



Company Profile

30 years of excellence

Championing Technological Innovation

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Company Overview



Founded in 1993 by Dr. **Mohamed Helmy Belal**, a professor at the Faculty of Agriculture at Cairo University, our organization was established to meet the increasing demand for advanced technology to enhance and sustain agricultural productivity.





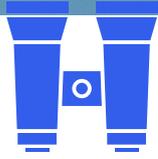
Over the years, we have cultivated a reputation for excellence by blending our academic expertise with practical industry experience. Our dedication to innovation and quality has made us a trusted partner for customers seeking reliable solutions in the sector.

We are on a mission to transform the agricultural, food, and manufacturing industries into highly mechanized and technologically advanced sectors, elevating quality, improving efficiency, and increasing capacity.



Core Values





Vision:

To lead and be the benchmark in developing the agricultural and food industries in the MENA region.



Mission:

To transform the agricultural and food industries by sourcing and supplying them with the most innovative, sustainable, and high quality equipment at affordable prices, delivered with a sense of warmth and pride.



Values:

- confidentiality
- ethical
- strive for excellence
- team oriented
- customer focused
- achievement

Business Partners



At Acto Trade, we believe in the power of collaboration to drive innovation and success. Our strategic partnerships with industry leaders and emerging players enable us to leverage diverse expertise and resources. Together, we create synergies that enhance our offerings and deliver exceptional value to our clients. We are committed to achieving sustainable growth and excellence in our respective fields.





Our Services



**Consulting &
Designing**



**Sourcing &
Supplying**



**Installing &
Assembling**



**Maintaining &
After Sales**



We specialize in providing comprehensive consultation and design services tailored for the agricultural sector, specifically for grain processing and rice mill factories. With years of experience in the agricultural and manufacturing sectors, our team is dedicated to helping businesses optimize their operations and enhance productivity.

- Expert assessments of existing current operations.
- Customized solutions for process improvement and efficiency.
- Strategic planning for expansion or modernization.
- Innovative layout designs to maximize space and workflow.
- Sustainable design practices to reduce environmental impact.



Sourcing & Supplying



We are dedicated to sourcing and supplying high-quality materials and equipment for the industry. With a focus on reliability and efficiency, we aim to support our customers in achieving optimal performance in their operations.

- Exclusive suppliers of the best manufacturers in the field from China.
- Quality assurance to ensure all materials meet industry standards.
- Custom sourcing solutions tailored to specific operational needs.
- Competitive pricing to ensure cost-effective solutions for our customers.
- Expert advice on equipment selection and procurement.
- Assistance in negotiating contracts with suppliers.



