

Peking Group For Investment & Touristic Projects in Consumer Foodservice (Egypt)

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Date: June 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P3C12F1BC9DEN

Abstracts

Peking Group for Investment and Touristic Projects is currently working on expanding its presence in consumer foodservice by opening more outlets in new neighbourhoods of Cairo. The company is appealing to the rising demand for Asian cuisine in Egypt, a trend which focuses on major cities such as Cairo and Alexandria and tourist destinations such as Sharm el Sheikh, Hurghada, and Gouna, where the high numbers of foreign tourists mean a more diverse consumer base.

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