

Ahmad Abu Dabour & Brothers Co.

Ahmad Abu Dabour and Brothers Company specializes in the manufacture of Arabic sweets. Founded in 1999, the Company is known for its premium quality products, notable wrapping designs, and unwavering commitment to continuously developing its machinery and production techniques, making it one of the leading competitors in the region, particularly in the Saudi Arabian and GCC markets.

Driven by Ahmad and his family's ambition to further develop the factory, and after hearing about the start-up support offered by the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO), in 2012 the family applied for a grant. 80% of this grant was used to purchase three cutting-edge machines that are specifically designed for weighing, mixing and wrapping confectionaries.

The new machines significantly impacted the factory's production levels, enabling Ahmad Abu Dabour and Brothers Company to enter untapped markets, such as the West Bank in Palestine, Iraq, Yemen and Lebanon, as well as several European countries including Austria, Holland and Germany. Currently, the Company is working towards penetrating new markets in Canada and the USA. The grant also helped in maintaining high quality levels, saving preparation time in the production process, and providing attractive wrappings for the products. In recognition of its advanced product quality, the Company received the ISO 22000 and FDA certifications, subsequently facilitating product entry into the USA market.

Today, Ahmad Abu Dabour and Brothers Company employees 50 qualified individuals. With future aspirations for further expansion and development, the Company plans on purchasing additional state-of-the-art machinery to ensure that it continues to achieve higher rankings and enhanced quality. In addition to JEDCO and the European Union's valuable support, the Company believes that determination and perseverance are the pillars of its success.

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