# Misr Trade and Investment Group

Misr Trading & Investment (MTI) Group represents a group of Companies with diverse fields of operations, under the supervision of highly experienced and reputable management.

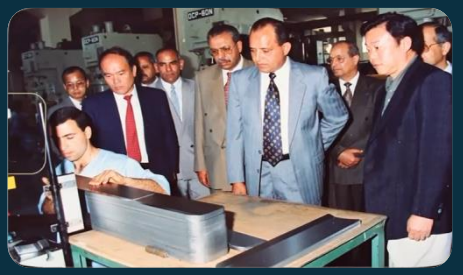
## Our Vision

Empower people by bringing inspiration & innovation to their life enabling them to live better & easily.

## Our Mission

To be the #1 company in the MENA region during the upcoming 5 years by providing latest technology solutions serving humanity in different aspects in order to facilitate their life with continuous development.

# Founder of MTI Group






Mr. Omran started his journey in 1969 when he founded the first company Egyptian Co. for Electric Equipment (ECEE). Since the beginning he has been central to the success and long term sustainability of the group.

In 1983 he founded Arab Company for Electrical Industries (ACEI) an industrial facility in coordination with Panasonic Corporation with Technical Assistance agreement. He is known in the market for his visionary leadership and business acumen. In the year 2000 he established Misr Trade & Investment (MTI) Holding Group. With 48 years of presence in the Market, MTI Holding Group is currently one of the major business entities in Egypt and is involved in Trading, Manufacturing, Agriculture and Project Businesses.

Mr. Omran always had a Hands-on approach and worked relentlessly at the helm. He has steered this group from a single Trading Company to a group of Companies with diversified fields of operations. He always had great understanding of market dynamics and a passion to enhance the Industrial Footprint.

Courtesy to his long rigorous efforts today MTI holding retains a group of professionals who truly understand its business objectives. The whole team looks up to him for guidance and to benefit form his rich experience.

1938 -2022

# Arab Co. for Electrical Industries (ACEI)

**Partner Brands:** Panasonic, Whirlpool, Maxel
**Portfolio:** LED TVs, Washing Machines, Fans, Extractors, SDA, CCTV Cameras

**Address:** KM3, Cairo-Ismailia Agriculture Road, Motoros, Cairo, Egypt
**Established:** 1983




# Arab Co. for Electrical Industries (ACEI)


# Arab Co. for Electrical Industries (ACEI)



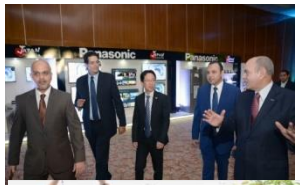








# MTI Group Timelines





## 1969-1985 Establishment of the telecommunications sector

1

MTI started its journey in 1969 as an authorized partner for Panasonic office systems solutions in Egypt. In 1983, the company established ACEI as its manufacturing arm, establishing a technical assistance agreement with Panasonic to introduce its products and telecommunications solutions in the Egyptian market in 1985.

## 1990-2004 Pioneered Enterprise Security and Communications Solutions

2

During the 1990s, MTI became a pioneer in closed circuit video surveillance technology in Egypt, introducing state-of-the-art CCTV camera systems from Panasonic. In 2004, the company expanded its product offering by partnering with Siemens (Unify) to provide corporate communications solutions in Egypt and the Arab world.

