



Shaping the Future of Architecture and
Engineering in the Middle East and Beyond

THE FRONT PAGE EXCLUSIVE

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The sands of time keep flowing in the glass of space. On the Earth, in the human realm, this space then becomes the timeless sanctuary of human lifetimes lived in the well-engineered places. Especially, when our gaze falls on the tranquil horizons of the Middle East, a picturesque scene fills our eyes with the breathtaking beauty of transformed skylines. Particularly, in the last two decades, this transformational era has been accelerated by some of the most advanced architectural firms like PCG-Consulting Group.

The Journey Begins: Foundations of a Vision

PCG-Consulting Group's journey began over 15 years ago in Egypt, at a time when the region was undergoing rapid transformation and urban expansion. ***Founded*** by Dr. AMR ELAZAB, President & CEO, and a team of passionate architects and engineers, PCG was born out of a desire to merge international design standards with local contextual understanding.

Dr. Amr Elazab recognized a gap in the market for a multidisciplinary firm that could offer integrated solutions, combining architectural excellence, engineering precision, and a deep understanding of cultural and environmental needs. The future dimension that links engineering with technological development and thinking about future planning for humanity, and how to employ the company's efficiency and strength to benefit humanity.

One of the company's early milestones was its involvement in major infrastructure projects in Egypt and Saudi Arabia, which helped establish its reputation for technical competence and reliability. As the firm expanded across the Middle East, landmark projects in EGYPT, Saudi Arabia, the UAE, and Qatar followed—each adding a new layer of expertise and influence. Collaborations with global architecture powerhouses and the adoption of cutting-edge design technologies further propelled PCG into the international arena.

Today, PCG is not just an Egyptian success story—it is a regional powerhouse, consistently redefining skylines and setting new benchmarks in architectural and engineering excellence.

A Rising Architectural Legend—AMR ELAZAB

Engineer Amr El-Azab was born in 1985 in the city of Tanta, Arab Republic of Egypt. He graduated from Tanta University, Faculty of Engineering, Department of Architecture.

He went through many stages in life until he founded PCG Engineering Consultancy.

He took on the responsibility and made numerous strides to achieve the dream, leading the company to become one of the leading firms in the field of engineering, both globally and especially in the Arab world.

He received the ADEX Award for two consecutive years, 2020 and 2021, for the best design of a general hospital (600-bed) and a children's hospital.

He is a distinguished professional with extensive academic and diplomatic credentials. A Member of the Arab African International Council, he has earned multiple certifications that reflect his expertise across diplomacy, law, business, and human rights. His qualifications include a Certificate from the Administrative and Security Sciences Training Center in Diplomatic and Consular Relations, as well as credentials from the Commercial and Diplomatic Representation Department. He holds a Certificate in International Arbitration and Dispute Resolution and is a Member of the General Association of International Arbitration Consultants and Intellectual Property Experts.

His commitment to human rights is evident through his Certificate from the Egyptian International Council for Human Rights and Development, where he also serves as a



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Member of the Human Rights Committee. Further, he holds specialized certifications in Diplomatic and Consular Relations and has enhanced his academic standing with both an MBA (Master of Business Administration) and a DBA (Doctor of Business Administration) from the American Business Academy.

Mission and Values: Purpose Beyond Projects

At the heart of PCG’s work lies a clear and enduring mission: to create spaces that are innovative, sustainable, and contextually responsive, while delivering value to clients and communities alike.

This mission is supported by a core set of values:

- *Integrity in all business practices*
- *Excellence in design and engineering execution*
- *Innovation as a continual pursuit*
- *Collaboration across disciplines and stakeholders*
- *Cultural sensitivity to the unique identities of each locale*

These values shape every project—from conceptual planning to execution—and guide how the firm works internally and externally. They inform decisions on materials, energy use, user experience, and design language. In essence, the mission and values are not abstract ideals—they are deeply embedded in PCG’s operational DNA.

Differentiators: What Sets PCG Apart

PCG distinguishes itself in several ways:

- **Integrated Design Approach:** Unlike firms that operate in silos, PCG brings architects, engineers, sustainability experts, and digital specialists into one collaborative workflow.

- **Local Expertise, Global Perspective:** With roots in Egypt and projects across multiple continents, PCG blends international best practices with regional insight, offering clients the best of both worlds.
- **Emphasis on Innovation:** The firm invests heavily in research and development, particularly in BIM, AI, and sustainable design methodologies.
- **Client-Centric Model:** Every project begins with deep stakeholder engagement to ensure that the outcome not only meets but exceeds expectations.

Ultimately, it’s the combination of technical excellence, creativity, and cultural understanding that places PCG in a league of its own.

Landmark Projects That Define the Skyline

Over the years, PCG has contributed to several landmark developments that have transformed urban landscapes:

- **ABU QIR METRO STATIONS, Egypt:** Design a landmark project for the Alexandria metro line & stations that consists of 22 stations and the total length of the project is 24 Km.
- **(900900) GENERAL TEACHING HOSPITAL, 600 Bed, Egypt:** Unique design of healthcare project and won ADEX award for best hospital design 2021.
- **MASAR MECCA MIXED-USE TOWERS, Saudi Arabia:** A showcase of futuristic Residential and mixed-use design for a smart two-tower project, this pavilion became a centerpiece of the MASAR iconic project in MECCA.
- **EIN MECCA HOTEL, Saudi Arabia:** One of PCG’s significant international forays, this project demonstrated the firm’s capacity to deliver complex engineering solutions in challenging environments.
- **DIAMOND CITY, Qatar:** One of the unique projects in the world, as it will be the first city for diamond service in the world, as it is a giga project, with a total site area of more than 10 million sq\m.

