

## **Governor of the New Valley tours Juhayna's El-Enmaa Farm commending its development efforts**

**Cairo, xx January 2022:** Governor of the New Valley, Major General Mohamed Al-Zamlot, tours Juhayna's El-Enmaa Farm for Agriculture Cultivation in the Farafra desert, accompanied by H.E Mohamed Bin Obaid Al Mazrouei, Chairman of the Arab Authority for Agricultural Investment and Development, and a delegation of investors.

H.E. Al-Mazrouei praised the company's efforts in agricultural and animal growth, stating that Juhayna is regarded as the first big investment in the Farafra desert and one of the leading firms in the Egyptian dairy and juice industry, as well as the animal and agriculture sectors. Furthermore, he acknowledged the El-Enmaa farm's reliance on cutting-edge tools and a cohesive, well-organized crew that contributes to the Egyptian economy's progress.

This came as part of the Governor of the New Valley's tour with the Emirati delegation, Eng. Abdul Hakam Al-Jabali, Head of the Farafra Center and City, Mahmoud Ahmed, Head of the Abu Minqar Local Unit, and a group of investors and farm owners. They have visited a variety of Egyptian and Arab investment projects in the Farafra desert, including El-Enmaa Farm, which is one of the most significant and substantial agricultural projects in the New Valley, with a total land area of around 3000 acres.

Passant Fouad, Director of External relations at Juhayna, expressed her delight with the visit, explaining that the organization has spent a large amount of time saving energy and resources in order to improve the farm's technological capabilities, research, development activities, and human capital. This was the primary reason behind the company's success in becoming a role model in the industry.

Fouad further commented: "El-Enmaa farm was designed and built in accordance with the best international standards and technology used in major farms. It aims to raise efficiency levels to the highest standards, within the framework of the company's vertical integration policy, which entails working concurrently in the agricultural, industrial, and commercial production sectors.