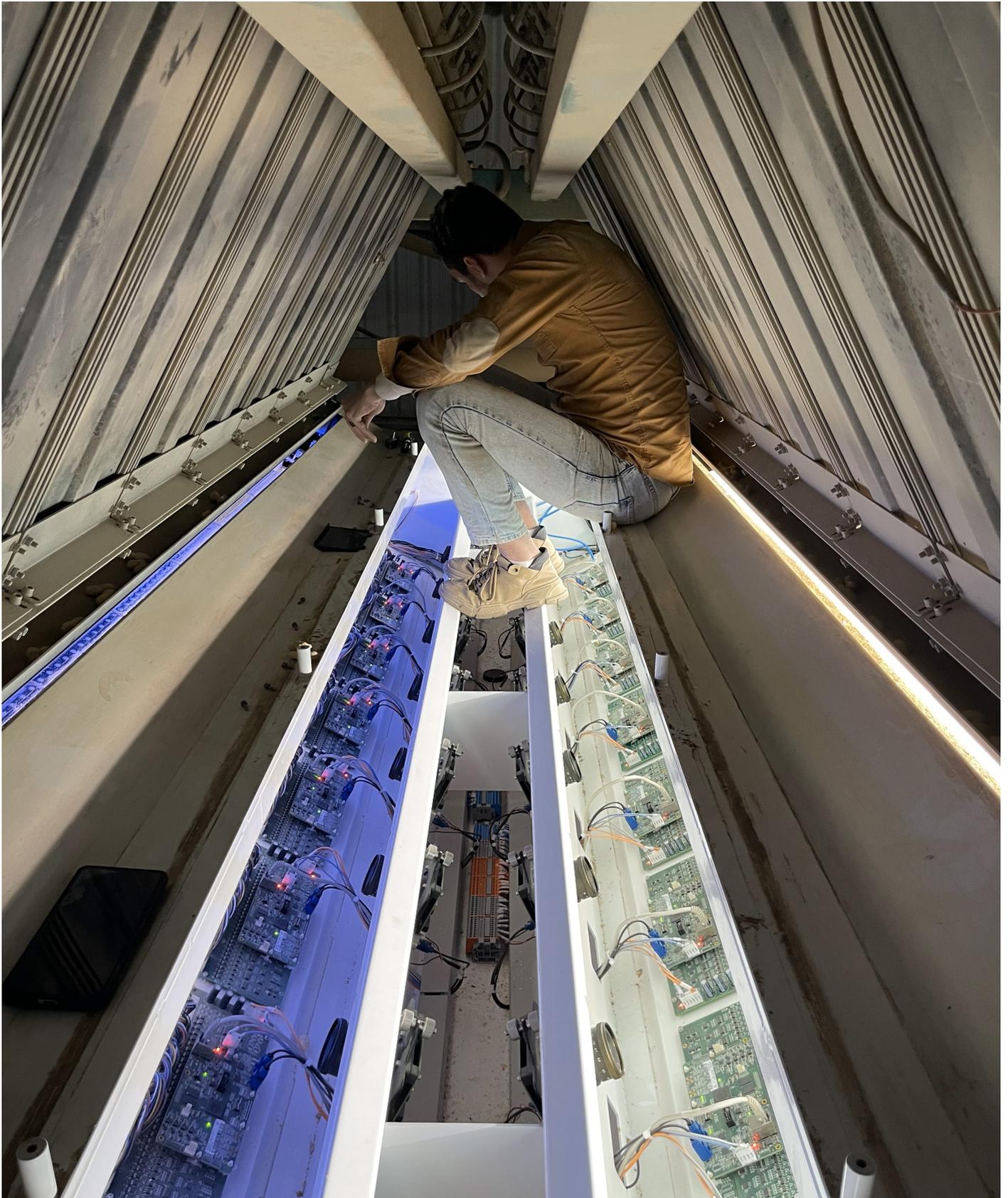
We specialize in the installation and assembly of equipment for factories. Our experienced team is committed to ensuring that your operations run smoothly from the moment you receive your machinery to full operational status.

- Comprehensive installation of the equipment and machinery.
- Adherence to safety throughout the installation process
- Custom setup solutions to fit the unique layout of your facility.
- Expert assembly of complex systems, ensuring optimal functionality.
- Detailed testing of all equipment to confirm performance before operation.
- Coordination with your team for minimal disruption to ongoing operations.

