



# Company Profile

Since 1996 – Powering Connections. Delivering Trust

2025

MEET  
THE  
FUTURE



[www.ibs.com.eg.com](http://www.ibs.com.eg.com)



# About IBS Group

Since 1996, International Business Systems (IBS) has been a trusted leader in Egypt's consumer electronics and ICT sector. What began as a vision to support Egypt's digital transformation quickly grew into a joint-stock company by 2001, establishing IBS as one of the pioneers in introducing world-class technology to the Egyptian market. For more than two decades, IBS has been the exclusive distributor and reliable partner for globally recognized brands, including Sony PlayStation, Dell, BenQ, SanDisk, Haier, Vsun, and TP-Link. We have proudly supplied cutting-edge products and solutions to government entities, private enterprises, and individual consumers—empowering digital lifestyles and driving Egypt into the new digital era. Today, IBS continues to expand its portfolio with premium consumer electronics, ensuring unmatched service quality, market expertise, and a strong commitment to innovation.



[www.ibs.com.eg](http://www.ibs.com.eg)



# — IBS Solutions

Today, IBS proudly serves as the exclusive distributor for over 10 international brands, with a combined market value exceeding USD 300+ million.

IBS is recognized as one of the few companies with a strong and sustained presence in the distribution of consumer electronics in Egypt. We combine deep market expertise with robust distribution capabilities, making us a preferred partner for global brands seeking to expand their footprint in the region.

Our core team is composed of professionals with extensive experience in Egypt's top-tier networking and communications sector. Leveraging this expertise, IBS has evolved into a trusted provider of communication network equipment and integrated technical solutions.



[www.ibs.com.eg](http://www.ibs.com.eg)



# — IBS Vision & Mission

## Our Vision

Our vision is to become the leading distributor of consumer electronics in the Middle East and Africa. By leveraging our capabilities, adapting to evolving market demands, and delivering innovative products and services, IBS is determined to expand beyond Egypt and establish a strong footprint across diverse markets.

## Our Mission

To focus on customer needs,  
provide competitive products and services.  
and continue to create maximum value for  
customers.



[www.ibs.com.eg](http://www.ibs.com.eg)





# — IBS Strength

## Our People, Our Strength

At IBS, we believe that our greatest asset is our people. Our team brings top in-market expertise across all core business functions, including Human Resources, Business Development, Sales, CRM, Marketing & Strategy, Finance, Customer Support, Technical Support, and Logistics.

Working together in synergy, our professionals ensure that every project is executed with precision, efficiency, and innovation. This collective strength is guided by the leadership of our Founder and CEO, Eng. Mohamed Sameh, whose vision continues to inspire growth, resilience, and excellence across the group.



[www.ibs.com.eg](http://www.ibs.com.eg)





# PlayStation®5

Feel incredible gaming possibilities that go beyond the extraordinary with PlayStation®5 and PS5® Digital Edition consoles.

Buy now

▶ Watch video



## Our Success with PlayStation



[www.ibs.com.eg](http://www.ibs.com.eg)



Our journey with Sony began in 2002, when we became the exclusive importer and distributor of the world-renowned PlayStation® consoles, accessories, and games. Over the years, our partnership expanded to include the full Sony portfolio—ranging from gaming consoles and headphones to imaging solutions and beyond.

IBS is:

- The only authorized warranty provider and service center for Sony products in Egypt.
- A multi-award winner, recognized for Excellence in Performance and as a Top Regional Distributor.

This successful partnership reflects our ability to grow global brands locally and maintain long-term excellence in distribution and service.



## Dahua Wireless Camera Seize Every Moment



Through its strategic partnership with Dahua, a global provider of smart security solutions, IBS has become capable of offering a comprehensive range of advanced products and innovative solutions. These include surveillance cameras, access control systems, video intercoms, Interactive panels, and smart home automation solutions. This partnership allows IBS to meet the growing needs of the Egyptian market in the security and surveillance sectors. IBS aims to achieve competitive excellence by offering attractive prices and favorable trade terms to customers across various sectors, including banking, government, education, healthcare, and more. Through this partnership, IBS is strengthening its position as a trusted partner in delivering integrated security solutions, helping to build a safe and sustainable future for its customers across Egypt.



