



الساحل للمقاولات

AL SAHEL CONTRACTING COMPANY

ASCC

# ASCC NEWSLETTER

YEAR 2024 RECAP

31-12-2024



END OF YEAR EDITION



Moustafa Hassan | General Manager

Mr. Moustafa Hassan, General manager of al Sahel contracting company, with his wide expertise in the construction field is overseeing the general operations and managing the high-level functions, such as finances, marketing, and staffing, to guarantee the efficiency and increase departmental productivity to ensure finally strategic goals are met



## BOARD MEMBERS PROJECT VISIT

A glimpse of Mr. Khalid Al Nabooda's visit to the company's projects at Creek Harbour accompanied by Mr. Tarek Niazi General Manager of the khalifa Juma Al Naboodah Group, and was received by Eng. Moustafa Hassan General Manager of Al Sahel contracting company, along with the project team and department heads.

# UNVEIL THE NEW LOGO AND BRANDING GUIDELINES



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**ASCC**

Embedded within the essence of our vision and propelled by the spirit of innovation, the Al Sahel Logo Rebranding Initiative serves as a testament to the ongoing ASCC commitment to evolutionize our dedication to change and growth.

In revitalizing our brand's identity, ASCC enhances its recognition and resonance with the audience – the Dubai market. It breathes new life into our image, positioning us as forward-thinkers in the Construction Industry of the United Arab Emirates.

Here, we embark on a remarkable journey of discovery, envisioning the landscape of possibilities it opens for our brand's future.



# HEAD OFFICE RENOVATION !

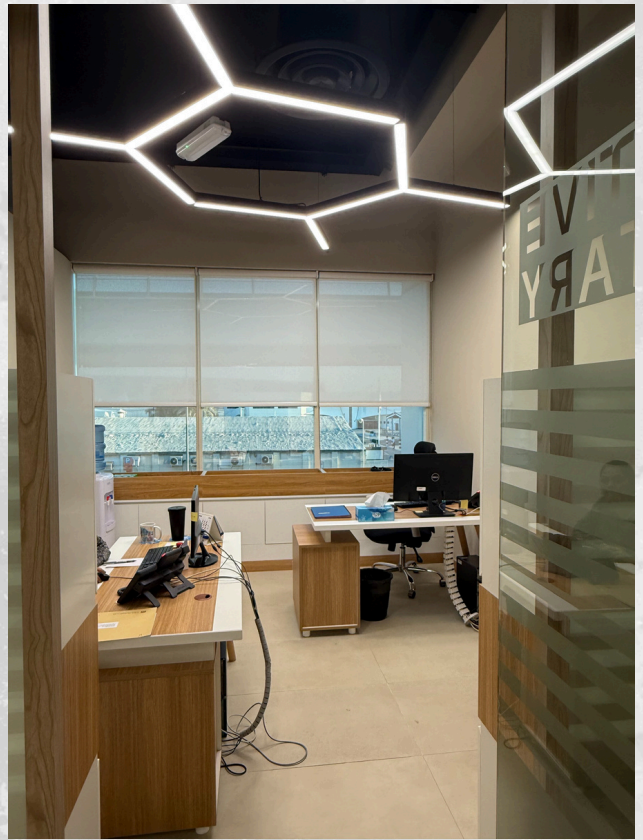
"TURNING THE DREAM OF A HEAD OFFICE RENOVATION INTO A VIBRANT REALITY THROUGH SEAMLESS EXECUTION."



The vision for our head office renovation has come to life, transforming ideas into a dynamic, functional space. Through careful planning and dedicated execution, what was once a dream is now a reality, setting the stage for a fresh, inspiring work environment.

