

[Home]

Title: The HSA Group | An Established Global Brand

Description: A global corporation rooted in the traditional family values of its founders, the HSA Group employs over 35,000 people across five global regions

Keywords: hsa group, fmcg, commodities, edible oils & derivatives, printing & packaging, investments, manufacturing, distribution

[1st Slide is **company logo**]

[2nd Slide]

Enriching Lives

Enhancing prosperity in the communities we serve

[3rd Slide]

Iconic Brands

Trusted by our customers

[4th Slide]

Premium Products

Renowned for their quality

[5th Slide]

Edible Oil

Processing & Distribution

The power to reach global markets

[6th Slide]

Commodity Trading

Harvesting the best return

[7th Slide]

FMCG

Manufacturing & Distribution

Delivering our brand promise

[8th Slide]

Printing & Packaging

Flexible, customised solutions

[9th Slide]

Local Global

Localised operations guarantee quality and supply

[10th Slide]

Project Engagement

Connected operations from concept to distribution

[11th Slide]

Strategic Investments

New ventures opening up new opportunities

[12th Slide]

A Family of 35,000 People

Diverse, professional and empowered

[Sections]

H1: Yemen Business

The HSA Group has grown rapidly to become a prominent force in the Yemen and worldwide economy, expanding to Europe, Asia, Africa and the Middle East. We now employ over 35,000 people across five global regions.

H2: Global Business

By constantly evolving our knowledge and experience of global markets, the HSA Group is committed to developing, manufacturing and distributing products with the common goal of enriching our customers' quality of life.

H2: Core Business

HSA Group's core business operations are founded on a corporate tradition of providing high quality products that are responsive to the needs of our customers and consumers, enhancing trust in our brands.

H2: Partnerships

Our Yemen business also specialises in the marketing and distribution of imported products, and over the last 40 years the Group has developed valuable partnerships with a host of well-respected multi-nationals.

[Left Footer]

H2: Hayel Saeed Anam

Group of Companies

The HSA Group is a trusted multi-national corporation, recognised globally for our discerning investments, efficient manufacturing systems and market leading brands.

[About HSA]

Title: About Us | The HSA Group

Description: The HSA Group is a trusted global corporation with a track record for intelligent investments, efficient manufacturing and creating market-leading brands

Keywords: about the hsa group, fmcg, commodities, edible oils & derivatives, printing & packaging, investments, manufacturing, distribution

H1: The HSA Group: A Global Family

A trusted multi-national corporation, the HSA Group is globally recognised for a well-balanced investment portfolio, efficient manufacturing systems and a range of market leading products that enrich the lives of our customers.

From historic beginnings in Aden in 1938, we grew rapidly to become a prominent power in the Yemen and international economy, continuing our expansion into the Middle East, Europe, Africa and Asia.

With a track record of outstanding achievements throughout our 75-year history, the HSA Group now employs over 35,000 people globally. We operate in various business sectors across manufacturing, trading and services.

H2: Core Business Activities

The Group's core business activities are at the heart of our continued growth, and include edible oils, dairy products, biscuits and confectionery, flour milling, sugar refining, printing and packaging.

In addition, our other strategic investments focus on petro chemicals, oil and gas, mineral mining and cement production. Exporting to more than 80 countries in the FMCG business alone, the HSA Group prides itself on an impressive portfolio of market leading brands.

H2: Founded On Core Values

With a pioneering spirit in keeping with the values of our founders, the Group strives to keep pushing the boundaries of what is possible - continuing our worldwide growth by seeking out new investment opportunities, expanding our global manufacturing and distribution base – and continuing to work with key strategic partners.

Our corporate philosophy governs how we conduct our business, and across all our global operations we aim to be a responsible corporate citizen by promoting sustainable development and the enrichment of society in all the local communities we serve.

H3: Contact Us

For more information on the HSA Group and our globally trusted products, email info@hsagroup.com or call 00967 4 215171.

[Group Founder]

Title: Our Group Founders | The HSA Group

Description: Read the history of the Hayel Saeed Anam family, and how our founders established the business that would grow into the HSA Group

Keywords: hsa group founders, al haj hayel saeed anam, hayel saeed anam family, hsa group history, hsa

H1: The Pioneering Journey of Our Founding Fathers

From humble Yemini beginnings in the small rural village of Qaradh, some 35 kilometres south of Taiz, the owners of the HSA Group have become the most prominent business family in modern Yemen. The Group still adheres to the traditional family values of its founders to this day.

It all began in 1923, when the late Al Haj Hayel Saeed Anam (1902-1990) joined his elder brothers, Mohamed (1895-1952) and Abdo (1898-1981), sailing from poverty in Yemen to discover new opportunities - eventually reaching Marseille, France. Younger brother Gazem (1910-1996), stayed behind to help support the family.

Following the death of their father Saeed Anam in 1935, eldest son Mohamed returned home to care for the family. Gazem then replaced his brother in France, joining Abdo and Hayel in sending money back home to support their relatives.

H2: The Family Business Is Established

During 1938, all the brothers happened to meet back home in the Qaradh, tired of years' travelling abroad. Together they decided to start a business with their lifesavings - 1500 Indian Rupees. The founding of Hayel Saeed Anam & Brothers was the first step in creating the family firm - a small retail shop on a side street in Aden that set the tone for all future success.

H2: A Lasting Legacy

While the business continued to flourish with continuous hard work and dedication, the late Al Haj Hayel Saeed Anam decided to dedicate the remaining 20 years of his life to charitable causes and community welfare work. At this time he totally delegated the business to the second generation of the family.

A humble and devout man, philanthropist and pioneer, Al Haj Hayel Saeed Anam passed away on the 23th April 1990, leaving behind the powerful legacy of a family owned business defined by traditional values - that has achieved global standing.

H3: Get In Touch

For further details on the HSA Group and our globally renowned brands, email info@hsagroup.com or call 00967 4 215171.

[History]

Title: Our History | The HSA Group

Description: Discover how the HSA Group grew from humble beginnings to become a major force in the Yemeni and global economy

Keywords: hsa group history, al haj hayel saeed anam, hayel saeed anam family, hsa founders, hsa

H1: HSA Group History: From Local To Global

H2: The 1930's: A Flourishing Family Enterprise

The flourishing economy of 1930's Aden made the growing retail business a novel attraction to the young Al Saeed family members, each of them bringing their own skills to bear in expanding and diversifying the company.

At the age of 12, Ali, the son of eldest brother Mohamed, joined his uncle Hayel in the shop. Ali's enthusiasm and passion was instrumental to the growth of the small family business during this period. Two years later, 13-year-old Saeed, son of Abdo, also joined the firm, followed a few years later by Cousin Ahmed, son of Hayel. Every one of these founders made their mark in helping the family business to succeed.

H2: The 1950's: The First Board of Directors

In 1952, Ali became a full partner in the business, succeeding his late father, and the company was renamed Hayel Saeed Anam & Co. – allowing Saeed, Ahmed and other family members who joined later to also become partners. Thus the first Board of Directors and shareholding body was formed, roughly 12 years after the business was formally established.

H2: The 1960's: Broadening Our Horizons

With years of struggle and hard work during the fifties and sixties, the retail shop in Aden developed first into a wholesale outlet, and then flourished to become an import and distribution operation - later exporting to the North Yemeni cities of Hodeida, Mocha then Taiz. As such, the reputation of Hayel Saeed Anam & Co also began to grow – locally, regionally and then internationally.

By 1968, the family trading business and agencies in North Yemen attracted investment capital to help establish a number of national companies – a move instrumental in growing the new economy of North Yemen.

Immediately after the 1969 'Nationalization Decree' in the South of Yemen, (affecting largely the core family business and assets), the Al Saeed family moved to Taiz in North Yemen, to establish a new headquarters.

Since then, Taiz has been the heart of the company - and from there the Group has diversified its manufacturing base, taking on more trading and distribution activities, and expanding into the service sectors of shipping, insurance, agriculture and banking.

This then was an era of modernisation, technical development and operational evolution.

H2: The 1970's: Evolving Into A Modern Multi-National

An adherence to our founders' belief in corporate social responsibility was articulated in 1970, when the Hayel Saeed Anam & Co Charitable Foundation was formed. Still relatively early in the development of the business, it has become a strong and vibrant focal point for the values of our global family.

