



L'Art de la Table  
1825

## Press Release

Arques, Sunday September 11

### **Arc International strengthens its presence in the Middle East by expanding its Ras Al Khaimah production site and introduces new regional CEO**

**Arc International, the world leader in tableware, is today inaugurating its fourth furnace in its factory at Ras Al Khaimah (RAK), United Arab Emirates. This new investment is part of the group's ambitious strategy for international development and regionalisation of its manufacturing facilities. It has also been made to satisfy the strong demand in the region. The group also announces the appointment of Khaled Arafa as CEO Middle East.**

The Middle East is an important growth area for Arc International, which has been present in this region since 2004 through a dedicated entity: AIME (Arc International Middle East), which includes, notably, the production site at Ras Al Khaimah. In the past few years, business in the region has seen, on average, double digit growth and there is considerable development potential in the dinnerware, drinkware, hot drinks, kitchenware and decoration sectors.

The commissioning of this new furnace doubles the production capacity of the factory, allowing it to better serve the region. Extra sales made possible by this investment are expected to be in the order of \$80m next year. The new furnace has state-of-the-art equipment coming from the high industrial know-how of the group.

Guillaume de Fougères, Chairman of Arc International, stated:

*"The increase in the production capacity of the Ras Al Khaimah site reinforces our regionalisation strategy. We must have a local presence in growth regions in order to adapt our products to consumer usages and needs, whilst limiting transport costs. Today, the group has five production sites which all satisfy the same requirements for quality and competitiveness, to ensure the Group's sustainability".*

The factory mainly manufactures items for the Luminarc® and Arcoroc® brands, as well as for the RAK Glass® brand, which is distributed in the Middle East, Africa and Asia. This expansion will benefit all regions of the International Division. Indeed, by 2015, emerging countries should represent 50% of Arc International's turnover.

To pursue this growth objective in this priority market, Arc International has just appointed **Khaled Arafa** as CEO Middle East. He reports to Bart D. Muller, CEO International Division and

succeeds François Bonneville who has been recently appointed CEO Russia, CIS and Eastern countries.

Khaled Arafa will be responsible for growing the region in line with the strategy plan in its three channels (consumer goods, food service and B2B), optimizing the utilization of the factory's extended capacities, developing local teams and increasing the presence of the group's brands on the different distribution channels.

Originally from Egypt, Khaled Arafa graduated as an engineer and received a MBA from HEC (France), majoring in International Marketing. He started his career as an engineer with Procter & Gamble in Egypt, before moving on to managerial positions in the agri-food sector, notably for PepsiCo in Saudi Arabia and then in the United Arab Emirates. Following this he joined Nestlé in Germany as Head of packaging, technology and design.

*"I am delighted to welcome Khaled Arafa to the Group. He will, through his professional and personal experience of the Middle East region, contribute towards the strengthening of our strategic positioning in emerging countries",* stated Guillaume de Fougères.

#### **Arc International, l'Art de la Table 1825**

Arc International employs 11,700 people worldwide, including approximately 7,200 in France. The group, whose head office is located in Arques, in the French Pas-de-Calais region, achieved gross sales of €1.1 billion in 2010. Armed with its know how in glassware, it developed globally and currently markets its complete tableware ranges to more than 160 countries.

The Group covers the Consumer Goods and Food Service markets through a portfolio of brands - Luminarc®, Arcoroc®, Cristal d'Arques® Paris, Pyrex® and Chef & Sommelier. For over 40 years, the Group has also been serving professional customers – industrial groups, wholesalers, manufacturers of semi-finished and finished products, service providers – with a wide range of tailor-made solutions to meet their specific needs (industry, advertising, premiums, loyalty).

Arc International is present in five continents with its production sites (France, United States, China and United Arab Emirates), distribution subsidiaries (France, United States, Spain, Australia, Mexico, Brazil, Japan, South Africa) and sales offices.

Finally, the Group has adopted a strategy of sustainable development in order to balance economic requirements, social responsibility and respect for the environment, and joined the U.N.'s Global Compact in 2003.

1 Pyrex®, property of Corning Inc., is operated by Arc International Cookware SAS under an exclusive license in Europe, the Middle East and Africa.

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