



UAE market, a promising destination for Palestinian agricultural produce: Analysis of opportunities and a list of potential business partners

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Contents

Introduction.....	3
Executive Summary	4
Snapshot of Buyers’ Profiles	5
Conclusions and Recommendations.....	8
Opportunities Identified	8
Selection of UAE Market.....	10
Research Methodology	11
Background on the UAE Market	12
United Arab Emirates (UAE) Consumer Trends.....	14
UAE Food and Drink Sector	19
A Growing Demand on Organic and Coffee Products.....	20
Palestine’s Exports to the UAE.....	20
Fruits and Vegetables Market in UAE	23
Fruits - UAE	23

Market Size by Value.....	23
Breakdown of Market Share per Fruit Item (Value)	23
Market Size by Volume	25
Breakdown of Market Share per Fruit Item (Volume).....	25
Breakdown of Growth per Fruit Item (Volume).....	27
Major Distributors of Fruits in UAE 2016.....	28
Distribution Channels of Fruits by Share (% of total volume) 2011-2016	29
Organic Fruits in the UAE	29
Vegetables - UAE.....	31
Market Size by Value.....	31
Breakdown of Market Share per Vegetable Item (Value).....	31
Market Size by Volume	33
Breakdown of Market Share per Vegetable Item (Volume)	33
Breakdown of Growth per Vegetable Item (Volume).....	34
Major Distributors of Vegetables in UAE 2016	36
Distribution Channels of Vegetables by Share (% of total volume) 2011-2016.....	36
Organic Vegetables in the UAE	37
Processed Fruits and Vegetables - UAE	40
Market Size by Value.....	40
Breakdown of Market Share per Processed Fruit and Vegetable Item (Value).....	40
Market Size by Volume	42
Breakdown of Market Share per Processed Fruits and Vegetable Item (Volume).....	42
Breakdown of Growth per Processed Fruit and Vegetable Item (Volume)	44
Olive Oil - UAE	46
Market Size by Value.....	46
Company and Brand Share Performance in Olive Oil	47
Prices - UAE	49
Buyers' Profiles	53
Kibsons International	53
Barakat Group	58
Nassar Al Refaae Fruits & Vegetables Trading – NRTC	62
Mirak Trading LLC.....	66

Pan Fresh International.....	71
Al Alali	74
Del Monte Foods.....	78
Power Circle General Trading	81
Mawasem Al Sif.....	84
Souk on Wheels.....	87
Al Atheed General Trading LLC	90
Waheet AL Reem Lel Tomoor	93
Foodco Holding	95
Shatora Foodstuff Trading Co.	98
Summary of Buyers' Profiles	100
Annex I: Prices – Pictures of Products.....	103
Annex II: Seasonality Chart - Fruits	111
Annex II: Seasonality Chart – Vegetables.....	119

Introduction

The project aims to increase the competitiveness of Palestinian farmers' and women's cooperatives in Palestine, this goal will be achieved through increased value and profitability of land and crops as well as improved effectiveness of cooperatives to provide quality services to their members. The main idea is to create linkages between Palestinian exporting companies (both manufacturing and marketing companies) and the cooperatives, in which the Palestinian exporting companies will agree and seek to purchase products prepared by the cooperatives be it in finished form or in raw materials form the cooperatives and in turn prepare and package these products for international export markets. In addition, the companies will seek to help the cooperatives organize through capacity building to help them increase their production.

The project seeks to study two main export markets to be targeted by Palestinian products. The methodology used to identify the markets involves first analyzing the list of products on offer by the cooperatives and farmers to understand the quantities available for exporting per each product, then the Export Potential Index (EPI) is used to determine analyze the products with the highest potential, this will allow for the development of a Market Attractiveness Index (MAI) for each selected product to determine the priority export markets to be targeted. The two main markets identified in the analysis where the UAE and Qatari markets.

On the other hand the products identified for exports under the project are:

1. Dates
2. Olive Oil
3. Capsicum
4. Cucumbers

5. Tomatoes
6. Herbs
7. Dates and Grapes Syrup – Food Preparations
8. Couscous
9. Grapes

Executive Summary

This report looks at various aspects of the UAE economy in terms of its main national indicators such as GDP and GDP per capita, its population size and demographics, the growth in the tourism sector, as well as the consumer trends and key behaviors in the market, the report also studies the history of Palestine's export trade to the UAE between the years 2009-2016. The second part of the report delves into more details concerning the market sizes and growth forecasts for the fruits and vegetables sector, the organic market in the UAE, and the competitors and key distribution channels. And finally, the report ends with detailed potential buyers profiles and their level of interest in importing Palestinian products and the process and requirements that needs to be followed by potential Palestinian suppliers.

