

Press Release

With a \$80 Million Investment, Al Safy Unveils Expansion Plans and Showcases Latest Xiaomi Products at Cairo ICT 2024

For the first time, Al Safy Group is participating in the 28th edition of the Middle East and Africa's International Technology Exhibition and Conference, Cairo ICT. The event, inaugurated by Prime Minister Mostafa Madbouly on Sunday, runs from November 17 to 20, showcasing the latest in high-quality and advanced technology electronics.

Al Safy's factory stands as a distinguished model of advanced local industries, boasting a cutting-edge infrastructure with 16 dedicated production lines for a variety of products including televisions, smartphones, communication devices, and cameras.

Within the company's exhibition booth, in partnership with the Chinese giant Xiaomi, the joint successes of both entities are highlighted through the production of televisions and smartphones. The factory houses six production lines for televisions, ranging from 32 to 75 inches, and five lines for 4G smartphones, reflecting Al Safy's commitment to providing the Egyptian market with advanced products that meet local consumer needs.

The factory has an impressive annual production capacity of 600,000 television units and 4 million smartphones, demonstrating its ability to meet local demand. Looking ahead, the factory plans to expand its product range to include smartwatches, routers, advanced cameras, and speakers.

Al Safy's factory is renowned for its high standards of quality, employing meticulous testing at every production stage. These tests include component efficiency through power and frequency tests, as well as final product evaluations such as lighting, color, and frequency tests.

Furthermore, Al Safy relies on advanced ORT labs, unique in the Middle East and Africa, to test device durability during use, which enhances product quality and ensures customer satisfaction.

Al Safy Group is investing over \$80 million in its factory, aiming to boost production capacity and develop manufacturing technologies. The factory has earned several international quality certifications, including ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018, underscoring its commitment to the highest standards of management, sustainability, and quality.

The factory employs over 1,000 direct employees and an additional 5,000 indirect workers, highlighting its crucial role in strengthening the local economy and creating extensive job opportunities.

Commenting on these achievements, Eng. Daaa Shaarawi, Chief Operating Officer of Al Safy Group, said, "We are proud of Al Safy's factory and the significant successes we have achieved since its inception. This factory exemplifies our dedication to providing the best products for local consumers, aligning with our vision focused on innovation and high quality at every stage of production. We are also committed to supporting the Egyptian industry and achieving long-term economic sustainability."

Shaarawi added, "Our participation in Cairo ICT is a fantastic opportunity to showcase our factory's capabilities on both local and international levels. We strive to be leaders in Egypt's electronics industry, relying on modern technology and global standards in our production operations. Our commitment to quality and support for the local economy distinguishes us in both the Egyptian and global markets."

As part of its future strategy, Al Safy Group aims to establish the factory as a regional industrial hub serving the Egyptian market and regional and international markets, leveraging Egypt's strategic location and trade agreements that facilitate exports. The company is also expanding investments in the factory to meet future market needs, contributing to the local economy and enhancing Egypt's competitive capabilities in the electronics industry.

Through this outstanding participation in Cairo ICT, Al Safy confirms its commitment to developing local industry and enhancing its competitiveness, positioning Egypt as a leader in the electronics sector.