

Egypt



Business

Partner

enterperneurs
creating

designing

explore

Profesional

Printing

the image

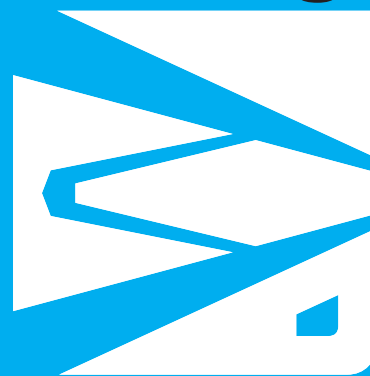
using

technologies

economic

experience

service



quality
time
sucsess
next

impact

البيكان
bayan

identity

creative

building

creativity

VISION

**Creative Image
with affordable Quality
to lead the market
of medium local business**

serving mid size local companies with creative affordable quality

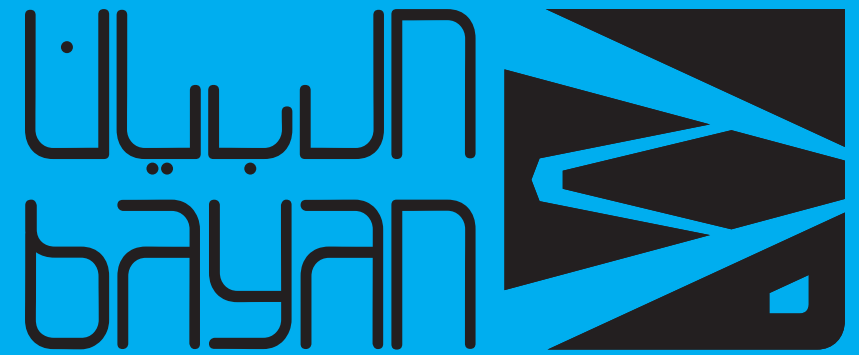


MISSION

Creative team
great relation with clients
and the quality they love
in a family based
environment

serving mid size local companies with creative affordable quality





GLOBAL compact In Progress

Presented by
BAYAN-GROUP
TEAM OF EGYPT

15.8.2014



4 sister companies joined in a group.

A family business starts in 1963 with Eng Bahjat Deiri the founder

his success story to a very well educated and professional team

managing over 400 people in 3 different sectors.

Eng. Bahjat Deiri: Father and Founder

Mr. Bashar Deiri: Founder of printing House and CEO of BAYAN-GROUP, BA

Eng. Rim Deiri: GM of Beta Construction

Mr. Feras Deiri: Founder of marketing Agency and Media House.





BETA

Ĉ- Beta:

Sice1963, The construction pioneer in Saudi Arabia that built the tallest building in ALmadina 1981, The palace of Mr. Zaki Alyamani Saudi oil minister, the city of Khaldieh, Saudi air pilot residence in Jeddah, Syrian Embassy in Kuwait, Jisr AlShoghhour electric station in Syria, AlRabiea residence city in Aleppo Syria, and many road and building constructions in Syria, Beta is now building a new concept of small apartments covering the gap in market for the new generation of families.

YES, it counts as one of the largest construction companies in ME, with a real Vision and a very mix management team.



BAYAN print house

Č - Printing House:

Bayan Printing House was established in 1992 by Mr. Bahajt Deiri and managed by the new graduated in Business administration Mr. Bashar Deiri and still operating it till now.

As a pioneer Eng Deiri equipped this printing house with a new Heidelberg printing machines building the biggest printing house in northern Syria keeping ahead of any competitor.

Huge step of improvement in 2010 with a new German Heidelberg and Swiss boobst machines, a full automated printing house filling 4000 square meter is now running in Aleppo sheikh Najjar industrial city covering the market needs of fine boxes, heavy boxes, advertising newspapers, leaflets and any kind or type of Carton and Paper printing.