The UAE economy currently represents a perfect opportunity for Palestinian food and agricultural products producers to benefit from the growth being experienced by the UAE economy. In particular the UAE's growing population of various ethnicities, and the continued influx of tourism which is expected to increase even further as EXPO 2020 approach, coupled with the UAE having the highest per capita income in the region which is expected to reach USD 34,568 in 2018. And with the UAE having the highest consumer expenditure in the region with an expected value of around USD 31 thousand in 2018. These reasons give rise to the growing demand of the UAE economy on food products and in particular healthy fruits and vegetables and herbs in order to curb the growing obesity problem in the UAE.

The consumers in the UAE market have four key trends, in which the UAE consumers are fond of malls, online shopping, and are willing to resort to credit to fund their lifestyles; UAE consumers are fond of eating out; and are becoming more oriented towards healthy foods; and finally consumers prefer to buy their groceries from hypermarkets, supermarkets, and online.

The UAE market has proven to be a steadily growing market for Palestinian exports, despite our very modest beginnings in the UAE market in 2009 where Palestine exported no more than USD 20 000. The very following year, in 2010, Palestine exported USD 11.7 million mostly in olive oil, cheese, and stone and marble. During the years 2011-2013, exports experienced a fluctuating pattern where exports initially declined in 2011 to USD 8.8 million and subsequently increased in 2012 to USD 14.4 million before falling again to USD 7.4 million in 2013. This fluctuating pattern did not carry on, but rather, Palestinian exports followed a steady increasing trend since 2013 and reaching its highest recorded value in 2016 of USD 23.2 million. During these years, the main Palestinian products exported to the UAE market were olive oil, dates and stone and marble.

While, The UAE market for fresh fruits and vegetables as well as processed fruits and vegetables is projected to continue growing as forecasted for year 2021 and 2022. The fruits market is expected to grow by 21.3% between 2016 and 2021. Moreover, the vegetables market is expected to grow by 36.4% between 2016 and 2021. While the processed fruits and vegetables market in the UAE is expected to register growth of 27.8% between 2017 and 2022.

The market size for olive oil in the UAE stood at 129 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 123.1 AED million. The UAE olive oil market is forecasted to continue growing in the future to reach an anticipated market size of 173 AED million in 2022.

The growth in the demand for organic vegetables and fruits in the UAE is in direct relation with its consumers rising concerns regarding the products they eat, how it was grown, and its effects on the environment due to the use of pesticides and chemicals. Organic fruits are growing at steady pace over the past 5 years. In terms of volume (i.e. tons), organic fruits sales in the UAE increased from 47.1 thousand tons in 2012 and continued to increase to reach 71.1 thousand tons in 2014, and finally registering 84.1 thousand tons in 2016. In terms of value (i.e. AED), organic fruits sales in the UAE increased from 665.6 AED million in 2012, and continued to increase to reach 1023.3 AED million in 2014, and finally registering 1253.9 AED million in 2016.

Organic vegetables increased its position (i.e. market share) in the UAE market from 8% of total sales volume in 2012 to 15% of total sales volume of vegetables in 2016. In terms of volume (i.e. tons), organic vegetables sales in the UAE increased from 35.1 thousand tons in 2012 and continued to increase to reach 57.8 thousand tons in 2014, and finally registering 93.1 thousand tons in 2016. In terms of value (i.e. AED), organic vegetables sales in the UAE increased from 408.2 AED million in 2012, and continued to increase to reach 674.3 AED million in 2014, and finally registering 1,102.5 AED million in 2016.

Snapshot of Buyers' Profiles

The visit to the UAE market yielded 14 detailed buyers' profiles, the table below summarizes their level of interest and the products they are most interested in:

#	Company	Interest level (High – Medium – Low)	Products of Interest	Potential for Cooperatives Products	Interest in Organic Products
1	Kibsons International	High	<ul style="list-style-type: none"> - Various fruits and vegetables and herbs (both organic and otherwise); - Olive Oil 	No	Yes
2	Barakat Group	High	<ul style="list-style-type: none"> - Various Fruits and Vegetables, including but not limited to: - Grapes both green and black, preferably seedless and good size grapes; - Tomatoes both cherry and otherwise; - Cucumbers (to fill the gap when the UAE is not producing any); - Capsicum both green and colored; - Strawberries; - Herbs; 	No	No
3	Nassar Al Refaee Fruits & Vegetables Trading –	High	<ul style="list-style-type: none"> - All Fruits and Vegetables such as: - Cucumber; - Tomatoes; - Herbs; - Avocados; 	No	No

