



شركة الشهم العربي

ALSHAHAM AL ARABI COMPANY

للتجارة العامة والنقل العام والوكالات التجارية محدودة المسؤولية

GENERAL TRADE & PUBLIC TRANSPORTATION
& COMMERCIAL AGENCIES LLC

COMPANY PROFILE

Connecting Global
Brands with Regional
Success

Graphic Designer



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About

- Empowering Brands Through Strategic Expansion
- Franchise Partnerships: Acquiring rights & managing global/local brands.
- Market Expansion: Bringing brands to Iraq IQ, Egypt EG, and other regions
- Location Strategy: Choosing the best locations in busy shopping areas



EXPANSION

Our Approach

Our Approach

- ✓ Partnering with brands strategically
- ✓ Using research and data to plan growth
- ✓ Tailoring strategies to fit local needs for long-term success

Our Vision

To be the top company helping brands succeed in the MENA region through smart partnerships.





Our Mission

Help brands grow regionally by securing prime locations and designing tailored franchise strategies for long-term success.

Our GOALS

- **Build a Strong Franchise Portfolio:**

Bring in and grow promising international and local brands in key areas like fashion, food & beverage, and homeware. This expands what we offer and helps us become a top choice in specific markets.

- **Lead the Market in MENA**

Find the best locations in busy areas and create expansion plans deeply tailored to local needs in Iraq, Egypt, and beyond. This ensures high visibility for brands and strong profits.

ALSHAHAM sectors

Creating
Stylish
Products,
Building
Trusted
Brands

Fashion

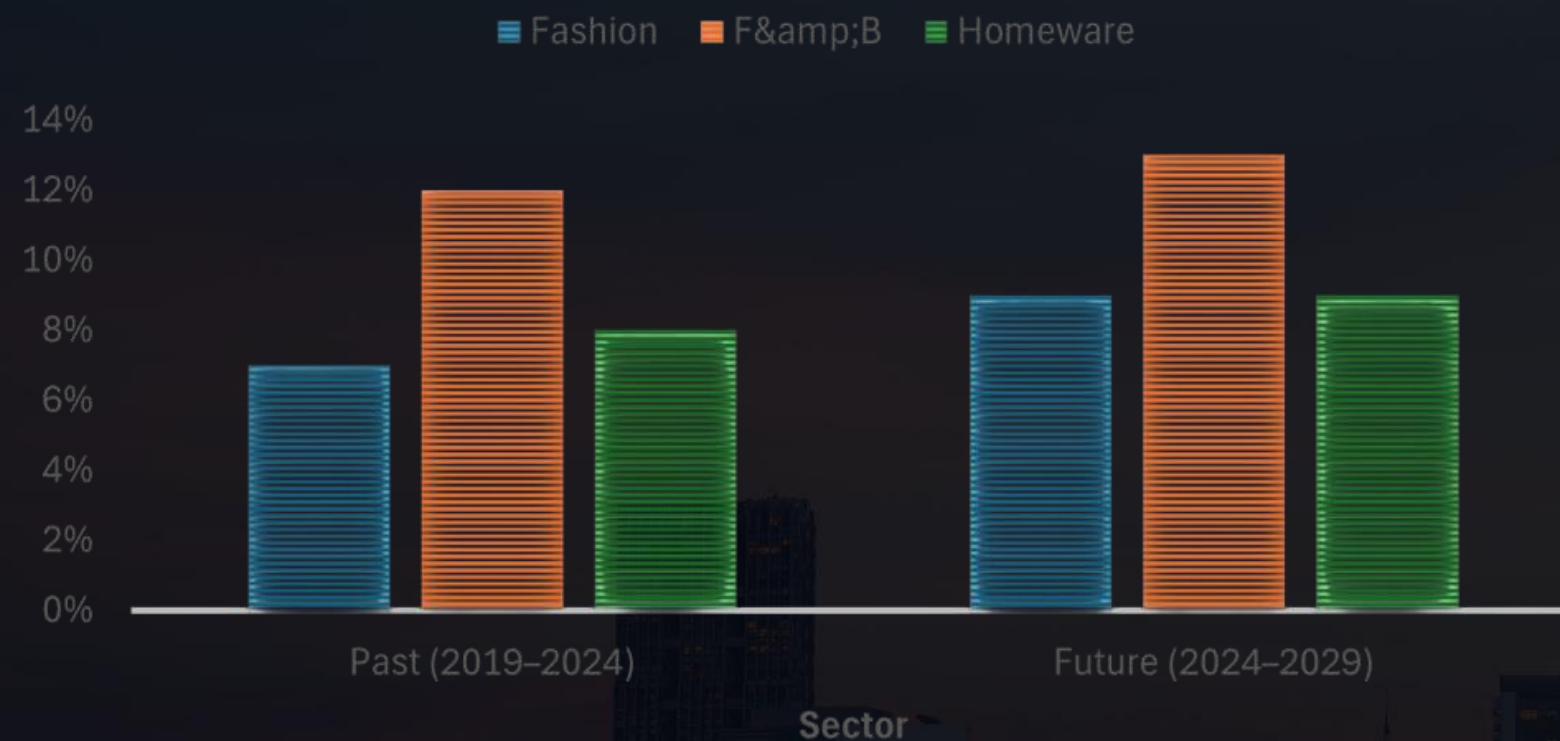
Improving
Daily Life
with
Quality
Products

