

# Abuljadayel Beverages Industries Llc in Soft Drinks (United Arab Emirates)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A1D6ACD4357EN

## Abstracts

The company is expected to engage in the sponsorship and organisation of sports events and impactful activities targeting men in an effort to increase its brand equity and compete with very popular international brands such as Red Bull.

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