consulting House to become one of the first Consulting companies specialist in the Construction Management and portfolio management in Egypt and the region.

Hold professional international certificates: an MBA from Esclasca University – France, he has been awarded the project management professional “PMP” from Project Management Institute – PMI, since 2002, and is the First Certified Projects Director - IPMA Level “A” - in the Middle East since 2003.

- Obtained his Master Degree in Construction Management from Faculty of Engineering, Ain Shams University in September 2011.
- Got His professional certificate from PMI on 28th August 2011 to become certified RMP (Risk Management Professional.)
- Assigned as a consultant in the Project Management field from the Egyptian Syndicate.
- Obtained the PSP (Planning & Scheduling Professional) from AACE International.
- Obtained the PRINCE2 (PProjects IN Controlled Environments) from APMG International.

*“The first & only engineer  
in the middle east certified  
as **Projects Director** from  
IPMA”*

He has a current membership in the Project Management Institute (PMI) - USA,, and also a member of the Management Engineering Society (MES), the local part of the International Project Management Association (IPMA), - Switzerland.

Investing his expanded strong skills and expertise in managing large scale projects and programs, implementing innovated practical solutions derived from his intensive background, Dr. Reda Sabry attained his reputation as an excellent lecturer on project management programs, provided over 200 programs during the last five years in Egypt and the Middle East.

# Our Staff

RS's highly skilled professionals work alongside you throughout the course of your project. We blend as teammates into your organization, while bringing expertise, discipline and leadership to bear on the challenge at hand. With extensive project management experience, our staff offers broad operations backgrounds from numerous industries. Most of our staff are certified by the PMP & IPMA.

RS derives its competitive advantage from its values-driven, self-motivated, and highly skilled employees: Its most important asset. Hence, RS must ensure that employees are challenged,

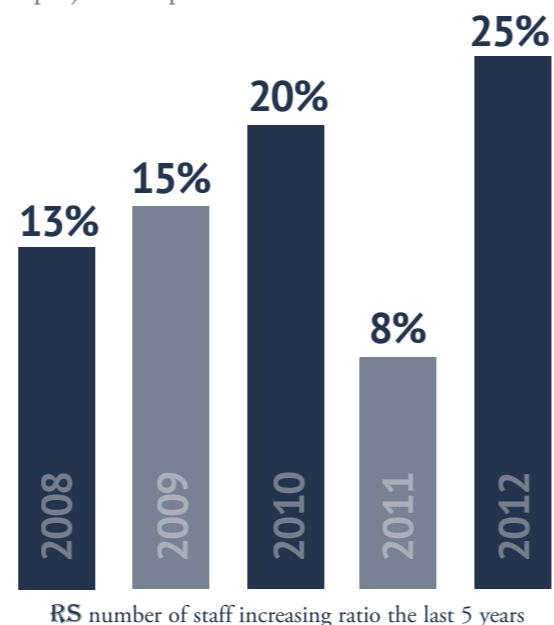
*"RS derives its competitive advantage from its values-driven, self-motivated, & highly skilled employees; Our most important asset"*

provided continual opportunities for growth, and treated fairly with respect and dignity. Performance feedback must be honest, objective, and timely, and serve to develop employees to the full extent of their potential and aspirations, Personnel development must be well-structured and optimized by melding the wisdom of experience with the energy of ambition, in consideration of the employees' commitment to the Company, RS will share its financial successes, foster a caring environment, employ compassion In addressing personal and family

needs, and provide equitable compensation based on performance, loyalty, team contributions, and market value.

It is the Company's Intent to maximize Job security and to involve all employees in achieving this goal. RS's future will be well-defined and planned, and must consider long-term market viability, socio-economic trends, and lessons learned. The Company's culture must, in a disciplined yet motivating fashion, forever embrace continuous Improvement, teamwork and defy complacency in any form.