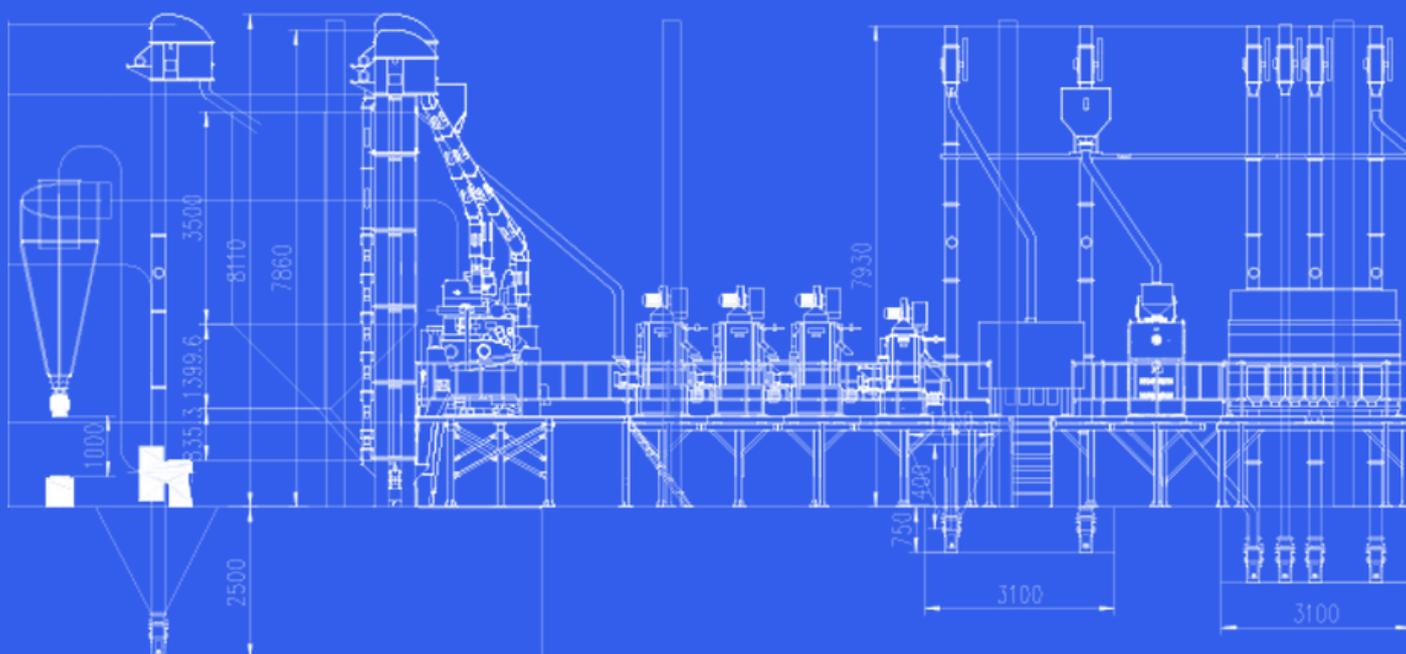


Our commitment extends well beyond the sale and installation phase. We continue to partner with our customers, ensuring top-tier after-sales support to maximize machine longevity, efficiency, and optimal performance.

- Work closely with customers providing training on maintenance.
- Schedule and conduct regular maintenance visits.
- Offer rapid response to equipment failures with our expert engineers.
- Perform thorough troubleshooting to quickly identify and resolve issues.
- Supply genuine replacement parts to maintain machine integrity.
- Offer technical support to help customers reach peak performance.



Product Lines



1- Turn Key Projects

- Rice mills
- Grains & herbs processing
- Animal feed lines

2- Sorting

- Rice, Grains, Pulses
- Coffee beans, Nuts, Seeds
- Herbs, Leaves
- Fruits, Vegetables
- Frozen produce
- Plastic, Glass, Metal, Stones

3- Packaging

- Small scale
- Big scale

4- Small Machinery

- Rice machinery
- Oil presses
- Flour machinery
- Grain machinery
- Hammer machinery
- Grinding machinery
- Animal machinery

5- Agriculture Machinery

- Tractors
- Harvestors
- Tillers
- Mowers
- Brush cutters
- Seeders, planters
- Water pumps
- Sprayers
- Composters

Our Scope



Our team is made up of highly skilled and committed professionals. With 60 employees spanning various departments, we work together seamlessly to provide outstanding services to our clients. We proudly serve 24 governorates across Egypt and the MENA region.

500+

agricultural tractor
with different
powers

300+

rice mill factories
in Egypt and Arab
countries

50+

oil press factories

50+

animal Feed
factories in Egypt &
the Gulf

50+

peanut and nuts
factories

50+

grain and herbs
cleaning factories
in Egypt & Gulf

25+

flour mill factories

200+

color sorter
machines in Egypt
& the Gulf

300+

packing machines

100k+

harvesters and
grass cutters

Company Overview



Meet the Founder

Dr. **Mohamed Belal** was born and raised in Rasheed, Egypt, where his early experiences inspired his passion for agriculture. He then pursued further studies abroad and earned his PhD from Germany. He returned to his home country Egypt in 1972, as a dedicated professor of pesticide and entomology at the Faculty of Agriculture, Cairo University, and a successful entrepreneur in the agricultural sector. As the founder and co-founder of multiple businesses focused on pesticides, agricultural machinery, and predatory insects for pest control, he was committed to advancing sustainable practices in agriculture.

