

Newsletter

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BUSINESS

Growth & Development

FIREX

EGYPT

The FIREX Egypt event is scheduled to take place
between 1 - 3 November 2021 at EIEC, New Cairo.

THE DIFFERENCE

Between Counterfeit
& Replica Goods



We Help You Make A Difference

OUR OFFICIAL NEWSLETTER

HAPPY TO SERVE YOU!



We Help You Make A **Difference**

WELCOME

OFFICIAL NEWSLETTER

HELLO!!

We welcome you to the fourth edition of our newsletter! You'll find that it is filled with useful information, helpful tips, fun activities, and more. We want this newsletter to be valuable for you so please, do share your feedback and suggestions in the below email to help us improve.

E-mail to help us improve:
public.relations@pump-tec.net

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IN THIS ISSUE

- A word by our GM: Business Growth & Development by Eng. **Osama El-Mondy**
- Welcome to **FIREX** 2021
- The Difference Between Counterfeit & Replica Goods by Eng. **Ahmed Fouad**
- Welcome New Year 2022
- Pumptec Health & Wellness Tips
- Breaking News
- Fun & Playing Zone

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BUSINESS

GROWTH & DEVELOPMENT

Successful Business Growth Strategies: 5 Key Components

Rowing a business is easier said than done. Companies of every size face challenges that suppress their growth. A company might have a great product or service but no business growth strategy to help it define, articulate, and communicate where it is going.

A growth strategy is different from an annual plan and can be difficult to develop if you're unfamiliar with what it is, why you need it and how to create it. Below we examine how to develop a business growth strategy that is dynamic and effective.

What is a Business Growth Strategy & Why is it Important?
Instead, a growth strategy addresses how your company is going to evolve to meet the

challenges of today and in the future. A growth strategy gives your company purpose, and it answers questions about your long-term plans.

Growth strategies usually start by identifying and accessing opportunities within your market. They go beyond your business and marketing plans, which detail how you're going to meet specific business targets. Growth strategies are important because they keep your company working towards goals that go beyond what's happening in the market today. They keep both leaders and employees focused and aligned, and they compel you to think long-term. Bad decisions often happen when you make decisions based on today, instead of an emerging tomorrow.

Components for Developing a Successful Business Growth Strategy

Developing a growth strategy demands coordination among a cross-functional group of stakeholders; it can't be just a few people in a room with a whiteboard. Everyone involved should understand what they're working towards and why, as well as what they're expected to bring to the process. To be successful in your strategy, you need to consider what will significantly impact business growth. Let's take a look at a few:

1. Value Propositions and Business Growth Steps

For a company to expand, it needs to increase its reach with existing target customers and acquire new ones. To do this, the company must design a value proposition that clearly states what it does and why customers need it. Then it must create a growth strategy that provides the steps (i.e. growth moves) the company is going to make to take new things to market.

2. Brand Relevance and Customer Experience

Even the most recognized brands in the world started from scratch at some point. So how did they become some of the biggest names in the market? By building relevance with customers and delivering a distinctive and integrated customer experience. Building a brand is much more than a logo and a color palette (although those things are important for brand recognition). Your brand should be recognized by its values and by how customers experience you – both of which should be highlighted in your growth strategy.

The development of Breadstick Nation saw the brand's success surge as it launched new breadstick products and experiences. And with a strategic focus on family, a new customer experience for children was created both in the restaurant and online.

3. Thinking Long Term Business Growth

Being focused solely on the present and making snap decisions about the future is never a good idea. Your organization needs to invest time and energy in thinking about where the world is going and what it means for your customers, partners, employees, etc. Your growth strategy will help you make good decisions for the future of your business, even though it might seem uncomfortable to place bets when even the present seems uncertain.

4. Expanding into the New – Markets, Categories, Customer Segments...

Your company's core business needs to be solid before you make big expansion moves. However, outlining longer-term goals will help you to determine the steps you need to take and measure your progress along the way. Think of it as a road map. Quick wins and small successes can be mile markers guiding you toward the long-term goal of expanding into other markets, categories, and/or segments.

5. Growing at a Pace You Can Handle

We've all seen it before, and we'll see it again – companies that grow too fast and then fail because they can't keep up. A growth strategy will help you develop at the right pace for the organization. The last thing you want to do is overextend yourself to secure short-term gains that will eventually put too much strain on your business and your people. It can be hard to make trade-offs, sometimes sacrificing the excitement for the sensible, but it is sometimes necessary for the overall health of your company. This doesn't mean you shouldn't take risks, but the risks you do take need to make sense in the context of the big picture. havoc on the environment.

Counterfeit goods are also produced using inferior materials in a bid to whittle down production costs as much as possible. Users of counterfeit goods can suffer harm or injury as a result of the hazardous substances or substandard materials used in production. The original brand owners can suffer financial

Eng. Osama El-Mondy
General Manager



FIREX

EGYPT

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FIREX Egypt 2021 is the ultimate event for you to present your products and solutions across passive fire protection, fire prevention, and detection, sprinkler and suppression systems, emergency lighting, and much more.

The event caters to everyone within the fire safety buying chain from manufacturers, distributors, installers, integrators, project managers, consultants to end-users.