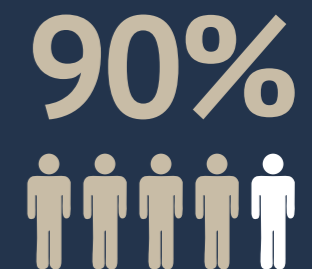
Our staff utilize professional and state of the computerized scheduling softwares to plan and schedule every aspect of the project, continuously review and re-plan the project activities as required using a systematic approach to monitor and control the project activities with the project and construction management team, to maintain the project completion time.



At RS we recognise that a company is only as good as the people that work in the company. To enable us to deliver the highest quality of service to our customers we only employ the best

**IPMA & PMP** Certified

90% of our staff are certified as CPM & PMP.



# Project Planning



*“Empowering you  
to Intelligently  
Manage your  
Projects”*

RS Management Consulting House combines the construction management and training, and it is intended to give both construction clients and contractors companies a full service to set-up a project efficiently, deliver it on a win-win basis and ensure effective performance during the course of the project.

## Consultancy

RS Management Consulting House Utilizes expert professionals and state of the art of computerized Scheduling Software to plan and schedule every element of the project aspects. Continuously review and re-plan the project activities as required using a systematic approach to monitor and control the project activities with the Project and Construction Management Teams, to maintain the project completion date.

RS Management Consulting House provides immediate project management solutions and long-term assistance that can transform the way your company manages projects, enabling you to achieve consistently successful results.

Whatever the requirements of our Client, RS follows defined processes and procedures to ensure consistency in delivering an excellence of service through our standard procedures that has our valued Client's expectations.

During the Project's Phases:

### Pre-Construction Stage

- Feasibility Study
- Pre-qualification
- Tendering

### Construction Stage

- Engineering
- Civil
- Erection
- Test

### Closeout Stage

- Commissioning & Start up
- Initial & Final Handing-Over

### Owner Representative

Creating the required baselines “Scope, Procurement, Schedule, HR, Risk, Quality, Budget & Communication” and implementing those plans with respecting “Change Management Procedure” to increase the required flexibility.

Distributing the design and construction to different packages then coordinating the designers, suppliers and contractors by RS “Project Control Manager” to ensure proper management of the project according to the approved plans.

Accordingly, the owner will be more involved during the project's phases with a minimum of 25% project cost reduction compared to the main consultant and main contractors system.

### Project Management Office (PMO) for Main Contractor

We provide the next Services

- Contract Administration.
- Planning & Scheduling.
- Budgeting & Cost Control.

### “RS” as The Third Party

We provide the next Services

- Progress Evaluation Criteria.
- Weighing Points System.
- Performance Measurement.

### Special Services

- Preparing Tender documents.
- Preparing Project Management baseline schedule & Progress weighting system.
- Prepare Mediation & Arbitration Documents