With a strong emphasis on integrating innovative technologies and environmentally friendly solutions, Dr. Mohamed Belal contributed significantly to research and development in pest management. He published numerous articles in reputable journals and actively participated in many academic conferences, sharing insights on the latest advancements in the field.

In addition to his academic pursuits, Dr. Mohamed Belal was passionate about mentoring the next generation of agricultural scientists, emphasizing the importance of combining technology with sustainability. Outside of work, he enjoyed reading, and reflecting a holistic approach to agriculture and innovation, in particular to farmers, in his home country, Egypt.



Meet the CEO

Heidi Belal is an accomplished entrepreneur and technology leader who follows in the footsteps of her father, Dr. Mohamed Belal. With a Bachelor of Science in Computer Science from the American University in Cairo (AUC), she has built a successful career in the tech industry. Over 12 years, she co-founded and contributed significantly to a thriving web development company, delivering innovative solutions to a diverse clientele.

In addition to her tech ventures, Heidi Belal co-founded and managed a small bakery business specializing in cookies, showcasing her versatility and passion for entrepreneurship. Currently, as the CEO of Acto Trade, she now leads the company in its mission to provide exceptional services and products, leveraging her extensive experience in technology and business management.

Heidi Belal is committed to fostering a culture of innovation and excellence, and she is excited to explore new opportunities and challenges in the ever-evolving landscape of trade and technology.

Our Team



Meet the GM

Yasser Saied serves as the General Manager of Acto Trade, bringing over a decade of experience in supply chain management and operations. He holds a Bachelor of Commerce degree in Accounting from Zagazig University, where he graduated from in 1995.

Yasser Saied began his career at MAC, where he worked his way up from Assistant to Export Manager to become the Head of Supply Chain. In this role, he successfully implemented strategies that streamlined operations, reduced costs, and enhanced overall efficiency.

At Acto Trade, Yasser Saied is committed to driving operational excellence and fostering a collaborative work environment. He believes in empowering teams to achieve their full potential, ensuring that the company meets its goals while maintaining high standards of quality and service.

Outside of work, Yasser Saied enjoys watching football and is a passionate fan of the Zamalek team, often cheering on his favorite players. He brings the same enthusiasm and teamwork to Acto Trade driving success with a shared vision.



Our team at Acto Trade is a dynamic and collaborative group of professionals united by a shared mission to transform the agricultural, food, and manufacturing industries. We are passionate about revolutionizing these sectors through advanced mechanization and cutting-edge technology, elevating quality, improving efficiency, and increasing capacity.

