







## ◆ Company overview

Kashef Trading Company has started its activities by using new industrial technologies and identifying the needs of international markets as well as utilizing its skilled, talented human resources in order to promote the quality of products and customers' satisfaction. Kashef Trading company has managed to secure a significant position in this market with the aid of producing manufactured cereal products and more than 20 years of production experience. Our Quality Control Laboratories do their best to constantly build up customer satisfaction and the productivity of business partners by promoting the quality of products, obtaining global standards, using the latest management and business development methods. Kashef Group has always tried to employ its research and development units in order to continuously improve the quantity and quality of the company's products and services by purposefully utilizing up-to-date knowledge and expanding cooperation with pioneers.



## ◆ Business Description

The first pasta roots back to the Romanian food called laganda which is the manufactured cereal products made of Wheat flour and lettuce water. Dried pasta was a highly popular dish used in different parts of the world due to its high durability and high nutritional value. It is important to note that dried pasta has its own special serve in different regions. In addition, nowadays, more than 600 types of pasta are cooked around the world. Pasta industry produces about 16 million tons of pasta annually in the world, with more than 50% being consumed in Europe. It is reported that Italy ranks first in the field of production and consumption pasta by producing more than three million tons of pasta as well as annual consumption of 26 kg per person.

Tunisia, Venezuela and Greece are the next largest consumers of pasta in the world. The global pasta market sized registered at \$ 19 billion. In addition, it is predicted the market will reach a value of more than \$ 21 billion by 2026. Italy plays the pioneering role with \$ 3.6 million of pasta production and supplies 29 percent of the global pasta market.



## ◆ Vision and values

Kashef Trading Company believes that easy access to high-quality food is the right of every human being. Therefore, Kashef Trading Company strives to manufacture products through using the state-of-the-art technologies in the world, the best raw materials, obtaining global standards and developing knowledge and promoting its organizational culture to satisfy consumers.

### Values

- Institutionalizing the quality throughout the value chain of products
- Reducing environmental pollutants, taking on the responsibility for the environment, and optimizing energy consumption
- Promoting and encouraging teamwork and individual efforts
- Institutionalizing meritocracy and organizational promotion based on competencies
- Respecting the principle of confidentiality as well as trustworthiness and protecting privacy
- Management methods
- Meeting the needs of consumers by effective communication with customers and unremitting efforts
- Maintaining organizational agility while expanding the capacities of production and service
- Honesty, hard work, constant perseverance and the highest compliance with business





## ◆ Mission and targets

Considering its goals and policies compilation in five and ten years, Kashef Company intends to improve the quality level as well as increasing its daily production capacity to turn into one of the most effective industrial and trading leaders in the manufactured cereal market based on the value of profitability index.



#### Targrts

- Producing the highest quality manufactured cereals products by using the best raw materials
- Constant monitoring of the product quality in high-tech quality control laboratory
- Developing the knowledge and work skills of personnel through holding specialized courses and providing standardized training packages
- Promoting and upgrading industrial machines in order to increase the quality and quantity of production
- Fixing and maintaining industrial and office equipments with the aim of improving the quality of the working environment
- Increasing product diversity to meet the needs of global consumers
- Promoting consumers' satisfaction through interaction with customers and satisfaction measurement tools
- Improving the quality of work life of employees by using a comprehensive human resource management system
- Diversifying funding and identifying equipping methods for investment



## ◆ Message from the CEO

I am honored that Kashef Trading Company has been delivering sustainable profit growth while producing manufactured cereal products and endeavoring hard for many years. Kashef Trading Company has been established based on the assessment of the production and Trading capacities of the global markets, expert monitoring of the latest needs of manufactured cereal product consumers as well as the economic agents in this field. We hope to gain more trust and customer satisfaction, building up good rapport between the business partners. Kashef Trading Company aims to satisfy customers taking advantage of its bright and vivid future plan.



## Products

Kashif International Company produces high-quality products while focusing on providing products with the best raw materials and especially the use of first-class Semolina flour.

### Types of spaghetti

- Simple spaghetti
- Vegetable spaghetti

### Types of pasta

- Farfalle pasta
- Farfalle vegetable pasta
- Shell pasta mixed with vegetables
- Fusilli pasta
- Paprika pasta shell
- Jumbo pasta shell
- Pre-cooked lasagna



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8





## ◆ Types of pasta

- Meat-flavored noodles
- Chicken-flavored noodles
- Cheese-flavored noodles
- Vegetable-flavored noodles

### Services

- Sending product catalogs via social networks
- Providing free consultation and support
- Buying products via the company's online store
- Guaranteeing the quality of products



## ◆ Delivery and Payment

Considering the fact that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air, Kashef Trading Company exports its products to different countries easily, conveniently and promptly. International customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, we suggest telegraphic transfer. You can also discuss your desired payment method with our experts.