**Juhayna Participates in SIAL Paris International Exhibition to Enhance its Exports and Expand its International Partnerships**

**Cairo, XXX October 2024:** Juhayna Food Industries announced its participation in the SIAL Paris International Exhibition, held from October 19th to 23rd, 2024. The exhibition is considered one of the leading global platforms for showcasing the latest innovations in the food and beverage industry, bringing together manufacturers, distributors, retailers, and customers from around the world. The event attracted 160,000 visitors and 7,000 exhibitors from various countries.

The SIAL exhibition covers a wide range of food sectors, including processed foods, fresh produce, dairy products, meat, poultry, and baked goods, as well as organic products. The exhibition attracts experts and customers from over 200 countries, making it an ideal platform for networking with international partners and exploring new trends in the global market.

During the exhibition, Juhayna showcased a diverse range of dairy, juice, and cooking products at its booth. This participation reflects the company's unwavering commitment to providing exceptional products and services to its customers while reinforcing its position as a leader in the food industry. The exhibition serves as a valuable opportunity to showcase and enhance the company's presence in international markets, in alignment with their strategic expansion plan.

Juhayna's participation highlights its dedication to enhancing the quality and competitiveness of the national industry in line with global standards. This commitment ensures that the company effectively meets the diverse needs of consumers across all the markets in which it operates worldwide.

It is worth noting that Juhayna exports its products to 62 countries worldwide and plans to further broaden its export reach as part of its global expansion plan. In this context, the company recorded a growth rate of 69%, with revenues reaching EGP 11.5 billion in the first half of 2024. Moreover, the company managed to increase its export sales, recording USD 46.7 million, with a growth rate of 116%.

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