As the business continued to grow throughout the decades, young family members came back from studying abroad to join us and help lead the business forward. The more relatives became involved, the more the business expanded and flourished.

This was highlighted by ever-expanding industrial activities, such as the opening of new manufacturing plants and the strategic investment in new projects - both on a local and international level. It is this growth philosophy that continues today, an ethos that has made us so successful in the modern global economy.

H3: Contact The HSA Group

For further details on the HSA Group and our internationally renowned products, email info@hsagroup.com or call 00967 4 215171.

[Vision & Mission]

Title: Our Vision & Mission | The HSA Group

Description: Read how our corporate vision and business mission helps us connect with our customers and consistently exceed their expectations

Keywords: hsa group vision, hsa group business mission, the hsa way, hsa group

H1: Exceeding Expectations To Deliver Outstanding Value

At the HSA Group, our corporate vision is inspired by the traditional family values of our founders. Informed at all times by a philosophy of trust, integrity and respect for our customers, partners and supporters, we are committed to maximising stakeholder returns, contributing in a beneficial way to society, providing a safe and fulfilling place of work and protecting the environment.

A respected global company, our mission based on our vision is to provide high quality products and services that always exceed customer expectations. In this context, we strive to do things 'The HSA Way', conducting operations in a responsible manner - each one of our core businesses working in unison to deliver outstanding solutions to our customers, markets, communities and people.

Building on the successes and shared values of the past, we aim to continue building a respected modern multi-national company – founded on a strong bedrock of core values and traditions – and designed to stand the test of time.

H2 : Our Brand Reflects A Legacy of Trust & Tradition

The HSA Group's yellow and black logo reflects our unique identity and is informed by the proud heritage of our founders. Originating from the hilly terraces of Qaradh Village in Yemen, their business philosophy is rooted in the region's traditional values – those of trust, respect and authenticity, clarity of vision and the importance of family.

Our logo therefore depicts these core ethics as five golden terraces, sharing this powerful legacy with our modern corporate family.

H3: Talk To Us

Get further details on the HSA Group, our corporate vision and global mission; email info@hsagroup.com or call 00967 4 215171.

[Values]

Title: Corporate Values The HSA Way | The HSA Group

Description: We are guided by the universal humanitarian values of our founders, informing our core values and providing a basis for future growth

Keywords: hsa group values, hsa group, the hsa way, corporate governance

H1: The HSA Way: Commitment To Our Founders' Values

The HSA Group is guided by universal humanitarian values – a philosophy that's rooted in the traditions and principles of our founders. These core values are the reason we've been so successful throughout our history, and will serve as the foundation for the Group's future growth. This is 'The HSA Way' of running a thriving business.

Our goal is to positively impact the lives of our global customer base, worldwide employees and the local communities we work with. We strive to achieve this through responsible corporate governance based on trust, respect, hard work and honesty.

In 2013 we celebrated our Diamond 75th Anniversary. This milestone was an opportunity to learn from our past whilst embracing the future, building on a proud heritage and the values of our founders to help our business flourish on the global stage.

H2: Guiding Values That Inform Our Work

Our values lay out how our people should behave and treat each other. We aspire to:

- Hire, nurture and retain the most qualified staff
- Do what we say when we set ourselves goals
- Work as one team and be responsive to all ideas
- Work with integrity, honesty, trust and respect
- Develop a passion for winning and getting results

H2: Core Principles At The Heart Of Our Business

The Group's key principles articulate the belief we have in our business. We strive to:

- Constantly and consistently improve our business
- Advance the welfare of our people and partners
- Delight our customers and other stakeholders
- Help the local communities we serve to prosper

H3: Contact Our Team

To contact the HSA Group today, simply call us on 00967 4 215171 or email info@hsagroup.com.

[Message from Chairman]

Title: A Message From Our Chairman & Group CEO | The HSA Group

Description: Read an important message from our Chairman and Group CEO, Abdul Gabbar Hayel Saeed

Keywords: message from our chairman, abdul gabbar hayel saeed
hsa group values, hsa group, the hsa way, corporate governance

H1: A Message From Our Chairman & Group CEO

At the HSA Group, our willingness to serve the local communities we operate in – coupled with an adherence to the early humanitarian values of our founders – are central tenets of our business philosophy that accompany our on-going development and growth.

A modern multi-national geared towards a modern global economy, the Group now operates in more than twenty sectors within the fields of manufacturing, trading, services and strategic investments. Our worldwide reach encompasses the Middle East, Asia, Europe and Africa – and our goal is to keep expanding to offer more high quality products and services to our global client base.

Our pioneering founders in Aden, Yemen, planted the seeds of this success in 1938. These founders, with their enlightened values, determination and clear business objectives - opened the door for all future growth at the HSA Group.

Their belief that we should invest in local communities to bring about a more prosperous society is the founding principle that underpins our business activities and achievements to this day. These traditional Yemeni values are the secret to our success.

H2: A Clear Strategic Vision, A Strong Global Brand

Inspired by our core values, the Group's operations are based on a comprehensive strategic vision. This unique vision informs our strong global brand – a name that stands for quality, diversity, growth, competitiveness and innovation - and the continuous pursuit of excellence.

Wherever we work across five global regions, our goal is to promote the sustainable development of society and the communities we serve. As a Group, we work hard to uphold and adhere to our core humanitarian values – advancing social integration, acting as a responsible global citizen and respecting the environment.

H3: Contact Us

You can contact the HSA Group by phoning us on 00967 4 215171, or emailing info@hsagroup.com.

[Group Leadership]

Title: Group Leadership | The HSA Group

Description: The HSA Group is managed by a Supreme Supervisory Board and Board of Directors, who oversee all strategic activities and monitor performance

Keywords: corporate governance, group leadership, hsa group, hsa group leadership

H1: Group Leadership & Corporate Governance

Responsible, highly organised corporate governance is essential for a company with the global reach of the HSA Group. In this capacity, Our Supreme Supervisory Board and Board of Directors oversee the Group's performance, orchestrating strategic activities ensuring our various divisions meet their objectives.

The Group is structured into five geographical regions, each headed by a Member of The Board of Directors who is responsible for achieving development goals. These regional directors allocate and are accountable for profit and loss performance in line with our global business plans.

In a bid to further improve operational efficiency, a new corporate service centre was set up in January 2011 to link our five key regions, unifying our companies under one management strategy.

H2: Focused On Profit & Efficiency

Each management team at the Group's companies are responsible for consistently developing, implementing and managing their own business plans - focusing on profitability and efficiency. They jointly set these strategies with other teams in their geographical regions, within the HSA Group's overall strategy.

The Group companies share a set of core values built upon the pioneering philosophy of our founders, which even today drive all our business decisions. Informed by these traditional values, The Group and its companies have set themselves apart with an adherence to business ethics and their commitment to social responsibility.

H3: Contact The HSA Group

You can get in touch with us today by phoning now on 00967 4 215171, or emailing info@hsagroup.com.

[About Yemen]

Title: About Yemen | The HSA Group

Description: Read our introduction to the culture, history and geography of Yemen, and get some key statistics on our beautiful home country

Keywords: about yemen, yemen business, yemen geography, yemen culture, yemen history

H1: An Introduction To The History, Geography & Culture of Yemen

The Republic of Yemen is located in the south of the Arabian Peninsula. It is bordered by Saudi Arabia in the north, the Arabian Sea and the Gulf of Aden in the south - the Sultanate of Oman in the east and the Red Sea in the west. Its largest city and Capital is Sana'a, and the official language is Modern Standard Arabic – although many Yemini's speak very good English.

Ancient Yemen was home to one of the oldest civilisations in the Middle East, and the nation has a rich cultural heritage and history. The modern country was formed with the unification of the North and South on 22 May 1990 – forming the Republic.

The only state on the Arabian Peninsula to have a republican form of government, the country was the first in the region to grant women the right to vote. The population is mainly divided into tribal groups of Arab origin, with just over half the country's inhabitants being Sunni Muslims, and just under half being Shiite.

