



SHAM EXPERTS

خبراء الشام للإستشارات والحلول الرقمية

Sham Experts for Consultancy and Digital Solutions



COMPANY PROFILE



OUR VISION

We strive to be the trusted partners and
leaders of innovation for companies
seeking digital transformation and
business development in the MENA region.



OUR MISSION

"At Sham Experts Co, our mission is to provide comprehensive digital solutions and strategic consulting services that empower organizations to thrive in the digital age. We partner with our clients to understand their unique challenges and opportunities, leveraging our expertise in technology and management.

Through collaborative partnerships and a client-centric approach, we aim to drive measurable results, optimize operational efficiency, enhance customer experiences, and enable sustainable growth. Our dedicated team of experts is committed to delivering excellence, fostering long-term relationships, and making a positive impact on the success of our clients' digital transformation journeys."

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Sham Experts for Consultancy and Digital Solutions

Industry



Services and
Consultancies

Company size



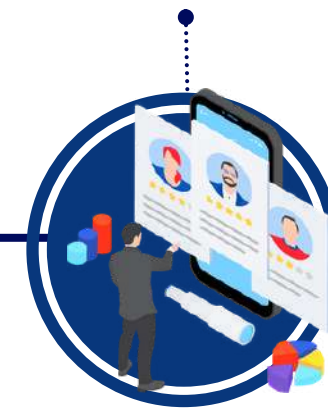
5-11 employees
and More than 20
consultants

Founded



2022

Specialties



IT Services, marketing,
Business and Financial
Consultancies

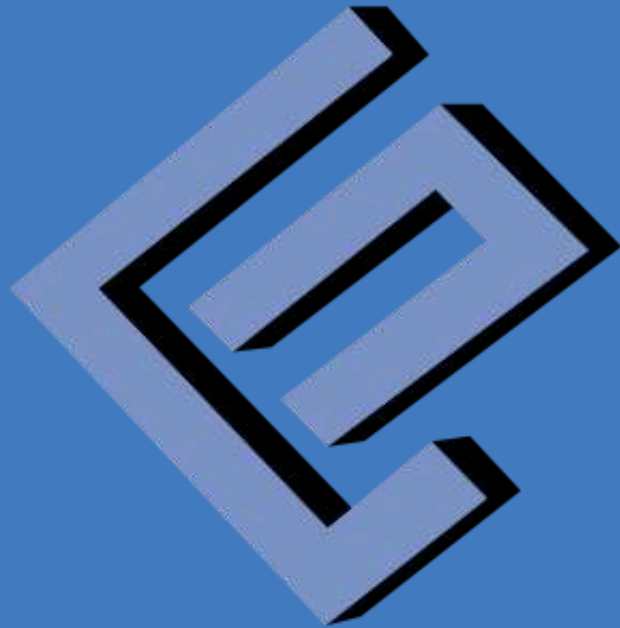
WHAT DO YOU KNOW ABOUT OUR COMPANY?



Sham Experts for Consulting and Digital Solutions is a dedicated firm that excels in delivering bespoke programming, administrative, and financial services along with comprehensive consulting solutions. Our mission is to empower clients in realizing their digital aspirations and amplifying business expansion.

Our array of offerings encompasses a broad spectrum of consulting and programming provisions. Guided by seasoned experts, our teams specialize in diverse domains such as digital marketing, financial strategizing, business growth, marketing strategies, software creation, user interface design, data science, and information security.





OUR MAIN SERVICES

OUR MAIN SERVICES (BUSINESS AND FINANCE)

01
**Business
Development**



02
**Business
Planning**



04
Digital Marketing



05
**Needs Assessment
and Base- End-line
Studies**



05
**Financial
Planning**



06
**Business& Financial
Coaching and Training**



OUR MAIN SERVICES (SAP CONSULTING)

01

**ABAP applications
Development**



02

**ABAPRest APIs
Development**



03

**Fiori Freestyle &
Fiori Elements
Applications
Development**



04

**Fiori application
compatible with
SmartWatches
Development**



05

**Fiori application
using ABAP CDS
technology
Development**



OUR SENIOR MANAGEMENT TEAM

Dr. SAMI N. ABUSHAMMALA

Founder & Chief Executive Officer – CEO

Sami Abushammala is the Co-founder of Sham Experts for Consultancy and Digital Solutions, based in the Gaza Strip. He holds a PhD in Finance. He is currently the CEO of Sham Experts Co., and assistant professor at UCAS. He works now as a consultant for business development, entrepreneurship, finance economic, SME's, financial consulting, feasibility studies, 21st century skills, E-learning, and a consultant to a group of local and international institutions and companies (including the UNICEF UNRWA, Action Against hunger, Humanities and Inclusion, and Oxfam). He is also a master trainer and trainer of trainers in business development, life skills finance, and entrepreneurship. Abushammala led projects that include more than 10,000 training hours and delivered more than 250 TOT training hours, and delivered more than 250 TOT training hours, and more than 1000 training hours. Moreover, he has several academic and research contributions.



