



Over 30 years in digital, electric infrastructure in Egypt

Legrand eyes further Egypt expansion

Looking at projects in New Administrative Capital; expansion through strategic acquisitions

Nicolas Hobeilah: Egypt has largest factory in Africa; 35% of production exported

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Legrand, the leading French industrial group in the field of electrical and digital building infrastructures, today held its first press conference in Egypt, to announce that the company plans to expand its presence in the Egyptian market in the coming period. The company has been operating in Egypt for more than 45 years through a marketing and sales presence, and for 32 years with local production. Legrand also announced that it has initiated plans to establish a permanent showroom in East Cairo during the next year, 2020. The new showroom would include a wide range of displays of its products and solutions as well as a training center. This would replicate the same model the company has all over the world in 120 showrooms, which confirms, it says, its confidence that return on investments in Egypt is very healthy.

Nicolas Hobeilah, Legrand Egypt Group Managing Director said: "Legrand operates in 90 countries around the world. We have more than 38,000 employees and achieve revenues that reached EUR 6 billion last year. The profit of the corporation exceeds EUR 770 million. We own 22 factories in France only. The largest factory of Legrand in Africa is located in El Sadat City as we have been operating there since 1987. With an area of 17,000 square meters, we provide 1200 direct and indirect work opportunities. The factory in Egypt exports 35% of its production to France, Italy, USA, Brazil, Russia, India, China, Mexico, and other countries around the world."

Nicolas added: "BTicino, a Legrand trademark, remains on top of sales in the Egyptian market for decades, ahead of competitors."

Concerning the plans of the group, Hobeilah said, "Our plans include our contribution to the Sustainable Development Strategy: Egypt Vision 2030, and the digital transformation initiative."

We look forward to increasing our investments and expanding our operations in Egypt because it is an extremely promising market, with an appetite for digitalization and sustainable development. Egypt Vision 2030, in alignment with the Sustainable Development Goals (SDGs), is also aligned with the impact that Legrand's energy-efficient solutions provide. We are also studying the possibility of acquisitions, which is part of our global expansion strategy. We're active in several projects in the New Administrative Capital; we are working with our partners for the provision of solutions and systems for residential and administrative projects."

Hobeilah added: "We aim to implement our plans through two initiatives. The first is the Internet of Things, which has the latest technologies in the distribution and usage of energy. This would enable users to control energy easily and achieve complete control of all systems. This is in addition to the highest levels of safety and comfort provided to the users. The other initiative would be associated with the efficiency of energy and the achievement of sustainable development. This is to decrease the cost of maintenance and the consumption of energy for several parties and developers. This is in addition to the fulfillment of local needs and international requirements and encourage operational and economic efficiency of various projects."



In regards to the other business areas of the company in its expansion plans, Islam Wahsh, Head of Marketing and Communications in Legrand said: "Among the most important fields where Legrand excels is the solutions for data centers. This project was announced by HE, President Abdel Fattah El-Sisi. Our corporation has provided similar solutions to Europe, Russia, India, and other countries."

These announcements made by the Managing Director of Legrand Egypt came on the sidelines of the Legrand launch of its smart solutions BTicino Living Now in Egypt, a solution that won the Innovation Award 2019 for the smart home at CES in Las Vegas. The new solution is a new untraditional electric key that is designed like a piano with marvelous designs and colors. Users can control the new key through their smartphones.

About the LEGRAND Group

Legrand is the global specialist in electrical and digital infrastructures in buildings. Its complete range of solutions for the Egyptian and international markets of the commercial, industrial and residential sectors make it a point of reference on the global scale. The Legrand Group promotes and supports various brands across the world of which Legrand of course, but also mainly Bticino, and many others (over 70 brand name).

The company has been providing integrated solutions for over 60 years for the management of building electrical and digital functions such as lighting, heating, energy, networks and access control, and with over 300,000 products in its catalogues.

The Legrand Group's business is the design, development and marketing of both simple and innovative electrical and digital systems for easier communication, reinforced safety and security, and enhanced comfort in buildings.

Legrand has one industrial site in Egypt at El Sadat City, which provides more than 1200 direct and indirect job opportunities. The company is also active within 60 sites worldwide and employs about 2,400 personnel dedicated to Research & Development in more than 20 countries, with 45 % assigned to electronics and digital offerings.

Close to two thirds of sales are made with products ranking No. 1 or No. 2 on their market, including especially prominent positions here in Egypt, and also of course France, Italy, the US, Brazil, Russia, India, China, Mexico, and many others.

The Company benefits from the Group's continuous research and has an edge on product design, selection, cost efficiency, safety and reliability of equipment. Legrand is determined to extend its operations further and continue to provide products that are manufactured to global standards.

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