Also, BAYAN continuous dedication in delivering the latest technologies reflects our responsibility in providing the attention needed to produce the highest quality product available for their customers.

All in house starting from Prepress, Printing, laminating, and gluing to the final product BAYAN-Printing house serves their clients with a very professional team and equipments assuring the quality.

BAYAN client list contain the biggest 100 companies in northern Syria from pharmaceutical industry, Food, confectionary, cosmetics, plastic, and service reflects the huge annual turnover.



BAYAN media house



Ĉ - BAYAN-Media House:

Biggest turnover Northern Syria. The oldest Media house in Northern Syria created in 1993 to serve Industrialists and traders in buying and directing media for their marketing campaigns, managed by American educated manager since 2003 with a team of 73 professional employees.

Since 1996 BAYAN-Media house become the sole agent of Kawalies billboards the only 3*4 m outdoor media in Syria,

In 2003 BAYAN-Media house was the sole agent of SawtAlghad radio station the only available private radio in Northern Syria broadcasting from Lebanon, in 2005 with the starting of private radio stations BAYAN-Media House become the sole agent for SyriaAlghad Radio station and Arabesque radio station too.

Member of IAA, an Agent for Syrian Arab Advertising Establishment. The Governmental establishment that sell the Government media,



BAYAN MCA

مَكَّة -Marketing and Communication Agency.

Since 1996 BAYAN split the media house from the advertising agency so each company has its own entity, trying to serve clients with a full advertising and PR service BAYAN-MC dedicated to creating, planning and handling advertising and sometimes other forms of promotion for its clients. As independent from the client BAYAN-MC provides an outside point of view to the effort of selling the client's products or services. And can also handle overall marketing and branding strategies and sales promotions for its clients.

Serving the biggest names in Northern Syria, BAYAN has more than 300 clients in many different fields that are why it's somehow the biggest marketing and communication agency in northern Syria. Including many international brands such as Ona, Ariston, Istekbal, CamelActive, And subcontracts with many international brands such as Nestlé,

BAYAN-MC also serves Iraq with many different services and has got many subcontracts with the two mobile providers Iraqna and Asiace.



BAYAN Fleet

After an external investment BAYAN-GROUP starts a new company in cooperation with a great partner in 2008.

Fleet LLC. A company with a transaction every 28 seconds covering 185,180 km² Selling by 65 cash vans, Facilities and warehouses are located in 5 different cities covering the 5 different markets all over Syria and distributing to over than 16000 Selling Point. Reaching over 20000000 people from newborn starting by baby powder, Baby Shampoo, baby cream, Petroleum jelly, hand Cream, depletory cream, Adult Shampoo & Shaving cream Fleet is one of the largest distribution and logistics companies in Syria and in Middle east with a great turnover.

It is cooperation between two groups, BANNA the biggest cosmetic factory owner of leader Brand Hamol for more than 45 years exporting to more than 15 countries, and the biggest marketing Agency in north Syria BAYAN for more than 17 years.

As a family business based country this is cooperation between two families Banna the biggest name in cosmetic in Syria and the Deiri Family with a great history in paper printing, trading, media & marketing agency.

Founders of Fleet are five experts in business educated in the state, Canada, and England with a business experience over 20 years of each.

Fleet has a very professional team and using an improved ERP system to mange every transaction and to let customers fully satisfied and controlled through CRM system.



BAYAN EGYPT

***Strategic move to Egypt was a must
become a great opportunity***

Syrian cries reflects in every single person in Syria, Business in Syria is in real trouble. after suffering for 2011 and 2012 BAYAN GROUP management took the decision to start in a new market, as EGYPT is a very promising country it was the choice.

BAYAN GROUP starts in Cairo 2013 with a minimum team expanding day after day with a very professional service and a long history and experience BAYAN is getting into the first steps in a new success story in EGYPT.





WE SUPPORT



WE SUPPORT

BAYAN-GROUP

Supports the 10 principles of the United Nations Global Compact in many different ways, promoting the higher level of professionalism.

