

In its Golden Jubilee Celebration

Bavaria ... Half a century of hard work towards national, regional and international success

Bavaria products is now a “sign of quality” of Egyptian industry abroad



Egyptian Prime Minister witnesses the signing of a partnership agreement between Bavaria Egypt and German Ziegler for manufacturing fire engines in Egypt (26/6/2019) in Germany



Bavaria’s proud history in serving the national economy is vouched by all

In glorious October 1973 War, a Bavaria product made in Egypt was selected among the international and national fire extinguishers to be one of the Egyptian army’s weapons in the War of Dignity



Two Bavaria products helped extinguish the Ukrainian airplane fire in Sharm Al Sheikh in November 2019, which saved the passengers in critical moments and saved Egypt’s reputation and proved its ability to face risks

Fifty years of the “partnership with the nation” – Within these five decades, Bavaria was able to save hundreds of thousands of souls, not only in Egypt but also in Europe, the Middle East, Africa and all over the world. It saved billions of pounds representing the properties of Egyptians and other people who resolved to use its products. It raised the slogan of “Quality Comes First” so it attracted the attention of all people before gaining their trust in terms of its ability to provide security to them. It was - and it still is - the best support of the Egyptian economy, not only through its products enjoying international quality along with providing the Egyptian youth of

about 1000 job opportunities, but its products became a symbol of the Egyptian presence in the international exhibitions and market as well. Its products which were manufactured in its factories in Egypt became a “quality mark” of Egyptian products where the Egyptian flag was raised in the regional and international exhibitions in which it participated, especially within the last twenty years.

Its honorable events are numerous. With pride and appreciation, we mention the incident of extinguishing the fire of the Ukrainian airplane in Sharm Al Sheikh which broke out in its wheels on Saturday evening, 09 November 2019. Two ground services’ workers dealt with the fire by using a number of Egyptian made fire extinguishers whose capacity is 6 KG and the fire was completely extinguished within 45 minutes in accordance with the spokesman’s statement. This saved the passengers within the critical moments and saved Egypt’s reputation and proved its ability to face risks.

This goes along with what must be praised, namely that the Egyptian army in October 1973 War selected – among the international and national fire extinguishers – an Egyptian made fire extinguisher to be one of the Egyptian army’s weaponry in the War of Dignity.

Selfishness does not exist in this Company which does not only consider its employees and clients but its care and positive vision cover all Egyptian society as well. It became the Egyptians’ partners in all events. Its consolidated conduct towards others - which is witnessed by all - constitutes the model of responsibility towards the society.

The basis of Bavaria Company and its holding group was established by the national thinker and Egyptian industry genius Prof. Dr. Eng. / Nader Riad in 1971. Dr. Nader Riad presents the title and content of Bavaria Company success. He is the one who developed the ascension steps of Company factories in Egypt towards all countries benefiting from its products. Bavaria success was a part of the Egyptian success and industry. Dr. Nader Riad believes in the value and greatness of Egypt. He did not suffice with his role in Bavaria; instead, he acted as the “sound of the Egyptian state” in any place. It is worth mentioning that Dr. Nader Riad - given his being the Chairman of the Egyptian - German Business Council - played a great role in clarifying the reality before the German political and economic society after June 30 Revolution in 2013 which, in turn, strongly contributed to the German approach towards the Egyptian state. This led – among the efforts of the Egyptian state – to the German openness in all projects of which the most important is the fields of energy and transport. Dr. Nader Riad believes that industry is an entity enjoying all aspects of a living organism and that a birth certificate will be issued for it. Besides, it grows and develops till it reaches maturity. Accordingly, it has either to develop or die and

also in this case, a death certificate will be issued. Industry is the way of success to be achieved by eager efforts. To achieve success, all team members must exert effort without reservation. Success in industry starts with human development.

Yes, 50 years ago, efficiency, accuracy and care collaborated to achieve the highest accuracy standards so that a product of which all Egyptians are proud can be achieved. This gave birth to Bavaria Company which grows every day. The Company is the first Egyptian Company to obtain ISO 9001 in Egypt in 1992. Furthermore, it owns more than 124 patents in addition to an industrial model and a trademark. Bavaria is an Egyptian success story whose quality is established in Germany and its trademark dates back to 50 years and achieves a European respect. Germans loved and trusted the Company after it developed itself through the Egyptian will and determination.

