

## PRESS ARTICLE

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### Sidel expands footprint in Africa opening a new office in East Africa in 2022



**As the economy in Africa continues to grow at an impressive rate, Sidel recognises the significant potential represented by East Africa. To reinforce our presence, Sidel will open a new office in Nairobi, Kenya to support our customers' growth with the highest standard of local engineering capability, tailored made solutions and local customer service.**

Sidel has been serving the African market for many years together with our partner SBA and as a result we have built a good relationship with key customers in the market. Africa has always been an important market, one which the company will continue to significantly invest in, as the dynamic Food, Home and Personal Care (FHPC) and beverage markets continue to grow at an impressive rate. Moreover, the economic performance from countries such as Tanzania, Uganda, Kenya and Ethiopia show some of the highest levels of GDP and disposable income growth on the continent.

In recognition of the great potential the East African market presents, and together with our partner SBA, Sidel will expand operations across East, Central & West Africa. Sidel's new office will be opened in Nairobi, Kenya in 2022 to support the local service requirements of our East African customers. Sidel will continue to work closely with SBA in East Africa, with SBA exclusively managing Sidel's spare parts distribution through their extensive network in Kenya as well as throughout most of East Africa.

SBA will increase its commercial and service-based resource and focus in Ethiopia, Central and West Africa using existing SBA offices in Côte d'Ivoire, Nigeria, Angola, Congo, DRC and Ethiopia. With this reinforced organisation across Africa, we will significantly increase our

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locality to the customer base, as well as provide high service levels and direct access to high level local engineering competence.

“Being close to our customer base will enable us to better understand the evolving market and consumer trends to provide ever more tailor-made solutions to local businesses and support our customers’ growth as the region continues to develop,” says Julien Pengam, Services Director Africa at Sidel.

Creating value for customers is always the key mission for Sidel. By leveraging the global experience in delivering advanced solutions and services, from packaging and blowing to filling, labelling and packing, through to palletising, combined with local expertise, Sidel will continue to bring innovation to the region and deliver brand differentiation and competitive advantage for its customers.

Sidel is also committed to investing in the local labour market, leveraging the local talent pool and developing skills in both technical engineering and management across all core operational functions, including sales, services, engineering, project management and finance.

“We are eager to contribute to the economic development of the region to grow sustainably and responsibly. By expanding our footprint, we re-affirm our commitment as a trusted partner for growth for our customers across the region,” concludes Bassam Oussaifi, Sales Director Africa at Sidel.

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Sidel is a leading global provider of packaging solutions for beverage, food, home and personal care products in PET, can, glass and other materials.

Based on over 170 years of proven experience, we help shape the factory of tomorrow, through advanced systems and services, line engineering, eco-solutions, and other innovations. With over 40,000 machines installed in more than 190 countries, Sidel has 5,000+ employees worldwide who are passionate about providing equipment and service solutions that fulfil customer needs.

We continuously ensure we understand the evolving business and market challenges our customers face and commit to meeting their unique performance and sustainability goals. As a partner, we apply our solid technical knowledge, packaging expertise and smart data analytics to assure lifetime productivity at its full potential.

We call it **Performance through Understanding**.

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