## 2014-2018 Diversification in Home Appliances and Smart Cities

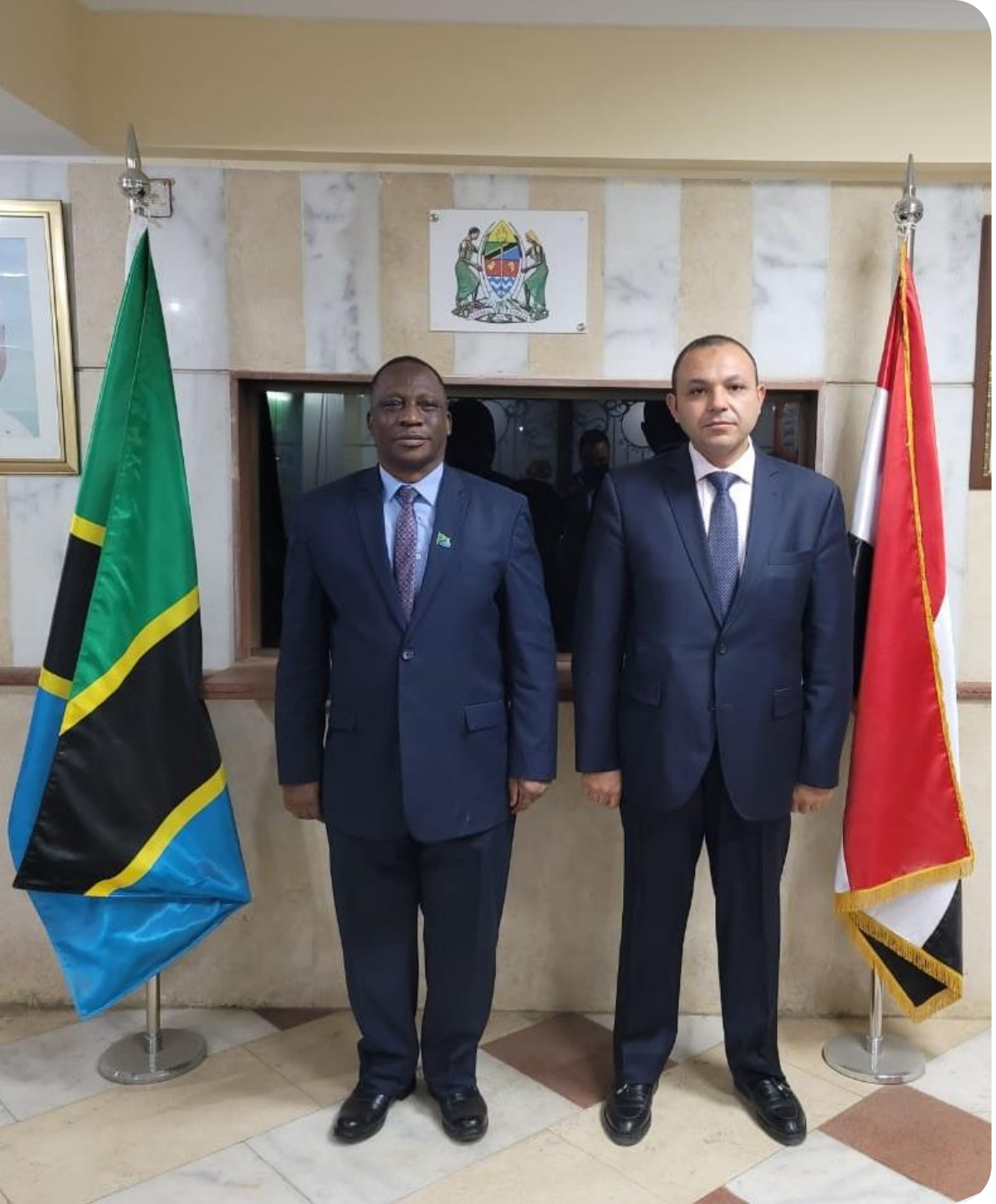
3

MTI continued to innovate and expand its offerings. In 2014, the company signed a distribution agreement with Whirlpool for home appliances in Egypt, and in 2015, it established the first Whirlpool washing machine production line in the MENA region. During 2017-2018, the company introduced Panasonic LED TV production facilities with clean room operations, pioneered smart city solutions in collaboration with Honeywell, implemented the first smart city project in Egypt, and established the first CCTV camera manufacturing center in Egypt with Panasonic.

## 2020 Investment in innovation, research and development

4

In 2020, MTI established an R&D department and allocated a budget for R&D, paving the way for future innovations and developments that will continue to drive the company’s leadership in the region.



# MTI Group Expands to Tanzania

MTI Group has decided to expand its operations to Tanzania. With our extensive experience in technology projects business in Egypt over several decades, MTI now aspires to establish a strong presence in the Tanzanian market. Expansion plans include establishing an integrated project and industrial business entity, including manufacturing facilities to serve local and regional markets.

# MTI HOLDING

## ECEE
Egyptian Co. for Electrical Equipment
الشركة المصرية للأجهزة الكهربائية

- Communication Systems Solutions
- Large Scale Insurance Projects
- Electronics in Communications
- CCTV Solutions

## MTI Industry

- High-tech solutions
- Integrated systems
- Smart cities & ICT
- Artificial Intelligence solutions

## ACEI
Arab Co. for Electrical Industries
العربية للصناعات الكهربائية

- Manufacturing Facility
- LED TV
- Home Appliances
- Fans
- CCTV Cameras

## MTI Tanzania

- High-tech solutions
- Integrated systems
- Smart cities, ICT
- AI solutions

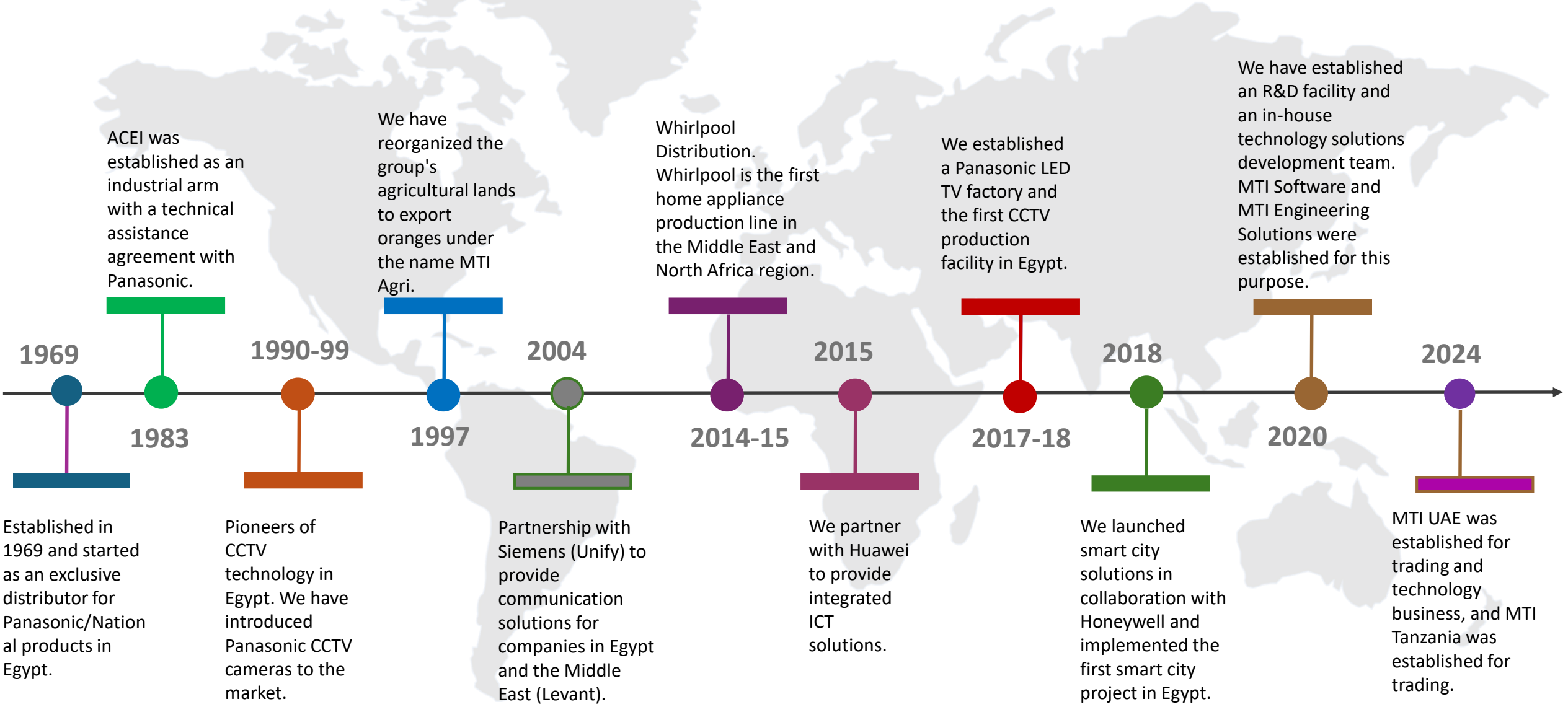
## MTI Agriculture Development

- Orange Farms
- Advanced Agricultural Techniques
- Meat Production Farm
- Export and Local Markets

## MTI Distribution Company

- Home Appliances
- Commercial Distribution Network Egypt-wide
- Services Marketing

# MTI Group – Progress and Growth



# MTI Group at a Glance!

### 1969

Founded by Mr. Omran Awadin in 1969, headquartered in Cairo, Egypt.