Beginning

Bavaria dates back to 1923 when Albert Louz established Bavaria Company for Fire Fighting in Falkenstein, Bavaria, Germany. However, Bavaria Egypt was established in 1971 to be the first option before the client in terms of providing protection and firefighting solutions through a range of integrated and distinguished products and services aiming at saving people and properties at all times. The goal behind establishing Bavaria Egypt is the provision of all firefighting devices and equipment required by the local market which, in turn, protects the individuals and public and private institutions in the society and accordingly, Bavaria became one supportive pillar of the society in which it operates. On the local level, Bavaria Egypt ranked the first in the Egyptian market by covering the clients' requirements of different products broadly via its twenty six branches strategically located to cover the entire Republic and which are supported by a huge fleet of customer service vehicles which enables the Company to provide immediate consultancy as well as the highest levels of technical support and after-sales services permanently and quickly. This goes along with replying to the clients' calls within 72 hours at the most regardless of the clients' location in the Republic. Bavaria Egypt has two sister companies, namely, Bavaria Free-Zone operating in the Free Zone and Bavaria Alarm providing integrated solutions to automatic alarm and extinguishing systems. After the successive successes in the local market, the Company targeted the surrounding regional countries till it became the biggest company in its field in the Middle East and Africa. On the international level, Bavaria Egypt works through the European Union. At the beginning of 1999, Bavaria Egypt purchased 100% of the shares of Bavaria Company in Germany and in consequence, it gained several advantages on both the local and international levels via the merge and integration in the productive potentials of both companies. This goes along with exchanging

experience and developed technological techniques. Today, Bavaria Egypt becomes the largest producer of fire extinguishers of cars in Europe.

A World of Safety

Bavaria seeks the achievement of a safer world by providing high-quality solutions of firefighting in addition to extending its scope of activities on a global level. In order to achieve this objective, it aims at providing the highest possible quality level in its products and services for the purpose of the complete satisfaction of clients. It applies perseverance, integrity, innovation and distinction in its work. Thanks to the efforts and vision of Dr. Eng. / Nader Riad, Bavaria creates an added value for its clients, employees, suppliers and shareholders in order to support development and reach better levels of growth. Bavaria Egypt is a designer, a producer and a marketer of a broad range of fire extinguishing devices and systems. It is specialized in fire extinguishers of cars, manual fire extinguishers, wheeled fire extinguishers, fire trucks, light fire trucks, automatic fire extinguishers, fire cabinets of all types and equipment, rescue equipment, fire pumps prepared for touristic installations, resorts and vessels, alarm systems, suppression firefighting systems and firefighting equipment. All the above-mentioned include a big range of firefighting devices which differ in terms of their types, objectives, capacities and extinguishing substances which may differ from the dry chemical powder devices or those using water, foam or carbon dioxide.

Quality is the Main Objective

Bavaria is keen on achieving the highest levels of quality in all products and services it provides. Quality creates quality. Besides, quality is an indispensable standard. Outstanding work is the main element of high-quality products in addition to being the basis of Bavaria precedence and reputation in terms of distinction and international standards.

While serving its clients, Bavaria Egypt relies on the complete system strategy which depends on Bavaria being the optimum partner of institutions and individuals given its ability to provide all their different requirements in the main fields of firefighting under the same roof. Bavaria pays special attention to understanding the requirements of its clients in addition to seeking their service as soon as possible. It applies the philosophy of going an extra mile so as to precede the clients' expectations and create a distinctive experience. It also aims at enhancing connection and building effective long-term relationships qualifying it to gain the clients' respect and loyalty where it works with dedication and a strong sense of responsibility for the purpose of providing a high level of service making it a standard and reference at the level of firefighting industry. Moreover, Bavaria considers innovation the key of the Company ability to translate new ideas and

leading methods towards new products, used production materials and more developed production systems. We invest 5% of the average annual revenues in the field of research and development in order to continue the development of products packages and keep competitiveness. Innovation is the lifeblood of the Company and is considered an incentive to keep its precedence and initiative towards change and development. This keeps pace with Bavaria endeavor towards providing an educational environment able to detect and employ the potentials and abilities of all employees completely in addition to opening new horizons for the Company. Based on Dr. / Nader Riad's belief that "human is the problem and its solution", Bavaria seeks the continuous development of the Company in addition to its growth by exchanging expertise and experiences and accepting change for the purpose of achieving new horizons of success. What assures this is the fact that Bavaria is working as a one team together with reinforcing the highest levels of professional integrity and ethics. The Company appreciates transparency, justice and accountability and applies the same on all aspects of its work. Accordingly, it expects parity of treatment because Bavaria is keen on working as commissioned citizens fulfilling their obligations towards clients, partners and Company resource along with the respect they deserve. Based on the above, Bavaria succeeded in creating a working environment prevailed by cooperation which remains one of the main principles in Bavaria which we know today as well as the belief of Dr. / Nader Riad and all management team that success depends on the collective energy and talents oriented towards common objectives. In this sense, Bavaria seeks the provision of a motivating working environment characterized by mutual trust and respect as well as personal dignity and support of the Company employees' skills and capabilities. Furthermore, Bavaria is keen on developing long-term relationships with its employees and workers so as to fix the spirit of institutional affiliation and create a family spirit based on caring for the family of everyone. Consequently, it pays its attention to positive activity and participation in its local society in addition to seeking the fulfillment of the society requirements, the society development and fulfillment of its liabilities towards it. Accordingly, Bavaria provides a big range of services topped by consultancies. It has specialists who provide their consultancy to its clients in order to help them know the optimum firefighting system suiting their needs.