[www.ibs.com.eg](http://www.ibs.com.eg)



# **Wiz Mind S**

SMARTER VISION, STRONGER SHIELD



AI-Powered  
Image



Deeplight



Video  
Metadata



Perimeter  
Protection

[Learn More >](#)



# Products



Abiding by the philosophy of "Innovation for All", Dahua offers a wide portfolio of security-related products, ranging from IPC, NVR, HDCVI cameras, HCVR, PTZ cameras, thermal cameras, Access Control, Video Intercom, Alarms, Mobile & Traffic products, display & control, VMS and so on. Dahua products are based on an open platform that features easy integration with third party partners through a standard SDK.



[www.ibs.com.eg](http://www.ibs.com.eg)







Network Cameras



Thermal Cameras



HDCVI Cameras



Explosion-Proof  
& Anti-Corrosion



PT Cameras



PTZ Cameras



Network Recorders



HDCVI Recorders

# Products



Storage



Video Intercoms



Access Control &  
Time Attendance



Alarms



Fire Alarm



Intelligent Traffic



Intelligent EV Charger



Mobile

# Products



Transmission



Intelligent Computing



Display & Control



Security Screening & ESL & EAS



Interactive Whiteboards



Software



Video Conferencing



Dedicated Products

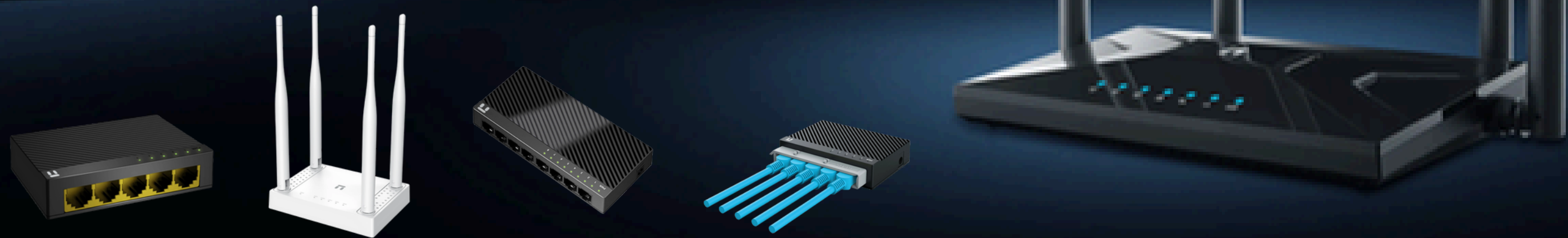
# Products

Full-Color ACUPICK

## WIZMIND FULL-COLOR SERIES

Locate and Discover with Vivid Colors





# netis

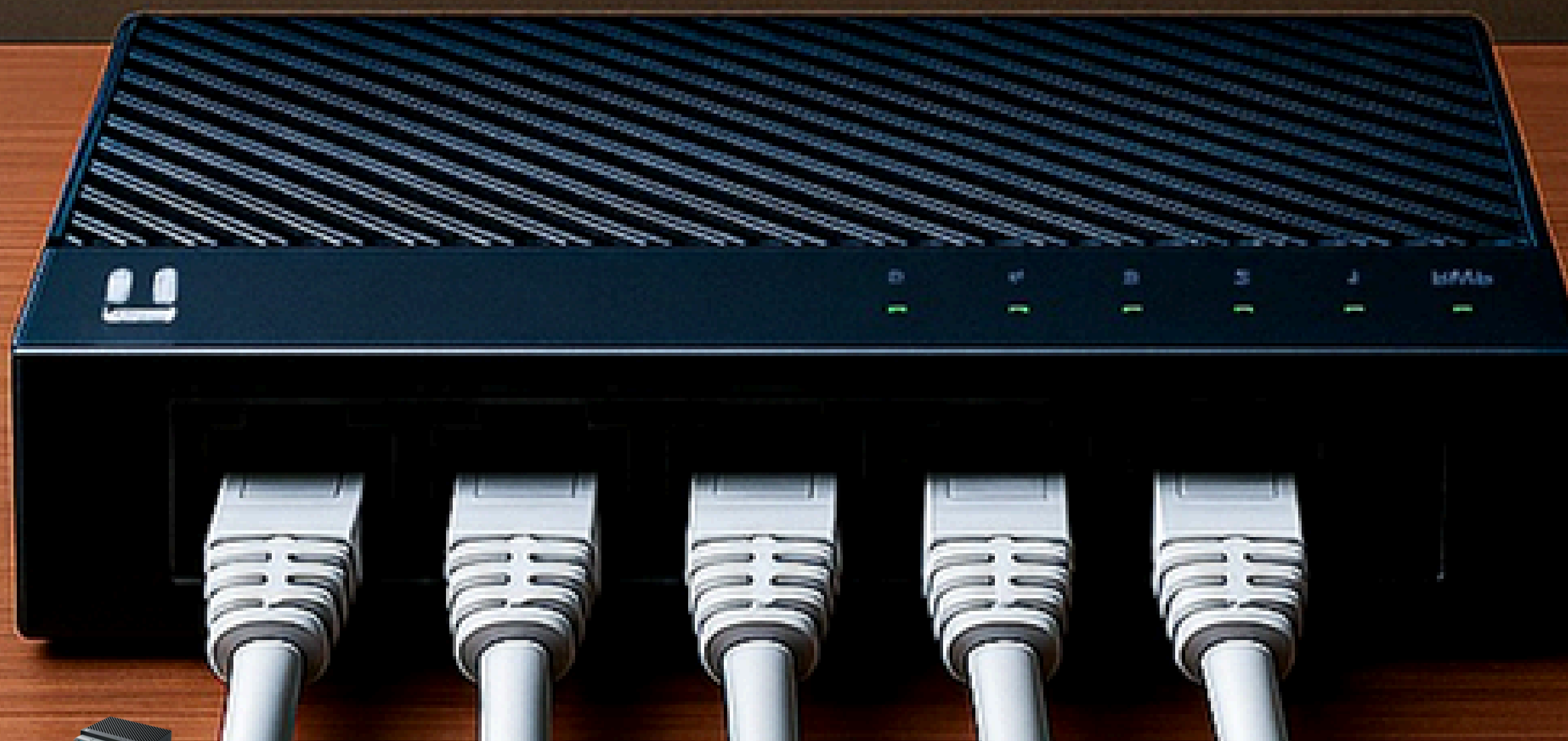
IBS, through its strategic partnership with Netis, delivers world-class networking products and solutions. With cutting-edge technology, superior product quality, and exceptional customer service, Netis has become a global leader in the data communication industry.



[www.ibs.com.eg](http://www.ibs.com.eg)







# netis

Netis company is experienced, professional in the R&D, Production and Sales of networking devices. Now it has three worldwide independent brands “netis”, “netcore” and “stonet”. Product lines of Netis company includes Wireless Routers, Access Point, Wireless Adapters, Dumb Switches, PoE Switches, Industrial Switches, OLT, ONT PON etc. And it is developing some new products that are related to IOT, CCTV to create more benefits for the market and the society.



[www.ibs.com.eg](http://www.ibs.com.eg)