### 2+ Billion Turnover

The group's total annual revenue exceeds EGP 2+ billion.

### International Presence

The networks have expanded to include more than 6 countries.


### No. 1

Supplier of security and corporate communications solutions in Egypt, No. 4 in the home appliances market.

### 50+ Years of Presence

Over 50 years of presence in local and regional business

### 1000+ Manpower

More than 1000 employees, 25% of whom work in sales and 60% of whom work in engineering.

### Market Segments

The customer base is segmented into:

- Different B2B market segments
- SOHO,SME,LME
- Wholesale (Wholesale)
- Retail (Retail)
- There are more than 3000 retail stores directly connected.

# Security and Surveillance Solutions

MTI offers a comprehensive range of advanced security and surveillance solutions.

We specialize in CCTV surveillance systems, access control systems, smart and safe city initiatives, border security solutions, perimeter security, video analytics, intelligent transportation, cybersecurity, and technology integration.

Our key projects and success stories are characterized by innovation and effectiveness in enhancing security and safety.

# Fields of Operations

## CCTV Surveillance

Overview of MTI's CCTV surveillance experience and solutions. Key projects and success stories.

## Access Control

MTI is engaged in Access Control systems and technologies.

## Smart cities and safe cities

MTI is engaged in smart city and safe city initiatives. Highlight specific projects and their impacts.

## Marine security 2

Description of MTI's perimeter security technologies and services. Case studies and success stories.

## Border Security Solutions 1

Overview of MTI's border security solutions. Key projects and their results.

## Intelligent Transport Solutions 4

Overview of MTI's intelligent transportation solutions. Key projects and their results.

## Video Analytics 3

Explaining MTI's video analytics capabilities. Examples of applications and benefits.

## Cyber Security

Description of MTI's cybersecurity services and technologies. Examples of successful implementations.

## Technology integration

A focused and concise overview of MTI's approach to technology integration. Specific examples of integrated solutions.

# Solutions & Partners

| International Partners | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Honeywell | | | | | |
| SAFETY 辰安 | | IDEMIA | | KODEN Koden Electronics Co., Ltd. | | | IBM |
| SILENT SENTINEL VISION & MOTION CONTROL | Video Insight 7 | STid | | FLIR | | | Schneider Electric |
| AXIS COMMUNICATIONS | Genetec | Genetec | Honeywell | ECHODYNE | | GUNNEBO For a safer world | SAFETY 辰安 |
| Panasonic | milestone | LENEL·S2 | Schneider Electric | TERMA ALLIES IN INNOVATION | SAFETY 辰安 | MAGNETIC ACCESS TO PROGRESS | iotblue |
| **Solutions** | **CCTV** | **VMS** | **Access Control** | **BMS** | **Radars** | **Seismic Intrusion** | **Physical security** | **IoT** |

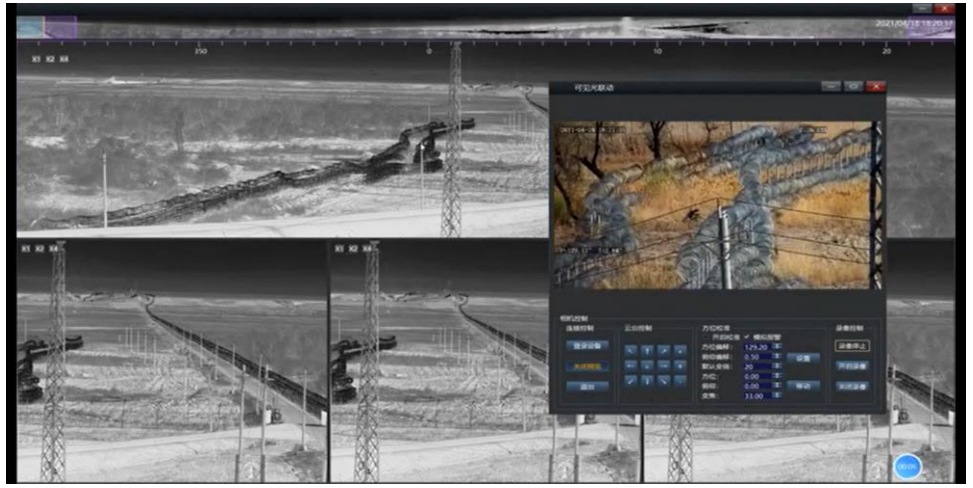
# Early Warning and Target Tracking System using Radar and Artificial Intelligence

The AI Early Warning System is an innovative system that uses AI technologies to secure vital locations. This system monitors any movement in the area to be secured and identifies the type of target (human, vehicle, animal) using AI. The system also secures fences by monitoring any movement or crossing of the fence and identifying the type of crossing using AI, which effectively secures the system.

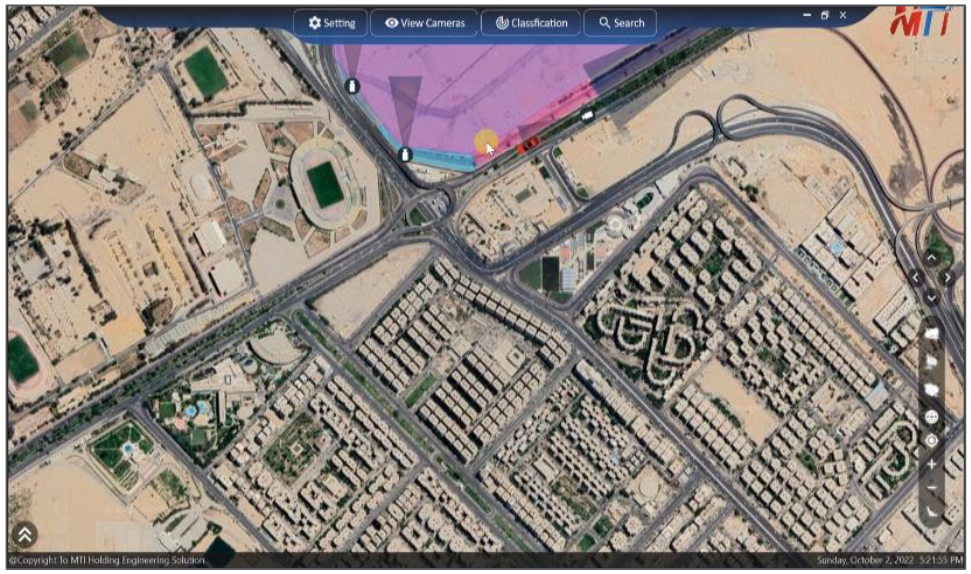

ARTIFICIAL INTELLIGENCE

## System components

- Ground Radar
- Marine Radar
- PTZ Camera
- Fixed Camera
- Artificial Intelligence