Yemen lies directly on the Strait of Bab Al-Mandab - one of the most important straits in the world. In addition, the Republic's Strait of Bab Al-Mandab links the Mediterranean Sea with the Indian Ocean. Doubling the importance of Yemen's location is the spread of more than 200 islands along Yemeni territorial water in the Arabian Sea, the Gulf of Aden and the Red Sea.

H2: A Country Growing In Prominence

Culturally and historically, Yemen has been influenced by many different cultures due to its geographical position, especially the ancient civilisation of Sheba – and has flourished to become a modern and forward-thinking nation.

The country is also renowned for its areas of outstanding beauty, including its four UNESCO World Heritage sites; the walled city of Shibam, the ancient city of Sana'a, the historic town of Zabid and the Socotra Archipelago.

As in other parts of the region, modern Yemini's are very fond of football and other outdoor sports such as skiing, hiking and rock climbing – all made possible in the popular Sarawat and Jabal an-Nabi Shu'aib Mountains.

With high adult literacy rates, stable governance and a relatively small but growing oil-based economy, Yemen is working hard to improve its regional and global standing on all levels.

H2: Yemeni Statistics

- Full name: Republic of Yemen
- Population: 24.8 million (UN, 2011)
- Capital: Sana'a
- Area: 536,869 sq km (207,286 sq miles)
- Major language: Arabic
- Major religion: Islam
- Life expectancy: 65 years (men), 68 years (women) (UN)
- Monetary unit: 1 Yemeni riyal = 100 fils
- Main exports: Crude oil, cotton, coffee, fish
- GNI per capita: US \$1,070 (World Bank, 2011)
- Internet domain: .ye
- International dialling code: 967
- Official Currency: Riyal (in 2013, the average rate: 215 Riyal per \$1)
- Main Ports: Aden, Hodeidah, Mukala and Mocka

H3: Contact The HSA Group

You can get in touch with us today by phoning now on 00967 4 215171, or emailing info@hsagroup.com.

[Yemen Business]

Title: Our Yemen Business | The HSA Group

Description: From our headquarters in Taiz, The HSA Group has grown to become one of the most prominent and diversified private companies in Yemen

Keywords: yemen business, manufacturing, trading, financial services, oil exploration, agriculture, fisheries, real estate

H1: Our Yemen Business

A successful multi-national business still rooted in the early values of its founders, the core operations of the HSA Group are characterised by a legacy of humility, hard work, competitiveness and total respect for our customers, partners and people.

The HSA Group's core values are enshrined in our corporate code of conduct. This establishes our responsibilities and an on-going commitment to business integrity. The framework informs the operation of our core business in Yemen – and also inspires our corporate activities on a regional and global scale.

H2: A Prominent Force In The Yemeni Economy

From our headquarters in Taiz, the business has grown to become the most prominent and diversified private group of companies in the whole of Yemen. In terms of investment value, market position, logistics infrastructure and technological innovation, we have become a local and regional powerhouse, committed to responsible global expansion.

The HSA Group currently employs over 20,000 people directly, and support thousands more suppliers, contractors and distributors through our local operations – totalling 35,000 employees across five geographic regions.

Operating an impressive portfolio of leading major brands, the Group's major business sectors include manufacturing, trading and financial services, as well as oil and gas exploration, print and packaging, agriculture, fisheries, real estate and mineral mining.

H3: Contact Us

To get in touch with our Yemeni team, simply call us on 00967 4 215171 or email info@hsagroup.com.

[Manufacturing]

Title: Manufacturing In Yemen | The HSA Group

Description: The HSA Group operates 16 manufacturing facilities across Yemen, making a wide range of food & beverage and non-food products

Keywords: yemen manufacturing, manufacturing, ISO certification, food & beverages, non-food products

H1: Manufacturing In Yemen

The HSA Group operates 16 manufacturing plants in Yemen, making a broad range of food & beverage and non-food products.

With production capacity to cover output for local and regional markets, plus international export consumption, our manufacturing capability is growing in size and output year-on-year. Indeed, our exports now cover several Arabic regions and many countries in Europe, Asia and Africa.

As you would expect from a multi-national of our global standing, all our industrial plants use state of the art technology and production handling systems. Every facility has also achieved ISO Certification for quality control, health & safety and environmental protection systems – signalling our commitment to responsible corporate governance in the manufacturing sector.

The industrial arm of our Yemen business manufacturers a host of high quality products, most of them valued brands that are in everyday use across the country and region. Our range of industrial output includes the following market leading offerings:

H2: Food & Beverages

- Biscuits & confectionery
- Beverages
- Dairy products
- Canned food
- Flour & bran
- Ghee & sugar

H2: Non-Food

- Cement
- Detergents
- Automotive oil
- Sponges & plastics
- Printing & packaging

H3: Get In Touch

To contact the HSA Group today, email us at info@hsagroup.com or call our team on 00967 4 215171.

[Trade & Distribution]

Title: Trade & Distribution In Yemen | The HSA Group

Description: The HSA Group has a large trade and distribution infrastructure across Yemen, serving a host of local, regional and national markets

Keywords: yemen trade, yemen distribution, import & export, warehousing, distribution networks

H1: Trade & Distribution In Yemen

Central to our success in the Yemen and Near East region is a core focus on our import and export business. Growing in scope and capacity on a yearly basis, this sector of the HSA Group is at the leading edge of global trading and the distribution of high quality, brand name products.

There are seven Group companies involved in import and export trading, each supported by their own workforce, warehousing and distribution networks. Their activities include worldwide trading in the following:

- Food & beverages
- Commodities
- Automobiles
- Electronics
- Home & personal care
- Pharmaceuticals
- Medical supplies

Alongside our own products, we also distribute goods for other multi-national companies. Many of our major partners have worked with us for over 40 years, and include globally recognised brands such as:

- Unilever
- Ford
- GlaxoSmithKline
- Michelin
- Johnson & Johnson
- Shell
- HP
- Roche
- Pfizer
- General Electric
- Nestle
- Gillette
- ABB
- Sharp
- Hitachi
- Beiersdorf AG

H2: Talk To Our Team

Get in touch with the dedicated team at the HSA Group to discuss trading and distribution. You can email us at info@hsagroup.com or phone us on 00967 4 215171.

[Services]

Title: Services In Yemen | The HSA Group

Description: A reliable and trustworthy partner, the HSA Group has a commitment to quality that sets our services apart in the marketplace

Keywords: yemen services, customer service, banking, insurance, logistics, real estate

H1: Services In Yemen

With a commitment to quality, the HSA Group has built a reputation over the decades for being a reliable, trustworthy partner. Drawing on our core values of responsibility, integrity and transparency, our loyal employees have achieved high standards of customer service that are responsible for the Group's success.

We are proud of delivering top standard services that help to improve our customers' quality of life. Such focus on the needs of our client base across the various service sectors in which we operate, has led to significant growth for the Group, its partners and stakeholders.

Inspired and informed by the principles of our founders, we operate our service based companies in a customer-responsive way, ensuring the needs of our consumers come first and their expectations are always met. In our experience, such focus always yields the most positive results for our continued financial growth.

H2: Core Service Sectors

Our core activities in the Yemeni service sector encompass:

- Banking
- Insurance
- Shipping and logistics
- Advertising
- Real estate
- Hotels
- Hospitals
- Agriculture, fisheries & livestock

H2: Yemen Trading Companies

Our highly regarded Yemeni trading companies include:

- Hayel Saeed Anam Trading
- Middle East Trading Company
- National Trading Company
- Al Saeed Trading
- Widyan Trading
- Alrazi Medical Company
- Artex Trading

H3: Contact The HSA Group

To contact the HSA Group in Yemen, please email info@hsagroup.com or call us on 00967 4 215171.

[Global Business]

Title: Global Business | The HSA Group

Description: Our worldwide business activities extend to global manufacturing and trading across five different regions

Keywords: global business, worldwide manufacturing, worldwide trading, global trading

H1: Our Global Business

To complement our core business activities in Yemen, the HSA Group operates across five global regions as a respected, highly successful international manufacturing firm and trading company.

Focused on both food and beverages and non-food products, we leverage the wide reach of our extensive logistics infrastructure to manufacture and distribute our own and partner products across the Middle East, Europe, Africa and Asia.

