



ADVICEMART

FIND THE RIGHT SOLUTIONS

COMPANY PROFILE

WELCOME *TO ADVICEMART*

Your one-stop-shop for business consultancy services and the place at which you can “Find The Right Solutions”.

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At a glance and management team



A Message from Managing Partner

In an era of globalization, we realize that our clients need more from us than before. They need access to in-depth expertise, uniquely tailored services and faster responses with real-world solutions. They need modularity in the roles that we okay within their organization and flexibility of the resources that can be allocated to them.

Everyone on our team is focused and dedicated to our client's success helping them strengthen their financial position, grow their business and become more profitable.

We continuously appreciate the opportunity we are being given to serve all our clients, locally, regionally and globally.

On behalf of the entire Advicemart team, we'd like to thank you for the trust that you have placed upon us and are grateful for the opportunity to serve you.

Hany Embaby
Managing Partner

About us



Advicemart offers multi-specialized business consultancy services in auditing, accounting, taxation, human resources, social insurance, deals and commercial transactions, paralegal, and corporate secretary.

We help our clients tackle business challenges and meet their business needs with minimum parameterization, while being extensible enough to grow along with those needs, thus minimizing risk and maximizing growth.



Our Vision

To be recognized as the business consultancy firm of-choice in MENA Region.

Our Mission

To serve our clients through offering the right business solutions that address their challenges and aid in accelerating the achievement of their business vision.

Our Core Values



QUALITY

We provide outstanding services to deliver premium value to our clients' business.



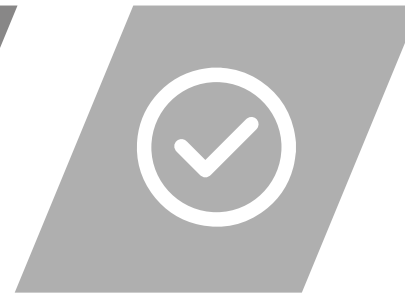
COLLABORATION

We believe in the power of working together.



EXECLLENCE

We go above and beyond to exceed our clients' expectations.



INTEGRITY

We ensure the high level of integrity in all of our actions.



RESPECT

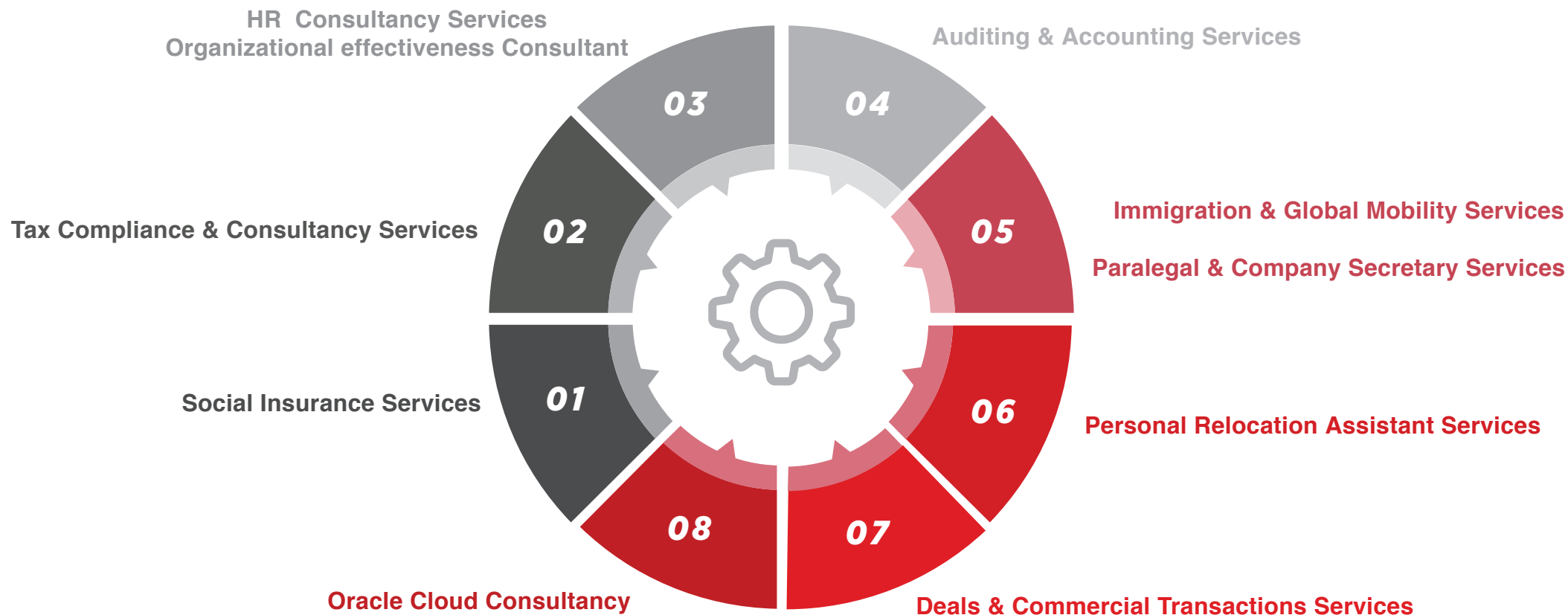
We promote respectful attitude and culture within our team and among our clients.

