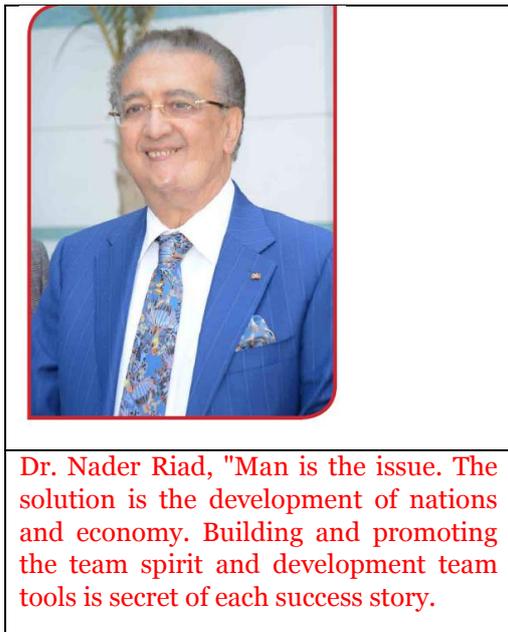


In the 50th Anniversary of “Bavaria Egypt” ... One of the Greatest Industrial Landmarks in Egypt

Marking the 50th anniversary of its foundation in 1971, "Bavaria Egypt", this year, celebrates its Golden Jubilee.

Bavaria Egypt is an Egyptian success story that has become a 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 throughout consecutive eras which made "Bavaria Egypt" such a powerful protection for the various foundations in the face of fire risks and for many successive generations..



Dr. Nader Riad, "Man is the issue. The solution is the development of nations and economy. Building and promoting the team spirit and development team tools is secret of each success story.

Despite the fact that the pioneering dream of Bavaria began locally in the Egyptian market, its success expanded to Germany as well at the same pace and stability the matter that made the German and European markets an extension of the Egyptian market.

Hence, it has become the most enormous group of its kind in the Middle East, afterwards, it could successfully extend its activities in the field of Automatic Alarm Notification Systems in various European markets.

"Bavaria Egypt" aimed at providing integrated solutions to alarm and automatic extinguishing systems through upgrading its production lines, developing the warehouses systems which became totally automated, and caring about the aspect of

training and improvement as it established the maintenance and training center in Nuremberg, Germany. In addition, Bavaria provided automatic extinguishing systems to protect facilities and vehicles and inaugurated more than 29 branches covering all governorates of Egypt. Moreover, "Bavaria Egypt" launched such a great fleet of moving service centers to serve more than 55 thousand customers in the various governorates annually.

Recently, Bavaria also established a new Company in partnership with "Ziegler" Germany to produce fire trucks in Egypt to be made by Egyptian hands.

Beginning: with respect to the starting point and the trip of struggle, Prof. Eng. Nader Riad, founder and maker of the great Bavaria, says, "In 1971, the late President Sadat declared enactment of the Investment Law. Then, I contracted with Bavaria Germany to establish an industrial partnership with modest me in Egypt. They agreed without hesitation on the basis that such industry with its international specifications was absent from Egyptian market, since firefighting tools used then were the product of craftsman products and activities performed by blacksmithing and iron sheet works which were not observing national nor international

standards. Indeed, the Company was founded in 1972, and it was the first investment Company founded after enactment of the Investment Law since we began with only three workers, and throughout 47 years, the Company comprised more than 900 employ; i.e., the Company supports 900 households. Number of traded products and models exceeded 40 product all of which are certified internationally and nationally. Therefore, they were qualified to enter the exportation field with all its challenges; the competition now became an international one with a German trend and attitude. We had to manage the change system in our local industrial society by rooting novel concepts the most important of which are the following:

- Dirty hands do not produce a clean product.
- Discipline is the basis of acceptance in the industrial society.
- Persons should be qualified before performing the task.
- Labors form the first line in the quality system.
- Labor's professional pride accounts for the professional maturity stage.

On the other hand, the Company gave a special care for its workers; the Company established sports fields and brought sports coaches for them, and created a compulsory

saving system for all workers, since human development starts when every individual has his own financial entity and feels effective in his/ her family. Furthermore, we have issued a monthly magazine called "Bavaria Community" which covers every happy event and aspiration; therefore, everyone is brought together through written and read intellectual connection. Thus, workers became positive towards their jobs and the Company has kept advancing.

We produce about one hundred products and export to countries all over the world. We have bought the parent Company in Germany after the parent Company had difficulties and the bank was obligated to offer it for sale. Then, we submitted our offer, competed, and bought it. Accordingly, the German Company was wholly transferred to the Egyptian Company.

