

Emirates International Investment Company (EIIC) invests in Mahaseel Masr

Cairo, Egypt- December 27, 2022 – Emirates International Investment Company (EIIC), the strategic investment arm of National Holding, has signed a partnership agreement with Mahaseel Masr, the first regional B2B fresh produce digital platform, to accelerate the deployment of Mahaseel Masr agri e-commerce platform.

The agreement will enable Mahaseel Masr to retain the necessary mid-term investment capacity to capitalize on its expertise and successful experience in Egypt to expand its leadership across the entire ecosystem governed by international standards, of farm profiling and coding, traceability, secure payments, logistical operations, and transparent communication between farmers and customers.

“We see a strong potential for a growing cross-border fresh produce trade, in line with the strategic objectives of the Egyptian government to multiply Egypt’s agriculture exports, while striving to minimize cost, maximize value and enhance quality. With an eye for global expansion, EIIC believes that Mahaseel’s e-commerce platform will remodel how the fresh produce trade industry operates with digital tools that cater to the pressing demands for stable and secure supply chains in light of the recent changing global scene dynamics,” said Joseph Iskander EIIC Head of Investments.

“Demand for first-rate fruits and vegetables at competitive prices is showing strong growth, driven by a global rapid population increase and raised digital awareness, in addition to a demanding need for global supply chain stability. With the support of EIIC, we will be able to achieve our mission to expand our geographic presence while crowning our portfolio with advanced technological and financial value added services. This strategic partnership will also realize our mission to simplify the lengthy supply chain and empower farmers’ inclusion into the digital transformation process that has revolutionized people’s day-to-day activities while ensuring fair trade for growers across the world,” said Mohamed Abdel Rahman, Mahaseel CEO.

Built on the foundation of connecting a wealth of farmers with their customers locally and internationally, Mahaseel Masr revolutionizes the regional agriculture scene and provides means for fresh produce trade with a click of a button, allowing for shorter cost-effective supply chain.

Through its online platform, www.mahaseel.net, Mahaseel Masr efficiently connects farmers with local and global fresh produce buyers in contrast to traditional fruit and vegetable sourcing, which adds up to 15% of Egypt’s GDP. The platform also leverages on geospatial farm profiling technology (GPS) that optimizes traceability of farms registered on www.mahaseel.net.

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About EIIC:

Emirates International Investment Company (EIIC) is the strategic investment vehicle of National Holding, an Abu Dhabi-based group with investments across leading sectors in the UAE and MENA region. Since the early 1990s, EIIC has been a significant investor in Egypt, the MENA region and globally.

For more info, please visit: www.nh.ae/our-businesses/eiic/

About Mahaseel Masr:

Mahaseel Masr is a smart digital platform built on the foundation of connecting a wealth of Egyptian farmers with their customers locally and internationally. The platform provides a wide range of digital tools that realizes mega transactions online reliably and securely, while ensuring farms' traceability through geospatial farm profiling.

For more info, please visit: www.mahaseel.net