

Press Information

BSH Home Appliances Group to Open Its First, State-of-the-Art Factory in Africa

- / BSH Home Appliances Group will invest more than EGP 550 million (EUR ~30 million) for a new cooking factory, set to begin construction in 2022 and become operational in 2024**
- / The capacity of the factory is designed for the production of more than 350,000 appliances per year specifically developed for consumers in Africa and the Middle East**
- / The 30,000 square meter facility located in 10th of Ramadan City close to the city of Cairo will be the company's 13th cooking factory worldwide**
- / The factory underlines the company's strategy to expand its business in emerging markets**

Munich/Cairo, November 24, 2021 (BSH) – BSH Home Appliances Group, Europe's leading home appliances manufacturer, will build its first cooking factory on the African continent. The company will invest more than EGP 550 million (EUR ~30 million) to expand its business in Africa and the Middle East. The state-of-the-art factory will be in line with BSH's high standards in efficiency and sustainability and achieve carbon neutrality.

"Egypt is a bridge between North Africa and the Middle East. The country is home to millennia of history, full of potential and opportunities," says Silke Maurer, COO and Board Member at BSH Group. "With our investment, we want to support the development of economy and infrastructure and create qualified jobs. Egypt has developed rapidly in recent years and is an excellent location for BSH's production footprint thanks to the available supplier network, qualified workforce, and attractive export opportunities."

Home appliances under the brands



BSH is a company of the Bosch Group.

Postal address: BSH Hausgeräte GmbH, Corporate Communications, P.O. Box 83 01 01, 81701 Munich, Germany / Address for visitors: Carl-Wery-Straße 34, 81739 Munich, Germany /
Phone: +49 89 4590-5814, www.bsh-group.com / Chairman of the Supervisory Board: Prof. Dr. Stefan Asenkerschbaumer /
Board of Management: Dr. Carla Kriwet (Chairwoman), Dr. Gerhard Dambach, Matthias Ginthum, Dr. Silke Maurer /
Registered Office: Munich; Registry Court: Amtsgericht Munich, HRB 75534; WEEE-Reg.-No. DE 57986696

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BSH aims to initiate construction in 2022 and start production in the new state-of-the-art factory in 2024. The factory is designed for a production capacity of more than 350,000 free-standing 90 cm ovens. The appliances are specifically developed for consumers in this region and will be marketed under the Bosch brand. The produced units will also be sold and exported to other countries.

“We are happy to announce that we have successfully completed the fruitful negotiations with the Egyptian Government and have signed a Memorandum of Understanding with the authority to support our production footprint plans. Egypt is the largest single market for home appliances in Africa and BSH will continue its successful business. We aim to create around 1,000 qualified jobs in the region to support local prosperity. I want to extend my gratitude to all my colleagues and to the Egyptian Government for their outstanding commitment and support,” says Luis Alvarez, CEO of BSH Egypt.

The factory in Egypt will be an important milestone of the company’s growth strategy in emerging markets. BSH celebrated a record sales of EUR 13.9 billion last year and continues to grow significantly in 2021. The growth is fueled by strong consumer demand for BSH's innovative products, meeting consumer needs in 125 markets.

Images // [Download full-resolution here](#)



BSH to build a new cooking factory with an annual capacity of more than 350,000 appliances



Mourad Gendy, Head of Africa Production Footprint BSH Home Appliances

Contact for press inquiries

BSH Hausgeräte GmbH
Head of Global Corporate Press, Public Relations
Julia Henry
Phone: +49 (0)89 4590-5814
E-Mail: julia.henry@bshg.com

Further information



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About BSH

BSH Hausgeräte GmbH, with a total turnover of some EUR 13.9 billion and 60,000 employees in 2020, is a global leader in the home appliance industry. The company's brand portfolio includes eleven well-known appliance brands like Bosch, Siemens, Gaggenau and Neff as well as the ecosystem brand Home Connect and service brands like Kitchen Stories. BSH produces at around 39 factories and is represented in some 50 countries.

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