

## **Nestlé Equatorial African Region**

### ***Some facts***

Nestlé Equatorial African Region (EAR) is a wholly owned subsidiary of Nestlé S.A. in Vevey, Switzerland — the world's largest nutrition, health and wellness company — with sales of USD 99 billion in 2009.

Nestlé came to Africa towards the end of the 19<sup>th</sup> century and established its industrial presence in 1927 when the company opened its first factory in South Africa. Today, Nestlé already operates 26 factories on the African continent and provides direct employment to approximately 14,300 people and indirect employment to more than 50,000. Nestlé products are sold in all the 53 countries of the African continent.

Nestlé EAR was set up in September 2008 and oversees the Nestlé operations in 20 countries: Kenya, Angola, Burundi, Comoros, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Madagascar, Mauritius, Mozambique, Malawi, Republic of Congo, Rwanda, Seychelles, Somalia, Tanzania, Uganda, Zambia, and Zimbabwe.

### **Number of employees**

Permanent staff – 675 throughout the region

### **EAR facts (2010)**

2 factories (Zimbabwe and Kenya)

8 distribution centres (Angola, Kenya, Zimbabwe, DRC(3), Mauritius, Mozambique)

8 operating companies (Kenya, Mauritius, Angola, Mozambique, DRC, Zimbabwe, Zambia, and Nestlé Sea Trading)

4 representative offices (Ethiopia, Tanzania, Madagascar and Uganda)

### **Main Brands sold in the Region**

*Nescafé, Milo, Nestlé drinking chocolate, Cerevita, Nestea, Nan, Cerelac, Maggi, Nestlé cereals, Kitkat*

### **Milestones / History of Nestlé EAR**

2008 Incorporated Nestlé EAR (EPZ) Ltd (September)

2009 Incorporated Nestlé Congo SPRL and created a new representative office in Uganda

2010 Started the construction of the DRC factory

2010 Started direct sales and distribution operations in Kenya

2010 Nestlé EAR took over the management of Nestlé operations in the Horn of Africa (Ethiopia, Eritrea, Djibouti and Somalia)

2010 Incorporated Nestlé Zambia Trading Company: Go-live with distribution centre planned for this year itself

2010 Launch of Nestlé Professional catering for the out-of-home segment

Launch of a range of PPPs (Popularly Positioned Products) such as affordable milk under the *Nido* brand, *Maggi* products, *Nestea*, *Nescafé* etc.