BAYAN implements Global Compact programs in all BAYAN subsidiaries companies in SYRIA and EGYPT.

No underage, Child, slave labor involved in any BAYAN activity

Working conditions are perfect in all BAYAN plants and projects even in a very hard situation in SYRIA.

Fair employment program implemented in any activity.

Safety, healthy environment and perfect conditions are standards



Human Right Section



Principle1:

Our Business support and respect the protection of internationally proclaimed human rights.

Principle2:

We make sure that we are not complicit in any human right abuses.



A system has been implemented in BAYAN GROUP for checking and recording that all employees are paid a minimum wage and avoid excessive overtime hours.

Employment contract stating the terms and conditions of services are available to all employees and we did activate a monitoring program regarding labor conditions and build an annual report.

No discrimination in Salaries between men or women, only the company structure and employment categories reflects into the salaries

Efforts of all Employees are totally evaluated, paid and appreciated through a perfect HR. program



Labor Right Section



Principle3:

Our group respects the freedom of association and upholds the effective recognition of the right to collective bargaining

Principle4:

we don't allow forced or compulsory labor in any aspect within our operation or supply chain in any of our plants or activities



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My team is a running project in BAYAN Group head office. it's a kind of sponsored school for sales, management, and English developing employees for free as well as new applicants.



Labor Right Section



Principle 5:

BAYAN-GROUP don't allow Child or underage labor within any operation or plant.

Principle 6:

BAYAN-GROUP don't allow any discrimination within any plant, Activity and operation in respect of employment and occupation



An Employee manual has been published and distributed to all employed and new applectart in BAYAN-GROUP detailing every right for every employee in BAYAN-GROUP companies.

A value diversity based program evaluating the efforts of each of BAYAN team and promote them to higher positions and salaries.

BAYAN HR dep is taking care of every single detail related to workers, and management team.

assessment surveys, in three levels used to be distributed every quarter and analyses to improve employees skills and efficiency by training programs.

A well communication system between the Employees and management directly with an open door policy.

Annual meeting and dinner is a great communication environment between high management and all the group employees.



Environmental Section



Principle 7:

BAYAN-GROUP take a precautionary approach to environmental challenges.

Principle 8:

Undertake initiative to promote greater environmental responsibility.



due to sensitivity and responsibility toward society and environment, BAYAN is committed to encourage and support a clean environmental and to implement appropriate measures within production and distribution.

Reducing the power consumption in our plants by implementing a new lighting system in our new management building and our new factory in Aleppo industrial city as well as our new plant in EGYPT.

Central heating system installed in our management building with a floor heating will be generating a great working environment minimizing the Electric and fuel consumption.





Principle 9:

BAYAN-GROUP encourage the development and diffusion of environmental friendly



Each employee can and should check energy using of his own; as this turkish made system has installed to monitor the energy use in each department for lighting, computers, heating and cooling system.

BAYAN-GROUP is non smoking zone, all employees in BAYAN GROUP enjoy working in totally nonsmoking environment.

Principle 10

BAYAN-GROUP works against corruption in all its forms, including extortion and bribery



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VALUE

BAYAN-GROUP clients to be treated equally regardless of the size of the company and account value.

BAYAN-GROUP team promote from within whenever possibility making a continuous investment in our personal assets.

BAYAN-GROUP resources are to be fully used to fulfill clients needs.

BAYAN-GROUP Occupational health and safety is constantly striving to sustain and improve the health and safety of all employees by reducing the possibility of any workplace injury illness.

BAYAN-GROUP Privacy policy is to protect the privacy of any personal information of Client, Employee, supplier or stakeholder.

