

Sinokrot Global Group

The largest family owned business group in Palestine established in 1982 based in Ramallah with a state of the art infrastructure on 20,000 sqm of buildings , 350 employees Supported by a modern management & marketing systems covering more than 4000 outlets. Our chairman Mr. Mazen Sinokrot was appointed The Minister of National Economy until March 2006 also The Chairman of Board for the Palestine Standards Institute , Palestine Investment and Promotion Agency , Palestine Industrial Zones and Free Zones Authority

Sinokrot Global Group (SGG)The idea to contribute positively in enhancing the capacity of our national economy and support the existence and perseverance of the Palestinians on their homeland started back in 1970's through establishing a pioneer industrial institution as a seed for industrial, service and commercial investments. The idea succeeded through the contributions of the various specialties and capabilities who worked as a team to create Sinokrot Global Group which was established in August, 1982. Within a few years of its establishment, SGG became a model that is distinguished by its efficient management, staff, modernity of machines, hospitality, systems, laboratories, good quality products and wide celebrity in local, Arab and international markets. SGG was the first national institution to attain the International Standard Certificate ISO 9001 and the Palestinian Quality Certificate. Nowadays, SGG produces more than one hundred various products, and employs more than two hundred qualified Palestinian employees. It also has good business relations with many world companies, Palestinian merchants, academic and official institutions; as it always insists on providing the best and the highest quality products. Later on, SGG expanded its investments to incorporate various industrial, agricultural, commercial and service projects spreading throughout Palestine to be always a model of national industry and a pattern of the Palestinian interactive institutions that seek to support the economic system of the country and enhance its capacity to achieve its ambitions and objectives.SGG relies on the following elements to achieve its objectives:§ A solid and expanding integrated infrastructure.§ Name recognition and a broad customer support network.§ Flexibility to adapt to a changing environment.§ Liquidity of resources, reserves and extended financial leverage.§ Knowledge of the market & international experience with new business frontiers.§ Corporate and managerial skills to address challenges with emphasis on TQM.§ Solid relations with government, institutions, NGO's and international groups.§ Strategic location and access to regional and international markets.§ An eye on expansion utilizing a proven business model and track record.In addition to the significant role the Group plays on the commercial and economic fronts, the Group is very active in protecting the environment and the welfare of its workforce; the Groups is currently pursuing ISO 14001 certification; it is also very active in formulating laws and regulations in cooperation with local government .

Leadership RoleThe Group has sustained, through its years of rapid growth, an excellent mutual relationship with the various entities

CommunityThe Group enjoys a solid base in the Palestinian community and is highly involved in nationwide charitable, cultural, cooperative and other activities. The Group has both direct and indirect contacts that tie it with more than 70% of the local community.

Economic & LegislativeThe Group is well represented at trade unions, associations, committees, and social institutions. It has positively contributed in the enactment of the various laws such as the labor law, trade law, tax law, investment law, industrial standards and measurements, industrial and duty free zones law, and other related laws.

PNA (Palestinian National Authority)The Group has a strong relationship based on professionalism and mutual respect with the Palestinian National Authority various ministries and departments. The Group contributed in formulating and implementing all measures necessary to protect the newly born Palestinian economy. Furthermore, it played an advisory role in formulating the economic agreements between the PNA and the EU, USA, Canada in addition to the regional agreements with the AFTA countries.

InternationallyThe Group's continuous cooperation with foreign consulates and missions including the American, British, French, Austrian, Turkish, Italian, Spanish, Polish, Japanese, Greek, etc. contributed positively to enhancing and strengthening the mutual relationship between the Group and the various institutions in these countries.In addition, the Group is associated with five different domestic and international consulting firms specialized in the fields of economic studies, marketing, international standards, financial and administrative systems, and research and development

The solid relationship the Group has on all levels made it an attractive and strategic business partner. In that regard, it receives a streamlined treatment in the areas of government regulations, registrations, trademarks, intellectual property rights, permit acquisitions and all other related issues.

Business Outlook SGG is a vital member in the Palestinian national economy as it contributes to enhancing its capacity through the growing investment in various projects and the new business partnerships that it establishes with international companies every now and then. The Group's Research & Development department has the mission of analyzing market needs for new products, exploring new business opportunities and attracting foreign investments through business partnerships.

Future expansion will include:§ 10 hectares in Ramallah for expansion and development purposes.§ 110 hectares at a strategic location in Jericho containing three water springs for animal farming and agricultural investment.§ Maintaining horizontal and vertical integration in the various projects to achieve goals and objectives.In addition to utilizing available business infrastructure, the Group is currently setting up marketing, auditing and reporting departments to manage growth and be positioned for business opportunities. SGG is the new business frontier and we are constantly looking for partners who share our vision.SGG investment policy depends on establishing distinctive projects with economic and social value. Its various activities include the following: v Confectioneries and sweets manufacturing. v Agro-Industries.v Animal feed production.v Tourism and Hospitality.v Import and Export.v Distribution and Logistics.v Importing and distributing industrial raw materials.All these activities are carried out by more than 10 companies owned by SGG in addition to other investments in various projects.

Affiliations & MembershipsPalestinian Food Industries Association,Ex - Chairman of the BoardThe association consists of 110 factories in the West Bank and Gaza Strip; its mission is to upgrade the food industries in Palestine. It has a capital of \$380 million and 7000 employees.

Universal Group for Engineering and Consulting : Chairmen of the BoardA leading engineering and consulting firm specializing in infrastructure, architecture, water and sewage, and feasibility studies. It

has offices in Ramallah, Nablus, and Gaza and 25 full time engineers. It has contracts with the IBRD, UNDP, PECNDAR, USAID and donating countries.

Palestine Standards Institute : Ex - Vice Chairman-of Board

Palestinian Tourism Promotion Committee : Member A body representing all sectors of tourism industry including travel agents, hotels, restaurants, transportation, tourist guides, etc.

Palestinian-German Business Council : Member A higher council promoting bilateral economic and commercial relationships between Germany and Palestine.

Palestinian Businessmen Association : Founder and ex-chairman of the Board A body responsible of representing Palestinian businessmen on all levels.

Federation of Palestinian Industries : Ex - Chairman of the Board A higher council of all Palestinian industries aiming to upgrade the Palestinian industry.

Palestinian Trade Center (Pal-Trade) : Founder and ex- chairman of the Board Established with the purpose of promoting trade between Palestinian and international markets.

Arab Food Industries Federation : Head Palestinian Representative A body aims to upgrade the Arab food industry to meet international standards.

Birzeit University Friends' Society : Member

Al-Quds University Friends' Society : Member

Arab International Association (Arab League) : Regional Manager Major representative of the private sector for lobbying (legal framework of the new laws and Legislative for economic development).

Major partner in the evaluation of trade agreement between Palestine and the international community.