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Nestlé inaugurates new Bonjorno coffee factory in Egypt

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By **Kalyani Sharma** | January 24, 2019



nestl-inaugurates-new-bonjorno-coffee-factory-in-egypt

> WordPress post #8508

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The opening was attended by Dr. Aly El Meselhy, the Minister of Supply & Internal trade, as well as a delegation from Nestlé headed by Executive Vice President and Head of Operations for Nestlé SA, Magdi Batato, and Chairman and CEO of Nestlé North East Africa, Moataz El Hout.

The new 12,740 sqm factory possesses the most advanced coffee making technologies. Additionally, the factory has a workforce of about 240 direct employees and provides approximately 7000 new jobs indirectly. Bonjorno factory has 8 production lines with a capacity of 14,000 tons that can reach 22,000 – 44,000 tons in the future.

Magdi Batato said, “We are delighted to inaugurate this new factory, which operates using Nestlé’s strong manufacturing & innovation capabilities leveraging the most advanced technology. This factory opening reflects Nestlé’s ambition to invest in Egypt and foster the development of the rapidly growing soluble coffee segment, which has been gaining popularity among Egyptians. We aim to have the Bonjorno factory as an export hub for Coffee in the region.”

Moataz El-Hout added, “The inauguration of our third factory reflects the importance of Egypt to us and our confidence is clearly highlighted by the extensive investments we have made in Egypt over the past 5 years. In the last few years, our local workforce to reached almost 3,500 direct employees and invested almost 1 billion EGP into manufacturing, distribution facilities and skill development. We have been part of the Egyptians’ lives for over 100 years and we are confident that Egypt offers great business and economic opportunities.”

Nestlé Egypt is a wholly owned subsidiary of Nestlé S.A. in Switzerland.

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