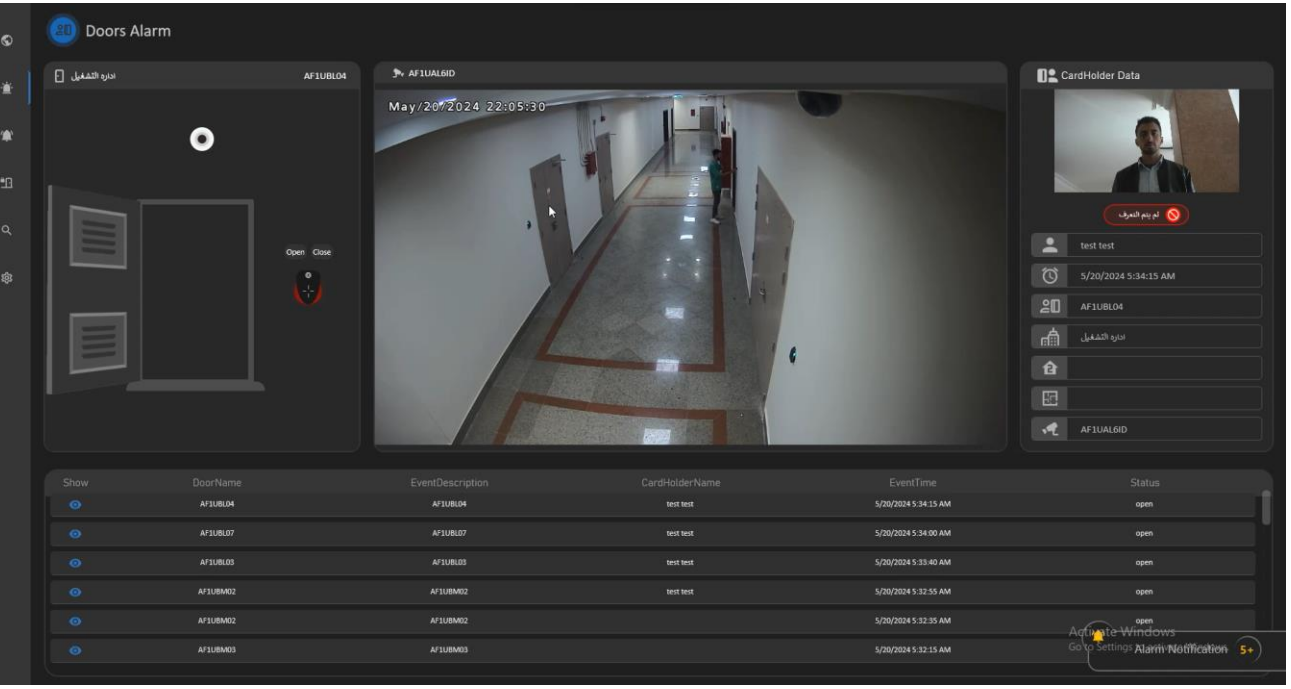
# Functions of Target Tracking System using Radar and Artificial Intelligence





- Movement Monitoring: The devices monitor any movements within their coverage area, and draw targets on the map.
- Target Tracking: When a target is detected, the camera system - which includes long-range thermal cameras and moving cameras - moves to monitor and track the target.
- Securing and monitoring any fence crossing and classifying the type of crossing, whether human, animal or aircraft
- Accurate Monitoring: The system allows the system administrator to accurately monitor alerts and movements and take appropriate measures as needed.
- Reducing the number of Cameras: The system greatly reduces the number of cameras required to secure strategic areas, which facilitates the process of monitoring and securing the area.
- Event Retrieval: The monitoring administrator can retrieve events and incidents and view the video of each event, which enhances the system's ability to respond quickly and effectively to any potential threats.

# Building and Gate Security System using Access Control System




It performs many tasks to ensure safety and effectiveness in managing entry and exit from buildings.

**Prominent features of the system:**
Unauthorized opening warnings when trying to open any door, the system displays a warning and alerts officials.

**View Door Camera:**
The system allows viewing the camera installed at the door to verify the identity of the cardholder.

**View Cardholder Data:**
Once the card is used to open the door, the system displays the cardholder's data to verify the identity.

# Building Security System using Internal Movement Control System

## Alert & Dispatches

In case of unauthorized login attempts or face mismatch, the system sends an alert to the system administrator without hindering his basic tasks.

## Event Detection

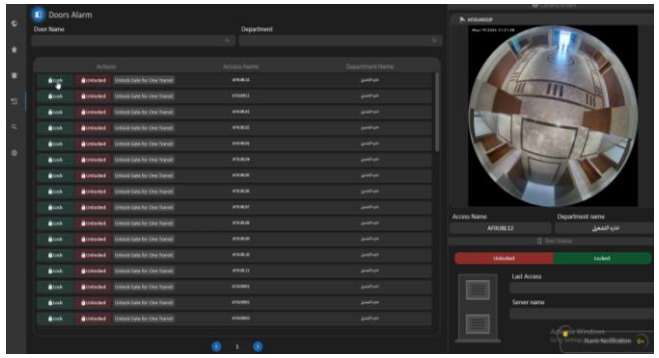
The system allows viewing the camera of each door before controlling it and reviewing the events associated with it, which enhances the system's efficiency in security management.

