

# Perforated Dishes from Algeria

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*With a new series of satellite dishes made out of perforated metal, Algerian manufacturer BYA Electronic wants to start an export offensive. Are there reasons to expect success in the strongly contested satellite dish market? It won't be easy for BYA, but there are several reasons which would make one optimistic. Slimane Ait Yala, founder of BYA, gives us the reasons for this optimism.*

**BYA**  
Dish and Receiver Manufacturer, Algeria  
www.bya-electronic.com



www.TELE-satellite.com/TELE-satellite-1103/eng/bya.pdf

**Company Details**

Engineers in Research & Development | Total Number of Employees  
 0.....75.....150

Average Turnover (Previous, This, Next Year Estimates)  
 0.....5.....10 Mio Euro

Production Certificates  
 RoHS, DVB

Production Categories  
 OEM, ODM

Main Products  
 Satellite Dishes with Full and Perforated Metal (60, 105 and 120cm), TV-Sets with CRT, LCD (32 and 40 inch) or Plasma (42 and 50 inch), Satellite Receiver for DVB-S/S2

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**Available online starting from 3 June 2011**



**Ain El Bia  
(Oran, Algeria)**

The 16,000 squaremeter production plant can be found in the city of Ain El Bia. This city, with 20,000 inhabitants, is located about 35km east of the second largest city in Algeria: Oran with roughly 1.6 million people. The Port Arzew harbor is right next to Ain El Bia; this is where Algeria's national oil company Sonatrach loads its oil tankers.

And this is the first reason why Slimane Ait Yala is confident that the dishes he manufactures will be successful in the export market: "Algeria is an oil-producing country", he explains, "and that means that the energy costs in Algeria are very low." He follows right away with the second reason: "Wages in Algeria are also very low; the official minimum wage is about 100 Euros."

Aside from that, the necessary metal for their dish production is produced domestically. All of these rea-

sons together make for quite an argument that exporting his dishes is a good move to make. Slimane Ait Yala: "I was just at the Canton trade show in southern China and found out that our prices are competitive." And there's still another reason: BYA is not a small company; they produce quite a few other products and thus have plenty of experience as a manufacturer.



BYA was founded in 1993. Back then

■ Slimane Ait Yala is General Manager (PDG: Président Directeur Général) and founder of BYA. BYA actually gets its name from the name of the location: Ain El Bia. Bia was converted to BYA.



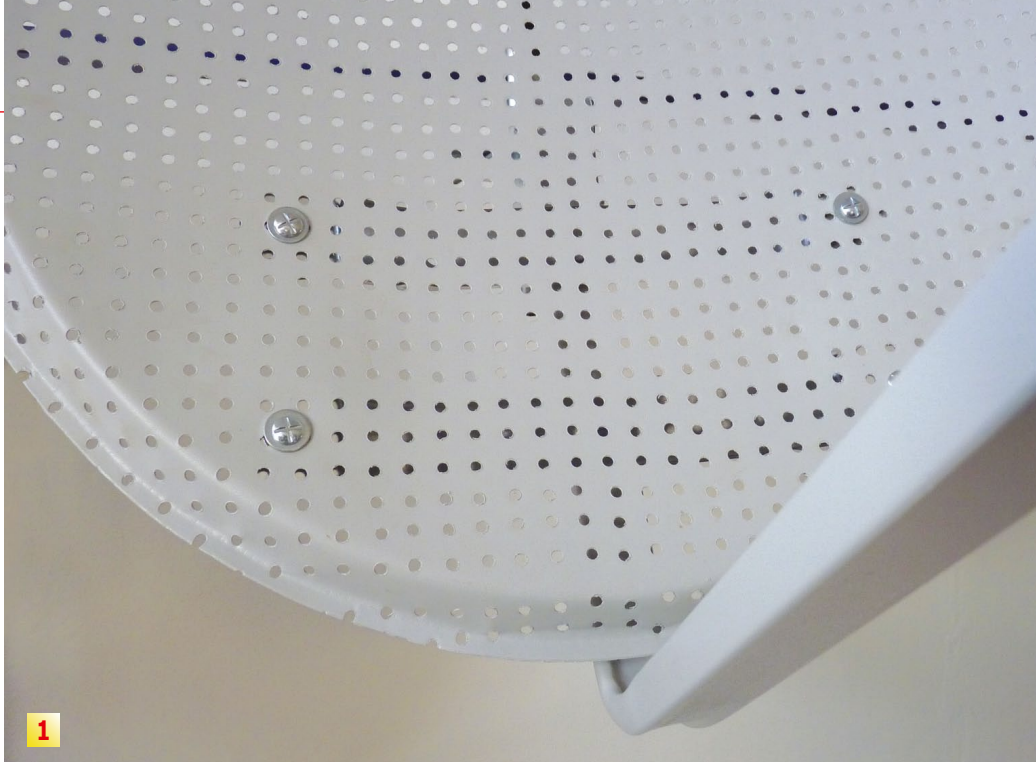
■ BYA's production facility in Ain El Bia east of Oran in Algeria

its prime in 2003 when they had sales of 10 million Euros with 120 employees.

