

KNAUF

Knauf Egypt Newsletter 2018

Annual Newsletter. Issued December 2018

Welcome to Knauf Egypt Annual Newsletter for year 2018.

Look back with us at the achievements of 2018, our trips, new products and initiatives

We also take a peek into what 2019 has in store

Be the First to Catch Our News!

- 20 Years of Prosperity in Egypt
- Major Suez Expansion and Investment Boost Growth Targets
- Did You Catch Us at Batimat 2018?
- Knauf Aquapanel Welcomes our Top Contractors in Germany
- Knauf Team with Dealers in Indonesia and Singapore
- The Grand Tour of Egypt Surprises Dealers and Installers
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- Knauf Egypt Training Helps in Career Direction
- Money Saving Products to Revolutionize Building Industry
- Breakthrough Technology Builds Hope for Desert Micro-Climate Materials



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Business
Trips

6

New
Products

1

Exhibition

2

Campaigns

67

Training
Rounds

2000

Trainees

20 Years of Prosperity in Egypt

Dear Valued Customers and Colleagues,

As we come to the end of 2018 and celebrate 20 years of serving the Egyptian building industry, we look back at 12 months of unrivalled success. Through the unsparing efforts of our Knauf Egypt team, the close cooperation of the consultants and contractors we work with, and the dedicated support of our distributors, we have exceeded our projected sales target. This fires us with optimism and lays the ground for further expansion as Egypt's construction industry surges forward.

Our strong results have come not only from our sales activities, but also from our many other diverse activities that bring us closer to our business affiliates and the community at large. We hope to develop these bonds even further as we go forward into 2019.

Sincerely,

Emmanuel Sigalas
Knauf Egypt General Manager



Major Suez Expansion and Investment Boost Growth Targets



Recent capital investment by Knauf International GmbH along with Knauf Egypt Ltd and Partners, amounting in total to **27** million Euro, has been invested in upgrading the Suez production plant. This is planned to increase the production of plasterboard by 100%, from **15** million m² per annum to **30** million m². The facility has now been extended to include a gypsum tile production plant, which will meet the increasing market demand for lightweight, hard-wearing materials in the construction industry. Production is expected to reach **4** million m² in the first year.

This further investment comes as a result of confidence in Knauf Egypt ongoing growth in both the local market and increasingly in other regional markets it serves. Year 2018 showed sales above projected estimates and this growth is expected to develop even further as industry awareness of the benefits of the innovative technology, consistent quality and durability of Knauf products and systems continues to spread. Coupled with a surge in infrastructure, residential and commercial projects, Knauf can safely feel confident that this timely new investment will prove to be a winning move as 2019 gets under way.



Did You Catch Us at Batimat 2018?

Knauf Egypt was an exhibitor in leading construction industry trade fair, Batimat Egypt 2018, which took place from the 1st to the 4th of March at the New Cairo Exhibition Center.

Over 2000 fair attendees visited the Knauf booth over the four-day period, giving them the opportunity to view and gather information on the full range of Knauf products. The visitors included representatives from Knauf Africa, in addition to many dealers from the whole African region.

The event held special significance for Knauf Egypt, as the hall hosting the event was constructed using cement board from Knauf, this is just one of the landmark buildings in Cairo using high quality Knauf products and systems.

Batimat is the number one leading show in the building industry in Europe and West Africa.

All the decision makers meet the contractors to choose their partners and find products and services for the buildings of today and tomorrow.

For more information on Knauf Egypt please visit:
<http://knaufegypt.com/en-us/knauf/new-events>



Featured Publications:

Knauf Egypt in the Spotlight at Key Industry Event

Already a fixture on Dubai's exhibition calendar for the past 40 years, Big 5 Construct held its first event for Egypt in September 2018, following on from exhibitions in Saudi Arabia, Morocco and Kenya.

In recognition of Knauf Egypt significant value added to the Egyptian market and the construction industry. Big 5 Featured Knauf Egypt remarkable success story as an example of how far an investment can prosper in Egypt with good business practices.

Knauf Egypt Singled Out as Industry Leader

Knauf Egypt came into the spotlight with a recent interview in Akhbar Al Watan newspaper, which focuses on economic, social and business news.

The coverage gave readers important information on the innovations and cost-effective systems and materials Knauf is introducing to the construction industry, showing how the company is playing a strong role in the country's development.

For more information on Knauf Egypt please visit:
<http://knauf.eg/>



Knauf Aquapanel Welcomes our Top Contractors in Germany

Once again, Knauf Egypt has arranged a trip abroad for its valued local contractors.

These trips have proved to be a great way of forming closer bonds between the contractors and local Knauf sales team, in addition to giving the guests a chance to learn more about Knauf and its latest products.

This comes as the second trip the company has organized for its local contractors.

The trip took place from the 15th to 25th of September 2018 and kicked off with a two-day seminar at Knauf Aquapanel Germany. It covered both theoretical and practical aspects of the product and gave the eight consultants from leading Egyptian companies who deal with Knauf a firsthand look at the workings of the German production plant.

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Knauf Team with Dealers in Indonesia and Singapore

Team members of Knauf Egypt - market leader in building materials, accessories and systems - enjoyed the opportunity to spend time with a group of leading construction industry dealers during a hosted trip to Singapore and Bali

A group comprising 29 dealers and 5 local Knauf employees enjoyed a trip to Singapore and the Indonesian island of Bali from the 28th of March to the 7th of April 2018.