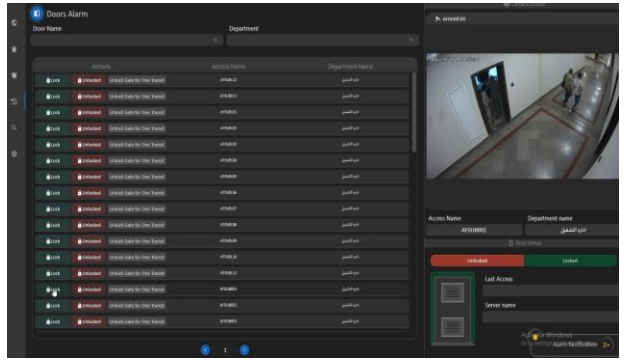
## Door control

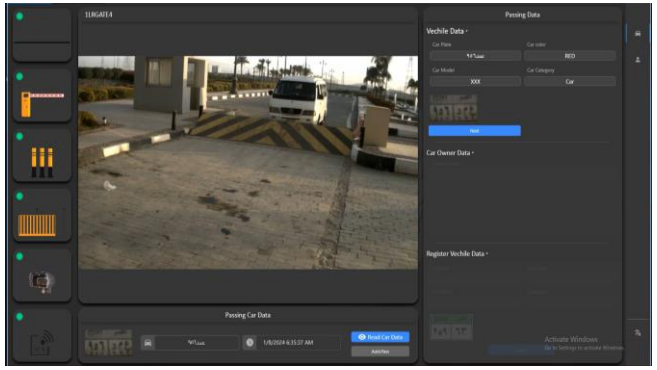
The system allows full control of the doors via the camera security system, providing ease and speed in responding to any events.

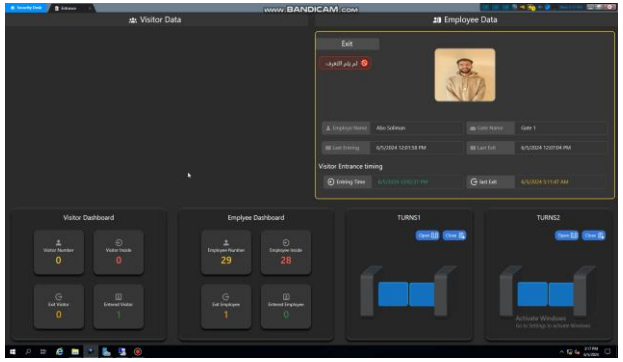
## Facial Recognition

The system matches the face of the person who opened the door with the recorded data to ensure that the person is the same as the card holder. In case of non-matching, an alert is sent to the administrator.





# Gate Access Control System Functions

## Remote Access & Control

The system provides remote control of all gates and barriers, allowing efficient management of entry and exit from a safe distance.

## Gates Control via tablets

Administrators can use tablets to control gates easily and efficiently, providing flexibility in managing entry and exit.

## Opening and Closing of Gates in Emergency Situations

The system allows gates to be opened and closed quickly in emergency situations, ensuring a quick and efficient response to critical situations.

# Intelligent Transportation and Toll Gates Management

It is an integrated smart system that collects the tariff and automatically identifies the car plate and prevents the passage of vehicles on the blacklist. The system works to allow vehicles to pass smoothly through RFID subscriptions.

**System Functions**

**Ticketing mechanism:**
Vehicles get a ticket upon entry, time and vehicle plate data are recorded

**Ease of vehicle passage:**
By reading the RFID vehicle data if it is registered, the gate opens automatically

**License Plate Recognition:**
Using LPR if the vehicle is on the blacklist, it is prohibited to pass

# Strategic Leadership – KAYAN Project

## Geographic Location

The project is located near the New Administrative Capital with a total area of 20 thousand acres inside the wall. The project is surrounded by walls with a total length of 42 km and 9 gates.

## Components of the Solution

The Strategic Command includes a central area for the Armed Forces departments, an administrative area, hospitals, housing and service areas, buildings for dealing with the public, a military academy, strategic warehouses, and other buildings.

# Access Control System

## Security Camera System

A comprehensive security camera network has been implemented at the Strategic Command Complex with over 21,000 cameras connected to a central control centre.

## Access Control to Office Areas

A comprehensive office door access control system with over 20,000 advanced security elements has been installed.

## Access Control to Main and Secondary Gates

Advanced access control systems have been implemented for all gates of the military complex.


# Al Hamra Port Security Project

## Geographic Location

The Al Hamra Port Security Enhancement Project aims to secure the port from external infiltration by land and sea using high-tech land and sea radars supported by day and thermal vision cameras. This comprehensive security technology will cover the port's 2,800-meter-long border fence, crude oil tank areas, administrative areas, staff accommodation facilities, main warehouses, and gate entrances.

## Radar Systems

**Ground Radar**

2 ground radars with a coverage range of up to 3 km to secure the main gate facade and the area west of the gate.

**Marine Radars**

2 marine radars were installed to cover the sea border of the port with a range of up to 4 km.

**Marine Antenna (AIS Antenna)**

Advanced marine antenna radar to collect ship data with a coverage range of up to 10 km.

# System Details

## Outdoor & Indoor Cameras

81 2MP FullHD outdoor fixed cameras. 3 2MP FullHD indoor fixed cameras for full coverage of indoor and outdoor areas.

## PTZ Cameras

40 PTZ cameras to provide flexibility in monitoring and wide coverage of vital areas in the port.

## Multi-Sensor Cameras

3 Multi Sensor Camera
Day/night vision + thermal lens to ensure effective monitoring in all weather conditions and times of the day.

## License Plate Recognition Cameras

4 LPR cameras
Reading license plates to enhance security and record the movement of vehicles entering and exiting the port.

### Control and monitoring of gates and fences:

- Four gates on site for vehicle entry equipped with security means Road Blocker, Bollard, Sliding Gate.
- Four gates for individual entry on site equipped with Turnstile gates.
- Vehicle entry and exit gates equipped with RFID Reader devices to facilitate the entry and exit of known vehicles.
- Electric deterrent fence on top of the fence along its entire length.

# Security Project for Cairo Int'l Airport, EgyptAir & Egyptian Airports Co.

These projects aim to secure Cairo International Airport from any external breach, improve EgyptAir security services, and secure some of the airports of the Egyptian Airports Company (Borg El Arab Airport) by implementing an advanced security system at the airport, in addition to comprehensive security coverage for EgyptAir offices and service buildings.

