**Juhayna Participates in the Egyptian-Danish Economic Conference to Enhance Investment Cooperation and Promote Sustainable Growth**

**Cairo, XXX December 2024:** Juhayna Food Industries participated in the Egyptian-Danish Economic Conference, which was inaugurated by President Abdel Fattah El-Sisi and King Frederik X of Denmark in Copenhagen, the Danish capital. The company was represented by Niels Thomson, Managing Director at Juhayna. The conference also witnessed the attendance of numerous business leaders and CEOs from both Egyptian and Danish companies.

The Egyptian-Danish Business Council aims to enhance economic and trade cooperation between the two countries by facilitating the exploration of investment opportunities available in Egypt, particularly in the fields of infrastructure, information technology, and manufacturing industries. The council also seeks to support clean and renewable energy projects, aligning with Egypt's efforts to achieve sustainability and ~~promote~~ a green economy by strengthening Egypt's role as a regional ~~energy~~ hub for the transmission and trade of renewable energy.

The council also plays a key role in driving innovation in the circular economy. It focuses on attracting investments to high-potential economic areas, such as the Suez Canal Economic Zone, while offering government support and incentives to Danish companies interested in operating in Egypt. Furthermore, the council seeks to strengthen bilateral relations between the two countries and establish strategic partnerships that foster growth and sustainable development in both economies.

Through its participation, Juhayna reaffirms its commitment to expanding its international partnerships and exploring new opportunities in foreign markets, particularly in key sectors such as food industries, renewable energy, and technology. The company is also focused on strengthening its presence in the Egyptian market and supporting sustainable development projects, in line with Egypt's strategy to attract foreign investments and drive economic growth. Additionally, Juhayna aims to support Egypt's vision for sustainable development and enhance its position as a regional investment hub, benefiting both the Egyptian and Danish economies.

**End--**