

Sina Meshkani

Entrepreneur | Founder of Sinaholz & [MetaSouq](#)
Innovator in 3D Tech, AI & Smart Solutions



With **25 years of experience in manufacturing** and a **strong background in technology and software development**, I have been at the forefront of **digital transformation** in the **furniture and interior industries**.

As the **Founder & CEO** of **Sinawood, Sinaholz GmbH, and Sinaholz Qatar Branch and MetaSouq.Store**, I focus on building **AI-powered virtual showrooms, digital twins, and immersive platforms** that help businesses market and sell globally without physical limitations.

A major milestone in my journey was the development of **iX Catalog Pro**, a configurator tailored for the furniture industry that enables AI-driven automation to streamline design, customization, and manufacturing processes. This evolved into **MetaSouq**, a next-generation **Digital Bazaar** where suppliers, developers, and brands showcase their products in **AI + VR immersive environments**.

I have been recognized as a **winner of Idea Camp 9** and as an **incubatee at the Qatar's Digital Incubation Center (DIC)**, supporting my vision of merging technology, AI, and design automation. I have also shared my expertise through AI workshops on **intelligent configurators, digital workflows, and immersive design**.

I am passionate about the intersection of AI, design, and manufacturing — and I look forward to shaping the future of how businesses connect with customers in immersive digital spaces.



Explore MetaSouq.Store
The Next-Gen Digital Bazaar



Sinaholz Innovations
Smart Configurators

Connect with Me

+974 7058 9353