# Cairo International Airport Integrated Security System

## Airport Perimeter Security 1

The airport’s approximately 4,000-metre perimeter fences are secured using fixed and mobile night vision cameras. This ensures extensive visual surveillance throughout the facility, including vital areas and potential blind spots, thus maintaining a high level of security and supervision.

## Road and Parking Security 2

The airport's main roads and parking areas are secured with the implementation of a License Plate Recognition (LPR) system.

## System Components 3

The system has 700 cameras with an additional 800 cameras under construction. It also includes 19 Multi Sensor day/night vision cameras + thermal lens, 14 ground radars, and 54 LPR cameras for reading license plates.

## Egyptair Offices Security 4

All EgyptAir offices and service buildings are covered with a total of 9 locations. The system contains 1800 cameras for this purpose.

# Security and Safety System at Burj Al Arab Airport

## CCTV System

The system includes 726 cameras to cover all parts of the airport, ensuring comprehensive and effective monitoring of all vital areas.

## Access control system

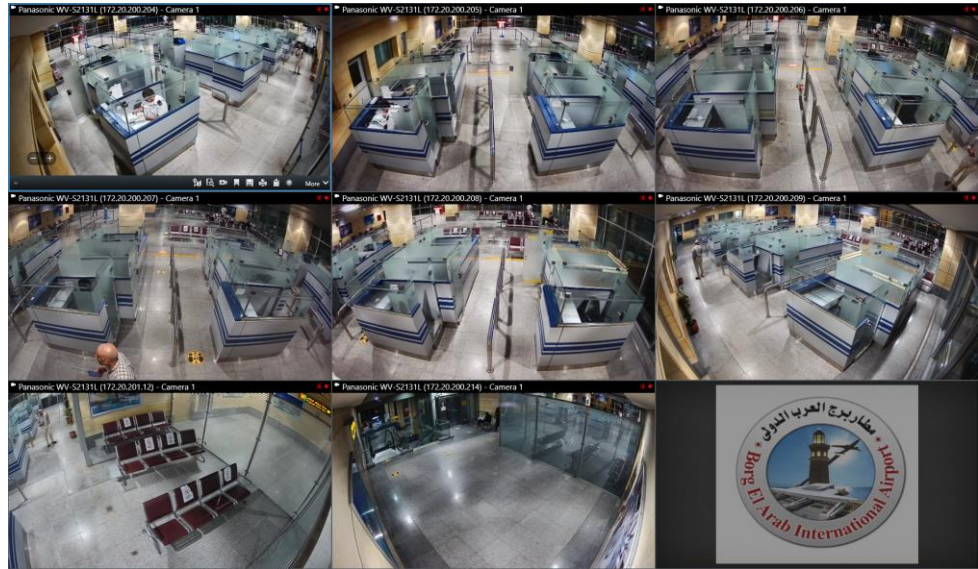
Access control system has been installed at 52 strategic points within the airport, enhancing security and ensuring precise control of personnel movement.

## Fire Alarm System

To ensure the safety of passengers and workers, a fire alarm system has been installed with 1,500 sensors strategically distributed throughout the airport.

## Integration between operating systems

The company has integrated and linked the various operating systems at the airport and activated a single central platform for managing and controlling security and safety within the airport.



# National Roads Company - WATANYA

## Toll Gates Management

The purpose of this project is to enhance the management, safety and operating efficiency of toll stations along eight expressways by implementing advanced technologies.

## Improved Security and Traffic Management

The project aims to facilitate toll station operations, improve security, enhance traffic management, and provide a seamless experience for highway travellers.


## Project implementation in stages

The project was implemented in four phases, and includes multiple collection stations along the eight expressways.

# Details of WATANYA Project

## Monitoring and Control Systems

- 900 cameras for comprehensive road coverage. In addition, an access control system has been installed.
- 400 strategic points to ensure security and control.

## Advances Traffic Management

**400 LPR cameras**
To read license plates, enhancing traffic management and vehicle tracking.

**160 microwave links**
To establish reliable communication links between different toll stations and control centers, enabling real-time data transfer and communication for operations management.

## Ticketing System

An advanced ticketing and collection system has been implemented to manage and secure the collection of fees on vehicles passing through toll stations. This system aims to improve overall efficiency and reduce congestion at toll stations on highways.

# Suez Canal Tunnels Payment and Security System


### Improvement in Tunnel Management & Operations

The purpose of this project is to improve the management and operation of subway toll stations by implementing advanced technologies for monitoring, access control, automatic vehicle identification, ticketing and collection system, and vehicle classification using artificial intelligence.

### Enhance security and efficiency

The project aims to enhance security and safety, improve the efficiency of toll collection, and improve traffic flow within the tunnels and associated stations.

### Improvement in the passenger experience

Facilitate toll station operations, improve security, enhance traffic management, and provide a seamless experience for highway travellers.

# Suez Canal Tunnels and Payment System: System Details

## Advanced monitoring system

The system includes 216 cameras for comprehensive coverage of tunnel areas and toll stations. In addition, an access control system has been installed at 48 strategic points to ensure security and control.

## Advanced traffic techniques

48 License Plate Reading (LPR) cameras have been installed, enhancing traffic management and vehicle tracking. An AI-based vehicle classification system has also been implemented, which classifies vehicles based on camera images and AI analytics, helping improve traffic flow management and transportation planning.

## Ticketing and collection system

An advanced ticketing and collection system has been implemented to manage and secure the collection of fees on vehicles passing through toll stations. This system aims to improve overall efficiency and reduce congestion at toll stations at tunnel entrances and exits.

# Olympic City

**Improving management and operation**

In addition, the project focuses on improving the management and operation of the various facilities and installations in the sports city. This includes developing integrated systems to ensure efficiency in all aspects of operation.

**Safe and Secure Environment**

The project aims to provide a safe and secure environment for visitors and fans within the sports city. This ensures a positive and risk-free experience for all participants in sporting events.

- The system includes 6000 cameras for comprehensive coverage of the sports city.
- Access control system was installed at 400 strategic points.
- 40 LPR cameras were installed to read license plates.
- Internet of Things (IoT) Platform: to enable communication and automatic control between different devices and systems within the sports city.
- Geographic Information System (GIS): to monitor and analyze geographical data and integrate with operation and maintenance systems.

