



Company Profile

Canada, Egypt, UAE, LIBYA, KSA



+30 years of professional
e x p e r i e n c e

www.amg-org.com

Where Integrity Meets
Innovation & Teamwork
Drives Excellence

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About Us

AMG has risen to become a formidable force with an extensive portfolio across multiple business sectors.

With a commanding presence in **Africa, UAE, Turkey, Germany, Canada, Saudi arabia** , and **Libya** **AMG** has established itself as an industry leader.

1994: "The beginning of the success story" through the establishment of the group's first company.

Operating across seven strategic business lines, **AMG's** success is exemplified by its healthcare division, which dominates the industry with comprehensive expertise.

At the core of **AMG's** operations is an unwavering commitment to excellence in every venture.

Dr. Ashraf Mohamed

Dr. Ashraf Mohamed Chairman

Throughout more than **30 years** of hard work and perseverance, I take immense pride in **AMG**. From day one, we have upheld our core values and maintained faith in our vision.

Our stakeholders have played an integral role in our growth, and we take our responsibility toward them very seriously.

Our **experience** has shown that dedicated care, quality, and professionalism are the cornerstones of our success.

Today, **AMG** has an international presence across various industries, with a strong focus on **healthcare**, alongside sectors such as **education, technology, artificial intelligence, real estate, marketing, livestock, and human capital development**.

Our progress and achievements would not have been possible without the **trust** and support you have placed in us.

Thank you for being part of our journey



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Vision & Mission

Vision:



To position AMGroup as a global powerhouse, driving innovation and expanding into diverse industries with a targeted annual growth rate of 20%. Our future is built on creating impactful solutions, fostering strategic partnerships, and establishing a legacy of excellence and sustainable growth across international markets.

Mission:



AMGroup is a forward-thinking organization driven by a talented workforce and advanced resources. We are committed to delivering top-tier services and solutions that meet the highest standards of quality. By harnessing our expertise, innovation, and teamwork, we aim to empower businesses, support communities, and achieve outstanding results that shape a better future.



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Values

Credibility & Integrity

Our group's commitment to credibility and integrity builds deep bonds with our customers and employees, builds trust, and improves our reputation—all of which are critical components of long-term success.

Satisfaction

Our company prioritizes employee satisfaction, as it fosters collaboration, boosts morale, and enhances productivity, creating a positive workplace atmosphere where everyone feels valued and motivated to contribute their best.

Excellence

Excellence in a company means consistently delivering high-quality services and products, fostering innovation, and maintaining strong customer relationships, promoting a culture of continuous improvement, teamwork, and ethical practices.



Sustainability

Sustainability in the workplace means adopting eco-friendly practices, social responsibility, and long-term economic health, supporting employee well-being, and community engagement to create a positive work environment.

Team work

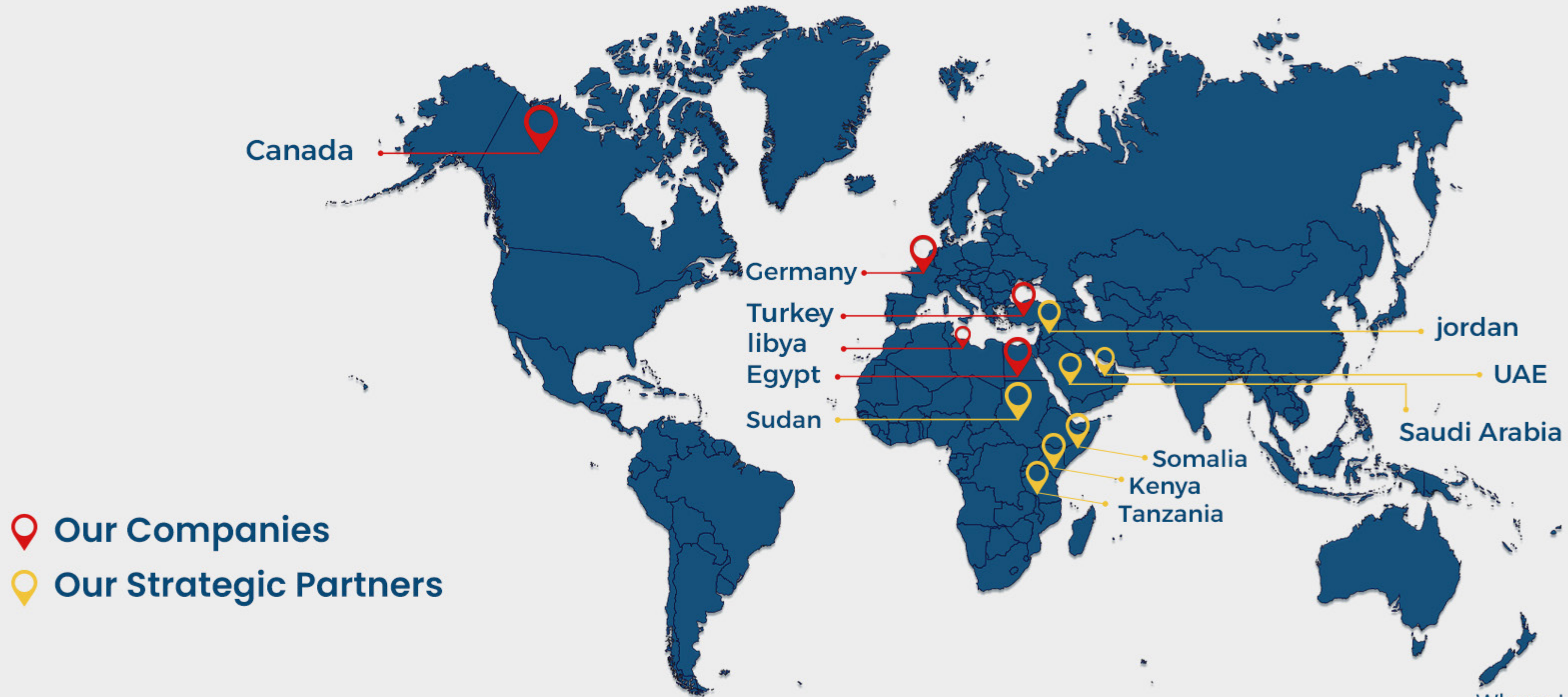
Working in a team led by a supportive chairman fosters collaboration, open communication, and motivation, boosting productivity, innovation, and team unity. This positive dynamic enhances team performance.



Innovation

Innovation in our companies means new ideas, processes and advanced technologies to improve efficiency, productivity, and creativity. It encourages a culture of experimentation, collaboration, and adaptability.

Our Global Existence



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Why AMG?

