



Global Expertise, Local Insight, Real Results

Company Profile 2024

[www.ejabat.ae](http://www.ejabat.ae)

# Our Values



## Purpose

To deliver tailored, actionable solutions that help clients achieve lasting success.



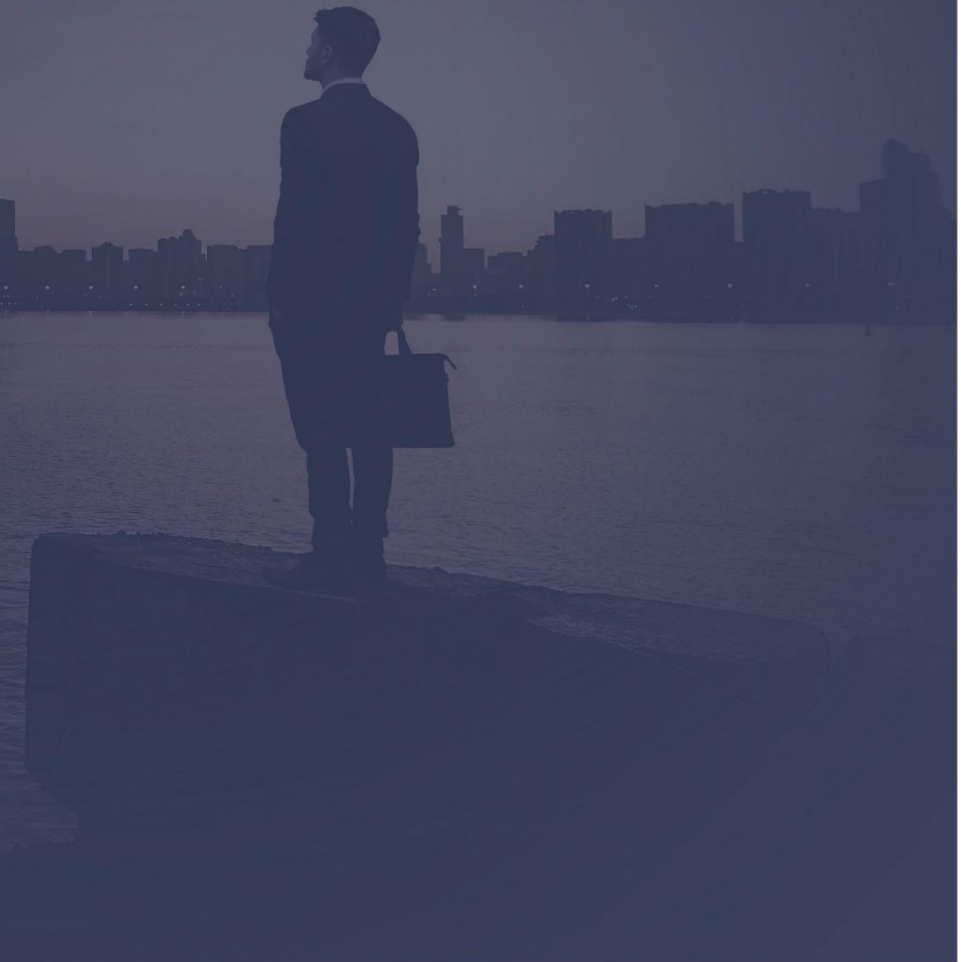
## Mission

To deliver exceptional, tailored solutions by combining global expertise with local insight to effectively tackle our clients' most pressing challenges.



## Vision

To be the trusted partner of choice, known for delivering enduring impact and success through our deep expertise and commitment to building lasting client relationships.



# EMC at a Glance



# Who We Are

At EMC, we deliver bespoke solutions tailored to your unique business needs. Headquartered in Abu Dhabi, our consultancy combines personalized service with deep local knowledge and global expertise. Our mission is to provide exceptional, client-focused support—whether you're exploring new markets, optimizing operations, or navigating change.

Our team is central to our success. Comprising diverse experts with deep regional insights and global experience, we provide strategic advice that is both actionable and far-reaching. We value collaboration, working closely with clients to ensure every project not only meets its goals but drives lasting success.

At EMC, we are more than consultants—we are your trusted partners in driving sustainable growth and success. With a commitment to genuine, client-centered service, we guide you at every step of your journey, blending local expertise with a global perspective





# Our Expertise

EMC is a consultancy with expertise across diverse sectors and services. Over the past 5 years, we have delivered bespoke, value-driven solutions to our clients. Whether guiding them through complex M&A transactions or driving strategic transformation through tailored Project Management Office (PMO) setups, we focus on combining in-depth subject matter expertise, sourced from a global network, with best-practice methodologies.