# Capital Administrative Citizens Control and Services Center (COC)

**Project Details:**

Providing a complete solution for managing the system of billboards and communicating with the public in all the capital's roads

The project includes:

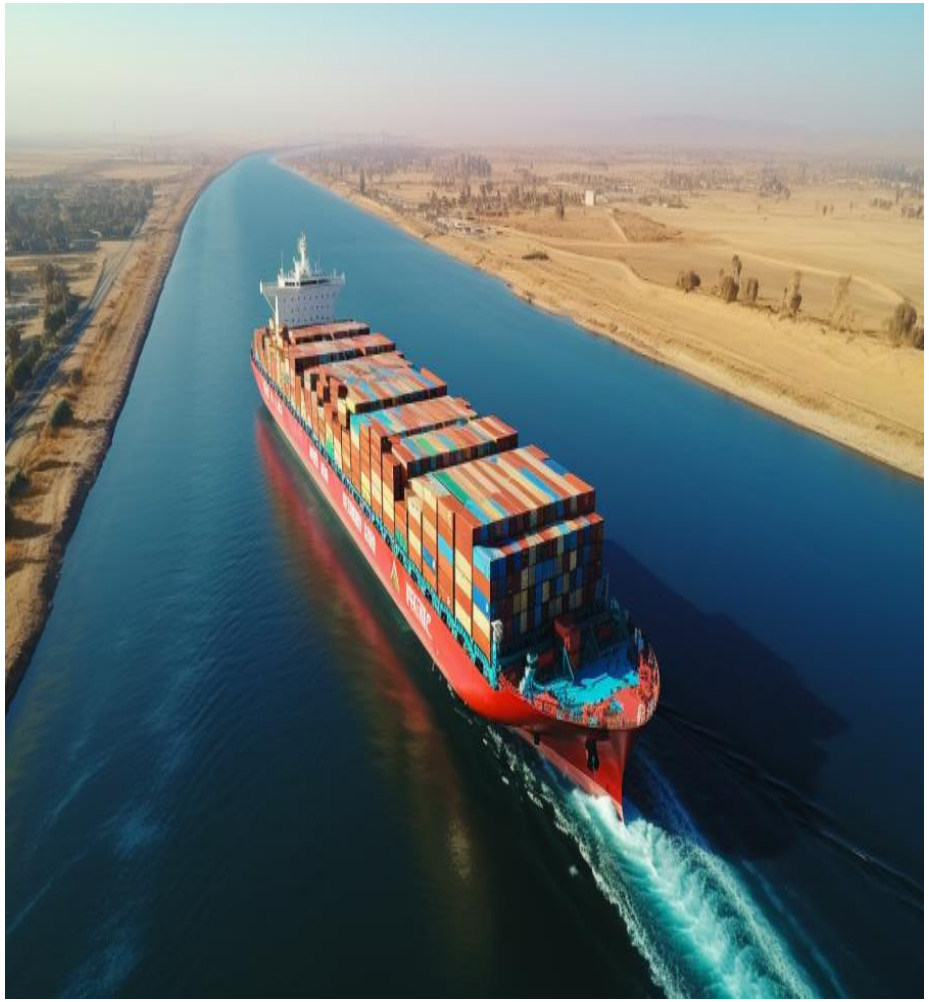
- Operation and management programs
- Digital Signage
- Training and after-sales support

# Alexandria Library


Providing complete solutions for high-performance computing for the Library of Alexandria. For the benefit of the National Knowledge Bank system, keeping digital copies of previous books and providing electronic communication for all library members. The project includes:

- Membership Portal
- Facilities Management System
- High Density Servers
- High Availability Storage
- Full IP Network

# Suez Canal Security Project



## Project scope:

Supply and operation of electro-optical surveillance system, radars, sensors and communication systems to secure the navigation channel for the benefit of the Suez Canal security

# Rehabilitation and Correction Centres in Egypt (MOI)



Providing security solutions and infrastructure required for advanced correctional facilities in Egypt.
The project was implemented in collaboration with Honeywell.
MTI's scope includes:
Correctional Facilities:

- Badr Correctional Facility
- Wadi El Natrun Correctional Facility
- May 15 Correctional Facility

| | |
|---|---|
| 18,722 | CCTV Cameras |
| 5,658 | Intercom |
| 4,166 | Access Control Doors |
| | Badging Stations |
| | Key Management Solution |
| | Passive Infrastructure |
| | ICT Equipment (Servers, Storages, Workstations) |

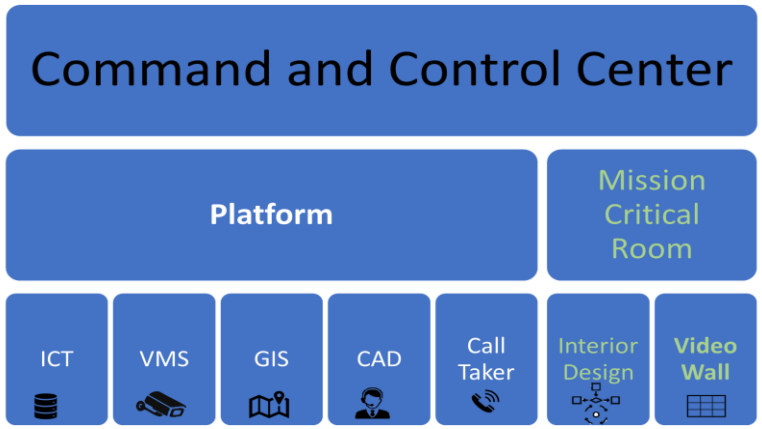
# Administrative Capital – Command and Control Center

The Administrative Capital (ACUD) is a landmark project in modern Egyptian history. The project has transformed the administrative arm of the Egyptian government. The project includes a fully operational command and control center with integration with security agencies and utility infrastructure. Some of the notable scope of works:

