

„Strengthening for Export & Competitiveness“

An Advisory Service for Improvement of
Manufacturing Companies and other SME's in Egypt

Contributing to Implementation of  **2030**
EGYPT VISION

Description of Service

- Enabling manufacturing companies and other SME's in Egypt to achieve quality standards applied by the most successful German companies, thereby increasing overall competitiveness and export capabilities.
- Supporting our clients to encounter challenges arising from complex, uncertain and dynamic external and internal business environments with well-structured actions for improvement and development.
- Hereby, it is directly accounted for achieving targets defined in Egypt's Sustainable Development Strategy / Vision 2030.
- Outcome: A map for navigating in the landscape of challenges and opportunities, creating transparency on priority fields for management and strategic action on basis of a common understanding of the organization's resources and improvement potential.



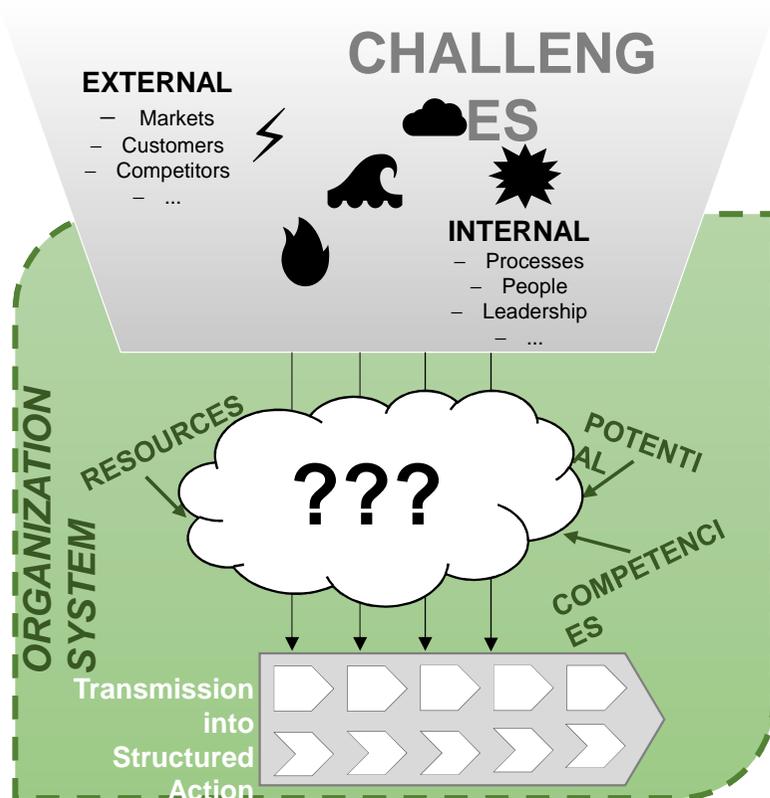
Economic Development Pillar

Vision

By 2030, the Egyptian economy is a balanced, knowledge-based, competitive, diversified, market economy, characterized by a stable macroeconomic environment, capable of achieving sustainable inclusive growth. An active global player responding to international developments, maximizing value added, generating decent and productive jobs, and a real GDP per capita reaching high-middle income countries level.

Source: <http://sdsegypt2030.com>

Context: Tapping Company Resources to Cope with Challenges



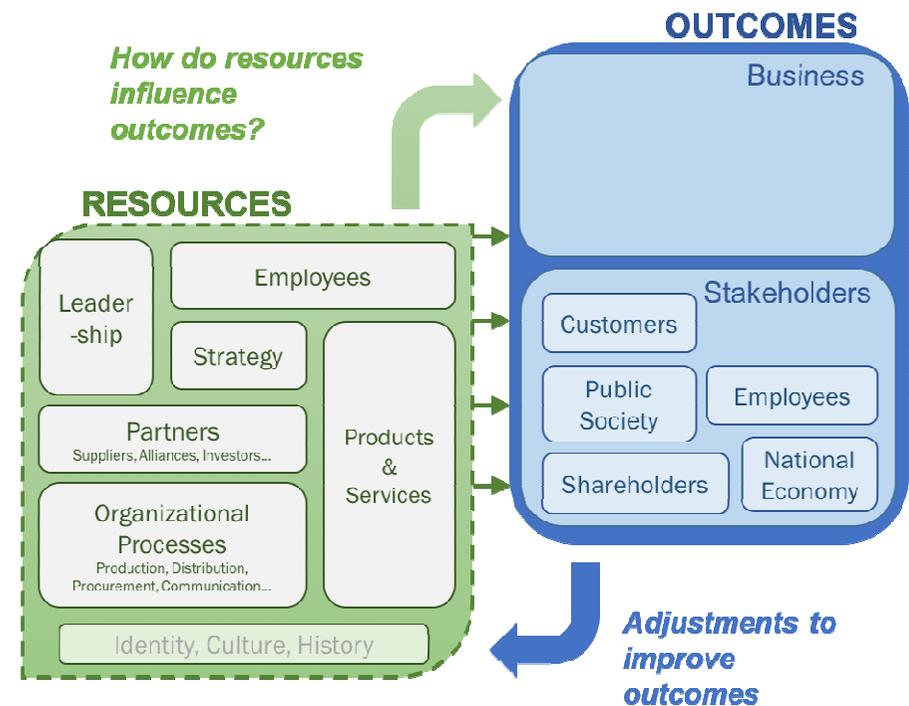
Mostly, there is a rough idea about relevant external and internal challenges. This creates a vague or diffuse feeling about necessities for change – in order to secure the company’s survival and business success. However, it is often unclear how to deal with “change” issues:

- ☑ What specifically turns out to be a challenge for the company? How can it be captured to be fully understood by management and employees?
- ☑ What internal resources are available or must be activated to cope with it? What additional competencies need to be built-up? Where is hidden or unconscious potential? What obstacles exist in the organization?
- ☑ How can a transmission of resources into actions and best solutions for stakeholders take place? What needs to be done?

Dealing effectively with these questions means to make accessible existing knowledge and experience.

Value Proposition: A Navigation-Map for Improvement

- Creating a common understanding of organizational resources, opportunities and challenges (“shared picture”).
- Guidance for initiation and implementation of fundamental improvements in quality and competitiveness.
- Clarification of priorities for management action.
- Establishing a continuous learning process promoting
 - knowledge and competencies
 - attitude and motivation
 - productivity and quality
- Delivering basis for reactivity and self-responsible decision-making on all management levels.



Success Factors: Deep Insight, Commitment, Open-Mindedness

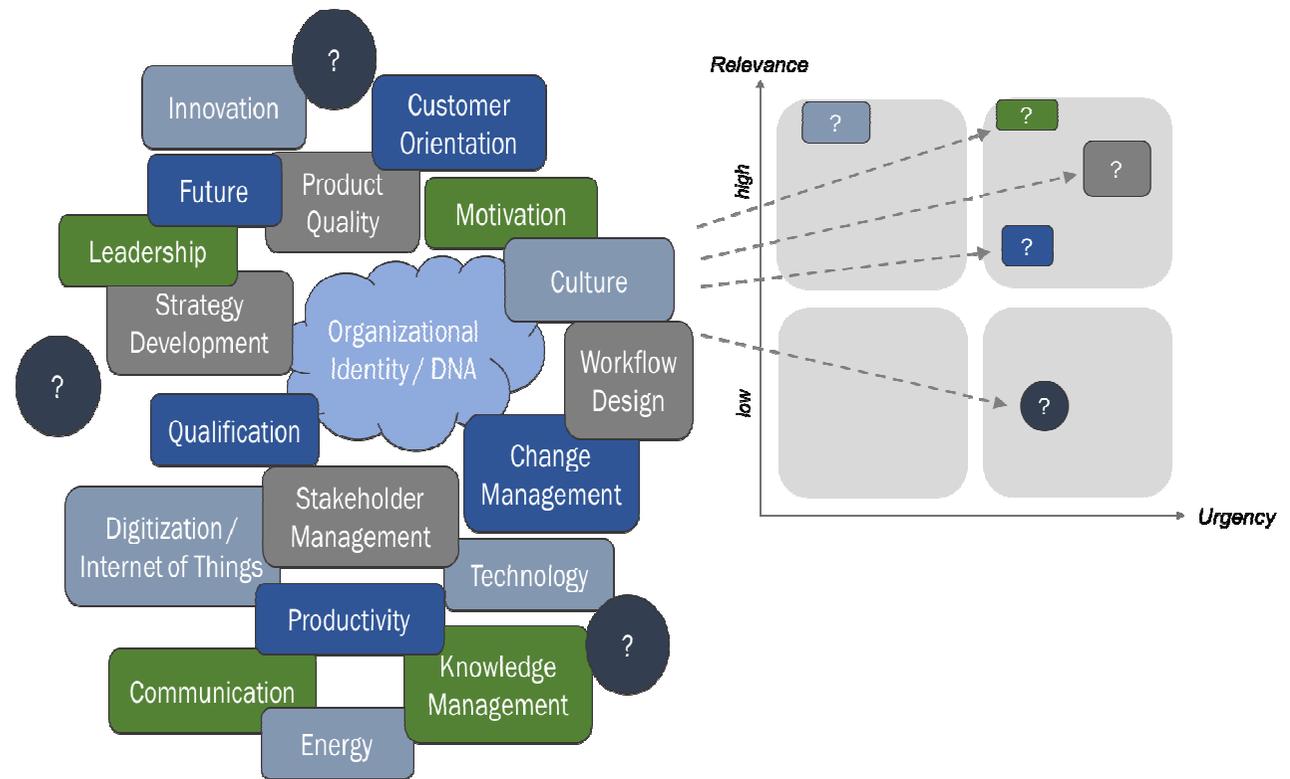
„Our company is about to reach a new evolutionary stage. We are on the verge of exporting our products. In this situation, we feel it is necessary to have a supportive look at our company from an external perspective. We want somebody to assist us in identifying our own blind spots and make sure we do not overlook essential issues.“