**Our extensive track record across Abu Dhabi and the broader UAE market has been established on the back of our 4-step approach:**

## 1 Identify

Collaborate closely with clients to articulate their needs, define objectives, and refine the scope of required interventions.

## 2 Define

Assess the current state to craft a fit-for-purpose solution and roadmap—clear for stakeholders yet adaptable to evolving project needs.

## 3 Design

Develop and refine the solution with client feedback, ensuring a detailed design that aligns with their objectives and secures approval.

## 4 Deliver

Execute the agreed plan with precision, ensuring timely and effective delivery of the solution.


With experience spanning Aviation, the Public Sector, and Private Offices, we bring a rigorous, industry-agnostic approach to delivering measurable client value.

# Our Offerings

We support clients from different sectors as they navigate the essential stages of business change, starting with strategic planning and leading up to execution. Our guidance also spans the entire transaction lifecycle, from strategizing deals to planning their integration.

	Transaction Strategy	Investment Advisory	Business Consulting	Execution & Implementation	Research & Analytics
Focus Sectors	<ul style="list-style-type: none"><li>• Pre-feasibility &amp; Proposal Assessment</li></ul>	<ul style="list-style-type: none"><li>• Target Identification</li><li>• Valuation Services</li></ul>	<ul style="list-style-type: none"><li>• Targeted Strategy Development</li></ul>	<ul style="list-style-type: none"><li>• Portfolio and Program Management</li></ul>	<ul style="list-style-type: none"><li>• Market Research</li></ul>
Aviation	<ul style="list-style-type: none"><li>• Market Assessment</li><li>• Feasibility Study &amp; Concept Development</li></ul>	<ul style="list-style-type: none"><li>• Transaction Strategy Assessment</li><li>• Due Diligence Oversight</li></ul>	<ul style="list-style-type: none"><li>• Operating Model Development</li><li>• Organization Model Review &amp; Design</li><li>• Governance Design</li></ul>	<ul style="list-style-type: none"><li>• Project Management Office (PMO)</li><li>• Performance Management</li></ul>	<ul style="list-style-type: none"><li>• Industry Analysis</li><li>• Translation Services</li></ul>
Private Offices	<ul style="list-style-type: none"><li>• Acquisition Strategy Development</li><li>• Business Plan Formulation</li></ul>	<ul style="list-style-type: none"><li>• Negotiation Support</li></ul>	<ul style="list-style-type: none"><li>• Business Process Optimization</li></ul>	<ul style="list-style-type: none"><li>• Integration Management Office</li><li>• Project Turnaround</li></ul>	<ul style="list-style-type: none"><li>• Design Services</li></ul>
Government & Public Sector					

# Case Studies



## Advisory on the Acquisition of a Private Jet Provider

### Problem Statement

The client required a consultant with a comprehensive understanding of both the aviation industry and M&A processes to provide the full suite of buy-side advisory services.

### Approach

EMC provided negotiation support, transaction facilitation, technical and financial documentation review, valuation advice and acquisition guidance. Our interventions supported the client in maximizing the value of the transaction culminating in a successful project.

### Results

EMC oversaw the due diligence process and developed a tailored acquisition strategy that led to a 100% buyout of the target worth AED 51M, negotiated down from an initial ask of AED 73M. The firm's value is estimated to grow by over 150% in the next 5 years further emphasizing the value added by EMC in the negotiation process.

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**Sector:** Aviation  
**Offering:** Investment Advisory



## Development of Partnership Strategy for Freezone Real Estate

### Problem Statement

The client needed support in identifying reputable and capable development partners for to co-develop highly strategic real estate adjacent to the international airport.

### Approach

EMC worked with the client to develop a series of development principles (underpinning the strategy used to identify and select suitable co-development partners), a bespoke financial model—on which the credibility of submitted proposals was assessed and lead the market engagement for the client.

### Results

EMC brought clarity and structure in the development plans of a plot size of roughly 1M Sqm and a potential development CAPEX of up-to AED 5B, and thereby enabled the client to approach the market with confidence. EMC's intervention re-invigorated a process that had been dormant for 9 years.