Expert Team

Global Vision

High-Quality Services

Sustainable Growth

Innovative Solutions

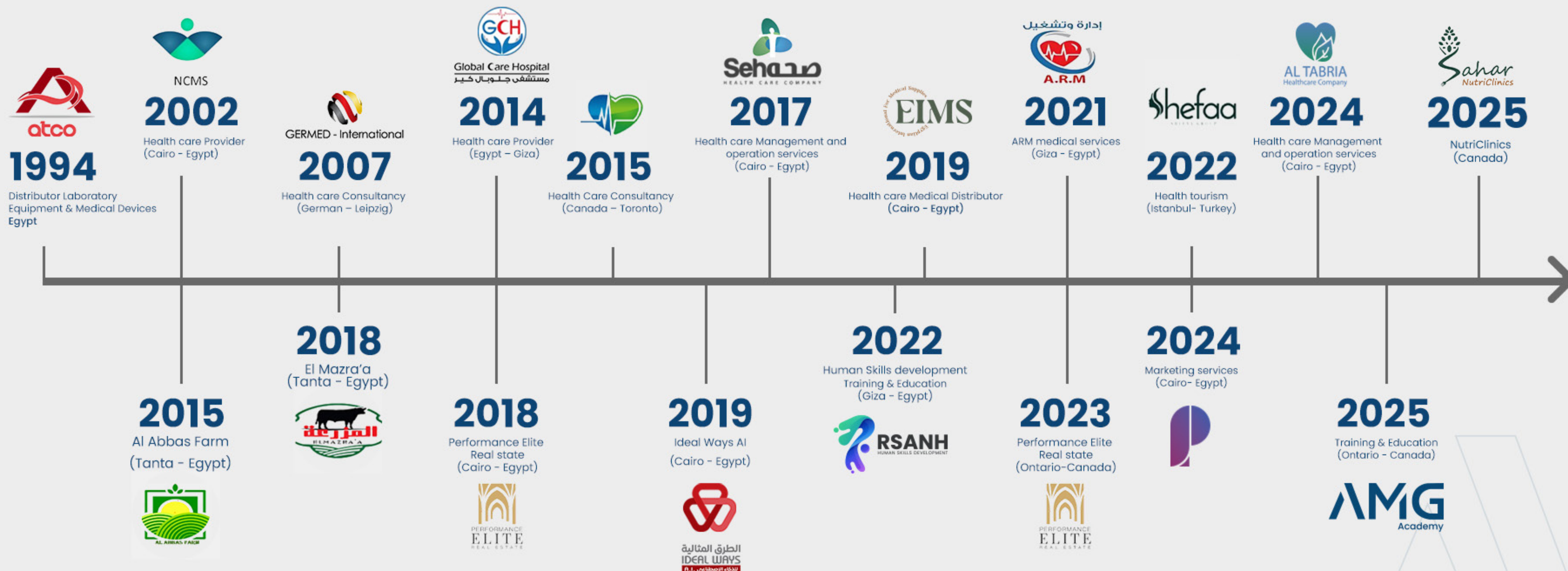
Customer-Centric Approach

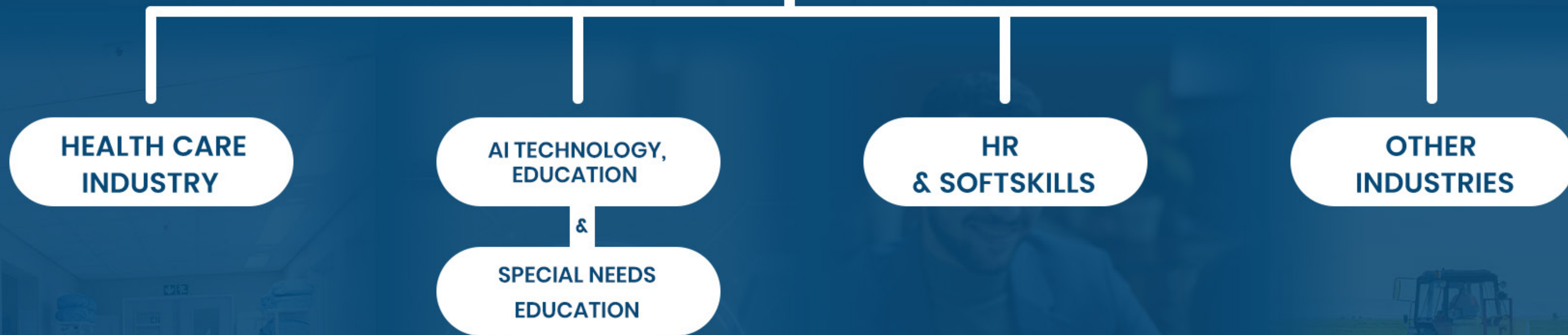
Proven Track Record

Company Profile

Growth History

Healthcare





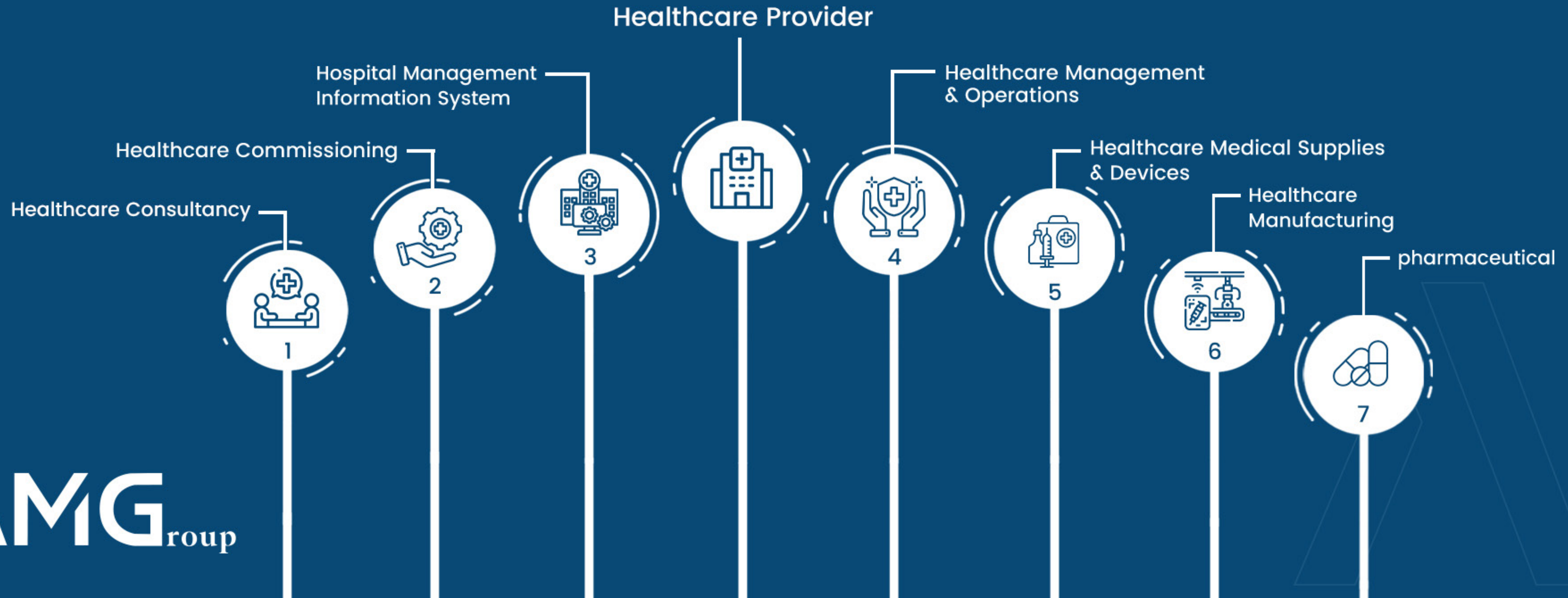
Company Profile

AMGroup

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Healthcare

A. Healthcare industry



Healthcare industry

Healthcare Consultancy Services



Company Profile

Healthcare industry

■ Healthcare Commissioning

At **AMG**, we provide comprehensive healthcare commissioning, from facilities and equipment to HR, marketing, IPP, and information management, ensuring efficient, high-quality care aligned with international standards.



Governance Excellence

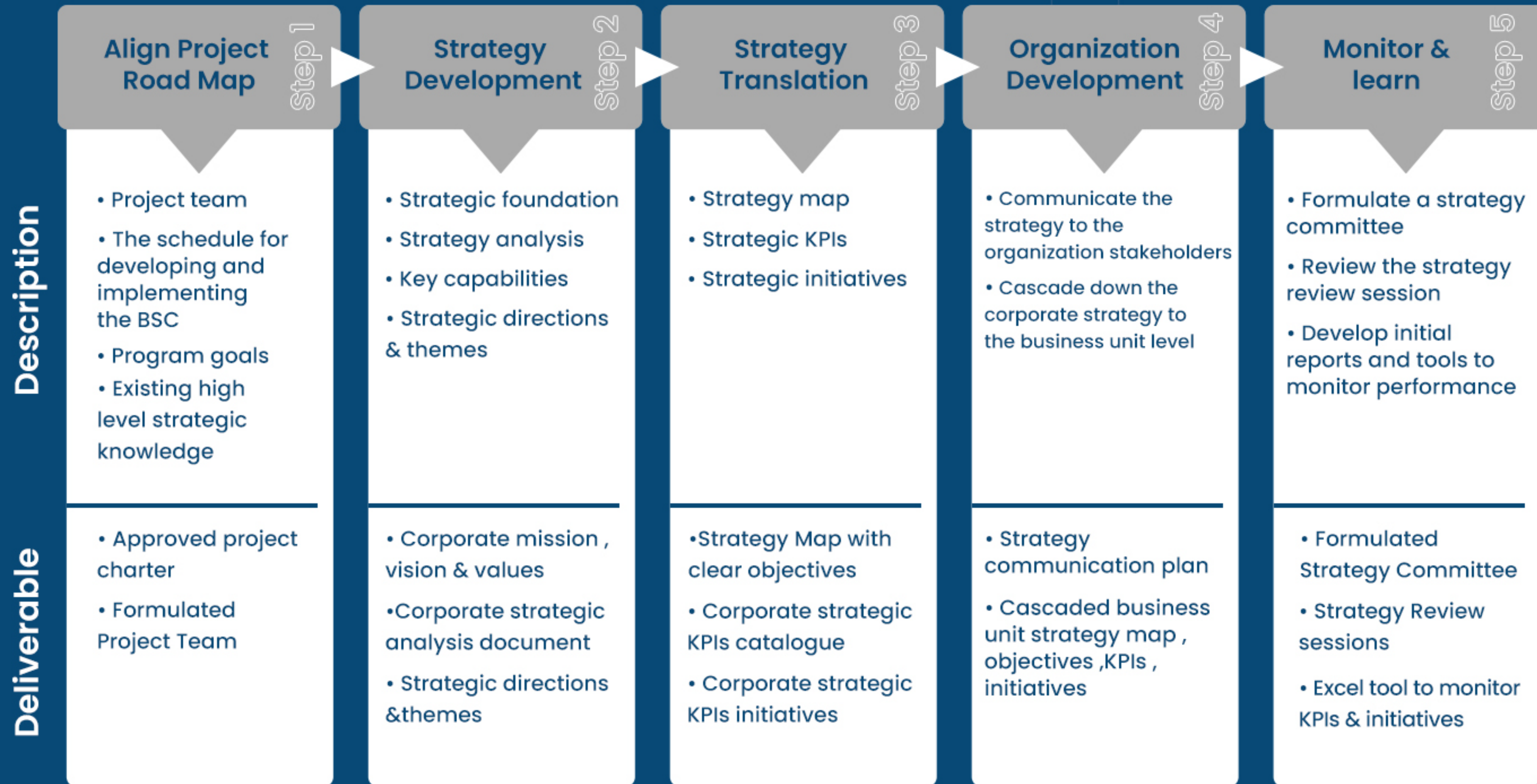


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Healthcare Planning



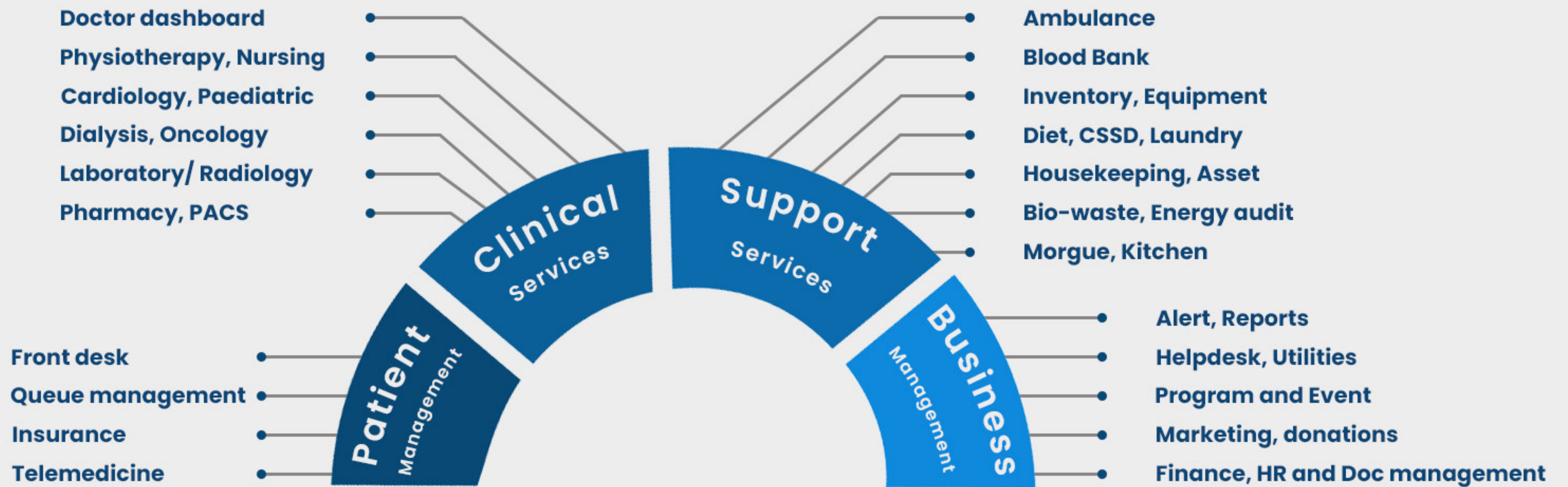
Strategy Development



Healthcare industry

■ Hospital Management Information Systems (HMIS)

At **AMG**, we implement advanced HMIS covering inventory, pharmacy, accounting, HR, patient profiles, pathology, nursing, OPD, customer management, and billing. Our solutions ensure secure data management and improved patient care.



Management

Management & Operation

Company Profile

AMGroup

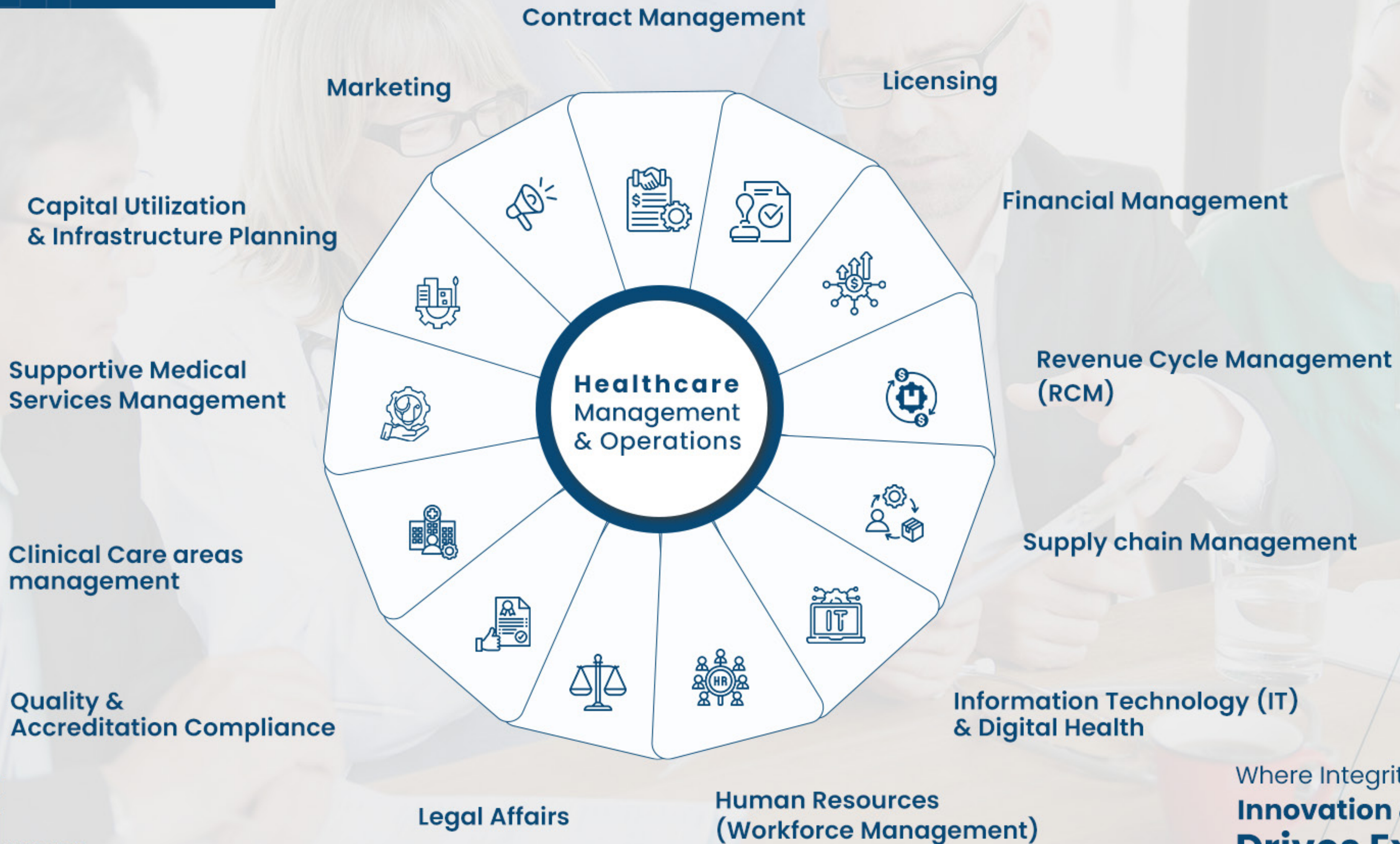
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Healthcare industry