Our Services



Our specialized end-to-end services are well-tailored to help our clients face the rapid changes in business trends and have a seamless experience. Depending on our industry in-depth expertise and client-focused team, we always promise to exceed our clients' expectations.

Service Lines & Solutions



Social Insurance Services

Social insurance compliance and advisory.

Contracting social insurance compliance and advisory.

Disputes and appeal representation.

Casual labor levies compliance and advisory.

Vehicles insurance certificates issuance/renewal.

Pension settlements handling.

Tax Compliance & Consultancy Services

Income Tax

Corporate income tax compliance, salary tax compliance, expat tax compliance, tax inspections preparation, income tax advisory, tax appeals representation, tax returns preparation.

Value-added Tax (VAT)

VAT compliance and advisory, e-invoicing preparation, VAT inspections preparation, VAT refund assistance, VAT returns preparation.

Transaction & International Tax

Buy & sell side tax due diligence, tax restructure, tax planning, tax treaties advisory, international tax advisory.

Real Estate Tax

Real estate tax compliance, real estate tax advisory, real estate tax returns preparation.

Transfer Pricing

Transfer pricing advisory and documentation, advance pricing agreements and tax rulings, business model optimization, review and design transfer pricing policies, benchmarking studies, preparation of defense files, transfer pricing international reporting.

HR – Organizational Effectiveness

Organizational Effectiveness

Organizational Reviews , Structures/Re-structuring , Organizational Culture , Staff engagement and Recruitment.

Training & Development

Training needs analysis, competency management solutions, sustainability management, development planning, training programs design, training and development plans review, post training assessments.

HR Due Diligence & Audit

HR due diligence, HR health checks and audits, HR legal compliance and advisory.

HR Policies and Procedures Development

HR policies and procedures design, HR manuals and handbooks development, HR policies and procedures review.

Performance Management system & Change Management

Personnel & Payroll

Personnel outsourcing, payroll preparation and administration, shadow payroll for expats, labor law compliance and advisory, compensation and benefits advisory.

Auditing & Accounting Services

Statutory Audit

GAAP, EAS & IFRS statutory reporting, annual and quarterly financial reporting, limited audit reporting

Accounting & Book Keeping

Accounting and bookkeeping outsourcing, financial statements preparation, financial management outsourcing.

Enterprise Risk Management & Internal Audit

Internal audit, risk assessments, corporate governance, fraud risk management, financial investigations, audit committee advisory, Sarbanes – Oxley compliance, information technology risk management, cybersecurity.

Polices & Procedures Development

Polices and procedures design, manuals preparation, cost and accounting systems design.

Immigration & Global Mobility Services

Global Mobility Management

Re-location planning and advisory, case assessments, immigration, tax and social security briefings, filing strategies preparation, visa and travel documents tracking.