# Business Sectors



Education



Public Sector



Banking



Private



Telecom



Oil & Gas



Hospitality



Retail



Governmental



Health Care



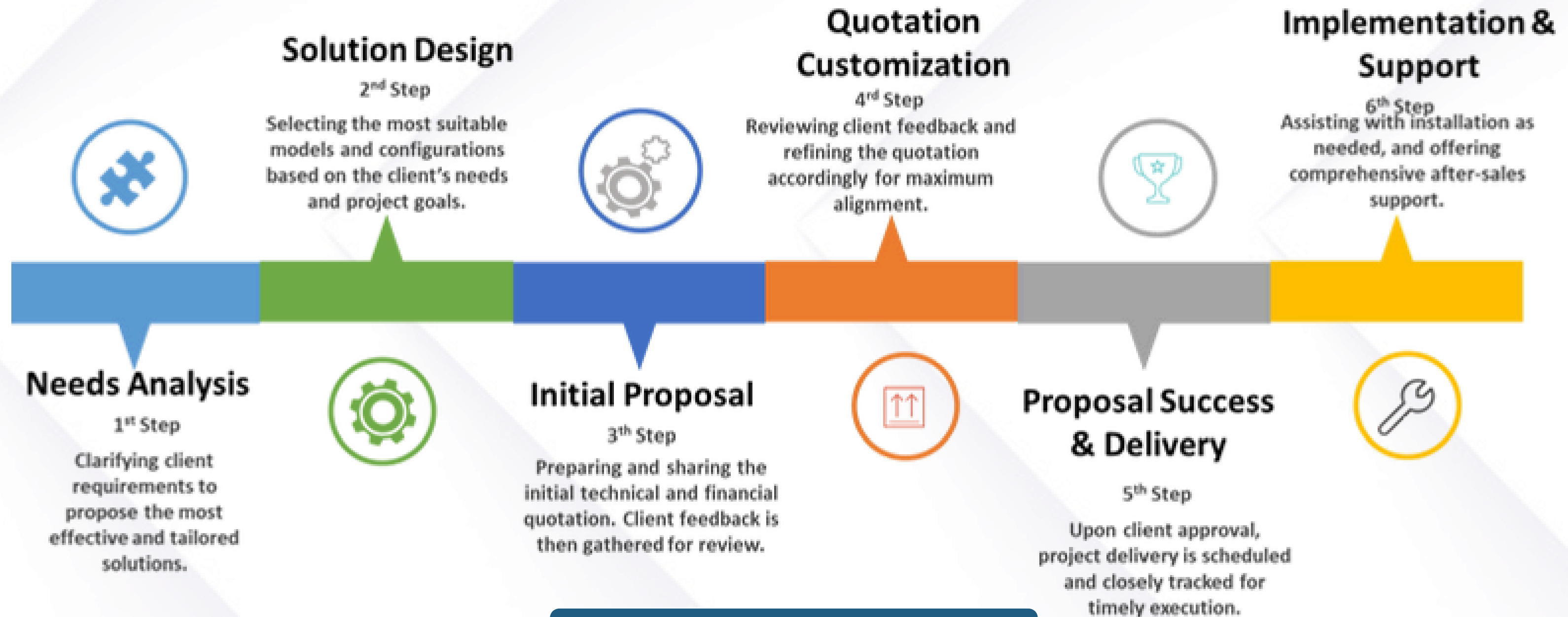
Developers



[www.ibs.com.eg](http://www.ibs.com.eg)



# End-to-End SMB Project Journey



[www.ibs.com.eg](http://www.ibs.com.eg)

