



# EĊH

Egyptian Cotton Hub

COMPANY PROFILE



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 IS NOW  
BEING MET 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.

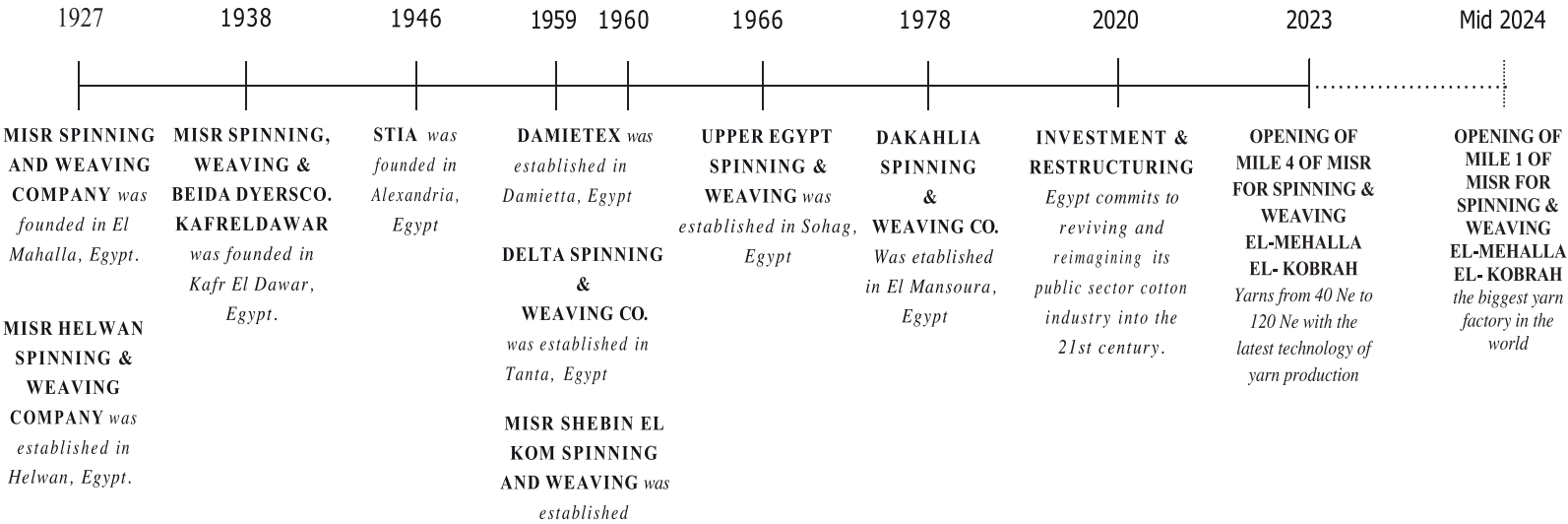
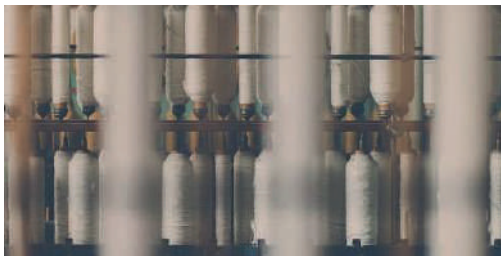
ECH prides itself on the rich foundation of manufacturing facilities it represents. They are all equipped with top-of-the-line production machinery, and a highly skilled workforce with more than 30 years of different textile manufacturing expertise.



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 from Manzoli* by the up to date K-47 ring spinning frames from Reiter.

The spinning frames are **LINKED** with **SAVIO Polar Automatic** ; Winding from 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 Regganie;

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

# VISION

Reclaim the Egyptian Cotton Products  
Superiority in Global Markets



# MISSION

Our objective is to conform to Egypt's 2030 vision for the national textiles industry by effectively utilizing production capacities of holding subsidiaries and expanding global presence through diverse sales and marketing strategies and channels. Our team of experienced professionals aiming to reclaim Egyptian cotton products position worldwide, while ensuring sustainable profitability, maximizing returns and customer centricity.