F&B

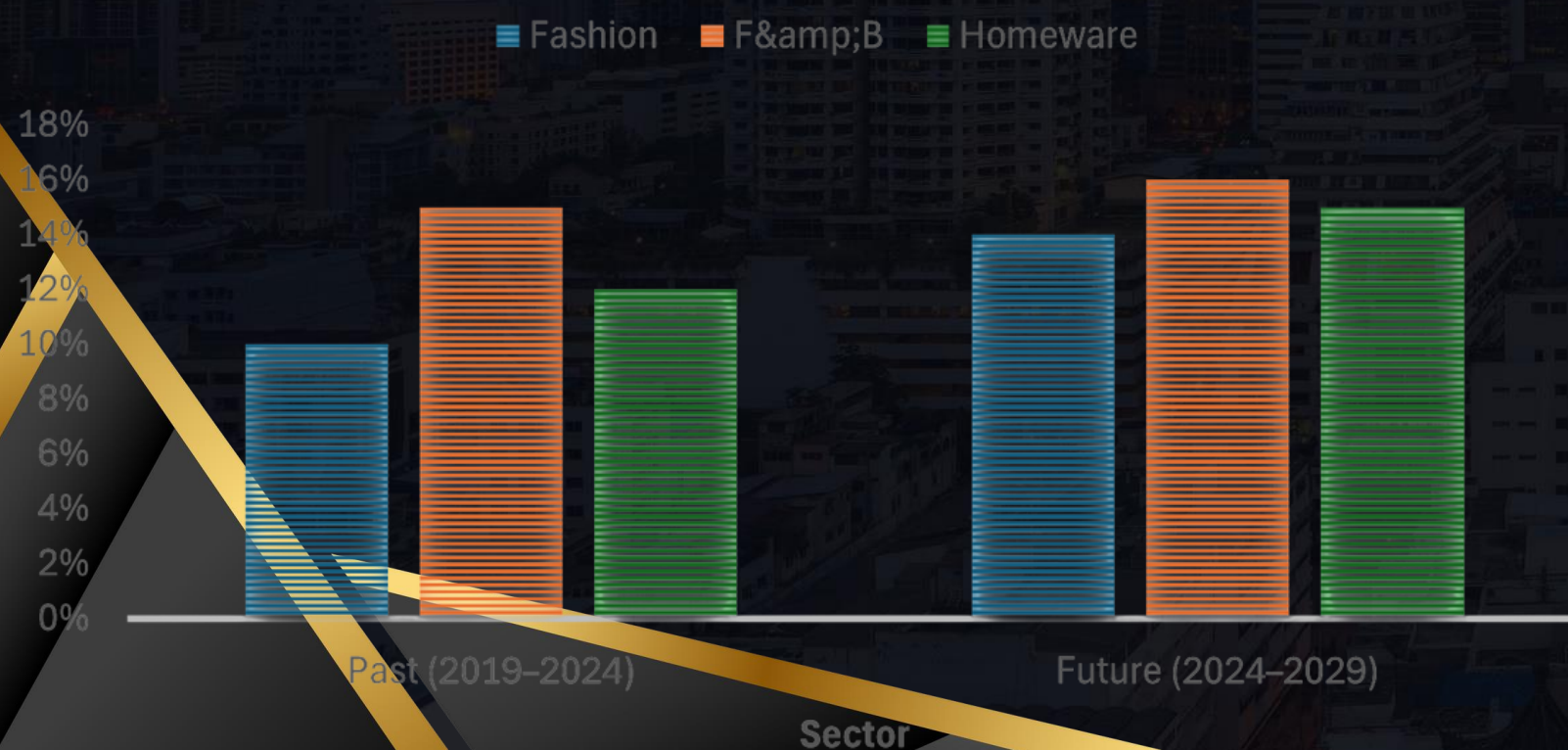
Crafting
Unique
Flavors
Through
Strong
Partnerships

