سُرى العالمية الجديدة
Sura New International
رؤية عالمية بروح أصيلة

# SURA NEW INTERNATIONAL

## Building Businesses.
## Creating Partnerships.
## Developing Markets.

An International Business & Investment Platform

Syria · Saudi Arabia · Sweden · Regional Markets

**Think strategically. Build locally. Connect globally.**



**ONE PLATFORM • CLEAR RESPONSIBILITY • EVIDENCE-BASED EXECUTION**

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# GROUP OVERVIEW

## A Business Platform Built Around Opportunity

**Sura New International connects opportunities, capital, partnerships and execution across markets and sectors. We identify opportunities, structure commercial pathways and assemble the capabilities required to move from strategy to implementation.**

### BUSINESS DEVELOPMENT & INVESTMENT
Market assessment, commercial structuring and investment pathways.

### PROJECT DEVELOPMENT
Feasibility, concept development, partner selection and delivery strategy.

### ENGINEERING & CONSULTANCY
Technical coordination from development through execution.

### CONTRACTING & CONSTRUCTION
Building, infrastructure, fit-out and project delivery.

### MANUFACTURING & INDUSTRIAL
Production, localization and industrial relationships.

### FURNITURE & FIT-OUT
Furniture, joinery, FF&E and installation.

### ENERGY & TECHNICAL SERVICES
Building systems, energy and technical infrastructure.

### FACILITIES & OPERATIONS
Maintenance, asset services and lifecycle performance.



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# WHO WE ARE

## More Than a Company. A Connected Business Platform

**We connect operating capabilities, strategic partners, specialists and investors around clearly defined opportunities. The platform maintains continuity from first assessment through development, delivery and long-term operations.**

### CONNECT

Opportunity → Strategy → Investment → Development

### DEVELOP

Engineering → Procurement → Construction → Delivery

### OPERATE

Commissioning → Operations → Maintenance → Optimization

### SCALE

Partnerships → Markets → Industrial Capability → Growth

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# THE SURA PLATFORM

## From Strategy to Execution

**Our model combines strategic direction with specialized execution capabilities, allowing the right resources to be assembled around each opportunity.**

### STRATEGIC PLATFORM

Strategy · Business Development · Investment · Partnerships

### OPERATING CAPABILITIES

Engineering · Contracting · Manufacturing · Interiors · Energy · Operations

### STRATEGIC NETWORK

Investors · Developers · Manufacturers · Technology · International Companies





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# GROUP & OPERATING COMPANIES

## A Network Built for Execution

**Sura New International works with operating companies and strategic business relationships that extend the group's ability to develop and execute opportunities. Each entity or partner should be represented according to its documented relationship.**

### PLATFORM LEVEL

Strategy, investment, business development and coordination.

### OPERATING ENTITIES

Specialized companies and execution resources aligned to approved scope.

### PARTNER NETWORK

Specialists, manufacturers, suppliers and international relationships.





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# CONTRACTING & CONSTRUCTION

## From Design Intent to Built Asset

**Our contracting capability supports building and infrastructure delivery through coordinated technical, commercial and site execution. The objective is controlled delivery from mobilization through testing, commissioning and handover.**

### GENERAL CONTRACTING

Civil, structural and building works.

### ARCHITECTURAL & FIT-OUT

Finishes, joinery and specialist works.

### MEP & INFRASTRUCTURE

Mechanical, electrical, plumbing and infrastructure.

### DELIVERY

Testing, commissioning, handover and close-out.






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# ENGINEERING & CONSULTANCY

## Engineering That Supports Execution

**Engineering is integrated from early development through design coordination, procurement, construction, commissioning and operation. The focus is practical, coordinated and execution-oriented.**

### CIVIL & STRUCTURAL

Construction-oriented engineering support and technical coordination.

### MEP SYSTEMS

Mechanical, electrical and plumbing coordination.

### FIRE & LIFE SAFETY

Integration of safety requirements with delivery.

### ELV & BMS

Building technology, controls and intelligent systems.

### VALUE ENGINEERING

Balance performance, lifecycle and commercial objectives.

### CONSTRUCTION ENGINEERING

Translate design intent into executable site solutions.



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# PROJECT DEVELOPMENT

## From Opportunity to Project

**We move opportunities through structured stages, combining market intelligence, feasibility, commercial structuring, partner selection and delivery planning. Each stage is intended to produce evidence for the next decision.**

### IDENTIFY
Opportunity and market intelligence.

### ASSESS
Feasibility and commercial validation.

### STRUCTURE
Capital, partners and governance.

### DEVELOP
Concept, engineering and execution strategy.

### DELIVER
Procurement, construction and commissioning.

### GROW
Operations, optimization and scale.

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# MANUFACTURING & INDUSTRIAL

## Building Industrial Capability

**Manufacturing and industrial relationships can support production, localization, technology transfer, project supply and regional market access. Supplier and manufacturing representation remains subject to evidence and qualification.**

