

ECH

Egyptian Cotton Hub





Long have the words luxury been synonymous with the words Egyptian Cotton. In today's 21st century world, Egypt has committed to raising the bar once again by investing in the re-birth of one of Egypt's greatest assets; Egyptian Cotton.

KNITTING, DYEING,
FINISHING, WEAVING
AND
GARMENT
PRODUCTION; ALL
YOUR NEEDS CAN NOW
BE MEET UNDER ONE
ROOF.

This investment is not only monetary but a complete remodeling of the public sector cotton industry. Firstly, Egypt has restructured all its government-owned cotton factories to be under one umbrella with the goal of providing premium long-staple cotton, ready made home textiles, fabrics and yarns to the whole world. It has also established the Egyptian Cotton Hub (ECH), the official hub of marketing for Egyptian cotton. Established in 2021, the company consists of a group of private sector seasoned expert professionals from the country's foremost corporations.

ECH prides itself on the rich foundation of manufacturing facilities it represents. They are all equipped with top-of-the-line production machinery, and a highly skilled workforce with more than 30 years of different textile manufacturing expertise.

HERITAGE



Egypt's first public sector factories and companies were established in the 1920s, this then grew to a total of thirty-three factories. Each factory has a rich history and deep heritage, with more than a century of textile experience. Today, these have been merged into nine companies located across Egypt.





\$650,000,000 being spent on the construction of new buildings and the rehabilitation of existing ones. Construction is ongoing in 62 sites simultaneously in all 9 industrial centres. **\$550,000,000** are being spent on up to date machinery from spinning, weaving, dyeing and finishing to confection.

The new production lines consist of **Reiter C70 carding machines, E85 combers, F16 roving frames Reiter** crowned by the up to date K-47 ring spinning frames.

The production line also consists of **SAVIO**; the leading manufacturer of yarn finishing machineries producing the best Automatic Winders, Two for one Twisters

The compilation of **Itama, Picanol and Toyota for weaving** combines the strengths of 3 major loom manufacturers. The Itama R9500 considered the most versatile rapier machine which starts within 1 pick to full speed. Equipped with the winning combination of the SK Weft Transfer System and the Motorized Weft Cutter, that together ensure the **highest production speed** and the possibility to effectively weave the widest range of yarns.

The **Picanol OMNIplus Summum looms** feature the patent fully automated pick finding and dedicated sley cam versions that make it possible to weave the most demanding weaves and yarns at high speeds with lower energy consumption.

Toyota air jet looms feature EDP high performance motors, **JATeReed** for low pressure weft insertion and multi tandem nozzle to increase propulsion power for high speed application.

Bruckner, Benninger, Thies and Monforts for dyeing and finishing. Wide width rotary and digital printing from Reggianie;

In a parallel line, the latest ERP systems and SAP integration system have been contracted and are undergoing implementation.

MISSION

Placing our customers at the heart of everything we do and achieving the best utilization of production capacity with innovative trendy and quality products.

VISION

To be globally recognized as *one of the* top Textile Industry leaders.





Egypt has always been appreciated for its superior linen weaving since the time of Neith, the Goddess of Weaving, in Egyptian civilization.

Today, Egypt builds upon the reputation it has enjoyed with an investment of **22 billion** Egyptian pounds, aiming to achieve:

YARN YEARLY
MANUFACTURING
CAPACITY TO
INCREASE FROM

37,000 tons

150,000 tons

HOME TEXTILES & RTW
YEARLY
MANUFACTURING
CAPACITY TO
INCREASE FROM

8 million pcs

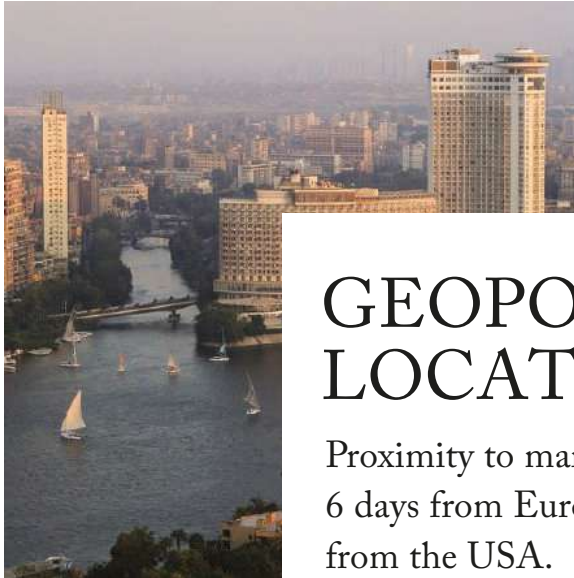
50 million pcs

FABRIC YEARLY
MANUFACTURING
CAPACITY TO
INCREASE FROM

50 million meters

*200 million
meters*





GEOPOLITICAL LOCATION

Proximity to markets
6 days from Europe and 12 days
from the USA.