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**Sector:** Aviation  
**Offering:** Transaction Strategy



## Development of Design Brief and initial Cargo Strategy for an International Airport

### Problem Statement

The client needed assistance in completing a comprehensive review of all legacy cargo-related documents for its international terminal. In addition, the client was seeking support in developing technical and financial principles on which it could develop a new cargo strategy.

### Approach

EMC engaged with stakeholders within the Abu Dhabi cargo and logistics eco-system and used this insight to develop a comprehensive Design Brief, Business Case and underlying Financial model. Technical feasibility was co-developed alongside industry experts from Northern Europe and North America.

### Results

EMC provided clarity and insight into the operational requirements of the new terminal and obtained endorsement from the Executive team for the design brief and business case. EMC's work has led to the commencement of the Design and Construction of an industry-leading c. AED 1B facility capable of handling up to 2 tons of cargo annually.

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**Sector:** Aviation  
**Offering:** Business Consulting

# Case Studies



## Establishment and Operation of an Integration Management Office

### Problem Statement

The client needed support in managing and reporting on the rapid introduction of over 20 new companies into its Portfolio.

### Approach

EMC established and operated the onboarding and integration office, acted as a primary control and information hub for all relevant stakeholders; facilitating all administrative functions for the stakeholders involved in the onboarding and integration process.

### Results

EMC has played a pivotal role in creating the structure, processes and project management support required for the project to succeed. The IMO has overseen the successful onboarding of companies with a cumulative revenue of over AED 2B – all within 4 months.

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**Sector:** Private Office  
**Offering:** Execution & Implementation



## Advisory on Investment Opportunities for a Private Office

### Problem Statement

The client needed ongoing assistance in evaluating incoming leads for investment and partnership proposals. EMC was tasked with analyzing and developing a sustainable pipeline of feasible investments.

### Approach

EMC developed commercial structures for investment proposals, leads deal origination, conducts financial analysis and made investment recommendations based off extensive market research and company analyses.

### Results

EMC customized and standardized a process for screening investment proposals that catered towards the client's investment strategy. Our dedicated team analyzed over 160 opportunities over a period of 6 months, and helped our client close deals in the Media, F&B and Hospitality industries worth over AED 300M cumulatively.

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**Sector:** Private Office  
**Offering:** Investment Advisory



## Establishment and Operation of a Project Management Office

### Problem Statement

The client required a team of capable and technically proficient project management professionals with significant expertise in aviation to further enhance the existing project management office functions.

### Approach

EMC established a Corporate Project Management Office: developing Project progress reports, risk registers, and robust Business Cases for the project stakeholders. EMC acted as the recognized point of control and created a robust project information repository through disciplined storage of key documentation and maintenance of an audit trail of key decisions.

### Results

EMC aided in the administration, risk assessment, feasibility analysis and facilitation of over 320 development projects across 7 development phases for the project management office with a cumulative CAPEX worth over AED 6B. Furthermore, EMC supported the business to improve capital activation and spend by 50% year-on-year.

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**Sector:** Aviation  
**Offering:** Execution & Implementation



# Case Studies

## Strategic Insights and Data-Driven Decision Support for a Diverse Client Portfolio

### Problem Statement

Our clients require 24/7 access to comprehensive research and design services. These act as a key input into strategic business decisions. The services provided span market assessments, customer behavior insights, and industry-specific trend analysis which are all presented through compelling visual representation.

### Approach

At EMC, we excel in synthesizing critical data and market insights, providing our clients with detailed and visually compelling analytical reports. Our approach involves:

- Conducting granular analysis to understand market dynamics, customer demographics, and competitive positioning.
- Crafting impactful visualizations to guide strategic planning and facilitate clear communication to stakeholders.

### Results

EMC's dedicated Research and Analytics team operates continuously, having successfully completed over 500 projects in the past year. On average, we deliver 10 high-impact projects weekly, with a turnaround time of 24 to 72 hours, ensuring that our clients have the timely information they need to make informed decisions.

**Sector:** Multiple  
**Offering:** Research & Analytics

## Development of 5-Year Strategy for a Facilities Management Company

### Problem Statement

The client engaged EMC to develop a new strategy to maintain competitiveness and rapidly expand its operations. The client also required insight into critical market trends in the facilities management sector.

### Approach

EMC led a comprehensive analysis of the firm's operations, which included an assessment of the industry, competitive landscape, strategic assets and potential synergies of sister entities. EMC further analyzed how to maximize shareholder value through mapping of opportunities in different sectors.

