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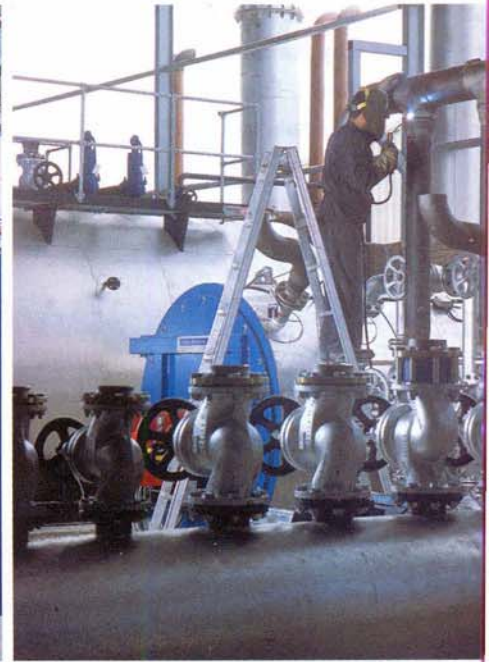
## THE FURNITURE INDUSTRY

- Damietta: Egypt's Self-Functioning Society
- Tunisia: The Jasmine Revolution Still On
- The Green Economy



القسم العربي

• توقعات الاقتصاد الألماني لعام ٢٠١٢ • أهم المعارض الدولية



IF YOU PLAN TO BUY AN MP3 PLAYER, A CRANE OR AN AIRCRAFT CARRIER, AND CAN CHOOSE EITHER A LESS EXPENSIVE ONE WITHOUT GUARANTEE OR AFTER-SALES SERVICE OR A SLIGHTLY MORE EXPENSIVE ONE WITH GUARANTEE AND AFTER SALES SUPPORT, WHICH ONE WILL YOU OPT FOR?

**S**ome companies usually provide their customers with different information regarding how the product was designed, what raw materials were used, various stages of the manufacturing process, marketing and its competitiveness compared to other similar products in the market. They might even mention the machines and the technologies involved in their manufacture, but little is ever said about the after-sale services, the maintenance, upgrades in the product or equipment, training of its end-users or availability in case of a contingency.

A weaving or spinning machine, no matter how good, sophisticated and technologically advanced, is not worth much if it lacks proper maintenance. It will end up as scrap before the end of its economic life. Therefore, dealing with a company reputed for the quality of its products, and the availability, ease and quality

of its after-sale services, is undoubtedly important.

#### **CATEC's History**

One company that specializes in providing after-sale services for boilers and industrial machinery is the Consulting and Technical Engineering Company (CATEC) based in Alexandria, Egypt. It was founded as a small business in 1980 by Ossama Elnomany.

"We started as one office in Alexandria," Elnomany, chief executive officer of the company said, adding: "Now we have three offices in Alexandria, one in Cairo, and one in Toronto, Canada." Today, CATEC employs over 50 technical staff and has 390 clients in 33 countries worldwide. It is a corporation with an authorized capital of EGP 10 million, distributed among its limited shareholders.

From Thailand to the U.S., Turkey and South Africa, the company's cli-

## **CATEC: A ROLE MODEL FOR OTHER COMPANIES**

ent list is impressive. Egypt's most reputed companies such as Nestle, Pepsi, Unilever, Faragalla, Fine, Exxon Mobil, Schlumberger, BP, Mehalla, Juhayna, Hesni Textiles, Nile Linen and Sigma Pharmaceutical, Pfizer are all its clients.

### Services Offered

CATEC's services include onsite installation and servicing of machinery (including start-up of boiler stations, turnkey projects, piping and heating systems) as well as on-call service visits. Besides exporting services, it exports products such as textiles, spare parts, electronic equipment, chemicals, boilers, lubricants and machinery for the textile industry. The company even provides training for the clients' workers and staff, according to Elnomany.

In addition, Elnomany provides consultancy services to clients for preparing feasibility studies, turnkey projects, heating systems and various other engineering functions.

### Boilers and Mobile Boilers

CATEC has experience of more than 30 years in all types of boilers (steam, water, thermal oil) and cooperates with top boiler manufacturers in Germany like Bosch (Loos) and Inplan. The company acts as the regional service station for Bosch (Loos) in the Middle East and Africa.

It covers within its own capacity all steps related to boiler stations starting from evaluating, capacity calculating, planning, designing, supplying, installing, training, providing after-sales service and parts stocking. This is a unique concept of the company in Egypt and the region and Bosch has taken it as a role model to apply in other countries.

Moreover, CATEC is a leading entrepreneur in the field of supplying mobile

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Ossama Elnomany, CATEC chief executive officer

boilers for the oil industry. Elnomany said: “Very few suppliers worldwide can meet our standard. Our customers like Schlumberger, PB, Halliburton, Al Mansoori, etc. continue to expand with our equipment and engineers in the Middle East and Africa.”

### Quality Services

Companies highly reputed for both quality and overall specifications of their products as well as after-sale services are important not only for the industrialization process in Egypt, but also for preparing and training the manpower required for the various machinery.

Moreover, finding qualified staff is a difficult task in Egypt; retaining them is even harder. CATEC has made it a priority to hire people with exceptional caliber to keep up with its expansion over the years. “Serious, independent, well-educated applicants have priority in our company. We provide each one of them with training in his or her field. We send them to different trainings inside and outside Egypt according to the available, required courses,” Elnomany said.

CATEC currently employs over 30 qualified engineers, besides support staff, subcontractors and technicians contracted on a project basis or whenever the need arises. According to Elnomany, “CATEC's senior technical experts, who have 30 years' experience, continue to transfer their life experiences to the younger staff. This guarantees maintaining the company's young spirit.” Many of the engi-

neers receive training in Germany and Switzerland where they learn how to operate, maintain and install high-tech machinery and equipment.

### Relations with Germany

The company's relations with Germany go back a long way. It is the sole agent in the Middle East for a number of renowned German companies - Loos/Bosch International Company for steam and water boilers, Lutz for pumps, Kluber and Chemtrend for lubricants and oils, Neumag for textile machines and Inplan for thermic-oil boilers.

It is also the only official accredited sales and service station in Egypt for the Swiss company, Uster Technologies.

### CATEC and the Revolution

Like all businesses in Egypt, 2011 was a difficult year with almost three months of stoppage and three months of recovering. However, the company used the time for training, empowering its staff, and upgrading its equipment to be in a better shape for the after revolution pick-up.

It is a direct partner with the society, and organizing educational seminars is a continuous process. Cooperating with different NGOs and universities to develop the community and support individual cases is its main concern. It also works alongside with Alexandria University to serve the student community and pay back part of what it owes to this institution. ▲

# COMPANY PROFILE

By Heba Hany Abd El Al | Photos courtesy of CAPEC