With an emphasis always on creating high quality products and living up to the ethical business values of our founding fathers, we serve our global markets as we serve those at home in Yemen – with total respect, transparency and responsibility. This philosophy engenders trust in our worldwide partners, markets, employees and customers, and ensures we make a positive contribution to the communities we operate in.

H2: An Internationally Renowned Brand

The Group is also committed to being a responsible global citizen, and as such all our manufacturing facilities meet recognised ISO Standards, while our distribution networks and logistics warehousing is designed and run to make the minimum impact on the environment.

A thoroughly modern business serving a wide range of international markets, we're proud of being able to export our traditional Yemeni family values and humanitarian philosophy all over the globe. This ensures the HSA Group brand is known the world over for its caring values, excellent products and services and competitive edge.

H3: Contact Us

To discuss our global business, contact us today by email at info@hsagroup.com, or call our dedicated team now on 00967 4 215171.

[Worldwide Manufacturing]

Title: Worldwide Manufacturing | The HSA Group

Description: With a range of high quality products, the HSA Group enhances customer choice across five global manufacturing regions

Keywords: worldwide manufacturing, global manufacturing, hsa group manufacturing facilities, manufacturing

H1: Worldwide Manufacturing

With a global reach across five major international regions, and with an ever-expanding worldwide industrial capacity, the HSA Group consistently develops and manufactures premium quality products that enhance customer choice and positively benefit the end user.

As the Group expands globally, so our increasing experience means we can constantly improve our manufacturing processes and industrial infrastructure. Our strategy of continuous investment in this area serves to strengthen our worldwide brand, which in turn leads to profitable new opportunities in global markets.

Possessing an organisational structure that promotes innovation and excellence, the way we conduct our business today is based upon core principles first espoused by our founders back in 1930's Yemen. It's this solid foundation of traditional family values – such as respect for others, hard work and perseverance – that has given the HSA Group the springboard to succeed and grow in a modern global manufacturing economy.

H2: Core Manufacturing Activities

The Group focuses on the following activities in our worldwide manufacturing operations:

Food & Beverages

- Wheat flour milling
- Vegetable oils, ghee and derivatives
- Biscuits & confectionery
- Dairy products
- Canned foods & pasta
- Potato crisps & snacks
- Sugar refining
- Oil seed plantations
- Drinks & fruit juices
- Mineral water

Non-Food

- Cement
- Oil exploration & production
- Mineral mining

- Textile yarns
- Printing & packaging
- Plastics & sponges
- Soap & detergents
- Household & healthcare products
- Lubricant oils
- Oil and gas

H3: We'd Like To Hear From You

Get in touch with The HSA Group about our global manufacturing business by emailing info@hsagroup.com or phoning us on 00967 4 215171.

[Worldwide Trading]

Title: Worldwide Trading | The HSA Group

Description: International trading in bulk-food and non-food commodities across five global regions

Keywords: worldwide trading, bulk food trading, non-food trading, commodities trading

H1: Worldwide Trading

At the HSA Group, we have a pioneering approach to international trading and global logistics, an ethos passed down by our founders. When combined with high quality products and market leading brands, this approach has served to create sustainable levels of growth for the HSA Group's global trading operations.

Across five international regions, we trade bulk-food and non-food commodities, coordinated between thirteen trading companies with offices in the Middle East, Asia and Africa. Each global team works hard to uphold the standards of the HSA Group, aiming to enrich the lives of our customers with top standard solutions.

H2: Our Global Trading Companies

Our global trading operations all adhere to the same traditional values as our core business in Yemen, working with integrity and responsibility in their various international markets.

In keeping with the pioneering principles of our founding fathers, the HSA Group will continue expanding its global trading infrastructure, growing our supply and distribution channels in a sustainable and results-orientated way.

All recognised names in their own area of operations, the HSA Group's worldwide trading companies include:

- Longulf Trading (UK) Ltd, United Kingdom
- OKAM, Saudi Arabia
- Pacific Interlink, Malaysia
- Global Intertrade, Egypt
- Indomas, Indonesia
- Frimex, United Arab Emirates

H3: Contact Us

To contact the HSA Group of companies about our worldwide trading operations, you can phone us on 00967 4 215171 or email us at info@hsagroup.com

[Core Business]

Title: Core Business | The HSA Group

Description: Our core business activities include FMCG manufacturing, food and non-food trading, edible oil manufacture and printing & packaging

Keywords: hsa group core business, fmcg, food and non-food commodities, edible oil production, printing and packaging

H1: Core Business Activities

From its inception and throughout the 75 years of our history, the HSA Group has upheld a tradition of manufacturing and trading high quality products, and delivering superb customer service to all the global markets we serve.

Based on the principles and pioneering spirit of our esteemed founders, the core competencies of the Group serve to underpin our continued success and expansion – giving us a clear competitive edge across the five worldwide regions we operate in.

H2: Quality & Performance Combined

From the production and distribution of leading FMCG brands and the trading of food and non-food commodities, to the manufacture and distribution of edible oils plus the provision of printing and packaging services - the Group's core activities set us apart as a flexible, innovative and forward-thinking corporation that is focused on delivering value to customers, stakeholders, staff and local communities.

At a glance, the core activities of the HSA Group cover:

- FMCG: manufacturing & distribution
- Food and non-food commodities: trading and distribution
- Edible oil and derivatives: manufacturing & distribution
- Printing and packaging

In terms of income breakdown, FMCG and commodities represent more than 65% of Group revenue, while printing and packaging makes up a further 10%. Our other activities represent 25% of core business revenue.

H3: Talk To Us

To touch base with the HSA Group about our core businesses, call our team now on 00967 4 215171 or email us at info@hsagroup.com

[FMCG]

Title: Core Business: FMCG | The HSA Group

Description: Our largest business sector, the HSA Group exports FMCG goods to over 80 countries and we enjoy leading status for our brands in many markets

Keywords: fmcg, edible oils, dairy products, biscuits and confectionary, canned foods, rice, home and personal care products

H1: Our Core Business: FMCG

Our FMCG business has been at the forefront of the HSA Group's operations since our founders opened the very first retail shop in Aden in 1938. Fast-forward to the present day and our FMCG interests still represent our largest business sector, and are one of our primary growth areas for the future.

We currently export to over 80 countries and enjoy the leading market share for many of our brands and products - including evaporated milk with a 38% market share in Saudi Arabia, and corn and sunflower oil which commands a 60% market share in Egypt.

With such standing amongst our home, regional and international FMCG markets, it's no surprise that the HSA Group name has come to represent quality, trust and integrity for the customers and consumers we serve globally.

H2: Market Leading Brands

Our largest business sector, the Group's main FMCG focus is in:

- Edible oils & fats
- Dairy products
- Biscuits, confectionery and snack foods
- Canned and packaged foods
- Rice production
- Home & personal care products

Oils and fats represent 34% of our FMCG business, while dairy products account for 20% of revenues. Biscuits, confectionary & snacks combined are 11% of the total – with these three combined making up two thirds of our FMCG business.

H3: Contact Us

To discuss our FMCG business, contact the HSA group today by phoning us on 00967 4 215171, or emailing us at info@hsagroup.com

[Commodities]

Title: Core Business: Commodities | The HSA Group

Description: Our global commodities business is focused on palm oil, edible oil and other products such as wheat, sugar and corn

Keywords: commodities, edible oils, dairy products, palm oil, wheat, sugar, corn

H1: Our Core Business: Commodities

At the HSA Group, our global commodities business is focused on two main lines:

- Palm oil and related edible oil products
- Other commodity related products including wheat, sugar and corn

H2: Palm Oil & Edible Oil

Centred on our Far East business sector, the HSA Group has expanded to become a major global supplier of refined palm oil and edible oil products. For example, in Malaysia we operate one of the largest edible oil refineries in the region.

On an annual basis, the Group trades in over two million tons of palm oil and related derivatives, and to complement our Malaysian interests we have recently acquired 160,000 acres of Indonesian land to be used for sustainable palm oil cultivation.

