

Juhayna unveils its bold vision to significantly expand its exports

Engineer Safwan Thabet recognized as one of Egypt's prominent industrial figures at the Food Africa Exhibition

CAIRO, December 13, 2023 – Juhayna Food Industries participated in the 8th edition of the Food Africa Exhibition, which was inaugurated by H.E. Dr. Ali Meselhi, Minister of Supply and Internal Trade, Lieutenant General Kamel Al-Wazir, Minister of Transport, Engineer Ahmad Samir, Minister of Trade, and El Sayed El Qusair, Minister of Agriculture and Land Reclamation. The event hosted 738 exhibitors from 30 countries and welcomed 25,821 visitors.

On the sidelines of the event, organizers paid homage to Engineer Safwan Thabet, the founder of Juhayna, recognizing him as a pivotal figure in the Egyptian FMCG industry. Accepting the tribute on his behalf was Mr. Seif Thabet, CEO, and Executive Deputy Chairman of Juhayna, who led the company's delegation during the ministerial visit to its pavilion.

In light of its participation, Juhayna sponsored a Barista competition, featuring their extensive variety of dairy products. Furthermore, the company sponsored a live cooking show, showcasing the culinary expertise of renowned Chef Moustafa El Refay, while highlighting the artistry of food preparation using Juhayna's premium range of cooking products.

Moreover, Ms. Passant Fouad, External Communications Director at Juhayna, took part in a panel discussion titled "Empowering Women in the Agribusiness Supply Chain," conducted as part of the exhibition, aligning seamlessly with Juhayna's unwavering commitment to empowering women and advancing various sectors.

Juhayna's participation in this exhibition reflects its preeminent position in the Egyptian FMCG sector. Currently, the company operates 4 factories and has over 4,000 employees. Additionally, Juhayna boasts a distribution network of 34 retail centers, serving more than 136,000 outlets nationwide with a diverse range of products exceeding 200 products, which enables the company to cater to the Egyptian consumers' various needs.

Furthermore, Juhayna has received global recognition for its export's breakthroughs, as the company achieved exports sales reaching EGP 931 million in the first 9 months of 2023, signifying a remarkable 188% surge in comparison to the corresponding period in 2022. The company exports a wide range of products, ranging from juice concentrates to ready-made products, spanning over 62 global markets, including Germany, Spain, France, the United Kingdom, and China.