

Company Profile



Phoenicia
Group

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COMPANY OVERVIEW

Phoenicia LTD

Date of Establishment: 28 / 1 / 2007
Phoenicia was registered and set up as a wholly foreign-owned enterprise, formerly known as Cairo Nights.

Legal Status: Wholly foreign owned enterprise (Lebanese)
Owner: Stefano El Douaihy
Registered Capital: 50,000 LE
Commercial Register : 22291

Registered Address:
10, Amal Street, Heliopolis, Cairo.

Business Address:
10, Amal Street, Heliopolis, Cairo.

Telephone: +20224175752
Facsimile: +20224198039

Phoenicia Group comprises companies in Beirut - Cairo - Dubai

The Phoenicia Group comprises 3 operating companies in 8 business sectors: Duty Free retail, food and beverages, event management, advertising, publishing and public relations.

Companies under the Phoenicia Group umbrella:

- Phoenicia Marketing JLT (United Arab Emirates)
- Phoenicia Ltd (Egypt)
- Taouk Express (Egypt)

Phoenicia Marketing JLT

License No.: JLT-68090
Registration No.: JLT4469

Licensee: Phoenicia Marketing JLT
Operating Name: Phoenicia Marketing JLT

Nationality: United Arab Emirates
Address: Unit No. 2H-08-149, Floor No. 8
Bldg No.2, Plot No. 550-554
J&G, DMCC
Dubai
United Arab Emirates

Issue Date: 11/02/2013
Valid Till: 10/02.2014

Activity: Marketing Consultancy Services.



Phoenicia LTD

Phoenicia LTD in Egypt is mainly a representative company in (Duty Free Shops) Egypt.

We carry a franchise portfolio of over 20 diverse perfumes, spirits & tobacco brands that features some of the industry's most identifiable names,



Main Spirits:

- Ksara, Ksarak
- Ksara Wines
- Arak Fakra
- Keglevich
- Limoncè
- Sambuca
- Amaretto
- Cherry Stock
- Triple Sec
- White and Mckay
- John Barr
- Claymore
- Highland Pride
- Glayva Liqueure
- Russian Ice
- Jura
- Dalmore
- Vladivar
- Pinky Vodka
- Alizé
- Café Bohème
- Baron Clovignac
- Beluga Vodka
- Jägermeister
- Lanson Champagne
- Clan Fraser Whiskey
- Grande Absente
- Greenall's
- Black Dog Whiskey
- Belenkaya Vodka
- Tsarine Champagne

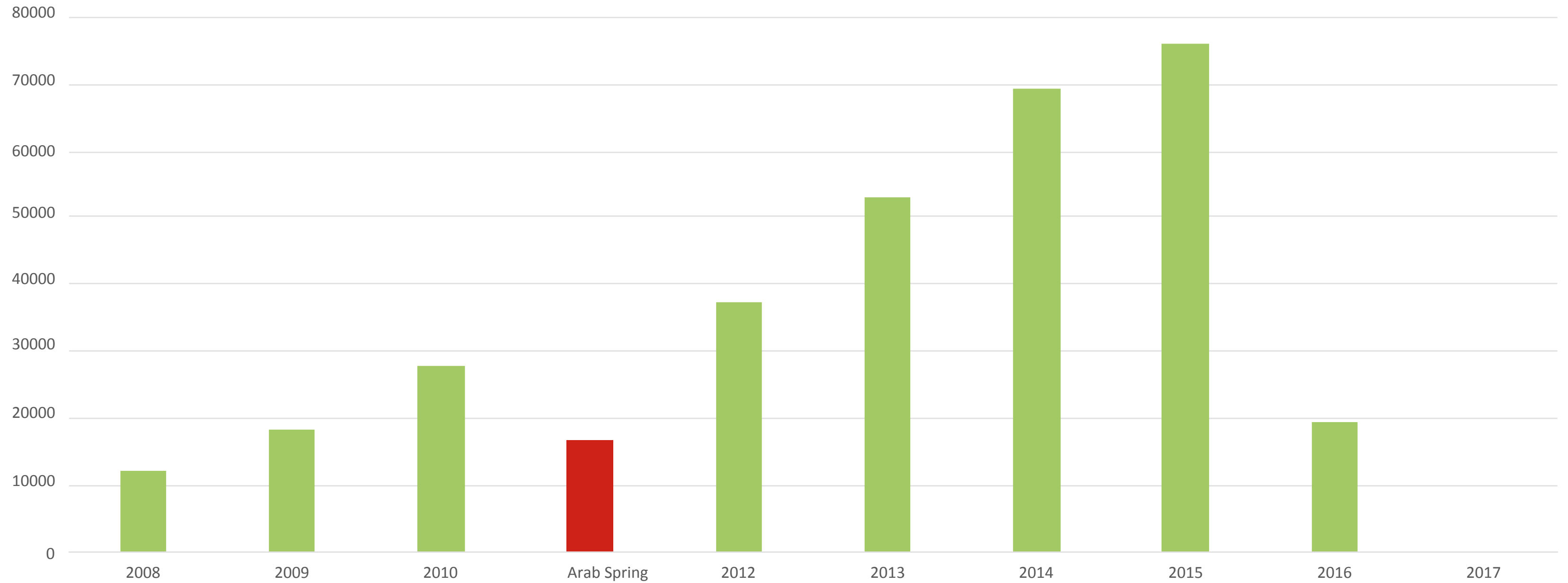
Tobacco:

- Miami Cigarettes
- Vegas Cigarettes
- Affair Cigarettes

Perfumes:

- Kimi
- Hello Kitty
- Playmobile

Bottles













Phoenicia Marketing JLT

Phoenicia Marketing JLT is the publisher of the Lebanese Community Guide in UAE and Middle East and organizer of the annual Lebanese Community Events.

