

## **Fine Hygienic Holding Appoints Ahmed El Fakharany as New Chief Commercial Egypt**

**Tuesday 25 August 2020:** Fine Hygienic Holding (FHH), one of the world's leading wellness groups and manufacturers of hygienic paper products, has recently welcomed Ahmed El Fakharany as the General Manager and Chief Commercial Officer for Egypt. Ahmed's enlightened vision, ingenious approach, and agile mindset made him the ideal candidate for FHH to leverage its world-renowned legacy of innovation and success.

With more than 2 decades of unrivalled experience, Ahmed has pioneered with his prosperous vocational life, occupying prominent positions across the MEA region, most recently as a Commercial Head at Phillip Morris responsible for Egypt and the Levant region.

Having worked with a number of multinational corporations such as Coca-Cola and L'Oreal in Egypt and Europe, El Fakharany has meticulously managed marketing and sales operations, as well as budgets, and demonstrated an extensive understanding of customers, products and markets. His unique expertise and invaluable experience have positioned him as the ideal strategic leader capable of facilitating regional company growth and expansion in the commercial sector.

"Fine is proud to welcome Ahmed aboard as a valuable member of our leadership team. With over 21 years of diverse experience and knowledge, I am confident that he will further develop our business in Egypt and cement our place as an industry leader in the market. I would like to welcome Ahmed to the team, and we all look forward to accomplishing great things with him." said FHH CEO, James Michael Lafferty.

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**About Fine Hygienic Holding:**

Fine Hygienic Holding (FHH), one of the world's leading wellness groups and the MENA region's leading manufacturer of hygienic products, serves consumers in more than 80 countries around the world. With its commitment to becoming "the shining star of the Arab FMCG business world," FHH focuses on sustainability, state-of-the-art production processes, pioneering CSR programs, and award-winning products. The company offers a diverse array of products including facial tissues, napkins, kitchen towels, toilet paper, baby diapers, adult briefs, jumbo rolls, as well as personal protective equipment and away-from-home products to accommodate all types of private and public institutions.