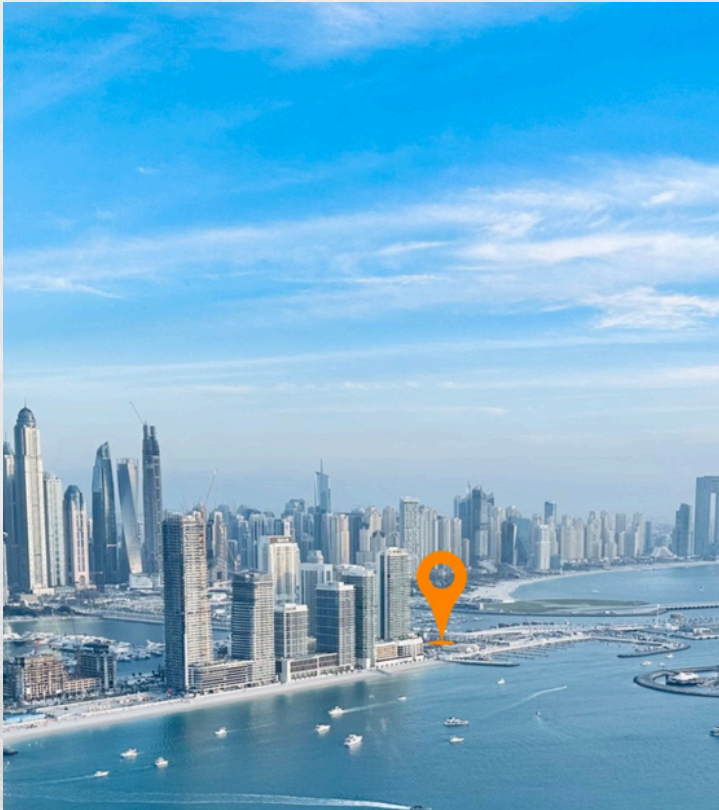
# HEAD OFFICE RENOVATION !

"TURNING THE DREAM OF A HEAD OFFICE RENOVATION INTO A VIBRANT REALITY THROUGH SEAMLESS EXECUTION."



The modernized office not only reflects our growth but also fosters a more creative, efficient, and collaborative work environment. Every detail has been thoughtfully designed to enhance productivity, employee well-being, and our company culture. This renovation marks a significant milestone in our journey, providing a fresh and inspiring space for our team to thrive and innovate.

## PROJECTS AWARDED DURING 2024 !



### 2024 WAS A YEAR OF SUCCESS

ASCC has secured two new projects. With our expertise and innovative approach, we are confident in our ability to deliver outstanding results. Follow along for updates on our progress in the next newsletters.



**EMAAR Beachfront  
Development - SEAPOINT**



**EMAAR Beachfront  
Development - BAYVIEW**

# PROJECTS PROGRESS



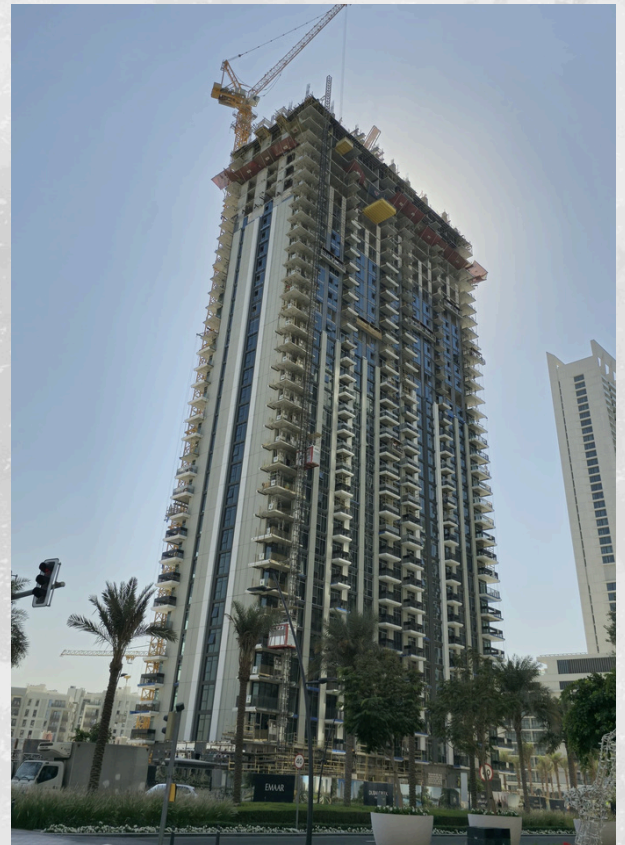
Al Sahel Contracting has made significant progress in its ongoing projects, showcasing its commitment to delivering quality and timely construction solutions. The company has successfully completed several key phases across various projects



J268 - BEACHGATE



J265 - MJL PHASE 4



267 - PALACE RESIDENCE

# PROJECTS PROGRESS



## TOPIC HIGHLIGHT

Progress in one of our projects is right on track, showcasing the exceptional professionalism and dedication of the Al Sahel team. Stay tuned for more updates!



J268 - BEACHGATE

With an emphasis on innovation and sustainability, Al Sahel continues to implement cutting-edge techniques to meet client expectations while ensuring the highest standards of craftsmanship



J268 - BEACHGATE

The team's focus on collaboration and delivering results has further strengthened Al Sahel Contracting's reputation in the construction industry.



267 - PALACE RESIDENCE



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