

In its Golden Jubilee Celebration

Bavaria ... Egyptian industry success story that made its way to global markets



Dr. Eng. Nader Riad

Success stories continue in the Egyptian industry, which support the efforts of the Egyptian economy and enhance its growth potential.

This year coincides with Bavaria Egypt celebrating its golden jubilee for fifty years since its establishment in 1971. It is the success story of an Egyptian industry that made its way from the local to the global, which every Egyptian is proud of.

It started in 1971 in cooperation with the German Helmut Luz, the Director and Partner of the German Bavaria, based in the city of Nuremberg with a

capital participation rate of 49% and the young Egyptian Nader Nashi Riad of twenty-four years old with rate of 51% of the capital to establish a company then called the Bavaria Egypt (Nader Riad+ Helmut Luz) for the production of fire extinguishers in a factory established in Shubra al-Khaimah.

The entity started with a number of the first workers who participated in the success of the experience, namely Abdel Hamid Ibrahim Younes, then his brother Ahmed Ibrahim Younes and Sayed Bastawisy joined them in a two-

storey factory, each floor area of 450 square meters rented from Khader Al Sayed Lotf in what was called the Land of Al-Franwany at the time.

The company was transformed in 1990 into an Egyptian joint stock company and its capital was doubled six times and its growth increased in succession. Today, it and its sister companies operate on an area of 15,000 square meters, multi-storey industrial buildings in the Industrial Zone of Gesr El Suez and an area of 35,000 square meters of industrial buildings in 10th of Ramadan City. It

becomes dependent on a manpower whose human capital is about 40 engineers and technicians and about 900 workers from the highly qualified and specialized experienced production knights, it has more than 120 trademarks, patents and industrial models carrying its name locally and internationally.

With the Egyptian will and determination, Bavaria (Egyptian Joint Stock Company), was able in 1999 to acquire the entire assets of the parent Bavaria Germany, by defeating its competitors in the purchase process without the Egyptian company at the time having the huge value of the purchase. However, the Egyptian banker at the time, Mahmoud Abdel Aziz, Chairman and Vice Chairman of the National Bank of

Egypt, Hussein Abdel Aziz through a phone call across continents and seas to be enthusiastic for the issue and considered it a national issue.

They issued a letter of guarantee allowing borrowing from a German bank with the full value of the purchase, provided that it would be repaid over 4 years with decreasing value that diminishes with the value of the paid installments in a precedent that the banks had never heard before and Egypt remains great with its men.

Since that date, Bavaria Germany becomes a major export source to Europe through 200 distributors and dealers within the ten years between 2000 and 2010.

Thanks to the Research and Development Department of the

Department in Egypt, whether in the field of products or marketing studies in Germany, Bavaria Germany could be promoted after it was in the eleventh place in the German market to be in fourth place, according to the readings of 2019 and the competitiveness for the third place, which is uneasy matter as the three companies preceding it in size and acquisition in the German market are among the giants.

On this occasion, the industrialist Dr. Eng. Nader Riad, Chairman of Bavaria Holding Group, sent a message of thanks and gratitude to all success partners, in acknowledgement of the support they provided throughout the years of joint cooperation.