



**SOUDANCO**

Company Profile  
2022



# MISSION & VISION

Quality is achieved through selecting the top worldwide brands from international and local markets. We focus on efficient distribution through our platform to customers across all of Egypt, backed up by our dynamic before and after sales service team.

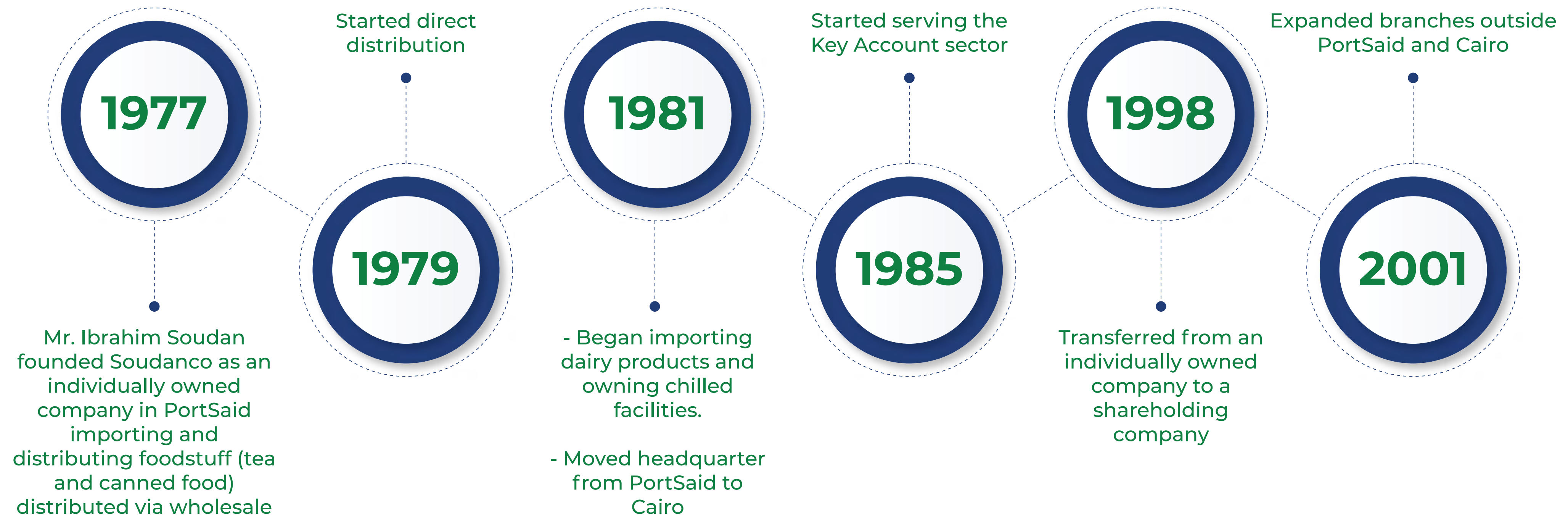
## VISION

To be the leading F&B distribution company in Egypt.

