

COMMERCIAL AGENCY

est. 1932

# HEINRICH



# Our Company

2025

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# Our History

The origins of the company date back to **1932**, with the establishment of “**Heinrich Freres**” by the founding siblings Emil, Edward, and Elizabeth.

In **1976**, leadership transitioned to the second generation under the direction of Mr. Joseph Mansour, who assumed the role of Chief Executive Officer.

His tenure was marked by consistent growth and sustained success throughout the 1970s and mid-1980s.





Subsequently, the third generation entered the business, coinciding with the rebranding of the company as Heinrich Commercial Agency (HCA). In **1986**, Mr. Antoine Mansour was appointed Managing Director, supported by his brothers George Mansour, overseeing the Customer Support Division, and Edward Mansour, responsible for the Pharmaceutical Raw Materials and Packaging Division.

The year 2012 witnessed the onboarding of the fourth generation, with Mr. Youssef Mansour continuing the family's longstanding legacy.

To further drive expansion and business development, Heinrich Company for Commercial Agencies S.A.E. was established in 2017. And leadership transitioned to Mr. George Mansour as Chief Executive Officer, after the passing of Mr. Antoine Mansour.

For over nine decades, the company has remained committed to supporting Egyptian manufacturers in achieving excellence and producing high-quality goods. This commitment continues to guide our mission and shape the foundation for sustainable growth in the years ahead.



# Our Approach

## Understanding the Market

At Heinrich, we begin by deeply analyzing Egypt's diverse industries to uncover opportunities where your technologies can make the greatest impact. Through careful research, market insights, and decades of local expertise, we ensure that every solution is positioned to address real needs and deliver measurable results.

## Building Trusted Partnerships

We believe strong relationships are the cornerstone of sustainable success. By acting as the bridge between international suppliers and Egyptian industries, we cultivate partnerships built on trust, transparency, and mutual benefit. Our legacy since 1932 reflects not only continuity but also a proven ability to align global innovation with regional demands.

## Delivering Lasting Value

Execution is where our commitment comes to life. With a dedicated team, efficient digital systems, and seamless processes, we bring your solutions to market quickly and effectively. This approach strengthens your market presence, ensures long-term value creation, and fosters sustainable growth for both suppliers and customers across the region.

# Our Values

## Our Vision

**To empower scientific progress in Egypt and the region by delivering world-class analytical technologies.**

## Our Vision

**To be the region's most trusted partner for scientific innovation – driving discovery, quality and compliance.**



# Heinrich Pillars of Success



**INTEGRITY**



**INNOVATION**



**LEGACY**

**Legacy that endures. Innovation that leads.  
Integrity in every action.**



# Our Services



**Sales**



**Supply**



**Installation**



**Training**



**Commissioning**



**After-Sales  
Services**

# Our Services



**Sales**

At Heinrich, we go beyond distribution – we act as your dedicated sales force in Egypt. Leveraging our 45+ experts, established customer relationships, and deep market knowledge, we position your technologies directly with the right industries. From lead generation to deal closure, we provide end-to-end sales support that ensures your brand gains visibility, trust, and measurable success in the region.

At Heinrich, we ensure your products are delivered to the customers, at the right time, every time. With strong logistics capabilities, local and regional warehousing, and a proven distribution network built since 1932, we simplify the supply process for our partners. By handling importation, storage, and reliable delivery, we guarantee that your technologies reach the market efficiently while upholding the highest standards of quality and compliance.



**Supply**

# Our Services



**Installation**

At Heinrich, our commitment doesn't end with delivery. We provide full installation services to ensure your equipment is set up correctly, safely, and according to international standards. Our trained engineers work closely with your team and end users to guarantee a smooth start-up, minimize downtime, and ensure immediate readiness for operation. With this hands-on approach, we give your customers the confidence that their investment is supported from day one.

At Heinrich, we believe that true value comes from empowering end users. That's why we provide comprehensive training programs to ensure customers can fully utilize and maintain your equipment. Our experts deliver hands-on workshops, product demonstrations, and technical guidance tailored to each industry's needs. This not only maximizes customer satisfaction and equipment performance but also strengthens your brand's reputation for reliability and long-term support.



**Training**

# Our Services



## Commissioning

At Heinrich, we ensure your equipment is not only installed but fully commissioned for optimal performance. Our specialists carefully test, calibrate, and validate every system to confirm it meets international standards and your specifications. By overseeing the entire commissioning process, we provide your customers with confidence in safety, reliability, and efficiency. Delivering a seamless transition from installation to productive operation.

At Heinrich, our responsibility extends well beyond installation. We provide comprehensive after-sales support to ensure your equipment continues to perform at its best throughout its lifecycle. From preventive maintenance and repairs to spare parts supply and technical assistance, our dedicated service team delivers timely, reliable solutions. This commitment not only safeguards customer satisfaction but also reinforces your brand's reputation for quality and long-term reliability in the market.



## After-Sales Services

# Our Suppliers



Our family has had the pleasure of representing Shimadzu since 1978. Shimadzu is a Japanese company that produces high-tech scientific and laboratory analytical instruments. These products are used for industrial and research purposes in several industries.



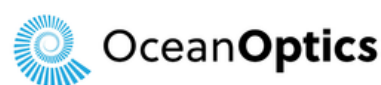
We represent AMETEK Princeton Applied Research, offering world-class electrochemical instrumentation and solutions that support advanced research, material science, and industrial innovation.



As an agile scaleup in the dynamic growth market for sensor technology, they accompany corporate customers from the laboratory and industrial market worldwide. Their patented and innovative technology is based on one of the most powerful chemical analysis methods and enables the analysis of almost any odor - within seconds.



We represent Peak since 2009. They are a British company that produces top quality gas generators used in analytical labs and manufacturing facilities.



We are the trusted representative of Ocean Optics, providing innovative spectroscopy solutions that empower scientific research, industrial applications, and quality assurance across diverse sectors.



A German company that design and builds complete solutions for laboratory digitalization, providing comprehensive consulting services.



Yamato specialized in all sample preparation equipment to use for analytical lab analysis



# Our Presence

Our regional presence allows us to provide fast, localized support and service to all our clients.

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