	NRTC		<ul style="list-style-type: none"> - Guavas; - Mushrooms. 		
4	Mirak Trading LLC	Medium	<ul style="list-style-type: none"> - All Fruits and Vegetables and Herbs 	No	Limited
5	Pan Fresh International	Low	<ul style="list-style-type: none"> - They are prepared to import from Palestinian companies currently existing in the UAE 	No	No
6	Al Alali	High	<ul style="list-style-type: none"> - Vine leaves (they are prepared to import 20 to 30 truckloads of Palestinian vines if the price is competitive – as a start); - Maftool; - Sumac; - Freekeh; - Olive paste; 	Yes	No
7	Del Monte Foods	High	<ul style="list-style-type: none"> - Only interested in fresh fruits and vegetables and herbs 	No	No
8	Power Circle General Trading	High	<ul style="list-style-type: none"> - Olive Oil; - Za'tar; - Dates (i.e Madjuol Dates); - Vine Leaves; - Maftool; - Freekeh; - Dead Sea Salt; - Makdoos; - Shatah; - Soap. 	Yes	Yes
9	Mawasem Al Sif	High	<ul style="list-style-type: none"> - Herbs; - Cherry Tomatoes; - Grape Leaves – Fresh; - Capsicum; - Avocadoes; - Grapes; - Potatoes. 	Yes	No
10	Souk on Wheels	High	<ul style="list-style-type: none"> - Molokhia; - Thyme (Za'tar); - Soap; - White Cheese; - Makdoos; 	Yes	No

			<ul style="list-style-type: none"> - Tomato Paste; - Maftool; - Freekeh; - Pickles; - Etc. 		
11	Al Atheed General Trading	High	<ul style="list-style-type: none"> - Olive Oil; - Pickled Olives; - Za'tar; - Freekeh; - Majdoul Dates; - Tomato Paste; - Humus; - Dried beans (such as Lentle). 	No	No
12	Waheet Al Reem Lel Tomoor	High	<ul style="list-style-type: none"> - Majdoul Dates; - Bon-Bon (Rutab). 	No	No
13	Foodco Holding	Low	<ul style="list-style-type: none"> - Couscous (i.e. Maftool); - Frozen meat; - Grape leaves; - Rice; - Tuna; - Canned food; - Pastas; - Tissue papers; - Edible oil (sunflower oil, corn oil); 	No	No
14	Shatora Foodstuff	High	<ul style="list-style-type: none"> - Freekeh; - Za'tar; - Olive Oil; - Herbs; - Fruits and Vegetables; - Grape leaves; - Avocadoes; - Guavas; - Tomatoes; - Pickles; - Soap; - White Cheese (Baladi Cheese); - Jameed; - Labaneh in Oil; 1. Makdoos; 2. Shatah (i.e. Chili Sauce); 	Yes	No

Conclusions and Recommendations

As the executive summary above highlights the UAE market is growing in almost every category of fruits and vegetables and herbs as well as olive oil. And the market is forecasted to continue to steadily increase up to 2022 as the influx of tourism continues to grow and is expected to peak during the EXPO 2022 in Dubai. Moreover, considering the massive amount of imports in terms of both value and quantity, Palestinian exports and the available quantities hardly even begin to scratch the surface and as such UAE companies exhibited their willingness to import whatever quantities available from Palestine with the most governing factors to consider being, price, consistent quality (i.e. grading and sizing), and timely shipment schedule.

In terms of market segmentation, it was discovered that the UAE companies tend to cater to varying ethnic groupings each with their own requirements, the ethnic grouping is as follows:

1. **Indians and Pakistanis Group:** this group is the largest consumer base in the UAE and they tend to care more for price and quantities instead of quality which are the factors looked for by UAE companies that cater to this group. **Palestine don't have a potential to compete for market share in this group.**
2. **Emiratis and Europeans Group:** this group tend to care more for quality over price and care more about how their products were produced and obtained, and as such are increasingly interested in organic products. **Palestine have a potential to compete for market share in this group.**
3. **Levant Population Group:** this group consist of people living in the UAE and who originate from Levant countries such as Syria, Lebanon, Jordan and Palestine. This group tend to be highly interested in Palestinian products due to their familiarity and origins. **Palestine have a potential to compete for market share in this group.**

Please refer for Buyers' Profiles section for more details about UAE companies.

