NOVOTRADEX
INTERNATIONAL LLC

MANUFACTURER PARTNERSHIP | REVISION 0 | OCTOBER 2026

Egypt Market Partnership Portfolio

For manufacturers and brand principals

A structured route to distribution, project representation and performance-based exclusive agency in the Egyptian market.

MARKET DEVELOPMENT | SPECIFICATION | MERCHANT OF RECORD | DELIVERY | AFTER-SALES

THE PROPOSAL

A local operating partner between your factory and the Egyptian market

NovoTradeX International LLC is seeking structured relationships with selected manufacturers whose products fit project-led demand in Egypt.

Our role is to develop the market, support technical approvals, manage the local commercial route, coordinate delivery and protect the customer experience after handover.



LLC
EGYPTIAN LEGAL FORM

60,569
COMMERCIAL REGISTER

EGP 2M
ISSUED AND PAID CAPITAL

6 October City
COMPANY BASE

ACCESSIBLE PROJECT DEMAND

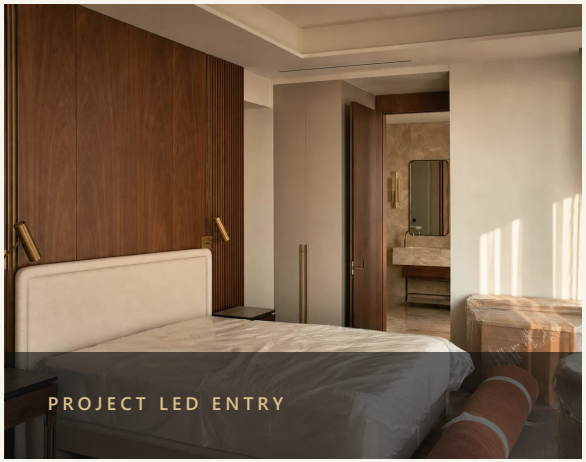
A market entered through projects and approvals

The practical entry point is a defined project, an identified decision maker and a product requirement that still has room for approval.

185
Hotels in active development
Egypt hospitality pipeline

45,984
Rooms in active development
National pipeline

22,111
Rooms across 88 projects
Greater Cairo



01 **Hospitality openings**
FF&E, OS&E, finishes and opening-date packages

02 **Healthcare facilities**
Durable, cleanable and maintainable facility products

03 **Education campuses**
Repeatable room packages and phased live-site delivery

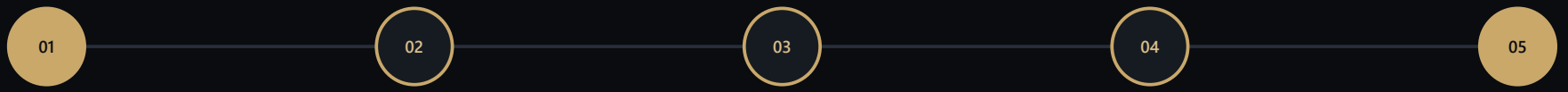
04 **Foreign entrants**
Owners and brands still building their Egyptian supply chain

Market indicators reflect the NovoTradeX business-plan market scan dated August 2026 and should be revalidated before contractual targets are agreed.

HOW PROJECT PRODUCTS ARE BOUGHT

Market access begins before the tender

Technical acceptance, consultant influence and operator standards often shape the shortlist before procurement requests a price.



Manufacturer	Specifier and operator	Owner and technical office	Procurement	Site and facility team
Product, evidence, capacity and warranty	Standards, samples and approved makes	Programme, compliance and project need	Itemised comparison, terms and award	Delivery, acceptance and operation

NOVOTRADEX ENTERS AT REQUIREMENT DEFINITION

We help translate the project need into an approvable product route, keep pricing itemised for procurement, and maintain document continuity through delivery.

The technical office is the working champion. Procurement must still be able to compare scope, landed cost and terms. The manufacturer gains earlier visibility and a disciplined local interface.

THREE COMMERCIAL ROUTES

A partnership model matched to risk and maturity

The route can begin with project representation and progress to distribution or exclusive agency when both parties have evidence of demand and delivery readiness.

01 Project representation

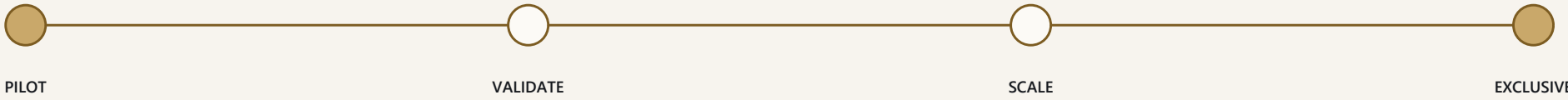
The manufacturer contracts directly. NovoTradeX develops qualified opportunities, supports specification and bids, coordinates local communication and administers the agreed commission route.