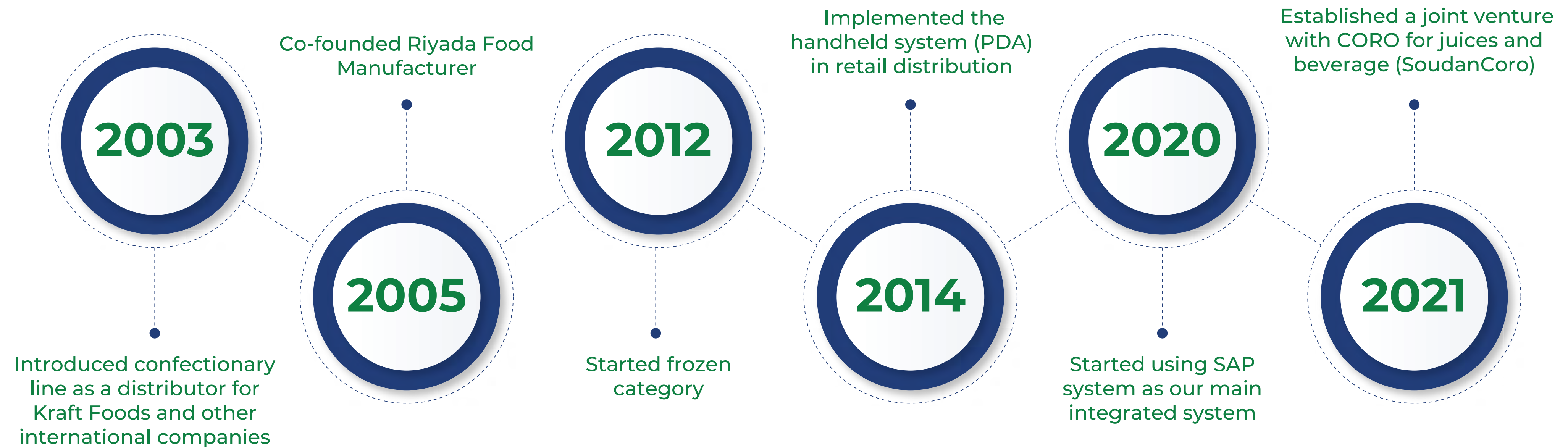




# KEY MILESTONES TIMELINE



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# CHAIRMAN

## MR. IBRAHIM SOUDAN

- 1977** Founder and Chairman of Soudanco - Port Said Modern Trade Development
- 1995** Founder and Vice Chairman of Arab Company for Real Estate Development in Port Said
- 1999** Founder and Chairman of Port Said For Food Industries Company, Riyadh in Port Said
- Board member and Ex- General Secretary of Small Industries Development Association in Port Said (Under USAID Program)
- 1997-2000** Board Member of Port Said Chamber of Commerce - Granted by Her Majesty the Queen of Denmark, The Knight of The Order of The Dannebrog
- Granted by His Majesty King Harald, King of Norway, The Royal Norwegian Order of Merit
- 2011** Founder and Chairman of Federal Food
- Granted by Her Majesty the Queen of Denmark , The Knight of The Order of The Dannebrog, First Class
- 2021** Chairman Soudancoro for juice and beverages



