

OBOUR LAND

For Food Industries



📍 Mosque of Sultan Hassan - Cairo

- 📍 Food Sector
- 📍 Obour City - Cairo, Egypt
- 📍 Shrinkwrapper BP802AR 350P

When speaking about Egypt we immediately think of an ancient civilization filled with art, culture, magic and majesty closely related to one of the most enigmatic and recognized cities in the world, the capital of the state and one of the principal centers of development in the old world. Being the most populous city in the entire African continent, Cairo is among the most important industrial and commercial points in the Middle East, and a big development center for the cotton, silk, glass and food products industries which, thanks to the commitment of its people, is constantly growing. The food industry is largely responsible for this development, having the objective of positioning quality products on the market that meet the needs of end customers, improving production processes and giving priority to investments in cutting-edge technologies that allow to achieve this end. A clear example of this commitment is represented by the Obour Land Company which, among its numerous investments, has recently acquired 7 **Smipack** machines model **BP802AR 350P**.



CAIRO

city in constant growth



Being the capital of one of the most important countries in Africa, with a population growth of around 2% per year⁽¹⁾, Cairo has one of the fastest growing markets for food and agricultural products in the world. The growth of the agri-food and manufacturing sector in Egypt is associated with a market sensitive to its prices and the main engine behind its growth has been the shift toward greater production for domestic consumption and exports, therefore taking a privileged position with some EU members, maintaining excellent relations and an Associated Agreement that mainly allows for trade with Germany, France and Italy, the latter being Egypt's third largest trading partner with an exchange rate of around 5 billion euros⁽³⁾. With regard to exports, it is one of the biggest producers of cotton fibers in the world and the yields for the export of rice are high, with annual productions that reach 200,000 - 500,000 tons. Other important exports are sugar cane, vegetables, wheat, watermelons, millet, barley, citrus fruits, dates, figs, grapes and mangoes, which are grown in the areas of the Nile valley and in the delta, having an area in 2013 of arable land equal to 3.8 million hectares⁽²⁾.



📍 Giza - Cairo

Cairo and its magnificent history are linked to the history of Egypt; in its full splendor it passed through several transformations represented mainly by the age of the Pharaohs from 3100 B.C. at 30 B.C., its annexation to the Roman Empire until 640 A.D. to get to its transition to Islamic domination. Its name means "The Subjugator" or "The victorious" and was given by the Fatimid Dynasty (969 - 1171 A.D.) after having expelled the Ikhshidid Dynasty (904 - 969 A.D.) thereby founding the new city. At present the great capital of Egypt, which stands on the river Nile, is home to approximately 19.8 million inhabitants⁽¹⁾ and is considered the largest city in the Arab world, the Middle East and Africa as a whole. In the heart of the city we found the Tahrir Square and the great Egyptian Museum, with collections of historical artifacts including the royal mummies and the golden objects of Pharaoh Tutankhamun. From here Cairo extends in every direction with neighborhoods formed by modern buildings and numerous parks being very close in its northeastern part with the satellite center of Heliopolis. To the south-west lies the city of Giza and the ancient necropolis of Menfi, with the plateau of Giza and its monumental pyramids.

FOCUS

on the economy
IN EGYPT

OBOUR LAND

and its contribution to the economic development of Egypt



Eng. Mohamed Hamed Sherif (center) together with Obour Land work team in the ceremony of adhesion of the Company to the Egyptian Stock Exchange in 2016, one of the biggest successes in its history.

Around 335 km north-east of Cairo we found Obour City, which with 550,000 inhabitants is one of the 16 new urban areas of Greater Cairo⁽⁴⁾, also designated as an important industrial area which hosts many factories and companies, including the Obour Land Company. Founded in 1997, it is among of the most important cheese production companies in Egypt. Its founder, Ing. Mohamed Hamed Sherif always keeping present the Company Mission: “To sustainably provide our consumers with highest-possible quality F&B staple products, while constantly satisfying their various lifestyles, consumption demands, and quality aspirations”, has founded and guided the company by applying and introducing new business models for food production based on innovation and quality from the first day. Obour Land manufactures, markets and distributes a wide variety of white cheese products packaged in carton and plastic containers and has a strong direct and indirect distribution network covering all of Egypt.

“The Company has a remaining 20,292 sqm of unutilized land in Obour City which will be utilized to venture into new product segments and as storage space”.

OBOUR LAND

The Company's proposal

The company's offer includes products based on Feta, Istanbuly, Double Cream, Olive, Khazeen, Talaga and Baramely white cheese, all marketed under the well-known brand “Obour Land”. In December 2016 it managed a total of 13 production lines, of which 12 for carton packs and one for plastic containers, with a total annual production capacity of about 134,400 tons per year. Supported by four quality certifications for its maximum commitment in terms of quality, health and safety (ISO 9001, OHSAS 18001, ISO 14001 and ISO 22000), it is the first producer and distributor of white cheese in Egypt having the highest market share. It also owns a fleet of 201 vehicles serving its direct distribution network, consisting of 10 branches in 10 Governorates in addition to the headquarters in Obour City, as well as indirect distribution to wholesalers covering all of Egypt. All this makes it one of the Egyptian companies with the largest production of dairy products and derivatives, and one of the most important companies that provide a huge contribution to the economy and development of the food sector.