Immigration Support

Work and residence permits issuance/renewal, dependents residence permits issuance/renewal, business visa support, tourist visa support, in-country visa extensions, foreign spouses of Egyptians residence permits issuance/renewal, accompaniment services, medical check facilitation, issuance of travel permission for Egyptians employed in GCC

Consular and Document

Official and personal documents procurement, documents legalization and notarization, documents attestation at foreign embassies/consulates, embassies appointment bookings, accompaniment services.

Authorized Translation

Documents authorized translation in front of governmental authorities and embassies/consulates, Ministry of Justice translation, Civil Registry translation.

International Employment Tax and Social Security

Expats employment tax compliance and advisory, expats social security compliance and advisory, issuance of tax and social security certificates of coverage, registration at the Social Insurance Fund for Egyptians Working Abroad.

Paralegal & Company Secretary Services

Company Formation & Business Licensing

Mainland and Free Zone companies formation, mainland and free zone branches registration, representative offices registration, business licenses issuance and renewal, investment and companies laws advisory, market entry studies, virtual office and registered address services, tax and social insurance registration.

Board of Directors Support

Board and shareholders meetings administration and facilitation, minutes of meetings authentication, legal books custody, central depository of shares, share certificates issuance/renewal, shares registration at stock exchange.

Amendments of Articles of Incorporation

Appointment/replacement of directors, change of legal domicile, change in ownership of shares or shareholders structure, adding/omitting activities, legal counsel appointment, auditor appointment, change of legal entity name or shareholder name, amendments after M&A or carve-outs/spin-offs.

Statutory & Reporting Compliance

Quarterly and annual GAFI compliance, free zone compliance, chamber of commerce subscriptions, FDI returns submission, executive position reports issuance, annual accounts filing.

Public Notarization

Power of attorney notarization, lease/rental contracts notarization, sell and buy contracts notarization.

Home Search

Home Search Assistant with detailed Inquiry Report, School appointments, Negotiation, Contract Translation and Temporary Housing and furnished rental.

Give our Clients tour in their new neighborhood, including journeys to school and work.

The mission of opening bank accounts, Internet registration and Connection of utilities.

Ensure that provisions agreed with landlord are completed prior to occupancy.

Advice the employee of all obligations and duties they are responsible for under the terms of the agreement.

Tracking of critical dates such renewal and lease re-negotiation dates and vacant properties suitable tenant be identified.

Deals & Commercial Transactions Services

Buy/Sell Side Due Diligence

Buy side legal and financial due diligence, sell side legal and financial due diligence.

Valuation and Financial Modeling

Investment analysis, M&A analysis, restructuring, reorganization, recapitalization, assets valuation, intellectual property valuation, business modeling for financial planning and capital increase, corporate finance.

Feasibility Studies and Business Plans

Feasibility studies, business planning, strategic planning, business assessment, investment opportunities assessment.