***“ SOUDANCO SEEKS  
LONG-TERM  
SUCCESSFUL  
RELATIONSHIPS WITH  
ITS PARTNERS”***

**- IBRAHIM SOUDAN**



# OUR PARTNERS

A HERITAGE OF LONG LASTING  
GLOBAL PARTNERSHIPS





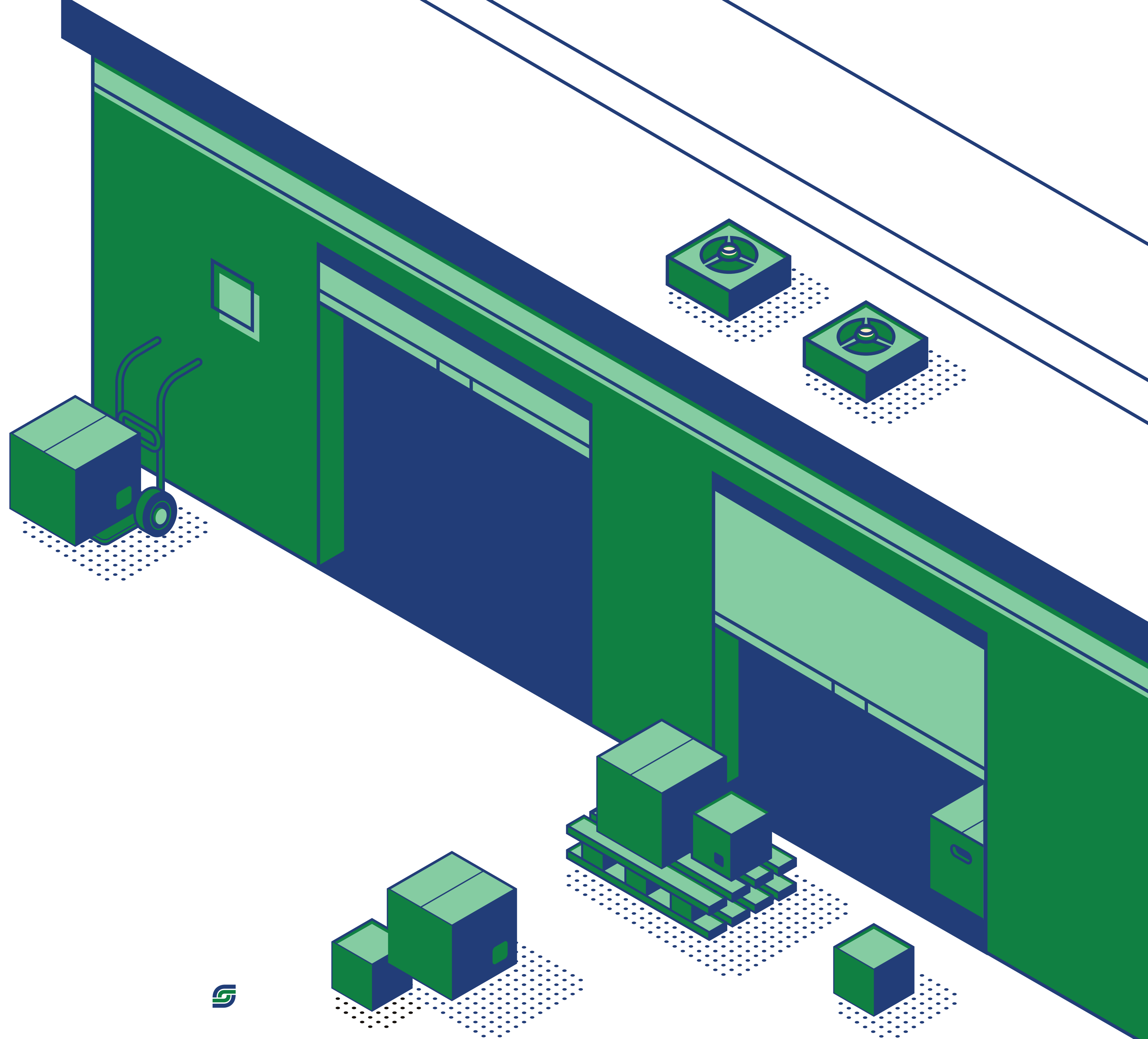
# TRADE SERVICE

TRADITIONAL TRADE

MODERN TRADE

WHOLESALE

FOOD SERVICE / HORRECA





# CATEGORIES







GROCERIES



FROZEN



CONFECTIONARY



DAIRY



BEVERAGES



# 7 Branches + 24 Subdistributors

(All Egyptian Governates Covered)