In the overall context of our commodities business, these operations play a leading role in supporting other downstream activities. From crude oil procurement, R&D and refining, down the line to the distribution and sale of consumer goods – these seamlessly integrated manufacturing systems are a large part of our success in this field.

H2: Other Commodities

The HSA Group's commodity business also focuses on agricultural softs and related output, such as wheat, corn, rice, sugar and dairy products. We employ highly skilled people to manage sourcing and monitor standards, to ensure we always release quality products to the global market.

As with our palm oil and edible oil operations, the continued integration of upstream and downstream facilities is a crucial growth driver in this sector. For example, our flourmills provide raw materials for the manufacturing of biscuits in the FMCG business.

H3: Contact The HSA Group

To talk to us about our commodities business, call us now on 00967 4 215171, or simply email info@hsagroup.com

[Printing & Packaging]

Title: Core Business: Printing & Packaging | The HSA Group

Description: Our printing & packaging business includes corrugated cartons, polypropylene bags, printed board packaging, tinplate printing & flexible film packaging

Keywords: printing and packaging, corrugated cartons, polypropylene bags, printed board packaging, tinplate printing, flexible film packaging

H1: Our Core Business: Printing & Packaging

The printing and packaging sector is a significant growth area for the HSA Group. We have significant investments in this line of business, including manufacturing companies that produce corrugated cartons, polypropylene bags, printed board packaging, tinplate printing and flexible film packaging.

Deploying state of the art technology in world-class industrial facilities, the Group provides cost-effective printing and packaging services for a host of multi-national and local businesses – and is a preferred supplier in this sector across the Middle East. With this as a foundation, our goal is to expand this business regionally and globally.

In total, this dynamic sector currently accounts for over 10% of the Group's manufacturing activity. We have four production facilities in the UK, four in Saudi Arabia, two in Yemen and one in Egypt.

H2: Investing In The Future

Continually upgrading our systems and services to meet customer requirements, the Group aims for a level of trust in this sector that's unrivalled within the industry. We also invest heavily in our people, with highly educated professionals in our management team and fully trained, skilled practitioners in our technical staff.

The Group's production facilities are also notable for our investment in high specification computer aided printing and packaging technologies, which set us apart as a forward thinking and extremely competitive player in this lucrative sector.

H3: Contact Details

To discuss your printing and packaging requirements, email info@hsagroup.com or call us on 00967 4 215171.

[Partnerships]

Title: Partnerships | The HSA Group

Description: Based on mutual trust and common interests, the Group has developed many profitable partnerships with a host of high profile brands

Keywords: HSA group partnerships, yemen trading companies, trading divisions, multi-national workforce

H1: Strategic Partnerships

Over the last forty years, the HSA Group has developed partnerships with a host of multi-national companies across the Middle East and various global marketplaces. To this end, we specialise in the marketing and distribution of imported products from internationally recognised brands in a myriad of industries.

Within a framework of mutual trust and commensurate with our common interests, we help brands establish a foothold in Yemen and across the whole Near East and Middle Eastern markets. With partnership firms including global brands such as Ford, Unilever and Nestle, we work hard to present our partners' products to their chosen consumer-base in the most positive and profitable fashion.

A well-developed and seamlessly integrated distribution network covering the entire Yemeni market supports the Group's partnership activities. Coupled with this, a highly qualified workforce manages the whole business - using the latest marketing and distribution technology systems to ensure maximum operational efficiency.

H2: Key Partnership Sectors

Our partnerships cover a wide portfolio of international trademarks across several major sectors, including:

- Automobiles
- Electronics and electrical equipment
- Food and beverages
- Home appliances
- Information technology
- Household and personal care products
- Pharmaceuticals and medical supplies

The main Group trading companies in the Yemen associated with agencies and partnership agreements are:

- Hayel Saeed Anam & Co. (C.S.C.) - Trading Division
- Middle East Trading Company LTD. (METCO)
- National Trading Company LTD. (NATCO)

H3: Get In Touch

To discuss partnerships with the HSA Group, please email info@hsagroup.com or phone our team on 00967 4 215171.

[Multinational Brands]

Title: Multinational Brands | The HSA Group

Description: The HSA Group markets multinational products across 80 countries in a range of regions including the Middle East, Asia, Europe and Africa

Keywords: multinational brands, hsa group international brands, hsa group brands, multinational products

H1: Multinational Brands

The HSA Group exports a range of high quality branded products across 80 countries in the Middle East, Asia, Europe and Africa. As our manufacturing base grew in the 1970's and 80's, so our brand reach also expanded from our native Yemen – opening up international markets such as Saudi Arabia, Egypt, Malaysia, Indonesia and the United Kingdom.

Many of the multinational brands we introduced to new global markets have gone on to become household names, renowned for their universal quality and appeal to consumers. Our strategy going forward is to expand these offerings to encompass more price points and even more worldwide markets, spreading the HSA Group's commitment to creating high standard products across the globe.

H2: Brands By Country: Palm Oil & Edible Oils

In Egypt, **Crystal** oils is a market leader both in corn and sunflower oil, and has strong customer loyalty, developed through excellent customer service. Other prominent brands in Egypt include **Asil, Qualiya, Hedaya, Elhanim, and Kout**.

In Malaysia and Indonesia, the **Avena** and **Madina** brands are available in the heartland of palm oil production, and enjoy consistently strong positions.

In African countries, **Avena** and **Madina** are also prominent brands in certain markets - where we are setting up refineries to support growing demand.

H2: Brands By Country: Dairy Products

In Saudi Arabia, **Luna** has become a regional power brand and has market leadership in the large evaporated milk segment, which is used mostly as whitener for tea (the main beverage in the region). **Luna** also enjoys a good position in cream and milk powder, with demand supported through local production and distribution to over 15,000 outlets directly.

In West Africa, particularly Buflas and Matams, **Luna's** presence is growing in areas where tea is heavily consumed, and **Luna** evaporated milk is used as the whitener. Our West African presence will expand further with the establishment of production facilities in 2014.

In Indonesia, our production unit is being used primarily to pack **Milgro** products, which have a good presence in Algeria and many parts of Africa.

H2: Brands By Country: Biscuits, Confectionary & Snacks

In Saudi Arabia, we enjoy market leadership in biscuits through brands like **Teashop** and **Memories**. We are pushing for **Memories** to secure a foothold in several small but fast growing and high-value sub markets.

A modern production facility and an excellent direct distribution system that serves over 25,000 retail outlets directly - all helps to meet demand swiftly and guarantees freshness.

H2: Brands By Country: Soap & Detergents

In Egypt and other African countries, our toilet soap, laundry bar and detergent brands such as **Oxi**, **Saba**, **Juliet** and **Soft Silk** all help consumers to look good and feel good.

H2: Brands By Country: Other Products

In Saudi Arabia and countries across the Middle East and Africa, the HSA Group has a strong presence in sectors such as beans, pasta, tomato paste, rice and tuna – with brands leading the way including **Green Farm** (rice and tuna), **Luna** (beans and tomato paste) and **Legador** (tuna and spaghetti).

H3: Contact Us

To contact the HSA Group about our worldwide brands, email info@hsagroup.com or call us on 00967 4 215171.

[Social Activities]

Title: Social Activities | The HSA Group

Description: A committed global citizen that respects the communities and locations we work in, the HSA Group takes matters of social responsibility very seriously

Keywords: social activities, social responsibility, corporate responsibility, corporate governance, good global citizen

H1: Social Activities

The HSA Group's commitment to social responsibility was articulated on a corporate level in 1970, when The Hayel Saeed Anam Charitable Foundation was established.

As intended by our pioneering and principled founders, the Group remains dedicated to the continual enrichment of society, building positive relationships with the local communities and people we serve, and working hard to be a responsible corporate citizen.

H2: Building On The Principles of Our Founders

Just as the door to the ancient house of the Saeed Anam Family in Taiz was always open to neighbours and those seeking shelter, so our contemporary corporate philosophy draws upon this early community spirit in the way we approach issues of social responsibility. These responsibilities and commitments are at the very heart of the Group's modern ethos, and this value framework informs all our operations and people.