Opportunities Identified

The mission to the UAE proved to be a fruitful mission and was received with great hospitality on the part of our hosts, and our meetings with the major market suppliers of fruits and vegetables did not just yield buyers profiles, but also some of the companies even went a step further by giving us advice about the market, the different suppliers, and ways in which Palestinian products can position themselves more efficiently to compete and even helping us set up further meetings.

The mission also yielded the interest of two institutions to sign MOUs with PalTrade to explore further venues of cooperation that are aimed at helping Palestinian exporters in the UAE, the offers were received from Dubai Exports & Dubai Export Development Department, as well as the National Freight and Logistics Association (NAFL).

MOUs:

1. **Dubai Exports:** the organization is similar in its activities and mission to PalTrade and is looking forward to sign an MOU between the two organizations, with the intent to implement co-activities and to help Palestinian products and producers understand the UAE market and be able to identify their counterparts.
2. **NAFL:** The National Association of Freight and Logistics (NAFL) was founded in Dubai in February 1992 as mandated by the Government of Dubai to respond to the need to bring together the increasing number of freight and logistics service providers in the UAE. NAFL, previously named National Committee of Freight Forwarders (NCFF), is the first national association of freight forwarders to be established in the Arabian Gulf. The association is interested in signing

an MOU with PalTrade following official meeting with our CEO and Chairman to understand venues of cooperation be it on logistics matters or other business activities.

Use of Facilities:

1. Both institutions (i.e. Dubai Exports and NAFL) welcomed PalTrade to take full advantage of their facilities including their business lounges to hold B2B meetings in them free of charge

Advice:

Dubai Exports and NAFL, gave similar recommendations for Palestinian products to successfully enter and compete in the market:

1. They will need a strong local supplier to represent them because of the very high and costly listing fees in all of the main supermarkets and hypermarkets;
2. A secondary solutions would be for PalTrade to help organize Palestinian companies under one company in a conglomerate configuration in order to obtain cold and dry storage areas in one of the free trade zones which will allow them to not only be able to serve the need of the UAE market on the fly but also being able to export in a much more efficient way to the world given Dubai's location and status as a global trading hub. In fact, Dubai Exports is already prepared to help PalTrade to see this proposal become a reality in the UAE;
3. NAFL is also looking to have a signed MOU with PalTrade and advised our team to help push for Palestinian membership in the International Federation of Freight Forwarders Associations (FIATA) and are prepared to give scholarships to learn logistics and shipping terms and procedures with the participants receiving a diploma by the end of the training;
4. NAFL, also advised us to focus on finding a strong and dependable supplier for Palestinian products, and also proposed the Palestinian hub idea citing Turkey's success in marketing its own products in the UAE by having their own **Istanbul Super Market**, which started in 1988 as a small warehouse doubling as a shop and has now evolved into a leading chain of supermarkets with a distinctive character. Today they boast 13 outlets across the UAE.
5. NAFL proposed that Palestine should have its own wing at the Dubai Global Village where products from all over the worlds are being exhibited which help Palestinian products gain a better foothold in the market. The license for the Global Village is 6 months.
6. Our meeting with Mr. Malik Melhem (Chairman of Board – Palestine Business Council) yielded positive results and he is looking forward to receive business proposals for Palestinian products with potential in compete in the UAE market since he is currently looking to diversify his business ventures.

Potential Importers:

In terms of potential importers, many of the companies interviewed showed genuine interest in purchasing products from Palestine, however one of the companies interviewed being of Iranian origin would face financial penalties and risk losing their business if they transferred money to Palestine due to current US policy regarding Iranian financial transactions. Other companies, explained that while Palestinian products are considered of high quality and as such do not undergo testing unlike their competitors such as Jordan and Egypt which received a ban on some of their fresh products exported to the UAE due to the presence of pesticides. Yet, the companies made it clear that Palestinian businesses needs to implement post-harvest management to insure that all the fruits and vegetables received are in line in terms of sizing and grading.