**CAIRO (4 OFFICES)**

**PORT SAID**

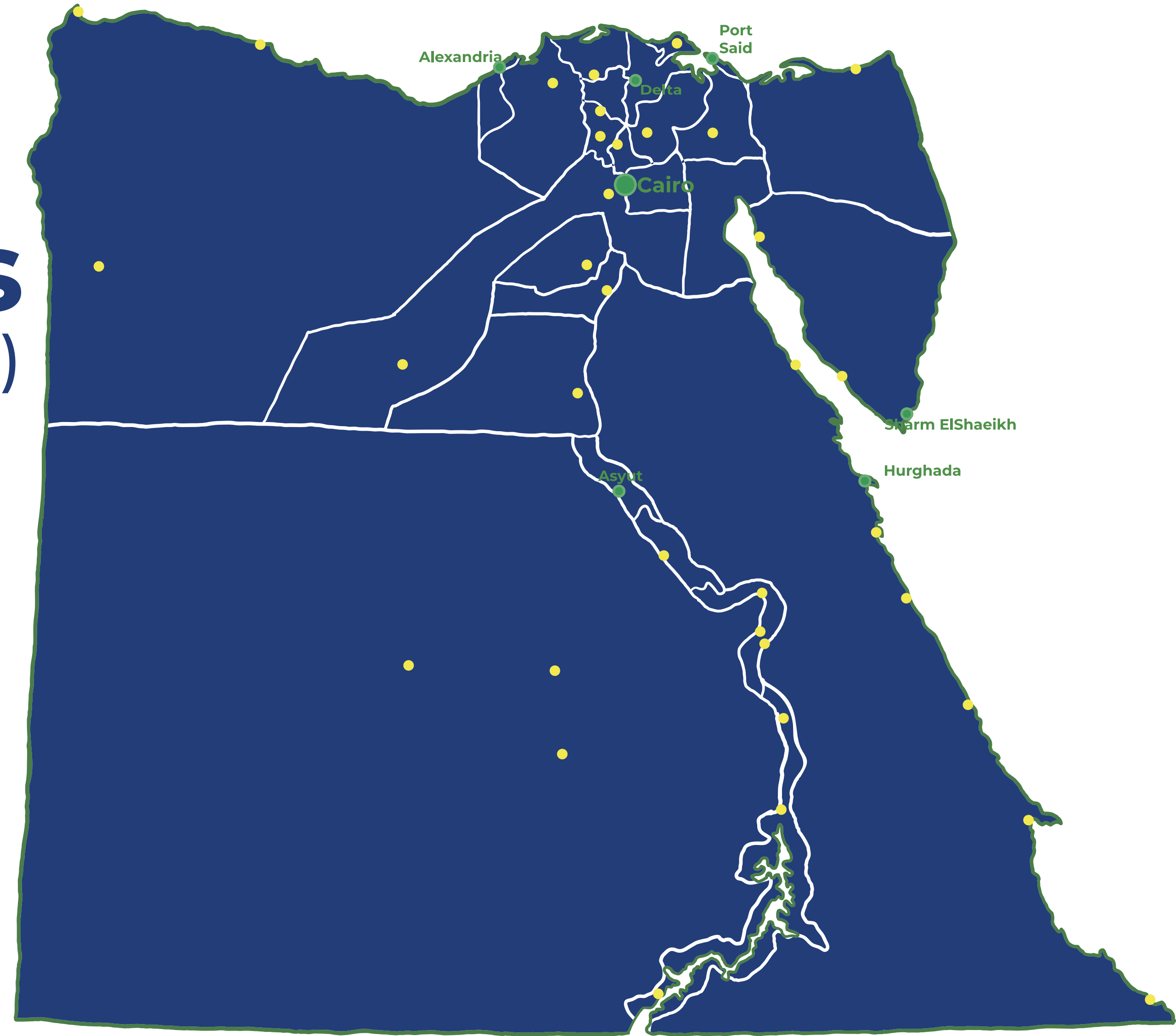
**ALEXANDRIA**

**DELTA**

**HURGHADA**

**SHARM ELSHAEIKH**

**ASYUT**





# KEY FIGURES



**1000+**

Human  
Capital



**750+**

Containers  
imported per Year



**20+**

Countries  
currently importing from



**40000+**

Outlets  
served



# FACILITIES

**21 owned warehouse facilities spread over 9 locations for better coverage**

**Total owned warehousing area**

**Over 15,000 M<sup>2</sup> + 3400 tons controlled temperature storage warehouses**

**Through our logistics department, we can ensure the products are moved quickly and handled with care all the way to the point of sale.**





# DISTRIBUTION FLEET

**250+** specialized sales personnel

**200+** owned vehicles

**70+** managed vehicles

Handheld PDA System increase efficiency control and expand coverage

GPS controlled truck fleets using computerized routing systems to monitor deliveries and driver performance







# Riyada

PORT SAID FOR FOOD INDUSTRIES



# COMPANY OVERVIEW

Riyada was established in 2005 as an Egyptian Joint Stock Company with the core purpose of producing high quality cheese to the Egyptian and Middle Eastern markets.

Riyada is Located in Port Said, with easy access to ports on both the Mediterranean and Red seas, with a state of the art facilities have the highest certifications of quality excellence.

Total Land Area 40,000 square meters, Currently, production facilities are built on a 10,000 sqm plot of land.

An additional 30,000 plot of land was acquired to allow for further future expansions of which 10,000 sqm currently houses the storage warehouses.

With an annual capacity of over 23,000 MT across their product ranges, the current facility can handle ambitious expansion plans and facilitate production of three-fold the current sales volume.



**9.3%**  
Economical growth rate  
(2019 est.)

**\$11,763**  
(2019 est.)  
Real GDP per capita

**EGYPTIAN  
MARKET**

**106,437,241**  
(July 2021 est.)  
14th largest population  
in the world

**51%**  
of the population before 25  
years old

**2.17%** (2021 est.) Population  
growth Rate





# RIYADA'S PRODUCT MIX

35%

## White Cheese Loose



- Feta & Istanbuli
- Low Salt
- Jars 12 kg / 9 kg

## White Cheese in Tubs



- Feta, Istanbuli, Baramili
- Low Salt 450g

## White Cheese Tetra Pack



- Feta, Istanbuli, Sandwich, Spicy (125g/250g/500g)

15%

## Semi Hard Cheese



- Edam & Gouda
- Portions
- Slices

## Processed Cheese



- Sausage
- Blocks
- Cream cheese

26%

## Shredded Cheese



- Shredded Mozzarella
- Mozzarella Blocks
- Shredded Cheddar

## Sliced Cheese



- Sliced Flavored

## Oriental Cheese



- Akawi Cheese
- Gadai Cheese

24%

## Butter



- Butter 10g





# CERTIFICATIONS & LISCENSES

**ISO 90001**

**ISO 22000 For food safety management systems**

**HACCP**

**OHSAS 18001 for Health and safety management systems**

**EOS Halal Certification on all product range**

**Licensed by the Russian Federation services for veterinary and phytosanitary surveillance to export milk and milk products**

**Approved by KraftHeinz to be the first Egyptian Co-packer to multiple products**





# SOUDANCO<sup>RO</sup> FOR JUICE & BEVERAGES

(JOINT VENTURE)

October 2021 we had the grand opening of our new factory in Egypt with multinational partner, CO-RO.  
Looking to refresh and delight the Egyptian consumers with Suntop!





# FAMILY & CORPORATE GOVERNANCE

Soudanco completed its corporate governance program which shifts the business to a full corporate and full separation between ownership and management.



## THE PROGRAM CONSISTS OF THE FOLLOWING

1

A Family constitution: Which specify Principles, Ethics, Strategy, Merit & Exit strategy.

2

Board of Directors with independent members to secure reliability & professionalism of the decision.

3

Authority Matrix to determine clearly the responsibilities & authorities of each member in the company.

4

Determine the company strategy in a professional way, written on a short, middle & long term plan.





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