In this context, the HSA Group gives direct assistance to community welfare initiatives, primarily serving Yemen, that centre on:

- Education & learning
- Social welfare amenities & charitable services
- Productive community programmes & projects
- Humanitarian support programmes
- Health and environmental initiatives
- Public & communal projects

The prestigious Al Saeed Foundation for Science & Culture is at the forefront of our commitment to corporate social responsibility, and oversees a highly coveted annual award programme to promote research & development and encourage innovation.

H3: Get Involved

For more information on our social programmes and initiatives, email our team at info@hsagroup.com or call now on 00967 4 215171.

[Our Environment]

Title: Our Environment | The HSA Group

Description: At the HSA Group we're committed to meeting international standards for environmental management

Keywords: environmental management, social responsibility, corporate responsibility, corporate governance

H1: Our Environment

At the HSA Group, we take the environmental concerns of our founders seriously, and have built such principles into our modern corporate infrastructure. We have the utmost respect for the communities we serve – not just extending this concern to our people and their families – but also to the environment we live and work within.

The Group are always careful to plan new factories and manufacturing facilities in line with all local planning and environmental legislation, and we also ensure our transportation and distribution networks abide by all international standards for protecting the environment.

H2: Adhering To Environmental Management Standards

In this context, we endeavour to fulfil our responsibility to future generations by promoting effective environmental management within all our businesses. Across our entire operation, our commitment to environmental sustainability is highlighted by:

- Full compliance with international laws and regulations
- International health, safety and environmental standards certifications
- Deployment of environmental technologies in all business processes
- Continuous improvement of our environmental performance

Adhering to the ISO 14001 Environmental Management System, our managers, team members and partners work hard to ensure our business facilities do not impact negatively on the environment we operate in – leaving a legacy of social and environmental responsibility our founders would have been proud of.

H3: Contact Us

For further details of the Group's environmental initiatives, please email us at info@hsagroup.com or phone us on 00967 4 215171.

[Cultural & Scientific]

Title: Cultural & Scientific Activities | The HSA Group

Description: Through the Al-Saeed Foundation of Science and Culture, we're committed to enriching lives and changing society for the better

Keywords: cultural & scientific activities, social responsibility, corporate responsibility, corporate governance, science, culture

H1: Cultural & Scientific Activities

The HSA Group has always given priority to cultural and scientific activities, valuing the potential of both in advancing knowledge and enriching society.

H2: The Al-Saeed Foundation of Science and Culture

The embodiment of this philosophy was the establishment of the Taiz-based Al-Saeed Foundation of Science and Culture, which promotes research and creativity in these fields amongst attendant students, intellectuals and wider society.

The Foundation encompasses the following highly respected departments:

- The General Library - comprising thousands of the best-selling titles in different scientific fields, fully equipped with research areas and reading halls
- The Manuscripts Section - housing rare and valuable manuscripts
- The Audio-visual Section – for multi-media titles and sources
- The Computer and Internet Section – enabling modern online learning
- The Child Culture Section - including a library fully equipped with audio-visual equipment centred on children's culture - along with a number of scientific encyclopaedia for children
- The Al-Saeed Forum - one of the most significant cultural forums in Yemen.

H2: The Hayel Saeed Anam Award

Since its inception in 1997, The Hayel Saeed Anam Award has grown to become one of the Arab world's most prominent scientific and cultural prizes. The award encourages scientists to conduct research in a number of human and scientific fields, and has a pivotal role in enriching not only the scientific community – but also society as a whole.

The award recognises work in the following fields:

- Medical Sciences
- Humanitarian Sciences
- Islamic Sciences
- Cultural Innovation
- Agriculture & The Environment
- Economic Sciences

H2: The Faculty of Islamic Social Sciences

This unique college was established to draw Muslim intellectuals versed in Islamic sciences away from extremism and radicalism. In addition to the teaching of general humanitarian subjects and social sciences, lectures also stress the importance of the arts and communication between different cultures and civilisations.

H2: The Importance of Culture & Science In A Civil Society

The HSA Group also provides support to a large number of conferences, symposiums and seminars that are held in collaboration with other universities and institutions. In this capacity, a large number of working papers have been presented in events across the country.

Our focus is also on the continued building of schools, colleges and universities in Yemen, with a view to encouraging learning and eradicating illiteracy.

H3: Contact The HSA Group

For more information about our cultural and scientific work, email our team at info@hsagroup.com or call 00967 4 215171.

[Sponsorships]

Title: Sponsorships | The HSA Group

Description: The HSA Group is actively involved in a number of high profile sponsorship deals with sports clubs across the Yemen

Keywords: sponsorships, sports sponsorship, corporate sponsorship, cultural & scientific activities, social responsibility

H1: Sports Sponsorships

Football is the most popular participatory and spectator sport across Yemen, and other outdoor sports are also widely adopted and followed up and down the country. In keeping with our corporate ethos of social and cultural responsibility, the HSA Group is well placed to offer sponsorship deals to various Yemeni football and sport clubs.

In this capacity we play a vital role in supporting sporting activities across the country, whether through direct funding of sports clubs or the supply of sporting materials.

Our sponsorships include the following activities:

- Direct sponsorship for a large number of Yemeni sports clubs, including Al-Yarmouk, Al-Saqr, Sha'ab Sana'a, Attelal, Sha'ab Hadhramout and the Al-Rasheed Club
- Provision of financial support for other clubs, including Whadat Sana'a, Sha'ab Ibb, 22 May, Hassan, Talaet Taiz, Ta'awun Bada'an, Shabab Al-Baida, Ahli Taiz and Asseha Taiz
- Sponsoring of companies and brands that run periodical and seasonal championships
- Support and encouragement to the National Football Team
- Establishment of the Club of Industry - a special sports club affiliated to the HSA Group of Companies

As part of our founders' wish to enrich society through our business activities, our sports sponsorship initiatives represent our on-going corporate commitment to make a difference in the communities we serve right across Yemen.

H3: Talk To Us

Call 00967 4 215171 to talk to us about our various sponsorship initiatives, or simply email info@hsagroup.com.

[Our People]

Title: Our People | The HSA Group

Description: We employ highly skilled people across all our global companies, and they are the key to our success and future growth

Keywords: hsa group people, jobs at hsa group, employment at the hsa group, jobs, careers

H1: Our People: The Key To Our Success

The HSA Group is recognised as a leading FMCG and trading group in Yemen, and as one of the leading employers in the Middle East and globally. Our teams of talented, committed people have been at the heart of HSA's success for 75 years.

At HSA, we pride ourselves on continually bringing high quality brands to new markets and consumers. To ensure our products delight the market from day one, our people know they always have to put the customer first – delivering great performance every day, whatever their team or individual role.

H2: We Employ People With Unique Energy & Drive

There is no typical HSA person. We bring together people from many parts of the world, from many different cultures and with very different backgrounds and levels of experience.

As a result, when you join HSA you'll discover people who bring unique energy and drive to their specific roles. We seek out the best, and we expect the best of the people we employ. In turn we offer exciting career opportunities and employee benefits.

If you want to be part of the HSA family and our on-going success story, then we want to hear from you. To get started, **search our current vacancies** – and if you can't find what you're looking for but still think you have what it takes to join us, please **register your CV** with us to be considered for future opportunities.

[Success Stories]

Title: Success Stories | The HSA Group

Description: Read the success stories of some of the highly skilled people who've come to work for the HSA Group

Keywords: success stories, hsa group jobs, careers with hsa group, working for hsa group

H1: **Success Stories**

More information needed.

[FAQ's]

Title: FAQ's | The HSA Group

Description: Read the questions most frequently asked about the HSA Group and our global operations

Keywords: faq's, hsa group faqs, your questions answered, key facts

H1: FAQ's

Q. When and where was the HSA Group established?

A. We were founded by the Hayel Saeed Anam Brothers in 1938, in a rural Yemeni village called Qaradh. The Group's corporate philosophy still reflects the traditional values of these founding fathers. In 2013 we celebrated our 75th anniversary.

Q. How big is the HSA Group?

A. We are a multi-national group of companies with a reach spanning five global regions. We operate 87 companies, directly and indirectly employ 35,000 people, and serve markets in more than 40 countries across the Middle and Near East, Africa, Asia and Europe. The Group has an international investment portfolio, and our global exports of FMCG products alone reach more than 80 countries.