# Sample of Projects

1998 »»» 2002



**Sinai Grey Cement Line**  
Sinai Cement Company  
120 Million Dollars



**Sinai White Cement Line**  
Sinai Cement Company  
78 Million Dollars



**Cairo North Power Station**  
CEGELEC Int. Elec. Co.  
25 Million Dollars



**Elephantine Island Hotel**  
HCC  
116 Million LE



**Abu Qir Thermal Power Plant**  
Elctro-Tharwat  
10.2 Million Euro + 41.7  
Million LE



**Djelfa Cement Plant (Algeria)**  
SarI Mahda Company  
2,160 Million DZA

2010 »»» 2011

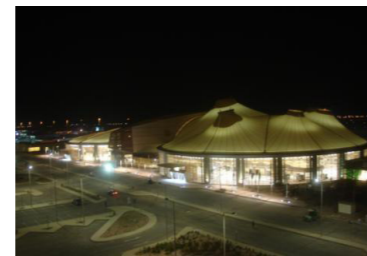
2003 »»» 2007



**San Stefano Complex**  
ABB  
170 Million Dollars



**Emaar Sales Center**  
Al Marasem  
145 Million LE



**Sharm El-Sheikh  
International Airport**  
Saudi Binladin Group  
465 Million LE



**Allegria Project - SODIC**  
Medcom  
95 Million LE



**Kuwait Embassy Project**  
Kuwait Embassy  
2,000 Million LE



**Giza North Power Station**  
Elctro-Tharwat  
7.6 Million Euro + 56.5 Million  
LE

Current

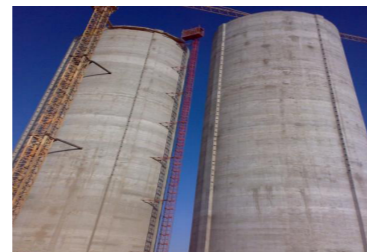
2008 »»» 2009



**New Giza Project - Phase 1**  
New Giza  
1,197 Million LE



**Cairo International Airport  
APM Project**  
Al Marasem  
540 Million LE



**Al Takamol Cement Plant  
(Sudan)**  
The Arab Contractors  
36.5 Million Dollars



**Hide Park - Garden Heights**  
Medcom  
35 Million LE



**Riyadh Water Supply  
Project (KSA)**  
HGBD Arabia  
1,647 Million SR.



**Hurghada Inter. Airport  
New Terminal Building**  
Saudi Binladin Group  
1,587 Million LE

Current

# Claim Management



*“Claims preparation, appraisal & defence and mediation & arbitration”*

RS Management Consulting House has the expertise technically to provide clients with the best value solutions when claims arise. We have flexible staff resources that can be mobilised to work at a client's office or site to either prepare, appraise or defend claims for extensions of time, prolongation cost, disruption cost, acceleration cost or for the recovery of disputed variations. Also we prepare mediation & arbitration documents if needed.

## Claim Preparation

Clients request **RS** to advise on claims at three different stages of a project.

At the outset of a major project **RS** can ensure that the procedures for proper evaluation and payment of contractual entitlements through the currency of the project are in place. This benefits contractors and subcontractors who then receive early payment of their claims.

During the construction phase when a claim situation arises, the involvement of **RS** at an early stage will ensure proper records are kept and that there is a prompt claim submission and payment of money.

We can help even after completion of a project when, for example, a contractor has had difficulty in establishing an entitlement to claim or has not received proper payment for claims matters. **RS** staff will review the prepared claims, and, if necessary, in a persuasive and professional manner make appropriate amendments and represent the claim. Alternatively **RS** will provide staff with the necessary technical skills to prepare a fully documented claim.

## Appraisal and Defence

Employers or contractors who are on the receiving end of contractual correspondence relating to the interpretation of the contract or claims for more time and additional cost are advised to take great care in making the appropriate responses. Should the subject matter of the correspondence develop into a full scale dispute the manner and content of these responses could become very relevant. **RS** has many years of experience in providing a service in drafting responses to correspondence of this nature.

## Mediation & Arbitration

**RS** prepare the mediation and arbitration documents, also we provide an initial technical appraisal on the strengths and weaknesses of the case and the likely weight of supporting evidence. We will then provide an analysis of the risks - both financial and non-financial - of various courses of action open to the client. As arbitration can be an expensive method of dispute resolution, we will always try to help our clients resolve the dispute before it reaches arbitration.

### Winning Claims History

Date	Project name	RS contact	Claim against	Subject	Claim amount
June 2001	El-Seuif 220 KV Substation	Electro-Tharwat	SIAC	Extra work & Payment Delays	2.5 Million LE
October 2005	Salma & Alam-Elroom Resort	Medcom	Sabbour Eng. Consulting	Suspension & Time extension	1,487,074 LE 8 Months
April 2006	Sharm El-Shikh Airport - Terminal 3	Saudi Biladin Group	Egyptian Airport Company	Time extension	279 Days
February 2010	Automated Pepople Mover (APM)	Al Marasem	Cairo Airport Company	Time extension	6 Months
February 2010	Emmar Sales Center	Al Marasem	Emaar Masr	Cost generated from proved time extension	12 Million LE
April 2010	Mena Garden City Club	HCC	MENA	Cost generated from proved time extension	4,491,184 LE
May 2011	Elephantine Island Hotel	HCC	EGOTH	Time extension	17 Months

