

Nestlé S.A.

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Speech by Paul Bulcke, Nestlé CEO

## **Disclaimer**

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Thank you.

Good morning Your Highness, Your Excellencies and esteemed guests.

It's a great pleasure for me to be here today to mark this memorable occasion.

It is exciting to be in Dubai again. Dubai's splendid skyline and the fantastic development evident all around is quite amazing. Indeed, I look forward to visiting Dubai many times in the future.

As a person who keeps abreast of business developments across the globe, I have been closely following Dubai's phenomenal growth and success over the years. Dubai has, indeed, emerged as a leading strategic commercial hub in the region, with world-class infrastructure and a highly competitive business environment. It is obvious that, under the strong leadership of His Highness Sheikh Mohammad bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, the Emirate has become the gateway for global companies to expand business opportunities into Middle Eastern markets.

Nestlé, as you know, is the largest food and beverage company in the world. It was established more than 140 years ago and now, sells over a billion products every day to millions of consumers across the globe. Globally, our ambition is to be recognized as the world leader in nutrition, health and wellness, and to be a reference for financial performance in our industry. We are confident that we can achieve this objective thanks to our strong brands, our advanced R&D capabilities, our in-depth knowledge of each local market and very importantly our competent employees.

As Mr Manghardt already mentioned, Nestlé is not new in the Middle East region. We have been present here for 75 years, bringing meaningful value to society at large by sourcing locally, creating new local employment, offering nutritious products and helping in the further development of the region.

Our business strategy in the Middle East is no different to that in other regions or countries: in every country where we operate, we wish to be as close as possible to the consumer and offer the consumer products adapted to local taste and expectations. In the Middle East we have more than 60 products in a wide range of categories including bottled water, coffee, infant nutrition, creamers, milks, culinary, confectionery and breakfast cereals.

Our presence in Dubai, through our regional headquarters located in the Jebel Ali Free Zone, has played a key role in the company's success over the past few years. The support we have received from the relevant authorities in Dubai throughout our operational existence has encouraged us to invest in a new manufacturing site.

I am therefore delighted to officially open our new manufacturing facility in Dubai TechnoPark, which represents an investment of 500 million dirham for our company. This facility has a total area of 515,000 square feet and will specialize in the manufacturing, canning and packaging of different Nestlé brands such as Nido powdered milk, Kit Kat chocolate and Nestlé Pure Life bottled water. 555 people will work in this new factory.

The Kit Kat factory here in TechnoPark will be Nestlé's first new confectionery factory to be built in over a decade and will become the third largest Kit Kat plant worldwide. Our new facility will enable us to meet the fast-growing demand we anticipate in this region, even allowing us to export to other countries.

As is true of all of our worldwide operations, we are committed to creating shared value in the Middle East region, both for shareholders and local communities. We have defined this as Creating Shared Value. It is the expression of our conviction that only by creating value for society as a whole can we create long term value for our shareholders. At Nestlé we focus on three areas where we think we can have a meaningful impact, which are nutrition, water and rural development.

An example of this is the recently launched "Nestlé Healthy Kids Global Program – "Ajyal Salima," an initiative that aims to entrench nutritional awareness, better eating habits and a more active lifestyle among 9-11 year-old schoolchildren. The program will be implemented starting in January 2011 in Lebanon, and will be rolled out across all Nestlé Middle East markets.

But we also support other projects such as the Dubai Cares charitable campaign, wherein we contributed to the building of two schools for 1,000 students. We also supported the cause of women's participation in the economic growth of the region, under the aegis of Dubai World and FORSA.

As you see, the Middle East region is a very important part of the Nestlé business and our continued commitment and ongoing investment demonstrate our confidence in the region. Today, with the opening of this new manufacturing facility which will serve our markets across the region, Nestlé is well positioned to further grow our brands with the Middle East consumers.

I thank you all for being here today, on what is an important milestone for the further development of Nestlé in the Middle East.

**ENDS**