



NEW DAY

INVESTMENT & REAL ESTATE DEVELOPMENT
CONTRACTING ♦ PROJECT MANAGEMENT



COMPANY PROFILE
2026

Established experience
and an integrated vision
for creating real value.

FROM EXPERIENCE TO REAL VALUE

At New Day, we treat every project as an integrated responsibility that starts with the idea and continues through execution and handover.

- A successful project begins with understanding the opportunity and the actual need.
- Sound planning and selecting the right professionals come before execution.
- Structured management ensures clear responsibilities and effective control of quality, time, and cost.
- The company aims to turn ideas, assets, and opportunities into executable, growth-ready projects.

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NEW DAY AT A GLANCE

A snapshot of our experience,
partnerships, and capabilities.



25+
Years
Experience



Egyptian-American
Partnership



Public & Private
Sector Experience



CR
912



LOCATIONS
Beni Suef
Maadi – Cairo

WHO WE ARE

New Day is not a beginning detached from the past; it is the institutional continuation of long-standing practical experience.

- New Day is an integrated company operating in investment, real estate development, contracting, supplies, and project management.
- It is built on engineering, execution, and management experience accumulated since the beginning of this century.
- The company brings these capabilities together within an institutional framework able to develop, manage, and execute diverse projects.
- The company relies on integration across departments and disciplines rather than individual effort.

Engineering
Experience

Institutional
Growth

New Day

New Day
New Vision
Real Value

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LEADERSHIP

Experienced leaders with diverse expertise driving growth, integrity, and lasting value.



Ambassador Dr. Talal Mishlah
Partner and Manager

An American businessman and Chairman of Halon Group for Industry, supporting investment, industrial development, partnerships, and specialized projects.



Eng. Allam Sayed Hussein
Partner, Manager, and CEO

B.Sc. in Civil Engineering, Cairo University, Class of 1999; more than 25 years of experience; former reserve officer in the Armed Forces Engineering Authority; owner and manager of Eng. Allam Sayed Hussein Contracting & Supplies Office since 2000.



Mr. Osama Sayed Hussein
Partner and Legal Counsel

LL.B., Cairo University - Beni Suef Branch, Class of 2005; 20 years of experience in civil law; responsible for legal, contractual, and compliance support.

OUR VISION

Projects that create economic value, deliver quality execution, and support responsible relationships with clients and the community.

- Vision: To be a trusted entity in investment, real estate development, and contracting, delivering projects that combine economic value, quality execution, and responsibility.
- Mission: To transform opportunities, ideas, and construction needs into well-planned, executable projects through engineering experience, structured management, and specialized talent.
- Values: Commitment, quality, credibility, responsibility, teamwork, continuous development, and safety.



BUSINESS AREAS

Integrated capabilities covering the main stages of a project from study to handover.

-  Real estate investment.
-  Real estate development.
-  General contracting.
-  Project management.
-  Finishing and fit-out.
-  Supplies and procurement.
-  Engineering and technical works.
-  Electromechanical works and networks.
-  Project and facility management and operation.
-  Institutional and specialized services.



INVESTMENT & REAL ESTATE DEVELOPMENT

We view real estate as an opportunity to create value, not merely space to build.

- Assessing real estate opportunities and assets.
- Analyzing site characteristics and market needs.
- Determining the most suitable use of the land or asset.
- Developing the project concept and initial vision.
- Evaluating partnership and investment models.
- Coordinating design and execution stages.
- Managing the development lifecycle.
- Developing residential, commercial, administrative, and tourism projects according to each opportunity.



GENERAL CONTRACTING & INTEGRATED EXECUTION

Field experience and responsible management of quality, time, and cost.



CONTRACTING & EXECUTION

- Civil, structural, building, and housing works.
- Government, service, and mixed-use project execution.
- Development, upgrading, renovation, and maintenance works.
- Coordinating execution teams and managing contractors and suppliers.
- Quality monitoring and handover procedures.



FINISHING & TECHNICAL WORKS

- Interior and exterior finishing, painting, flooring, and ceilings.
 - Plumbing, electrical, HVAC, insulation, and network works.
 - Gypsum board, suspended ceilings, curtain wall, and cladding works.
 - Aluminum, stainless steel, UPVC, glass, and metal works.
- Fit-out of offices, meeting rooms, and various facilities.