### Mediation & Arbitration History

Date	Project name	RS client	Claim against	Subject	Claim amount
August 09	Allegría	Al Marasem	SODIC	Time extension	8 Months
Running	Al Takamol Cement Plant	Arab Contractors	ARESCO	Escalation & Miscellaneous	7.4 Million \$

# Database Softwares



# "Cost Control & Document Control Databases"

## Document Control Management Database

### Document Control Concept:

Register each Correspondence sent or received during different phases for all company projects & with its different stakeholders & in different format such as (Letter, Fax, Memo or even E-mail).

Link every Correspondence with a specified form & saving it in its logic location with its defined path based on Work Breakdown Structure “WBS” of the project in its directory.

Structure have been build based on Project WBS up to third level to get the advance of using same abbreviations & coding techniques.

Correspondence In / Out Report, the output from this database, helping user to control all correspondences (Letter, Fax, Memo, E-mail) sent or received. For which project during all phases? A specified reference will automatically be printed on the form.



## Cost Control Management Database

### Cost Control Objectives:

- Control expenditure & load it on its Actual items.
- Compare the actual cost within the approved budget.
- Find the actual unit total cost
- Analyse the cost (Material, Contract Value & General Expenses) to be ready as template for pricing next projects.

### Cost Control Concept:

Register all cash out spent on the project duration in order to have an accurate view of project actual cost up-date.

We based this database on Project Work Breakdown Structure; in order to load actual cost of every Work package. This actual cost represented in Cost Center, is divided into two types:

- 1- Cost Center for Work Package.
- 2- Cost Center for General Expenses.

After adding cost records, Cost keeper can create cost report showing each work package with different cost center or choosing the contractor's cost related to specific zone.

Viewing the real status of the project expenditure Yearly, Quarterly or even monthly.



# Training



*"All our courses are time-tested, evaluated and revised periodically"*

**RS Management Consulting House** specializes in the development and qualification of manpower through designing and implementing distinctive qualification and training programs in the Project Management.

"RS Management Consulting House" qualifies the project management team, and the company work team with the information necessary to successfully manage projects, including processes, procedures, techniques, best practices training and templates.

We are providing a qualification training program for International Certificates in Project Management:

- IPMA Preparation Course (International Project Management Association – ref : [www.ipma.ch](http://www.ipma.ch))
- PMP Preparation Course (Project Management Professional Certificate – ref : [www.pmi.org](http://www.pmi.org))



## International Project Management Association (IPMA)

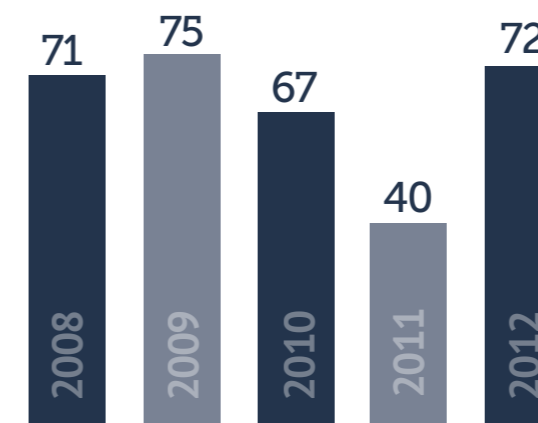
In 1965 the Association started as a discussion group of managers of international projects. The first international Congress was held 1967 in Vienna with participants from 30 different countries. Since that time INTERNET (which was the name of the organization until 1994) has developed steadily and is now the prime international promoter of project management.

By the end of 2011 there were more than 150,000 IPMA certificates worldwide, with over 53, 000 of them Advanced, Competence-based, professionally-assessed certifications in IPMA's 4-L-C, Four-Level Certification system.

In 2004 **RS** Management Consulting House signed a joint venture with American University in Cairo "AUC" to organize the IPMA Preparation Course.