FIREX EGYPT

*biggest Gathering
point in the MEA
region*



The biggest Gathering point in the MEA region market for fire protection technologies, fire prevention, and detection, sprinkler and suppression systems, emergency lighting.



FIREX
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biggest Gathering point in the MEA region



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biggest Gathering point in the MEA region



THE Difference

Between Counterfeit
& Replica Goods

The Difference between counterfeit and replica goods

Counterfeits and replicas have always troubled the world of commerce. The OECD's 2019 report gives context to the extent of this challenge by revealing that trade in such goods accounts for 3.3% of the global trade. While there is a huge difference between counterfeit and replicas, people tend to use the terms interchangeably, and there appears to be a vague line between the two.

What are replica goods?

Replica goods are close copies of the original goods. Also referred to as knockoffs, they are acknowledged to be modeled after the original famous product. Therefore, even though they share a striking resemblance with the original goods, they are not passed off as being the real deal.

Replica goods are considered to be un-legal copies because they do not bear the branded product's trademark. So, while a replica might have the same feature and functionality as a famous or branded product, it usually carries a different symbol or logo which is admittedly similar to the famous one. As a result, they are not outrightly illegal.

Counterfeit goods adversely impact brands, the users of the items, and even the environment. Their adverse effects are experienced in the following ways:

Since these counterfeit goods are manufactured illegally, there is no compliance with the applicable safety standards during the process of production, and this can wreak havoc on the environment. Counterfeit goods are also produced using inferior materials in a bid to whittle down production costs as much as possible. Users of counterfeit goods can suffer harm or injury as a result of the hazardous substances or substandard materials used in production. The original brand owners can suffer financial

losses as well as reputation damage due to the poor quality of the counterfeit goods being passed off as genuine.

The difference between counterfeit goods and replica goods

Having gotten a solid understanding of what counterfeit goods and replica goods are, it is only appropriate to consider what sets them apart.

The differences between them are:

Counterfeit goods are produced with the malicious intent to deceive and mislead people into believing that the items are genuine when they are not. However, replica goods are not passed off as the original products. Instead, they are acknowledged to be merely identical to branded goods.

In many countries, counterfeit goods are frowned at by the law and are thus illegal. However, replica goods are usually not considered illegal initially.

Another difference between replica goods and counterfeit goods is that counterfeit goods bear the exact trademark of the original product, and also copy its labeling and packaging – a textbook case of trademark infringement. But replica goods carry a different logo or design element that is only similar to the famous product.

Dangers of counterfeit goods

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Eng. Ahmed Fouad
Deputy General Manager





*“A new year means
a new chapter. we at
pumptec hope 2022
is an incredible part of
your story.”*

We Extend Our
Congratulations
by New Year 2022

THE HAPPY COOKER

EASY & HEALTHY RECIPES
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Quick Chicken Roast

you can cook in 30 minutes

A luscious, tangy stir-fry that makes two generous portions for very few calories.

INGREDIENTS:

- 6 thyme sprigs, leaves picked
- 4 anchovies in oil, drained, chopped
- 2 teaspoons dried oregano
- 1 teaspoon chilli flakes
- 2 tablespoons olive oil
- 2 garlic cloves, chopped
- Finely grated zest of 1 lemon
- 8 chicken thighs (bone in, skin on)
- 800g baby kipfler potatoes, halved lengthways
- 100g speck or streaky bacon, cut into 5mm-thick batons
- 250g baby truss tomatoes

METHOD:

1. Preheat the oven to 200C.
2. Combine the thyme, anchovies, oregano, chilli, oil, garlic and lemon zest in a bowl. Add the chicken and turn to coat. Add the potatoes and toss to combine. Place on a large baking tray and scatter over the speck.
3. Cut the zested lemon into wedges and add to the tray. Season and roast for 40 minutes or until chicken is golden and potatoes tender. Remove from the oven and top with tomatoes. Roast for a further 10-15 minutes until tomatoes are blistered.
4. Squeeze over roasted lemon juice to serve.



Hearty Oat Cookies

These not-too-sweet cookies are chock full of nuts, grains, and dried fruit.

INGREDIENTS:

- 1/2 c. whole-wheat flour
- 1/4 c. all-purpose flour
- 1/2 c. granulated sugar
- 1/2 tsp. ground cinnamon
- 1 pinch Kosher salt
- 1 c. quick-cooking oats
- 1 c. unsweetened shredded coconut
- 1/2 c. walnuts
- 1/4 c. golden raisins
- 1/4 c. dried cranberries
- 1/4 c. pepitas (pumpkin seeds)
- 1/2 c. unsalted butter
- 3 tbsp. Honey
- 1/2 tsp. baking soda
- 3 tbsp. boiling water

METHOD:

Heat oven to 350 degrees F and line 2 baking sheets with parchment paper.
In a large bowl, whisk together the flours, sugar, cinnamon, and salt. Add the oats and coconut and toss to combine. Fold in the walnuts, raisins, cranberries, and pepitas.
In a small saucepan, melt the butter and honey. In a small bowl, combine the baking soda and boiling water, then add to the butter mixture (it will become frothy).
Make a well in the center of the oat mixture, pour in the butter mixture and mix to combine.
Using wet hands, form the mixture into 15 balls (about 1/4 cup each) and place on the prepared sheets, spacing them 1 1/2 inches apart. Gently press each ball down so it is 1/2 inch thick and bake until golden brown, 16 to 17 minutes. Let cool completely on the baking sheets.



