

Khoyout Magazine (October Edition)

GIES & Nobeltex

A history of success made by “Persistence and distinction”

There is an old saying :” reaching success is easy but it is difficult to maintain it”. Hence what both GIES & Nobeltex accomplished of continuous success is the “key “to the permanence of success. Both companies represent unique example of a dream came true thanks to “commitment ,persistence , hopefulness and learning from mistakes”

GIES , through the past 60 years marking its history, has always been the biggest support to the local industry supplying the latest machines and technology. It is no surprise as its founder is an idol of the national industry, Engineer Mohamed Hussein El Gammal whose properties were nationalized but that day he said” Abdel Nasr took everything except what’s in mind”. His success and reputation are still remembered till today. His devotion to work made him gain “Certificate of Appreciation” from Gamal Abdel Naser, and later gained another one from EL Saddat.

Eng. Laila El Gammal , who was raised up by her father’s values & principals, is the successor to her father’s path with the same sense of commitment and the strong keen to success . Few years later, she established Nobeltex to work side by side to the mother company “GIES” and within 20 years it has become the biggest agency representing the best manufacturers worldwide .Throughout her path of success she faced plenty of obstacles which she managed to oversight and continued her way not looking back. As a family with vast experience in the field of textile, Eng. Nayla El Tawil is continuing the dream following her family’s path with a new vision side by side to her mother who gives her support and encouragement heading to success for more and more generation of such one of a kind family.

Eng. Mohamed Hussein El Gammal, May God bless his soul, established GIES in 1985 and it was a strong movement from one of the industrialist to contribute in developing spinning & weaving industry. After graduation as an engineer from “l”ecole Centrale de Paris” in 1937 , he joined the technical team of “ Banque Misr” under the leadership of the popular patriot “ Talaat Harb” who established the first Egyptian bank “ Banque Misr” and was the reason to for the start of the local spinning & weaving industry. Eng. Mohamed Hussein el Gammal was then chosen to take the responsibility of Kafr El Dawar for Spinning and as he was a man of a vision and advanced spirit he introduced viscose and polyester to Egypt. And since then he marked unprecedented history serving the local industry. He also held many posts such as general manager of Misr El Mehalla for Spinning & Weaving, Kafr El Dawar for Fine Spinning, Misr Beida Dyers,, and many others.. In addition to his patriotic actions to overcome the crisis striking Damietta Company during 1958 as he was the first one taking its responsibility after the establishment.

Eng. Laila El Gammal

Devotion, commitment and the special service to customers are the keys to Nobeltex & GIES success

Nationalization

After Retirement, his enthusiasm didn't stop and so he continued to serve the industry in specific and Egypt in general. As he decided to start his own business GIES "General Industrial & Engineering Supplies" and to work as an agent for the biggest international companies in the field of textile industry. The idea popped into his mind after nationalizing his properties and so he had to have his own business to increase his income. His good connections with many people in the field helped him greatly to easily get agency agreements of industrial supplies. He had always said " Abdel Naser took everything except what is in my mind". During his career with GIES, his daughter Laila El Gammal graduated from the faculty of Engineering in 1963.

Eng. Laila El Gammal is now recounting what happened ,

" I joined the National Company for Spinning & Weaving and after one year I asked my father to communicated with his friend Dr. Azziz Sedky who was the minister of industry at that time to transfer me to another company but he refused saying " I gave you good education and helped you with your marriage, now you have to find your own path". I Indeed understand and appreciate his vision. Later I contacted one of my relatives Eng. Aziz El Gammal who was the chairman of Cairo Company for Silk Textile asking for his help to transfer me to Misryon headed by Eng. Hossan Naggy. However I faced many difficulties there especially when the majority referred my success to being the daughter of Hussein El Gammal.

Later I had the chance to go on a training in Russia. I asked my father's advice but he wanted me to go to Canada which was indeed better than Russia but I told him that I couldn't afford Canada and Russia was the only training available and I matched all the criteria required for this scholarship. I was 35 years old at that with Bachelor degree of Engineering with Good grades and a Master degree in dyeing .

Returning from Russia and quitting job

When I returned from Russia I found that work conditions at Misryon had already changed, and a fight occurred between me and one of the managers so I quit the job and started teaching chemistry and physics in French schools "notre dame de sion " and "mere de dieu "to increase my income.

My father used to always check on me and my career life, so I informed him that I left my job and he was surprised as of course I needed my salary and how an engineer becomes a teacher. I told him " teacher with dignity is better than an engineer with humiliation". At that time my father was 77 years and thinking seriously to retire so he asked me to come and work with him. For me this was the turning point and started working at GIES.

It was 1973 the company was struggling due to the termination of some of agencies resulting in salaries delay of the employees . During these hard times I learnt devotion and hard work and managed to gain new agencies from different suppliers and won a big tender of machines supply to Miratex (MIsr Iran) and things were getting better. My father was impressed of the improvement happening to the company and that made him split the company shares among me and my sisters giving me the biggest share of 60% and appointing me as the president and 20% to each sister .