Homeware

EGYPT'S GROWTH CHART



IRAQ'S GROWTH CHART



Market Analysis

Egypt's consumer sectors saw steady growth (4–12% CAGR) driven by youth and digital trends, with future gains (6–13%) tied to economic stability. Iraq's markets rebounded rapidly (7–15%) post-conflict, driven by oil and retail expansion, but face higher volatility (9–16%) due to political risks.

OUR FRANCHISE BRANDS



meshaltet baladi



HG COTTON
BY: HEROGHLEPHY

BRANDSROW
Keep Shopping!



F&B

FOOD & BEVERAGE

Arabica Coffee House

Authentic coffee roasted on-site using premium Arabica beans. Since 1976, we've been pioneers in specialty coffee, crafting exceptional flavors for every cup.



ARABICA®



Caruso's American Cafe

Leading the way in specialty coffee and international beverages, served in a cozy, traditional American-style café.



CARUSO'S



AMERICAN CAFE



Burrito Bowl Mexican Grill

Fresh, customizable Mexican dishes inspired by traditional flavors, made with high-quality, fresh ingredients.



Burrito Bowl

Mexican Grill

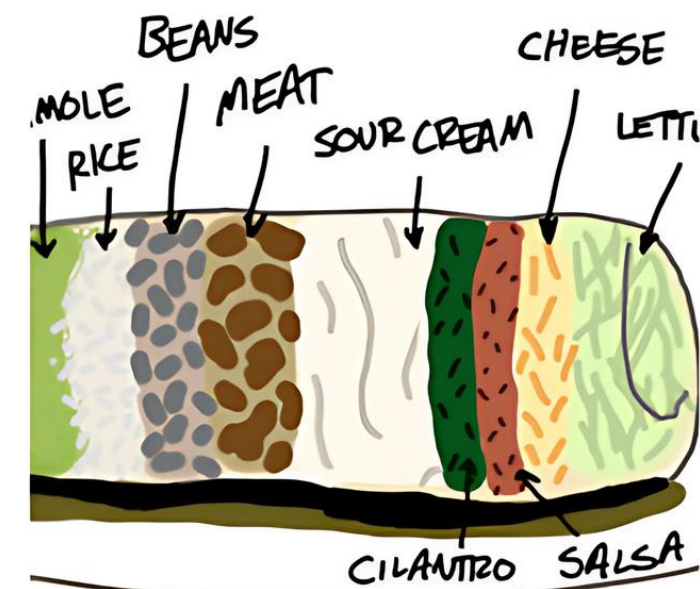


Burrito Bowl

Mexican Grill



Delicioso, Fresca...En Fuego



Delicioso, Fresca...En Fuego!

Uncle Al's Pizza Parlor

High-quality pizza and Italian dishes in a clean, family-friendly space at affordable prices. With 34 years of experience, we've grown quickly while keeping quality consistent.