### FURNITURE & JOINERY
Furniture, joinery and wood products.

### INDUSTRIAL COMPONENTS
Fabrication and specialist components.

### BUILDING MATERIALS
Selected construction-related products.

### LOCALIZATION
Technology transfer and local production.

### REGIONAL SUPPLY
Potential supply to wider markets.

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# FURNITURE & FIT-OUT
## From Space to Experience

**We connect design intent with furniture, joinery, FF&E, procurement and installation for hospitality, residential, commercial and institutional projects.**

### INTERIOR FIT-OUT
Architectural finishes and site installation.

### JOINERY
Custom woodwork and specialist detailing.

### FURNITURE & FF&E
Loose furniture and furnishing packages.

### PROCUREMENT
Specification, sourcing and commercial coordination.

### INSTALLATION
Delivery, coordination and completion.

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# ENERGY & TECHNICAL SERVICES

## Engineering the Systems Behind Performance

**Technical services focus on reliable infrastructure, energy performance, building systems and lifecycle efficiency. The approach links design and integration with commissioning, operation and optimization.**

### ENERGY SOLUTIONS

Efficiency, infrastructure and technical optimization.

### MEP & HVAC

Reliable building systems and maintainability.

### BMS & AUTOMATION

Controls, monitoring and intelligent operation.

### SCADA & DATA

Visibility of critical systems and performance.

### MAINTENANCE

Planned technical support and lifecycle reliability.



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# FACILITIES & OPERATIONS

## The Asset Continues After Handover

**Our operating philosophy extends beyond construction into maintenance, facilities, asset performance and lifecycle planning. The objective is to protect the value and reliability of the built asset over time.**

### FACILITY MANAGEMENT
Operational coordination and service delivery.

### TECHNICAL MAINTENANCE
HVAC · Electrical · Plumbing.

### LIFE SAFETY & ELV
Fire, controls and intelligent systems.

### ASSET PERFORMANCE
Maintenance planning and lifecycle visibility.

### ENERGY EFFICIENCY
Reduce avoidable operating losses.

### LIFECYCLE PLANNING
Build well. Operate better.

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# PROCUREMENT & SUPPLY CHAIN

## Connecting Projects to the Right Supply

**We support supplier identification, commercial coordination, procurement, manufacturing interfaces and delivery management. Supply decisions remain aligned with technical requirements, quality, availability and compliance.**

### SUPPLIER IDENTIFICATION
Local and international sourcing.

### COMMERCIAL NEGOTIATION
Commercial and contractual coordination.

### TECHNICAL COORDINATION
Specifications, approvals and interfaces.

### MATERIAL PROCUREMENT
Purchasing and manufacturing coordination.

### LOGISTICS
Delivery planning and site coordination.

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# REGIONAL & INTERNATIONAL NETWORK

## Local Intelligence. International Connections.

**Our market perspective combines local execution with relationships across Syria, Saudi Arabia, Sweden, Europe and wider regional markets. The purpose is to connect opportunities to relevant commercial, technical and investment resources.**

### SYRIA
Development · Construction · Industry · Investment

### SAUDI ARABIA
Contracting · Engineering · Interiors · Supply

### SWEDEN / EUROPE
Sourcing · Manufacturing · Engineering · Investment

### REGIONAL MARKETS
Middle East · International Business Networks



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# SELECTED PROJECTS

## Selected Projects & Capabilities








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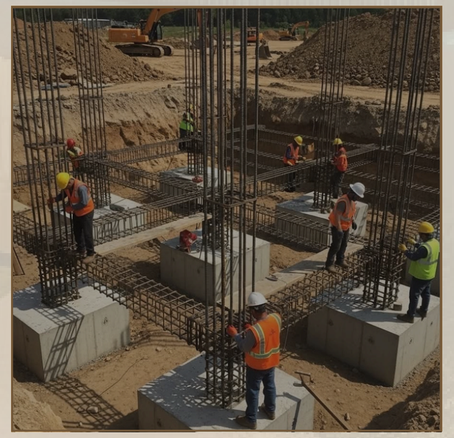
# PROJECT PORTFOLIO









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# WHO WE WORK WITH

## The Right Partners Change the Scale of an Opportunity

**We work with organizations that need local intelligence, execution capability, investment structuring or international connectivity.**

### INVESTORS & OWNERS

Market intelligence, development support, investment structures and execution platforms.

### DEVELOPERS

Integrated development, engineering, procurement, construction and operational readiness.

### INTERNATIONAL COMPANIES

Market entry, local partnerships, distribution, manufacturing and technology.

### MANUFACTURERS

Local market access, project opportunities and regional expansion.

### OPERATORS & INSTITUTIONS

Technical services, facilities, asset management and long-term operations.