OUR SENIOR MANAGEMENT TEAM

Dr. Ashraf Y. Maghari
IT Director

Associate Professor of computer Science at IUG. Holds a PhD in computer vision and digital image processing. He is a Co-founder of Sham Experts Company. He has academic experience in information technology disciplines such as programming, algorithms digital image processing and multimedia systems. He has extensive research experience in computer science fields such as data mining, image processing, computer vision and deep learning. Participated in many scientific visits to Europe through Erasmus + projects.





unicef

giz



أنيرا
حيث يجد الأمل طريقاً



Global
Communities



OXFAM
أوكسفام

pennyappeal

usa

UMR

doctfit



مركز شؤون المرأة - غزة
Women's Affairs Center - Gaza



MA'AN Development Cent



Palestinian
Information
Technology
Association
of Companies



OUR Clients NGOs

MAP
MEDICAL AID FOR
PALESTINIANS

OUR Clients

Incubators and Private Sector



OUR PROJECTS 2026

**Consultancy Name:**

Vocational Training Services in Sewing and Tailoring, Beauty and Personal Care, and Food Processing.

Expected Outputs:

Provide vocational training for 66 women, including 5 groups and 38 training hours for each group in sewing and tailoring,

Duration:

2 Months

From:

September 2026

to:

November 2026



MAAN Development Cent

Consultancy Name:

Training, Coaching and Mentorship Services for Women's Income-Generating Activities

Expected Outputs:

Deliver 40 hours of training, coaching and mentorship to support the establishment and operation of small-scale income-generating activities for women. The program targets displaced women and girls in Gaza and focuses on leadership, protection, collective action and livelihood development.

Duration:

4 Month

From:

August 2026

to:

December 2026

**66
women**

**190
Traning
hours**

**15
women**

**20
Traning
hours
and 20
coaching
sessions**

OUR PROJECTS 2026



Consultancy Name:

Training and Coaching Services

Expected Outputs:

Deliver 80 training hours for two groups and provide 60 coaching sessions for 30 beneficiaries, with an average of two coaching sessions per beneficiary.

Duration:

7 Month

From:

July 2026

to:

December 2026

Alianza por la Solidaridad

act:onaid

Consultancy Name:

Training on Psychological First Aid (PFA) and Medical First Aid .

Expected Outputs:

The project delivered 12days of Psychological First Aid (PFA) and Medical First Aid . Training Program for 65 CFTA members in Gaza City and Southern Gaza. develop Participants Strategies for Immediate Response, Care, and Support in Emergencies

Duration:

1 Month

From:

May 2026

to:

June 2026

OUR PROJECTS 2026

**Consultancy Name:**

Mapping and Assessment of ICT and Service Hubs

Expected Outputs:

Mapping & Assessment Report of ICT/service hubs (profiles, needs, scoring, and selection of 8 hubs)

Rehabilitation & Furnishing BoQs with specifications and prioritization

Documentation of completed works (photos, checklists, handover notes)

Duration:

2 Months

From:

March 2026

to:

April 2026

**Consultancy Name:**

Training and coaching consultancy: Strengthening Women's and Youth Livelihoods and Well-being in Gaza

Expected Outputs:

The project delivered 12 days of Business Recovery Training Program for 60 entrepreneurs in Gaza City and Southern Gaza. develop Participants Business Model Canvases, Recovery Plans, and BOQs, Design thinking strengthening skills in financial planning, pricing, marketing, and risk management within a recovery-focused framework. and implement at least 180 coaching and mentoring sessions

Duration:

7 Months

From:

May 2026

to:

December 2026

340 Hours Coaching Sessions
60 Hours Training Sessions

**Consultancy Name:**

Consultancy for Integrated Capacity Building and Technical Coaching for Women-Led Home-Based Micro Production Units

Expected Outputs:

The project delivered 10 days of Business Recovery Training Program for 17 entrepreneurs in Gaza City and Southern Gaza. develop Participants Business Model Canvases, Recovery Plans, and BOQs, Quality assurance and production standard strengthening skills in financial planning, pricing, marketing, and risk management within a recovery-focused framework. and implement at least 110 coaching and mentoring sessions

