



## PROFILE

# DIAB MAHROUM

### CEO Mahroum Company

Is one of the third generation, a director of the company and External Relations has exported and marketing of sweets out of the country where he participated in local and international exhibitions and in his time became Mahroum company exports its products to Europe and America and are sold at airports.

## CONTACT

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## HOBBIES

Reading Books  
Walking/Jogging

## SKILLS

Hard-working,  
A situation and a charge of safety  
and formulating a team that can work, can work sequence, reliable,  
and a responsibility.

### Computer Knowledge

### Languages

Arabic: Mother tongue  
Hebrew: Full Control  
English: Full Control  
Business English: Full Control  
Italian: Basic knowledge

## EDUCATION

1965 – 1977 **Terra School – Santa Nazareth**  
12 years of education matriculation certificate.  
1980 - 1982 **Bookkeeping course**  
1980 – 1982 **Italian language course**  
1989 **Business English course on London 4 months period.**

## WORK EXPERIENCE

**Mahroum Sweets Manager – new branch in Jaffa-Tel-Aviv**  
2010

### Kawhaf Network

Made special campaign with **Kawhaf Network** in Germany as well as HEMA net, work from Holland.

**Cooperation with Israeli Ministry of Tourism sharing at exhibitions**  
2006 - 2010

**I was appointed public board Export Institute three years**  
2006

**Construction of new modern plant in Nazareth and increasing operating with escort team economist and consultant food technologist.**

2006

**I establish a new business in Sharam Alshich through the Egyptian embassy and business partners Jews and Arabs.**

1997

**Main distributor energy gas generation to Nazareth and to the North holding 5000 customers.**

1995 - 2000

**We started to supply EL AL air lines.**

1993

**Open a new Factory in the industrial area in Nazareth.**

1992

**Starting to Marketing our products in Israel for local market.**

1991

**Shared the First international fair for sweet in Germany**

1990

**We opened a new bakery in the center of Nazareth.**

1989

**We opened a new branch in downtown Nazareth Sweets store.**

1984

**Become a member of Israel Export Institute in Tel Aviv.**

1983

**I worked with my father in producing Eastern and trade of food ingredients.**

1979

## PARTICIPATION IN PROJECTS

1989 I registered as a member of the **Israel Export Institute** and Institute member **still active today**.

1989 I made a business plan organized with help of our businesses **Haifa economist**.

1990 I participated in **the first exhibition in Germany sweets** and presented our products more exhibitions worldwide such as **America – Poland – France**.

1997 I was a member of **Egyptian Trade – Israel**.

1997 I made a business plan to establish a new business in **Sharam Alshich** through the **Egyptian embassy** and business partners Jews and Arabs.

1998 I tried to participate in unique program sponsored by the international management **MARK-SPENCER LONDON**

2000-2015 I was served as **Vice President of Chamber of Commerce in Nazareth**