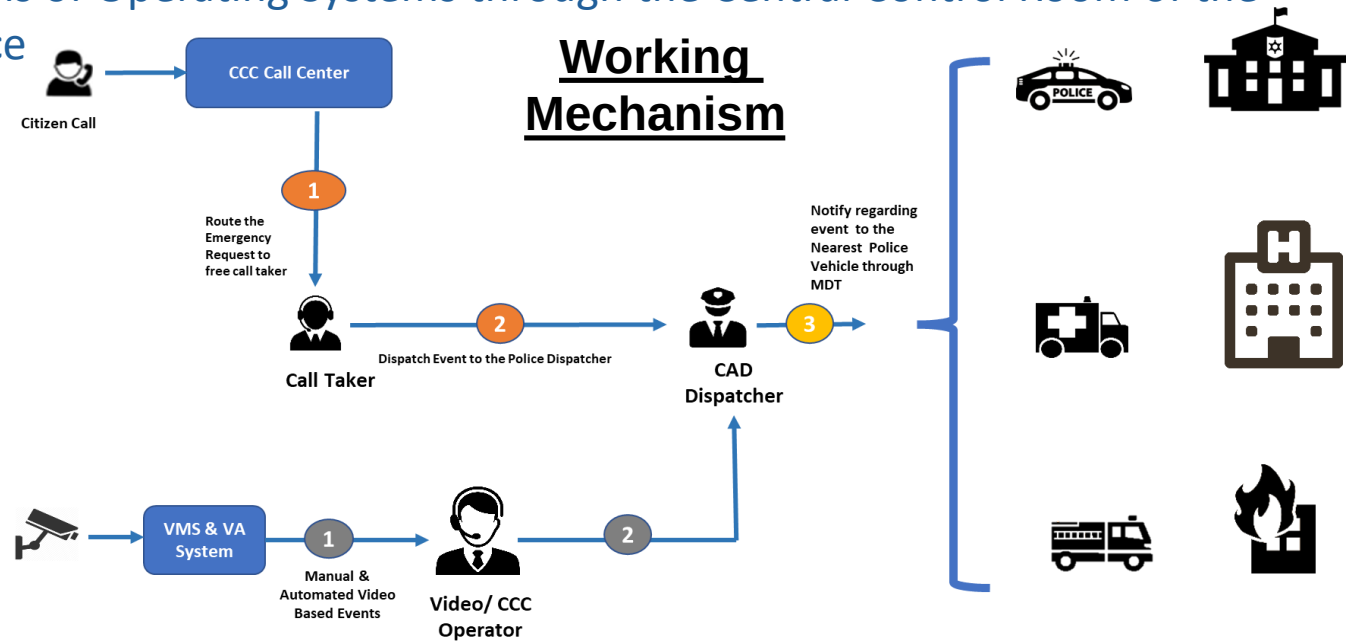
- Control Room Infrastructure
- Security Devices and Equipment
- Information and Communication Technology (ICT) Infrastructure
- Integration of Road and Square Monitoring Solutions
- Display Screens of Operating Systems through the Central Control Room of the Egyptian Police

ACUD
ADMINISTRATIVE CAPITAL
FOR URBAN DEVELOPMENT
العاصمة الادارية للتنمية العمرانية

## System structure:




## Working Mechanism



Arab Republic of Egypt
Ministry of Communications
and Information Technology

# Ministry of Communications and Information Technology MCIT

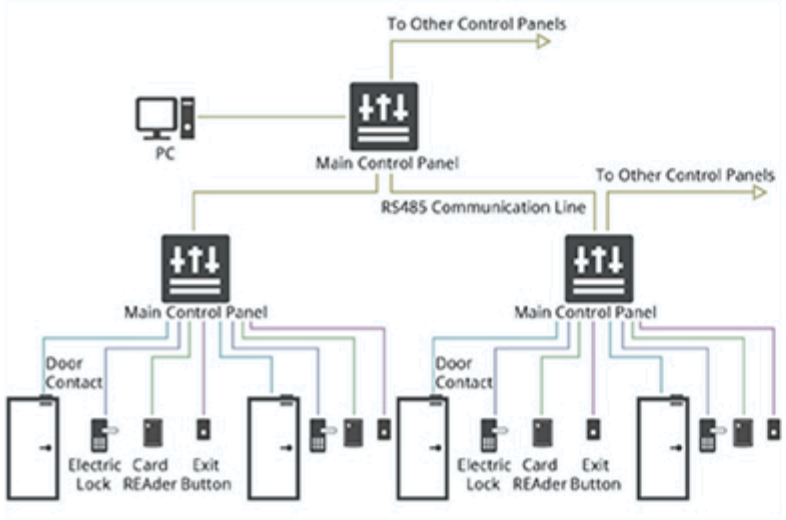
The MCIT project includes complete security and surveillance solutions.

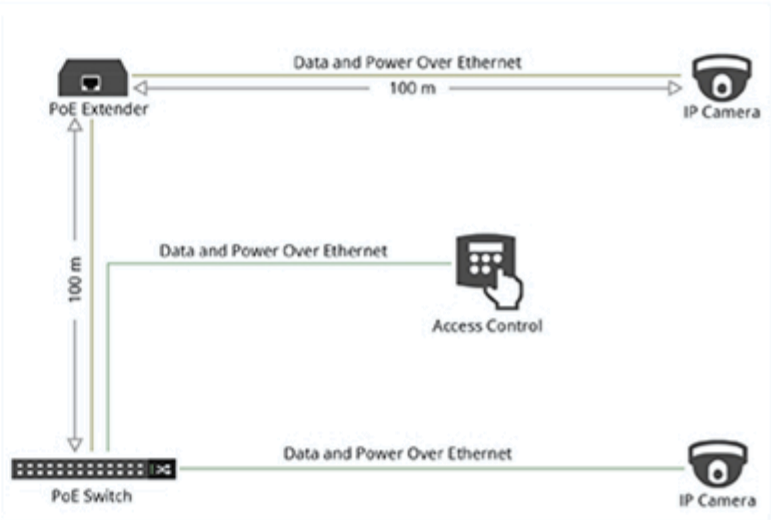
The project has been expanded to include 4 MCIT sites in Smart Village and the main headquarters in Mohandessin.

# Multinational Forces & Observers (MFO)

The Multinational Force (MFO) oversees the international peacekeeping organization established by Egypt and Israel.

The project included a centralized access control system. The aim was to centrally manage, operate and maintain the ACS for the multinational force. The project was implemented by MTI in collaboration with Gunnebo Technical Solutions.

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