UNTOLD STORIES PIZZA ENTHUSIAST



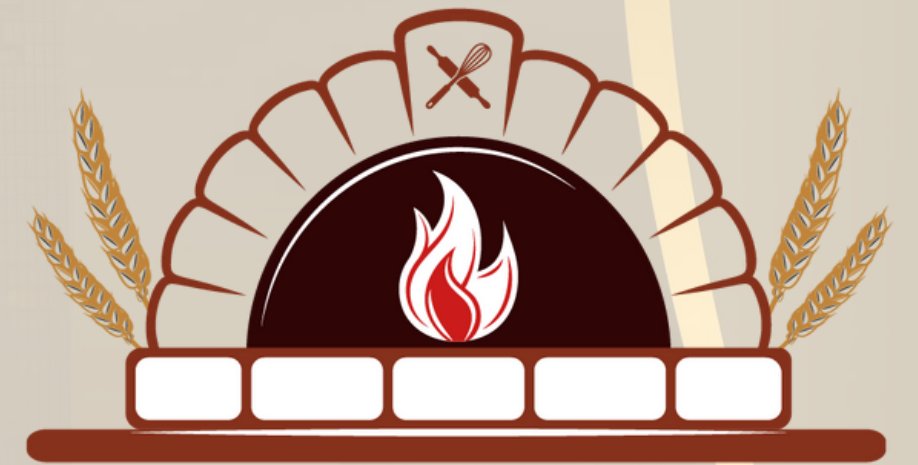
Meshaltet Baladi Innovative Egyptian Pastry Brand

Reinventing Tradition

A modern twist on feteer meshaltet (classic flaky pastry), featuring creative cheese flavors and buttery, melt-in-your-mouth layers.

Versatile & Delicious

Pairs perfectly with sweet or savory dishes—enhance your meals or enjoy it on its own as a snack.



meshaltet baladi



مشکلت بلدی

الحدق یدوق

SABAHU QISHTA

Luxurious dairy products

High-quality dairy products paired with handcrafted chocolates, pastries, and fruit-based treats. We mix traditional methods with creative ideas for a modern twist. Never compromising on taste or ingredients. Our products blend time-honored techniques with current food trends to deliver a delightful experience for your senses.



صياحو قشطة

حلو بيحلى الدنيا

FASHION



HEROGHLEPHY

Premium Egyptian Cotton Apparel Brand

Luxurious Comfort, Advanced Care

Clothing made from Egypt's finest cotton, designed for all-day comfort.

Keeps you fresh with antibacterial and anti-odor features that target sweat, paired with ultra-soft, breathable fabric.

HG COTTON
BY: HEROGHLEPHY

The background of the image is a light gray surface. On the right side, there is a piece of light brown fabric draped over a dark red wooden hanger. A blue and white measuring tape is coiled around the fabric. In the foreground, there is a large spool of light brown thread with a yellow center and a pair of black-handled scissors. On the left side, there is a vertical column of faint, stylized Egyptian hieroglyphs. The logo for 'HEROGHLEPHY' is centered on the left, featuring a stylized 'HKG' symbol above the brand name in a serif font, with the tagline '— JUST SPECIAL AS YOU' below it.

HEROGHLEPHY

— JUST SPECIAL AS YOU

The first Egyptian fashion brand in the concept of premium department store displays all kinds of clothes, shoes and accessories for all age groups from children to men and women fashion includes all ages and trends

BRANDSROW

Mega Omnichannel Department Store

Your One-Stop Shop for Style.

Carefully selected collections of clothes, accessories, and beauty products for every age. We bring together top brands under one roof.

Smoothly connects physical stores and online shopping for a convenient experience, reaching more customers.




BRANDSROW

Keep Shopping!

SHOP FOR
EVERY
OCCASION



BRANDSROW

Mega Omnichannel Department Store

Your One-Stop Shop for Style.

Carefully selected collections of clothes, accessories, and beauty products for every age. We bring together top brands under one roof.

Smoothly connects physical stores and online shopping for a convenient experience, reaching more customers.


Keep Shopping!



HOMEWARE

KARACA

Premium Homeware Brand

Luxurious Comfort, Advanced Care

Clothing made from Egypt's finest cotton, designed for all-day comfort.

Keeps you fresh with antibacterial and anti-odor features that target sweat, paired with ultra-soft, breathable fabric.



karaca®

Corporate Presentation



Corporate Presentation

COOK IN STYLE, LIVE IN COMFORT

Elevate Your Home







Let's Get In Touch



+964 770 999 7900



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Aljadriat Sharie Aljamiea



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sind tak
dakujem vám
ありがとう
ngiyabongga
dziękuję
merci
baie dan
धन्यवाद
mo
gracias
brigada
brigado
derim
شكرا
takk
ck så mycket
gràcies
tānan
dank u
sökkür edirə
mahalo

thank you