Duration:

3 Months

From:

March 2026

to:

May 2026

OUR PROJECTS 2026

**Consultancy Name:**

Training and coaching consultancy: Strengthening Women's and Youth Livelihoods and Well-being in Gaza

Expected Outputs:

The project delivered 12 days of Business Recovery Training Program for 60 entrepreneurs in Gaza City and Southern Gaza. develop Participants Business Model Canvases, Recovery Plans, and BOQs, Design thinking strengthening skills in financial planning, pricing, marketing, and risk management within a recovery-focused framework. and implement at least 180 coaching and mentoring sessions

Duration:

7 Months

From:

May 2026

to:

December 2026

340 Hours Coaching Sessions

60 Hours Training Sessions

**Consultancy Name:**

Consultancy for Integrated Capacity Building and Technical Coaching for Women-Led Home-Based Micro Production Units

Expected Outputs:

The project delivered 10 days of Business Recovery Training Program for 17 entrepreneurs in Gaza City and Southern Gaza. develop Participants Business Model Canvases, Recovery Plans, and BOQs, Quality assurance and production standard strengthening skills in financial planning, pricing, marketing, and risk management within a recovery-focused framework. and implement at least 110 coaching and mentoring sessions

Duration:

3 Months

From:

March 2026

to:

May 2026

60

entrepreneurs

OUR PROJECTS 2026



Consultancy Name:

Empowering economic recovery and strengthening livelihoods for families in the Gaza Strip. We can.

Expected Outputs:

The project delivered 8 days of Business Recovery Training Program for 55 entrepreneurs in Gaza City and Southern Gaza. develop Participants Business Model Canvases, Recovery Plans, and BOQs, strengthening skills in financial planning, pricing, marketing, and risk management within a recovery-focused framework. and implement at least 110 coaching and mentoring sessions

Duration:

7 Months

From:

January 2026

to:

July 2026



Consultancy Name:

Career Counselling Consultancy Service

Expected Outputs:

The project will support 36 employed youth through individualized on-site career counselling and supervisor feedback sessions, supported by tailored needs assessments to enhance employability and workplace performance.

Duration:

2 Months

From:

December 2025

to:

January 2026



Consultancy Name:

Entrepreneurship Coaching Program for EFE-Palestine Alumni

Main Outputs:

The project will enable 27 war-affected microbusinesses to resume operations at a minimum sustainable level through tailored coaching and recovery planning. Each business will receive individualized support, including a recovery plan and guidance on the effective use of the USD 800 recovery grant.

Duration:

2 Weeks

From:

January 2026

to:

January 2026

OUR PROJECTS 2025



Consultancy Name:

Coaching & Mentoring Consultancy

Expected Outputs:

The project will enable 60 enterprises to strengthen their understanding of marketing, managerial, financial, and risk-management processes. A total of 183 hours of individualized coaching will be delivered, along with conducting tailored needs-assessment studies for each business."

Duration:

4 Months

From:

December 2025

to:

March 2026



مركز العمل التنموي / معا
MA'AN Development Center

Consultancy Name:

Support Capacity Building and Prototyping of Humanitarian Innovative Initiatives in Gaza

Main Outputs:

A rapid needs assessment conducted for humanitarian sectors in Gaza, followed by six workshops to identify the most pressing humanitarian challenges. Ten shortlisted ideas delivered 40 training hours in design thinking. Lastly, Two prototypes funded and received continuous mentoring and technical guidance throughout their implementation.

Duration:

7 Months

From:

March 2025

to:

October 2025



مركز الابتكار وريادة الأعمال

Consultancy Name:

Develop an LNOB Guidance Note

Main Outputs:

A localized LNOB Guidance Note produced as the first of its kind in the Arab region, serving as a framework that strengthens inclusion by updating exclusion categories and providing practical tools to identify and reduce barriers across all program phases. It also integrates MEAL and accountability mechanisms to ensure inclusive, equitable access for all participants.

Duration:

5 Months

From:

March 2025

to:

August 2026

OUR PROJECTS 2024-2025



مركز العمل التنموي / معانا
MA'AN Development Center



unicef

Consultancy Name:

Capacity Building Program

Main Outputs:

A total of 840 training hours were delivered to around 600 youth across 35 groups, each receiving 24 hours of capacity-building in Communication and Networking, Teamwork, Critical Thinking, Time and Stress Management, Safety in Conflict Zones, Civic Engagement, Monitoring and Reporting, and First Aid. Additionally, eight comprehensive training materials were developed to support the program's delivery and learning outcomes.