Starting up Nobeltex

In 1990 I established Nobeltex working side to side to the mother company GIES. Nobeltex was mainly established for the new generation of the family. The success I accomplished in the local market and the special stature I had that made most of the best international manufacturers in the field prefer working with me making me their agent in Egypt, all the above motivated me to start a new company crowning my success and to be run by my children and grandchildren.

After 20 years , Nobeltex managed to mark a great deal of uniqueness and in textile thanks to God and thanks to devotion and providing good service to customers gaining their trust .”

Messages

Eng. Laila El Gammal stresses that” good service , promote action in addition to the constant pursuit to provide what’s best to the market are the key to Nobeltex success, more over hard work, honesty , integrity made us trustworthy to both suppliers and customers. That’s why we represent some of the suppliers that are considered number one in the world when it comes to quality and technology development. “

After these years in hard work she would like to heartily thank those who trusted her and dealt with her, she considers them success partners.

She is adding,. “ Also I would like to thank my father, May God bless his soul, he was and will always be the best teacher, I have learnt from him how to be special and brilliant in work. Also thanks to the good reputation that was a great support during my journey to success.I would like also to tell my children and grandchildren that path to success is paved for you but you have to always be devoted and honest bearing in mind that supporting customers should be the most important and supreme goal to you.”

Eng. Nayla El Tawil

Women in my family have the capabilities to uniqueness and distinction

Working with my mother stated after my graduation studying electronics & communications almost 20 years ago joined with my keen to have my own experience and that made me leave the company three years later. Specially I have always seen the special position my mother has gained as her own success and so I was motivated to have mine too away from what some might say as “ the owner’s daughter”. My mother didn’t mind, on the contrary she appreciated it.. I worked in several projects somehow were connected to the field of textile . And so I had the feeling that I would like to continue working in the field and so I chose selling upholstery but I suffered a lot with the suppliers because of the taste and quality of the products which made me think to have my own factory to produce my own taste and designs that will always meet the market needs. However, establishing the factory was extremely difficult than what I had ever thought. In 2007 the factory started production; at the beginning I preferred supplying only to my own shop. However, the good taste and quality of the products was obvious and made it successful , three month later other shops heard about my products and made orders. At that time the factory wasn’t big enough to meet such big and plentiful orders but that was a boost to increase production. 6 months from launching date, we received the first export order and by time our products were on shelves in many countries like Germany, England, US, Italy, Cyprus, Saudi Arabia...etc

I resumed working in Nobeltex in 2014, but this time I was equipped with experience and ability to have strong contribution to achieve success and to maintain it. Also the indirect support of my mother by learning from mistakes made me gain experience to continue what she started with the same commitment and the strong urge to achieve success and glory. She has always encouraged me to take decisions even if these might have negative results, she has always believed that I will never achieve success unless I go through the experience myself, success can be achieved through trial and errors . She has encouraged me to take one step after the other. Sometimes I had the thought to remain under the protection of my mother instead of doing the effort; however you can’t have your own outstanding personality without gaining different experience.

The most difficult three years

Eng. Nayla El Tawil says that 2014 till mid 2017 were the most difficult years since she started her career twenty years ago.

“ My decision to return back to Nobeltex was not welcomed by some people and so I faced some obstacles . But I wanted to continue my family’s journey which I’m truly proud of and so my decision to return was based on having my own way of work not allowing anyone to take me off the right track.

Some people also compared me to my mother, Eng. Laila El Gammal, which indeed was unfair comparison as my mother has her own vast history. So I focused on working and devotion till I had my own technique which made it clear to people that I can have my own share of success and distinction depending on myself and not only being the daughter of Eng. Laila el Gammal.

Family

Woman in my family has the capabilities and qualities that make her special and unique. My grandfather's mother was from a big family " El Gammal family" and during the twenties the family was one of the richest families in Egypt owning big trades in textile, after the death of her husband she was in her twenties but she raised her three sons alone and took them to receive their education abroad and help them form outstanding characters, one of them was a doctor and another lawyer and my grandfather was engineer. I admire her strength to take such a decision for the sake of her children. I also was influenced by the character of my grandmother who was sent to study law at Paris-Sorbonne University . This shows how open minded and understanding her father was to allow her travel to France with her brother and that taught me to be enlightened and open minded. From my grandmother's mother I learnt to have strong personality and own the ability to take decision and from my grandmother I learnt to own vision to learn and gain experiences.

As for my grandfather, Eng. Mohamed Hussein El Gammal, till today and since he passed away I still owe him thanks to all what he accomplished and for his good reputation and the experience we gain from GIES . His name and remarkable history are one of the reasons behind my own success.

Customers

We are always with our customers , following up their needs and provide the optimum quality and efficiency of service . Our goal is not just to sell machines but to give them support and after sale service till they achieve success, their success is our success.