

CARTHAGE^{MAG}

SIDI BOU SAID

Connect Through Life
SARAYA



SARAYA's BUSINESS IN TUNISIA



Safwan Dames

Saraya Co.,Ltd
Global operation division

29/06/2023

<https://www.sarayanpt.com/>

SARAYA

Saraya Group

SARAYA

	Saraya Co., Ltd
Established	1 st April, 1952
Location	2-2-8, Yuzato, Higashisumiyoshi, Osaka, Japan
Employee	2,331 (including group companies)
Business	<ul style="list-style-type: none"> ● Development, Manufacturing and Sales of hygiene chemicals. ● Hygiene Consulting Service. ● Development, Manufacturing and Sales of value-added processed foods.



“Our mission is to improve the sanitation, environment and health of the world.”

Global Operations

32 Sales Co/16 Factories

Healthcare Hygiene



*Hospital, Dental, Clinic, Nursing Home, Etc...

*Government, Shopping Mall Airport, Station, Offices



Public Hygiene



Food Safety & Hygiene



*Food Factory, Restaurant Supermarket, Catering, etc.



*Domestic / Personal use



Personal Hygiene



Saraya Co., Ltd.

- Saraya Australia Pty Ltd
- Saraya New Zealand
- Saraya (Cambodia) Co., Ltd.
- Saraya (Shanghai) Biotech Co., Ltd.
- Saraya (Shanghai) International Trading Co., Ltd.
- Saraya (Taixing) manufacturing CO., LTD.
- Saraya (Dongguan) Hygiene Products Co., Ltd.
- Guilin Saraya Biotech Co., Ltd.
- Shinva Medical Biotechnology Co., Limited
- Saraya HongKong Co., Limited
- Saraya (Hong Kong Sales) Co., Limited
- Saraya Wellness Products Co., Limited

- Saraya Mystair Hygiene Pvt. Ltd.
- Saraya Korea Co., Ltd.
- Saraya Hygiene Malaysia Sdn. Bhd.
- Saraya Goodmaid Sdn. Bhd.
- Goodmaid Chemicals Corporation Sdn. Bhd.
- PT. Salim Saraya Indonesia
- Saraya Myanmar Co., Ltd.
- Taiwan Saraya Hygiene Co., Ltd.
- Saraya International (Thailand) Co., Ltd.
- Saraya MFG. (Thailand) Co., Ltd.
- Saraya Greentek Co., Ltd.
- Saraya Greentek Hanoi Office

EUROPE

- Saraya Europe SAS
- Saraya Co., Ltd. Europe
- Saraya Poland Sp. z o.o.
- Saraya Germany GmbH
- Saraya CIS LLC
- Saraya Ukraine LLC.