# CORE VALUES

Customer Centric



Passion



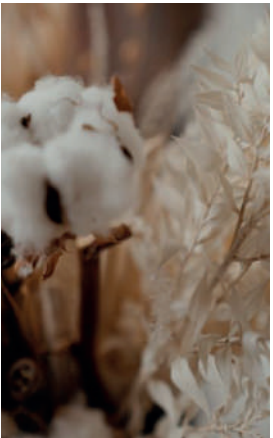
Ownership



Integrity



Partnership

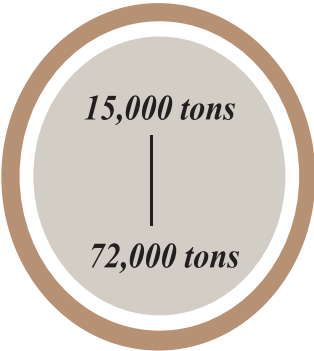




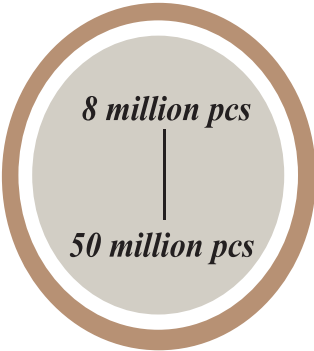
Egypt has always been appreciated for its superior linen weaving since the time of Neith, the Goddess of Weaving, in Egyptian civilization.

Today, Egypt builds upon the reputation it has enjoyed with an investment of over **50 billion** Egyptian pounds, after completing the restructuring project by 2026:

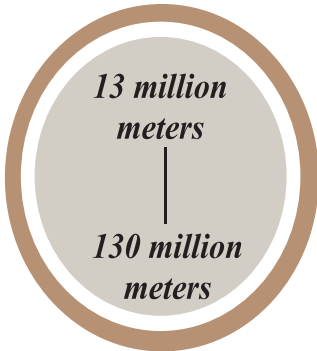
**YARN YEARLY  
MANUFACTURING  
CAPACITY TO  
INCREASE FROM**



**HOME TEXTILES  
& RTW YEARLY  
MANUFACTURING  
CAPACITY TO  
INCREASE FROM**



**FABRIC YEARLY  
MANUFACTURING  
CAPACITY TO  
INCREASE FROM**







**QIZ** - *Allows Egypt to ship duty free to the US.*

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

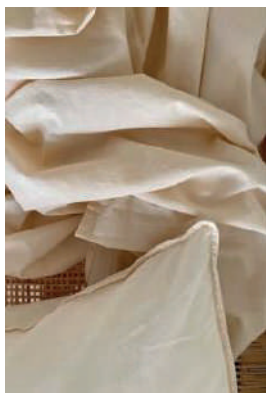
**AFRICAN CONTINENTAL FREE TRADE** - *World's largest free trade area.*

**COMESA** - *Common market for eastern and southern Africa.*

**MERCOSUR** - *Free trade agreement with South America.*



**W**ith 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:

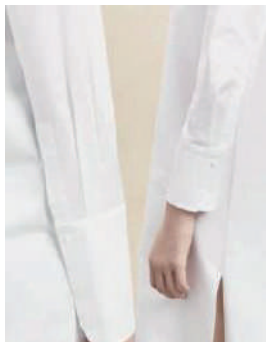
**HOME TEXTILES** *Bedding, Towels, Dinning, Kitchen, Living*

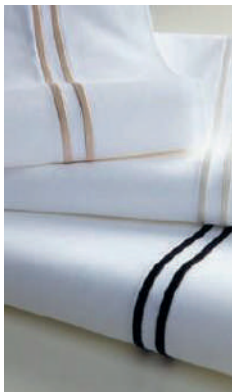
**YARN** *100% Egyptian and imported cotton*

**FABRICS** *Denim, Woven fabric, knit fabric*

**SERVICES** *Dyeing, finishing, printing*

**FINISHED GARMENTS** *Loungewear, Underwear*





ECH is building a Direct-to-consumer '**DTC**' *channel* that leverages an integrated customer experience model spanning both physical retail stores & 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.

Launched two brands: **nit** and **MEHALLA** to serve the wide range of customers across different geographic locations with a variety of products in **home textiles, Loungewear, Underwear & Active wear**.

  
**MEHALLA**  
 home

  
**nit**



## nit STORES

Retail channels for **nit** has reached 10 stores in Egypt & United Arab Emirates in 18 months.

Plan is to reach 17 stores by end of 2025.