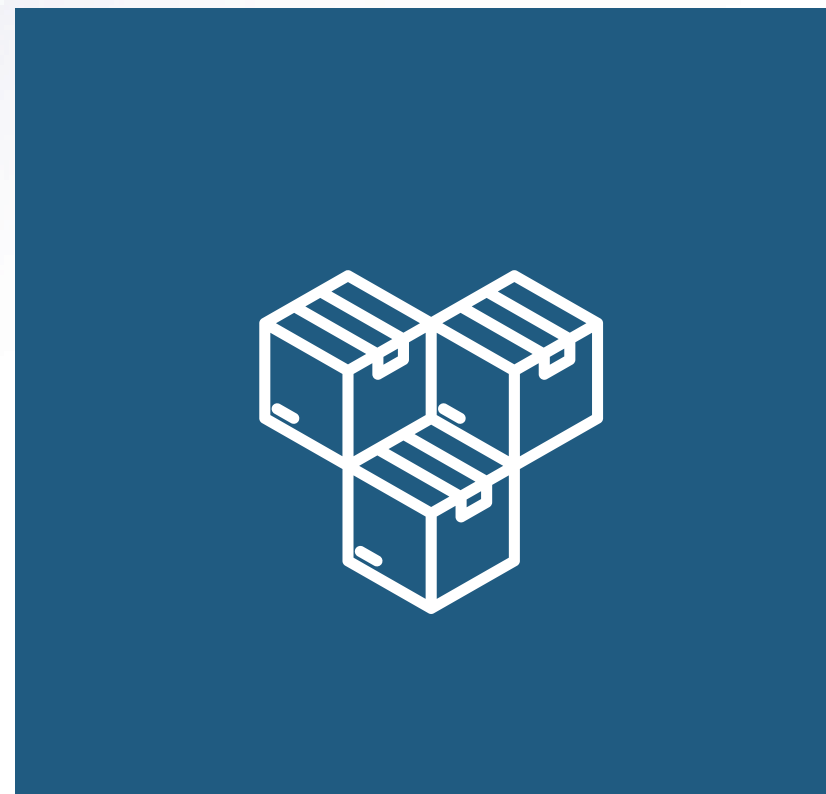


## Cotton and Textile industries holding company

The company is a state-owned holding entity under the supervision of Egypt's Ministry of Public Business Sector. Founded in accordance with Law 203 of 1991, it specialises in the textile, garment, spinning, and cotton industries. It manages a portfolio of nine affiliated companies and oversees the administration of investment funds through its subsidiaries.



[www.ibs.com.eg](http://www.ibs.com.eg)





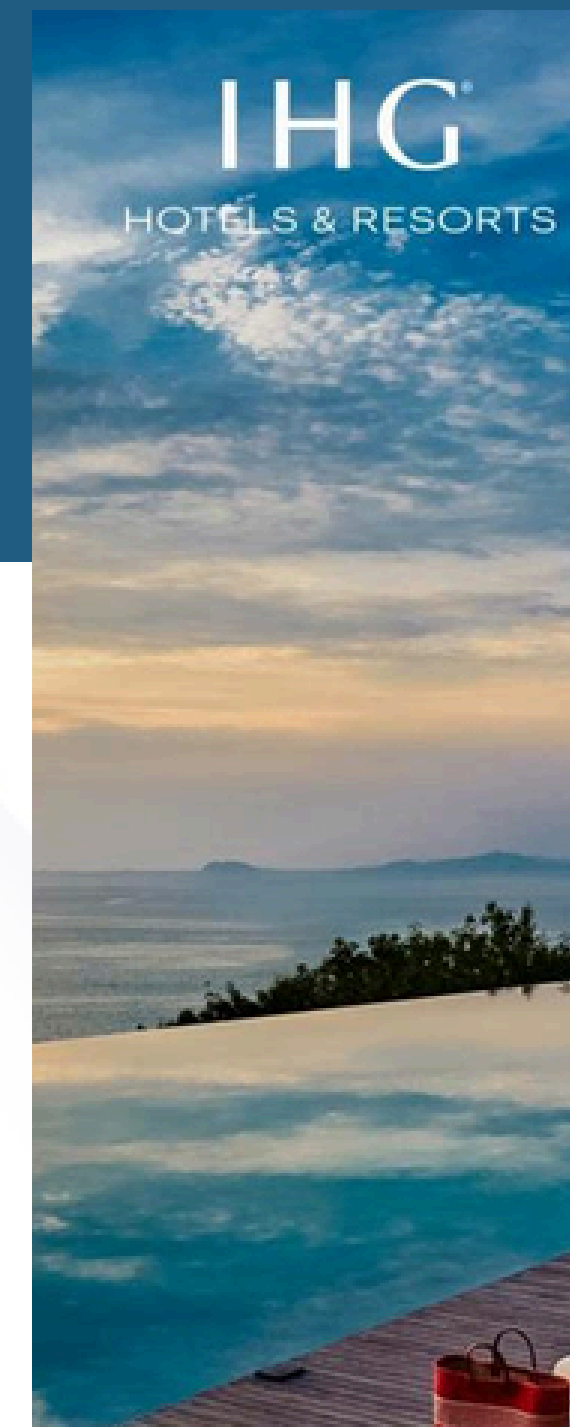
# IHG® HOTELS & RESORTS

"This project marks a successful milestone, achieved through strong collaboration between all parties involved."

