



**STRATEGIZE
ORGANIZE
GLOBALIZE**

Ahmed Kassem

- **Packaging Innovation**
- **Supply Chain Strategy & Transformation**
- **Export Operations & Market Expansion**
- **Supplier Development & Quality Systems**
- **Sustainability & Recycling Programs**
- **Cross-Regional Program Leadership**



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CONNECT WITH ME:

Looking to optimize your supply chain, launch innovative packaging solutions, or expand into new markets across Africa, the Middle East, or Europe?

Contact Ahmed Farghal — a seasoned transformation leader with hands-on experience in packaging innovation, export operations, and cross-functional program delivery. With a 20+ year track record across global corporates and emerging markets, Ahmed helps businesses streamline operations, improve quality, and scale sustainably across regions..

Please visit my LinkedIn profile:

[Ahmed Kassem](#)

**"INNOVATION STARTS
WHEN SUPPLY MEETS
STRATEGY — AND QUALITY
DELIVERS ON BOTH."**

INTRODUCTION

Ahmed Farghal is a transformation leader and supply chain strategist, specializing in packaging innovation, export growth, and cross-regional program delivery.

With over 20 years of experience across global brands like Coca-Cola, PepsiCo, and Huhtamaki, he has led major initiatives in packaging development, supplier systems, and market expansion across Africa, the Middle East, and Europe. At Coca-Cola Hellenic, he managed €5M+ packaging programs across 13 factories, while at Huhtamaki, he led export operations spanning multiple regions. Certified by ASQ and the American University in Cairo, Ahmed brings a unique blend of technical expertise and commercial insight — helping businesses scale efficiently, sustainably, and globally.

HOW I CAN HELP YOUR BUSINESS

- **Packaging Innovation & Commercialization** – Leads end-to-end packaging development, from concept and supplier sourcing to testing, line integration, and market launch. Ensures product integrity, cost efficiency, and scalability across fast-moving consumer and industrial sectors.
- **Supply Chain Strategy & Operational Excellence** – Optimizes supply chain performance through strategic sourcing, demand planning, inventory control, and vendor development. Aligns supply operations with business objectives to enhance resilience, reduce waste, and improve service levels.
- **Export Growth & Market Expansion** – Drives export strategy and execution across Africa, the Levant, and Europe. Identifies new market opportunities, builds customer relationships, and manages international trade operations to fuel revenue growth and regional presence.