



# SARAYA's Business in Egypt

Monday, 13<sup>th</sup> February, 2023

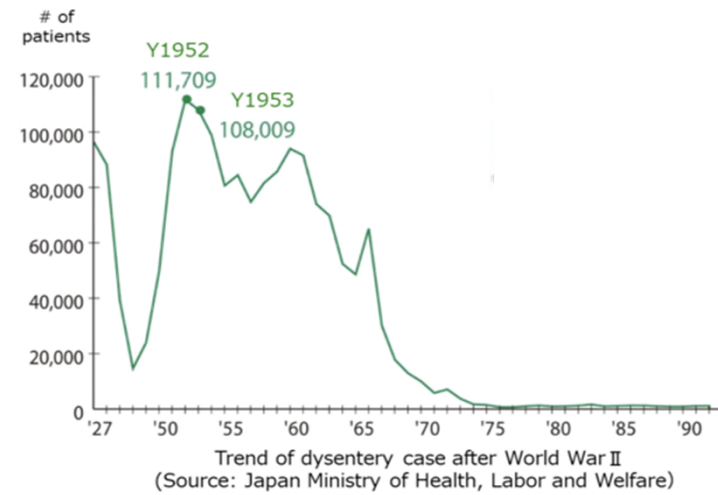
Ko TAKIGAWA  
Africa Business Development Sec  
Global Operation Div.,

**SARAYA**

**SARAYA**

# Saraya Co., Ltd.

\* Established in 1952



\* First Antibacterial Liquid Hand Soap in JAPAN



# Market Segments

## Food Sanitation



\*Food Factory, Restaurant, Supermarket, Catering, etc...

## Healthcare Hygiene



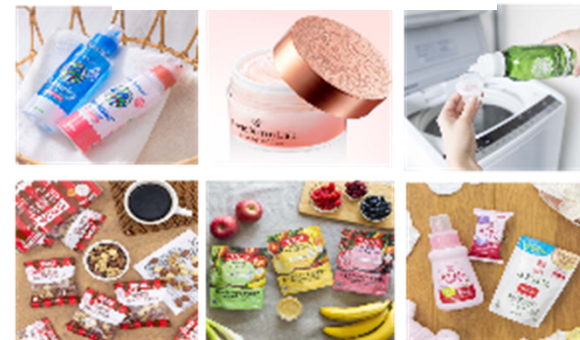
\*Hospitals, Dentals, Clinics, Nursing Homes, etc...

