



Juhayna Food Industries Welcomes Mr. Karim Salah Eldin as the New General Manager for its Distribution Arm

Cairo – 9/2/2022

Juhayna Food Industries is delighted to welcome Mr. Karim Salah Eldin as General Manager of Tiba Trading and Distribution Company, Juhayna's wholly-owned subsidiary and Distribution Arm. Juhayna's BoD expressed their immense pleasure with the new appointment of Mr. Karim as General Manager, drawing attention to his impeccable credentials and expertise in the Food and Beverages industry that qualify him to contribute to the continuous success and great achievements of its capable sales team in pursuing strategic objectives.

Bringing over 24 years of accumulated experience across a broad spectrum of roles with leading global brand Coca Cola, encompassing sales, marketing and operations, Mr. Karim will offer international experience garnered through positions in diverse markets. Starting in Coca Cola Egypt, he later diversified into senior sales and managerial positions in Sweden, Saudi Arabia and Libya, demonstrating skills in financial and strategic planning that resulted in solid growth and results. He returned to take over as Coca Cola's General Manager in Egypt until 2019.

As the distribution arm of Juhayna Food Industries, Tiba Trading and Distribution plays a pivotal role in the company's sales growth with a powerful and capable sales team. Mr. Karim is ideally equipped to contribute to its growth and effective operation while retaining the core ethos and strengths that have given the company its leading position, with an outstanding track record of success in similar positions.

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