"A successful implementation driven by close coordination and mutual trust."



[www.ibs.com.eg](http://www.ibs.com.eg)







## MBC MASR

"Broadcasting with Confidence and Control."



Sector: Media

System Integrator: Systems Design

Solution: Complete surveillance camera system integrated with Dahua DSS (Digital Surveillance System) for centralized monitoring and management.

Value Added: Enhanced media facility security through advanced video analytics and seamless system control.



[www.ibs.com.eg](http://www.ibs.com.eg)





## Directorate of Security in Gharbia

"Smart Vision for a Safer Gharbia."

Sector: Safe City

System Integrator: El Kayser

Solution: Integrated security system including IPCs (network cameras), NVRs, ITC (Intelligent Traffic Control), and DSS (Digital Surveillance System).

Value Added: Enhancing public safety and traffic monitoring in Gharbia governorate through advanced surveillance infrastructure.



[www.ibs.com.eg](http://www.ibs.com.eg)



# IBS Group's — Subsidiaries

IBS Group, through its subsidiaries, operates across multiple sectors, delivering innovative solutions and value-driven services that meet global standards.

## IBS Group's Subsidiaries .

In 2015, IBS established its subsidiary International Energy Solutions (IES) as a Solar Energy Solution provider, specializing in solar cells and energy panels. IES was also the sole provider of Haier water heaters and Welling. Since its establishment, IES has been the trusted partner for large-scale clients, such as Palm Hills Real Estate, where we delivered and installed 750 water heaters with 250L capacity.

In line with the Egyptian government's renewable energy plan, Egypt aims to increase the share of electricity generated from renewable sources to 20% by 2022 and 42% by 2035, with 15% from wind, 2% from hydropower, and 25% from solar by 2030.



[www.ibs.com.eg](http://www.ibs.com.eg)





# IBS Group's — Subsidiaries

In 2018, IBS expanded into the construction sector by establishing **RAWASI** for Building and Construction. Inspired by the Arabic term "Rawasi," meaning deep-rooted foundations, the company embodies our vision of creating landmark projects built on solid ground and lasting values.

RAWASI delivers comprehensive services including design-build, infrastructure, general contracting, landscaping, renovation, rehabilitation, and maintenance, covering business, industrial, residential, institutional, and commercial sectors.

Leveraging its strong network of trusted suppliers, RAWASI is equipped to meet the demanding requirements of large-scale construction and contracting projects. Currently, the company is engaged in a 10,000 m<sup>2</sup> development in the New Administrative Capital, an industrial factory project in Asyut, and multiple residential projects in New Cairo's 5th Settlement.



[www.ibs.com.eg](http://www.ibs.com.eg)



# IBS Group's — Subsidiaries

## IBS Medical

Egypt stands as the second-largest medical device market in the Middle East, with sales reaching USD 20 million in 2018. Since local production of medical equipment remains limited, the majority of demand is met through imports.

In response, IBS launched ROYA Medical in 2017, the exclusive distributor of VIMS, the renowned French-made imaging medical devices, bringing advanced healthcare technology to Egypt.



[www.ibs.com.eg](http://www.ibs.com.eg)





## Alpha Lighting



# IBS Group's — Subsidiaries

### Alpha Lighting

Alpha Lighting is a leading industrial company specialized in advanced lighting solutions . Based in the 10th of Ramadan City , the factory manufactures a wide range of high quality products including LED lamps, spotlights, and lighting systems.

With significant investments and state of the art production technologies

Alpha Lighting is committed to delivering reliable energy efficient and durable lighting products that meet both local and international standards.

Guided by the vision “Alpha lights make a better difference” the company strives to create lighting solutions that help people feel comfortable , productive , and safe .



[www.ibs.com.eg](http://www.ibs.com.eg)



# Thank You.

☎ 19627

📍 6023 Section G, Street 9, Al-Mokattam,  
Cairo 11571, Egypt

✉ [marketing@ibs.com.eg](mailto:marketing@ibs.com.eg)

🌐 [www.ibs.com.eg](http://www.ibs.com.eg)