The IPMA programme designed to be held quarterly, each round contained almost 15 to 20 attendees.

Since 2004 we certified more than 450 trainee.



Number of IPMA certified trainees from **RS** each year

## Project Management Professional Certificate (PMP)

PMI's Project Management Professional (PMP®) certification is the preeminent professional credential for individuals associated with project management.

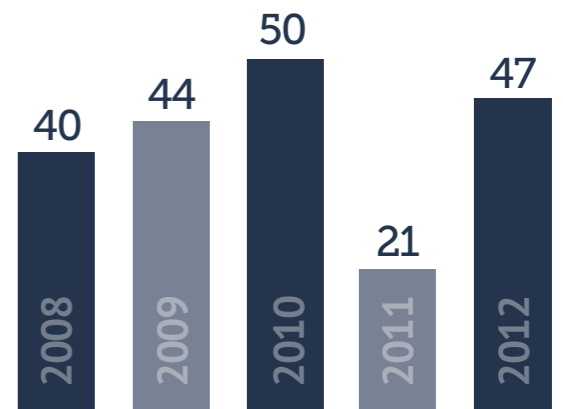
Since 1984, PMI has been dedicated to developing and maintaining a rigorous, examination - based, professional certification program to advance the project management profession and to recognize the achievements of individuals.

In 1999, PMI became the first organization in the world to have its Certification Program attain International Organization for Standardization (ISO) 9001 recognition.

In 2007 **RS** Management Consulting House signed a joint venture with French University in Egypt "UFE" to organize the PMP Preparation Course.

The PMP programme designed to be held quarterly, each round contained almost 10 to 15 attendees.

Since 2007 we certified more than 150 trainee



Number of PMP certified trainees from **RS** each year

# Our Clients



*"Since 1998 we worked with more than 50 clients and we still looking forward "*

RS management consulting house have the privilege of working with some of the most well known companies in the Middle East and North Africa and we don't take this lightly. Our clients engage us in a number of ways, we help them to manage there business, increase visibility and help them thrive in the project management training courses where customers and employees have become increasingly empowered.

We view our clients as partners and work collaboratively with them to achieve results they can measure.

We work both diligently and intelligently to ensure that the needs of our clients come first. We are only as good as the reputation of our clients, and we willingly put our own reputation on the line to ensure that they get as much out of the relationship as we do.

Broadly speaking, our clients fall into Three groups:

- Projects Contractors
- Projects Owners
- Training Clients



## Client List

- Arab Contractors
- ARESKO
- Asec Engineering
- Binladin Group
- Bishay Steel
- BMW Group
- Burullus Gas
- CAFE
- Carrefour
- DSD Pherometal
- Dutch Land Technology
- Electro-Tharat
- EL-Marasem
- El-Seweady Cables
- General Petroleum Co.
- Gupco Petroleum Co.
- HCC Construction Co.
- Helwan Cement-Suez Cement
- HGBD Arabia
- Hyde Park - New Cairo
- Hill International
- Hussien Sabour
- Huwaie
- IBM
- IT Soft
- ITIDA - Smart Village
- Khalada Petroleum Group
- Landmaster Contracting Co.
- Le Ginza
- Link Dot Net
- Masr-S Construction
- Ministry of Irrigation
- Misr El-Swed
- Mobinil
- Natgas
- New Giza
- Orascom Construction
- ORACLE
- Orange
- Pepsi Colla
- Pieraus Bank
- Quicktel
- Rasheptco
- Rashid Petroleum Co.
- RHI
- Sarl Mahda (Alegria)
- SIAC
- Siemens
- Suez Cement Group
- Toura Parland Cement Co.
- Vodafone Group
- Wasla Contact Center
- Wepco

# Our Vision & Value

We aspire to be recognized as the project management office of choice for large, complex and demanding construction projects in North Africa and the Middle East. We are working to become a world leader in the project management field. We are committed to delivering quality work and outputs, accurate and on schedule. A company that our clients want to work with, our customers can rely on and our employees are proud to work for. A company with an open mind ready to embrace new opportunities and driven to deliver exceptional value.