Bavaria provided the Egyptian youth with about 1000 job opportunities
Dr. Nader Riad's vision helped Bavaria win the confidence of local and global clients



Yesterday, Prof. Dr. Nader Riad, Chairman of Bavaria Holding with the most senior worker in the factory, 1971 and today

Bavaria saved thousands of people and billions of pounds by protecting properties against fire

Bavaria became the largest company in the Middle East in fire extinguishing systems thanks to a number of principles and fundamentals, topped by "Quality Comes First"

Bavaria & Goals of New Millennium

To abide by the international obligations of Egypt and in coordination with the goals of the new millennium set by the United Nations and Paris Agreement in the field of environment, Dr. / Nader Riad asserts the necessity of safety assurance and environment preservation as a part of the social liability of Bavaria. Given its keenness on keeping the safety standards and ecofriendly production and development systems, Bavaria efforts in the field of environmental management are based on three main obligations, namely: pollution avoidance and prevention, compliance to environmental laws and regulations and continuous improvement of the Environmental Management System (EMS).

Developing Expertise

Bavaria provides the latest and largest specialized training center in the field of firefighting, safety and occupational health of all types in the Arab Republic of Egypt. This center includes a large number of well-equipped lecture halls supplied with the latest technological devices for the purpose of training on firefighting by using simulators. In these halls, safe training on fighting different types of fires takes place through simulating and using special devices and equipment specifically prepared for this purpose. This goes along with experience for long decades and

known reputation in the field of providing the most advanced technology at an appropriate cost in addition to cooperation with a number of local and international specialized consulting institutions enjoying long experience. Bavaria provides its clients with several consulting services via its team as well as the institutions collaborating with it. These services include inspecting sites, preparing risk assessment reports, preparing initial designs, calculating the estimated cost of projects, preparing engineering designs and technical specifications, preparing bills of quantities and preparing shop drawings of installation processes and as-built drawings following the completion of installation processes. Moreover, the Company supervises installation processes, conducting running tests and delivering the systems supplied by Bavaria. Bavaria Group set several policies to ensure the achievement of distinguished quality standards which include the application of optimum performance principle in terms of the technical aspects of performance and aesthetics. This goes along with applying the concepts of value engineering on all provided services given its long experience in this field and using the latest versions of local and international standard specifications and advanced designing and accounting programs such as Hydra Cad & Alarm Cad where an annual budget is allocated for this purpose and which includes the continuous training of the Company technical team so as to keep pace with the latest developments in the field of firefighting systems industry. These services allow Bavaria to play an important role in the sustainable development of institutions and societies. One example of applying the optimum performance principle is the Company design and manufacturing of cabinets from engineering polymers so as to provide several options in terms of shape and colors in order to ensure the consideration of the aesthetic aspect in architectural designs. This goes along with the presence of all live firefighting equipment including the latest ignition and extinguishing devices and equipment which apply ecofriendly ignition means safe for individuals. These are used for the purposes of training and recognizing the most appropriate sound fire extinguishing tools. There is also the training program on firefighting which uses manual fire extinguishers as well as the training program on the principles of fire science, fighting methods and rescue principles, the training program on water hydraulics and extinguishing water networks, the training program on oil installations security and guarding, the training program on protecting installations against fire, the training program on preparing leaders of extinguishing teams, the advanced training program in the fields of leading operations and qualifying trainers, the practical training program of specialized firefighters , the training program of specialists on rescue and usage of rescue equipment, the training program on respirators and breathing risks in polluted conditions and the training program on first aid. This center is located in the Tenth of Ramadan City and which

includes a large group of distinguished lecturers and engineers specialized in this field and who are responsible for teaching and training.

Acknowledgement

Given the role played by Dr. / Nader Riad, the General Secretariat of the Economic and Social Unity Council granted Dr. Eng. / Nader Riad - the Chairman of Bavaria Holding Group - the Fakhr Al Arab Award 2020 given his being one of the most effective figures in the field of industry and prudent management. This took place during the celebration held by the Excellence Awards Academy on Tuesday, the twenty fourth of last November in Dubai.

It is worth mentioning that the award is issued by the Council of Arab Economic Unity of the Arab League and is awarded to the most important and most effective figures in the fields of economy and social responsibility during the year. The award regulating authority considered the activities of Dr. Nader Riad who previously obtained the German Order of Merit, First Class. The celebration spokesman described Dr. Nader Riad by “the struggler, the one who ignites enthusiasm in the German people and whose name was connected to a specialized industry that made its way from locality to internationality, Bavaria Egypt which acquired the Parent Company in Germany in 1999”.



Dr. Nader Riad with 1st class of Order of Merit from the Federal German Republic in 2002



Bavaria seeks effective long-term relationships, qualifying it to gain the respect and loyalty of clients

First Egyptian Company to obtain ISO 9001 in Egypt in 1992 and has more than 124 patents and industrial models