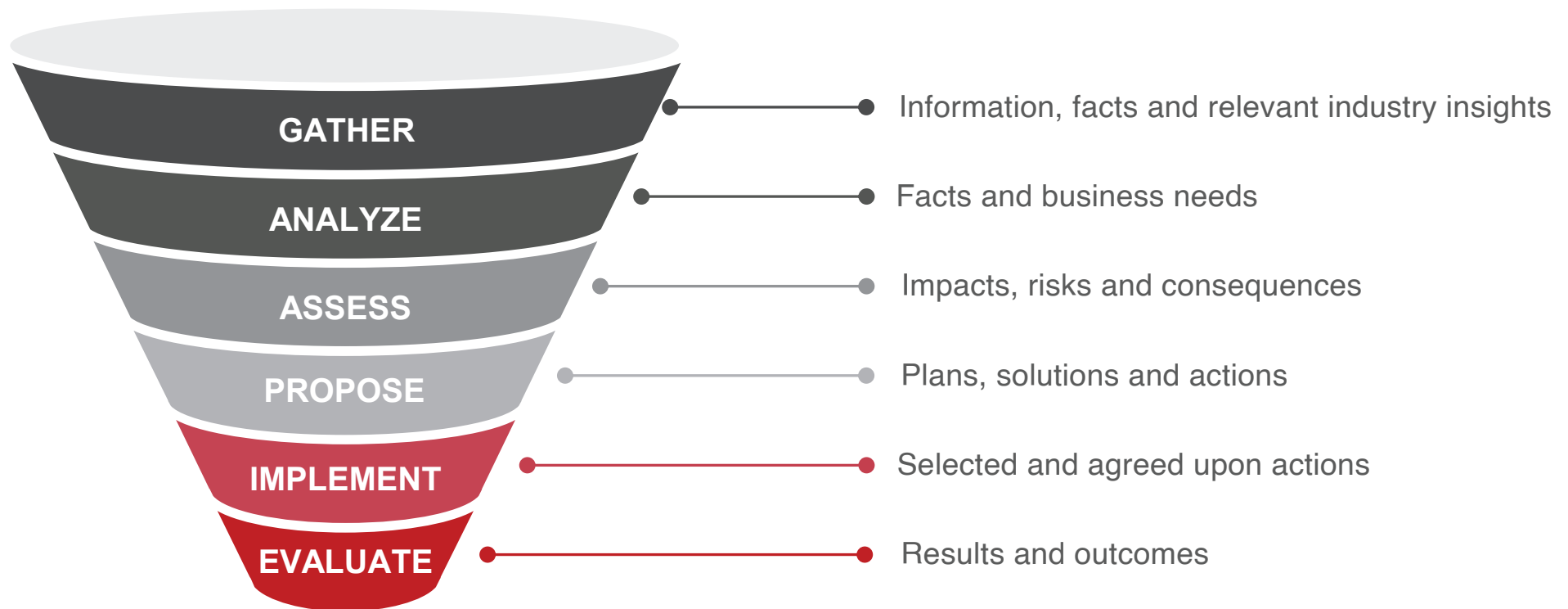
Merger & Acquisition

Deal structuring, debt and equity solutions, capital financing solutions, bid and negotiation support, capital and financial advisory, initial public offering advisory (IPO), purchase price allocation, post transaction integration.

De-merger/carve-out/spin-off

Structuring, financial and legal reporting, post de-merger/carve-out/spin-off integration.

Our Approach



WHY US ?



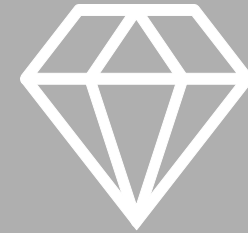
DEDICATED TEAM

A specialized dedicated team of management and professionals to ensure timelessness of responses to our clients' requests.



COMPETITIVE FEES

Great value for money and cost efficient services.



TOP QUALITY SERVICES

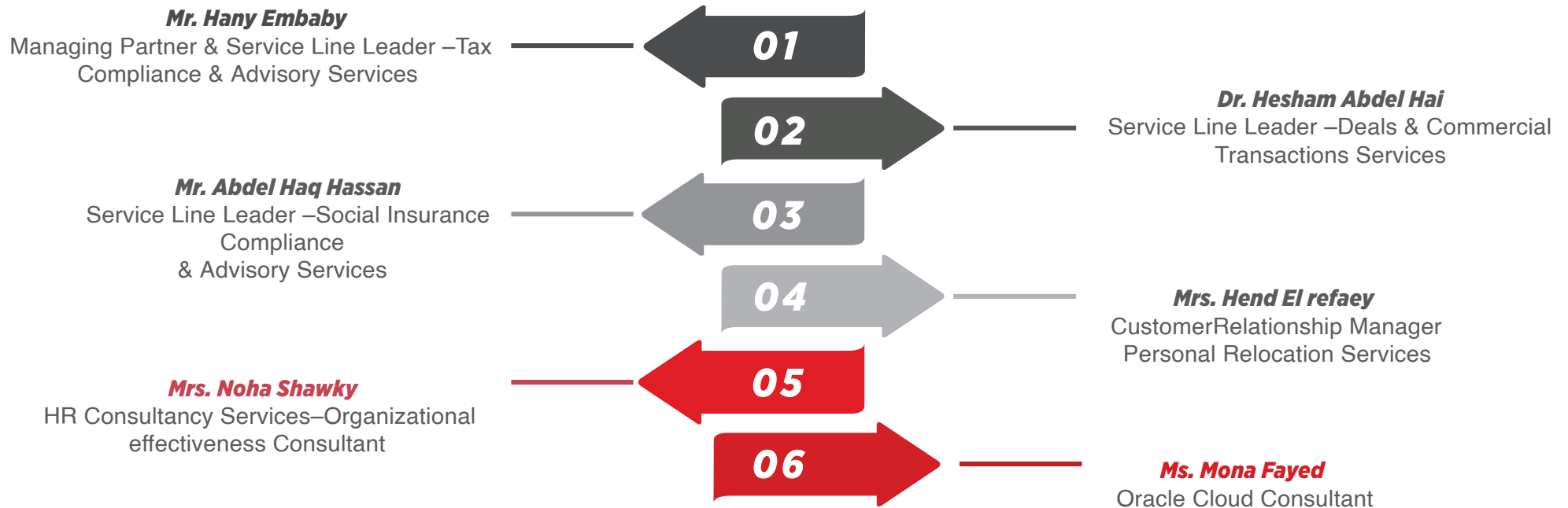
High level of quality are offered to in terms of assessments and deliverables.