"No matter how long the journey is, the journey of struggle is still in progress"

With these words, Dr. Eng. Nader Riad ended his introductory article in Bavaria Community Magazine. Throughout 18 years since issuing the magazine for the first time, the magazine provides a distinguished service to all company workers and employees. Under the title "Fifty Years of Struggle, Hard Work, Insistence, Persistence, and Desire

for excellence and Teamwork to Achieve Success and Ongoing Happiness", he says:

This year, we celebrate the company Golden Jubilee celebrating the 50th anniversary of its foundation in 1971 as a limited partnership. The partnership was made by and between the German partner Mr. Helmut Loos, director and partner at Bavaria Germany with its

headquarters in Nurnberg who held 49% of the capital, and the Egyptian young man Mr. Nader Nushi Riad who was then twenty-four years old. He held 51% of the capital. The company was called then as "Bavaria Egypt Co. (Nader Riad + Helmut Loos)". Purpose of the company was to manufacture fire extinguishers in the factory established in Shubra El Kheima and

comprised the earliest workers Mr. Abdul Hamid Ebrahem Yonus, followed by this brother Mr. Ahmed Ebrahem Yunus, after that the late Mr. Sayed Bastawisy joined them. That factory consisted of two floors the area of each was 450 square meters rented from Mr. Khidr Assayed Lutf in a region called then Fernwani Land.



Germans with Dr. Nader Riad

Journey of hard work and persistence of an Egyptian industry that made its way to global markets. its quality is trusted and appreciated all over the world

In its second year, engineers and technicians joined the factory including Eng. Shukri Saleeb who immigrated later to Canada. Then, Eng. Wagdi Shukri who immigrated to Australia joined the factory.

In 1990, the company transformed into a joint-stock Egyptian company and its capital doubled six times. Its growth increased in turn in such a manner that it became today operating together with its sister companies on an area of 15 thousand square meters of multi-

storey industrial buildings in Gesr Al Suez, and on an area of 15 thousand square meters of industrial buildings in the 10th of Ramdan. The company became depending on a work force with a human capital amounting to 40 engineer and technician in addition to about 900 worker from among highly efficient knights of production having great specialized experience.

In 1999, Bavaria Egypt S.A.E could acquire whole assets of the parent company Bavaria

Germany by overcoming its competitors in the purchase process despite the fact that the Egyptian Company then did not have such a big sum purchase the company, however, the great Mr. Mahmoud Abdul Aziz, may Allah have mercy on him, Chairman of the National Bank of Egypt then, and his deputy Chairman, the great Mr. Hussein Abdul Aziz, who is still alive, made an overseas call due to their enthusiasm to the issue. They considered it a national issue. They

issued a letter of guarantee enabling us to borrow the total purchase price from a German Bank for a reducing interest rate payable within 4 years where the interest decreases by the value of repaid monthly installment in an event that the banks have not never experienced before. Egypt remains great with its men.

Accordingly, Bavaria Germany became our pillar for exporting to Europe through 200 distributor and vendor within the first ten years from 2000 to 2010. Furthermore, thanks to the R & D Department reporting to the management in Egypt whether concerning products or the market studies in Germany, Bavaria Germany could be upgraded from being ranked eleventh in the German market to be ranked fourth according to 2019 projection. The company became competing to occupy the third rank which was not an easy matter; the three companies surpassing our company in terms of size and market share acquisition in the German market are considered giant companies.

Further, if we are to be proud of the Comprehensive Development Department and of the research and development of products amounting to 100 product, all of which achieved the lead in the past and in the present, or seeking to achieve the

lead in the future, the credit for this must go to Bavaria factory employees from among blue-collar workers with their rough hands and creative minds, not to mention the white-collar employees from among engineers administrative officers and intellectuals. The company is honored that they belong to it.

This struggle journey has achieved and is still achieving local and international accomplishments.

The company with its products, which have recorded a creditable history acting as the best ambassador of the Egyptian industry in international forums, have achieved and is still achieving numerous successes which were greatly praised and appreciated. Besides adopting the strategy of an overall system serving its customers represented in being the best partner to organizations and individuals through satisfaction of all their various requirements concerning fighting fire risks, the company gives a special care to Social Responsibility. Rigal Al A'mal (Businessmen Magazine) is going to explore some of all these successes and activities.

Invention of an Automatic Alarm Device Mounted on Rafts and Ferries

With the beginning of February 2014, a new automatic alarm device was launched

successfully. The device can be mounted on small Nile rafts, and has the ability to extinguish fires in the engines room with complete efficacy in few minutes. In addition, it can be mounted on ferries operating in the Suez Canal.

Bavaria Germany is Glowing in Europe

Bavaria Egypt exports to Bavaria Germany during 2018 showed an increase exceeding 35% compared to the preceding year.

Exported items included fire extinguishers with capacities of 1kg and 2kg, disassembled devices for use with chemicals, powder, and foam, and components of automatic alarm systems. All of which are made in Egypt.

Thanks to the Egyptian management, Bavaria Germany is now ranked fourth in Europe and is competing to achieve the third rank.

