



WIRED FOR SUCCESS

Despite their country's recent political difficulties, Incom Egypt continues to power on as one of the region's leading manufacturers and suppliers of electric power cables and wire harnesses. Profile by Andy Probert.



Incom Egypt is one of the country's successes having built up into a highly-efficient outfit with scores of electrical products that are helping to hotwire other companies' services and economies around the globe.

For Incom is an innovator, providing from its base in the Free Zone of Alexandria, a range of high-quality power supply cords, wire harness assemblies, PVC pellets, electrical cables and plug inserts.

All major clients are largely involved in the design, manufacture and supply chains for the home appliance sectors in their respective countries and territories.

Incom, a subsidiary of the US-based company of the same name, has established its mark since bursting onto the scene in 1994.

The company which has become a supplier serving both the domestic and international markets, expanded its facilities in 2002 and, two years later, introduced its electrical wires and cables division.

It then embarked on extra plants for wire harness assemblies, power supply cords and injection mouldings.

Short Lead Times

Further consolidation, with an in-house plug insert factory and PVC divisions, has enabled it to pursue the highest standards in manufacturing quality and widen its client portfolio.

Production Manager Mohamed Mamdouh said: "We believe we now have the most forward-thinking team in the sector and backed up by the best high-tech facilities to meet clients' demands in delivering competitively-priced products with short lead times.

"The pressure to continue upping the pace and achieving better products has enabled us to enhance our reputation as a reliable entity. It helps us to elevate the standards in the marketplace and in the industry."

Mr Mamdouh said the company not only markets its own products, but co-ordinates joint projects with clients on design



INCOM EGYPT | PROFILE



improvements, cost management and prototype-to-production initiatives.

“As Incom has a team of dedicated, highly qualified engineers, backed by up-to-the-minute technology, we are geared to meet customers’ design targets.”

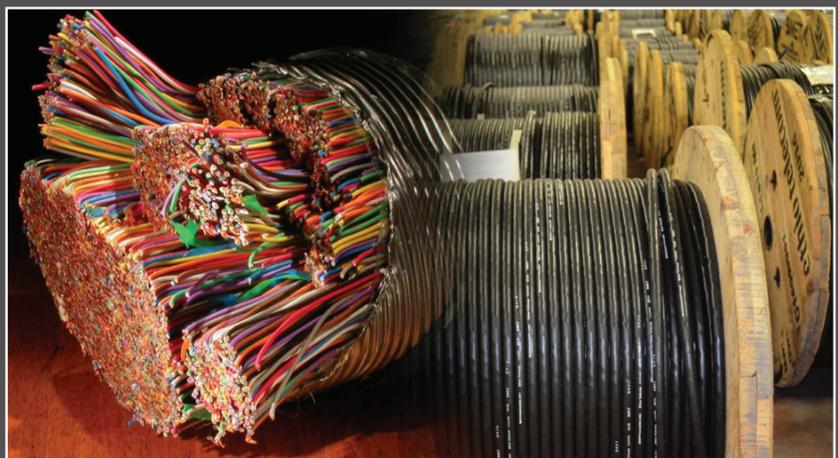
Further to this, the company, which employs upwards of 500 people, dedicated up to two per cent of its turnover - currently about \$5 million - towards research and development activities to help refine its product stock and innovate where rivals can’t.

Mr Mamdouh highlighted the company’s determination to cut costs within its own production capacity. Its founder, having utilised and imported raw materials from the US, China and India, opted to cut shipping costs and lead-in times by creating his own company to source materials more locally.

South African Market

“We now have clients across Egypt and the rest of the Middle East and are always looking to expand. For example, we are working with Samsung on a few projects, while looking at penetrating the South African markets. We are living in exciting times for the company.”

He said the company adopted a three-tier strategy to achieve market leadership.



“Quality of our products, of which there is in excess of 35, has been strengthened by the industry certifications. So for a client they know we are backed by the industry’s highest standards.

“Secondly, our lead time for products has been shortened due to good planning. We are now noted for our lightning fast and flexible output, so that a client can get a product within a 10-20 day timeframe, which is excellent, by anyone’s standards.

“Thirdly, Incom is well renowned for the pricing of its products. It is ultra competitive and we offer the best deals out there,” he added.

Incom is continuing to expand in a number of directions with the owner of the Egyptian subsidiary increasing the number of companies he owns from five to seven.

Mr Mamdouh said: “The next big thing for Incom Egypt will be a transition period when we move over from low and medium

voltage electrical products to high voltage ones. We have set aside about \$15 million to invest in this particular facet.”

Challenges to Incom surprisingly don’t include the political tensions that have beset Egypt for the last three years, emphasised Mr Mamdouh.

“Indeed, we have carried on as normal and the government has been very supportive of our business.

“Challenges lie in improving our products and facilities, and the amount of markets that we want to penetrate. We have 80 per cent of the Egyptian market, but abroad we want to manoeuvre in different directions while continuing to strengthen in the Middle East.

“The low oil price is also another factor that comes into play, but that is affecting everyone. You just have to grasp the problems and work around them as best you can.”