AFRICA / MIDDLE EAST

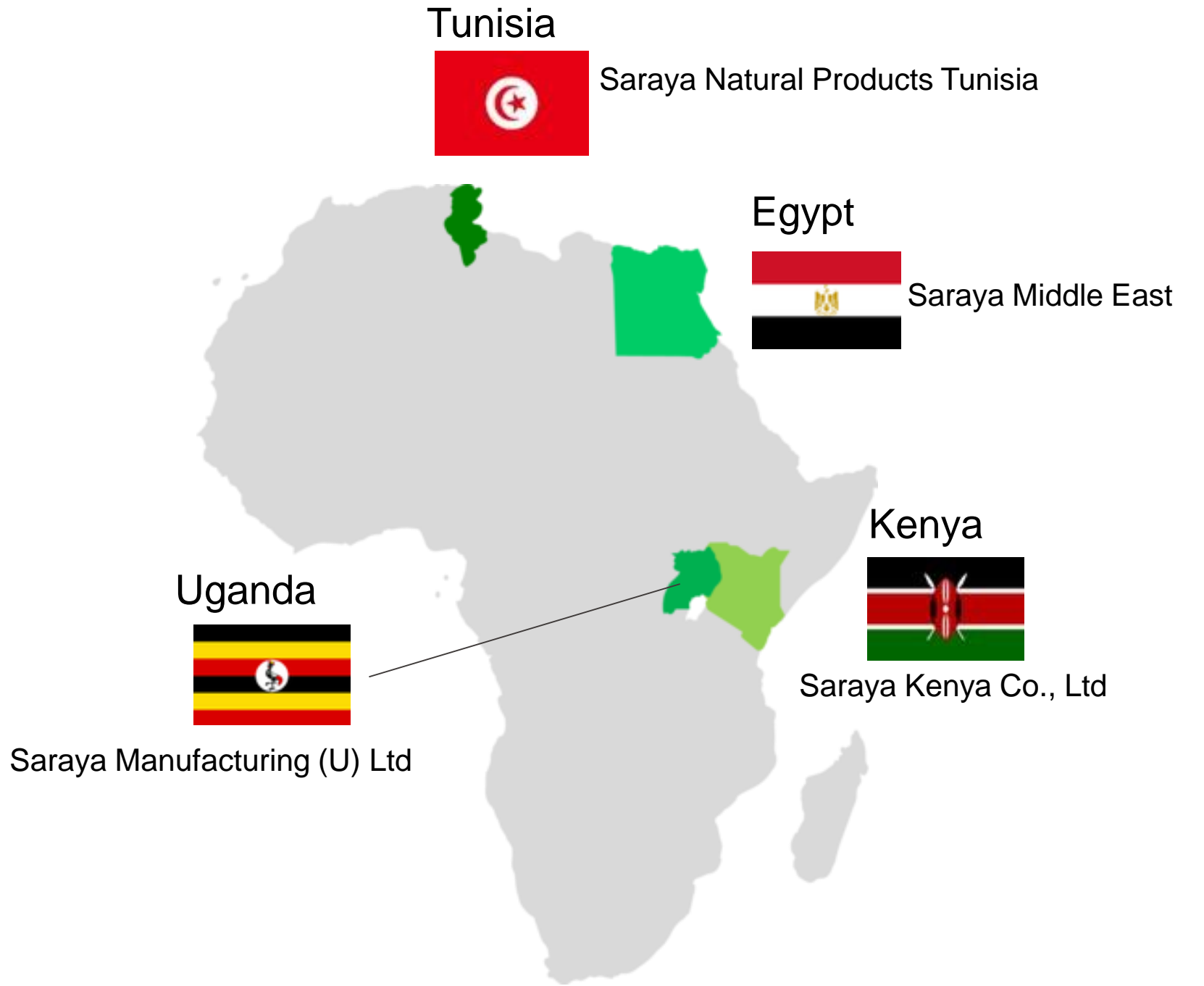
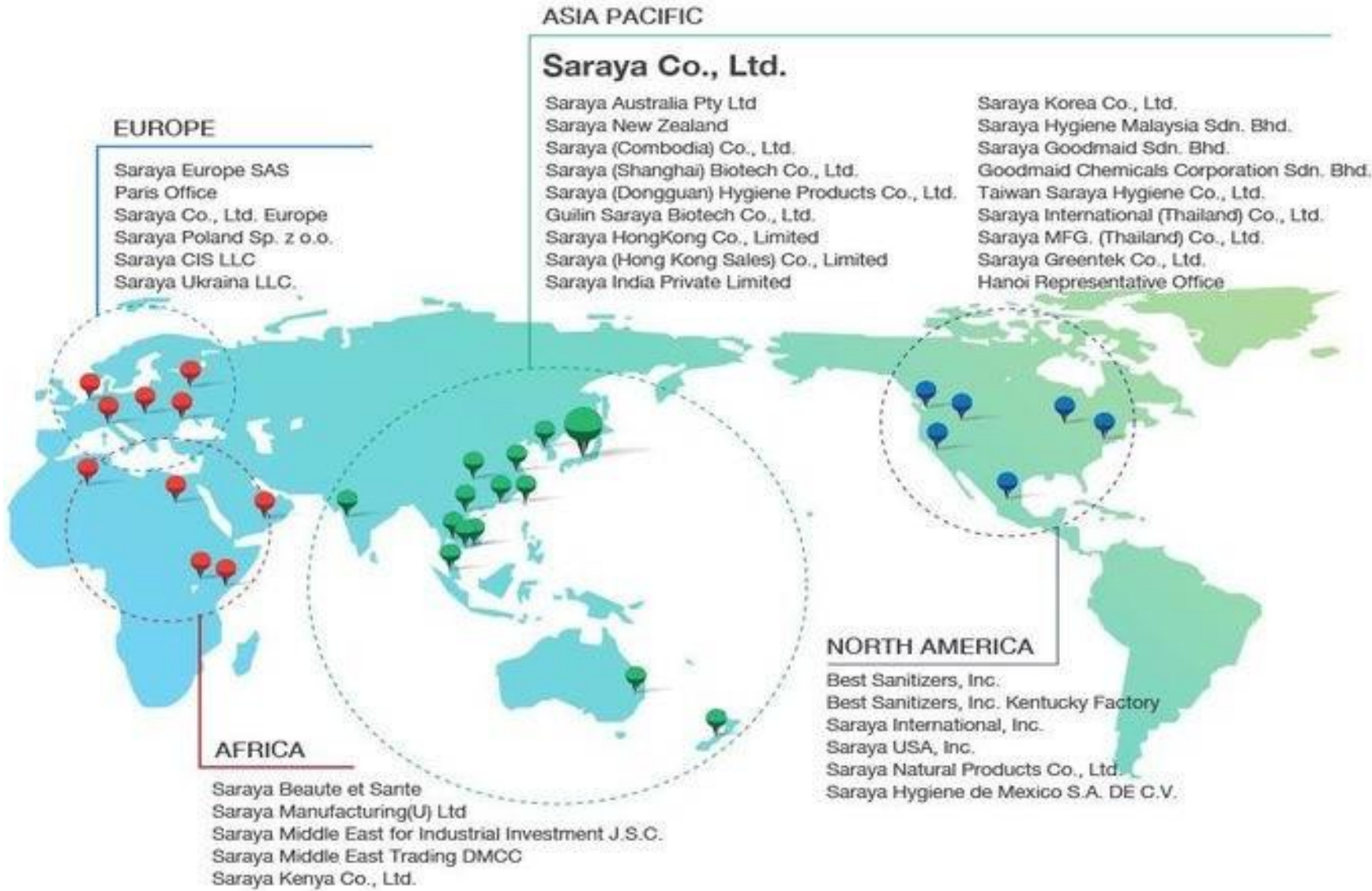
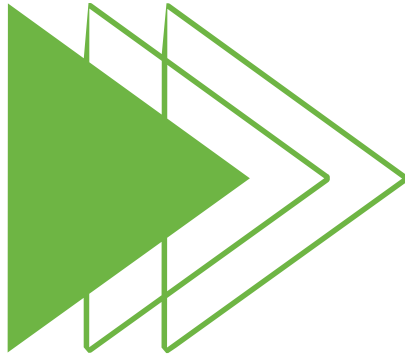
- Saraya Beaute et Sante
- Saraya Manufacturing(U) Ltd
- Saraya Middle East for Industrial Investment J.S.C.
- Saraya Egypt For Medical Products
- Saraya Middle East Trading DMCC
- Saraya Kenya Co., Ltd.