Our Team



With a 40 years expertise in working at Big4 accounting and consulting firms as well as top-tier multinational and governmental organizations, Advicemart team differentiates itself by its seamless understanding and respond to our clients' business needs. The in-depth know-how and industry focus enable them to provide the “Right Solutions” and deal professionally with complexity of the matters.

Management Team



Management Team



Mr. Hany Embaby

Managing Partner & Service Line Leader –Tax
Compliance & Advisory Services

- Great Experience through working at Arthur Andersen & Deloitte , Ernst & Young (EY)
- Internal Audit manger and Tax Director at Elaj for medical and healthcare services. Saudi Arabia & GCC
- Internal Audit Manager at Ortho house for medical supplies and services.
- Chief Financial officer at PACT for investment and real estate development.
- Internal Audit Manager at National Cement Company - owned by NSPO National Service Projects Organization (Army Forces)
- Chief Financial officer at ECU Line – Global LCL services provider.
- Accounting Manager at CMA - CGM



Dr. Hesham Abdel Hai

Service Line Leader –Deals & Commercial
Transactions Services

- Accounting Professor at (Cairo University, Egypt - AlZaytoonah university, Jordan - Buraidah College of Technology - Saudi Arabia) .
- Accounting Systems Consultant at ESG Engineering Systems Group Company.
- Consultant of accounting systems at the Ministry of Finance of Kuwait through the company of expertise house Consulting.
- Former Consultant of the Audit Bureau - Kuwait.
- Former CEO's Consultant at VIVA - Kuwait Telecom provider Company.
- Provided more than 850 training programs at multiple private and governmental Authorities and institutions around the world in countries (Saudi Arabia , UAE , Jordan , Kuwait , Syria , Palestine and Egypt).

Management *Team*



Mr. Abdel Haq Hassan

Service Line Leader -
Social Insurance

Compliance & Advisory Services

- Great Experience at Audit firm - Big 4 multinational Companies for more than 25 year.



Mrs. Hend Elrefaey

Customer Relationship Manager
Personal Relocation Services

- Consulting and event planning manger at Saudi heart association in Riyadh – Saudi Arabia.
- Event Manager at four seasons Hotels and resorts Egypt – Bahrain- Dubai - KSA
- Managing director of Gateway property experts (Relocating service) Cairo – Egypt.
- Customer relation manger at Advicemart Cairo – Egypt.
- Bachelor Degree from Faculty of art English department.
- Master of business administration from Canadian university.

Management Team



Ms. Noha Shawky

HR & Organizational Effectiveness
Consultancy Services

- Associate Consultant - Oxford HR, England.
- Former Global Chief of Staff at The World Organization of the Scout Movement (WOSM) · Kuala Lumpur, Malaysia.
- Former General Manager at Novo Nordisk in Malaysia - Tunisia - Jordan.
- Former Logistics, quality and Direct Marketing Manager at Ciba Specialty Cairo , Egypt



Ms. Mona Fayed

Oracle cloud consultant
Database Certified Professional

- Database Oracle Consultant at Ministry of Justice at the first Attorney's office – Prosecutions Project



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