

Foodics plans to double operations in Egypt

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Foodics is a company that specialises in restaurant management solutions. They plan to double their business in the Egyptian market this year, aiming to reach over 6,000 restaurants locally by the end of 2024. This is in comparison to the current 3,000. Omar Knio, the Sr. Director of Corporate Communications at Foodics mentioned that the company wants to expand its operations in the Egyptian market, as it has many opportunities to offer. In the coming period, expanding in Egypt will be their focus.

Knio, who spoke on the sidelines of the Forbes Middle East Summit, said that Egypt is a gateway for the company to expand its operations in the promising African market. The company currently provides some services to restaurants in Africa through its operations in Egypt. Foodics intends to establish its presence in Africa soon as part of its ongoing plan, especially due to the significant economic diversity in the region. Expansion in Africa has become a priority for the company.

Knio highlighted that the company mainly targets cooperation and service provision for the upper segment of restaurants, which holds the largest market share in Egypt. He confirmed that Foodics plans to increase its market share in the Egyptian market.