EGYPT BUSINESS

E-invoice system collected over 82M
e-invoices from over 4,200 companies

Over 4,200 companies have uploaded invoices and e-documents to Egypt's new e-invoice system, says Reda Abdel Kader, head of the Egyptian Tax Authority.

Since its activation, the e-invoice system has received over 82 million electronic invoices, he added.

"We are continuing to complete all stages of the system in the time specified for this," he stated, noting that the electronic invoice system is an important step on the path to digital transformation to achieve Egypt's Vision 2030. Abdel Kader emphasized that the system's success was a result of the Finance Minister and Ministry's continuous and diligent follow-up, providing support and solving any issues that arose.

The Tax Authority head also highlighted the e-invoice system as an important step towards developing the tax system, increasing tax examination and collection, and contributing to the country's financial and economic goals.

It also supports the integration of the informal economy to the formal one to lay the foundations for a sophisticated tax system comparable to developed countries, he added.

Finance Minister Mohamed Maait previously announced the launch of a unified platform for electronic tax collection in late August, stating that "The state is stepping up its efforts to merge

the informal and formal economies for the sake of achieving tax justice and leveling the playing field among taxpayers in the local market, as well as increasing the state's public treasury revenues".

The FinMin recently noted that Egypt will have a "fresh economic face" by the end of FY2021/2022, with its tax and custom system modernization projects to be completed by then.

Abdel Kader notes that the 4th phase of the system began in September 15, and applies to all companies registered in the Center for Mediterranean Financiers (Cairo), and the Center for Senior Freelance Professions (in Nasr City).

The 5th phase is set to kick off in December 15 2021, with the Tax Authority holding several workshops to educate financiers prior to their mandatory entry to the system.

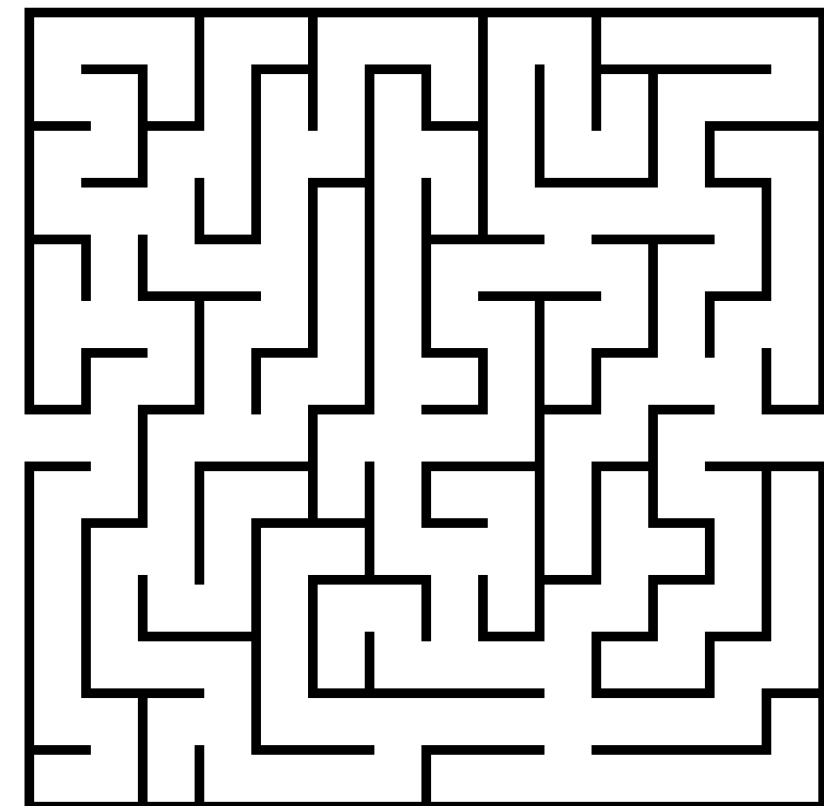
Abdel Kader explained that the Ministry of Finance and the Tax Authority provide all facilities and support for companies to mandatory join the electronic invoice system, whether through the technical support office at the Senior Taxpayers Center or field visits and through the integrated call center on 16395 or through e-mail.

Some of the current ongoing efforts to modernize the tax and customs system are the trail launch of new electric receipt system, the e-tax collection platform, and a 14% VAT on all online delivery services and highly paid content creators.

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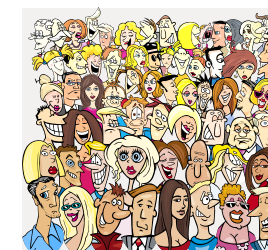
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LABYRINTH



Find The Right Way To Go

SOLVE THE PUZZLE IN THE NEXT ISSUE



THE SOLVE THE PUZZLE OF THE PREVIOUS ISSUE
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