

# Sand Valley

## Company Profile



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16 Saudi building, Alnozha St. nasr city – Cairo -Egypt

# Sand Valley



## **INTRODUCTION**

Sand Valley is an Egyptian agricultural firm established in 2005

Sand Valley has expertise in introducing high quality agricultural products to the market. Its range of products includes seeds, pesticides, fertilizers and agricultural material



Sand Valley conducts extended research and development trials to ensure a successful penetration of its products to Egyptian Market.

## **VISION / MISSION / STRATEGY / CORE VALUES**

### **VISION**

Our vision is to be a leading agricultural firm in Egypt

### **MISSION**

Our mission is to introduce high quality seed varieties, pesticides, specialty fertilizers and agricultural materials to the Egyptian Market.

# Sand Valley



## CORE VALUES

Suppliers and Customer Satisfaction, Quality Products, Quality Service, Adhering to high standards of Health, Safety and the Environment

## STRENGTHES

- Transferring knowledge to the farmer through agronomist expertise
- Introducing new varieties through extensive demo trials
- Covering most of Egyptian agricultural areas by assigning permanent agronomists
- Constant and direct communication with leading farmers, dealers and retailers
- Providing customer strong after-sale service
- Arranging seminars in key agricultural areas.
- Depending on the direct sales and retailers at the first stages of the product introduction








# Sand Valley



## COMPANY GROUP

Sand Valley is part of a network of companies that supply and distribute a variety of products in the Middle Eastern and North African market

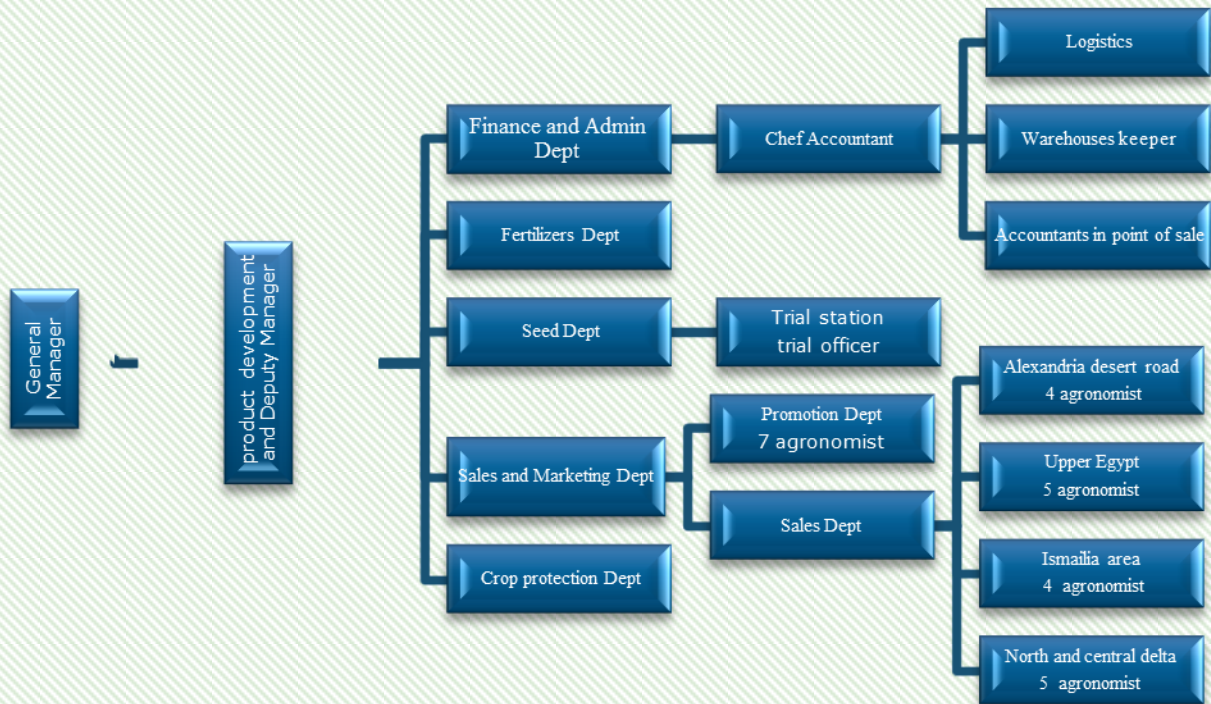
Company		Location	Role
Sun Rise		Italy	Supplier
Amican		Canada	Supplier
Sand Valley		Egypt	Distributor
Aljarrar		Libya	Distributor
Agrinavet		Jordan	Distributor
Vetagrrial		Algeria	Distributor
AlSanabal		Egypt	Import/Export



