



Engineering, Procurement & Support Solutions

Building Value. Delivering Excellence. Creating Impact.

Made with **GAMMA**

Message from the Group Managing Director & CEO



"At SAM Group, we are not simply a service provider — we are a long-term partner committed to the success of every organization we serve. Our foundation is built on responsible leadership, operational excellence, and a deep commitment to sustainable impact across the region."

Since the earliest foundations of our operational experience in 2008, our team has remained dedicated to delivering reliable, high-quality solutions for organizations that depend on trusted implementation partners. Whether working with United Nations agencies, international NGOs, government institutions, or private sector clients, we bring the same standard of professionalism and accountability to every engagement.

The establishment of SAM Group in 2026 represents a strategic milestone — unifying our subsidiaries under a shared vision of excellence, integrity, and regional growth. We are proud of what we have built, and even more proud of what we are committed to becoming.

Sami Afaneh

Group Managing Director & CEO

SAM Group



WHO WE ARE

About SAM Group

SAM Group is a diversified business group delivering engineering, contracting, procurement, project management, logistics, and operational support solutions across Jordan and Palestine. Established in 2026, the Group unifies complementary companies under a shared commitment to quality, reliability, and sustainable impact.

The Group builds upon years of practical experience through its subsidiaries and leadership team, including project execution experience dating back to 2008. This depth of operational history positions SAM Group as a trusted implementation partner for organizations operating across the region.

Jordan & Palestine

Dual-country
operational presence

Multi-Sector

Engineering, logistics,
procurement

Client-Focused

Tailored solutions for
every partner

Sustainable Growth

Long-term strategic
development

Vision, Mission & Core Principles

Our Vision

To become a trusted regional business group recognized for delivering innovative engineering, operational, and support solutions that create sustainable impact across Jordan, Palestine, and beyond.

Our Mission

To provide reliable, high-quality, and client-focused solutions through engineering excellence, operational efficiency, and responsible business practices that serve organizations and communities alike.

Core Principles



Reliability

Consistent, dependable delivery on every commitment.



Quality

High standards across all services and operations.



Women's Economic Empowerment

Advancing gender equity in business leadership.



Sustainability

Responsible practices for long-term impact.