SUPPLIES

- Supply of building materials, quarry materials, tools, machinery, equipment, and fittings.
- Supply of tires, batteries, electrical and mechanical materials, and safety equipment.

PROJECT MANAGEMENT & TECHNICAL SOLUTIONS



PLANNING

- Defining project scope and preparing schedules.
- Organizing execution stages and monitoring cost and resources.



COORDINATION

- Monitoring contractors and suppliers.
- Reviewing drawings and specifications.
- Coordinating engineering disciplines.



CONTROL & DELIVERY

- Managing risks and changes.
- Preparing progress reports.
- Managing handover and project closeout.

INDUSTRIES & SECTORS WE SERVE

We approach each sector according to its nature and requirements rather than applying one model to every project.



Residential & Commercial

Residential projects.
Educational and commercial facilities.



Government & Community

Government and administrative projects.
Service and community projects.



Healthcare & Hospitality

Healthcare and medical facilities.
Tourism and hospitality projects.



Industrial & Specialized

Fuel stations and industrial projects.
Development and upgrading projects.
Supplies and specialized projects.

OUR INSTITUTIONAL STRUCTURE

Execution strength begins with the strength of the organization and the professionals behind it.



The organization includes administrative and leadership professionals, engineers and technicians, project and site managers, finance and legal teams, quality and safety officers, procurement and supply specialists, and consultants according to project requirements.

Selected departments can also provide their expertise as independent specialized services to other companies and institutions.

QUALITY, HSE & COMPLIANCE

Quality, safety, and compliance are essential to project management and the protection of people and assets.



QUALITY

- Reviewing materials and specifications.
- Inspecting works.
- Following up observations.
- Managing handover procedures.
- Monitoring supplier and contractor quality.



OCCUPATIONAL SAFETY, HEALTH & CIVIL PROTECTION

- Risk assessment.
- Safe-work procedures.
- Emergency and evacuation plans.
- Inspection and follow-up.
- Training and awareness.
- Readiness reviews for accidents and fires.



LEGAL & REGULATORY COMPLIANCE

- Reviewing contracts.
- Monitoring permits and approvals.
- Tracking legal changes.
- Updating procedures in line with current requirements.
- Protecting stakeholder interests.

FEATURED PROJECTS

A project portfolio reflecting the ability to handle varied sectors, scales, and requirements.



Karnak Temple Plaza Development

A project in a significant location with demanding execution requirements.



Luxor



Tourism & Heritage



Social Housing Projects

24 apartment buildings in Dahshur and 26 buildings in Cairo and Giza, reflecting the ability to deliver large multi-unit developments.



Dahshur , Cairo and Giza



Residential



Armed Forces Club and Hotel

A project combining construction, fit-out, and hospitality and service facilities.



Beni Suef



Hospitality & Services



Administrative Buildings for the General Authority

A government administrative project demonstrating the company's experience with official facilities.



Giza



Government

SELECTED PROJECT PORTFOLIO

Extensive experience across government, residential, healthcare, tourism, service, and supply projects.

Government and Administrative: Beni Suef Governorate Gateway, the New Fayoum City Authority Head's Residence, international organizations liaison offices in Sharm El-Sheikh, meeting halls, and administrative units.

Residential: 10 villas in West El Shorouk, a female student residence building, and residential towers.

Healthcare and Community: Healthcare units in Beheira Governorate and the National Project for Community, Human, and Local Development.

Tourism and Hospitality: Tourism marina development works and Tolip Inn Club in Beni Suef.

Tourism and Hospitality: Tourism marina development works and Tolip Inn Club in Beni Suef.

Supplies: Quarry materials, tools and machinery, tires and batteries, and diverse project supplies.



WHY NEW DAY?

We do not promise what we cannot deliver; we commit our experience, resources, and responsibility to every project we undertake.



More than 25 Years of Cumulative Experience.



Leadership with Practical Experience
in Investment, Industry, Engineering & Law.



Integration of Investment, Development & Execution.



Active Departments & Specialized Professionals.



Diverse Public & Private Sector Portfolio.



Strong Focus on Quality, Safety,
and Evolving Legal & Technical Requirements.

CONTACT US



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NEW DAY

Experience that builds trust,
and a vision that creates new value.