

# Omar Fathy

Divine Worx



“ I saw an opportunity to establish a new restaurant culture in Egypt. ”

<b>COUNTRY</b>	Egypt
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	485
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.divine-worx.com">www.divine-worx.com</a>

## COMPANY SNAPSHOT

Omar's passion for cooking led him to sell his car and invest in his first restaurant in Sharm El Sheikh in 2002. Since then, Divine Worx, a food services company, has become the first home-grown, multi-branded restaurant chain in Egypt. Divine Worx now owns and manages four unique brands, operates more than 10 restaurants in four major cities, employs more than 350 Egyptians, and serves hundreds of thousands of customers per year. In a country where nearly one-third of the capital city's restaurants are impersonal fast food chains, Omar and Divine Worx are providing differentiated concepts targeted specifically at the Egyptian consumer. Since selection, Divine Worx has opened two new stores. With aggressive growth plans, Omar is a role model in Egypt with a proven record of execution.

## ENDEAVOR AND DIVINE WORX

Among other services, Omar has received support through the global eMBA program.