

PRESS RELEASE

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**LESAFFRE OFFICIALLY OPENS A NEW BAKING CENTER™ IN EGYPT**

***On Thursday 3<sup>rd</sup> of May 2018, in the presence of The French Embassy in Egypt, Mr. Antoine Baule, CEO of Lesaffre and Walid Nasef - General Manager of Lesaffre Egypt, officially opened the new Baking Center™ of Lesaffre Egypt in Cairo.***

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for **Baking, Food taste & pleasure, Health care and Biotechnology**. The group celebrates the official opening of its new Baking Center™ in Egypt. Each Lesaffre Baking Center™ is a center of expertise in bread making, dedicated to training, technical support, product and process development and commercial presentations of the products. The Egyptian Baking Center, managed by a French bakery expert, is part of a network established in France in 1974, and now made of 39 Baking Centers™, with over 200 baking technicians on all continents.

Lesaffre established its subsidiary Lesaffre Egypt in June 2015, through the acquisition of Egybel, a yeast plant based at Nubariya, in the North of Egypt. During the past three years, Lesaffre has made a series of major structural investments to modernize the plant and improve the production cycle. The plan of investments of its Egyptian subsidiary also included the building of a new Baking Center™ at Cairo. "Designed on two floors, the total area of the installation is about 650m<sup>2</sup>. All the investments were made in collaboration with the best local and external suppliers, to take advantage of local excellence," explains Walid Nasef, General Manager of Lesaffre Egypt. This center is part of a global network of other baking centers of Lesaffre and will closely coordinate its activities with the Middle East and Central Asia Regional Baking Center™ and the Corporate Baking Center™ in France.

"Lesaffre is very pleased to continue to invest in Egypt, where we have been commercially present for over 50 years. Our aim is more than ever to respond efficiently to our customers' needs. The Baking Center™ is a catalyst of ideas, a constant source for new innovative baking solutions, for improving recipes or bread making techniques and expanding knowledge and expertise", says Antoine Baule, CEO of Lesaffre.



Antoine Baule, Lesaffre's CEO



**Lesaffre Egypt, offices**



**Lesaffre Egypt, Baking Center**

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## About Lesaffre

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for **Baking, Food taste & pleasure, Health care and Biotechnology**. Family group born in Northern France in 1853, now a multi-national and a multicultural company, Lesaffre is committed to **working with confidence to better nourish and protect the planet**. In close collaboration with its clients and partners, Lesaffre employs **10,000 people** in **78 subsidiaries** based in 50 countries. Lesaffre achieves a turnover of 2 billion euros.

More information on [www.lesaffre.com](http://www.lesaffre.com)

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## About Lesaffre Egypt

Lesaffre Egypt, Lesaffre's subsidiary in Egypt, produces and packages yeasts in all its forms and types, and the derivatives of yeast and yeast extracts and the walls of the yeast cells used in food products, animal feed, bread improvers, components, flavorings, colors, and enzymes.

Lesaffre Egypt's main office and baking center is located in Giza Government, Six of October, Zayd City; Arkan Mall and SODIC Strip respectively. Whereas the factory is located in Nubaryia Industrial area of El Beheira Governate. The number of employees in our subsidiary is currently 250 employees.

More information on: [www.lesaffre.eg](http://www.lesaffre.eg)

**Press contact :** Vanessa VAZZAZ / RP CARREES

+ 33 (0)6 34 32 24 23 [vanessa.vazzaz@rp-carrees.com](mailto:vanessa.vazzaz@rp-carrees.com)