## Public Health



\*Government, Public Facility, Airport, Office Buildings, etc

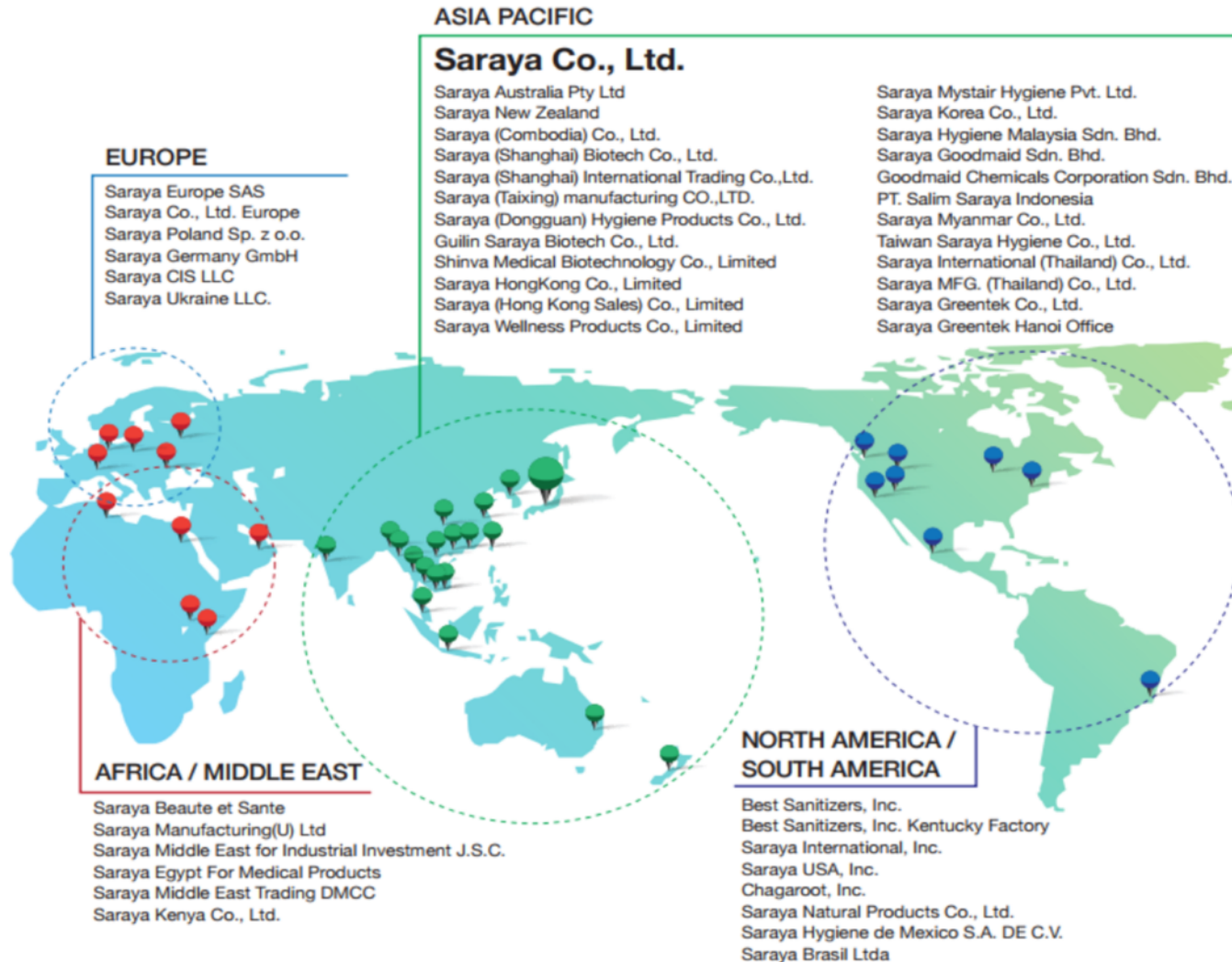
## Personal Hygiene



\*Personal, Domestic use

# Global Operations

32 Sales Co  
14 Factories



# MENA Operations



	Saraya Middle East for Industrial Investment J.S.C.	Saraya Egypt for Medical Products LLC	Saraya Middle East Trading DMCC
Established	April 2019	August 2021	July 2018
Address	Ain Soukhna-Suez. Suez Governorate, Egypt	Office 601 South Tower, Road 90th North, Cairo Business Plaza , New Cairo, Egypt	DMCC Business Center – Unit no.41 – Gold Tower Lake Level – Jumeirah towers, Dubai, UAE
Business	Manufacturing of Jojoba Oil and Hygiene Chemicals	Import, Sales & Marketing of Jojoba Oil, Hygiene Products & Natural Sweetener	Import, Sales & Marketing of Hygiene Products & Natural Sweetener



# Activities in Egypt



## 1 PLANTING JOJOBA FOR DESERT GREENING



BEHEIRA

## 2 FACTORY CONSTRUCTION



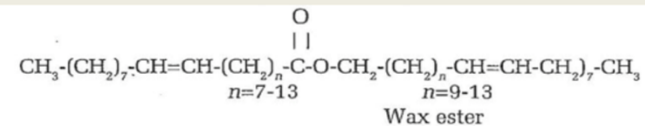
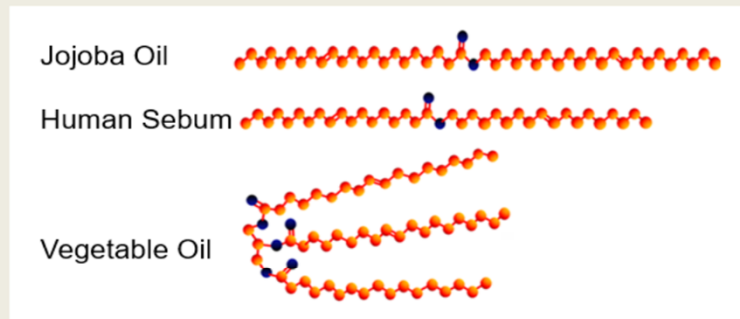
SUEZ CANAL ECONOMIC ZONE

## Potential of Jojoba Oil

### What is Jojoba Oil?

\*Only liquid wax ester in plant oil family

\*Similar structure to that for human sebum → High demand as skin moisturizer



\*High heat stability / stable at 370°C, Suitable for lubricant

\*High Value (US\$15/L)

\*Small supply (import to Japan / 300 ton/year)

\*Area of production (Sub-tropical dry area)  
Peru, Israel, Argentina, Australia, Egypt etc.

