

## WHO WE ARE



New Generation was established and registered in 2014 with its main office located in EGYPT New Generation is a company in the provision of high quality, healthy and innovative food ingredients. We operate in importing, exporting and distributing of raw materials for the fast moving consumer goods.

New Generation started with Capital of 2,000,000 L.E, with a wide knowledge with the Egyptian industries and with very experience members whom have a great experience with the B2B and more than 18 years' experience with the Egyptian and Middle East manufactures our Turnover reached 10,000,000 L.E/Year

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## MISSION & VISION



Our vision is to become the region's pioneer in the provision of **reliable, high quality and healthy food ingredients** brought to our customers from all over the world.

To build long term relationships with our customers and clients and provide exceptional customer services by pursuing business through innovation and advanced technology.

Our mission is to make international trading feasible through prospecting, market research, import and export process management, with a focus on profitable results for our customers, suppliers and the society as a whole, preserving and promoting business ethics, moral and social welfare.

## BUSINESS SCOPE



- We act as 3rd party logistic partner to our clients, as we contact global suppliers, negotiate prices handle shipping logistics & warehousing based on forecast bases.

- We were the distributor of "Givaudan" in Egypt for pharmaceutical and nutritional flavors.

- We distribute for "Lactalis" in the following products:-

- a) Whey protein powder 11%
- b) Skimmed Milk Powder
- c) Whey protein Isolate 90%
- d) Whey Protein Concentrate 80%

- We were distributors for "National Maize Company" in the following products:-

- a) Malto Dextrin
- b) Sorbitol 70/70

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c) Fructose 42/55

- Our portfolio includes:-

a) Cocoa powder ( Spain/Malaysia).

Local Trading Projects:-

1) Rice Protein

2) Pumpkin (chunks & puree)



## OUR BUSINESS PARTNERS



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Givaudan



OUR CUSTOMERS

*New Generation*



DAIRY

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CONFECTIONARY



NUTRITION



COSMETICS



*Generation*