Each of these projects reflects PCG’s commitment to excellence and its ability to adapt designs to diverse environmental and cultural contexts.



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Design Philosophy: Innovation Meets Identity

PCG’s design philosophy rests on three key pillars: innovation, functionality, and contextual sensitivity.

- Innovation drives the creative and technological aspects of the design. Whether experimenting with parametric facades or incorporating AI-driven climate analysis, the firm is always pushing boundaries.
- Functionality ensures that the buildings and spaces serve their intended purpose effectively and efficiently. The firm places great emphasis on human-centric design.
- Cultural Context is essential in a region as diverse as the Middle East. PCG does not impose a one-size-fits-all aesthetic; instead, it embraces the language of place—be it through form, material, or spatial organization.

The result is architecture that is not only beautiful but deeply meaningful and usable.

BIM Integration: A Game-Changer

PCG was among the early adopters of Building Information Modeling (BIM) in the region, and this decision has fundamentally transformed its workflow.



Dr. Amr Elazab -
President of PCG



- *Use of recycled and low-impact materials,*
- *Integration of solar panels and green roofs,*
- *Water-efficient landscaping and building systems.*

PCG also seeks international sustainability certifications such as LEED, BREEAM, and GSAS, depending on project location and client goals.

Perhaps more importantly, the firm understands that sustainability is about more than metrics—it’s about creating resilient, livable communities for generations to come.

Embracing Digital Transformation

As urban development increasingly intersects with technology, PCG is evolving into a digitally driven firm.

Artificial Intelligence is now used in design optimization, site analysis, and even generative design processes. Automation tools improve documentation and reduce repetitive tasks. Meanwhile, **Smart City concepts**—such as *IoT integration, mobility hubs, and responsive infrastructure*—are influencing how PCG plans and designs urban districts.

The firm has also begun exploring *digital twins, real-time monitoring systems*, and *immersive VR/AR tools* for stakeholder engagement.

The vision is clear: *to be at the forefront of digital architecture and engineering, creating cities that are intelligent, efficient, and human-centered.*

Expanding Beyond Egypt: Global Challenges and Opportunities

PCG’s expansion beyond Egypt into regional and international markets has been both rewarding and instructive.

Opportunities have included exposure to diverse project types, collaboration with international partners, and access to new technologies and investment models. Countries like EGYPT, the UAE, Saudi Arabia, and Nigeria have offered fertile ground for innovation and large-scale development.

However, challenges have also arisen—ranging from regulatory complexities and labor market differences to cultural expectations and economic volatility. Establishing trust in new markets requires patience, cultural diplomacy, and a strong local presence.

Yet, through strategic alliances and consistent delivery, PCG has built a solid reputation outside its home base—one project, one relationship at a time.

A Visionary Leadership and Holistic Organizational Culture

PCG recognizes that creativity and innovation do not happen in a vacuum—they must be nurtured through culture, leadership, and environment.

The firm maintains a flat organizational structure that encourages collaboration across departments. Junior staff are mentored and empowered to contribute ideas, while senior professionals bring expertise and stability. Internal design competitions, knowledge-sharing sessions, and global training programs keep the team inspired and up-to-date.

Above all, PCG cultivates a culture of trust, openness, and continuous learning, believing that the best ideas often come from the most unexpected sources.

Advice to Aspiring Professionals

For young architects and engineers looking to make an impact in the region, PCG’s leadership offers the following advice:

- **Stay curious:** *Embrace new technologies and methods. The industry is evolving fast.*
- **Respect context:** *Great design starts with understanding people, place, and purpose.*
- **Master the basics:** *Tools are important, but fundamentals—proportion, structure, materials—are timeless.*
- **Work collaboratively:** *The most successful projects are the result of shared vision and effort.*
- **Be resilient:** *This industry can be demanding. Patience, passion, and perseverance are key.*

Most importantly, ***believe in the power of design to shape lives and societies.***

Looking Ahead: The Next Decade of Exceptional Vision

As PCG looks to the future, its strategic vision is ambitious yet grounded. The firm aims to:

The organization envisions expanding its presence across Africa, Southeast Asia, and Europe, positioning itself as a regional leader in smart and sustainable urban planning. With a strong commitment to innovation, it aims to deepen investments in digital and AI-driven design while spearheading public-private partnerships that advance infrastructure and housing development. In line with global priorities, the organization also plans to establish a dedicated research division focused on climate-resilient architecture, ensuring its projects not only meet today’s needs but also safeguard communities for the future.

The goal is not just to build taller buildings or bigger cities, but to shape meaningful environments that respond to the needs of future generations.

As the Middle East continues its transformation, PCG envisions playing a ‘central role’. 🏡

