

## Cadbury Egypt expands its factories

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Cadbury Egypt announced the expansion and the addition of new production lines in its factories in the 10th of Ramadan City. The expansions are valued at LE63m.

This expansion is part of the company's ongoing efforts to increase its productivity of chocolates, candy and cookies to fulfill the consumer demands of the Egyptian and international markets.

Cadbury's Middle East & North Africa Managing Director, Gawad Abaza, confirmed that the company received the approval of the Industrial Modernization Authority to expand its factories in 10th of Ramadan City.

Abaza said: "The land allocated for this expansion project is estimated to exceed 26,000 square meters. These expansions are expected to be completed by November 2009. Abaza explained that pumping new investments in the Egyptian market will leverage opportunities that may increase the company's exports to more than 22 Middle Eastern and African countries."

He added that the expansions will fulfill the increasing demand on Cadbury's different products in both the local and foreign markets; as well producing new candy and chocolate products.

He pointed out that the expansions include increasing the production of hard candy, toffee and chocolate-stuffed biscuits by 12%. The Managing Director highlighted that these expansions will strengthen Cadbury's share in the Egyptian market. Cadbury owns 38% of the chocolate market share in Egypt; as well as owning 40% of the gum market share and 27% of the candy market share.

According to Abaza, due to Cadbury's success in the Egyptian market the company has increased its investment over the past years.

Since its establishment in 1992 Cadbury has doubled its investments in Egypt from LE41m to LE438m in 2003. its investments continued to increase over the years to reach LE661m in 2008. The Managing Director outlined that Cadbury aims to increase the percentage of manufactured products that are allocated for exports from 35% to 40%.

Abaza explained that Cadbury is utilizing the latest advanced technological methods, to implement the expansions and improve production lines in order to continue being a pioneer in the chocolate and candy market in Egypt and the Middle East.

He confirmed that the company is applying rigid quality control processes in the production of its products to comply with international quality and food safety standards. He also added that the company has earned several quality compliance certificates for its quality control processes.

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