POPULATION

Egypt's population consists of 120
million people, 60% of whom are
under 25.



TRADE AGREEMENTS

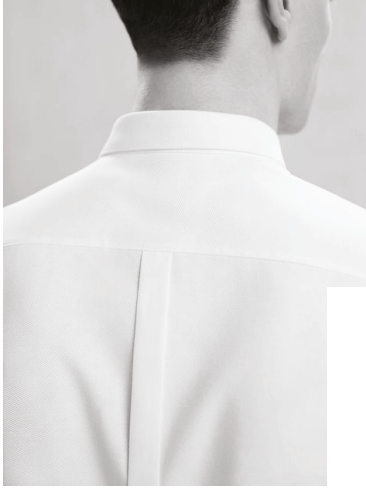
QIZ - Allows Egypt to ship duty free to the US

EGYPTIAN-EUROPEAN AGREEMENT - Allows Egypt to ship duty free to the EU

AFRICAN CONTINENTAL FREE TRADE - World's largest free trade area

COMESA - Common market for eastern and southern Africa.

MERCOSUR - Free trade agreement with South America



Our companies follow the *best environmental management standards* and guidelines and are certified for *ISO 14001, ISO 45001 for OSHA* (Occupational Safety and Health Administration), *ISO 26000 for CSR, ISO 50001 for energy, EMAS* (Environmental management and audit scheme), *OEKO-TEX 100* will be contracted case by case as it should be specified regarding the number & type of product and the level of class (I,II,III,IV), BSCI (Business Social Compliance Initiative).

With the latest manufacturing technologies and under the highest quality standards, we cater to all your business needs and tastes, including premium quality, genuine Egyptian cotton and upland cotton as well, according to the required constructions. Our factories manufacture a range of products, including but not limited to:



HOME TEXTILES - *Bedding, towels*

YARN - *100% Egyptian and imported cotton*

FABRICS *Denim, dress shirt fabric, knit fabric*

SERVICES - *Dyeing, finishing, printing*

FINISHED GARMENTS- *Womenswear, Menswear, Intimates, Sleepwear*





ECH is building a Direct-to-consumer' ***DTC' channel*** that leverages an integrated customer experience model spanning both physical retail outlets & e-commerce platforms in both the local and regional markets with the aim to provide our customers with the latest trends in Home Textiles and Fashion. ECH is set to serve its customers with ***high quality products, reasonable prices,*** and an ***enjoyable customer experience.*** The company has been developing new product collections with the support of several European designers as well as cooperating with local creative agencies to develop a new brand identity that embodies the heritage of Egyptian Cotton products.

Launching two different brands; ***NIT*** and ***MEHALLA*** to serve the wide range of customers across different geographic locations with a variety of products in ***home textiles, underwear, menswear, denim, men's shirts & sportswear.***

**MEHALLA**
EGYPT

nit

Breaking new grounds and setting benchmarks in the textile industry, we help you discover your business deepest potentials. We provide excellence through:

OUR CAPACITY

23	71	1	10
LOCATIONS	# OF MILLS	POLY PRODUCTION LINE	GINNING MILLS
27	4	6	2
SPINING MILLS	OPEN END SPINNING LINES	WEAVING MILLS	WEAVING PREP
6	4	2	2
DYEING & FINISHING FACILITIES	CONFECTION MILLS	MEDICAL COTTON LINES	ROTARY & DIGITAL PRINTING MILLS



DAILY PRODUCTION CAPABILITIES:

**EGYPTIAN COTTON
FINE COUNT YARNS**

500,000 spindles

**IMPORTED COTTON
COARSE COUNT
YARNS**

500,000 spindles



DENIM FABRIC	<i>90,000m</i>
BED SHEET FABRIC	<i>350,000m</i>
YARN DYED SHIRTING	<i>25,000m</i>
SHIRTING GREIGE	<i>20,000m</i>
BOTTOM FABRICS	<i>50,000m</i>
CIRCULAR KNITTED FABRICS	<i>40 tons</i>
WOOL FABRICS	<i>11,000m</i>
TERRY TOWEL	<i>45 tons</i>



DAILY CAPABILITY





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