



**AL HANAA**

**For Agricultural Development**



## ABOUT US

Al Hanaa for Agricultural Development, founded in 2010, is one of three distinguished companies within the El Morshedy Group. Managing 3,630 acres of fertile land along the Asyut Western Desert Road, Al Hanaa specializes in sustainable farming, producing high-quality crops for local and international markets.

The Group also includes El Morshedy Trading, focused on commodity trading and distribution, and El Safa for Grains, dedicated to flour milling. Each company operates independently within its sector, contributing to the Group's diversified capabilities across the agricultural value chain.

With over 40 years of expertise, the El Morshedy Group stands as a trusted leader in Egypt's agricultural sector.





At Al Hanaa, we specialize in cultivating premium fruits and producing value-added products such as pickled olives and raisins. Our vertically integrated approach allows us to oversee every stage of production, across the entire chain, from farming and processing to export. Ensuring superior products that consistently exceed expectations.



**WHAT  
WE DO**

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Supported by our sister company, Oasis Trees, we streamline logistics and deliver efficiently to international markets, serving importers, agricultural traders, food manufacturers, wholesalers, and distributors worldwide.

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To become a leading provider of top-tier agricultural products for domestic and global markets, responsibly grown and tailored to client needs.

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# OUR VISION





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To deliver high-quality, sustainably cultivated products while exceeding customer expectations through innovation and integrity.

# OUR MISSION



- **Integrity** : Honesty, fairness, and responsibility in all operations
- **Sustainability** : Commitment to protecting natural resources
- **Creativity** : Encouraging innovation in agriculture
- **Technology** : Using modern tools to boost productivity
- **Teamwork** : Collaboration and shared goals for success

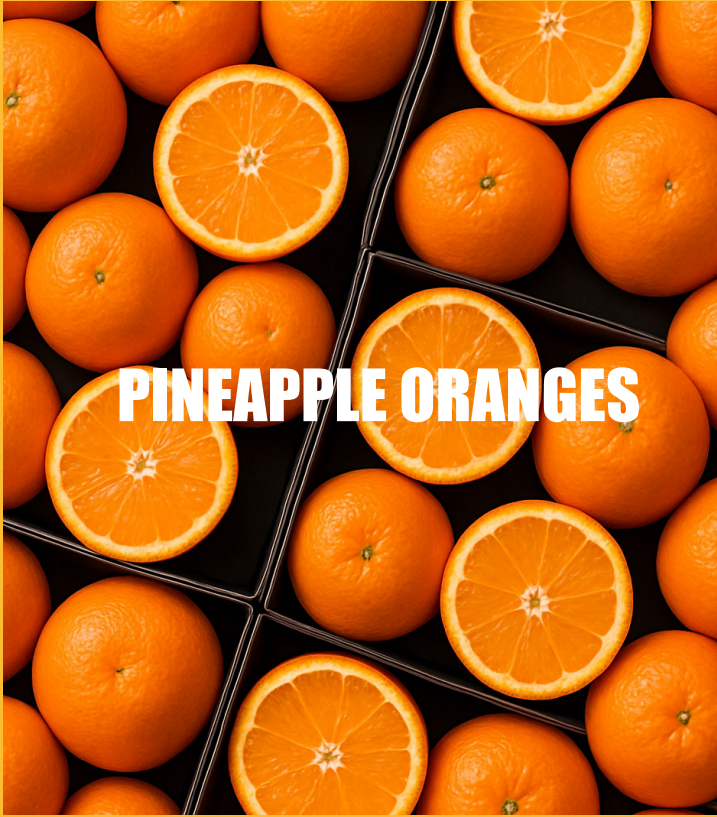


**CORE  
VALUES**

# WHY CHOOSE US

- Extensive experience in successfully serving global markets, particularly in Europe
- Rigorous quality control at every stage, from cultivation to shipment
- A people-first culture that fosters strong employee loyalty and long - term retention
- Deployment of advanced technologies, including:
  - SAP ERP system for efficient operations
  - Smart irrigation systems to optimize water use
  - Solar energy integration for reduced environmental impact
  - Eco-friendly farming practices that promote sustainability