This was the 5th trip to a top travel destination to be hosted by Knauf Egypt in the course of the past three years, which gave the group a chance to get to know each other better, while immersing themselves in the culture, cuisine and sights of these two remarkable locations.

As part of its mission to promote closer ties and communication with its dealers, Knauf regularly hosts trips to international locations, allowing members of the Knauf team to form closer bonds with the dealers they regularly cooperate with on a business level. Every trip has been considered an outstanding success, resulting in a host of great memories.

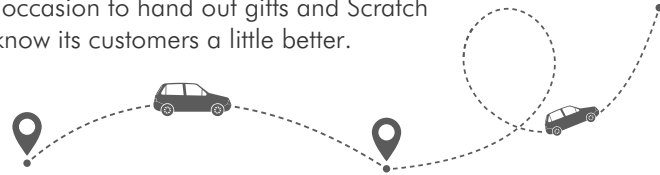
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The Grand Tour of Egypt Surprises Dealers and Installers

As spring set in with glorious weather, Knauf Egypt hit the road from the 2nd of April until the 18th of May 2018 to visit installers across the country, campaigning Fuga Gips compound.

The distinctive Ram pickup truck was easy to spot as it journeyed through Luxor, Sharm El Sheikh, Menoufia, Mansoura, Assiut, Hurghada and Cairo. With the company CEO there on occasion to hand out gifts and Scratch and Win for Fuga Gips bags, it was a great way for Knauf Egypt to get to know its customers a little better.

For more information on Knauf Egypt please visit:
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Sharing the Blessings and Spirit of Ramadan

Ramadan of 2018 was celebrated in special way by Knauf Egypt. In order to bring together each sector of its ever-expanding network of technical experts, the company hosted four separate Ramadan events.

The warm, friendly occasions allowed each group to mingle and get to know each other while enjoying Knauf's hospitality.

The first of these gathered together 70 sub-contractors at the luxurious Le Méridien Cairo Airport Hotel, and was followed by a second event for 140 consultants, also at the same venue.

The third event, which also took place at the Le Méridien Cairo Airport Hotel hosted 165 of Knauf Egypt's valued dealers.

The final - and for the first time - installers' Ramadan gathering, where 150 installers enjoyed not only a wonderful Ramadan meal, but also an entertaining menu of games and an interactive Aquapanel game which demonstrated the strength and durability of the product.

Each occasion provided the Knauf Egypt team and the guests the chance to mix and get to know each other on a more personal level, an important element in Knauf's business and work philosophy.

- 4 Ramadan Events
- 70 Contractors
- 140 Consultants
- 165 Dealers
- 150 Installers

For more information on Knauf Egypt please visit:
<http://knaufegypt.com/en-us/knauf/new-events>



Knauf Egypt Training Helps in Career Direction

Knauf Egypt offers training sessions for industry workers, students, product installers and dealers on a weekly basis.

This is an integral part of Knauf ongoing commitment to support the building industry in the use of Knauf products.

Many of these products typically offer a convenient, cost effective alternative to older traditional methods of building.

Throughout 2018 alone, 67 rounds of workshops took place, involving 2000 trainees, dealers, installers and technical students.

For more information on Knauf Egypt please visit:
<http://knaufegypt.com/en-us/knauf/academy/training-at-knauf>



Money Saving Products to Revolutionize Building Industry

With construction going ahead at an unparalleled pace, both in the commercial and residential sectors, the demand for high quality building products and accessories has increased exponentially.

Already well-established in the market and recognized for its high standard building products, systems and accessories, as well as excellent customer support and dependability, Knauf Egypt recognized a growing need for that same quality, in a specialized line of key products, at a very competitive price.

This would enable engineers and consultants in the building industry to deliver the same German standard, yet at a cost that would reduce the bottom line. Always innovative and ready to explore new avenues, as well as upholding a strong customer support ethic, Knauf Egypt has come up with a new line to fill the slot.

Certified as a product according to the European Standard EN 14195

Following up on the recent launch of a new attractively priced line of products for the local market, Knauf Egypt has now launched a selected range of imported metal profiles to complement the items. Building industry professionals can now find Omega, Main C-Section, L-Angle in two sizes of 0.4 mm and 0.45 mm at their local Knauf distributors.

For more information on Knauf Egypt please visit:
<http://knaufegypt.com/en-us/knauf/products>

Breakthrough Technology Builds Hope for Desert Micro-Climate Materials

In Egyptian governmental efforts to improve the efficiency of environmental building it has carried out an initiative with the Free University of Berlin and Aswan University.

It selected Knauf Egypt light-weight gypsum as a durable, resilient & micro climate compatible building material. The material is viewed as a solution to soaring construction costs and will also decrease labor time, meaning project timelines will be considerably reduced.



Visit Knauf Egypt Blog Now! (English and Arabic)

 knaufegypt.com/blog



A Glimpse into 2019



Knauf Werkstage Exhibition in Germany




Launch of "AlAlamny" Finishing Powder



Plant Expansion Inauguration

Contact Us

 Street 23, Maadi Assarayyat Al Gharbeyah, Al Maadi, Cairo, Egypt

 (202) 23595544

 sales@knauf.eg

 /Knauf.Egypt  /knauf-egypt  [knaufegypt](https://www.youtube.com/knaufegypt)

