

# YOUR GUIDE TO UNDERSTANDING **EGYPT'S MARKET** IN 15 MINUTES



Elevators & Escalators Company

Full manufacturing in Egypt

Founded in 1982

# EGYPT'S MARKET OVERVIEW

**150%** **INCREASE**  
IN 2017



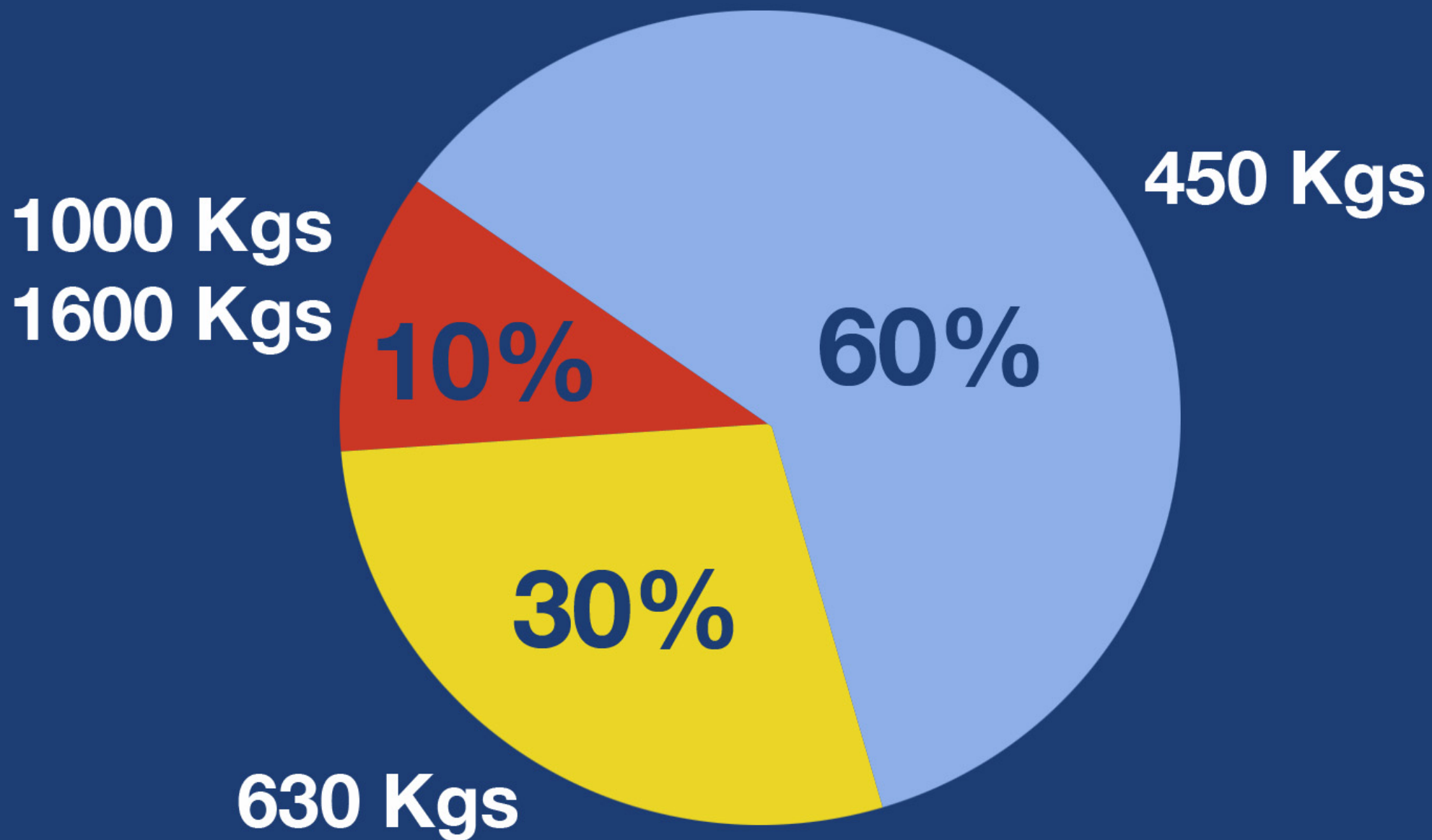
# EGYPT'S MARKET DRIVER

**1. The Government**

**2. Foreign Exchange Rates**

**3. Construction Companies**

# EGYPT'S MARKET SEGMENTATION





# EGYPT'S MARKET CHALLENGES

**1. Laws & Regulations**

**2. Safety**

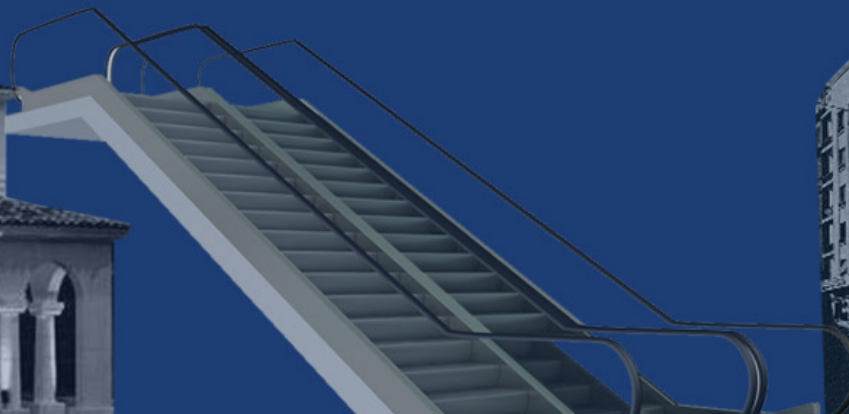
**3. Awareness**

# EGYPT'S MARKET TRENDS

**1.** Compounds

**2.** Older Buildings

**3.** Escalators



# THANK YOU



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