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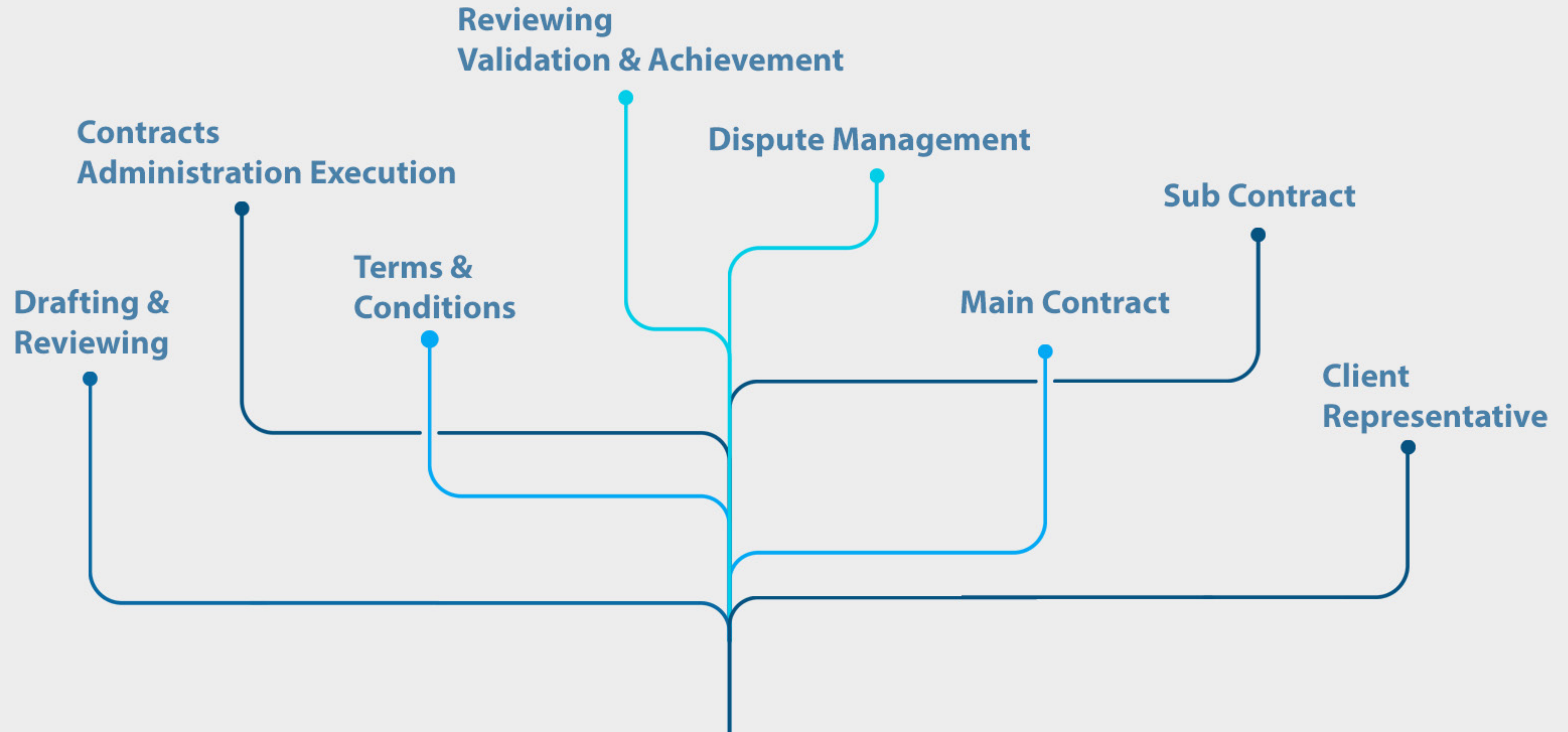
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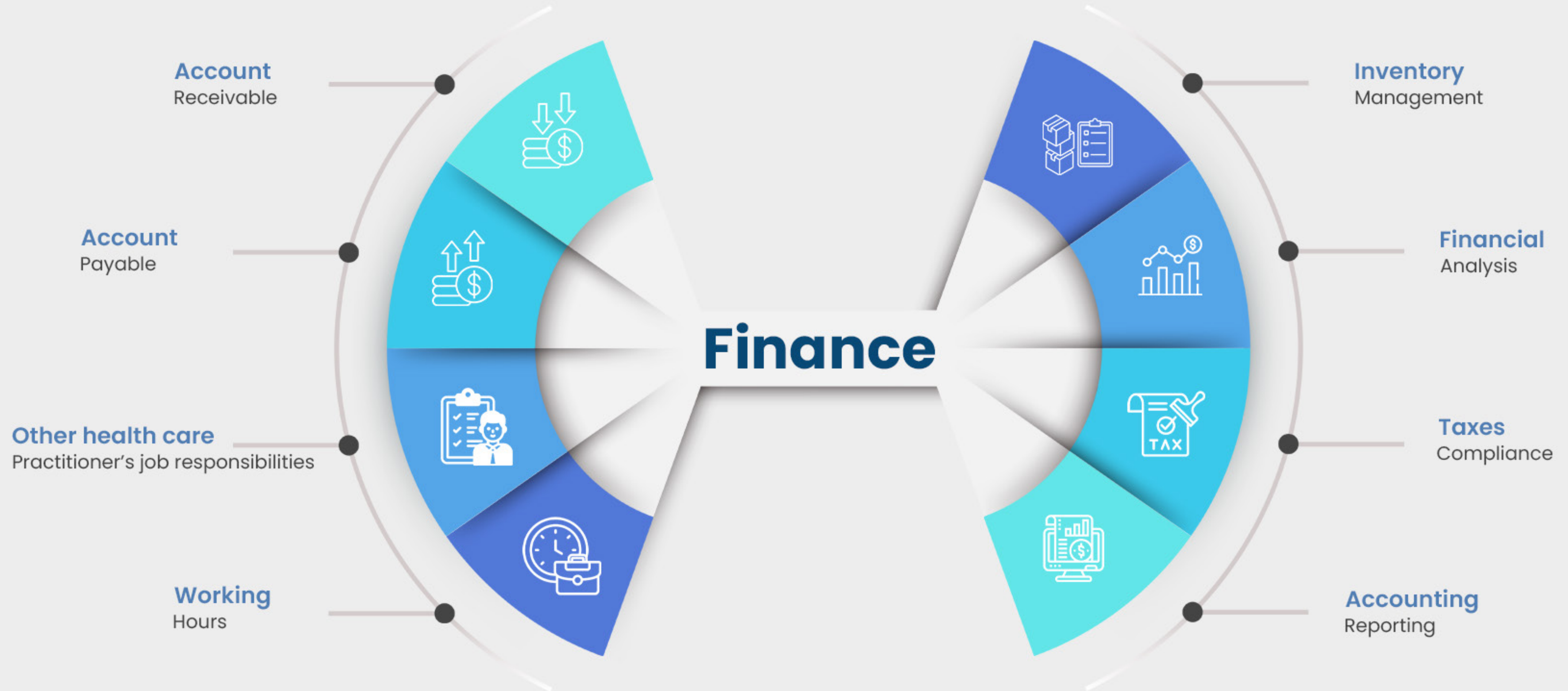
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Licensing

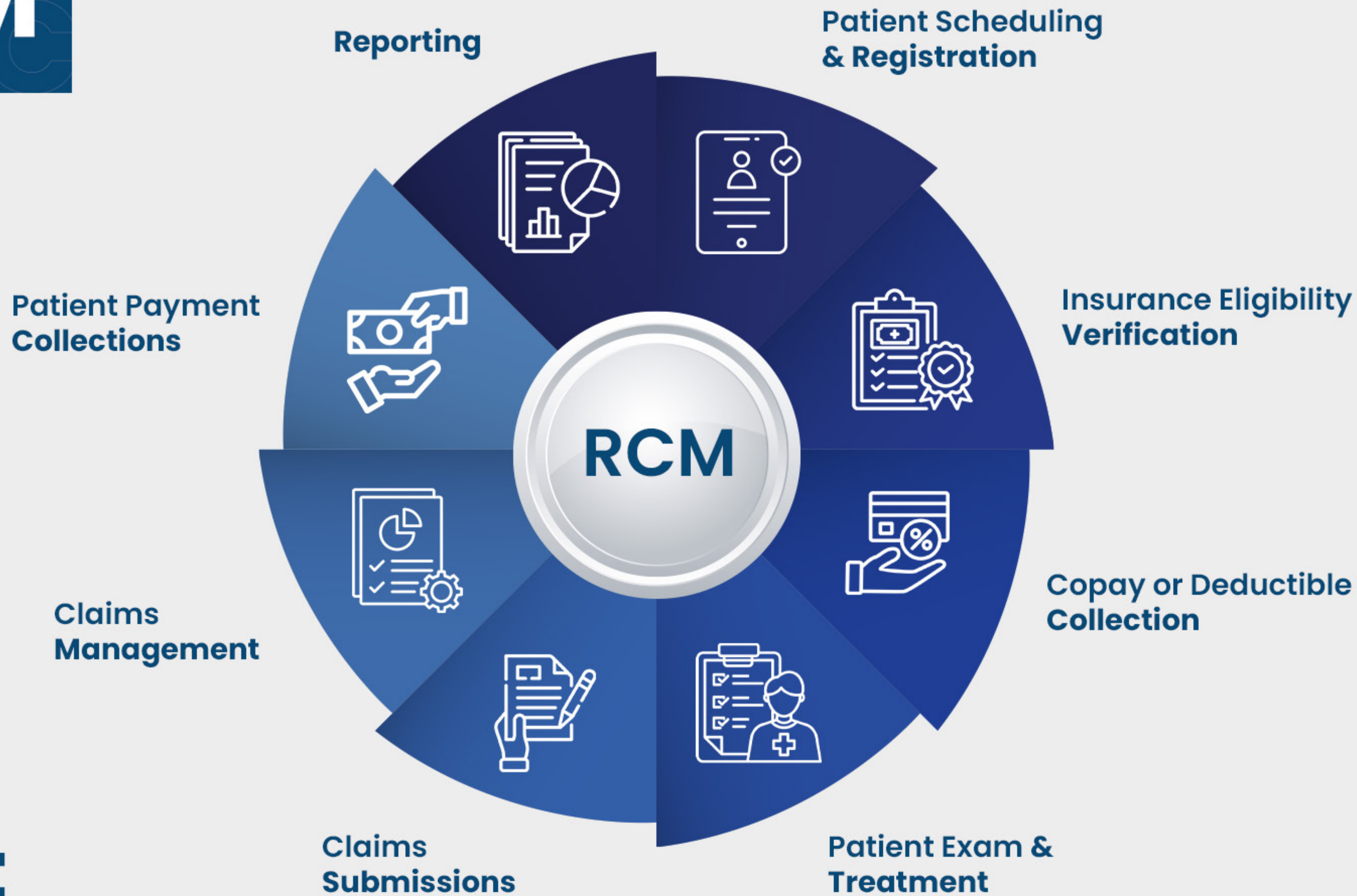
- MOH Hospital License
- Medical Syndicate
- Lab license
- Radiology license
- Catheterization license
- Blood bank license
- Physiotherapy license
- Dental license
- Dialysis license
- Pharmacy license
- Laser Device license
- Lifts license
- Generator license
- Ambulance license
- Civil Defence
- Other Licenses

Contract Management





RCM



Company Profile

Supply Chain Management



Human Capital Management Suite



Legal Affairs



Any consent decrees, injunctions, judgments, settlements or other orders.

