

Groot-Bijgaarden, 21 September 2018

Puratos Group signs a joint-venture agreement with Bano Group.



About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Its headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Puratos counts over 8600 employees. Products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit www.puratos.com

The joint venture will be called Bano-Puratos and will allow Puratos to increase its presence and market penetration in the Middle-East.

Philippe Ghyoot, Puratos Regional Director for Middle East & North Africa shares: *"The joint-venture with Bano Group, Puratos' exclusive distributor since 1995, is an important milestone in our geographic expansion as it stands for the first strategic direct presence of Puratos in this part of the world."*

This deal sees the coming together of two businesses that share common values including passion for innovation in bakery, patisserie & chocolate, a commitment to quality and customer-first approach.

"The joint venture of Bano Group and Puratos will combine Puratos' world-leading expertise in innovation and R&D along with Bano's in depth knowledge of distribution and logistics", comments Mohamad Hashwi, Chief Executive officer of Bano Group.

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About Bano Group

Bano Group was established in 1995 as the exclusive distributor of Puratos in Lebanon. Over the last 23 years, Bano has grown as one of the leading distributors of ingredient and equipment for the bakery, patisserie, chocolate and ice-cream sectors in the Middle East with major international suppliers. Bano has expanded its roots playing the same role in Kuwait, UAE and Oman since 2010, in KSA since 2015 and in Bahrain since 2017, with over 200 employees.

For further information,
visit www.banotrading.com

Over the last 23 years, Bano Group has grown as one of the leading distributors of ingredient and equipment for the bakery, patisserie, chocolate and ice-cream sectors in the Middle East and has expanded its presence in Kuwait, UAE, Saudi Arabia and Bahrain with over 200 employees.

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