# Development of Use application of Jojoba Oil

## Sustainable Plantation of Jojoba



## Development of Use Application for Jojoba Oil

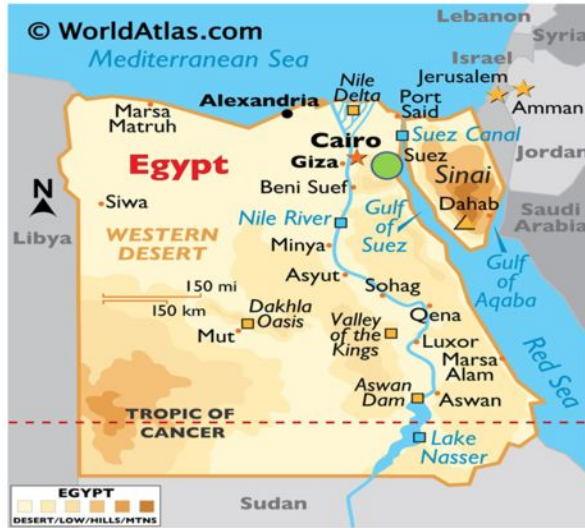




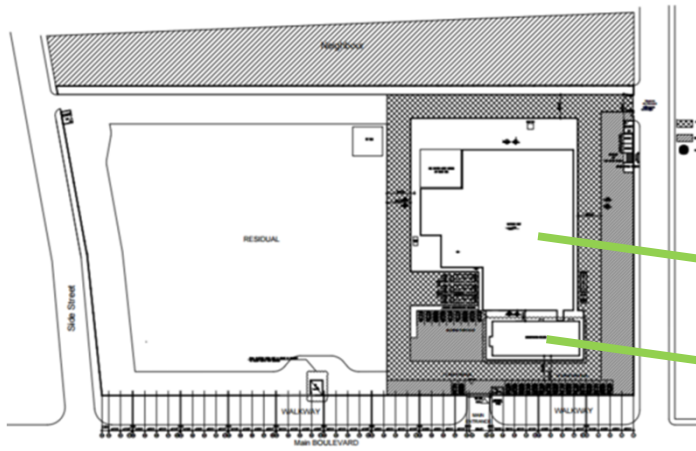
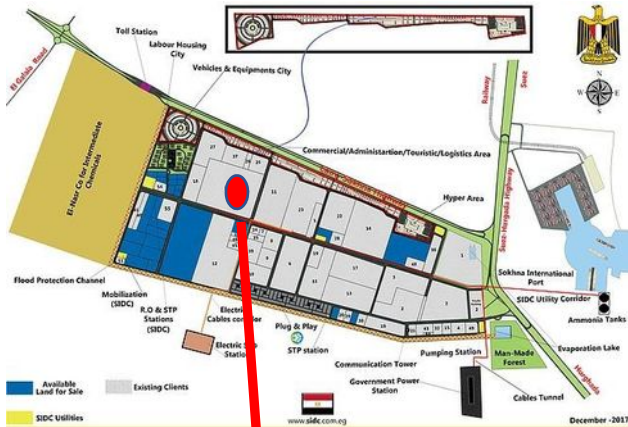
# SIDC Special Economic Zone, Ain Sokhna