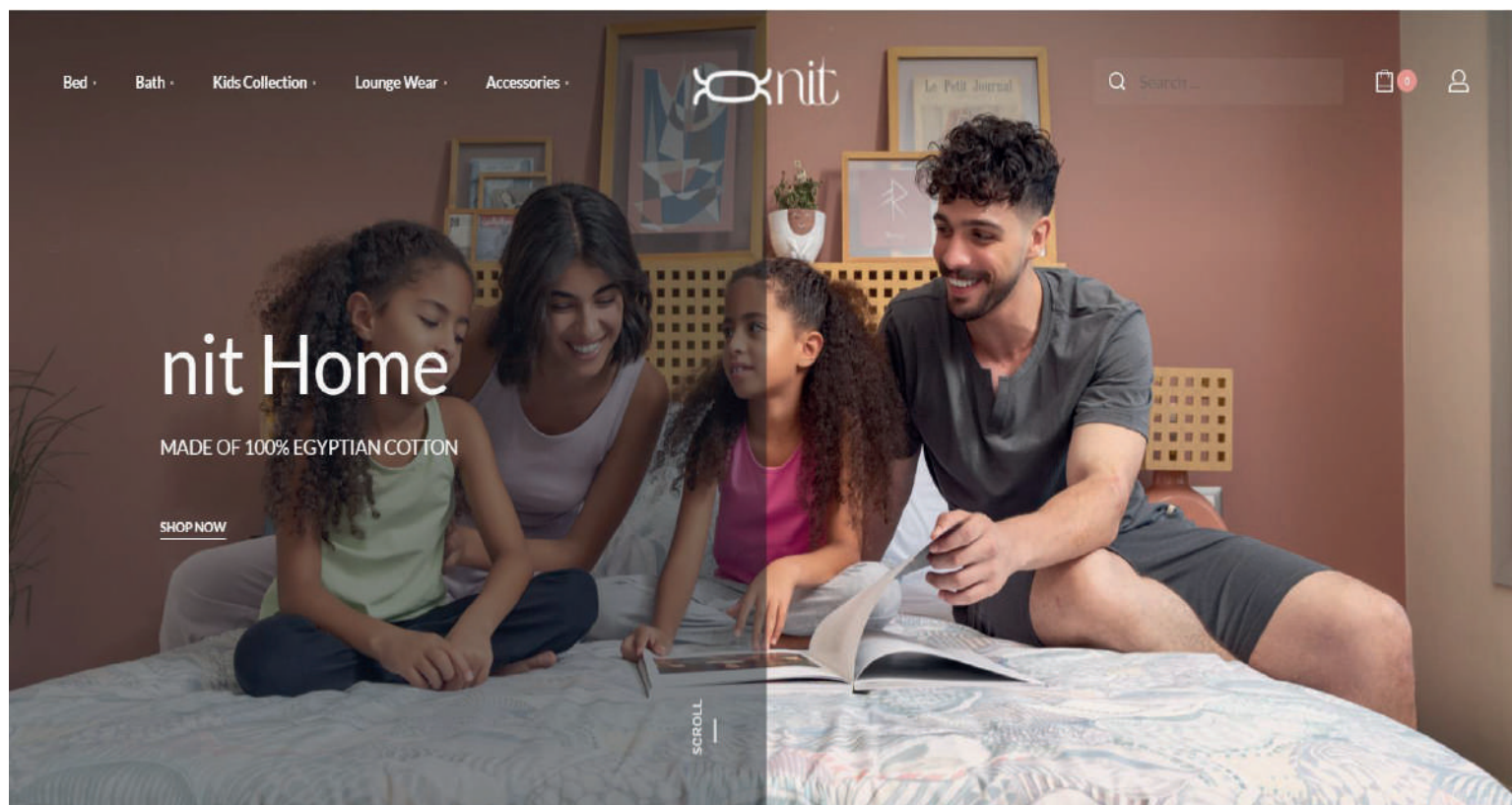


# HOME TEXTILES COLLECTION



# E-COMMERCE

Giving our customers a unique E-commerce shopping experience on ***nit-home.com***





