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Trading Rooted In Legacy



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صلى الله عليه وسلم  
محمد بن راشد آل مكتوم

Today, we have launched our plan to develop the largest logistics hub in the world for the trade.

This expansion and doubling of the current market area will support our economic agenda and create larger commercial and investment opportunities

**HH Sheikh Mohammed bin Rashid Al Maktoum**

Vice President and Prime Minister of the UAE, Ruler of Dubai





## **El-Tayeb Global Trading FZCO**

An ever-growing subsidiary of the El-Tayeb Group which is located in Dubai to become the foremost supplier of exclusive automobile spare parts and tools in the MEA, GCC, African Markets and as well globally in the next phase reliability and core industry understanding at Egyptian, MEA markets so far. El Tayeb Global Trading operates as a subsidiary of the El-Tayeb Group, with an expertise of over 40-years in business; the company lays strong foundation on the foot-step of El-Tayeb Group of companies that has been remarkable for quality products, reliability and core industry understanding at Egyptian and African market.



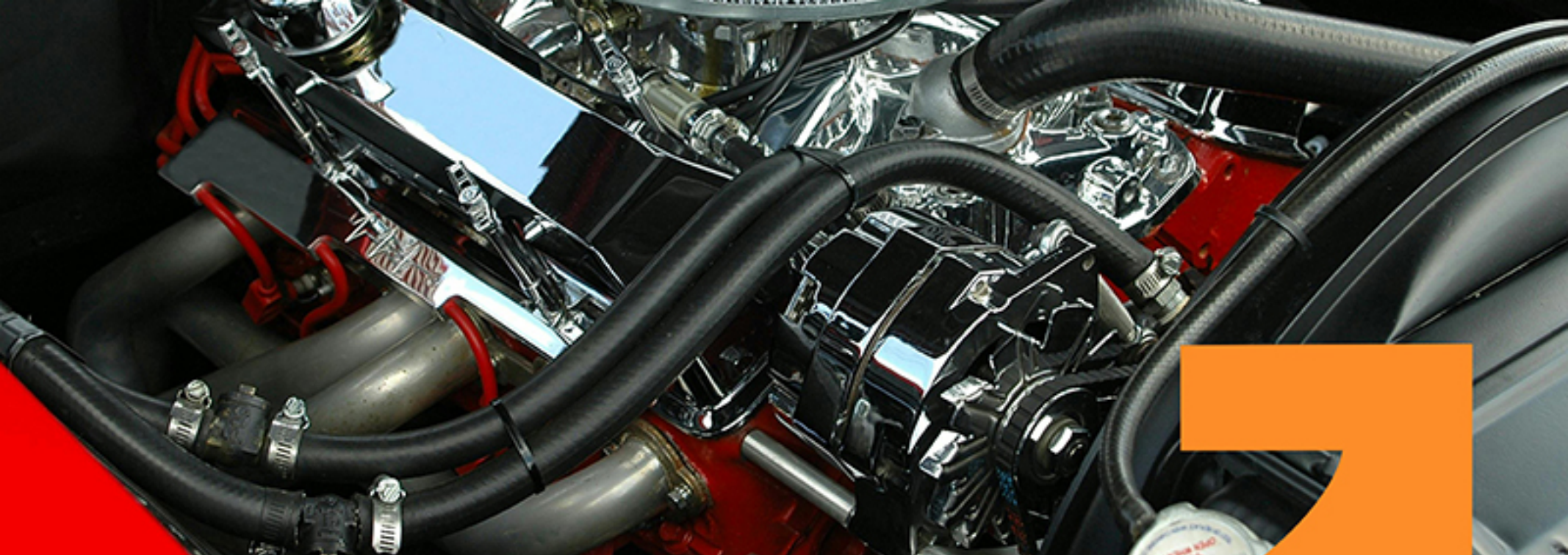


## **CEO's Message**

For me the automotive spare parts business derives the vision of El-Tayeb Group from the outset, to transform the face of the market in terms of product quality and consumers' trends and paradoxes. To this day, we maintain our policy that "quality First" even though production cost still high when it comes to satisfy our customers needs yet we still make sure all needs are satisfied by delivering quality product and service across the globe with the same passion for perfection.