Q. Where are your headquarters?

A. The HSA Group of companies is based in Taiz, Yemen. We manage multiple businesses in our home country across a variety of sectors, and operate no fewer than 16 manufacturing plants in Yemen alone.

Q. How is the Group managed?

A. We have a Supreme Supervisory Board and Board of Directors that oversee the HSA Group's performance, managing strategic activities and meeting our objectives. The Group is structured into five geographical regions, each headed by a Member of The Board of Directors who is responsible for performance and growth.

Q. What are your main business operations?

A. Our business focuses on four main sectors:

1. Manufacturing, trade & distribution and services in Yemen
2. Global manufacturing and trading
3. Core business sectors of FMCG, commodities and printing & packaging
4. Strategic international partnerships

Q. Which countries do you operate in?

A. Yemen, Saudi Arabia, Egypt, UK, Malaysia, Indonesia, UAE and several African countries – to name just a few.

Q. Do you have a social and environmental management policy?

A. Yes, the HSA Group is heavily involved in programmes to safeguard the environment, our people and the communities they live in. We carry out many of our social initiatives in Yemen through the [Al Saeed Foundation for Science & Culture](#).

Q. What are your main Group goals?

A. We are always focused on the needs of our customers, markets and wider society - and our priority is identifying and meeting their changing needs to provide products and

services that meet their expectations. In this context, we aim to continue our global growth.

Q. How do I get a job with the HSA Group?

A. You can [search our current vacancies here](#) or [register your CV](#) in our database to be eligible for future positions.

Q. How can I contact the HSA Group?

A. You can call us on 00967 4 215171 or email info@hsagroup.com.

[Yemen]

Title: Yemen Companies | The HSA Group

Description: The historic heartland of the HSA Group, our Yemeni companies represent our core business activities within our homeland

Keywords: yemen companies, hsa group companies yemen, yemen business, yemen

H1: **Yemen Companies**

The historic heartland of our entire global business, and the homeland of our pioneering founders, the HSA Group's Yemeni companies encompass all sectors of our operations. Founded on the traditional values and socially responsible principles of the Saeed Anam Family, we are proud of being one of the largest private groups in Yemen.

From hotels, shipping and packaging, to food and non-food manufacturing, lubricants and maritime business – amongst many others – our Yemen companies have a track record of successful growth and excellent customer service.

To learn more about each of our Yemeni businesses, please select from the list below and click through to get further details on your chosen company. You can navigate through our range of companies using the page selector below.

[Saudi Arabia]

Title: Saudi Arabia Companies | The HSA Group

Description: Our Saudi Arabian companies focus on dairy products, foodstuffs, packaging, warehousing and marketing services

Keywords: saudi arabian companies, hsa group companies saudi arabia, saudi arabian business, saudi arabia

H1: Saudi Arabian Companies

Particularly strong in the dairy products sector, including evaporated milk, cream and milk powder, plus in other foods such as biscuits, beans, pasta, tomato paste, rice and tuna – our companies in Saudi Arabia are dynamic and successful.

With these interests also supplemented by packaging, warehousing, animal feeds and marketing services, the Saudi Arabian market is maturing well for the HSA Group, and is a planned growth area for the future.

With leading brands, customer focused people, growing infrastructure and thousands of happy customers, our companies in this unique and prosperous nation are seen as key drivers for the Group – offering great potential for new investments and exciting new ventures.

[Egypt]

Title: Egypt Companies | The HSA Group

Description: Our Egyptian companies excel in the provision of edible oils, raw materials, personal care products and packaging

Keywords: egypt companies, hsa group companies egypt, egypt business, egypt

H1: **Egyptian Companies**

In Egypt, our companies enjoy great success and brand recognition in the corn and sunflower oils segment, and in personal care products. Industrial raw materials and packaging are also growing sectors in this marketplace.

Crystal brand corn and sunflower oils presently command a 60% share of the Egyptian market, whilst our toilet soap, laundry bar and detergent brands such as Oxi, Saba, Juliet and Soft Silk are also extremely popular here – as well as all across the whole of Africa.

Adhering to the corporate values of all our global companies, our operations in Egypt are managed and run by highly experienced professionals who put customers and consumers first in all aspects of their work.

[United Kingdom]

Title: United Kingdom Companies | The HSA Group

Description: HSA's companies in the UK are characterised by their specialist operations in sourcing and supplying raw materials and carton packaging for the whole Group

Keywords: uk companies, hsa group companies uk, uk business, uk, united kingdom

H1: United Kingdom Companies

The UK companies in our portfolio are characterised by their specialist focus on supplying raw materials and packaging products for the wider global group. We have an on-going high volume demand for both these resources, so these companies play a vital role in our global success and future growth plans.

Our Longulf operation specialises in the sourcing and supply of raw materials and packaging machinery for manufacturing companies within the whole of HSA, while our specialist packaging company Cepac uses state-of-the-art technology to produce cartons for downstream products.

Renowned for their excellent management teams and dedicated staff, our companies in the United Kingdom share our Group wide commitment to traditional core values and a focus on delivering excellence in customer service at all times.

[Malaysia]

Title: Malaysia Companies | The HSA Group

Description: Our operations in Malaysia are centred on palm oil production and the global exports of various foodstuffs and non-food products

Keywords: malaysia companies, hsa group companies malaysia, malaysian business, malaysia

H1: Malaysian Companies

The HSA Group's Malaysia operations focus on palm oil production and global product exports of crude and manufactured oil, oil derivatives, paper, chemical materials, building materials and foodstuffs.

In Malaysia, our palm oil brands Avena and Madina are very strong in the heartland of palm oil production, and enjoy consistent growth. Indeed, in Malaysia we operate one of the largest edible oil refineries in the whole region. With a refining capacity of 1.2 million metric tonnes per year, this operation puts us at the forefront of the industry.

Using the latest technology and run by technically skilled professionals, our companies in Malaysia are highly efficient, customer focused and provide an important 'cog in the machine' of the wider Group's downstream activities.

[Indonesia]

Title: Indonesia Companies | The HSA Group

Description: Our companies in Indonesia are at the cutting edge of palm oil refining, yarn production, soap products, vegetable oil processing and dairy products

Keywords: indonesia companies, hsa group companies indonesia, indonesian business, indonesia

H1: Indonesian Companies

Our companies and brands in Indonesia enjoy consistently strong positions in this vibrant marketplace. Focusing on palm oil refining and manufacturing, yarn production, soap products, vegetable oil processing and dairy products – we are building strong recognition in this important country.

The Group has recently purchased 160,000 acres of Indonesian land to be used for sustainable palm oil cultivation, and in this heartland of palm oil refining – our Avena and Madina brands maintain a market leading presence.

Using the latest modern technology and focused at all times on excellence in customer service, our Indonesian companies have a respected and integral place in the overall HSA Group of businesses. Managed in line with the principles of our founders, these key sustainable operations are experiencing significant growth and leading the way in the region.

[United Arab Emirates]

Title: United Arab Emirates Companies | The HSA Group

Description: HSA's companies in the United Arab Emirates lead the way in investments, foodstuffs trading & distribution, luggage production and energy development

Keywords: united arab emirates companies, hsa group companies united arab emirates, UAE business, united arab emirates

H1: United Arab Emirates Companies

Through our Frimex trading and investment companies in Dubai, the HSA Group has a strong foothold in the UAE for activities focused upon growing our investment portfolio and distributing food products manufactured in Saudi Arabia.

Recent investments through Frimex Investments include exciting ventures into polypropylene, hydrocarbons and cement in Egypt, together with real estate and the dairy segment in India. While our Frimex trading company handles the distribution of our own and other multinational brands within the UAE.

With other companies focusing on the production of branded luggage, writing equipment and toys – and with our energy arm in the country responsible for supplying steam coal for Group industrial consumption – our businesses in the UAE are at the very heart of our global operations.

[Other Countries]

Title: Companies In Other Countries | The HSA Group

Description: HSA's global companies serve five international regions, and focus on customer service and producing high quality products

Keywords: companies in other countries, hsa group companies in other countries, business in other countries, operations in other countries

H1: Companies In Other Countries

As an established multi-national serving varied markets in five global regions, the HSA Group has business interests in other countries around the world, including across Africa, Asia, Europe and the Middle East.