02 Distributor and Merchant of Record

NovoTradeX provides the local offer, contracts and invoices the customer, places the manufacturer order, coordinates the landed-cost route and manages delivery and collection.

03 Performance-based exclusive agency

Defined product families, territory and channels are supported by agreed targets, forecasting, brand rules, service levels and a joint review of exclusivity performance.



Recommended starting point: a defined product and account pilot with written conversion gates, rather than immediate exclusivity without market evidence.

QUALIFIED PIPELINE

Every opportunity must be tied to a buying event

NovoTradeX builds pipeline around named projects, trigger events and documented buyer requirements, then reports the evidence behind each stage.

01

Map

Target accounts, projects, consultants and operators

02

Reach

Decision maker and technical champion engaged

03

Define

Scope, value, timetable and budget status

04

Approve

Product evidence, samples and approved route

05

Bid

Itemised offer, landed cost, terms and programme

06

Convert

Order, delivery, acceptance and repeat demand

QUALIFICATION EVIDENCE

- Named decision maker with authority
- Specific project, scope and indicative value
- Dated procurement or award window
- Known budget and incumbent status
- Confirmed technical and commercial qualification fit

PARTNER REPORTING

Pipeline by stage | Forecast | Samples | Approvals | Wins and losses

SPECIFICATION AND SAMPLE CONTROL

The product must be easy to approve and easy to operate

A complete evidence pack reduces approval time, protects the original product intent and gives the customer a clear maintenance and warranty route.



REPRESENTATIVE MATERIAL AND FF&E STUDY

MANUFACTURER ONBOARDING PACK

- Product and application matrix
- Technical data and conformity certificates
- Samples, finishes and controlled sample codes
- Drawings, BIM or installation details where relevant
- Packing, MOQ, production capacity and lead time
- Cleaning, maintenance, warranty and spare-parts route
- Training and escalation contacts

NovoTradeX localises the approval pack for the project, records deviations and links each released product to the commercial offer and final handover record.

LOCAL COMMERCIAL FOCAL POINT

One transaction record from quotation to warranty

Where NovoTradeX is appointed as Merchant of Record, we become the customer-facing commercial party for the approved package, subject to the agreed structure and required registrations.



LICENSED AND REGULATED PARTIES

Freight, customs, conformity assessment, regulated installation and other controlled activities remain with the appropriately registered or licensed parties and are recorded in the transaction file.

If the manufacturer contracts the customer directly, the same market-development and delivery controls can operate under an agency or procurement-management appointment.

ORDER TO CASH

Commercial commitments remain visible at every stage

The operating model connects the approved product, price, programme, payment terms and warranty obligations in one controlled transaction record.

01	**Partner pricebook**	Approved product, currency, Incoterm, MOQ, lead time and validity
02	**Customer quotation**	Itemised scope, exclusions, delivery basis, payment and tax treatment
03	**Order confirmation**	Approved submittal, deposit, production release and change authority
04	**Manufacturer order**	Proforma, production milestones, inspection and export documentation
05	**Shipment and receipt**	Freight file, clearance, final-mile plan, inspection and acceptance
06	**Collection and closeout**	Invoice status, retention, warranty start, claims and repeat demand

COMMERCIAL SAFEGUARDS

Landed-cost model | Currency and index rules | Credit limits | Variation control | Named-account and channel rules | Target-linked exclusivity

PROGRAMME LED MOVEMENT

Logistics added where it creates control

The delivery route is selected by product, shipment and project need. Direct producer delivery remains the baseline where it is already efficient.

01	**Plan**	Ready date, packing, documents and delivery window
02	**Consolidate**	Selected imported and specialty lines where it adds value
03	**Ship**	Freight, conformity, clearance and milestone reporting
04	**Deliver**	Access, offload, protection, floor and room sequence
05	**Accept**	Quantity, condition, inspection and signed receipt



WHERE THE MODEL ADDS MOST VALUE

- Imported and specialty products with document-sensitive entry
- Multi-supplier project consolidation and controlled staging
- Hotel and institutional FF&E kitting by room or area

POST DELIVERY ACCOUNTABILITY

The partnership continues after customer acceptance

NovoTradeX maintains the local record and response route so that warranty obligations, technical questions and recurring demand do not disappear after delivery.



Thirty, sixty and ninety-day reviews close early issues and convert field evidence into the next forecast, sample plan and partner action list.