Any settled, pending, active or concluded litigation against or initiated by the hospital.

Company Profile

Quality Improvement & Accreditation

1

Transparent & Ethical relationships
Sustaining Compliance With
Accreditation Standards.

Accreditation prerequisites & conditions

2

Patient Centeredness culture
Access, continuity & transition of care
Integrated care delivery
Critical and special care services
Diagnostic and ancillary services
Surgery ,anesthesia and sedation
Medication management and safety

Patient –Centered standards

3

Environmental & facility management
Infection prevention & control
Organization governance & management
Community assessment & involvement
Work force management
Information management & technology
Quality & performance improvement

Organization Centered Standards

Company Profile

Marketing Strategy

1

Mision

- 1 Mission Statement
- 2 Corporate Objectives

STEP

2

Situation Analysis

- 3 Identify Opportunities
- 4 5C Analysis (Company, Clustomer, Competitors, Collaborators, Climate)
- 5 SWOT Analysis (Strengths, Weaknesses, Opportunties, Threats)
- 6 PEST Analysis (Panical. EcopomicrSocial Tecnrical)

STEP

3

Marketing Strategy

- 7 Define Your Target Audience
- 8 Set Measurable Goals
- 9 Develop Budget

STEP

4

Marketing Mix

- 10 Product Development
- 11 Pricing
- 12 Promotion
- 13 Place and Distribution

STEP

5

Implementation and Control

- 14 Put Plan into Action
- 15 Monitor results

STEP

Healthcare industry

Healthcare Medical supplies & Devices

At **AMG**, we are proud to deliver excellence in healthcare medical supplies through our specialized companies: **EIMS Company** and **ATCO**. Together, they drive innovation and quality in the medical and aesthetic industries.

Aesthetic & Medical Supplies

Aesthetic & Medical Devices

Medical equipments

Hospital Supplies

Nutrition Products



Medical and Laboratory equipment & chemicals

Medical analysis laboratories devices

Pharmaceutical factory equipment

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Healthcare industry

Healthcare Providers

At **AMG**, we take pride in our exceptional healthcare providers: **Global Care Hospital** and **NCMS Healthcare** Provider. Together, they represent our commitment to delivering unparalleled patient care and medical excellence.



NCMS



Global Care Hospital
مستشفى جلوبال كير

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Healthcare Manufacturing Services

Egypt is emerging as a key player in healthcare manufacturing

With strong governmental support to localize the production of pharmaceuticals, medical equipment, And supplies. The sector benefits from a large domestic market, cost-effective labor, and strategic Export potential to regional and African markets. Ongoing initiatives aim to enhance quality standards, Attract foreign investment, and reduce reliance on imports, positioning Egypt as a growing hub For healthcare manufacturing in the region.



Healthcare Manufacturing Services



IV Fluid

Raw Materials & Suppliers

Sterilization Equipment

Raw Materials & Suppliers

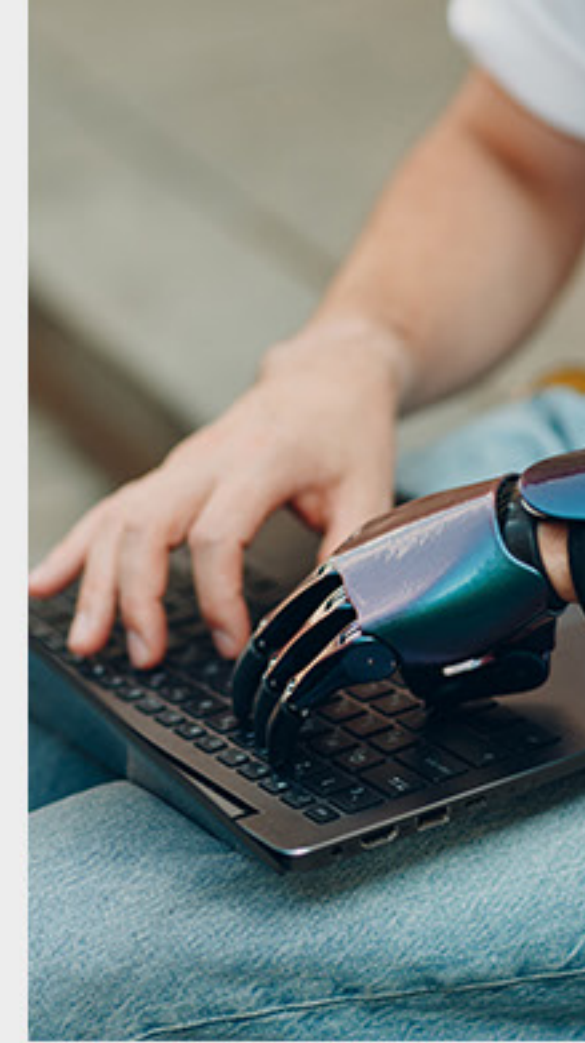


Artificial Limbs & Med

Raw Materials & Suppliers

Artificial Hands & Med

Raw Materials & Suppliers



INFUSION Sets

Raw Materials & Suppliers

Company Profile

Healthcare Manufacturing Services



Company Profile

Pharmaceuticals

■ Global Pharmaceuticals Services (Export -Import)

Our commitment at **AMG** is to create a healthier tomorrow by providing quality pharmaceutical products that are of international standards.

Our drugs division is dedicated to the production, packaging, and selling of a complete line of drugs that represent key therapeutic categories.

Via our global export business, we actively provide pharmacies, hospitals, and medical centers in leading international markets. We have close ties with regulatory bodies in order to adhere to stringent compliance with export requirements, safety measures, and quality standards.

Each batch of products from our facility must go through rigorous testing for effectiveness, safety, and uniformity because patient health is our utmost concern.



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Pharmaceuticals

■ Skincare and Supplement Manufacturing

Beyond medicine, **AMG** invests in beauty and wellness through science-based skincare supplements development and manufacturing.

Our specialty product lines are designed to promote skin health, anti-aging, hydration, and radiance consistent with the growing beauty from within movement.

We blend natural ingredients with the latest nutraceutical technology, all produced under rigorous GMP-validated procedures. Each formula is created in consultation with dermatologists and scientists to guarantee that it provides real, lasting benefits for our customers and partners in the beauty and wellness sector.



Company Profile



BIOVINCI

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Pharmaceuticals

■ Importing Premium botulinum toxin and Aesthetic Solutions

As part of our dermatology and aesthetic care services, AMG is an authorized importer and distributor of premium Botox And injectable products.

We solely represent globally recognized manufacturers to provide certified, safe, and effective products to dermatologists, aesthetic clinics, and medical spas. Through the increased number of non-surgical aesthetic treatments, AMG guarantees access to trusted brands and provides comprehensive logistical support, such as customs clearance and cold chain management.

It is our goal to help healthcare practitioners by equipping them with the tools needed to deliver natural and confident beauty results for their patients.

Company Profile



EIMS

epitique

NABOTA®

Toxina Botulínica Tipo A • Prabotulinumtoxin A

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Training

B. AI technology & Education

Human Skills Development



Training & Education



Technology & AI



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Steering Our Mission: AMG Board Behind the Vision



Dr. Ashraf Mohamed

Chairman MD, PhD Business Management



Dr. Ahmed Heikal

Vice Chairman Professor of IT
Arizona State University



Dr. Mohamed Hussein

Board Member Professor of AI KIT University,
Germany



Dr. Muhamed Amin

Board Member Professor of
CS University of Groningen, Netherlands



Dr. Ramy Gohary

Board Member Professor of Comm.
Eng. Carleton University, Canada



Prof. Dr. h.c. Fried

Board Member Chairman GERMED
Germany

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Executive Summary

Company offering cutting-edge innovations that revolutionize industries. Renowned for their pioneering AI Technologies and adaptive solutions, they redefine possibilities in the digital landscape.



Operating Segments

- 01 Ai Power Data Analysis
- 02 Ai Chatbots & Virtual Avatar
- 03 Autonomous Systems
- 04 Ai Data Management
- 05 Ai International Training & Diploma