2003 was also the year when he together with his brother Kasim founded AKS (Ait-Yala Kasim Slimane). He also managed to take over the company and the name of the well-established brand 'Continental Edison'. In Metz in France, the company still produces TVs and other household goods today. BYA uses the brand name 'Continental Edison' on its line of dishes and receivers but above all TVs. BYA's Production Manager Azzedine Maouche provided some more details for us: "We produce 32cm and 40cm LCD TVs as well as plasma TVs in 42cm, 50cm and 60cm sizes." He continues, "They all have a built-in DVB-T tuner."

BYA's current target market for its 'Continental Edison' brand is almost completely within Algeria. "10% of our products are shipped beyond Algeria", we learned from Commercial Manager Mahi Bouras, "mostly to Tunisia and Libya." But that's exactly what's supposed to change. "In the first quarter of 2011 we will be releasing a new HD receiver for export and marketing it under the brand name 'Continental Edison'." explains Mahi Bouras who, thanks to his studies in New York, can speak excellent English.

The Algerian government is also doing its part in supporting the export efforts of its local industries. General Manager Slimane Ait Yala, who is very active in





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a number of committees as well as in the Algerian Chamber of Commerce, expects a large export offensive for 2011. "We expect to be able to significantly increase our sales for 2011", he says optimistically. With new products such as the perforated satellite dish and their own HD receiver, he believes there is a good chance for BYA to also become a big name outside of Algeria with the phrase 'Made in Algeria' gaining international recognition.

1. BYA wants to break into the export market with this perforated dish. BYA's production costs are so low that they aren't worried about the competition.

2. This HD receiver will become available in 2011. This model is a pre-production sample. It will come with HDMI, LAN and a USB interface and will be assembled by BYA for now with delivered components and will be produced completely by BYA later on if sales are successful.

3. Azzedine Maouche is BYA's Production Manager

4. Soraya Dahmane handles the invoices.

5. Mahi Bouras is BYA's Commercial Director and is responsible for marketing and the sales department.

6. Nothing can function without bookkeeping. Laoudjane Hadher (left) and Yacoubi Sanaa (right) enter in every bill and invoice.

7. Ait Ali Said Belkacem is one of four technicians at BYA that handle after-sales service and repairs.

8. A look at the workshop. Sample components are made here as are production molds.



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## Making a 60cm Dish at BYA

1. The dishes are made from this endless strip of sheet metal that is 100cm wide and 0.5mm thick. The first step is to cut pieces of this sheet metal to the proper size for the pressing machine. The BYA employees prepare the sheet metal strip and...

2. ... cut it here into 65cm long pieces.

3. Now its width needs to be shortened to 65cm.

4. The 65cm x 65cm pieces of sheet metal are then pressed into the proper shape with the

pressing machine. Right after that the mounting holes are stamped into the metal.

5. The finished dish forms are then spray painted. One employee takes the dishes and hangs them on the conveyor belt after which a second employee takes them off the conveyor once the dishes have been spray painted and dried.

6. The dishes move through the spray painting booth and then through an oven.

7. Now the brand name is stenciled in place. BYA

is an OEM for many different brands; here in this picture it's MANATAN. Other brand names produced by BYA include ASTON, ECHOSTAR and MAXI POWER just to name a few. If you want to be one of their customers, just keep in mind there are order minimums: "We can put your name on the dishes with an order starting at 10,000 pieces", comments Sales Manager Mahi Bouras, "Simply contact us at [contact@bya-electronic.com](mailto:contact@bya-electronic.com)!"

8. Finished! Mechanical Manager Lahici Driss is satisfied with production.



## Making the Dish Mount

- 1,2. The pieces are stamped from an endless strip of sheet metal.
3. The holes are stamped here.
4. The flat pieces of metal are bent into shape; the dish mount is finished.
5. The mounting brackets are bent into shape here.
6. An employee packs all the mounting hardware that is included with the dish.
7. The mounting hardware for 10 dishes comes in one box.





## BYA's Production Facilities

1. A look at the production facility for their line of HD receivers.
2. The SMD machine from Fuji is used to automatically place components on the HD receiver circuit boards.
3. In the background is the conveyor belt for the assembly of the larger components and at the end is the soldering station from 'Vitronics Soltec'.

