

Suez Cement launches first online store for consumers in Egypt

Within the framework of its keenness to be closer to its customers and in response to the changes in their shopping habits, Suez Cement Group of Companies (SCGC) announced today the launch of online demand for cement through its website on the Internet for a wide range of products for consumers in Cairo, Giza and Qalioubia and, very soon, in all Egyptian governorate. The new service is the first direct e-commerce initiative for cement companies in Egypt.

Through its e-website, SCGC offers a wide range of its products under its well-known brands in order to meet requirements of a wide range of consumers. With the aim of making the purchase of these products easier and ensuring quick delivery to consumers, the Group cooperated with Fawry Company as an official provider of the services of accepting and completing payment transactions, in addition to other advantages such as after-sale services, delivery of products to the consumer's site in Cairo, Giza and Qalioubia and, very soon, in all Egyptian governorate while providing the technical support service.

Commenting on the launch of the new service, SCGC Chief Executive Officer (CEO) Jose Maria Magrina said that in light of the accelerated adoption of e-commerce systems and the high volume of consumer demand, the online shopping gains higher popularity and acceptance by consumers thus achieving significant growth. He added that the online shopping is convenient, fast and safe way of shopping, and therefore, more individuals go now to the online shopping.

"At Suez Cement, we are closely monitoring the movement of this market. Our new online service proves our response to the changes in the ever-expanding and developing digital technology world", Maria said.

For his part, Head of SCGC Commercial Sector Mohamed Hegazy said that SCGC is always keen on offering the new and developed services to its clients, where it was the first company which launched the e-payment service to its distributors since 2015. In continuation of this policy, we are pleased to launch this new service which enables our end customers and individual consumers in general in Cairo, Giza and Qalioubia and, very soon, in all Egyptian governorate to buy and receive any of SCGC's products and pay safely through credit cards via internet or in cash through Fawry's branches in all governorates, while knowing our products portfolio through our e-website.

The results show that the e-commerce market in Egypt, which is rapidly growing due to the increasing demand for the use of Internet and smart phones, is estimated at USD 2 billion during 2020, according to PAYFORT's State of Payments in the Arab World. It added that Egypt is home to the highest number of Internet users in the Arab world. With over half the population online, the country has over 48 million users and represents a massive market in the world of ecommerce, while the unofficial market of e-commerce reached 90%.

A report released by Cairo Chamber of Commerce revealed that the total number of citizens dealing through e-commerce reached nearly 17 million citizens. It indicated that the Egyptian market is one of the most emerging markets in the Middle East in terms of e-commerce volume.

For online demand for cement or for more information about the new service, please visit the following website:

www.suezcement.com.eg