Executive Team

Ashraf Mohamed
Chairman

Ahmed Heikal
Vice Chairman

Prof Rania Gohary
Ai Academic
Advisor

Devlop. Ai
Team
26

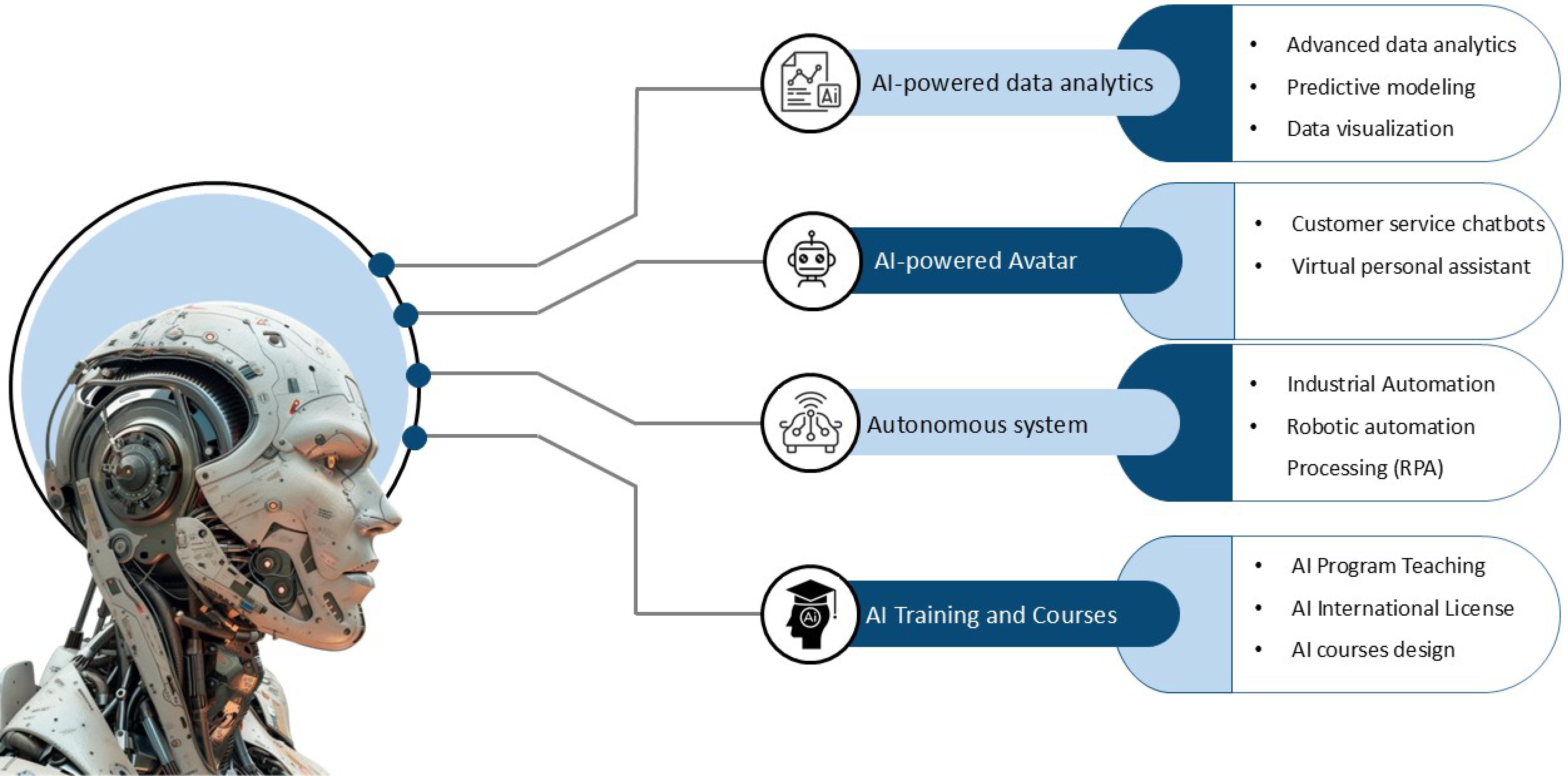
Experience
30+ Y

Ai Training
Instructors
105

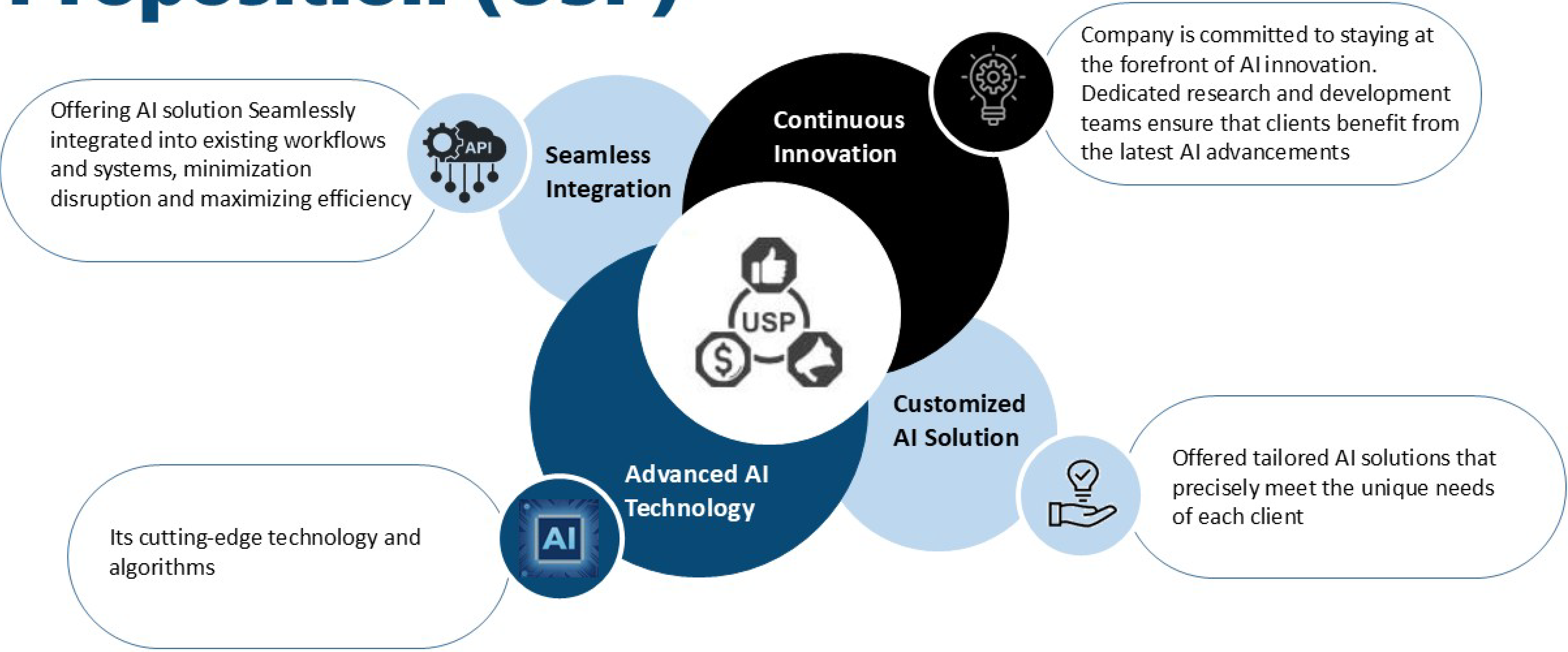
Ai Courses
Delivered
42

Total
Students
23K

Scope of Services



AMG Unique Selling Proposition (USP)



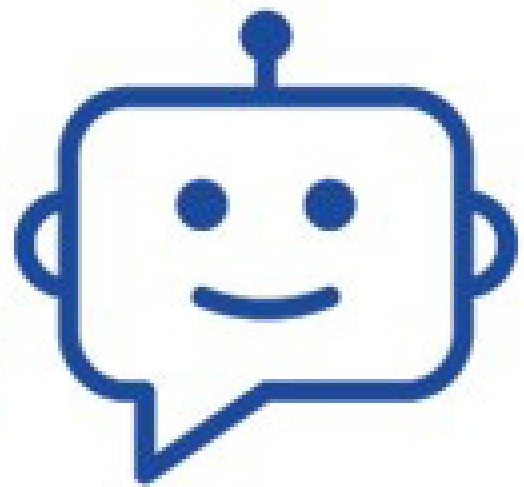
KEY AI Products Overview

Key Product/Sector

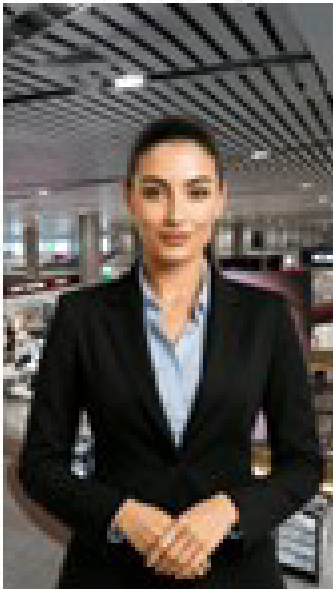
VIP Customer

Product Photo

Projects
56+



AI Avatar and chatbot
to enhance customer
Experience



Programs
21+



AI International
Certificates and Diploma



Courses
42+



AI Training Courses and
Lab Facilities



About AMG Academy

01 Online Learning

Offers flexible online courses to accommodate learners from various backgrounds and schedules.

02 Skill Development

Focuses on developing practical skills through hands-on projects and real-world applications.

03 Networking Opportunities

Provides platforms for students to connect with industry professionals and peers globally.

04 Certification Programs

Delivers recognized certifications upon course completion to bolster resumes and career prospects.



OUR INTERNATIONAL UNIVERSITIES PARTNERS

YORK
UNIVERSITÉ
UNIVERSITY

McMaster
University

Carleton
University

University
of South
Wales

KIT
Karlsruher Institut für Technologie

university of
 groningen

The University of
 Nottingham

جامعة زايد
ZAYED UNIVERSITY

INSIDE AMG ACADEMY PROGRAM: HOW IT'S BUILT

1st Milestone

Identify key objectives and desired outcomes for the curriculum.

2nd Milestone

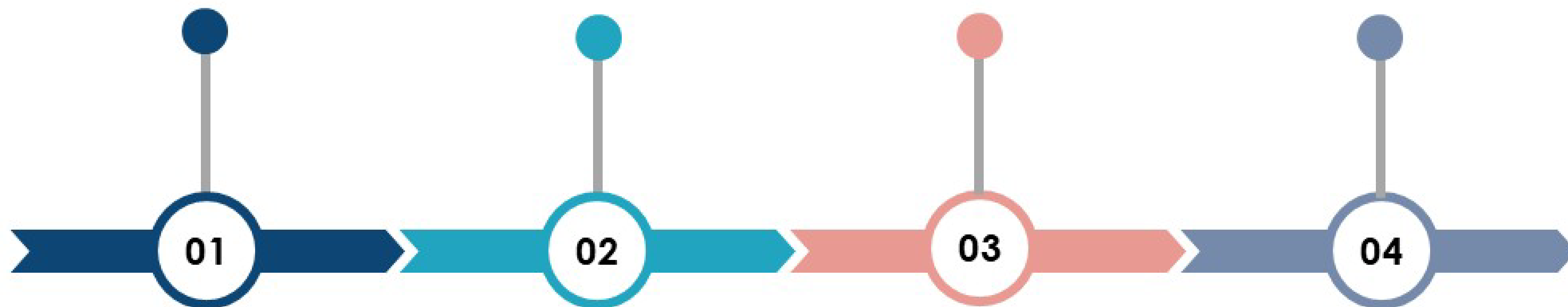
Design course content and structure that aligns with objectives.

3rd Milestone

Develop assessment methods to measure learner progress effectively.

4th Milestone

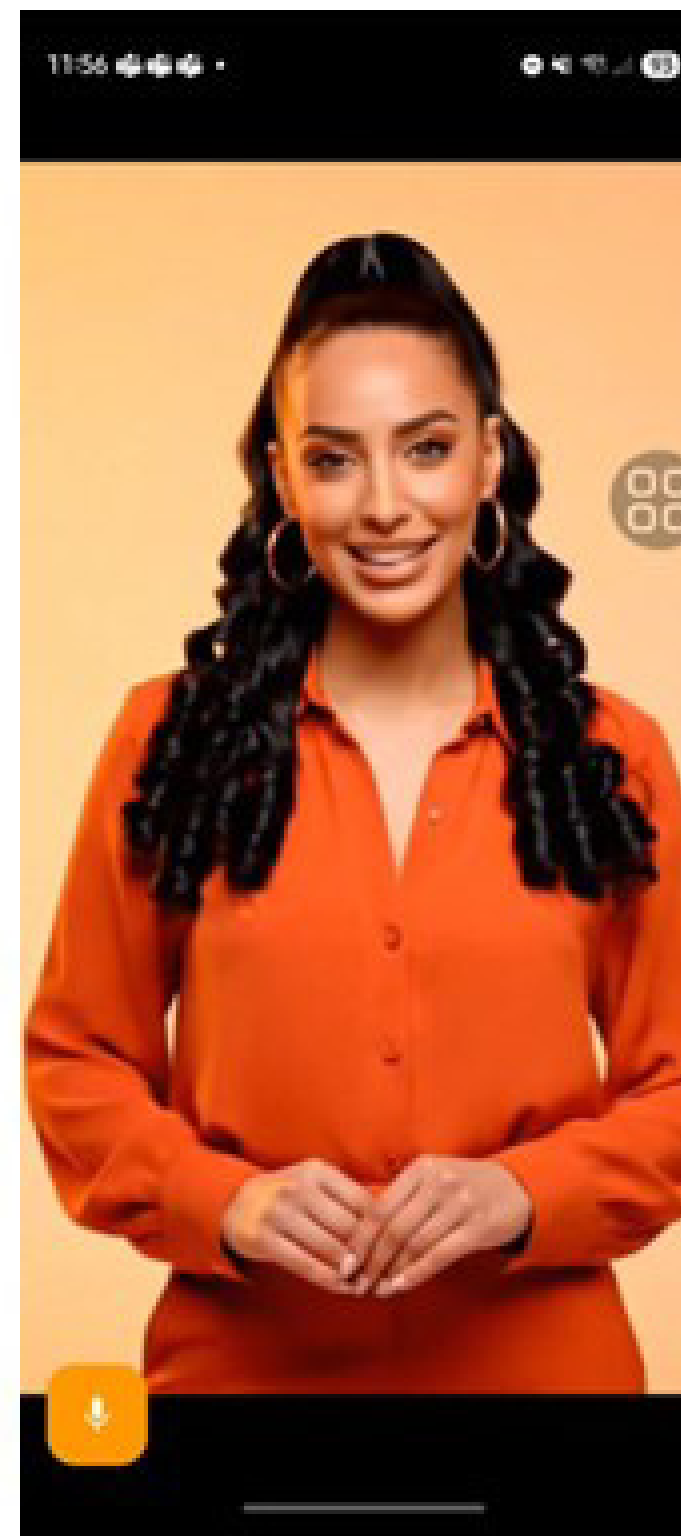
Review and refine the curriculum based on feedback and results.