### Results

EMC delivered a comprehensive 5-year strategy document which included a multi-step dynamic roadmap and proposed market entry strategies for 3 complimentary services all with the aim of achieving the client's objective of expanding its operational base. If implemented, this could result in a 5-year CAGR of 30% - ultimately increasing annual turnover to c. AED 800M.

**Sector:** Private Office  
**Offering:** Business Consulting

## Advisory for the Acquisition of an Upcycling Service Provider

### Problem Statement

The client required support in conducting an initial market feasibility study and identifying suitable acquisition partners in the upcycling industry. In addition, the client requested support in developing a business case and overseeing the non-binding offer and due diligence process.

### Approach

EMC executed a detailed analysis of the industry and target firm, oversaw the end-to-end due diligence process, developed the business case, produced an associated financial model and created the initial execution plan. We served as the primary liaison between key project stakeholders including the investment team, legal team, executive sponsors and government authorities.

### Results

EMC provided a business case that was ultimately approved by the executive sponsors due to the profile of the identified partner, alignment with Abu Dhabi's wider strategic goals, and the favorable financial appraisal (IRR: 31% and payback period: 5 years). Our intervention accelerated the project delivery timeline and reduced the client's financial and reputational exposure.

**Sector:** Government & Public Sector  
**Offering:** Transaction Strategy & Investment Advisory

# Our Leadership Team



**Haytham Abi-Mershed**  
CEO

Haytham has a solid history of building strong relationships with clients, offering creative solutions, and seeing projects through from start to finish. He also has a deep understanding of the best practices and political factors that come into play when planning big transformation projects.

## Education

- Master's Degree in Management from Boston University
- Bachelor's Degree of Business Administration & Economics from Richmond College
- PMI Certified Project Management Professional (PMP)

**Years of Experience: 25+ Years**

## Areas of Expertise

- Program Management
- Client and Stakeholder Management
- Business Transformation
- Corporate Governance



**Chuks Nwabineli**  
Senior Director

Chuks has successful experience leading program management offices, Organizational re-structures and Strategic reviews. He is a certified project professional who combines a comprehensive knowledge of best practice project management methodology with an analytical data-driven approach.

## Education

- Master's Degree in International Business Management from Newcastle University
- Bachelor's Degree (Hons) of Economics from Newcastle University
- Project Management Professional (PMP)
- Managing Successful Programs (Advanced Practitioner)
- PMI Certified Risk Management Professional (RPM)

**Years of Experience: 15+ Years**

## Areas of Expertise

- Program Management
- Project Management
- Risk Management
- Organisational Restructure
- Change Management



**Ivo Sarges**  
Senior Director

Ivo is a seasoned strategy consultant with extensive experience advising corporates and public sector institutions across Europe, Africa, and the Middle East. He has built in-house consulting units in various contexts developing and leading teams up to 30 professionals.

## Education

- Master's Degree in Sciences of Administration from University of Konstanz
- Graduate Program in Political Science from York University
- Bachelor's Degree of International Relations and Philosophy of Science from University of Konstanz

**Years of Experience: 25+ Years**

## Areas of Expertise

- Corporate & Business Unit Strategy
- Customer Centricity
- Organizational Design
- Growth Solutions

# Why EMC?

## Our Relationships

At EMC, our roots run deep within Abu Dhabi's vibrant business ecosystem. Our enduring relationships with key stakeholders across the UAE are a testament to our commitment and local expertise. These bonds, strengthened by our nuanced understanding of the regional market, position EMC as an ideal partner for business success.

## Our Commitment

The EMC leadership is not just invested; we are passionate about guiding each project to fruition. Our hands-on involvement ensures heightened accountability, swift decision-making, and a significantly higher chance of project success. We do not just advise; we become a part of your journey to excellence.



## Our Client Centricity

Recognizing the uniqueness of each client, EMC creates bespoke solutions that align perfectly with our clients' specific needs. We blend our services into a singular, cohesive strategy and treat each project as an opportunity to innovate and excel. For us, every client engagement is a fresh canvas.

## Our Collaborative Approach

At EMC, we understand that theoretical advice alone is not enough to address the complex needs of our clients. To this end, our model prioritizes contracting subject matter experts who bring real world experience and operational insights into the advisory process. By blending their hands-on expertise with our strategic advisory capabilities, we ensure that our recommendations are both grounded in reality and tailored to the unique challenges faced by our clients.