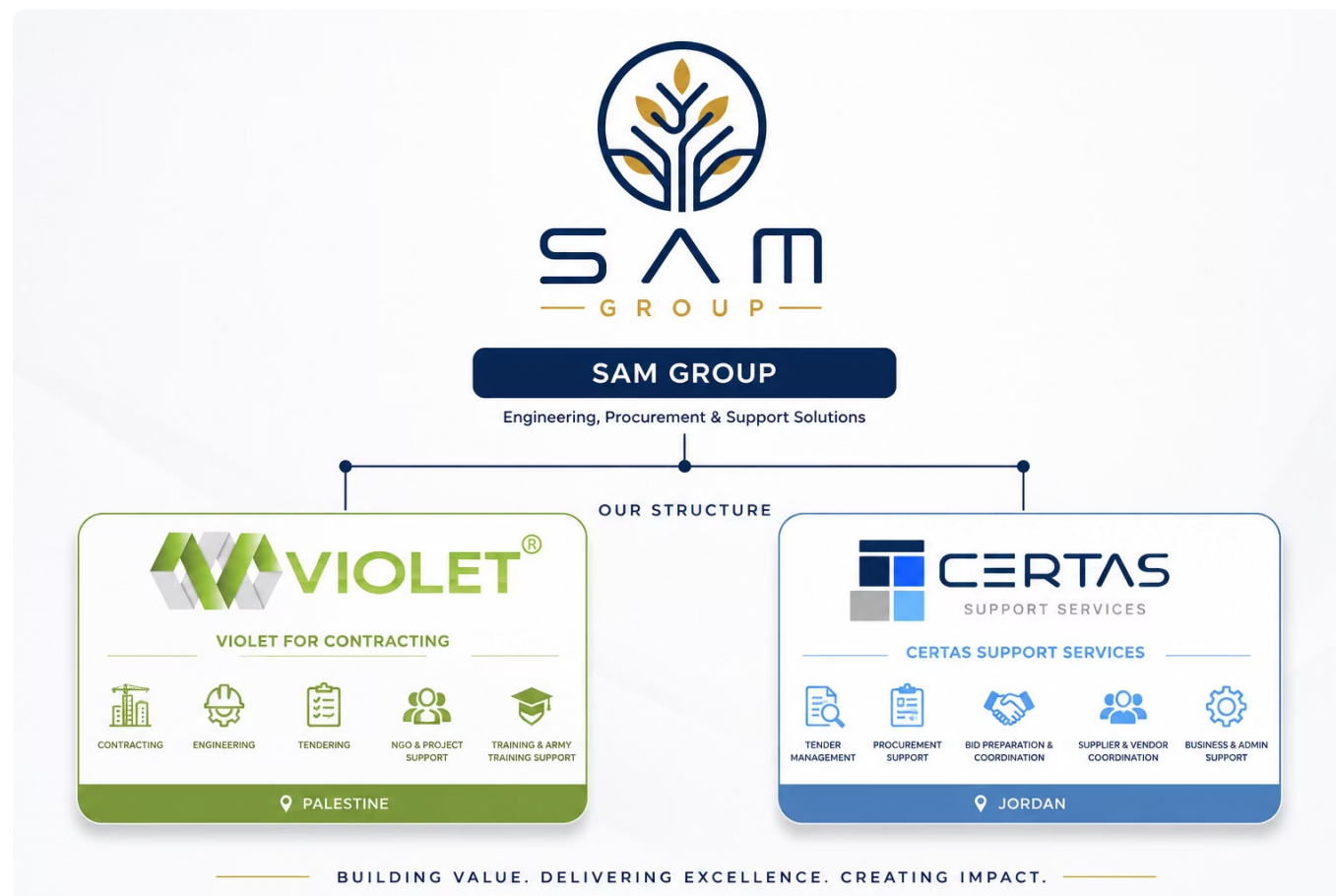
Community Impact

Meaningful contribution to the communities we serve.

Group Structure & Regional Presence

SAM Group operates as a unified parent organization with two specialized subsidiaries, each serving distinct markets and service categories across Jordan and Palestine. This structure enables focused expertise while maintaining group-wide standards of quality and accountability.

SAM Group is building a diversified portfolio of specialized companies. As part of its growth strategy, the Group plans to expand its presence through additional subsidiaries and specialized service companies to support regional development and client needs.



Women's Economic Empowerment & Community Impact

SAM Group is committed to advancing women's economic empowerment as a core business principle — not a peripheral initiative. We actively support women's participation in business leadership, project management, and operational roles across our subsidiaries and supply chain.

Inclusive Growth

We design our hiring, procurement, and partnership practices to create equitable opportunities for women and underrepresented groups in the regions where we operate.

Ethical Business Practices

Our governance framework emphasizes transparency, accountability, and ethical conduct — principles that align with the standards expected by international development partners and funding agencies.

Sustainable Development

We contribute to community development through responsible project execution, local employment, and partnerships that generate lasting economic and social value.

Equal Opportunity

SAM Group maintains a zero-tolerance policy for discrimination and ensures that all team members have access to professional development, advancement, and fair compensation.

Violet for Contracting — Palestine

Violet for Contracting delivers construction, engineering, infrastructure, renovation, maintenance, and project execution services across Palestine. With project execution experience dating back to 2008, Violet brings deep technical expertise and a proven track record of successful delivery in complex operational environments.

Violet serves United Nations agencies, international NGOs, government institutions, and private sector clients requiring reliable, high-quality construction and engineering solutions.

Core Services



Engineering & Contracting Services



Civil Works & Infrastructure Projects



Procurement & Tender Management



NGO & Development Project Support



Training Program Support



Security & Defense Training Support



Project Management & Implementation



Maintenance & Rehabilitation Works

Registration No.: 562182659

Location: Nablus, Palestine

Email: violet@samgroup.me

Certas Support Services — Jordan

Certas Support Services serves as the Jordan-based business support and tendering arm of SAM Group, supporting participation in procurement opportunities and facilitating partnerships, supplier engagement, and project opportunities.

Certas is positioned as SAM Group's strategic platform for growth and future expansion within Jordan.

Core Services



Tender Management



Procurement Support



Bid Preparation & Coordination



Supplier & Vendor Coordination



Administrative Support



Business Development Support

National Establishment No.: 200212731

Location: Amman, Jordan

Email: certas@samgroup.me

Services, Capabilities & Client Sectors

Group Services



Engineering & Contracting



**Procurement & Tender
Management**



**Project Management &
Implementation**



**Training & Capacity Building
Support**



**Administrative & Business
Support Services**



**NGO & Development
Program Support**



Security & Defense Training Support

Why SAM Group



**Technical
Capability**



Reliable Delivery



**Regional
Presence**



**Professional
Management**



**Multi-Sector
Expertise**

Contact & Corporate Information

SAM Group is committed to delivering reliable engineering, procurement, and support solutions while creating sustainable value for clients, communities, and future generations.

Jordan Office

Certas Support Services

Al Zamel Complex
Al Madina Al Monawwara Street
Amman, Jordan, 11953

National Establishment No.: 200212731.

Tel: +962 79 333 4167 / +962 79 333 4169

Email: certas@samgroup.me

Group Information

Website: www.samgroup.me

Group Managing Director & CEO: Sami Afaneh

SAM Group unites Violet for Contracting (Palestine) and Certas Support Services (Jordan) under a shared commitment to engineering excellence, operational reliability, and sustainable impact across the region.

Palestine Office

Violet for Contracting

Violet Complex, 5th Floor
Al-Makhfiah Upper Street
Nablus, Palestine

Registration No.: 562182659

Tel: +970 597 885 432

Email: violet@samgroup.me



i Building Value. Delivering Excellence. Creating Impact. — SAM Group and its subsidiaries are available for partnership inquiries, project proposals, and institutional collaborations across Jordan, Palestine, and the wider region.