Bavaria Egypt Devices on the German Road Network – February 2018

Tigra fire extinguisher with a capacity of 2kg has successfully passed all technical tests achieving scores surpassing many other competitors among the German companies products.

This distinct device is expected to enter service in protection of drive cabin and engine of trucks. The device is equipped with a holding bracket and protective cabinet produced by

Bavaria Egypt with Egyptian raw materials accounting for more than 70%.

Bavaria Germany imports this Egyptian product, mounts it on vehicles and provides after-sale services, maintenance, and replacement services; the company provides a system for replacement of old devices with new ones in exchange for a 20% discount. This facilitates on going presence of the latest models in the driver cabinet of trucks operating on the German roads.

War Refugees' Support

Syrian refugees aged 16-17 fled from the war region in their homeland and left their families in search for a better future in Europe, Bavaria granted training opportunities for 30 refugees aiming to provide them with technical and social skills necessary for their integration into their new home as productive members of society.

Bavaria Celebrates Top-Ranked Students of General Certificate of Secondary Education from all Over the ARE in 2013

In its factories in Gesr Al Suez, Bavaria Egypt met the top-ranked students General Certificate of Secondary Education all over the ARE as part of the visits organized by "Algomhuria" newspaper where student visited industrial institutions and landmarks before their visit to Europe on the beginning of next September. The visit program included around table for open dialogue between the Chairman and the top-ranked students. Then, they made a round in the factories production lines.

	
<p>Dr. Nader Riad amongst top-ranked students of the General Certificate of Secondary Education to honor them during their visit to the Company</p>	<p>Dr. Nader Riad, Mr. Amir Riad, and Ms. Sandra Riad during the Delta Integrated Industries Exhibition and Sigma Exhibition in April 2019</p>

Supplying Customer Service Vehicles with New Technologies

Within the framework of company policy toward development of performance to achieve full customer satisfaction, customer service vehicles were equipped with programmed laptops enabling customer service staff to write technical

reports and submit them to customers directly. It is worth mentioning that this advanced system enables customer service staff to submit offers, bills, as well as offers and bills instead of depending on the Company's support office staff and then redeliver documents to customers as before.

Great Accomplishments ..

After Accepting the Challenge

By Egyptian hands and using the latest constructional systems, the new administrative building of Gesr Al Suez factories at the beginning of Misr-Ismailia Desert Road was completed in 2019. It was constructed by thermal ceramics. The latest materials used in Europe.

It is noteworthy that this big achievement coincided with the opening of the metro line, which extends to Cairo Airport, El Shorouk City, till it reaches the Tenth of Ramadan City in Sharkia Governorate.

4 Thousand Additional Bavaria Fire Extinguisher for the German Army

In August 2012, a supplementary supply order was received from the German Army; the order consisted of 4 thousand Bavaria extinguishers to supplement the previously supplied quantities. There is no doubt that the German Army's keenness to acquire Bavaria products represents the significance and evidence that these products apply the most advanced and latest technologies.

It is worth noting that the German Army's request comes immediately after the success achieved by extinguisher manufactured in Egypt which uses the AFFF Foam Magnum Model with a 9 liters capacity in practical application.

Using Bavaria Egypt Extinguishers, Egypt Air Staff Controlled the Ukrainian Plane Fire in Sharm El Sheikh

The Egyptian media reported on the epic of courage written by the Staff of Egypt Air and workers of Sharm El-Sheikh Airport using the

Bavaria Egypt Extinguishers to extinguish the fire that broke out in the tires of the Ukrainian plane within 45 seconds before its spread to the rest of the plane after landing at the airport coming from Zaporizhzhia. All the passengers left the plane unharmed on Saturday, 9 November 2019.

It is noteworthy that these devices include the five-stage multi-purposes dry chemical powder with a capacity of 6kg. Unlike common incidences of tire fires, the fire was extinguished completely without repeated ignition, the matter which prevented the tires from bursting, which would cause the plane to overturn and flip over as the fuel tanks are located in holes of the wings directly above the fire position.

Specialized sources inside Sharm El Sheikh Airport stated that upon exploring the video recording of the fire incident which broke out due to hydraulic oil leakage causing the fire to break out, and upon exploration of the extinguishing scenario, it was found that flames of the tire fires reached a point threatening that great danger.

In their brave fighting of fires, ground services staff used two extinguishers of 6 kg capacity each for extinguishing the tire fires in a record time.

It is noticeable that the distinguishing took place without repeated ignition

as is common in tire fires, which indicates that the chemical powder used is of great high quality multi-purpose substance. It covers the usual five stages of the fire. Note that the aircraft tire fires are considered as plastics, oils and metals fires. The pilot thanked the airport authorities and expressed his admiration for the high competence in handling this dangerous situation. Furthermore, Minister of Civil Aviation also praised Egypt Air staff and Sharm El Sheikh Airport workers for their courage, good training and how they dealt with the accident.