AMG SUCCESS STORY

Salma for Orange 2025: AI Smart Avatar for Enhancing Customer Experience

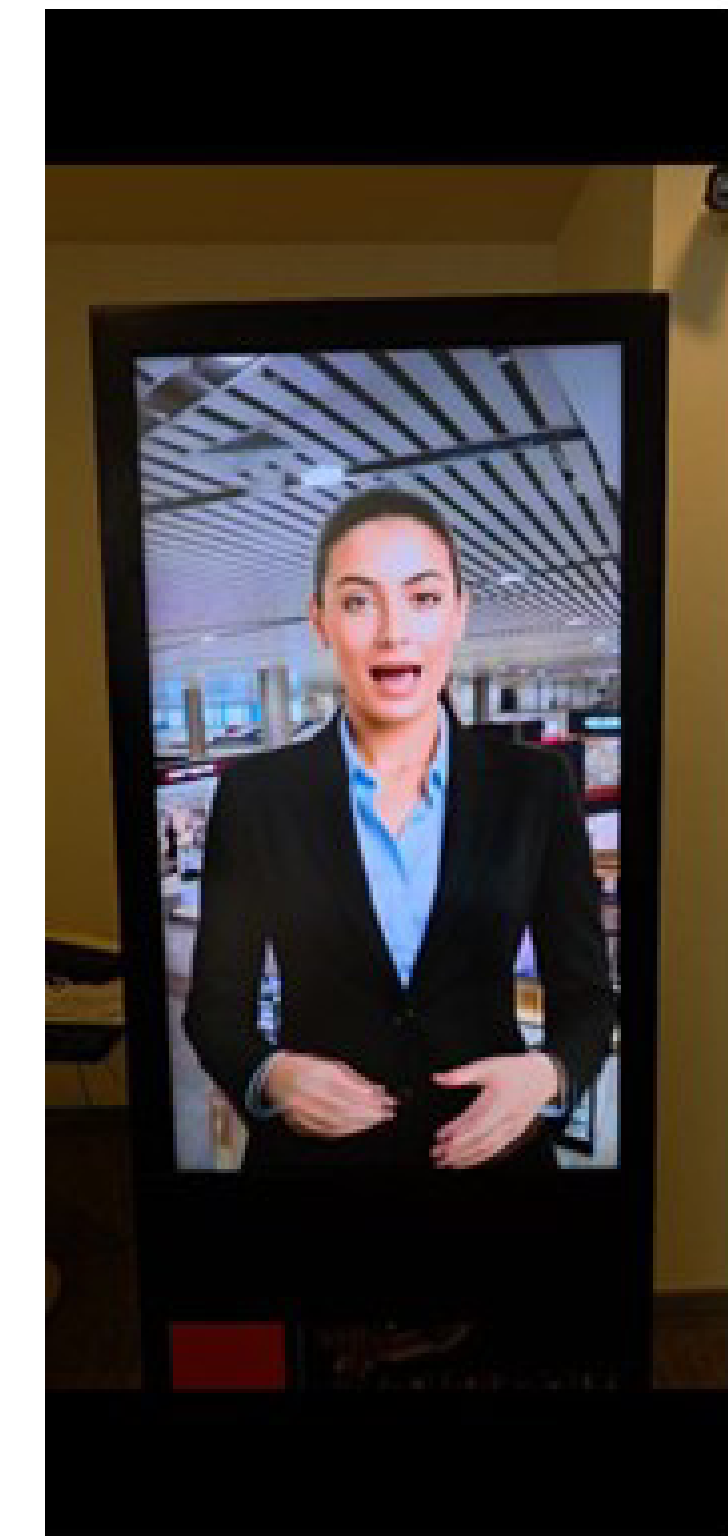
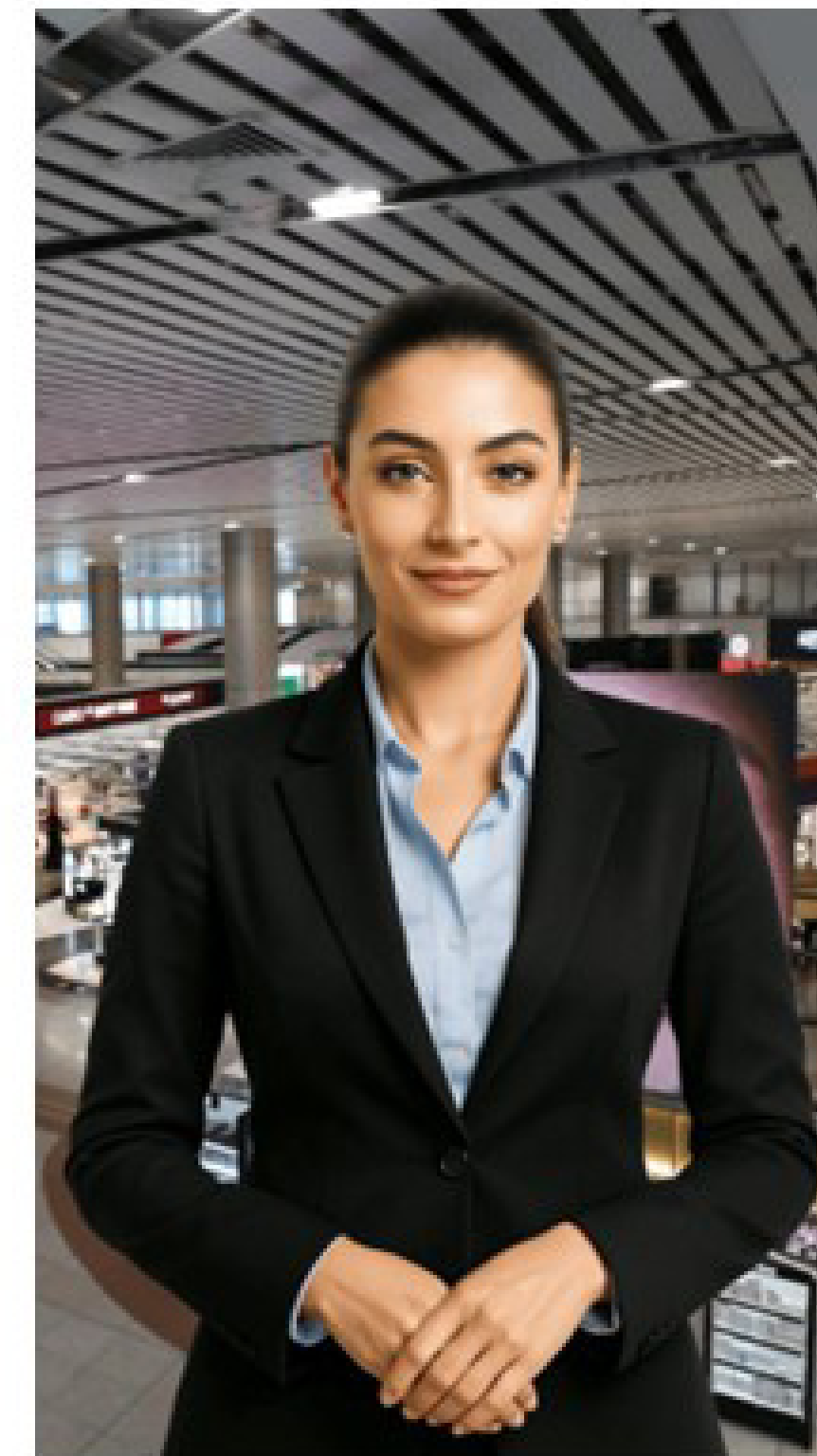
Provide AI Smart Avatar System for Orange Egypt



AMG SUCCESS STORY

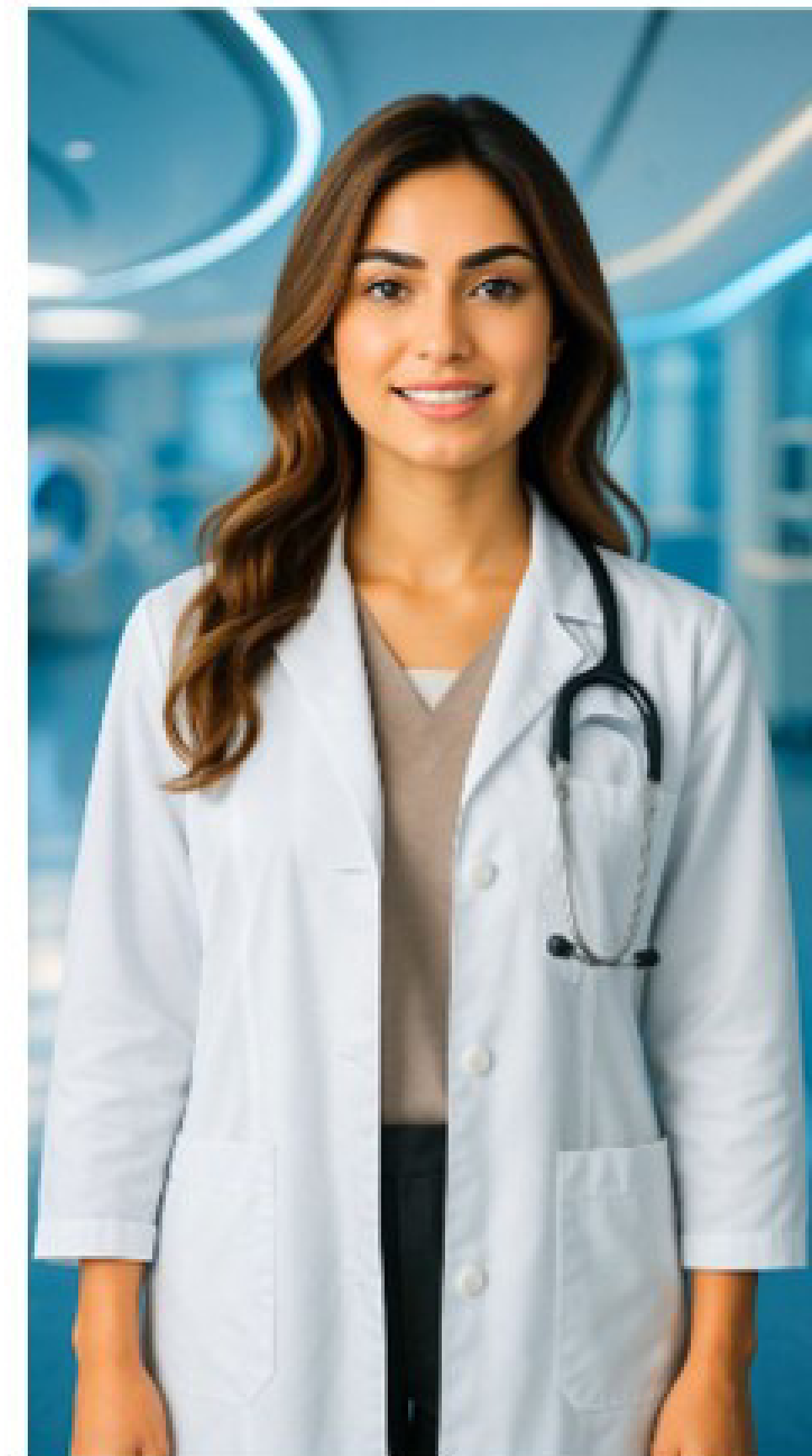
Meriet For Cairo International Airport **2025**:

AI Smart Avatar For frequently Asked Questions and
Flight Booking System



AMG SUCCESS STORY

Ministry of Health Egypt 2025:
AI Smart Avatar for Enhancing Customer Experience
in Healthcare



AMG SUCCESS STORY

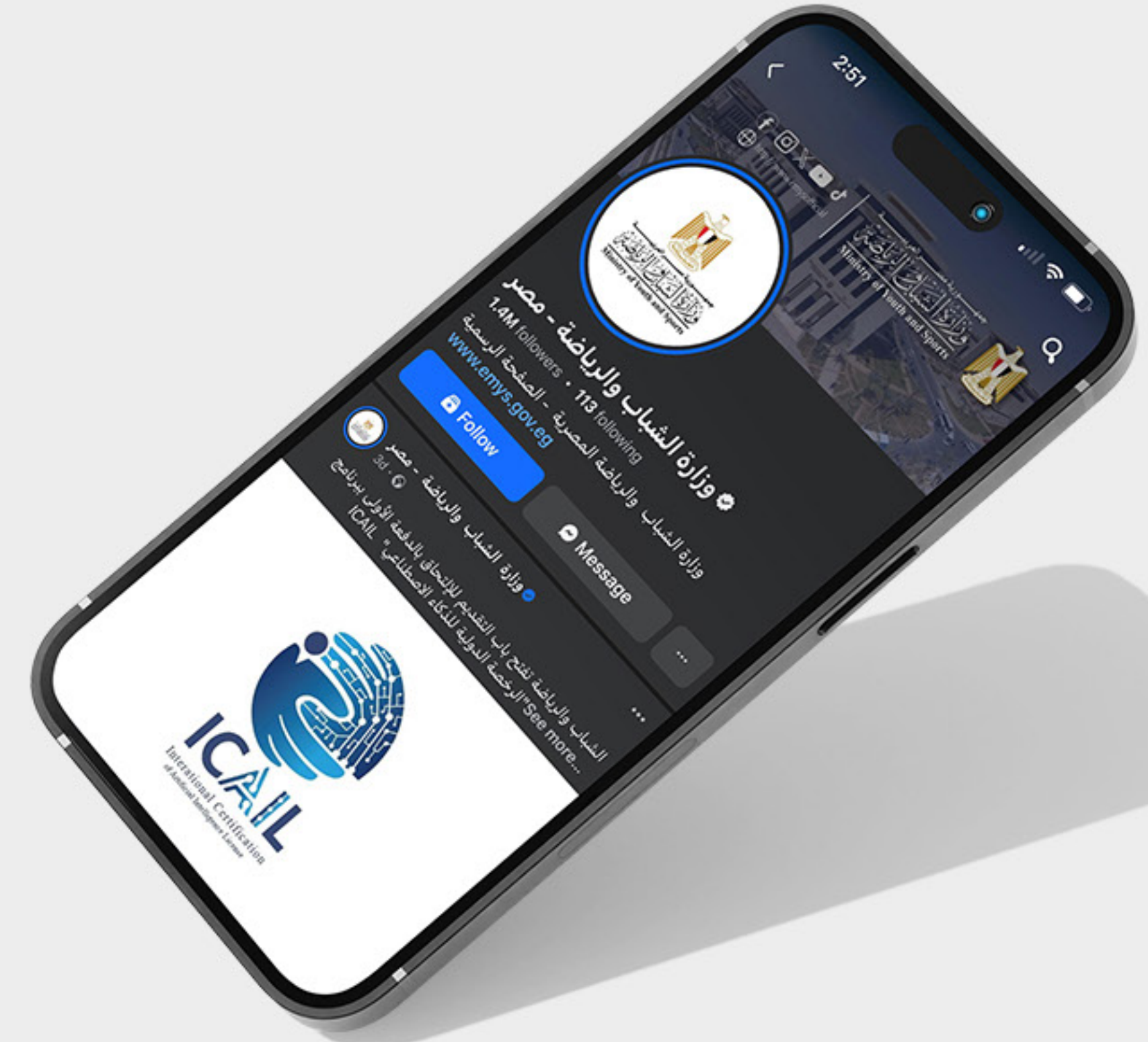
Ministry of Health Egypt **2025:**
AI Early detection module for Cancer using CT scan



Egypt's First Official ICAIL

international Certification of Artificial Intelligence License

Launched by the Ministry of Youth and Sports in collaboration with AMG Group, through RSANH & Ideal Ways for AI



3k+ Registration in 1st Opening Day

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Training & Education

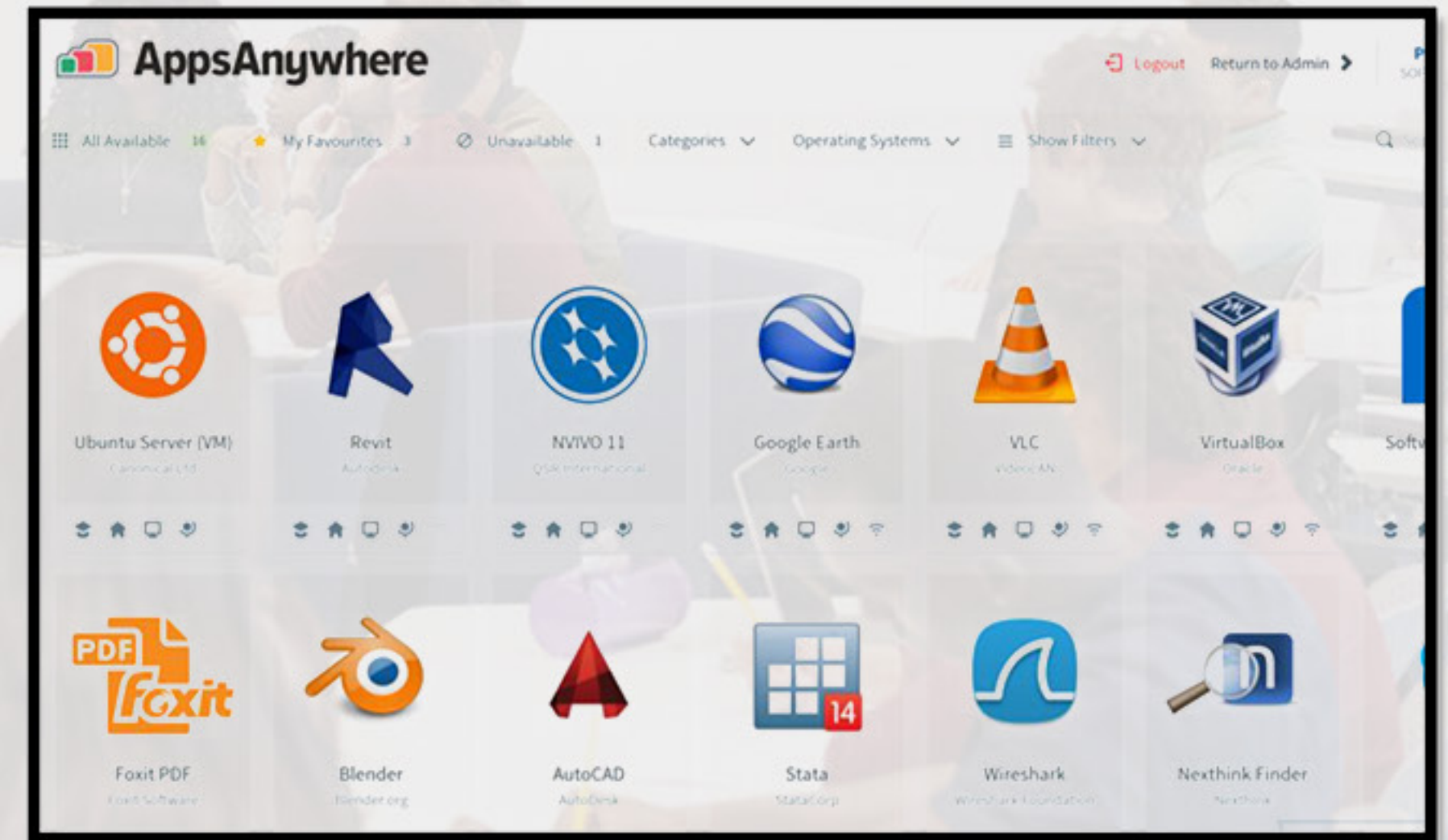
AMG TRAINING PLATFORMS



AMGroup

All Apps you need
in one place

Anytime & Anywhere



AMG
Academy

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Training & Education

Technology & AI

AMG's AI and technology division, **Ideal Ways**, provides innovative solutions that enhance business operations:



oujeeb

Oujeeb is an AI-powered virtual assistant specializing in advanced Arabic language support. It enhances decision-making and streamlines business operations across various platforms, including Apple, Windows, and Android.



**IDEAL
AUTHOR**

Ideal Author is an AI-powered program designed to support Arabic content creation. It offers advanced features for drafting, editing, and managing texts efficiently. Ideal for writers and content creators seeking enhanced productivity.



oujeeb Qanooni

Oujeeb Qanooni is an advanced AI program designed to facilitate legal research and case management. It offers powerful Arabic language support, making legal operations more efficient for professionals and firms.



