



Wafaa Wali

DESIGNER/CO-OWNER

13/10 - 16/10

MakladWali.com

<http://www.makladwali.com>

BILATERAL MEETINGS

(09.30 am - 05.30 pm). Please add the "Cooperation Profile" below

DESCRIPTION MakladWali is specialized in creating and producing quality leather bags

"MakladWali is a design house specialised in quality leather bags. Our aim is to develop our brand by investing in a production line and sales outlet(s) for our products, with the aim of gaining widespread local and international recognition and changing the way both local and foreign consumers perceive Egyptian products both in terms of quality and aesthetic. We would like the craftsmen working on making our products to be invested in the process, rather than alienated from it, and further hope to create a connection among the designers, craftsmen and consumers. We aspire that this will not only make our products unique, but also ensure that this attracts new generations of designers and craftsmen to revive traditional industries. Likewise we hope that our use of handmade textiles and locally produced accessories can provide an additional source of demand to maintain and develop other related industries.

Since its official establishment in 2013, MakladWali has created more than 15 original designs, which have been produced in multiple variations. Our line includes bags both for men and women; with a number of the models being unisex. We have been selling our products in several local concept stores as well as have an online website. We have also attended several ad hoc events in Cairo to introduce the

brand to the public and create awareness. We have also invested in social media marketing via online store, facebook, and instagram."

ORGANIZATION TYPE Company

AREAS OF ACTIVITIES OTHER

Request

INTERESTING COMPANY WITH GREAT POTENTIAL

Interesting company with great potential. Good quality leather products that need expertise and financial assistance to scale up its production and expand into foreign markets. Could you specify the distribution of your estimated investment costs?

KEYWORDS: **MANUFACTURE BAGS** **MANUFACTURE LEATHER** **LEATHER BAGS** **DESIGN BAGS**

COOPERATION REQUESTED

1. Sales / Distribution
 2. Investment/Financing
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