# Sand Valley



## ORGANIZATIONAL CHART



## Company structure

**Mahmoud Zeidan – Owner**

**Ahmad Ahed – General Manager**

**Employees 50**

**Financial and Administration department 20 employees**

**Sales and promotion department 30 agronomist covering all Egyptian areas**

# Sand Valley



## LOCATION & CONTACT INFO

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**Sales Office  
at Dakahleya**



**Head office  
at Nasr City**

**R&D Station at  
Isma'iliyah**

Ahmed Ahed – General Manager

Email: [ahmedahed@sandvalley-eg.net](mailto:ahmedahed@sandvalley-eg.net)

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Branches

- 1- Al-Mansoura branch
- 2- Al-Minya branch

# Sand Valley



## LINE OF BUSINESS

- Seeds
- Fertilizers
- Pesticides
- Agricultural Material ( Plastic sheets)

## SEEDS

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We are sole agent for the following suppliers by direct and indirect import

**Seminis** (USA)

**Vero Seeds** (USA)

**Nickerson Zwaan** (Holland)

**Sunrise** (Italy)

**United genetics** (USA)



# Sand Valley



## FERTILIZERS AND PLASTIC SHEETS

**Grow More** (USA)

**Open Green** (Italy)

**Hasad Al Dahab** (KSA)

**Arab fertilizer Co** (Jordan)

**ISTANBUL SERA PLASTIC** (TURKEY)

**GROW MORE**

**OPEN GREEN**



## PESTICIDES

**Syngenta** (Revus MZ)

**Al - Burj Agrivet Pesticides Manufacturing Co**





# Sand Valley



## RESEARCH & DEVELOPMENT

Sand Valley operates a 20 Acre Research and Development (R&D) station located at Ismaï'liyah, Egypt and 2 Acre in Minya area. The R&D Station is utilized to test the probability of success of new products in the Middle Eastern and North African market under the region's particular environmental and soil conditions.



Products successfully tested in the R&D station are showcased in Seasonal Field Days to companies, dealers, owners of major farms and individual farmers, reducing the time needed for a successful launch of the product and allowing our customer to provide feedback on most desired products



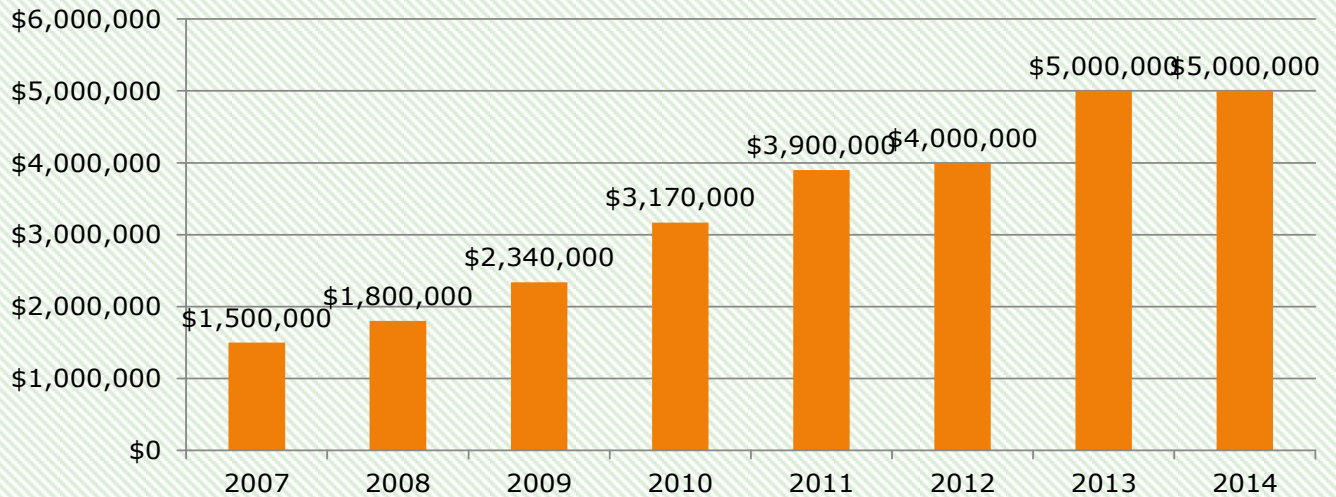
# Sand Valley



## FINANCIAL STATUS

Since inception, Sand Valley has confidently grown in sales with a variety of products. Sand Valley is committed to position itself ahead of the curve to be among the leading agricultural firms in Egypt.

### Sand Valley Sales in USD



### Products Share of Sales