الطرق المثالية
IDEAL WAYS
للذكاء الاصطناعي AI

Training & Education

■ Human Skills Development , Training & Education



Professional Training
Programs



Workshops &
Seminars



International Competition
Preparation



Career Development
Services



Collaborations with
Global Tech Leaders



Digital Innovation
Consulting



Conferences &
Exhibitions



RSANH
HUMAN SKILLS DEVELOPMENT

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Company Profile

Human Resources

C. Human Resources

Company Profile

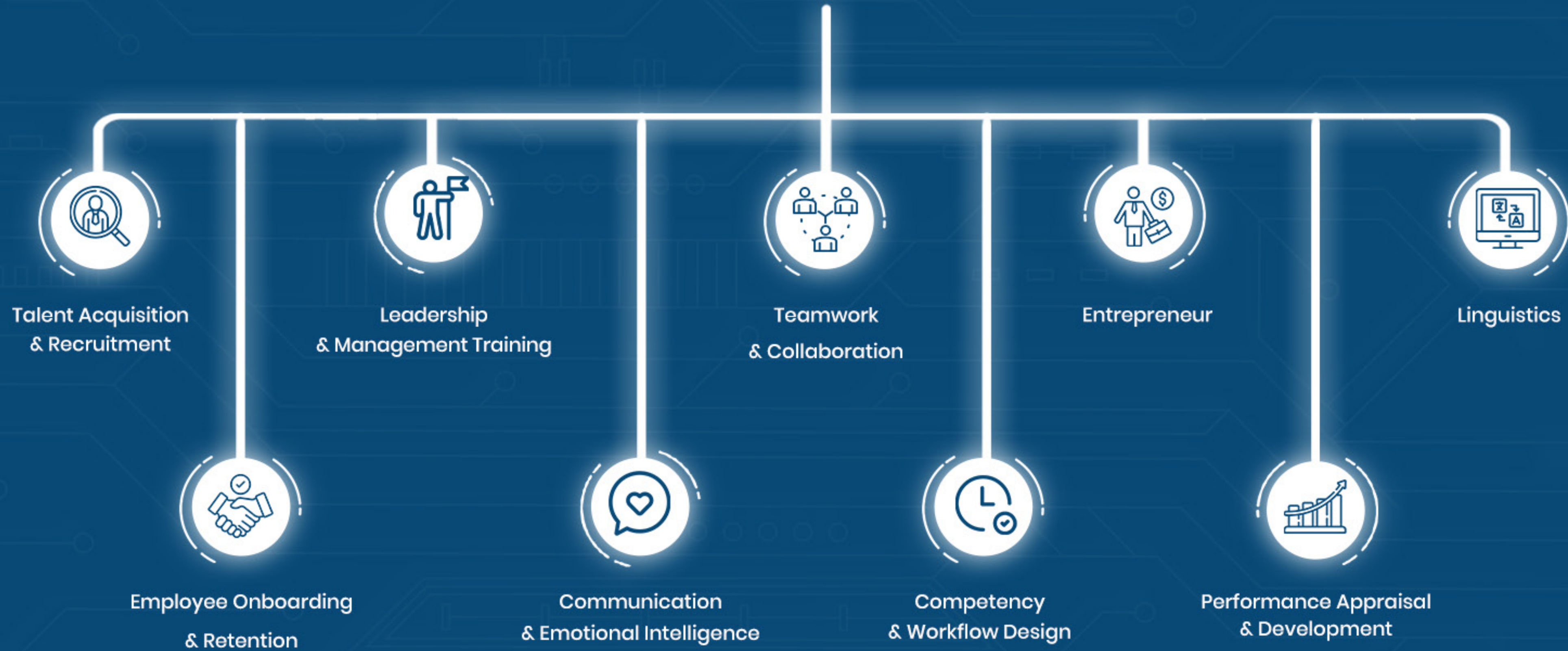


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C. Human Resources & Soft Skills



1 Improved Business Performance

Continuous monitoring of KPIs and Enhanced reporting and visibility of employee performance leading to improved business performance.

3 Smarter Talent Decisions

Gain visibility into talent strengths, risks leading
To better talent decisions

2 Higher Employee Engagement

Improve communication with candidates and employees and provide them with regular updates and announcements to improve satisfaction, alignment and establish clear expectations.

4 Higher Administrative Efficiency

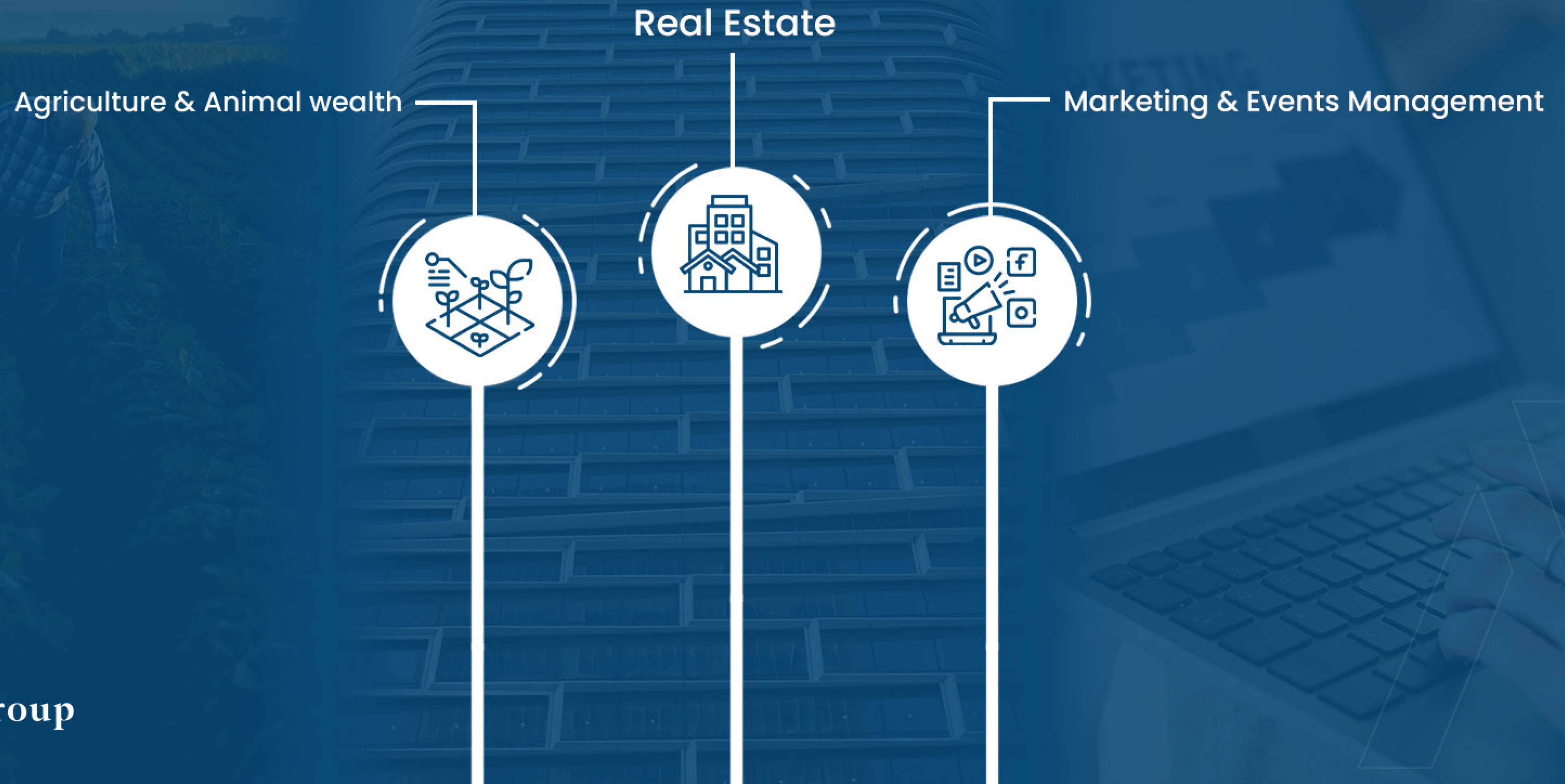
Automating all HR processes, directing time away from administration and towards more meaningful & strategic aspects of operation. Also, the system helps completely eliminate paper and word files.

5 Governance & Compliance

Ensure all policies are implemented and adhered
To, alleviating the effort spent in auditing.

Other industries

D. Other industries



Other Industries

Real Estate Brokerage

AMG's real estate brokerage division, through Performance Elite Real Estate, **Performance Elite Real Estate** operates in Egypt and Canada, offering personalized solutions for diverse real estate needs, offers a wide range of services including:



Mortgage Services



Real Estate Consultancy



Finishing Services

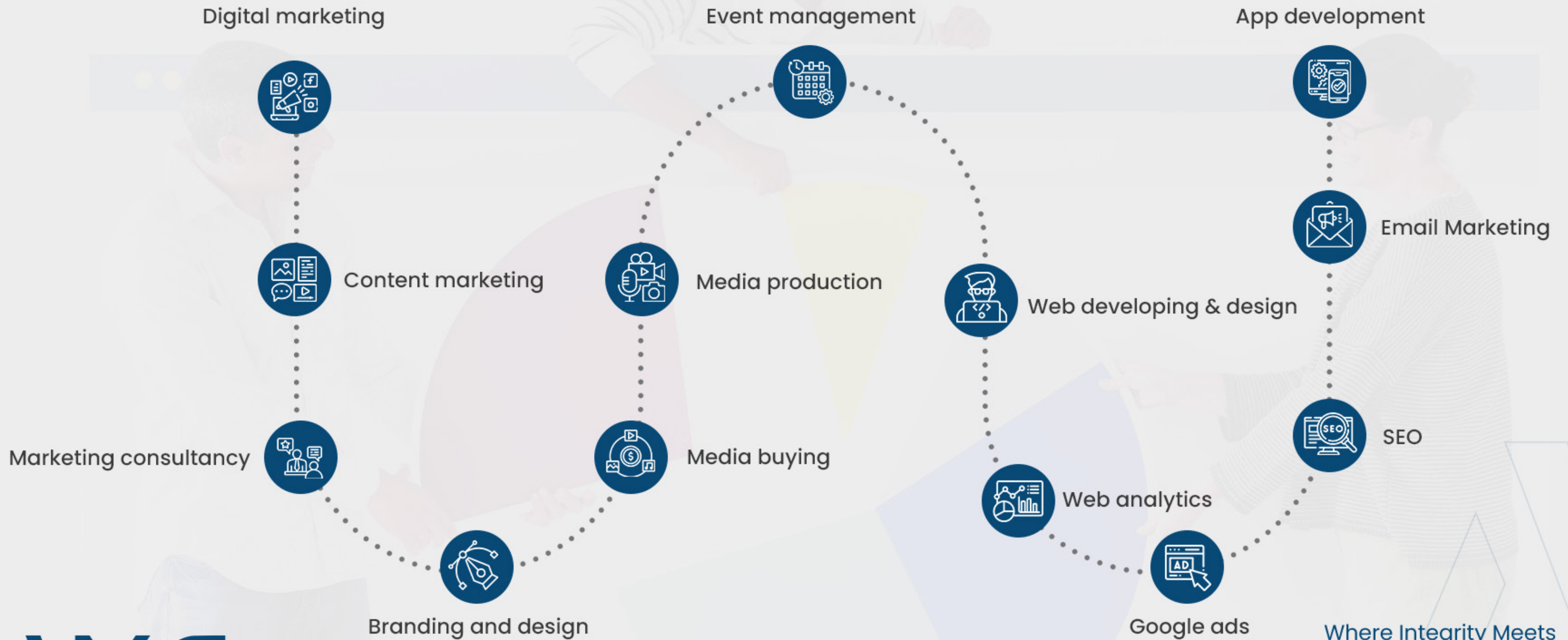


Investment Properties



Property Management

Other Industries



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Other Industries

■ Agriculture & Animal Wealth

AMG promotes sustainable agriculture and animal wealth management through its providers Al Abbas Farm and El Mazraa.

These companies offer eco-friendly solutions that enhance food security, improve animal health, and support ethical farming practices. Through innovative approaches, they contribute to the advancement of agriculture and livestock management, ensuring long-term sustainability and efficiency in the agricultural sector.



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Affiliations

Affiliations

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Our Agencies



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Our Agencies



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Our Strategic Partners



Company Profile

Our Success – Financial partners



Company Profile

Our Success – Financial partners



Company Profile

Our Success Partners



Company Profile

Our Success Partners



Our Events

Our Events

Company Profile



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Our Events



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CITYSTARS[®]
HELIOPOLIS

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REMAX Real Estate Annual Meeting

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Greenstar Immigration Conference

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Our Events



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Al Ain Tourism and Investment Forum

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**Forsan annual show
2024**

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UNIVERSITY**
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AI in Healthcare



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**INTERNATIONAL
ROBOT CHALLENGE**

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Our Events



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ملتقى الشباب الدولي الثالث
للذكاء الاصطناعي
The 3rd International youth Forum on
Artificial Intelligence
2023
مصر EGYPT

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Company Profile

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ICAIL
International Certification
of Artificial Intelligence License

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Company Profile

Our Events



Company Profile



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