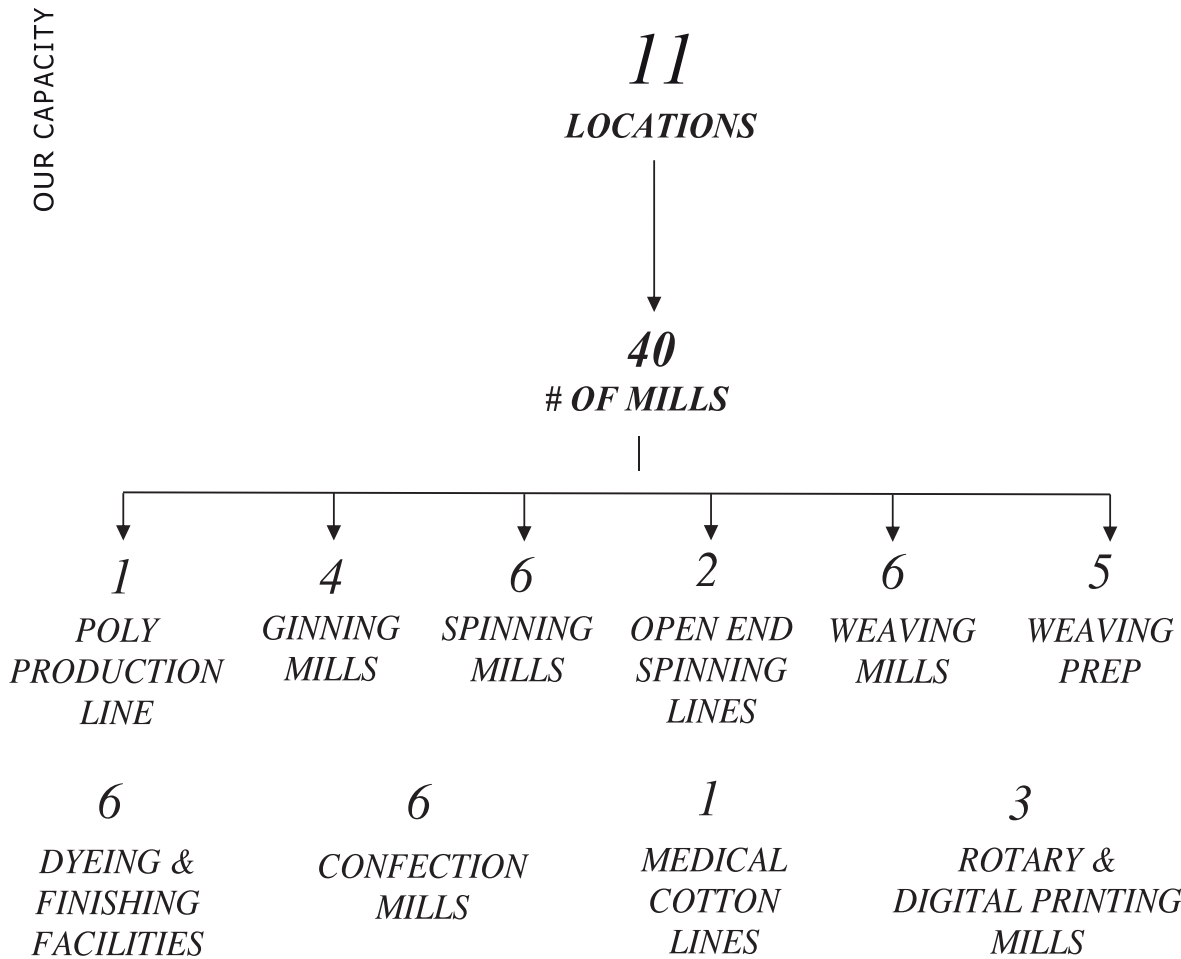


**MEHALLA** is positioned as a value brand to serve the economic segments of the market with a plan to reach 20 stores by end of 2025, capitalizing on franchise model locally and internationally.





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



# DAILY PRODUCTION CAPABILITIES:

After finishing the restructuring project by 2026.

EGYPTIAN COTTON  
FINE COUNT YARNS

*500,000 spindles*

IMPORTED COTTON  
COARSE COUNT  
YARNS

*500,000 spindles*



DENIM FABRIC	88,000m
BED SHEET FABRIC	200,000m
BOTTOM FABRICS	45,000m
TROUSERS FABRIC	43,000m
SHIRTING FABRIC	46,000m
CIRCULAR KNITTED FABRICS	48 tons
WOOL FABRICS	11,000m
TERRY TOWEL	100 tons






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For More Details:

