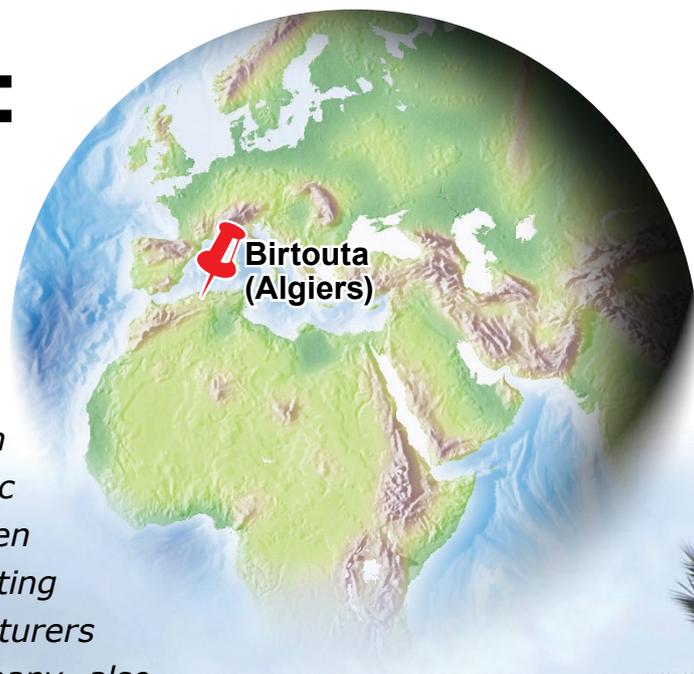


Bomare Company: a new OEM Manufacturer

In 2005 the European Union entered into an agreement with the Democratic Peoples Republic of Algeria to support economic cooperation between the two. This agreement provides an interesting opportunity for satellite receiver manufacturers and, in the case of the Algerian Bomare Company, also for TV manufacturers. Actually, Bomare Company produces both products. For 2011 Bomare Company has decided to take their products and service capabilities to the

European market. We paid a visit to Bomare Company's production facility in Birtouta, about 20km from Algiers, and had a look around.



The industrial city of Birtouta is very conveniently located: the airport, harbor and numerous highways are all within easy reach. It is an excellent location especially for a company that wants to expand its export business.

It all started many years ago with the distribution of satellite receivers. The founder, Ali Boumediene imported receivers from South Korea and sold them locally. But for him it wasn't

enough: one day it dawned on him that he could assemble these receivers on his own production line. Together with a South Korean manufacturer that supported him with not only the components but also the "know-how" in setting up an assembly line, Ali Boumediene started his own production in 2001. Back then 20 employees assembled digital receivers using the supplied components. Today Bomare Company has 120 employees.

Right from the start Ali Boumediene had a great idea: he chose the brand name "Stream System" for his line of receiver products. An excellent choice considering that in today's IPTV age everything revolves around streaming.

But let's get back to the beginning: in 2003 Ali Boumediene took the next expansion step. He created his own production line for power supplies and then in 2006 he took one more step by investing two million Euros and installing an SMT line in a new production facility complete with automatic component mounting machines and an oven. Bomare Company also owns a unit of plastic injection and silkscreen painting

Technical Director Tewfik Lamrani gives us some insight into their production numbers: "From 2001 to 2007 we produced a total of three million SD receivers."

Production numbers dropped every year because of the ever-increasing competition with imported receivers. But Ali Boumediene also managed to find a solution to this: he simply started a second assembly line to produce TVs. "We are

especially proud of our LCD TVs with integrated DVB-T tuners", commented Tewfik Lamrani whose five-member R&D team developed this TV. "Now we also manufacture HD TVs", says Tewfik and explains why now is the right time to begin exporting their products: "In the past several years we learned how to start a production line."

The old adage holds true: "You learn from your mistakes"; Bomare Company has accepted all of the setbacks and over time has become a professional manufacturer.

"Now we have the right products and now we know how to make them", says Tewfik Lamrani, "And now the time has come to start exporting." Bomare Company is not only going to export their own products such as HD receivers and LCD-TVs in various sizes from 19" to 47", but they are now ready to become an OEM or ODM maker for other manufacturers and distributors primarily in Europe.

Tewfik Lamrani gives us a few reasons why Bomare Company with its location in Algeria would be a good choice: "We are in the same time zone as Europe, we speak the same languages (French and English), we can ship economically to Europe, we provide a high-quality product and our production follows the RoHS directive and just recently also the Euro 1 Norm."

The subject of quality control is especially critical for the export market: "Five engineers are directly involved with quality control during production (pre-production) and five additional engineers



■ Even in Algiers it rains occasionally and when it does it pours: a look at Bomare Company's production facility in Birtouta not far from the capital Algiers. Working hours are from 8AM-12PM and 1PM-5PM Sunday to Thursday (they are closed Friday and Saturday).