Manager in an Egyptian
manufacturing company (April 2016)

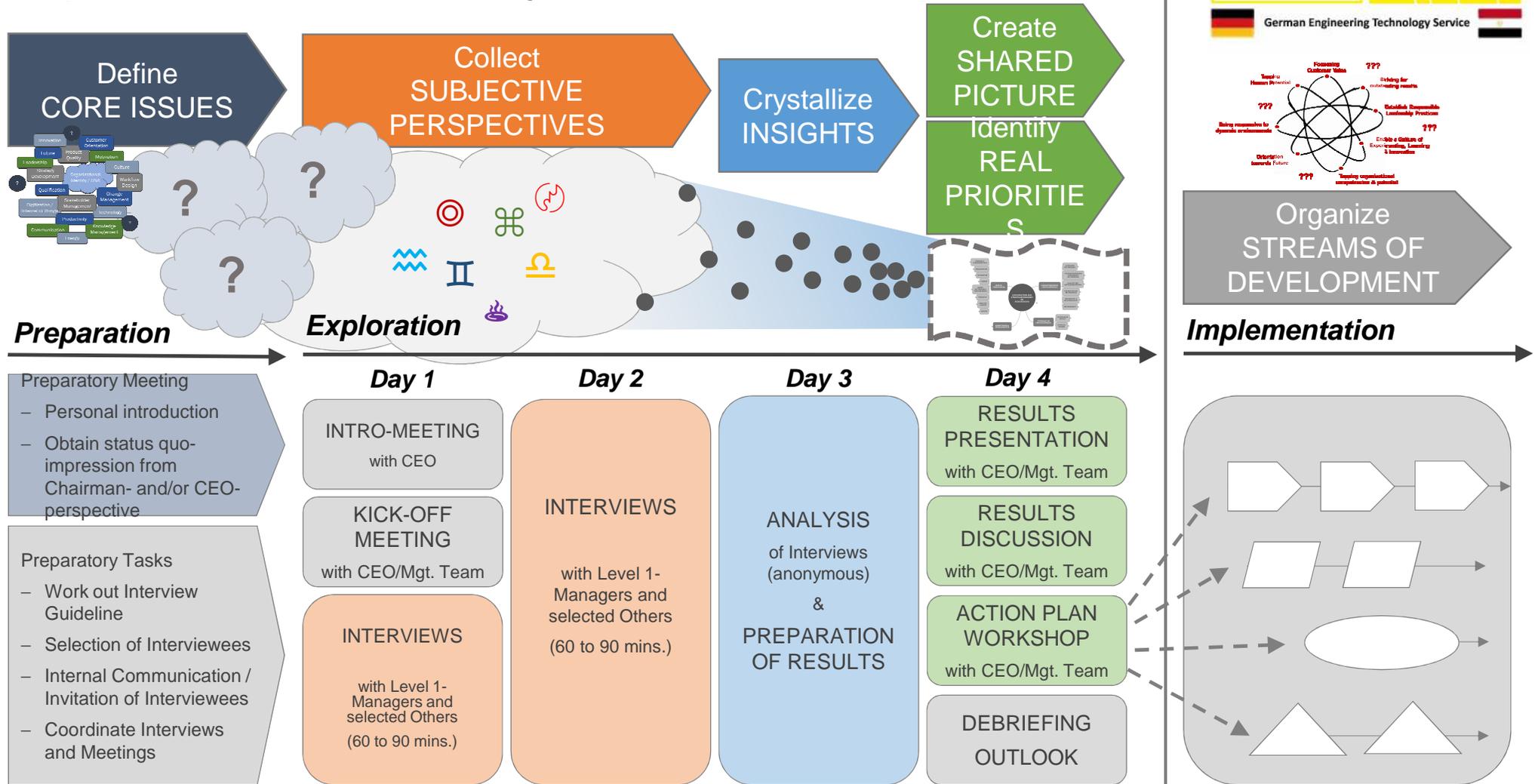
- Such approach must account for the individuality of the company, its identity, its resource base, its operational mode, its culture and management behaviour. It therefore must be highly customized to match the exact needs of our client.
- This requires a high degree of interaction. Involvement and commitment of top management and other management levels is a crucial success factor.
- Therefore, GETS advisory service addresses clients with strong motivation and willingness to improve. And a certain open-mindedness regarding the procedure.

