

Building competitive edge and opening to the outside

Since its emergence, the Egyptian industry has been always facing challenges along the march. But now, we are confronting the greatest challenges ever.

It is almost like Shakespeare's saying "To Be or Not to Be" whose conclusive and harsh connotation extends to be applied to the field of industry; "To Develop or not to Be".

At the individual level, there are Egyptian firms that took the initiative and went universal without waiting for the upcoming rival from abroad to compete with them at the local market.

There are other companies that started to move on their path to cross the borders to universality.

The Egyptian industry should gird its loins and work to develop itself until achieving a comprehensive renaissance relying on basic principles the most important of which are the following:

1-Quality:

Quality of the industrial process should be achieved from the first time as redressing the imbalance is not possible. There are constant concepts in industry repeated by industrialists just like scout law including:

- Quality is a process that starts with the individual and extends to cover all the industrial details
- Quality is the cause of all individuals whatever different their levels could be

- There is no room in industry for small irregularities as their accumulation results in fatal mistakes
- Modern tools of production are necessary for preserving quality
- Design errors are fatal and the good design should pay attention to all the influential factors such as form, function, the raw material and means of the ideal production.

In this context, we should not forget the fact that activating the role performed by the Egyptian standard specifications is considered an essential vehicle for developing the Egyptian industry and also a tool for meeting the needs of the export markets.

Thus, elevating the system of the Egyptian standard specifications to reach the level of the international brand provides the Egyptian products with confirmed export opportunities.

The magic key for the hoped export markets is for the Egyptian specifications to become a symbol of trust and quality at the international commercial markets.

2-Marketing skill to have international presence:

It is agreed that the engineering commodities should comply with the standard specifications applied in the concerned markets starting with the product's meeting and complying with the standard specifications when dealing with the domestic market.

The same thing applies to the specifications for any foreign market. Even, the matters extends to include the necessity of providing mechanism of stock enough to immediately meet the demand of each customer as well as a

mechanism for the post-sale services and continuing achieving full satisfaction of the customer under all circumstances.

3-Client's full satisfaction

This can be measured by two criteria, the first is through running the file of complaints and proposals at the higher administration level of the economic unity and the second is through following up the growth rate of sales achieved inside the market.

4-Development:

Development in industry and the ability to change should be a target before being a necessity.

This brings us back to square one in the system of the industrial engineering, which includes challenges of the ability to stand firm in the face of competition that is aimed at the product, person and the institution.

The industrial activity is based on three basic intertwined cycles, the product life cycle, the individual life cycle and the institution's life cycle.

These interact in harmony to breed strength or get confused to create weakness. The sequence of these cycles produces the so-called virtuous cycles or the vicious cycles.

Thus, the upcoming challenge which the Egyptian industry shall inevitably face is represented in the file of waste, whether raw materials wasted in several production sites due to using poor technology and the untrained labor and the absence of plans and well-studied input.

This includes also the wasted energies such as excessive use of electrical power, deficiency in maintenance operations or the wasted energy in the means of transport and communications as well as the squandered human capital and mismanagement of the elements of time and financial resources.

We are all partners in development and each party has its national role it should perform. There is also a duty on the economic unit and a duty on the government and its institutions. With each party well performing its role, the final products would improve and the contrary is correct.