



JOUD GROUP

Boundless Ambition & Endless Success

Joud Group at a glance :

Now and for generations to come, Joud is a part of everyday life of each Syrian family. With every household using at least one product which Joud has either manufactured, assembled, imported, distributed, bottled, packed, transported, or promoted for, no other Syrian company touches so many people's lives in so many diverse aspects.

Our business is built around the motto “What Worth Doing is Worth Doing Well”; and therefore, Joud's name has always been associated with top quality services and products in addition to premium brands as a result of its commitment to excellence, integrity, perseverance, and highly qualified personnel.

With business activities growing horizontally and vertically every day, Joud Group by all means proves to be second to none in Syria.

It all began in 1933 :

By starting his wholesale and retail foodstuff business in 1933, the Late Mr. M. D. Joud not only laid the foundation for an ever-growing family enterprise, but also helped shape the contemporary business environment in Syria.

Over the years, Joud has steadily diversified and expanded its business activities and interests in response to the demands of a rapidly developing market.

Today, with a total workforce of almost 3,500 employees, manufacturing plants of about 183,000 m² and a well-established network all over the country, Joud assumes a dominant role in the Syrian business scene with a wide range of products and services from various business sectors, and continues forward with firm commitment to excellence.

The Power of Unity & Diversity :

We at Joud observe the market thoroughly and constantly to understand the customers' requirements and detects the gaps. To meet these requirements and bridge those gaps, we are a group of many unique entities, each servicing different market sectors to provide the highest quality of products and services.

We believe in the power of **unity** and **diversity**: For **unity** we work together under one umbrella, and for **diversity** our multi-business activities cover commercial and industrial domains.

Our subsidiaries include, but not limited to, Joud Steel, Joud Wood, Joud Soft Drinks and Juices, Joud Industries - Domestic Appliances Company (JDA), Joud Trading Co., and Joud Marketing.



JOUD GROUP

Key Subsidiaries



JOUD STEEL

1. Joud Steel:



1. Joud Steel:

- **Year of Establishment:** 1998.
- **Site Area:** 35,000 m².
- **Annual Production:** More than 150.000 tons/year.
- **Workforce:** 350 workers.
- **Company Activities:**
 - Manufacturing symmetric & asymmetric angles.
 - Manufacturing deformed and smooth steel.
 - Manufacturing flat bars.
 - Manufacturing square bars.
- **Website:** www.joudcosteel.com



JOUD WOOD

2. Joud Wood:



2. Joud Wood:

-Year of Establishment:

- 1989 as an importer of timber.
- 2004 as a producer of LAMAICA Melamine.

- Site Area: 34,000 m².

- Main brands: EGGER, and Barlinek.

- Annual Import Quantity: 100,000 m³/year .

- Annual Production: 850,000 sheets/year.

-Workforce: 100 workers.

- Company Activities:

- Importing all types of timber.
- Producing LAMAICA Melamine for all types of décor.

- Website: www.joudwood.com



JOUD SOFT DRINKS & JUICES

3. Joud Soft Drinks & Juices:



3. Joud Soft Drinks & Juices:

- **Year of Establishment:** 1985.
- **Site Area:**
 - **Lattakia Site:** 20,000 m².
 - **Damascus Site:** 40,000 m².
- **Main brands:** Pepsi, 7up, Mirinda, Barrio, Mountain Dew, Tropicana, H2OH!, Lipton Ice Tea, Frito-Lay, Mandarin, Seles, and Yumi.
- **Annual Production:** 28,000,000 raw case/year.
- **Workforce:** 1,800 workers.
- **Company Activities:**
 - Producing and distributing drinks and snack food under international and local brands noting that Joud has established the first modern Soft Drinks plant in Syria, branded as Mandarin, which is proudly the exclusive bottler of Pepsi in Syria.



**JOUD INDUSTRIES
DOMESTIC APPLIANCES COMPANY
(JDA)**

4. Joud Industries – Domestic Appliances Company:



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4. Joud Industries – Domestic Appliances Company:

-Year of Establishment:1993.

- Site Area: 34,014 m².

-Main Brands: Hoover, Candy, CandyZerowatt, Mabe, Faber, Severin, Ebac, Vestel, Hi Life, Riviera, Sonorous.

- Annual Production:

- **Refrigerators & Freezers:** 75,000-80,000 units.
- **Washing Machines:** 30,000 units.
- **Freestanding Cookers:** 30,000 units.

-Workforce: 650 workers.

-Number of Showrooms: 15 showrooms.

-Number of Warehuoses: 4 warehouses.

-Number of Self-owned & Run Services Centers: 9 centers.

-Number of Clients: more than 800 retailers & wholesalers.

-Number of Trucks: 8 trucks.

4. Joud Industries – Domestic Appliances Company:

-Company Activities:

- Manufacturing & assembling of various types of domestic appliances under JDA own brands, international brands, and as OEM.
- Import & Export of Domestic Appliances under JDA own brands , international brands & as OEM.
- Exclusive distributors of many white and brown goods brands.
- Retailers through self-owned and run showrooms.

-Awards:

- ISO 9001:2008
- PepsiCo. approved equipment supplier.

-website: www.joudappliances.com



JOUD TRADING CO.

5. Joud Trading Co.:



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-Year of Establishment: 1982.

-Main Brands: La Vache Qui Rit, Kiri, Baby Bel, Jenan, and Proctor & Gamble's brands, such as Head & Shoulders, Pert Plus, Herbal Essences, Tide, Fairy, Always, Pampers, Wella, Pringles, Ariel, Pantene, Crest, Camay, & Zest.

- Company Activities:

- Import & distribution of fodder and foodstuff (such as banana, rice, tea, coffee, and sugar ...etc).
- Import & distribution of consumer goods.
- Exclusive distributor of Fromagerie Bel, the famous French cheese company of La Vache Qui Rit, Kiri, & Baby Bel.
- Exclusive distributor of Proctor & Gamble (P&G) products.

-Website: www.joud.com

Thank You For your Time and Attention...