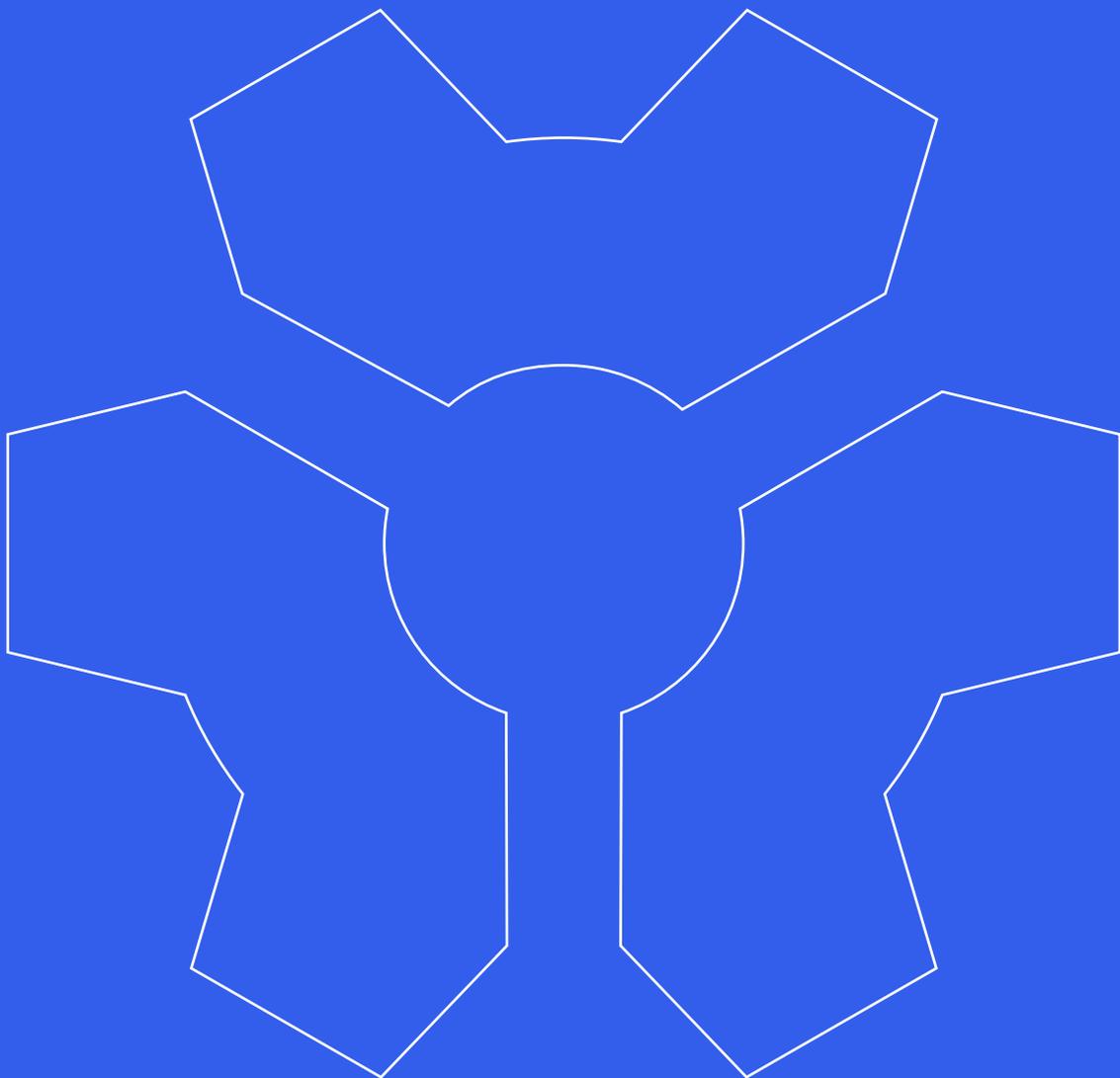
Each team member brings their own unique expertise and perspective, contributing to a collective vision of creating impactful, sustainable solutions. With diverse backgrounds, experiences, and skills, we work together harmoniously to drive innovation, enhance creativity, and achieve excellence in everything we do. We foster an inclusive environment of open communication, mutual respect, and continuous learning, ensuring personal and professional growth for everyone. Through this commitment to improvement, we are able to adapt, thrive, and remain agile in an ever-changing industry, allowing us to stay ahead of the curve and at the forefront of industry advancements.

Through our commitment to teamwork, accountability, and a shared vision, we are dedicated to not only meeting but exceeding our clients' expectations. At Acto Trade, we believe in empowering every individual to grow and reach their full potential, while creating a supportive and inclusive culture where collaboration and innovation can flourish. Together, we work towards achieving our company's mission, continuously striving to set new standards of excellence in our field.

Why Acto Trade?



We are committed to providing exceptional service and support to help your business thrive. Whether you're looking for expert advice, customized solutions, or further information about our services, our team is ready to assist you. Reach out today to start a conversation about how we can help your business succeed.





