



Sustainable Business Strategist

Noha Elshouqary

"Achieving
Responsible
Growth Is Our
Target From The
Early Beginning"

"A keenly designed and customized value chain like a masterpiece made especially to fit your business` values is your way to achieve sustainable growth."



Your competitive advantage must be clear if you are seeking sustainable growth to make your business more attractive to investors.

SO

A well-designed and analyzed value chain will help you in implementing your goal

Employees

- engagement
- improvement
- satisfaction
- retention

Customers

- advocacy
- loyalty
- satisfaction
- retention

Business

- profit
- fewer complaint
- brand value
- differentiation

About Me:

An economic researcher specialized in integrating strategies in international supply chains and global value chains.

I have worked as an assistant lecturer in the Arab Academy of Science, Technology, and Maritime Transport for about 9 years.

I have experience in providing customized and tailored training programs for SMEs and startups supported by following up consultancies to ensure that the trainees are mastering the tools that they have learned through the training journey.



My Passion for designing value chains

has been fortified by:

- A strong economic background.
- A master's degree in logistics effects on attracting foreign direct investments.
- A Ph.D. in global value chain integrating strategies.

In addition to value chain
designing,

providing pieces of
training
is the nearest to my
heart.

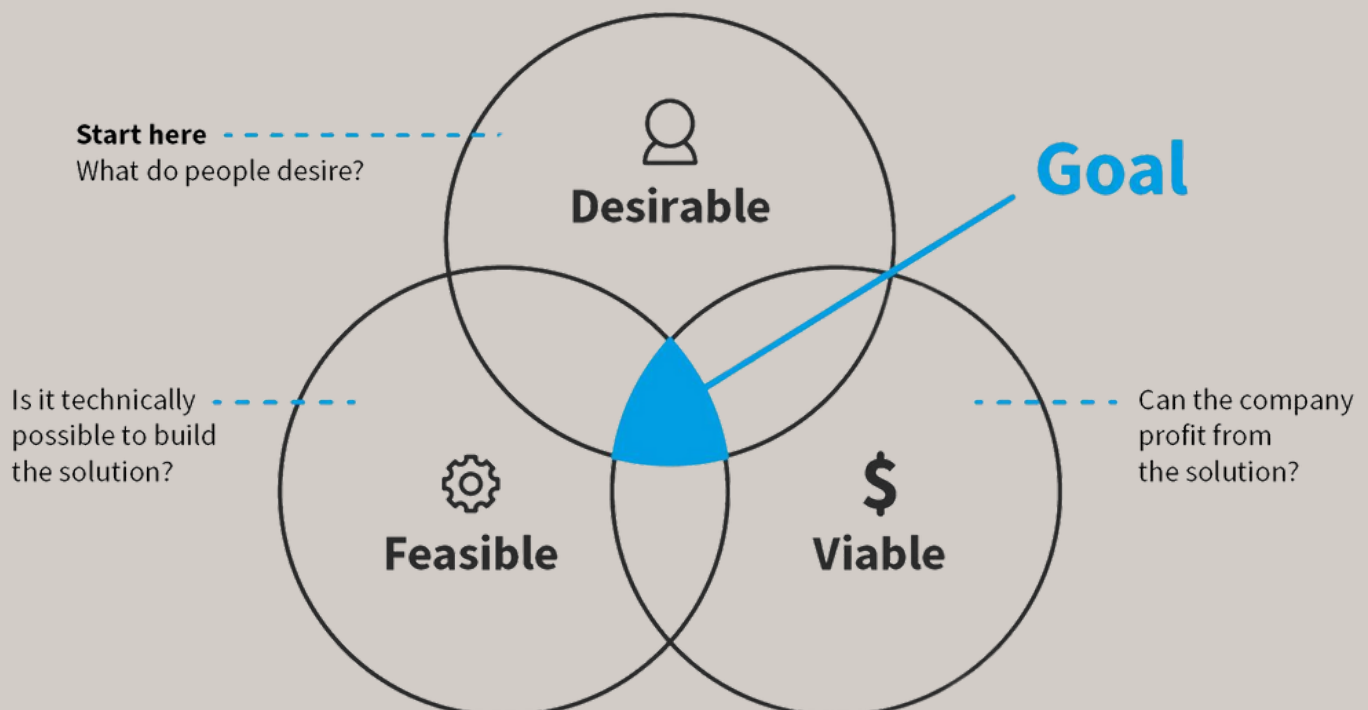
Accredited by Notting Hill College as
a professional trainer has allowed
me to design and deliver training
suits in well-established
organizations such as the Arab
Administrative Development
Organization ARADO



An economic mindset contributes to enlarging your vision or in other words, acquiring a panoramic vision of any subject.

Fortunately, I was able to help many of my trainees to reorganize their thoughts and formulate their goals. Simply, to well-design their thinking.

Three Lenses of Design Thinking



And Finally,
To Get A Grip On Your Business

We end the journey by applying the
concepts of:

EOS (Entrepreneurial
Operating System)

To Grow Inside Out



Training Record

- Freelancers Union.
- Noases Venture Studio
- Adel Sedik - English Academy
- Turbo- Cargo & Freight Company.
- Calmy (brand for newborn accessories and one of the shark tank winners).
- Anciana (company for health care services and positive aging)
- Information and Decision Support Center- Egyptian Cabinet (the training was provided under the supervision and in the Arab Administrative Development Organization)

Projects Track Record

- Turning Ain Sokhna & East Port Said Ports to Global Logistics Hubs (Master`s Degree)
- Enhance and elevate the Egyptian position in GVC by applying to food processing industries (Ph.D.)
- Participate in the assessment of how to improve the performance of the ports dominated by the economic zone of the Suez Canal, Ministry of Planning and Economic Development.

- Collaboration with Loveah Beads (accessories brand) (ongoing).
- Providing Design Thinking Sessions to Dr Amira Huessin (Psychologist) to develop her services into an established business.
- Collaboration with Naguib a brand for natural leather lady bags (ongoing)

My Story of Success:

The story began in 2011 in my hometown Sohag where we searched the local market for opportunities and spotted the need for "Higher Institutes", as there were none in the governorate and Upper Egypt as a whole. The students were obliged to apply for higher institutes in either Cairo or Delta governorates.

So, the decision was taken to search for investors to construct the first higher institute in Upper Egypt, which is "The Higher Institute of Management Sciences in Sohag"

I Have the honor to be a Board Member.



The pursued business model, which characterized by Consolidation, Consistency, and Integrity, has allowed our team to acquire the trust of new investors and the launching of a second higher institute took place in 2020;

‘The Higher Institute of Management and Accounting’



As our ambition has no limits:

*‘The Higher Institute for Nursing Technology in Sohag’
is coming soon*



Contacts:

It`s a pleasure to receive your questions
and calls on:

Tel:

01006023408

Email:

nohaelshouqary@gmail.com

Social Media:

www.linkedin.com/in/nohaelshouqary