NORTH AMERICA / SOUTH AMERICA

- Beet Sanitizers, Inc.
- Beet Sanitizers, Inc. Kentucky Factory
- Saraya International, Inc.
- Saraya USA, Inc.
- Saraya Natural Products Co., Ltd.
- Saraya Hygiene de Mexico S.A. DE C.V.
- Saraya Brasil Ltda

SARAYA

Global Operations



- 32 Sales Co.
- 16 Factories



Tunisian Operation

	Saraya Beaute et Sante	Saraya Natural Products Tunisia
Established	January 2018	May 2021
Address	Henchir Sradka, Dar Chabaane Fehri, P.O.Box 46, Nabeul, Tunisia	Uiba 79, Neopark, El Fejja, Manouba, TUNISIA
Business	Manufacturing, Sales & Marketing of Essential Oils	Sales & Marketing of Olive Oil and Cosmetics



SARAYA BEAUTE ET SANTE

Established January 2018

Address Henchir Sradka, Dar Chabaane Naubel,
Manouba, Tunisia

Business Manufacturing, Sales & Marketing of
Essential Oils

Products:

Vinegar	Essential oil	Floral water
Prickly pear	Neroli	Orange blossom
	Rosemarry	Rose
	Germanium	Geranium



<https://youtu.be/EN-aoRL28Dc>



SARAYA NATURAL PRODUCT TUNISIA

Established May 2021

Address Uiba 79, Neopark, El Fejja, TUNISIA

Business Manufacturing, Sales & Marketing of Olive Oil and Cosmetics.

NEOPARK EL FEJJA INDUSTRIAL PARK

- 30 km southeast of Tunis
- Site Area 25,544 m²
- Factory Area 3,800 m²

3 minutes Video

<https://youtu.be/h5qDpciZbLw>



Saraya Natural Products Tunisia

Factory Inauguration Ceremony

- 24 August 2022
- at Neopark El Fejja Industrial Park
- 30 km southeast of Tunis
- Site Area 25,544 m² / Building Area 3,800 m²





Tunisian Olive Oil

Organic

Extended Farm Land
450ha

Organic Certified Farm
26 ha

Minimize Environmental
Load

Hand picked, cold pressed
ECOCERT, JAS

Carbon Offset
Olive tree absorbs 2kg of CO₂/Day



Sustainable

Plantation for
Chetoui & Chemlali
of Tunisia origin

Start farming in 1928
with 100 year-old Olive
tree

Create Job opportunity
in the Tunisian Market

Olive Oil Bottling factory was completed in **Dec 2022**

Tunisian Essential Oil

Effective Utilization of Tunisian Essential Oil made of
Neroli, Prickly Pear, etc.

Development of cosmetic products line such as
**Perfume, Mist, Hand Cream and
more**



Cosmetic Factory was completed in **Oct 2022**

PRODUCT LINE OF EXTRA VIRGIN OLIVE OIL



Certification

- Ecocert.
- JAS (to be received in July).
- USDA Organic
- Gold medal winner
In Italy, New York, Germany, Japan, Monte carlo.

MAGON premium

- Chetoui organic extra virgin olive oil.
- intense fruitiness, bitterness.
- High in polyphenol.
- Conventional option



MAGON (Chemlali)

- Chemlali organic extra virgin olive oil.
- Soft, creamy, Light fruitiness.
- Conventional option

MAGON Brand

- Magon or Mago (1-2 century BC)
- A Carthaginian writer and author of agricultural manuals.
- Preserving farming knowledge of Berbers and Phoenicians.
- 28 books.



PURCHASE OF OLIVE FARM

Location: Zaghouan Town
Total area : 260,407 m²
Olive Variety : Chetoui (100 years old)

<https://youtu.be/OUehdSHVGYE>



- Full in house brand Target Japanese market, North America, Africa.
- Other Plantations due to climate changes: Safron, Caper, Moringa..etc.

PRODUCT LINE OF COSMETICS



SKUs:

- Anti aging cream
- Shampoo/Conditioner
- Hand Cream
- Mist
- Fragrance

Product lines:

- Olive oil based line (Launch in September)
- Neroli based line (TBA)
- Diffuser/ perfume (EO) line (TBA)
- Floral water line (TBA)

THANK YOU!

DO YOU HAVE ANY QUESTION?

hands@global.saraya.com

+81 06 6703 6336

saraya.world

TABARKA



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