

Motorservice customers in focus:

On an expansion course

Egyptian Company For Trading & Construction



Wide selection at fair prices



ECTC has been selling passenger car and truck spare parts successfully in Egypt since 1974.

Ragab Tolba founded his company “Egyptian Company For Trading & Construction” (ECTC) over 40 years ago. In 1974, he founded ECTC as an importing and sales company dealing in spare parts for large vehicles like trucks, buses and trailers. A lot has changed since then. The company now sells truck and passenger car spare parts and has grown to seven sales sites with over 80 workers in total.

ECTC has increased its sales figures consistently over the years and has established itself as a reliable partner and original spare part supplier for repair shops, car salesmen, engine reconditioners and car owners. “The customers know that they are in good hands with us and can count on professional advice. We offer a wide selection of original spare parts at fair

prices”, says Ragab Tolba proudly. “Product combinations that we compile specially on request are particularly popular among our customers. The customers reward us for this service by coming back again.” In addition to trade in passenger car and truck spare parts, ECTC has expanded its range of services over time and now offers technical support for customers for repairs, for example.

The cooperation with Motorservice

is excellent.

“We focus on the customers and their problems”, emphasizes Ragab Tolba.

“We make regular visits to our customers and provide support where we can. From technical problems, to implementing advertising and marketing measures.”

A strong partnership

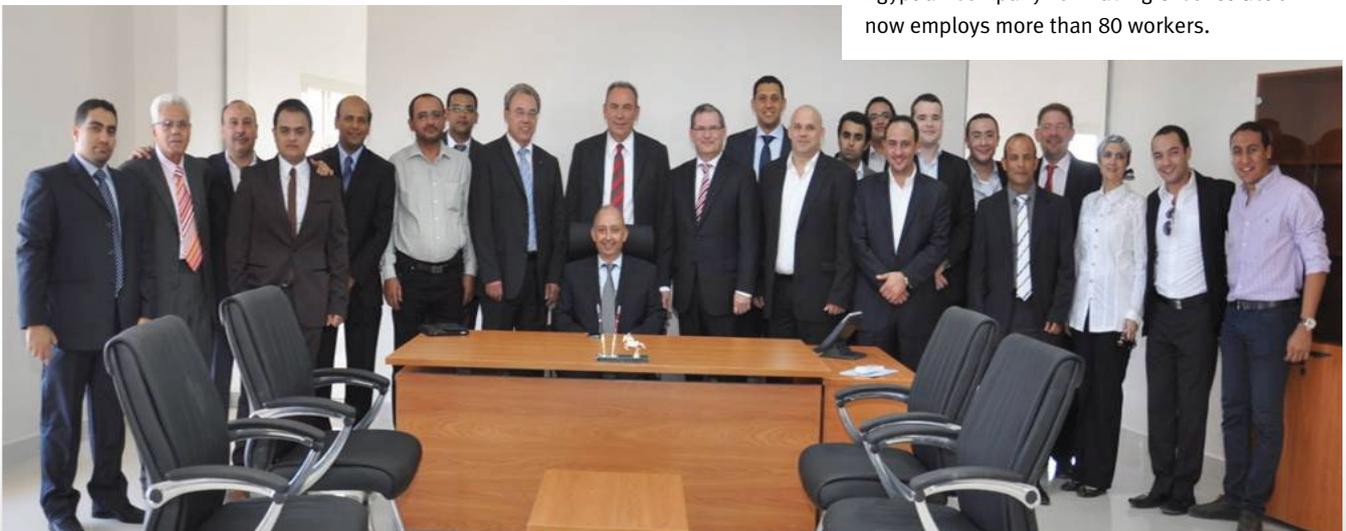
The expertise and quality of the spare parts dealer is reflected in the professional approach to dealing with customers and in the extensive portfolio of spare parts manufacturers and suppliers. Motorservice is at the top of this list and has been a close partner of ECTC since the company was founded: “The cooperation with Motorservice is excellent. We are delighted with the long-standing partnership and value it immensely”, says ECTC CEO, Magdi Tolba. “The partnership with Motorservice has been the cornerstone of our success, particularly in the early years. The quality

of the spare parts at Motorservice was and remains outstanding. The customers know this and we have also been benefiting from this as a dealer for a long time.” ECTC is focussing on a general increase in sales figures and expanding the business.

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CEO ECTC

However, the current tense situation in Egypt will make it difficult to achieve these goals in the near future: “There has been political uncertainty and problems in our country for a number of years. This has resulted in high inflation rates and ongoing currency fluctuations. Only a few people can afford their own car at the moment and everyone is saving where they can. This is also reflected in our everyday business”, explains Magdi Tolba, outlining the situation. But he is also optimistic: “The situation has stabilised somewhat over the past year and we hope that it will continue to improve. If the situation in the Middle East calms down a little, there will be a booming aftermarket in Egypt. Then more people will drive cars. So it's also important to focus on the long-term goals: opening more shops. The spare parts dealer also plans to expand the focus beyond the Egyptian market to other countries too.

Egyptian Company For Trading & Construction now employs more than 80 workers.



A map of the Middle East and North Africa region, with Egypt highlighted in a solid blue color. A dark blue speech bubble contains the text 'The automotive market in Egypt has significant growth potential.'

The automotive market in Egypt has significant growth potential.

Egypt, the country on the Nile

Egypt, the country on the Nile, has an important history. Ancient Egypt was one of the early advanced civilisations as early as 3000 B.C. The Egyptian civilisation is famous all over the world for its mighty building structures: Countless pyramids, temples and burial sites are part of our world heritage. A key event in Egypt's recent history is the 2011 revolution in the wake of the Arab Spring.

Around 80 percent of the 87 million people living in Egypt live in the Nile Delta and greater Cairo area, making the region one of the most densely populated areas in the world. Egypt has experienced significant population growth over the past few decades. The population has more than doubled in 50 years.