# Our Relationships

We have forged strategic partnerships across key sectors in Abu Dhabi

## Our foundations in Abu Dhabi

EMC has forged significant partnerships with important stakeholders across the three key sectors we serve within the Emirate. We are proud of the contribution we have made to date in advancing the strategic interests of Abu Dhabi's vision.

## Alignment with Abu Dhabi's most influential institutions

EMC has cultivated trust with many of Abu Dhabi's most influential private and public institutions. Our collaboration is testament to our aligned efforts towards realizing the Emirate's ambitious 2030 Economic Vision.



# Our Commitment

We ensure our clients have direct access to our leadership team throughout the project

Our leadership team's involvement goes beyond conventional practices, playing a pivotal role in every aspect of our client engagements. We ensure that each solution is not just delivered but is a result of meticulous customization to meet our clients' distinct needs.

1

## Expert Led Deliverables

Each engagement is led by one of our experienced Directors, ensuring strategic oversight and leadership at every stage.

2

## Senior Level Insight

Our Directors are not just figureheads; they are hands-on, providing expertise to ensure every solution aligns with the client's strategic vision.

3

## Open Lines of Engagement

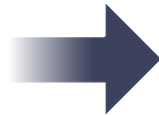
We believe in open communication, providing our clients with continuous access to our executive team, fostering collaboration throughout the project lifecycle.



# Our Client Centricity

We place our clients' top challenges at the forefront

**EMC's client focused approach reinforces our commitment to understanding and addressing the unique needs of our clients**



## Issue-centric

- Every solution is uniquely crafted to address the client's specific situation and challenges.
- We draw on deep and broad expertise to navigate complex issues, not constrained by a product-centric approach.
- We prioritize the client's evolving needs, ensuring our solutions are as dynamic as the challenges they address.
- Our services are engaged by clients who see the distinct value in a partnership that puts their issues first.

## Core to Success

- ▶ Understanding and insights into the client's organization and challenges, gained through existing relationships and past work experience
- ▶ Trusted advisor relationship with key client stakeholders. Not afraid to challenge assumptions and course correct if the situation changes
- ▶ Combine technical expertise and industry knowledge to the specific context of each engagement

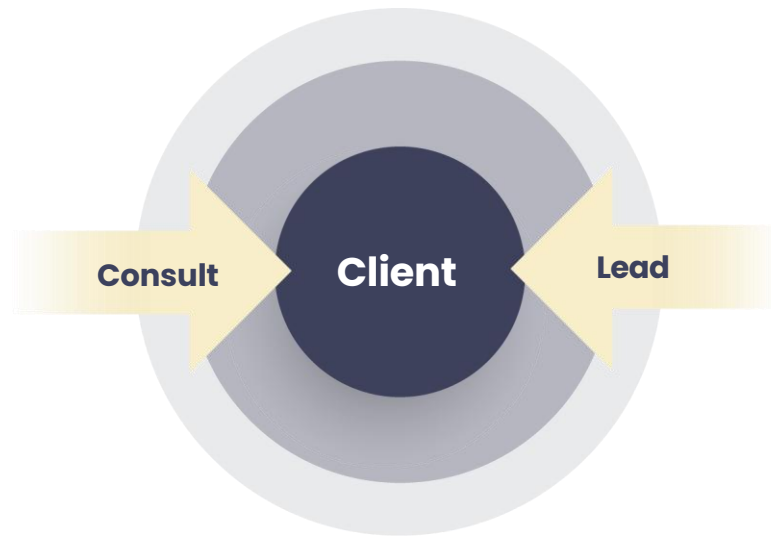
# Our Collaborative Approach

We blend hands-on expertise with our strategic advisory capabilities to deliver our unique offerings

## The Strategic Advisor

Deep understanding of the client's market and its dynamics

Comprehensive expertise in specific knowledge area



## The Collaborator

Extensive network of niche affiliates and SME's

Strong experience in project management, change management, and benefits realization

## Core to Success

- ▶ Taking over the most suitable role for the specific situation and that aligns with our internal capabilities/ specialization considering the challenges that our client faces
- ▶ Ability to develop and apply a customized approach, rather than selling pre-defined solutions
- ▶ Incorporating real world expertise to ensure that recommendations are both grounded in reality and tailored to the unique challenges faced by our clients.

# emc



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