\*127km from Cairo Airport

\*8km away from Ain Sokhna Port



# Saraya Factory at Sokhna Industrial Zone

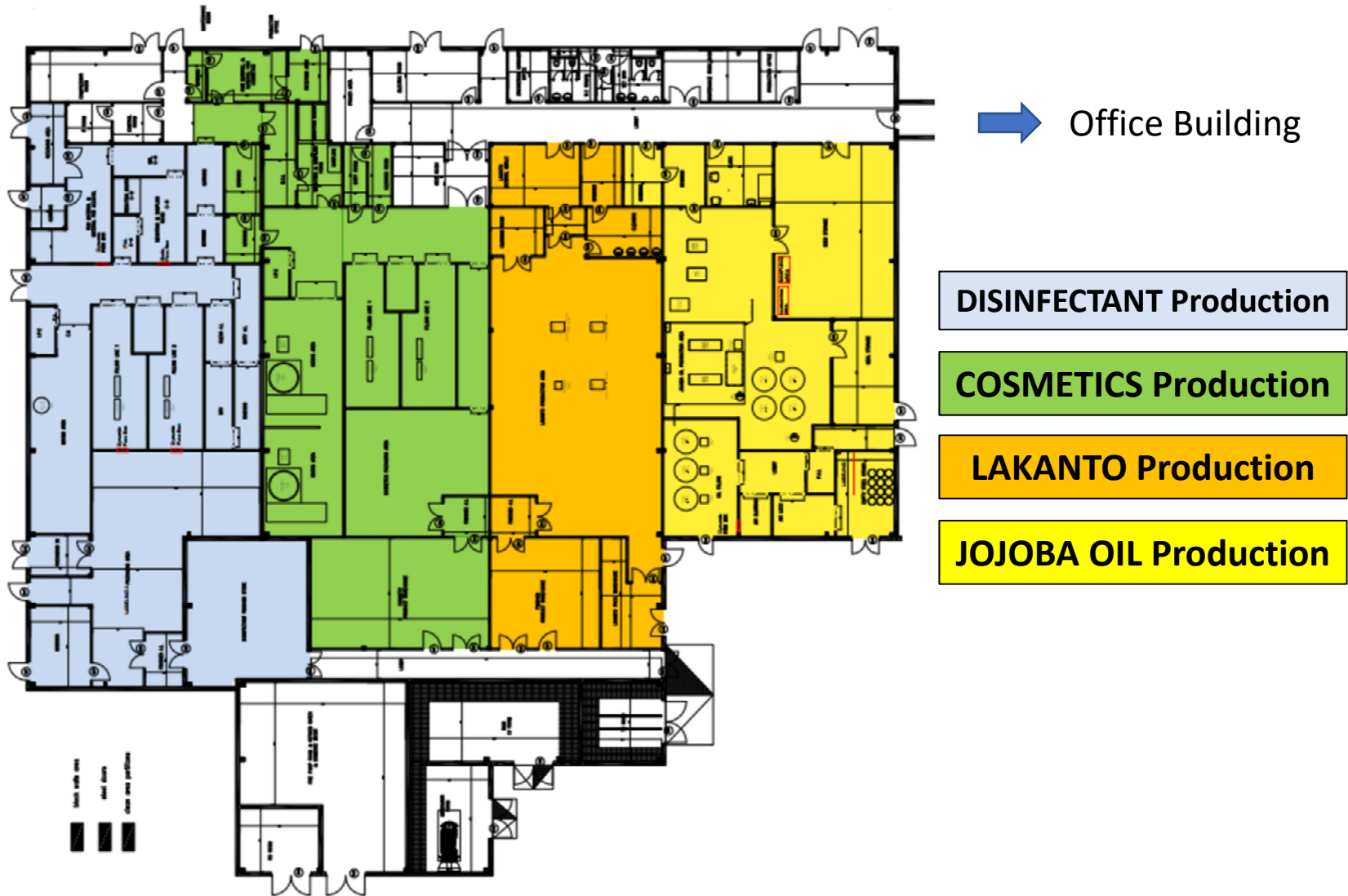


Factory Site : 20,000sqm  
1<sup>st</sup> Phase Construction: 3,264 sqm  
Hand over: 28 February 2023

