

Said Abulafia Highlights the Importance of Preserving Family-Owned Businesses

Tel Aviv–Jaffa business leader Said Abulafia highlights the economic, cultural, and community value of family-owned businesses as many struggle to survive beyond the second and third generation.



Jaffa, Tel Aviv Jul 22, 2026 ([Issuewire.com](https://www.issuewire.com)) - Family-owned businesses are among the oldest and most important contributors to local economies, yet many fail to survive beyond a few generations. Said Abulafia, who helps lead a historic Arab family-owned bakery established in Jaffa in 1879, is raising awareness about the importance of preserving family businesses and the role they play in maintaining economic stability, cultural heritage, and community identity.

For Abulafia, the conversation is personal. His family's bakery has served customers in Jaffa for nearly 150 years, operating through periods of political change, economic uncertainty, technological transformation, and shifting consumer habits.

"When people look at a business that has been around for generations, they often focus on its history," says Abulafia. "What they don't always see is the responsibility that comes with preserving something that means so much to a community."

According to the Family Firm Institute, family businesses account for approximately 70% to 90% of global GDP and employ a significant share of the world's workforce. Despite their importance, studies suggest that only about 30% of family businesses successfully transition to the second generation, and only about 12% to the third.

Abulafia believes those numbers highlight the need to better understand what allows some family businesses to endure.

"Longevity doesn't happen by accident," he says. "Every generation faces different challenges. The businesses that survive are the ones that adapt while staying true to the values that earned people's trust in the first place."

More Than Businesses

While family-owned businesses are often viewed through an economic lens, Abulafia argues they also serve a broader purpose.

Historic businesses frequently become part of the identity of a neighborhood, city, or community. They create continuity across generations and preserve traditions that might otherwise disappear.

In Jaffa, his family's bakery has welcomed generations of customers from diverse backgrounds. Families who visited decades ago continue to return, often bringing their children and grandchildren.

"Some of our customers tell us stories about visiting the bakery with their grandparents," he says. "When you hear that, you realize you're not just operating a business. You're helping maintain a connection between people, places, and memories."

Adapting Without Losing Identity

One of the greatest challenges facing family-owned businesses today is balancing tradition with modernization.

Consumer expectations continue to evolve. Operating costs rise. Competition increases. Businesses must adapt to survive.

Abulafia believes successful family businesses understand that preserving tradition does not mean resisting change.

"You can't operate exactly the way previous generations did," he says. "The world changes. Customer habits change. The challenge is knowing what should evolve and what should remain consistent."

Throughout periods of disruption, including the COVID-19 pandemic and recent economic uncertainty, his focus remained on maintaining quality, strengthening operations, and preserving customer trust.

"Customers come back because they know what to expect," he explains. "That trust is something you build over many years, but it can disappear very quickly if you're not careful."

Supporting Family Businesses in Local Communities

Abulafia believes consumers can play an important role in helping preserve family-owned businesses.

He encourages people to support businesses that contribute to the character and history of their communities.

"When a long-standing local business closes, a community loses more than a storefront," he says. "It loses part of its story."

He notes that many family businesses operate with a long-term mindset, unlike businesses focused solely on short-term growth. That perspective often results in stronger relationships with employees, customers, and local communities.

Looking Toward the Future

As family-owned businesses face increasing pressure from changing markets and consumer behavior, Abulafia hopes more attention will be given to their role in preserving local culture and creating economic resilience.

"The goal isn't simply to survive," he says. "It's to leave something meaningful for the next generation. That's what every generation in our family has tried to do."

For Abulafia, preserving a family business is ultimately about stewardship—protecting something valuable today so it can continue serving people tomorrow.

Call to Action

Abulafia encourages individuals to support family-owned businesses in their communities by:

- Shopping locally when possible
- Learning the stories behind long-standing businesses
- Supporting businesses that contribute to community identity
- Recognizing the role family enterprises play in preserving local heritage

"Family businesses connect the past and the future," he says. "When we support them, we're investing in more than a business. We're helping preserve part of our shared history."

About Said Abulafia

Said Abulafia is a Tel Aviv–Jaffa-based business leader who helps lead a historic Arab family-owned bakery established in 1879. His work focuses on preserving a multi-generational family enterprise while adapting it to modern customers' needs. Through his leadership, he advocates for the value of family-owned businesses, community trust, and long-term stewardship.

Media Contact

Said Abulafia

*****@said-abulafia.com

<https://www.said-abulafia.com/>

Source : Said Abulafia

[See on IssueWire](#)