SECTOR 01

Hospitality market development

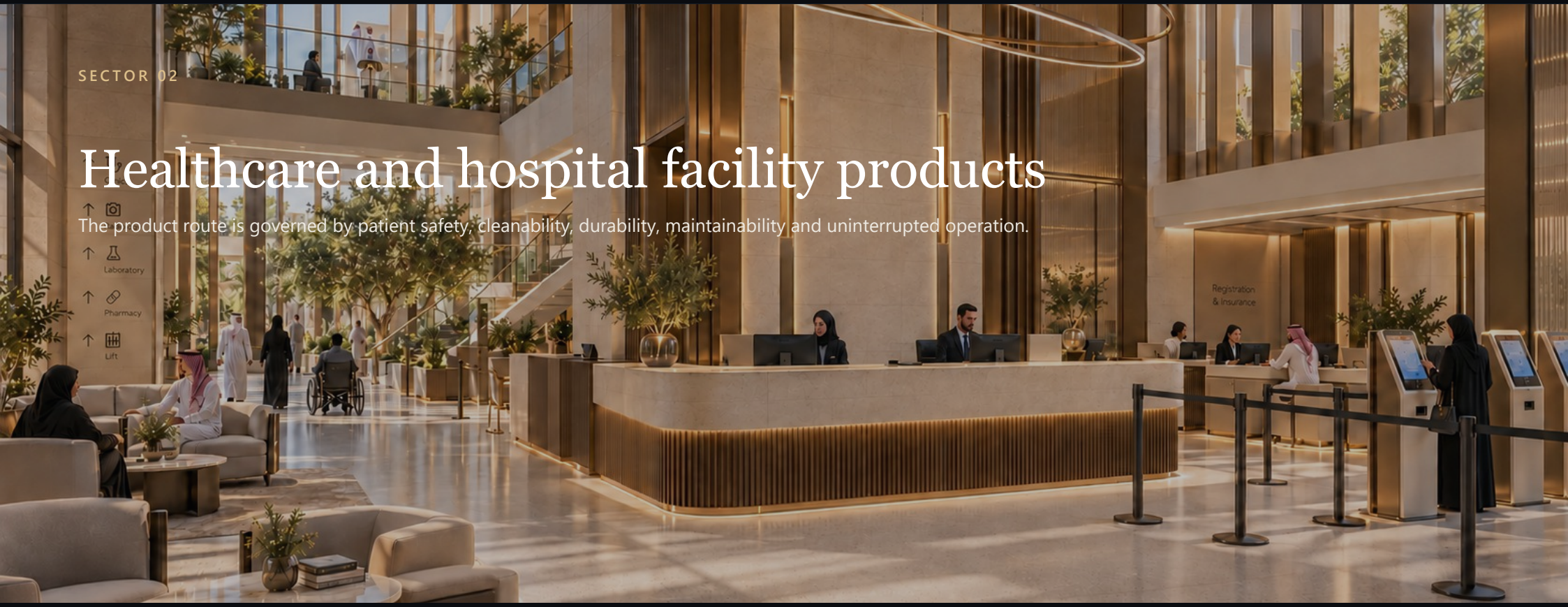
Hotel openings require products to satisfy design intent, operator standards, lead time, installation and post-opening service together.

- Guest-room and suite FF&E
- Public-area finishes and furniture
- OS&E and opening stock
- Back-of-house and selected equipment
- Mock-up rooms and brand-standard approvals
- Key-by-key delivery, spares and post-opening support



PARTNER VALUE

Earlier project visibility, local sample and approval support, itemised package bidding, programme-led delivery and a local warranty interface.



SECTOR 02

Healthcare and hospital facility products

The product route is governed by patient safety, cleanability, durability, maintainability and uninterrupted operation.

PATIENT AND PUBLIC AREAS

Reception, waiting, wayfinding, hygienic finishes, doors, hardware and sanitary fittings.