**PINEAPPLE ORANGES**

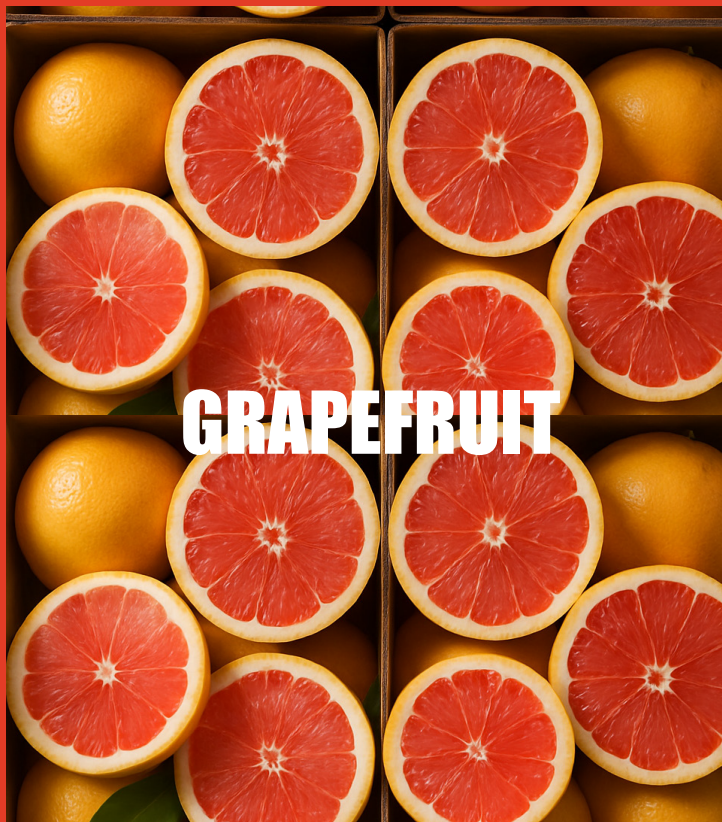
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**FREMONT MANDARIN**

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JAN

FEB



EARLY SWEET  
GRAPES



MAY

JUN

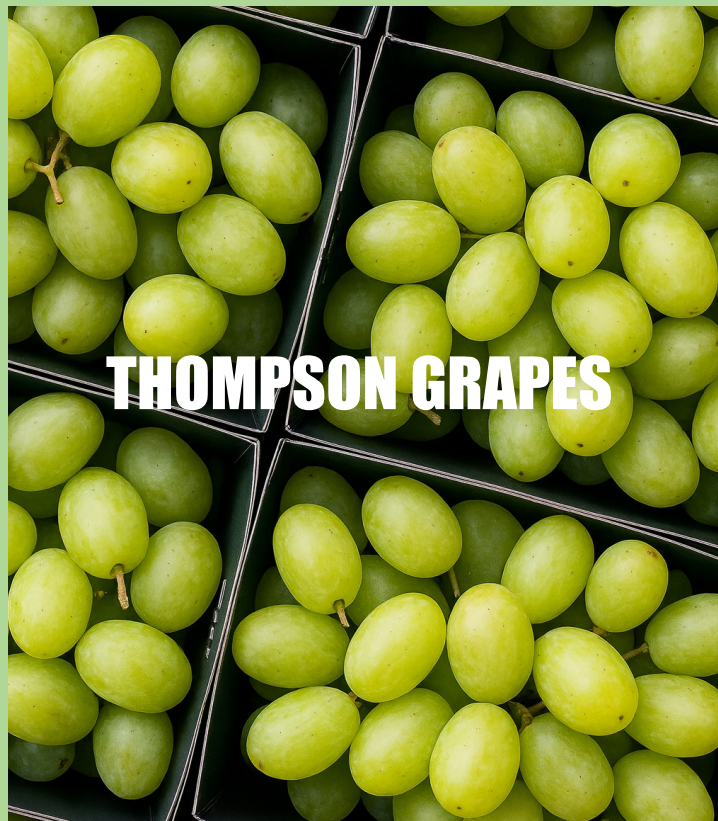


**FLAME GRAPES**



**MAY**

**JUN**



**THOMPSON GRAPES**



**JUL**









# PRICKLY PEAR



JUL



# GREEN OLIVES



AUG

# CONTACT US



[www.alhanaaagri.com](http://www.alhanaaagri.com)



[info@alhanaaagri.com](mailto:info@alhanaaagri.com)



[@alhanaa.eg](https://www.instagram.com/alhanaa.eg)



**International Markets Sales Manager**

**Yassin El Morshedy**



[Yassin@alhanaaagri.com](mailto:Yassin@alhanaaagri.com)



**+201111166756**



# AL HANAA

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Al Hanaa is a trusted grower and exporter of premium fruits, producing with sustainability and traceability at the core, delivering with integrity and precision.