

AURA

CREATING NEW VALUES
Shaping the Future & Improving Lives



VISION 2030



About Aura Innovation

With over 20 years of experience across the Middle East & Africa. **Aura innovation** is a leading catalyst for social innovation.

We are dedicated to transforming lives and communities through a holistic approach that integrates key sectors-healthcare, green energy, education, housing, and societal improvement to achieve a single, profound goal to create a better life for all. By addressing interconnected challenges with comprehensive solutions.

we strive to make lasting, positive contributions to society, driving sustainable development and improving the quality of life for individuals and communities across the region.

Our Vision

To be the region's leading force in social innovation, shaping healthier, more sustainable, and prosperous communities across the Middle East and Africa.



Our Mission

Aura Innovation's mission is clear to improve the quality of life for all by creating and implementing innovative, integrated solutions that address critical societal needs.

Our work spans healthcare, education, green energy, housing, and community development, all of which are designed to empower individuals, foster sustainability, and promote social equity.

Through this unified approach, we aim to drive long-term positive change, making a tangible difference in the lives of millions.



Our Approach to Social Innovation



Healthcare & Illness Prevention

We provide access to quality healthcare services and innovative medical equipment, with a strong focus on preventing illness through awareness campaigns and community health programs.

By improving healthcare systems, we reduce disease burdens and help create healthier, more productive communities.



Education for Empowerment

We believe that education is the key to empowerment. Aura Innovation works to enhance access to education, build skill development programs, and create opportunities for lifelong learning.

Through partnerships with educational institutions, we prepare individuals for success, equipping them to contribute meaningfully to society.



Societal Well-Being & Social Empowerment

We focus on improving societal well-being, working to foster inclusive communities where social equity and economic empowerment are prioritized.

Through community development programs, we help marginalized groups gain access to opportunities and resources, driving societal transformation.



Our Approach to Social Innovation



Green Energy for Sustainable Futures

Leading the transition to renewable energy, we implement solar, wind, and other eco-friendly energy solutions to reduce environmental impact and provide sustainable energy access.

Our energy projects support economic development and contribute to a cleaner, greener environment for future generations.



Affordable Housing & Community Development

Aura innovation addresses the critical need for affordable housing, creating sustainable, resilient communities with a focus on long-term livability.

Our housing projects promote social stability, creating environments where individuals and families can thrive economically, socially, and environmentally.



HEALTHCARE DIVISIONS

Prevention



Medical Equipments



Consumables



Key Sectors

- ✓ Distribution of medical and diagnostic equipments .
- ✓ lab equipment and analyzers Supply of medical consumables.
- ✓ Technical support and training for healthcare professionals.

We specialize in supplying high-quality medical equipment, laboratory analyzers, and consumables designed for human diagnostics. Our partnerships with esteemed Japanese manufacturers enable us to offer state-of-the-art solutions that meet the highest international standards.

Healthcare Services – Cancer Screening

Key Services

- ✓ State-of-the-art cancer screening technologies.
- ✓ Diagnostic imaging and testing services.
- ✓ Consultancy for healthcare screening programs.

Aura Innovation Group is committed to enhancing healthcare outcomes through advanced cancer screening solutions. By collaborating with leading technology providers, we offer comprehensive services aimed at early detection and improved patient care across the MEA region.



Green World & Sustainability Division

Key Sectors

- ✓ Solar energy system installation and maintenance.
- ✓ Solar-powered street lighting solutions.
- ✓ Consulting for renewable energy projects.

In alignment with our sustainability goals, we provide innovative green energy solutions, including solar cell technology and solar street lighting systems.

By introducing advanced overseas technologies, we contribute to the region's transition to renewable energy, promoting energy efficiency and environmental responsibility.



Factory Consumables, Filters & Membranes Division

Key Sectors

- ✓ Supply of industrial filters and membranes.
- ✓ Customized solutions for specific industrial needs.
- ✓ Quality assurance and technical support.

We offer a comprehensive range of consumables, including filters and membranes tailored for various industrial applications. Our focus on quality ensures that our clients receive reliable products that enhance operational efficiency and productivity.



Business Services and Outsourcing (SOS)DIVISION

Key Sectors

- ✓ Business process outsourcing (BPO).
- ✓ Administrative and operational support services.
- ✓ IT solutions and technical support.

Aura Innovation Group offers a variety of business services and outsourcing solutions (SOS) designed to streamline operations and enhance efficiency.

By incorporating best practices and innovative solutions, we help our clients focus on their core competencies.



Real Estate Brokerage, Development, Consulting & Construction DIVISION

Key Sectors

- ✓ Real estate brokerage services.
- ✓ Development and construction project management.
- ✓ Market analysis and investment consulting.

Our real estate division provides a full spectrum of services, including brokerage, development, consulting, and construction. We leverage our market expertise to assist clients in making informed decisions regarding property investments and development projects.



Why Choose Aura Innovation Group ?



20+ Years of Expertise

Proven experience and a deep understanding of the Middle East and Africa's unique challenges and opportunities.



Holistic Approach

We address the interconnected issues of healthcare, education, housing, energy, & social well-being, ensuring lasting impact



Impact-Driven

Our focus is on making meaningful, positive contributions that transform communities and improve lives.



Regional Focus

Our solutions are tailored to the cultural, economic, and environmental realities of the Middle East and Africa.





Our Value

Integrity We conduct our business with honesty, transparency, and ethical standards.

Innovation:

We foster a culture of creativity and continuous improvement to deliver cutting-edge solutions.

Sustainability:

We are committed to promoting environmentally friendly practices and technologies.

Excellence:

We strive for the highest standards of quality and service in everything we do.



our Impact

Transforming Lives Across the Region

With two decades of proven success, Aura Innovation has become a trusted partner in transforming communities across the Middle East and Africa. Our work spans multiple sectors, addressing the region's most critical challenges and creating lasting change.

By integrating healthcare, education, green energy, housing, and social development into a unified strategy, Aura has improved the lives of millions, driving social progress, economic empowerment, and environmental sustainability.





Aura Innovation Group

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