**Eng. Usama Kamel**  
**CEO of El-Tayeb Group**





## **History of El-Tayeb Group: Legacy of Excellence**

Eng. Usama Kamel founded the company in Cairo, Egypt in 1979 as a family business and initially the business was dealing in all types of automotive spare parts including electrical and mechanical for cars and trucks. Over the past forty years, The El-Tayeb Group has expanded, and it is now reputed as a company supplying and selling superior quality products while observing customer satisfaction, and market diversification in various countries.

From these humble roots, El Tayeb Group developed a corporate values based solely on the principles of what it called "Quality First." Such growth was achieved by means of this recipe and came hand in hand with establishing a solid distributor base. Today it has a huge network in Egypt with over 200 employees, 8 offices, warehouses, and other facilities are backed up by 2400 agents all over Egypt. The company also ventured outside Egypt into the international market; the different branches are in Istanbul and Ningbo.





## **Our Vision**

To be among the five major automotive trading companies in the region perceived for excellent quality products and exceptional customer service.





## Our Mission

For becoming as the key connection that provides the industry's most reliable suppliers and the evolving markets of MEA, GCC and Africa to get the best automotive products with ease, then push globally for healthy and stable expansion to create and deliver unique experience of automotive parts circle of distribution.

To offer customers the superior quality and service which those in various regions require in the twenty-first century. To transform constantly, using best practices that make us a leading international company for innovative product development and distribution.





## **Our Products**

We bring together regular and advanced vehicles services for transportation and fleet solutions. Tayeb Global provides customers unique and specific solutions whereby mobility and everyday life are improved through mobility technology. Wheeling from personal and business automobiles to MRM solutions and smart logistics, we bring together advanced vehicle solutions, and services for transportation and fleet solutions. On the same note, the wide array of Home, Industrial, and Trade products we offer are meant to make life easier and fulfilling for daily practices and requirements being experienced in the international markets. In every single solution that is submitted, Tayeb Global makes sure to provide the highest quality and accountability.





# Extending the Vision







**NEXUS is a growth accelerator for progressive companies in the automotive**



## **Membership of Nexus Automotive Group**

El-Tayeb Global has the privilege of belonging to The Nexus Automotive Group, which is the world's largest community of the aftermarket manufacturers and automotive innovative providers. Nexus comprises over 498 distributor members, 2302 wholesale users, and 9953 retail outlets in 138 countries in collaboration with more than 90 manufacturers at the international level. This membership has equally enhanced El-Tayeb Global opportunity to source high quality products with solution that fosters growth and added value to consumers.



**We focus on product innovation  
that helps in increasing  
fuel economy and in creating  
a sustainable automotive sector**



## **Commitment to Sustainability: Going Greener**

At the core of our business functions here at El-Tayeb Global is sustainability. We have a clear environmental policy, and the goal is to minimize our impact, by sourcing responsibly, greening our operation, and by introducing new products.

We Purchase from green suppliers, so almost all the raw materials and production methods reflects a high level of environmental responsibility





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**Adding to  
the success of  
El-Tayeb Group**

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# El-Tayeb Family of Companies



## **El-Tayeb Trade and Development**

In 1979, Eng. Usama Kamel founded El-Tayeb Trade and Development as a family business in Cairo (Egypt), dealing mainly in the automotive spare parts field from electrical to mechanical from vehicles to trucks! Covering almost all the customer needs completely.

## **Bescletta**

Founded more than twenty years ago in Cairo-Egypt, Bescletta is one of the most renowned bicycle industries that deals with a line of bicycles and many others in addition to being the company with the optimum after-sales service in Egypt. As a part of the "Veto and Oxygen" showrooms cooperation, Bescletta guarantees to provide a high level of services, which will meet various customers' demands in offering high-quality products and services.

## **El-Tayeb Industrial Services**

The company was initialized in 1999 as El-Tayeb Industrial Service dealing in hand tool, power tools, pneumatic tools, safety equipment and so on. Since the company works with the leading brands of the world, it follows the industrial development strategy; at the same time, it contributes to the development of the manufacturing industry in Egypt.

## **Masr Al-Kods**

For 25 years its motto was food security with high-quality chickens carried out under Halal Food. It is an Oman based company which is an agent of Al-Safa farms and functions under the collaboration of the League of Arab States. Now, distribution networks in Cairo for the consolidated customer protection and satisfaction of Masr Al-Kods are quite solid and robust.



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