BOMARE
TV and Receiver Manufacturer, Algeria
www.bomarecompany.com

Company Details

Engineers in Research & Development (Total Number of Employees)
0 75 150

Average Turnover (Previous, This, Next Year Estimates)
0 12.5 25 Mio Euro

Production Certificates
RoHS, DVB

Production Categories
OEM, ODM

Main Products
LCD and Plasma TV-Sets with integrated DVB-Tuner, Satellite Receiver for DVB-SIS2, DVB-T, Home Theatre Systems

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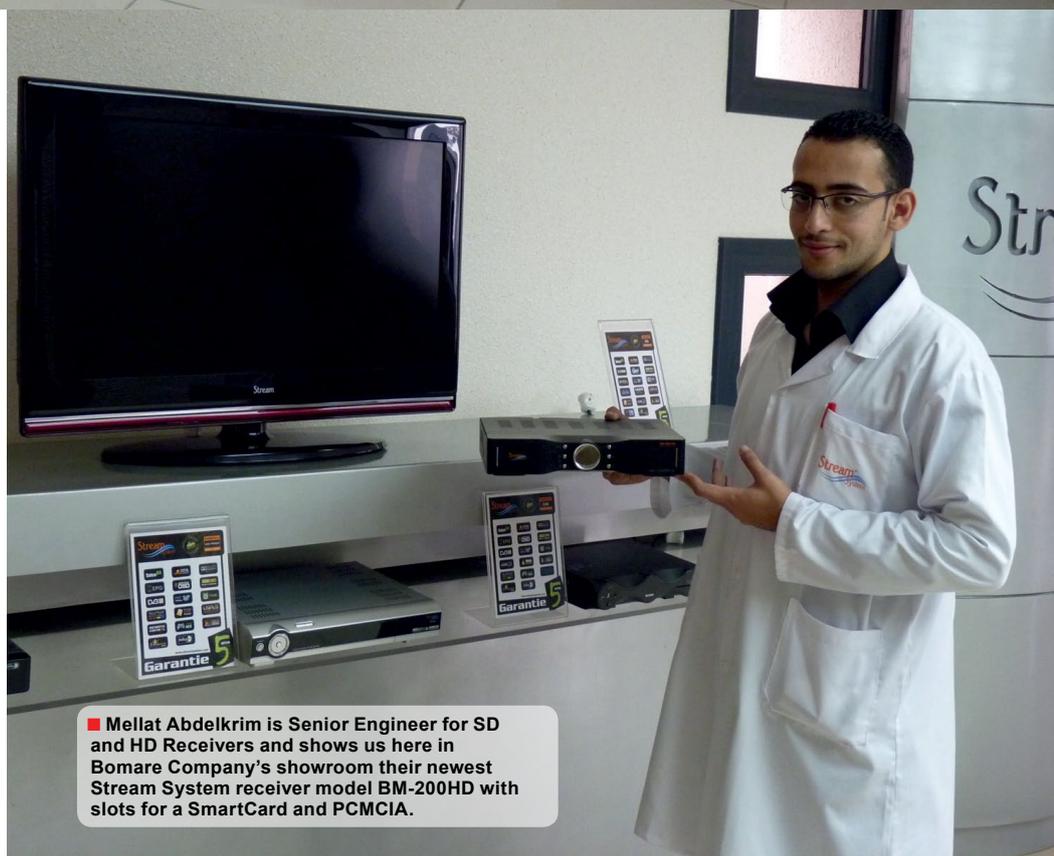
■ Technical Director Tewfik Lamrani in front of one of Bomare Company's flagship products - a complete home theater system currently marketed inside Algeria under the Stream System brandname.

deal with testing products after production to make sure they perform as required."

Besides these quality assurance engineers, there are ten more engineers in Bomare Company's R&D Team. They are constantly working to improve their product line and also incorporating the latest requirements (such as MPEG4 for DVB-T). Bomare Company also works closely with the Technical University and is actively involved in Standards Commissions like CETA (Comité Electrotechnique et Télécommunication Algérien) and the Comité Techniques Normatives Nationaux.

In January 2009 Bomare Company installed a management system to comply with the requirements of ISO9001 V2008, ISO14001 V2004, OHSAS 18001 V2007, thus becoming an proactive and efficient organisation, aimed at satisfying its customers.

The quality of Bomare Company's products has become so high that they



■ Mellat Abdelkrim is Senior Engineer for SD and HD Receivers and shows us here in Bomare Company's showroom their newest Stream System receiver model BM-200HD with slots for a SmartCard and PCMCIA.



■ Ahmed Lounes is SMT Manager. Here we see him in the SMT machine room.



■ The SMT machines in operation: the motherboards are automatically loaded with components and then soldered in place.



1

1. Mohamed Demiche is Production Manager. He explains to us, "for every eight-hour shift we can produce between 300 - 400 CRT TVs and 700 LCD TVs. Our receiver production line can produce 2000 boxes per shift including quality control."

2. The line of soldering control & correction in the Electronic Card Production Unit is here.

3. LCD-TV sets with integrated DVB-T tuners are assembled here and then fully tested by a quality inspector in the foreground.

provide a five-year guarantee. "This is only possible through strict quality management", comments Tewfik Lamrani. You can meet him personally either at the "FIA - Foire International d' Alger", that takes place every year in June in Algiers, or at the MIDEST every year in November in Paris.

An energetic production team is ready to take on clients from Europe and other countries!



2



3

4. Final testing for a just-completed TV with integrated DVB-T tuner.

5. The young employee in the background is Abdelhak Kemane. He is responsible for pre-production quality control.

6. Faten Azzouz of the R&D Team checks out a new DVB-T tuner using an Algerian test channel receivable with an antenna.



4

5



6



■ The after sales service is also very important. Ferrag Farida is a SAV assistant, she is responsible of supplying spare parts to the different after sales services.



■ Tewfik Lamrani, Technical Director, with two of his vital employees: IT-Engineer Ismail Walid (left) and Receiver Engineer Abdelkarim Mellat (right)