Publisher of The Lebanese Community Guide. A free guide, containing important information for everyday's life in UAE, Egypt & Middle East, is a Vade Mecum for the entire community and all those who are related to it.

Organizer of The Lebanese Community Events, bringing people together to help us celebrate special occasions and our cultural diversity.

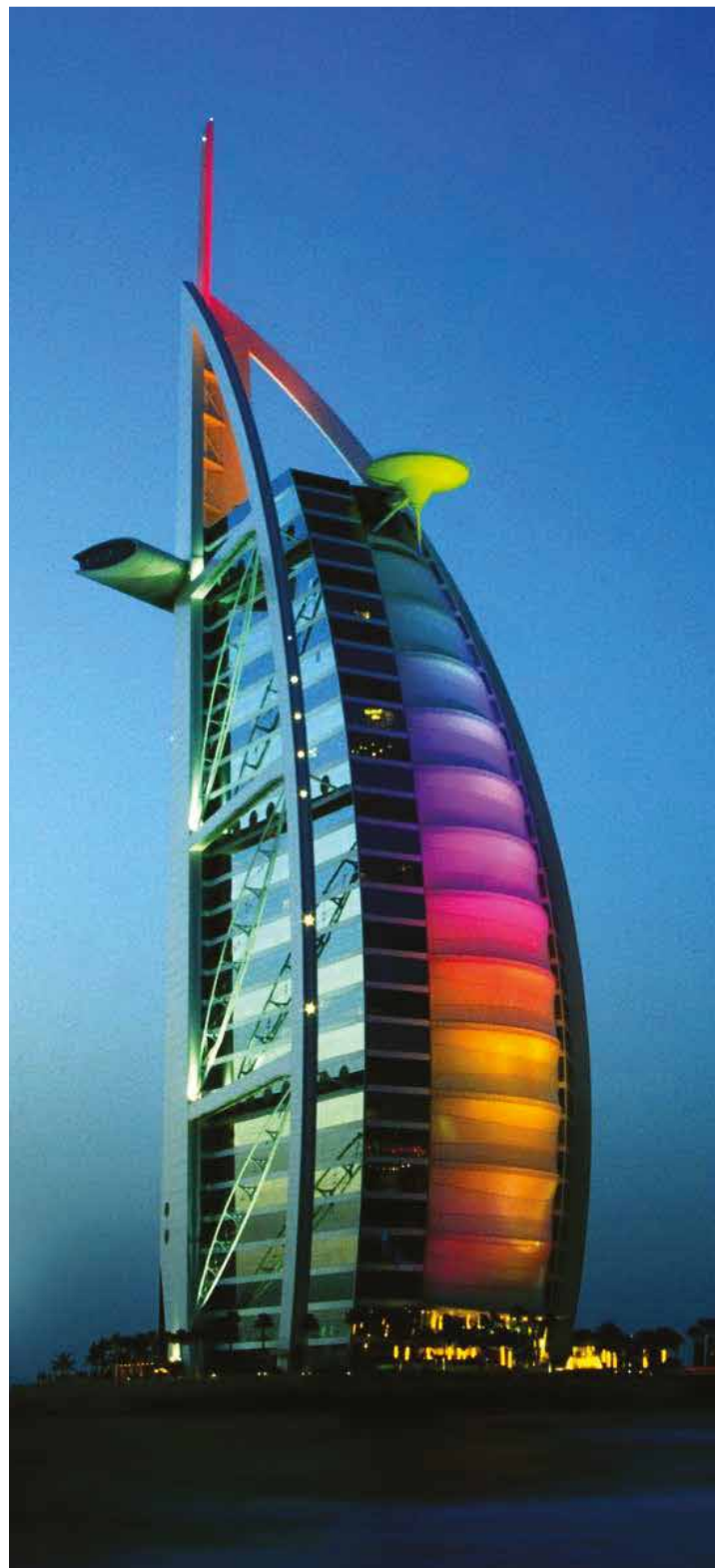
Manager of Lebanese Club and Cultural Center (Egypt). A gathering place which promotes unity, inclusiveness and the continued vitality of Lebanese culture and heritage.



www.lebanesecommunity.org

Phoenicia
Group





Shareholders & Shares

Shareholders Subscribed Percentage:

Mme Aida Yazbeck 50%

Mr Stefano El Douaihy 50%

Main Executives

Name: Aida Yazbeck

Position: General Manager

Education: Business Management,

University education - Pigier Lebanon.

Work Experience: Actual President of the Lebanese Community in Egypt Association, General Manager of Phoenicia, General Manger of Versace Porfumi & Moschino (CER).

Previously General Manager for Seagram, Allied Domecq, Absolute vodka, Martini, Rothmans with CER since 1990.

Number of Employees

Employees: 32

Structure of Organization

Phoenicia is a limited liability company, and its internal ultimate authority is the Board of Directors.

The General Manager Mme Aida Yazbeck is held exclusively responsible for daily management,

The main departments include General Manager's Office, Sales Department, Department of Administration and Department of Accounting.

Position in Duty Free

Egypt's spirits & wines business is restricted to the duty free unlike other liberal markets.

After years of growth in term of sales and portfolio we have reached ranking fourth after Diagio, Pernod-Ricard & Allied domecq.

Thank You

www.phoeniciagroup.net

Phoenicia
Group

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