

Building up competitive powers and opening up to external markets

A word by

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Thanks and Appreciation to the convention and attendees:

Introduction:

- There is no doubt that the ongoing ideas and arguments within the industrial community as well as the businesses societies and NGOs demonstrate tangible evidence on the economic development move. Coupled with this comes the governmental role with issuing a number of laws and measurements relating to arranging the economy and the industrial and commercial street. Hence, the march to economic development, already started over 10 years ago, stands as a pivotal factor in defining the country's potential regarding managing economic activities, goal achievements, and socio- economic development plans.
- Since the day it started, the Egyptian industry has always been situated in an arena of challenges. However, the challenges set forth nowadays are more substantial and comparatively stronger.

- It is all reminiscent of the Shakespearean "to be or not to be". The significance and seriousness of this wise saying can be grasped in a synonymous industry related saying "develop or not to be".
- On an individual level, a number of Egyptian companies undertook the initiative and set out to international markets rather than waiting for the international competition to take place within national market. More companies are crossing the borders to reach out international markets.

When can we compete tête-à-têtes with international industries?

Egyptian industries would rather get ready to plunge into development so as to attain a comprehensive renaissance depending on essential principles:

1- Quality:

- The quality of the industrial operation has to take place right from the first step because re-fixing deformities is out of the question. An example is the welding cordon.
- Seeking quality is an ongoing process because today's quality will fall short of quality requirements of tomorrow.
- Quality starts with the individual and expands on to all other industrial details.
- Quality should be the interest of all individuals regardless of the diverse social levels they belong to.
- In the field of industry, small mistakes are not allowed because the total sum of them brings about fatal mistakes.

- Activating the Egyptian Specifications performance is indispensable for developing industry as well as governing tools needed to protect it from dumping the market with imported goods. Moreover, this step qualifies Egyptian products better for the exports markets. Owing to this, taking up the Egyptian system of specifications up to become an international brand opens up numerous opportunities for exports. The key to exportation relies on the hope that ES (Egyptian Specifications) becomes a sign of trust and quality in the international commercial consciousness.

2- Marketing skill for an external presence:

It is agreed that engineering product items should observe standard specifications that are implemented in the market starting from producing items that follow local standard specifications when dealing with the interior market. The same thing should be applied when dealing with the external market, and also include a storage mechanism that ensures meeting the demands of all clients instantly. Another mechanism for after sales services and maintaining customers' satisfaction is important to provide as well.

3- Client's full satisfaction

This can be measured through a couple of criteria: first, through the file of complaints and suggestions at the company's higher management level, and the other criteria is following up the growth rate of purchase within the target market.

4- Development:

Industrial development and the ability to effect changes is rather a goal before it is considered a necessity. This takes us back to the first square in the engineering industrial system, i.e. squaring up to challenges that targets the product, the individual and the establishment.

The industrial activity is made up of three main intersected circles: (a product's life cycle- an individual's life cycle- an establishment's life cycle). These circles either harmoniously interact to turn out power or inter- stagger producing weaknesses. These circles take up successive turns either ascending, which is called "virtuous" or its opposite, of the descending circles, is called "vicious".

This means that the challenges facing a product can not be split from challenges facing an individual which links an establishment, eventually, to same circle of challenges.

What is this challenge which the Egyptian industry will inevitably face?

Excellence in tackling the file of waste is the forthcoming challenge which will inevitably face the Egyptian industry in the future.

Waste stands for all that gets lost from energies and resources which can be prevented. However, negligence, ignorance or laziness are reasons why the loss of energies and resources are wasted.

Waste takes on a number of forms. To mention some are:

- Materials waste where lots of production sites use underdeveloped technologies, untrained labour as well as the absence of the concept of planning and studied rates.

- Waste in energies can best be exemplified in electrical energies overuses. Energies are wasted in so many machines and equipment in factories as a result of shortages in the processes of maintenance. In addition to this, energies are wasted through means of transportations, too.
- There is utter waste in developing the human capital.
- There is waste in managing time.
- There is waste in managing financial resources.

We all share a national responsibility to develop. Each one has role to perform. Responsibility accounts for individuals, institutions and economic units as well as the government and its establishments. When each attains optimum performance, the end result improves, and vice versa.