



Egyptian Electronic Recycling Co. EERC

*“we are the first company in the Egyptian market for IT recycling & refurbishment .
In Cooperation with our partner Tier 1 Asset Europe’s Top 5 leading PC
recycling and refurbishment centres ”*

Khaled Ibrahim, CEO
Egyptian Electronic Recycling Co.

Peter Hemicke, CEO
Tier1Asset A/S



WIDE RANGE OF SERVICES:

- We offer complete IT upgrade services
- On-site data erasure
- Prepare old Equipments to be ready for Recycle
- Certified data erasure, packing old equipment
- Resale and refurbishment for best price
- Environmental secure disposal
- Detailed report for every unit showing serial numbers, time, economics, process

Refurbishing process

Detailed Report and
Settling of Accounts

Valuation and Resale

Packaging

Reconditioning

New registration and
data erasure verification

Performance test

Fully auditable
Data Erasure

Registration

Packaging

Transportation

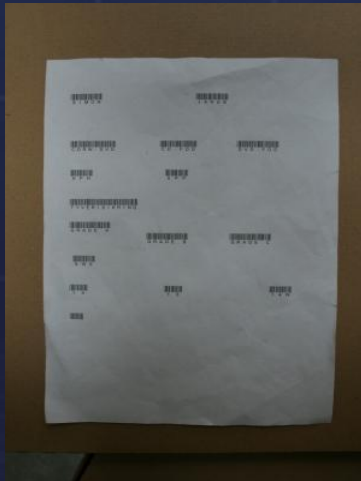
Registration
Traceable Unique ID

High security storage

Cleaning and
A,B or C grade



Refurbishing process



Recycling / E-Waste Egypt

Everybody talks about CO2 and E-Waste...

Google search: 34.600.000 homepages about E-Waste....

In all respect – its easy to talk.... **What to do?**



We can continue this way....





Or we (as we do) do it this way..



Total Recycling / E-Waste Program - Egypt

Collect IT from companies & authorities (PCs, Notebooks, Mobile Phones, Printers, Servers, Monitors, Etc.

Production process phase 1

- **Recycling** – Disassemble old equipments to parts & Export to our partner

Production process phase 2

- E-waste handling & production
- Export of Metal, Gold, Platinum, Copper, Plastic etc.
- Export Lead, Beryllium oxide, Mercury, nickel-cadmium bat. Etc. for end destruction.



Tier1 Asset gives you direct access to our new and factory refurbished products...



Dismantling of E-waste



Power station



**Output from
production**



Benefits from E-waste handling



Machine divide e-waste into Gold, Copper, Platinum, Aluminium etc.



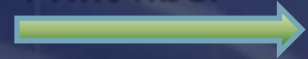
Benefits from E-waste handling



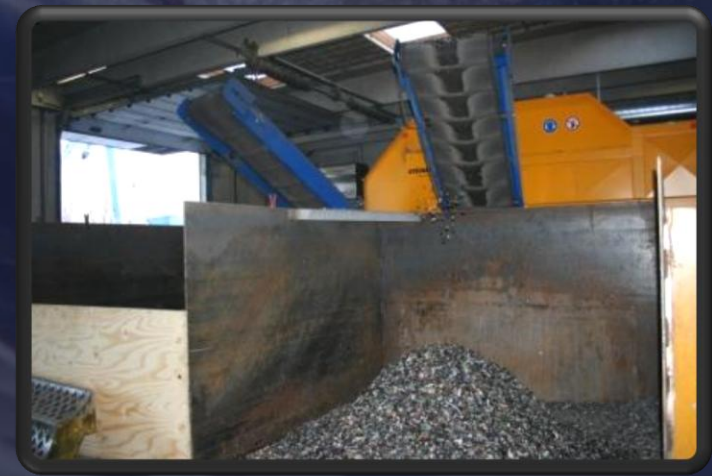
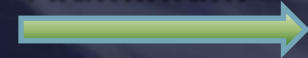
Stainless steel



Print fiber



Aluminium





Incentive to collect E-waste

Government:

Communication strategy:

E-waste Team visit schools & Authorities

Racks placed in every Authority building.

E-waste company pick up once per month.

Private Sector:

We cooperate with Egyptian Ministry of Communication & information Technology , Ministry of Environment to issue Law organize disposal for E-Waste with some incentives for Corporations .

Personal contact/visit, Direct mails, Events.

Racks placed in every larger company & Retail outlets.

Direct mails, personal contact/visit

E-waste company pick up once per month.

Individules :

Communication strategy:

TV commercials, Radio spots, Newsletters, Magazines.

We are in proses to issue valuable Voucher for old equipmets

Racks placed in Retail shop where people can bring in used/damaged IT.

References for EERC & Tier1 Asset

- Oracle Egypt
- American Univeristy in Cairo
- Ministry of Education
- Telecom Egypt Co.
- Egymac Co.
- Travco Tours
- Memphies Tours
- ExxonMobil Egypt
- Coca Cola
- KPMG, DK, SE, NO
- SKAT (Tax)
- Cowi
- Maersk Line
- Carlsberg
- Misco
- Novartis
- Novo
- Ericsson
- Man B&W
- Dong Energy
- Grundfos
- Lego
- Publics companies.
- Logica
- Astra Zeneca
- Etc.



Thank you for your time

We wish success for all participants in
E-Waste Forum .

Best Regards
Ahmed Salem
General Manager / EERC