OBOUR LAND IN 2017: diversifying their market



From left: Stelio Avogadro Commercial Director - Smipack
Eng. Mohamed Hamed Sherif Chairman - Obour Land
Mohamed Abdel Hamed Managing Director - International Pack

Agriculture remains an important sector of the Egyptian economy. In 2014, the gross domestic product (GDP) of Egypt was estimated at USD\$236 million, of which the agricultural sector represented 14.5%⁽²⁾. The area of agricultural land in Egypt is limited to the area of the valley and delta of the river Nile with some oases and some arable land in the Sinai; the whole cultivated area is irrigated, with the exception of some areas of the Mediterranean coast. The fruit growing area has expanded over the past three decades due to population growth; oranges represent 85% of total citrus production and make up 50% of total fruit production. Other cultivated sub-tropical fruits are the grapes, the drupaceous (peaches, apricots, etc.) and the pomaceous (apples, pears, etc.)⁽⁵⁾. The innovative ideology in the management of the market and the study of consumer needs have led Obour Land to seek the diversification of its horizons and to introduce complementary products exploiting the pre-existing production lines. Understanding the imminent expansion of the agricultural sector and the importance of always offering products of excellent quality, in 2017 Obour Land was able to diversify from the dairy sector by introducing new product categories, with three important juice fruit lines (guava, apple and mango) with an annual production capacity of 99 million liters.



From left: Salah Ahmed Mustafa Director of Engineering Management - Obour Land, Hossam Ibrahim Director of Laboratories - Obour Land, Stelio Avogadro Commercial Director - Smipack, Mohamed Abdel Hamed Managing Director - International Pack



SMIPACK & OBOUR LAND in cooperation

To achieve a quality result it is important to implement an excellent production technology that covers the entire manufacturing process of the product. The production lines must be composed of technologically advanced machines able to meet the needs of the market. Obour Land has integrated in its lines 7 shrinkwrappers of the BP series produced by **Smipack**, which apply shrink film on trays of fruit juice and cheese packed in rectangular Tetra Pak containers. The automatic shrinkwrappers with 90° infeed of the **AR 350P** series are the ideal choice for the application of shrink film on several type of products worked automatically, alone or already grouped. All these qualities make the **BP802AR 350P** the perfect solution to meet the production needs of Obour Land, thereby creating a dynamic and efficient collaboration in the elaboration of big productions that respond efficiently to the needs of the market. ■

“For the second quarter of 2017, the company expects to operate three new Tetra Pak juice lines with a total capacity of 99.0 million liters”.

❖ The importance of fruit in a balanced diet

Fruit occupies a very important place in a healthy diet thanks to its low fat content and because it provides essential vitamins and minerals as well as fibers and other substances that are important for good health. Contains phytonutrients that offer protection against degenerative diseases, which contribute to a greater and better expectation and quality of life. Genetically fruit contains significant amounts of vitamin C, which helps to maintain a good function of the immune system and is also an excellent source of vitamin E and beta-carotene with antioxidant properties, which act against free radicals and contribute to cell regeneration and ageing prevention. It is recommended to eat at least 5 servings a day in different ways: naturally, in salads, skewers, juice, mixed with yogurt etc.



Packaged product: cheese and fruit juice.

Packaged containers: cardboard bricks of different capacities.

BP802AR 350P (up to 20 ppm):

- Ideal for packaging single or already grouped products, trays or cardboard boxes
- 760mm sealing bar
- Max product height 380mm
- 90° infeed
- Conveyor belts controlled by inverter
- Motorized pusher controlled by inverter and encoder
- Excellent quality/price ratio

(1) Cairo population 2018. (n.d.). Available in <http://worldpopulationreview.com/world-cities/cairo-population/>

(2) FAO. 2016. Sito Web AQUASTAT. Organizzazione delle Nazioni Unite per l'alimentazione e l'agricoltura (FAO). Available in http://www.fao.org/nr/water/aquastat/countries_regions/EGY/

(3) Francesca Basso. (2016, 6 Febbraio). Italia-Egitto, scambi per 5 miliardi. Available in http://www.bonattinternational.com/downloads/2188/155/RassegnaBonatti_080216_CorSera.pdf

(4) New Urban Communities Authority. (n.d.). Available in http://www.newcities.gov.eg/english/New_Communities/Obour/default.aspx

(5) M. El-Sherif. (n.d.). Egypt. Available in <http://www.fao.org/docrep/v9978e/v9978e0e.htm>