

## ADSERO – Ragy Soliman & Partners Appoints Rehan El-Bashary as Partner and Head of Venture Capital and Startups

**Cairo, Egypt – 1.2.2026** – ADSERO – Ragy Soliman & Partners has announced the appointment of Rehan El-Bashary as Partner and Head of Venture Capital & Startups, further strengthening the firm’s corporate and M&A practice and expanding its ability to advise founders, investors, and high-growth businesses across Egypt and the wider region.

Rehan is a seasoned transactional lawyer with over 16 years of experience advising founders, venture capital investors, family offices, and multinational corporates on venture capital and technology-driven transactions. Her practice spans equity and convertible debt funding rounds, joint ventures, mergers and acquisitions, divestitures, corporate structuring, and complex restructurings, with a particular focus on technology, fintech, e-commerce, and other innovation-led sectors.

Prior to joining ADSERO, Rehan served as a Partner and Head of the Venture Capital and Startup practice group at a renowned law firm, where she advised on funding rounds across all stages of growth and supported high-growth companies throughout their lifecycle. She also brings in-house experience from her role as Legal Affairs Manager at Gemini Egypt Holding for Financial Investments (Sawiris Family Office), where she worked on significant transactions in financial services, real estate development, and tourism.

Commenting on the appointment, **Ragy Soliman, Managing Partner of ADSERO**, said:

*“Rehan’s arrival further strengthens ADSERO’s capabilities in venture capital and high-growth company work. Her experience advising founders and investors, combined with her strong understanding of the regional technology ecosystem, aligns closely with our strategic priorities and our clients’ needs.”*

Rehan has been recognised by Chambers and Partners and The Legal 500 for her work in Corporate/M&A and TMT. She is the author of the Egypt chapter of the International Comparative Legal Guide to Fintech Laws and Regulations (2022–2024) and has published extensively on fintech regulation, digital transformation in banking and payments, and ESG and purpose-driven companies in Egypt. She is also an active member of Businesswomen of Egypt 21 and a board member of Banati Foundation, an NGO focused on protecting abandoned children deprived of family care.

By combining ADSERO’s Tier 1 corporate, commercial, and M&A platform with Rehan’s specialist venture capital and startup expertise, the firm is well positioned to advise participants across Egypt’s and the region’s rapidly evolving innovation economy — from early-stage founders to scaling companies, financial investors, and established corporates pursuing growth through innovation.

### About ADSERO

ADSERO – Ragy Soliman & Partners (ADSERO) is a top-tier, full-service independent law firm delivering high-quality legal services and innovative, commercially focused solutions with a global reach. The firm offers deep expertise across mergers and acquisitions, restructurings, joint ventures, capital markets, banking and project finance, corporate and commercial advisory, regulatory matters, and complex, high-stakes commercial and securities litigation.

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