

El Araby Group in Consumer Electronics (Egypt)

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Abstracts

El Araby Group is an Egyptian, family-owned, joint-stock enterprise, which was established in 1964. It is one of the leading industrial and commercial corporations in Egypt and across the Middle East. The company has established its position through its partnerships with major brands, including Toshiba, TCL, Sony and Sharp. Moreover, it has introduced its own brand, Tornado, which is increasingly growing year over year.

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