Factory Building

Office Building

# Saraya Factory Layout



# JOJOBA OIL FACTORY



SARAYA

# COSMETIC FACTORY

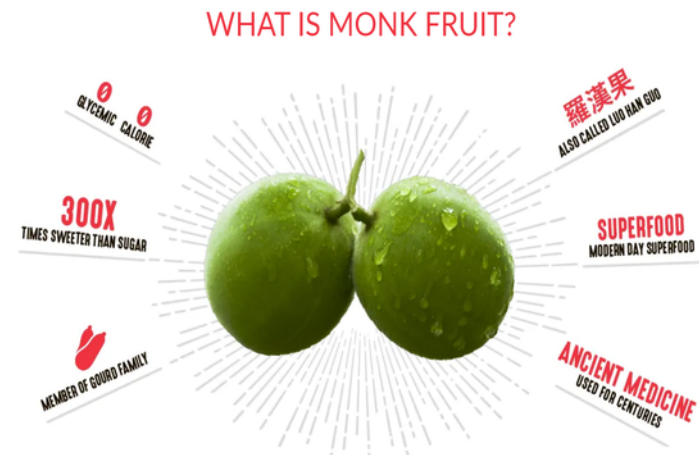
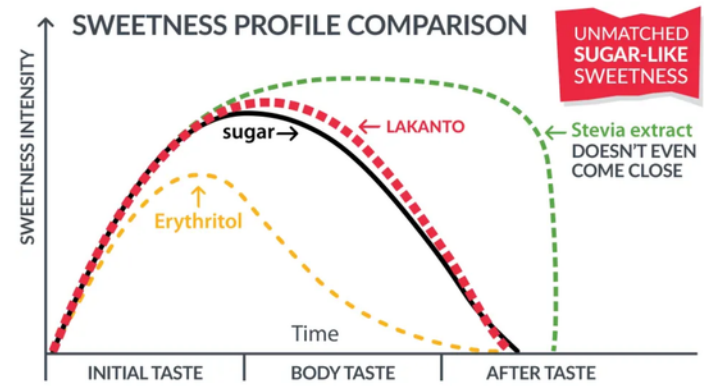


- Polynesian Spa
  - Shampoo 480 ml
  - Conditioner 480 ml
- Southern Tropical
  - Shampoo 480 ml
  - Conditioner 480 ml
- Vellie Baby
  - Body Soap
  - Hand Soap

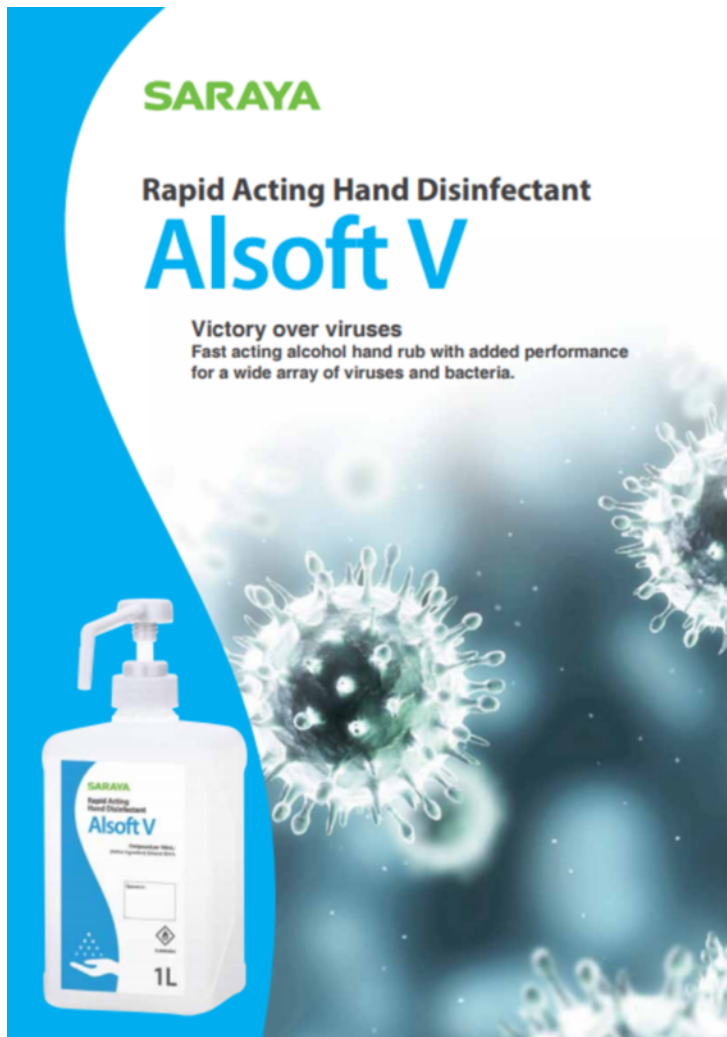


**SARAYA**

# LAKANTO FACTORY (Zero Calorie Natural Sweetener)



## DISINFECTANT FACTORY (Pharmaceutical Grade)



### Surgical Handrub **ALSOFT VB**

- \*Fast acting antimicrobial agent.
- \*Surgical handrub within 60 seconds
- \*Effective against a broad spectrum of microorganisms, killing most common bacteria, yeasts, mycobacteria and viruses.



**SARAYA**

THANK YOU  
VERY MUCH  
FOR  
YOUR ATTENTION!

For more information,  
<https://saraya.world/>

