

TOBACCO MANUFACTURING IN JORDAN

In 2001, the Audeh Group entered into a joint venture with JT International to form JT International (Jordan) Ltd.

The manufacturing and distribution company incorporates the latest in state-of-the-art equipment and machinery.

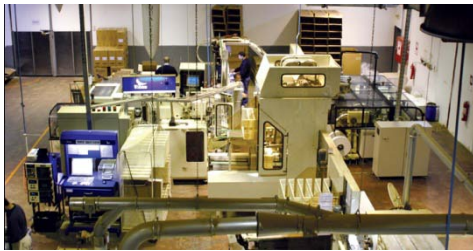
The joint venture represents the first direct investment by a major international cigarette company in the Middle East, employing locals.

TOBACCO DISTRIBUTION – DOMESTIC MARKETS

The Group handles directly or indirectly the selling, distribution, merchandising and marketing of the following JTI cigarette brands, covering 10 domestic markets

Camel	Winston	More	Mild Seven	Aspen
Gold Coast	Monte Carlo	Salem	Winchester	Magna

Coverage: Angola, Djibouti, Iraq, Jordan, Lebanon, Palestine & Syria



TOBACCO DISTRIBUTION – DOMESTIC MARKETS



Trutrade and Consultancy Services Ltd. was established in Lebanon to organize a sales promotion unit supporting JT International brands, whose sales are made through the Lebanese Regie. Trutrade and Consultancy Services Ltd. operates from Beirut and a fleet of promotional vehicles provides the means for promotional staff to cover all areas of the region.

The key objectives of the promoters are to:

- Ensure full distribution for key brands

- Achieve the agreed distribution objectives for new brands or brand style launches

- Establish brand point-of-sale presence.

- Implement consumer sampling programs and to handle brand support activities at sponsored events

TOBACCO DISTRIBUTION – DUTY FREE SHOPS/TRAVEL RETAIL MARKETS

The Audeh Group duty free business is handled between both the Cyprus head office and the Sharjah office in the UAE, in addition to the local set-ups in many countries which are supporting the business.

Business aspects of Duty Free operations cover sales, marketing, warehousing and logistics.

Brands:

Camel	Winston	More
Mayfair	Benson & Hedges	Sobranie
Berkley	Mild Seven	Silk Cut
Salem	Winchester	Glamour
Old Holborn	Amber Leaf	Condor
Hamlet		

Coverage: Bahrain, Cyprus, East & Central Africa, Egypt, Iran, Jordan, Kuwait, Lebanon, Libya, Moldova, Oman, Pakistan, Qatar, Syria, UAE, & Yemen.





TOBACCO RETAIL – LA CASA DEL HABANO (KIEV)

In 2005, the first La Casa Del Habano cigar lounge in the Ukraine was inaugurated. The largest of its kind in Europe, the Cuban cigar specialist offers the entire Habanos SA catalogue of the world's finest premium cigars. Wholly owned by the Audeh Group, La Casa Del Habano in the centre of the capital Kiev offers a unique experience to guests who can enjoy a variety of cocktails and spirits to complement their choice of smoke.

Click the following link to visit the website www.lacasadelhabetano.com.ua