



## PRESS RELEASE

### **Target HR Acquires Brand License Rights to Operate Manpower, a Global Contingent Staffing and Permanent Recruitment Brand, in Egypt**

**Cairo, Egypt – 6 January 2025** – Target HR today announces it has acquired the brand license rights to operate Manpower, a global contingent staffing and permanent recruitment brand under ManpowerGroup, in Egypt. Under this agreement, Target HR will operate under the Manpower brand, combining local expertise with global best practices to deliver world-class HR and staffing solutions.

This strategic partnership strengthens ManpowerGroup's footprint in the region while driving the growth of the Egypt business under its trusted and well-established Manpower brand, recognized for its excellence in contingent staffing and permanent recruitment.

Target HR, a market leader in HR, outsourcing, and staffing services in Egypt, is the well positioned partner to drive this initiative. By combining ManpowerGroup's global strength with Target HR's deep local expertise, the arrangement allows businesses in Egypt to access top-tier talent while offering job seekers exciting opportunities across a broad range of industries.

"Our expansion into Egypt via the Manpower brand is an important step in our global growth strategy. With Egypt's dynamic economy and young, talented workforce, we see tremendous potential in helping businesses grow by providing them with the right talent and workforce solutions. This aligns with our mission to connect people with meaningful work while driving business success for our clients around the globe. We are excited to work with Target HR to bring our expertise to this vibrant market," said Mr François Lançon, President - Asia Pacific Middle East Region, ManpowerGroup.

"We are thrilled to partner with ManpowerGroup to bring the Manpower brand into Egypt. This partnership allows us to deliver greater value to our clients by offering innovative recruitment and workforce management solutions and provide job seekers with new career opportunities. Together, we are set to redefine the future of work in Egypt," said Mr Mohamed El Derwy, CEO of Target HR.

Manpower Egypt will provide a comprehensive range of services, including temporary and permanent staffing, talent management, and specialized HR solutions tailored to the unique needs of the Egyptian market.

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### **About Target HR**

Established in 2007, Target Recruitment & HR Solutions has swiftly risen to prominence as one of Egypt's most esteemed and dependable providers of comprehensive HR services. Backed by a highly experienced and multilingual team of HR professionals with expertise spanning a wide array of industries in the Egyptian market, Target Recruitment & HR Solutions has solidified its reputation as the trusted partner for numerous leading local and multinational corporations. Providing permanent recruitment, contract staffing, HR & payroll outsourcing, EOR and global staffing made it the HR company of choice for HR services provision in Egypt. The company's commitment to delivering tailored, high-quality solutions has positioned it as a cornerstone in Egypt's HR landscape.

For more information on Target HR, visit <https://www.targetdhr.com/news/press-release/>

### **About Manpower**

Manpower®, part of the ManpowerGroup® (NYSE: MAN) family of brands, is a global leader in contingent staffing and permanent resourcing, providing companies with strategic and operational flexibility and creating talent at scale. Our talent agents and specialized recruiters leverage data-driven insights to assess, guide and place people into meaningful, sustainable employment, and our PowerSuite® tech platform enables assessment and matching to predict performance potential. Our Manpower MyPath® skilling program provides rapid skills development at scale with on-the-job training, market-based certifications, and coaching for roles in growth sectors. In this constantly shifting world, our flexible workforce solutions provide companies with the business agility needed to succeed.

### **Contact**

Mohamed El Derwy

CEO

Target HR

Email: [Melderwy@targetdhr.com](mailto:Melderwy@targetdhr.com)

Josh Goh

Marketing & Communications Director, APME

ManpowerGroup

E: [josh.goh@manpowergroup.com.sg](mailto:josh.goh@manpowergroup.com.sg)