

## **Endeavor Egypt Welcomes Platform Agribusiness to its Network**

CAIRO, EGYPT - December 17th, 2017 - Endeavor Egypt welcomed Hussein Abou Bakr, CEO of Platform Agribusiness, to its network of High Impact Entrepreneurs in Egypt.

Platform is a demand-driven food processing company with three main product lines: canned food, pickles and dehydrated veggies. The agriculture company supplies American restaurant chains like Olive Garden and Little Caesar's with key ingredients, and works locally with nearly 200 farmers to provide them with technical expertise and financing options.

Hussein was among over 35 Entrepreneurs leading 22 companies from 13 countries selected at [Endeavor's 76th International Selection Panel \(ISP\)](#) held December 11th - 13th in Miami, USA. Their selection at the ISP also marked another milestone: selecting the 1000th company into the global network as Endeavor nears the end of its 20th Anniversary year. Panelists at the ISP event, hosted by Endeavor Miami, included top business leaders and investors who were drawn from Endeavor's extensive network of board members, mentors, and supporters. In Miami, panelists from around the world interviewed entrepreneur candidates about their businesses, evaluating them on their potential for high-impact growth, and then deliberated on which candidates should be selected to become Endeavor Entrepreneurs.

Endeavor strives to select the world's High Impact Entrepreneurs to help them think bigger, make better decisions, and multiply their Influence. This is done through a carefully designed suite of services that provides Endeavor Entrepreneurs with access to networks, access to talent and access to smart capital. Endeavor Entrepreneurs have had a significant track record of creating hundreds of thousands of jobs, generating billions of dollars in revenues, and building sustainable growth models in their home countries.

Endeavor now supports 1599 entrepreneurs leading 1000 companies in 30 growth markets around the world. In Egypt, Endeavor currently supports 46 entrepreneurs leading 28 companies including high-impact businesses such as *LUNA PAC*, *Vezeeta*, *TBS*, *Baraka Fashion Group*, *Family Corporation*, *SolarizEgypt*, *Imtenan*, *Al-Sagheer*, *Inertia* among others. Endeavor Egypt Entrepreneurs generated EGP2.2 billion in revenues in 2016, and created over 6,400 jobs since their selection.

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### **About Endeavor Egypt**

Established in 1997, Endeavor is leading a global movement to catalyze long-term economic growth by selecting, mentoring, and accelerating high-impact entrepreneurs worldwide. 20 years later, entrepreneurs have created over 700,000 high-value jobs and generate more than \$10 billion in annual revenues. In Egypt, Endeavor launched its operations in 2008 with a mandate to drive sustainable economic development by supporting local entrepreneurs.

### **For more information, please contact:**

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