Duration:

12 Months

From:

October 2024

to:

October 2025



مركز العمل التنموي / معانا
MA'AN Development Center

Consultancy Name:

Business Skills Training

Main Outputs:

Two initiatives delivered 40 hours of training and mentoring covering Business Management, Marketing, Financial Management and Bookkeeping, Business Expansion Strategies, Collective Ownership, and Social Impact & Community Engagement.

Duration:

1 Month

From:

August 2025

to:

August 2025



Global
Communities
Partners for Good

Consultancy Name:

Develop an LNOB Guidance Note

Main Outputs:

We have provided business and technical consultations to 166 microbusinesses in Gaza, including field visits, individual needs assessments, BOQs, and tailored coaching sessions to support their operational and financial growth.

Duration:

3 Months

From:

March 2024

to:

January 2025

OUR PROJECTS 2024

**Consultancy Name:**

malnutrition in Gaza

Main Outputs:

We undertook a media production project which is documentary film focusing on the severe malnutrition crisis affecting Palestinian infants aged 12-6 months during the war.

Duration:

1 Month

From:

December 2024

to:

December 2024



مركز العمل التنموي / معانا
MA'AN Development Center

Consultancy Name:

training on Prevention of Sexual Exploitation and Abuse (PSEA)

Main Outputs:

We delivered specialized protection training on the Prevention of Sexual Exploitation and Abuse (PSEA). The training aimed to build the capacities of 20 protection committee volunteers on PSEA principles especially during crises and empower them to lead community initiatives while upholding beneficiaries' dignity and safety.

Duration:

1 Month

From:

November 2024

to:

December 2024

**Consultancy Name:**

Guidelines for Financial Procedures and Procurement in Emergency

Main Outputs:

We provided consultancy services to the Palestinian Non-Governmental Organizations Network (PNGO) to develop the "Guidelines for Financial Procedures and Procurement in Emergency," a framework that standardizes and strengthens procurement processes across more than 50 Palestinian NGOs.

Duration:

3 Months

From:

July 2024

to:

October 2024

OUR PROJECTS

2022 – 2023

From July to October 2023, we conducted
**a comprehensive assessment of
training needs** for students in
engineering and information technology
(IT) colleges in the Gaza Strip, **under the
Qudra Project.**

From March to June 2022, we conducted
**a comprehensive Baseline and
Needs Assessment for 60
vulnerable farmers in the Gaza
Strip on behalf of Penny Appeal**

From February to June 2023, we provided
**consultancy services to UCASTI
under the Sustain Project,
focusing on the development of
three comprehensive business**

OUR PROJECTS

From Aug. 2022 till Now; we provide the following services to Doct t Co. (ABAP Applications Development, ABAP REST APIs Development, Fiori Freestyle & Fiori Elements Applications Development, Fiori Application

From June to August 2023, we developed a Marketing and Sales Plan for Hana Agency, as part of its submission to the SMART Project, funded by DAI.

From March to June 2023, we provided specialized consultancy services to Keba Printing Co. under the

From March to June 2023, we provided specialized consultancy services to AMWAJ Printing Co. under the Palestinian Industrial Estates Incentives Programme, funded by the European Union (EU)

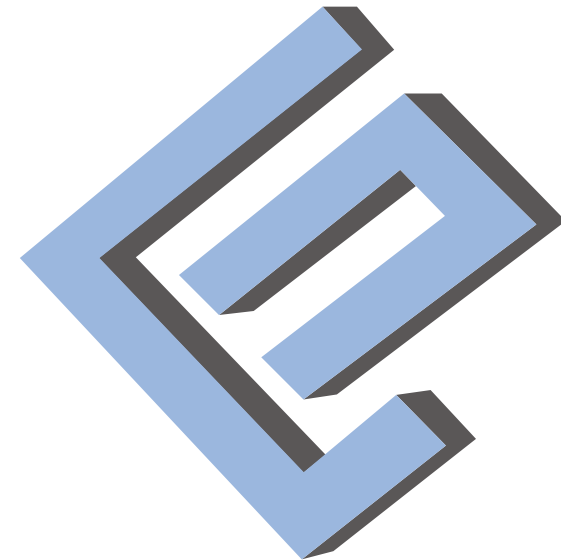
From June to October 2023, we provided consultancy services to AL-Jaru Co. for Music and Sound, focusing on the development of a comprehensive Human Resources Plan.

CONTACT US

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 sapshamexperts@gmail.com



We look forward to
working with you



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THANK YOU