📍 10-13, bld 2, West Eleven Mall, 6th Oct., Egypt

📍 7 Dr Hamouda Street from Zaghloul Street, Mashaal, Al Haram, Giza, Egypt

📍 Building A1, Dubai Digital Park, Dubai Silicon Oasis, Dubai, United Arab Emirate

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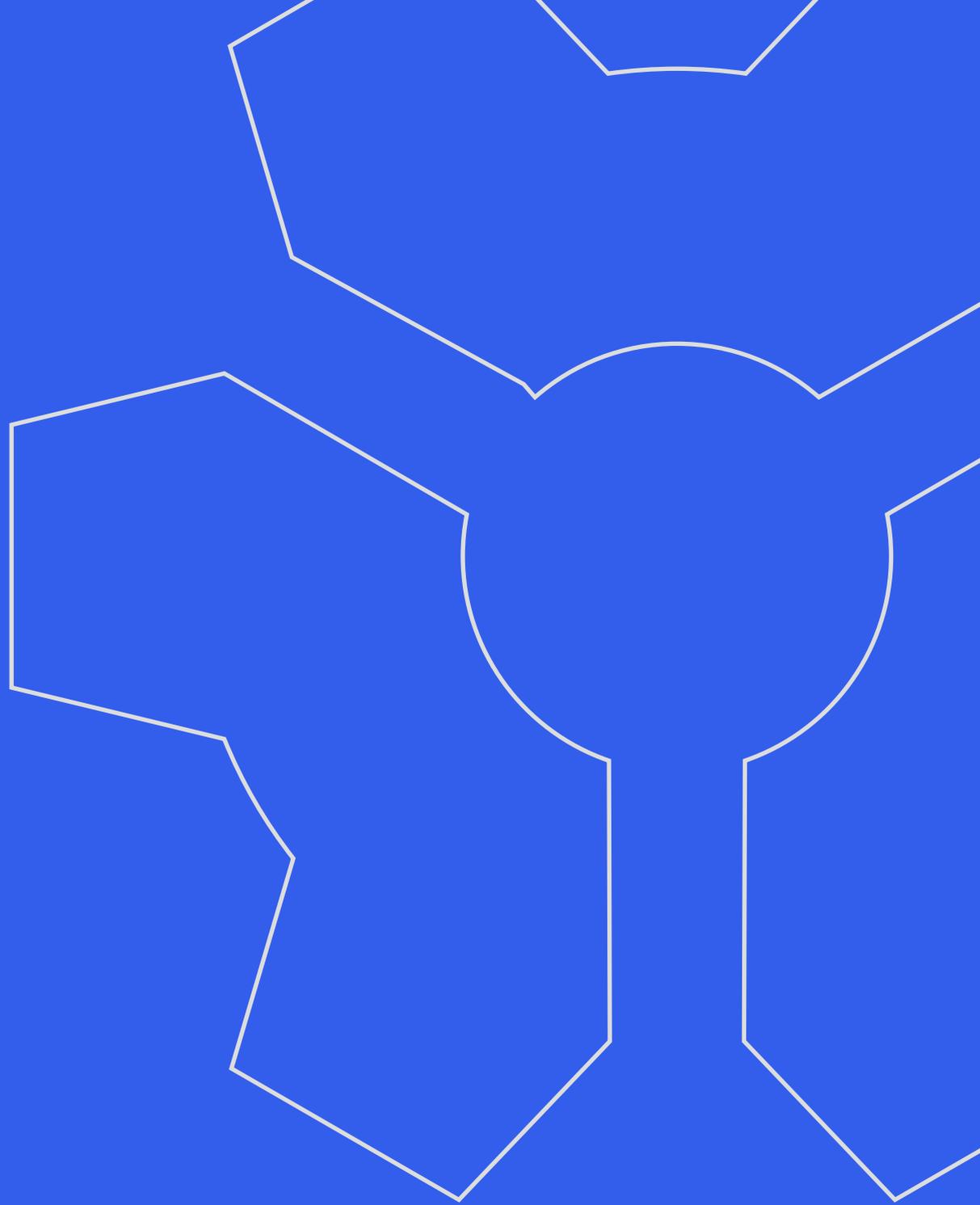


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Legacy of **excellence.**



Legacy of **excellence.**