With a strong corporate signature and a portfolio of highly respected, successful brands – we are well placed to increase our global expansion to serve many more consumers around these international markets.

Focused at all times on the principles and traditional values of our founding fathers, our corporate ethos speaks of respect, trust, responsibility and innovation. Our industrial facilities use the most up to date technology, our distribution networks use cutting edge logistics management systems – and above all our highly skilled people are committed to upholding these core values and providing an excellent experience for our consumers.

[HSA Brands]

Title: HSA Brands | The HSA Group

Description: The HSA Group has high market recognition for its brands in Yemen, and each one has its own heritage and personality

Keywords: hsa group brands, hsa products, hsa brands, hsa group products

H1: HSA Brands

The HSA Group invested heavily in manufacturing facilities during the 1970s and 80s, so it was logical to start developing our own brands for our consumers. These brands then evolved as our manufacturing base expanded from Yemen into Saudi Arabia, Egypt, Malaysia, Indonesia and the United Kingdom.

As a result of this expansion, many of our brands have now become household names in their respective local markets. With all the Group's products, our focus now is to ensure their smooth transition from local to regional to global brands, sold at different price points.

Our goal is that more consumers use our brands - and these consumers use our brands more often. In this context, innovation plays a role in upgrading consumers onto higher value products. Creative advertising, efficient distribution and complete focus help to keep our brands 'top of mind'.

As the HSA Group markets and distributes mainly our own products, utmost care is taken to ensure their high quality - guaranteed at the point of purchase. We also monitor all food products to ensure their freshness.

We are active in many fast moving consumer goods categories, including:

- Wheat flour
- Vegetable & edible oils, ghee and derivatives
- Biscuits & confectionery
- Dairy products
- Canned foods & pasta
- Potato crisps & snacks
- Sugar products
- Oil seed products
- Drinks & fruit juices
- Mineral water
- Soaps and personal care products

H2: Our Yemen Brands

Oils and edible oils - the Group is well represented in this popular sector in the Yemen, with palm oil, mixed vegetable oil, sunflower oil and corn oil all produced by our companies. We also produce both white and yellow vegetable fats (ghee).

Some of our best-known brands in this sector include **Palma** and **Chef** oils, and **Kamaria** and **Girl** ghee. We have a dominant market position, strongly backed by local production and our own distribution that ensures a fast "speed to shelf".

Dairy products - due to their great nutritional value (and growing Yemeni income levels), there is an increasing demand for dairy products amongst the middle classes – and HSA is well positioned in this area. As such, there is a high demand for products such as milk, milk powder, evaporated milk, UHT milk, condensed milk, cream and yogurt.

Specialist local production units support brands like **Al Hana** and **Al Momtaz**, which are distributed directly to stores to ensure high quality and freshness.

Biscuits and confectionary – with a large child and youth population, demand for biscuits in the Middle East is steadily increasing. We are well placed to meet this demand, especially in Yemen and Saudi Arabia. Our brands in this sector include iconic names like **Abu Walad**, **Teashop** and **Aseel**.

The Group's high quality standards are achieved by making use of local flour trading and milling operations. With strong market leadership, it is heartening to see the Group's brands present in every single point of purchase in Yemen - which could be in excess of 40,000 retail outlets.

Soaps and personal care products – a necessity for every household, we enjoy a dominant position in Yemen for many of our products in this sector. Our toilet soap, laundry bar and detergent brands such as **Oxi**, **Saba**, **Juliet** and **Soft Silk** all enjoy significant market share.

Other categories - the HSA Group has a great foothold in sectors such as pasta, beans, tomato paste, tuna and rice – with prominent Yemeni brands including **Green Farm** (rice and tuna), **Luna** (beans and tomato paste) and **Legador** (tuna and spaghetti).

We now export our brands to over 87 countries around the world, and our continuing strategy is to grow local production capacity to always meet growing demand.

H3: Contact Us

To get in touch with the HSA Group, you can call us on 00967 4 215171 or email info@hsagroup.com.

[Why Join Us?]

Title: Why Join Us? | The HSA Group

Description: If you're thinking about a career change there are many reasons to consider an exciting position within the dynamic HSA Group

Keywords: why join us, hsa group people, jobs at hsa group, employment at the hsa group, jobs, careers

H1: Why Join Us?

If you're thinking about a career change, or looking for a new employer you can learn from and grow with - there are three great reasons you should consider HSA for your next career move:

H2: 1. Unlimited Opportunity

There are always exciting roles on offer at HSA for people on every step of the career ladder. As we operate in so many different sectors, we offer an incredibly wide range of opportunities to the right people with the right skills.

In this context, we're always looking for dedicated staff that can understand our customers and constantly satisfy their needs.

Our logistics, customer care, HR, IT and finance teams work hard to ensure our stock arrives efficiently and on time - that our customer experience is assured, our global employees are supported and our sales targets are measured and achieved.

HSA's product teams ensure we stay focused on delivering a consistent brand promise.

Our specialist support teams - including international experts in supply chain systems, legal services, new business and property development - all help guide and develop our growth.

In these and so many other ways, the HSA Group's scale and diversity brings unlimited opportunity to those with a passion to deliver.

H2: 2. Learn With Us

HSA's story is all about successful growth, and we want you to be part of that journey. From our humble roots 75 years ago we have evolved into a business with more than 87 companies - but we are not stopping there. Our vision is to be a world leading FMCG and trading company, and as a result we're constantly developing our business and growing our network.

We know the strength of our business comes from our people, and that developing their potential is key to our growth.

We are very proud that the large majority of our managers started life on the shop floor and have developed their careers with us over time. We are committed to continuing this approach, providing a range of learning and development programmes including

individual coaching, mentoring and structured courses at every level across the business – designed to support our growth goals.

Our wide portfolio of businesses helps us maximise our peoples' potential, offering them new challenges and experiences as they progress upwards. A backdrop of sustained growth, entrance to new markets, developing new brands and opening new business channels – all combine to provide an environment where people can discover their potential, actively develop new skills and manage their career.

At the HSA Group we are focused on high paced performance. Join us and grow with us.

H2: 3. Great Benefits

People with talent, application and a passion for performance, have the chance to flourish at HSA. We want employees to grow with us and benefit from their experience. Our comprehensive recognition and reward programmes reflect this philosophy.

H3: Delivering Growth & Development

We are committed to growing and developing our people, and our track record of business growth reinforces that potential. Annual performance appraisals guide our training and development planning, and we offer a wide range of tailored programmes to help people enhance their skills and progress their careers.

H3: Rewarding Success

As a performance-based business, we seek to reward individuals for their commitment to our success. We pay competitive salaries and every employee has the opportunity to benefit from our incentive programmes. In many of our Middle East markets, employees benefit from working in tax-free environments.

H3: Staff Benefits

The Group offers a range of benefits to our employees. Depending on role and seniority, we also provide healthcare, schooling benefits and return home flight allowances.

H3: Employee Welfare

At HSA, we want our people to be safe and secure in their roles. That's why all employees joining our business are supported on arrival with accommodation arranged for an initial period. We cover flight costs necessary for employees to take up a new role with us, and also cover essential paperwork costs.

H3: Employee Recognition

From our long service awards to our recognition of achievers, we make sure we celebrate success and exemplary performance.

H3: Guided By Our Vision & Values

We have a clear vision for our future growth, and want to be world-class in what we do. A clear set of corporate values guide us, with a focus on integrity, thinking big, teamwork and a respect for diversity and the contribution of others.

H3: Search Job Vacancies

HSA's commitment to its customers and society is second to none. Equally, the company's commitment to its human capital is uncompromising.

Across the 87 companies that comprise HSA, we're always actively attracting, engaging, retaining and rewarding talented individuals from all backgrounds. We strive to offer every staff member and manager a stimulating working environment with excellent career opportunities and attractive remuneration.

Use our **Career Search Portal** to search for a vacancy by function, level and country.

H3: Register Your CV

Send us your CV and we'll keep you in our database and contact you should a suitable opportunity arise.

Please **click here to register your CV** with us, or **view our current job opportunities**.