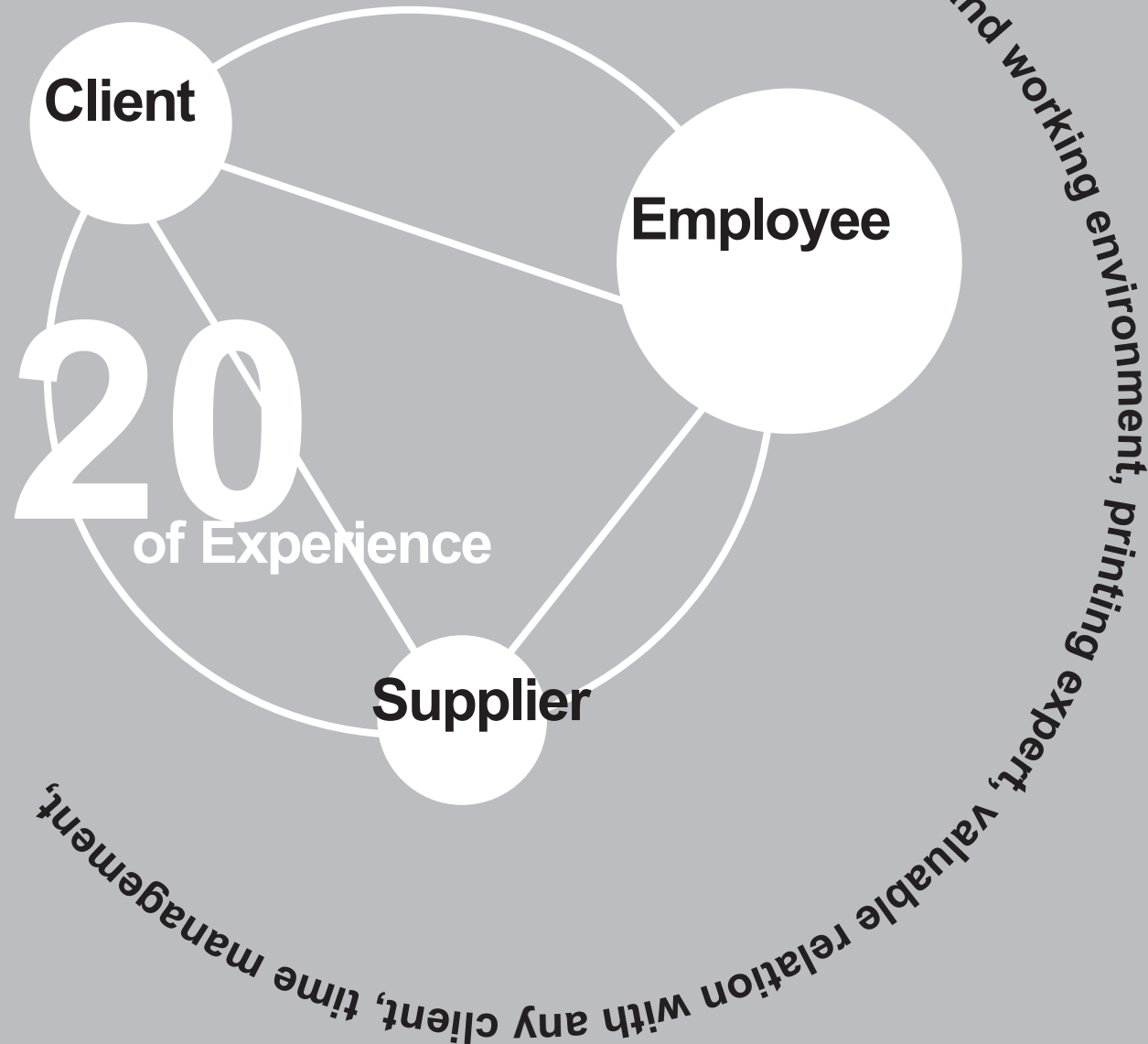


WE SUPPORT

BAYAN-GROUP VALUE

Strength

WE create FAMILY



thank you

WE LOVE EGYPT