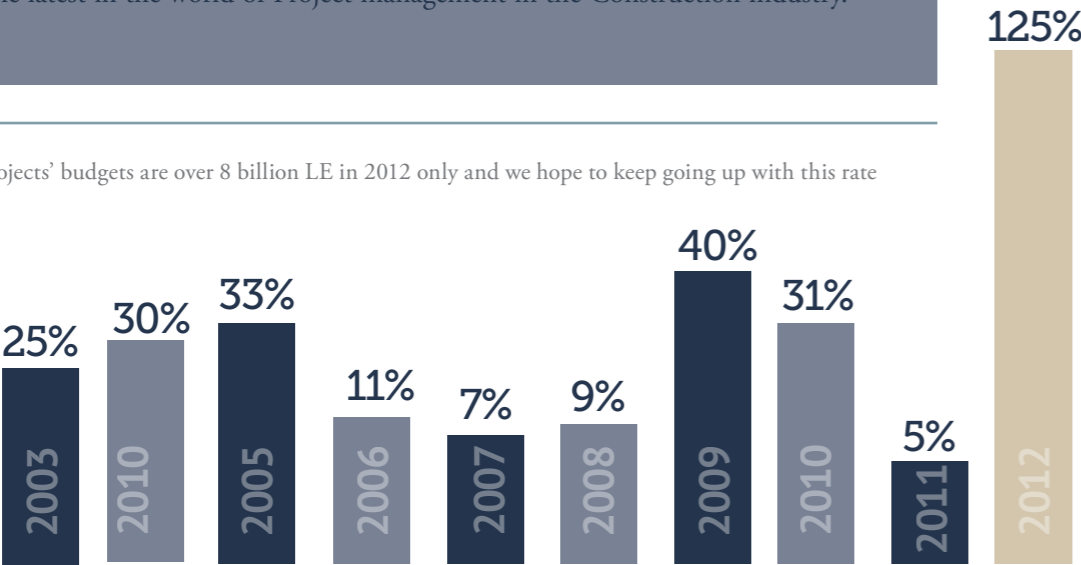
Building on a family heritage that spans more than 15 years, we will continue to be privately owned by active management and guided by firmly held values.

- Ethics. Uncompromising integrity, honesty, and fairness are at the heart of our company.
- Excellence. We set high standards. We apply advanced technology, and we continually innovate and improve. We thrive on challenge and accomplishment.
- Fair Return. We earn a return that fairly rewards the value we deliver.
- Mutual Respect. We work by our covenants, which encourage openness, teamwork, and trust. We value an inclusive culture based on diverse backgrounds, experience, and views.

## Continuing Innovation *in 2013 & Beyond*

It is our vision to become one of the reputable multinational companies in the field of project management in the global market. We endeavor to keep our Clients and others informed of the latest in the world of Project management in the Construction industry.

Our projects' budgets are over 8 billion LE in 2012 only and we hope to keep going up with this rate



RS Projects Budget increasing ratio the last 10 years



- 1. Egypt** our head office, established in 1998, and worked in more than 50 projects in Egypt only.
- 2. Sudan** from 2007 till 2009 we worked with The Arab Contractors in Al Takamol Cement Plant.
- 3. Algeria** from 2009 till 2011 we worked with Sarl Mahda in Djelfa Cement Plant.
- 4. Saudi Arabia** in 2009 we signed a joint venture agreement with HGBD Arabia.
- 5. Kuwait** in 2008 we signed a joint venture with KLINK Consult & PH (Project House Engineering Consultancy).
- 6. Qatar** since 2005 we are providing a qualification training program for International Certificates in Project Management.

*“Our vision is to become one of the reputable multinational companies in the field of project management in the global market”*



MANY ALTERNATIVES  
ONE  
RIGHT SOLUTION

Stay in Touch

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MAKE IDEAS  
HAPPEN