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# INTEGRATED PROJECT LIFECYCLE

## One Connected Journey

**The platform is designed to maintain continuity from opportunity identification through engineering, delivery, commissioning and long-term operations.**

### OPPORTUNITY
Development → Design → Procurement

### DELIVERY
Construction → Systems → Interiors

### COMPLETION
Commissioning → Handover → Operations

### PERFORMANCE
Maintenance → Optimization → Growth



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# BUSINESS DEVELOPMENT & INVESTMENT

## Turning Opportunity Into Value

**We help convert market opportunities into commercially structured initiatives through assessment, capital, partnerships, development and execution.**

### INVESTMENT & MARKET ENTRY
Assess opportunities and establish the commercial pathway.

### PROJECT DEVELOPMENT
Move concepts and feasibility into executable projects.

### JOINT VENTURES
Combine complementary capabilities, capital and market access.

### MANUFACTURING & TECHNOLOGY
Connect industrial capability with markets and technology.

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# STRATEGIC PARTNERSHIPS

## Building the Right Partnership for the Opportunity

**The strongest opportunities combine complementary capabilities rather than forcing one organization to do everything alone. Relationships are structured around objectives, responsibilities, evidence and measurable deliverables.**

### CAPITAL
Funding capacity aligned to the opportunity.

### MARKET
Local access and commercial intelligence.

### TECHNOLOGY
Specialist systems and technical know-how.

### ENGINEERING
Design, coordination and technical delivery.

### EXECUTION
Construction, supply and operations.

### OPERATIONS
Long-term service and asset performance.



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# GOVERNANCE & ACCOUNTABILITY

## Clear Structure. Clear Responsibility.

**A clear division of responsibilities allows strategy, execution, specialist expertise, capital and approvals to remain accountable at every stage.**

### SURA NEW INTERNATIONAL
Strategy · Business Development · Investment · Partnerships

### OPERATING COMPANIES
Execution · Delivery · Technical Capability · Operations

### STRATEGIC PARTNERS
Specialist Expertise · Technology · Manufacturing · Supply · Capital

### CLIENT / INVESTOR
Investment Direction · Approvals · Strategic Decisions

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# SECTORS

## Multi-Sector Experience

**Our platform can support opportunities across development, infrastructure, hospitality, industry, food and agriculture, energy, commercial projects and strategic partnerships.**

- REAL ESTATE & DEVELOPMENT
- INFRASTRUCTURE
- HOSPITALITY & TOURISM
- INDUSTRY & MANUFACTURING
- FOOD & AGRICULTURE
- ENERGY & UTILITIES
- COMMERCIAL & RETAIL
- FURNITURE & INTERIORS
- ENGINEERING & CONSTRUCTION
- INVESTMENT & PARTNERSHIPS

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# WHY SURA

## Why Partner With Sura?

**We combine local intelligence, execution capability, multi-sector perspective, international connectivity and a partnership mindset. Our approach is built around the specific requirements of each opportunity.**

### LOCAL INTELLIGENCE
Understanding local markets, stakeholders and operating realities.

### EXECUTION CAPABILITY
Access to development, engineering, contracting and operating resources.

### MULTI-SECTOR EXPERIENCE
Connecting knowledge across projects, industries and investment themes.

### INTERNATIONAL CONNECTIVITY
Relationships supporting sourcing and cross-border opportunities.

### PARTNERSHIP MINDSET
Structured collaboration built around objectives and evidence.

### ACCOUNTABILITY
Clear ownership of actions, deliverables and commercial decisions.



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# EVIDENCE & CREDENTIALS

## Evidence Before Claims

**Credibility depends on documentary support. Corporate registrations, project references, completion certificates, technical credentials and partner documentation form the basis for responsible representation.**

### CORPORATE REGISTRATIONS
Company profiles and legal documentation.

### PROJECT REFERENCES
Verified scope, location and executing entity.

### COMPLETION CERTIFICATES
Evidence of delivered work where applicable.

### TECHNICAL CREDENTIALS
Licenses, certifications and specialist qualifications.

### PARTNER DOCUMENTATION
Agreements, authorizations and relationship evidence.

### COMMERCIAL DOCUMENTS
Relevant contracts and supporting records.

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BUSINESS NETWORK

# Independent companies. *Shared strength.*

Sura New International works with a network of independent companies whose complementary capabilities can be brought together when an opportunity calls for broader execution capacity

RB

CONTRACTING · SAUDI ARABIA

## Rimal Al-Bayda Contracting Company

General contracting, civil works, building works, project execution, engineering coordination and related construction activities.

Al Mughrizat District, Othman Bin Affan Road
Hyadh 12481, Saudi Arabia

AS

CONTRACTING · SAUDI ARABIA

## Al-Shamikhon Contracting Company

General contracting, civil and structural works, building projects, engineering coordination and project execution.

7972 Nahr Al Nile, 2022
Al Mughrizat, Riyadh 12483, Saudi Arabia

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Syria · Saudi Arabia · Sweden · Regional Markets

An international platform built to [illegible]



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# Have an opportunity?

## Let’s build what comes next.

"Weshapethelandmarksoftomorrow, chartthepathways tosuccess,andengineer new opportunities. Join us as we put a vast network of expertise and capabilities at your fingertips, unlocking new horizons for your business."


**info@sura-newinternational.com ↗**

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