



Within an Investment Plan Worth Approximately USD 50 Million:

H.E. Prime Minister Witnesses the Inauguration of OPPO's Smartphone Factory in 10th of Ramadan City

- H.E. Prime Minister Dr. Mostafa Madbouly: "Our participation in today's inauguration aligns with the objectives of the presidential initiative "Egypt Makes Electronics", which aims to establish the electronics industry as a key pillar of Egypt's economic growth, a core contributor to doubling exports, and reducing imports of electronic devices."
- "I am proud of Egyptian engineers, technicians, and workers who are delivering world-class electronic products that match the quality of those produced in leading industrial nations."
- H.E. Dr. Amr Talaat, Minister of Communications and Information Technology: "The implementation of the mobile device governance system encouraged global companies to invest and expand their manufacturing operations in Egypt"
- "Egypt has become an attractive hub for global investments in smartphone and electronics manufacturing, successfully attracting 15 global brands with a total production capacity of 20 million units annually and investments of USD 200 million."

Cairo, Egypt – 23rd October 2025: Today, H.E. Prime Minister Dr. Mostafa Madbouly officially inaugurated OPPO's smartphone and electronics factory, located in the 10th of Ramadan City. The opening took place in the presence of H.E. Dr. Amr Talaat, Minister of Communications and Information Technology; Eng. Hazem Al-Ashmouni, Governor of Sharkia; Mr. Lay Ren, President of OPPO Middle East and North Africa. Also, in attendance were Eng. Ahmed El-Zaher, CEO of the Information Technology Industry Development Agency (ITIDA); Mr. Noah Ma, General Manager of OPPO Egypt; alongside senior executives from OPPO Egypt.

Following the inauguration, **H.E. Prime Minister Mostafa Madbouly**, emphasized that witnessing the launch of OPPO's factory reflects the government's commitment to supporting the presidential initiative "Egypt Makes Electronics", which aims to position the electronics industry as a key driver of economic growth, a core contributor to doubling Egyptian exports, reducing imports of electronic and electrical devices, creating hundreds of thousands of jobs, and attracting foreign and joint investments from around the world.

He added that the initiative has already achieved significant progress in increasing exports, expanding the number of specialists in electronics design, establishing local companies, opening branches of leading global firms, and building factories, many for the first time in Egypt, to manufacture mobile phones, tablets, and fiber optic cables.

H.E. Dr. Amr Talaat, Minister of Communications and Information Technology, stated that the inauguration of OPPO's factory which comes as part of a USD 50 million investment plan and providing 2,000 jobs, embodies the fruitful cooperation between the government and private sector under the



"Egypt Makes Electronics" initiative, which aims to bolster local electronics manufacturing and create more job opportunities.

He further emphasized that the Ministry continues to adopt supportive policies and offer incentives that enable global companies to expand their production to meet local demand and export to global markets, positioning Egypt as a regional hub for electronics manufacturing.

He also noted that implementing the Mobile Device Governance System has reinforced investor confidence, encouraging expansion in mobile phone manufacturing. As a result, Egypt now attracts 15 global brands, manufacturing mobile devices and accessories with a combined production capacity of 20 million units annually and total investments of USD 200 million.

Before the factory tour, the Prime Minister reviewed a presentation by **Mr. Noah Ma, General Manager of OPPO Egypt**, who explained that the factory spans over 24,000 square meters, and employs around 2,000 Egyptian workers, including engineers, technicians, and quality specialists, all trained in accordance with OPPO's global standards. Current production reaches 400,000 units per month (approximately 5 million units annually), with a local value-added rate exceeding 42%, expected to increase further over the coming period.

He added: "The factory currently operates 17 production lines, with plans to reach 20 lines by Q1 2026, increasing total production capacity to 500,000 units per month. In addition, the factory has already begun manufacturing and supplying OPPO devices to the Egyptian market, including the Reno12, Reno13, Reno14, A5 Pro, and A6 Pro series, in full compliance with the global quality standards applied across OPPO factories worldwide.

He further stated that the factory serves as a key pillar of OPPO's regional strategy, with plans to begin exporting its devices to Arab markets by the end of next year, solidifying Egypt's position as a key regional hub in OPPO's global supply chain. As part of its future expansion plan, OPPO intends to introduce new production lines for smart wearables, including smartwatches, fitness bands, and wireless earbuds.

During his tour, the Prime Minister Dr. Mostafa Madbouly inspected several stages of the production process, from motherboard assembly and surface-mount components to initial assembly, followed by testing, cutting, furnace processing, and the first stage formation of the motherboard. This was followed by the second phase, which includes the final motherboard preparation. He also visited the quality control room to observe how quality is monitored at each production stage before packaging.

During the tour, the Prime Minister engaged with several young male and female employees working in the factory. He asked one of the young employees about the nature of her work, her academic qualifications, and daily commute. She explained that she lives in Sharkia Governorate, holds a qualification in aviation hospitality, but decided to shift her career after completing training courses in electronics. Employees also confirmed that the company provides multiple benefits, including healthcare, insurance services, financial incentives, and bonuses.



Speaking with employees, **Dr. Madbouly** said: “I am proud of the competence of Egyptian engineers, men and women as well as the Egyptian technicians and workers in this factory. They are producing electronic devices with the highest levels of precision and quality, comparable to those manufactured in the most advanced industrial nations.”

He further emphasized that in all his visits to factories and companies within the communications and information technology sector, he has witnessed the excellence and innovation of promising Egyptian youth, who are capable of creativity and progress in various fields. He called on Egypt’s youth to embrace challenges and pursue careers in advanced technological sectors to build a better future for themselves.

The Prime Minister expressed his satisfaction with the opening of this factory and the adoption of modern technologies in mobile phone manufacturing and assembly. He noted that this factory is a major addition to Egypt’s electronics manufacturing sector, supporting the objectives of the presidential initiative to localize electronics production and strengthen the national industrial base.

This inauguration follows the Memorandum of Understanding signed in September 2022 between ITIDA and OPPO, under the auspices and in the presence of the Prime Minister, which laid foundation for establishing this factory as one of the key outcomes of the presidential “Egypt Makes Electronics” initiative. This initiative aims to double electronics exports, reduce imports, and create thousands of high-value job opportunities for engineers, researchers, and technicians, enhancing Egypt’s competitiveness in the global electronics industry.

Beyond local production, OPPO is committed to delivering exceptional after-sales service, ensuring a seamless and reliable customer experience that strengthens consumer trust and reinforces OPPO’s dedication to achieving the highest levels of customer satisfaction.

With an investment of USD 50 million, the factory marks a strategic milestone in OPPO’s long-term presence in Egypt and the region. The facility includes around 15 Chinese experts for technical support, while all production processes are carried out by trained Egyptian talent.

This strategic alignment with **Egypt Makes Electronics** initiative demonstrates the power of successful public-private partnerships, where innovation, industry, and national development come together to deliver sustainable progress.

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