Welcome

About Our Company
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About The Project
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- Onboard Services

Our Passengers
About Our Company
Welcome to Mwasalat Misr

Egyptian joint venture company, Established 2011 with 320 Million EGP authorized capital, and fully paid-in capital of 32 Million EGP, holding company of both Cairo & AlHeba for public transportation companies.

Our vision is to be the provider of choice for our customers, and a model of excellence for our industry.

Our mission is to provide innovative and sustainable transportation solutions that facilitate an attractive alternative to the private car.

Our objective is to be a customer-oriented, likeable, resource-saving and economically successful company.
Shareholders Structure

- E. N. G.
- Hesham Taha
- Yasser Yousry
- Tamer Gadallah
Mwasalat Misr S.A.E.

Market Opportunity

1. Market Study

2. International Exposure

3. Obtaining Licenses

4. Studying International Best Practices

5. Modern Garage Facilities

6. Organizational Development

7. Launching SMART MINIBUS™ Pilot Project

Leading the Market

Now

Mwasalat Misr – Marketing Channels
Jan 2014 Launch of Smart Minibus™ Pilot Project

June 2014 : Launch of Smart Minibus™ Pilot Project
Affiliation with the Metro
About the Smart Air-conditioned Multi Modal Transport Network
Mwasalat Misr S.A.E.
EXTERIOR BODY
Multi-Modal Air-Conditioned Network

- Integrating with different transportation systems (Metro – Train – Airports)
- 592 Various Bus Sizes (Mini – Midi – Longbus)
- 52 Lines Spanning the Entire Greater Cairo Area
- 2,600 Drivers, Technicians, Workers, Engineers
Operational Developments

• Trip Planning through Website & Mobile App
• Smart Bus Stations with Estimated Time of Arrival
• Electronic Fair Collection & Validation System
• Onboard Passenger Information System
• Intensive Drivers’ Training & Testing Programs
• RATP Style Inspection Process with Trained Inspectors
• State-Of–The-Art Garage Facilities
• 24/7 Network Operations Center (N.O.C.)
1) Free Onboard WiFi Services
2) PLA /Physical challenged passengers service
3) Electronic Payment System
4) Automatic Passenger Counter
5) LCD Passenger Information System
6) LED Destination Screens
7) Station Announcement System (Access)
8) Security Surveillance Cameras
9) Onboard Bus Computer System (NOC Connectivity)
10) Headphone Jack (2Ch)
11) USB Charging Outlet
Onboard WiFi Proximity

* Based on our Q1/2015 survey
Tickets and Validation
Our Passengers
Mwasalat Misr S.A.E.
Our Passengers – Classification
Mwasalat Misr S.A.E.

Class “B+” Household
5,000 ~ 10,000 EGP
Average Monthly Income
Payment Ability: EGP 10

Class “A” Household
Above 10,000 EGP
Average Monthly Income
Payment Ability: EGP 15

Class “B-” Household
3,000 ~ 5,000 EGP
Average Monthly Income
Payment Ability: EGP 4

Class “C” Household
1,500 ~ 3,000 EGP
Average Monthly Income
Payment Ability: EGP 2 ~ 2.5

Class “D” Household
Less than < 1,500 EGP
Average Monthly Income
Payment Ability: EGP 1

Household Class
Of Total Market Percentage
B+ 15%
B- 15%

Mwasalat Misr – Marketing Channels
Our Routes till 2018

**Longbus (49 Seats)**
8 Buses/Line
15,000 Passengers/Month

**Minibus (26 Seats)**
10 Buses/Line
10,000 Passengers/Month

**New Cairo**
- 8th District
- Roxy Square
- Sawah
- Mazallat

**New Cairo**
- 7th District
- Heliopolis
- El-Abasia
- Ramsis
- Tahrir

**Cairo Airport**
- Salah Salem
- El-Abasia
- Ramsis
- Zamalik
- Imbaba

**Cairo Airport**
- Sheraton
- El-Hegaz
- El-Korba
- Roxy
- El-Sawah
- Mazallat

**Cairo Airport**
- Sheraton
- Salah Salem
- El-Abasia
- Ramsis
- Shobra St.
- Shobra

**Oboor City**
- Salah Salem
- Nozha
- Rabaa
- Kolyet
- Ramsis
- Zamalik
- El-Talaba
• 40 Mini Bus is currently operating
• 6 routes
• Routes are from:
  1. The airport to Dwaran Shubra
  2. The airport to Imbaba
  3. The airport to Mazalat station
  4. Qolyat el Banat to Abbour
Challenges

• **Non renting for Garages inside Cairo for the Private sector**
  This causes high level of fuel consumption due to the long distance between the garages and the first stations.

• **The absence of one independent entity, as a Transport Regulator, to contract with the private and public sector**
  Establishing such entity would avoid conflict of interest, since the Cairo Transport Authority is considered to be both an operator and regulator; however, establishing a new entity would assist in the re-planning of transport systems and reorientation of partial transport to achieve integration of all means of transport.
Challenges

• There are no (Bus Lane & BRT) specific transit routes within the urban areas. These routes carry passengers up to 60% of the metro / km capacity at a cost of only 5% in comparison to the cost of the metro line.

• Absence of real stations / physical bus stations in some of the routes.

• Absence of any signs or banners that indicates Mwasalat Misr bus service at the bus stations.

It's highly recommended to have an approval for using signages on all the operating stations in order to make it easier for the citizen to know the availability of the service.
Challenges

• Absence of a specialized entity that can provide trained blue collars (drivers and trained technical workers) and to coordinate between the private sector demands and the market needs in this domain

• Limited cooperation provided by the international organizations to the private sector in the field of technical and training assistance and knowledge transfer

• Applying Customs on the imports of public transport buses
  This causes immense financial pressure that doesn’t commensurate with the operating returns and profits
Projects Sustainability Factors

Monitoring and Evaluation Unit
Conducting surveys on the passengers' suggestions and comments, monitoring all the social media regarding the feedback on our service, and conducting sudden visits to the buses to evaluate the service provided, and the behavior of the driver.

Drivers Recruiting Selection and Training
Cooperated with specialized universities in providing behavioral and soft skills training, as well as cooperating with specialized institutions to provide technical assistance training.

Quality Assurance
Develop management system based on:
- ISO 9001: Quality management system
- ISO 14001: Environmental quality management system
- ISO 39001: Route traffic management system
THANK YOU
Mwasalat Misr S.A.E.