Defining Core Issues: What is most relevant for improvement?

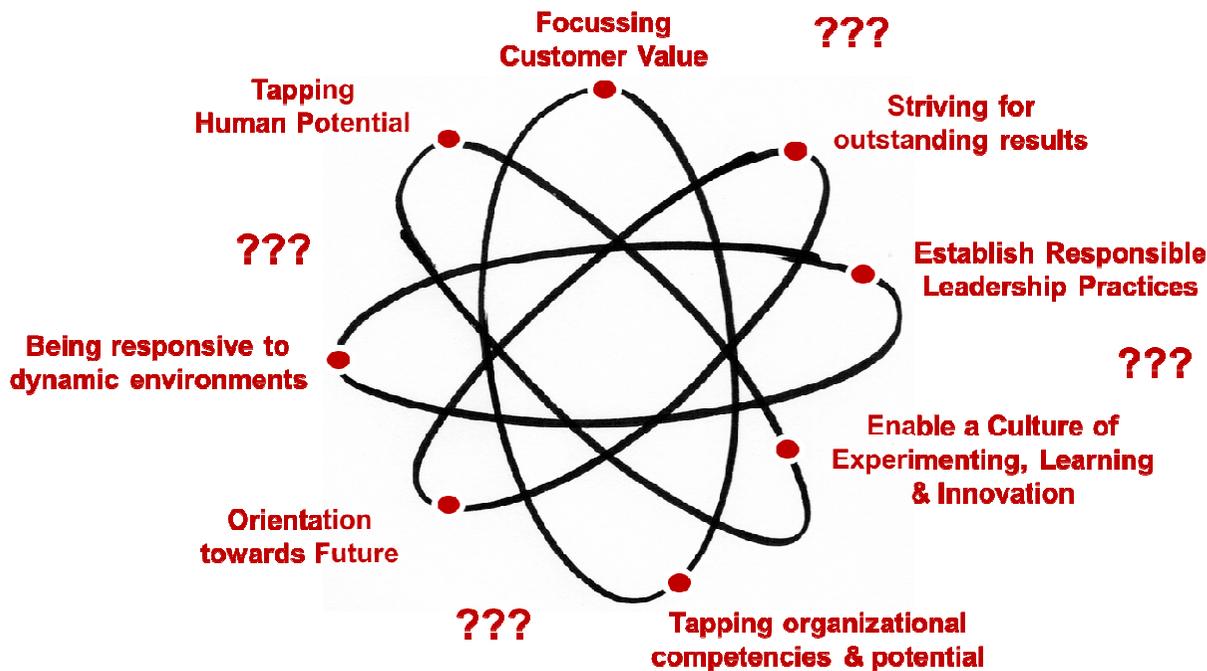
- What are core issues, which might have a strategic contribution for increasing the success of your company?
- What major challenges are you facing in your executive role when addressing these issues?
- Which of the listed topics would you consider highly or rather non-relevant?
- What additional topics would you mention?



Exploration Procedure: 4 Days to Gain a New Perspective

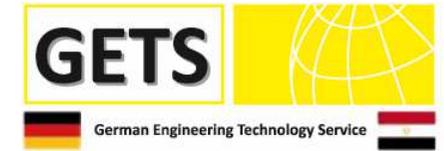


Structuring Action: Example-Set of High-Level Development Goals



- This graphics represents an exemplary set of possible development goals to improve
- Such a breakdown into defined priorities supports...
 - bundling attention, energy and motivation to systematically drive improvement efforts
 - achieving compliance with international quality standards
- Definition of development goals should strictly follow a thorough analysis, accounting for the specific character and circumstances of the individual company.

Contact



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