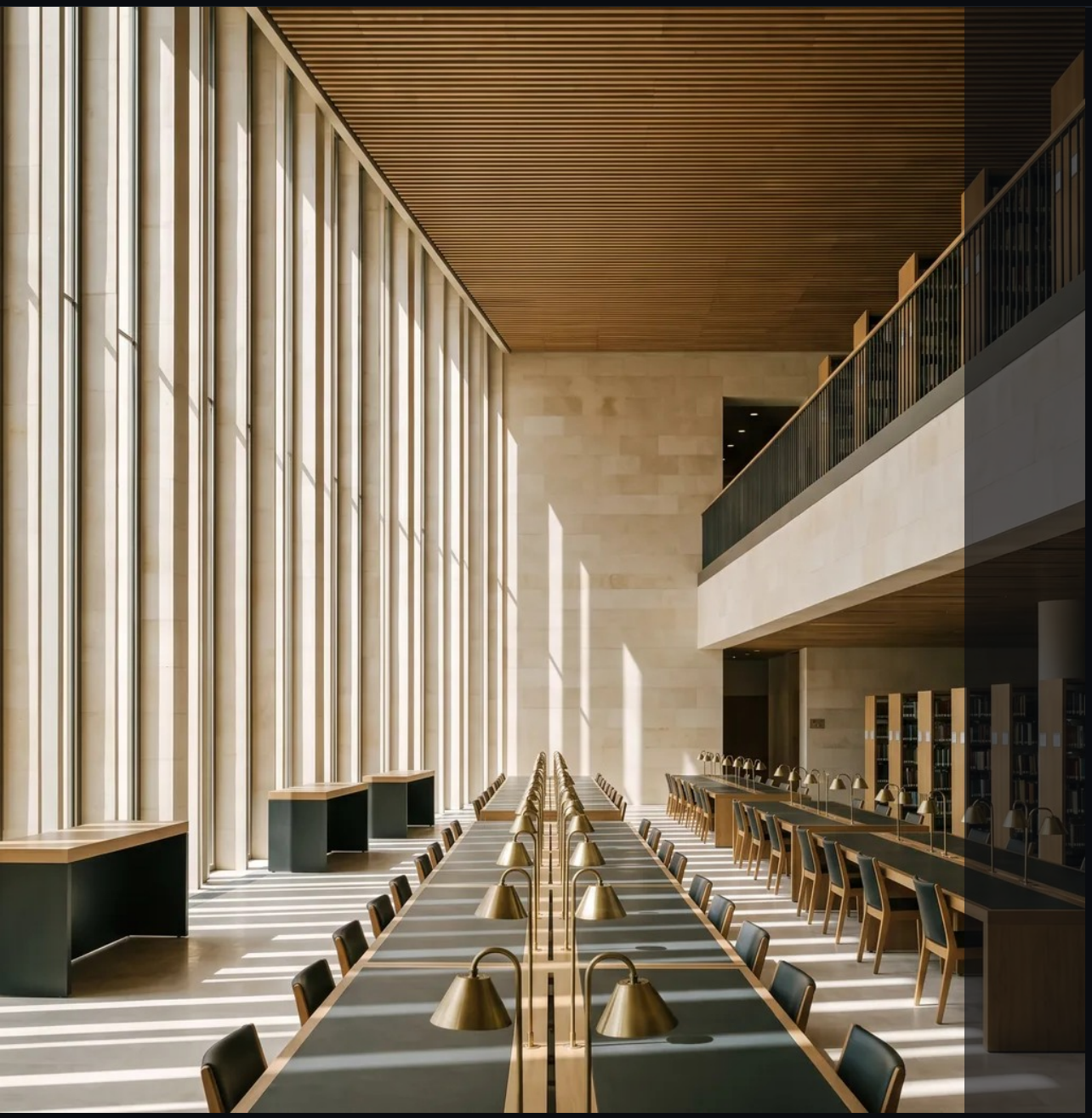
CLINICAL SUPPORT SPACES

Storage, joinery, worktops, staff areas and selected non-clinical furniture through approved vendors.

FACILITY OPERATIONS

Filters, lamps, hardware, planned spares, cleaning and maintenance consumables.

Medical devices and regulated clinical equipment are supplied only through appropriately approved specialist parties. NovoTradeX focuses the partnership on compliant facility and support products.



SECTOR 03

Education and campus products

Campus projects reward durable, repeatable selections and phased delivery aligned to the academic calendar and live-site constraints.

- Classroom furniture, teaching walls and storage
- Libraries, learning commons and task lighting
- Laboratory casework and non-regulated equipment
- Administration, assembly and meeting packages
- Campus operations, spares and recurring supply
- Room data sheets and phased installation plans

FIRST 90 DAYS

Validate the product route before scaling the commitment

The launch converts product information into a tested Egyptian-market route and gives both parties evidence for the final distribution or agency agreement.

01 DAYS 0 TO 30

Product and territory fit

- Product-family and channel map
- Compliance and document gap review
- Price, Incoterm, MOQ and capacity baseline
- Sample and marketing-support plan

02 DAYS 31 TO 60

Market validation

- Named-account and consultant mapping
- Customer and technical meetings
- Sample or submittal activity
- Landed-cost and first-bid test

03 DAYS 61 TO 90

Activation decision

- Commercial and order workflow
- Delivery and after-sales route
- Pipeline and forecast review
- Distribution or exclusivity decision

GOVERNANCE RHYTHM

Weekly opportunity review | Monthly demand and forecast review | Quarterly business review | Annual exclusivity and territory decision

The definitive agreement should set product families, territory, named accounts, pricing, targets, service obligations, data ownership, brand rules, termination and post-termination support.

NOVOTRADEX
INTERNATIONAL LLC

PARTNERSHIP DISCUSSION

Define the Egypt partnership

We propose a working session covering product families, certifications, target channels, territory, pricing, lead times, sample support, warranty and the preferred commercial route.

EMAIL

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LOCATION

6 October City