

“Beko for Home Appliances” contracts “Hassan Allam Construction” to establish its manufacturing plant in Egypt

The scope covers civil, architectural, electrical and mechanical construction works of the project, and is set to be finalized in a span of 10 months

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Beko Egypt for home appliance, a subsidiary of Arçelik, has chosen Hassan Allam Construction, a subsidiary of Hassan Allam Holding, to construct its state-of-the-art plant in Egypt. The manufacturing plant further cements the company's presence in the local market, as it vies to provide high-quality and innovative home appliances, in line with Beko's commitment to support Egypt's industry localization endeavors.

The signing took place between Mr. Umit Günel, General Manager of Beko Egypt, Mr. Cemil Inan, Executive Director of Egypt Project, Product Strategy & Portfolio Management, and Mohamed El Dahshoury, CEO of Hassan Allam Construction, in presence of the leadership team of both companies.

Hassan Allam Construction will handle all civil, architectural, electrical and mechanical works of the project that spans over 114,000 square meters, with a total construction area of 56,000 meters, encompassing the main production area, admin buildings, and other various structures, with delivery set to be in a period of 10 months.

The zero-waste manufacturing facility is designed to adopt sustainability practices, targeting LEED Gold certification in waste management technology, recycling, water saving, clean electrical production, and operating with renewable energy.

“We are proud to partner with Hassan Allam to construct our new factory in Egypt. Their extensive experience in sustainable businesses and proven excellence in construction solidified our decision to work with them. With their help, we are confident that we can provide the best possible solutions for the Egyptian market and deliver customer satisfaction by setting up a factory on international standards with the highest quality and in a timely manner.” said Umit Günel, General Manager of Beko Egypt

Günel highlighted that the factory will develop local supplier ecosystems to create sustainable value for all industries while supporting the government's long-term strategy to drive industrial localization and establish Egypt as a production and export hub to overseas markets.

“This ambitious project is part of Beko's major drive to support Egypt's plan for industry localization and start production by end of 2023, with commitment to expand our business operations to meet the needs of the growing demand for our products in the market. This will help us create more job opportunities in the market and transfer of our know-how.” Günel added.

“We are proud to be chosen as the construction partner for Beko in their first plant in Egypt. This business marks a new milestone for Hassan Allam Construction, reinforcing our commitment to the growth of the Egyptian market. Moreover, being part new strategic business assures our core mission to promoting sustainable development across Egypt and contributing to a more sustainable future.” Said Eng. Mohamed El Dahshoury, CEO of Hassan Allam Construction.

It is worth mentioning that Beko Egypt has announced laying the foundation stone of its first factory in Egypt back in December with investment worth \$100M in presence of a number of high-profile government figures and executive leaders of Beko, Arçelik, and Koç Holdings. The plant is projected to manufacture an annual capacity of 1.5 million household appliances, more than 60% planned for export to Europe, the Middle East & Africa with around \$250mn in annual export potential. The first phase of the investment is set to be allocated for producing eco-friendly cookers and refrigerators.

-The End-

About Beko

Beko is the international home appliance brand of Arçelik, a multinational household appliances manufacturer. Beko is one of the top 3 large home appliances brands in Europe

Beko has been operating in Egypt since 2021 & it is currently gaining a larger share of the Egyptian market with current & targeted 750 sales and 83 customer service centers.

The company provides a wide range of eco-friendly products, including ovens, refrigerators, washing machines, dishwashers, hoods, and coffee machines.

Beko has been focusing on healthy living for years, raising awareness and developing products that make healthy living possible and convenient. Beko's brand mission is 'healthy living is only possible on a healthy planet'. Beko is committed to protecting the planet by designing and manufacturing energy-efficient products and investing in resource efficiency in production.

About Hassan Allam Construction

Hassan Allam Construction is Hassan Allam Holding's flagship subsidiary and one of the leading contractors in Egypt and the MENA region. Leveraging its solid track record, the Company is a partner of choice in major construction projects throughout Egypt and abroad, delivering timely unparalleled construction and infrastructure projects across a wide range of sectors. Established in 1936, it is one of the oldest construction franchises in the MENA region, and boasts a solid reputation, superior technical capabilities, and a diversified portfolio. With a legacy of identifying attractive infrastructure projects, it has delivered hundreds of projects. The company is ranked among the Engineering News-Record list of the top 250 global contractors. For more information, visit www.hassanallam.com