

Turuq Secures Strategic Seed Investment from Den VC After Participating in InvestIT Program

CAIRO, EGYPT — (October 2026) —

Turuq, a leading Egypt-based tech-driven logistics and fulfillment platform, today announced the successful securing of a new seed investment round from Den VC. The investment transaction comes after the company's participation in the InvestIT program, a joint collaboration by the Information Technology Industry Development Agency ([ITIDA](#)) and the Technology Innovation and Entrepreneurship Center ([TIEC](#)), and powered by Flat6Labs.

Turuq provides end-to-end fulfillment and logistics solutions for e-commerce brands, integrating real-time tracking, automated dispatching, and optimized courier routing. Trusted by a growing network of e-commerce brands across Egypt and having successfully fulfilled a high volume of orders to date, Turuq empowers businesses to scale seamlessly by streamlining warehouse management, order packing, and nationwide shipping. Founded by Ahmed Atta and Karim Kamal, Turuq exists so founders can focus on their product and customers rather than managing logistics infrastructure independently.

This seed funding milestone, unlocked a full year following their journey with InvestIT, highlights the program's long-term impact. InvestIT continues to support its alumni by actively facilitating investor connections and fostering growth opportunities long after program completion. The newly secured capital will support Turuq in expanding its tech infrastructure, scaling its fulfillment center capacity, and strengthening its footprint in the regional logistics and e-commerce enablement landscape.

"With this investment, we're committed to building a stronger foundation at Turuq and developing the capabilities to support the growth of e-commerce logistics in Egypt. We're investing in our people, strengthening our internal operations, and building reliable infrastructure so e-commerce founders can grow and operate with confidence." said **Ahmed Atta, Co-Founder Turuq**.

The investment highlights the vital role of accelerator and investor-readiness initiatives like InvestIT in building long-term ecosystem relationships and consistently connecting high-potential startups with growth capital.

"Everything at Turuq comes back to people: our team, the founders building their businesses with us, and their customers on the other end of every order. This investment means we can serve all three better, and that's what makes us proud" said **Karim Kamal, Co-Founder Turuq**.

Turuq's long-term vision is to build a scalable logistics operating model that enables e-commerce businesses to grow without being constrained by fragmented logistics, manual processes, or the cost of developing their own infrastructure. Its future direction includes three key pillars:

- **Organizational & Operational Scaling:** Doubling down on its teams and their expertise while developing core functions to support the upcoming growth stage.
- **Building the Micro-Fulfillment Model:** Enhancing its integrated logistics model through technology to support growing order volumes and improve operational efficiency.
- **Expanding Across Markets & Product Verticals:** Strengthening its logistics network and reaching more e-commerce businesses nationwide, while identifying opportunities to extend its solutions into new product categories and geographical markets.

- **Ends** -

About Turuq Turuq is an Egyptian, technology-driven Third-Party Logistics company empowering e-commerce brands with integrated fulfillment solutions. From warehousing and inventory management to order fulfillment and last-mile delivery, Turuq streamlines the entire order journey through a unified platform that gives brands real-time visibility, greater operational control, and the flexibility to scale. For more information, visit <https://www.turuq.co/>.

About Flat6Labs

Flat6Labs is the Middle East and Africa's leading entrepreneurial ecosystem platform with operations across 15 countries. Supporting entrepreneurs across different stages, Flat6Labs collaborates with leading partners to run renowned startup programs, strengthen entrepreneurship within emerging markets, and offer expert advisory services to startups, ESOs, corporates, and governments.

Since its launch in 2011 in Cairo, Flat6Labs has supported more than 10,000 founders in the Africa, Levant, and the GCC regions through tailored programs and extensive support services, partnering with global stakeholders.

Deeply committed to inclusivity and opportunity, Flat6Labs actively supports underserved entrepreneurs, with a vast track record supporting women and forcibly displaced individuals, who are creating real impact in vulnerable communities. To date, Flat6Labs-backed startups have generated over 90,000 jobs, with hundreds of entrepreneurs advancing local economies and with an increasing number leading efforts toward a more sustainable future. Flat6Labs is part of the F6 Group, working alongside F6 Ventures, a leading venture capital firm dedicated to early-stage seed investments.

For more information, please visit: www.flat6labs.com

About InvestIT

[InvestIT](#) is an Investment-Readiness Support Program launched as a strategic collaboration between the Information Technology Industry Development Agency (ITIDA) and the Technology Innovation and Entrepreneurship Center (TIEC), and powered by Flat6Labs. Designed to empower ICT-enabled startups across Egypt, InvestIT equips high-potential ventures with fundraising training, business model refinement, and data room preparation. InvestIT plays a

significant role in the startup ecosystem by actively facilitating investor connections and supporting alumni long after graduation to help them successfully raise capital and scale.