PalTrade's Recommendations

1. **Act Fast**; it's important to act fast and build on the results achieved by the study, as the UAE companies are still aware of PalTrade and the purpose of our mission in the UAE. So it's important to start building on this and help Palestinian companies to meet with their UAE counterparts through B2B meetings.
2. **Keep Communication channels open**; some UAE companies expressed their interest in receiving the final report to get to know more about Palestine and the findings of the report, so it's important that PalTrade keep the trust and continue to keep the communication channels open;
3. **Dissemination Workshop**; it would be prudent to organize for the dissemination workshop as soon as possible to keep the findings of the report relevant and to allow Palestinian companies to start contacting UAE companies for business deals;
4. **Opportunities for products other than the ones previously identified**; through the visit the team identified several products with potential other than the ones identified previously, such as:
 - a. **Vine leaves** (which can be produced in Jars with liquid preservative, or in vacuum sealed bags);
 - b. **Coffee**, demand on coffee is growing steadily in the UAE as well as coffee variants such as date seed coffee;
 - c. **Mushroom**, UAE companies expressed their interest in importing Mushrooms from Palestine given the demand in the market.

Selection of UAE Market

Previous analysis was conducted to identify priority export markets for Palestinian agricultural products on offer by the cooperatives and farmers targeted under the FAO project. The methodology used to identify the markets involves first analyzing the list of products on offer by the cooperatives and farmers to understand the quantities available for exporting per each product, then the Export Potential Index (EPI) is used to determine analyze the products with the highest potential, this will allow the development of a Market Attractiveness Index (MAI) for each selected product to determine the priority export markets to be targeted.

Based on the findings of the MAI both the UAE and Qatari market featured heavily among the top potential destination for our Palestinian products (See table right)

According to our previous analysis we've found out that the GCC markets offer immediate value towards Palestinian exports given **their proximity and existing trade agreements**. The two main markets identified are the **Qatari and UAE markets**. The markets were chosen based on the agricultural nature of most of our products which will require special storage and refrigerating techniques to be exported to non-regional markets in Europe and North America which will increase our prices and limits our ability to compete in international markets, and based on our existing and growing trade levels with both UAE and Qatar (See section below – Palestine's Exports to UAE).

Markets Intersections according to MAI	
USA	9
Germany	8
Qatar	8
KSA	8
United Kingdom	7
UAE	7
Kuwait	7
Netherlands	6

Moreover, access into European and North American markets will require products with high quality standards such as the ISO, Global GAP, and BRC which are very expensive to be obtained by our farmers and women's cooperatives, as well as other voluntary or Non-Tariff Measures such as consumer preferences to eat organic and Fairtrade products. While, it's certainly within Palestinian companies' abilities to obtain such certifications and meet the market entry requirements, Palestinian products still have to compete in markets that are usually dominated severely by a single supplier who captures most of the market share.

Further Reasons:

1. Recently, the UAE banned imports of fruits and vegetables from five countries in the Middle East, including Egypt, Oman, Jordan, Lebanon and Yemen which gives a very high opportunity for the Palestinian Products to enter the UAE and gain market share given the lowered competition;¹
2. The UAE represent a hub for trade in the region and especially GCC markets²;

Research Methodology

In order to effectively study the target markets for the products identified above, the research methodology was structured to cover three main phases:

Phase I: Study the sector's overall status in the market:

The aim of this phase is to understand the overall situation of the food sector in the target market, by studying the following indicators:

1. Identifying the market size;
2. Growth rate;
3. Market history;
4. Market potential;
5. Competition in the target;
6. Distribution channels;
7. Market characteristics;
8. Prices;
9. Etc...

The process of gathering such information is accomplished through individual meetings between PalTrade team and relevant Trade Support Institutions (TSIs) in target market (such as the department of statistics and businessmen associations).

Phase II: Identify potential buyers in target market:

This is achieved through individual meetings between PalTrade team and the relevant companies working in the field. The meetings aims to understand the requirements of potential buyers in terms of prices, quantities, packaging, shipping terms...etc.

¹ <http://gulfnews.com/news/uae/environment/uae-bans-import-of-vegetables-fruits-from-select-countries-1.2016375>

² <http://www.customstoday.com.pk/dubai-imports-11000-tonnes-of-fruit-and-vegetables-daily-re-exports-30-40-to-neighbouring-countries/>

The information gathered is prepared in detailed potential buyers profiles indicating their interest in Palestinian products and willingness to import.

Phase III: Establish and identify potential participants in B2B meetings in target market:

Part of the field visits and meetings conducted by PalTrade team in the target market, is to develop and identify potential participants (i.e. potential buyers) interested in meeting with Palestinian producers during their visit to the target market.

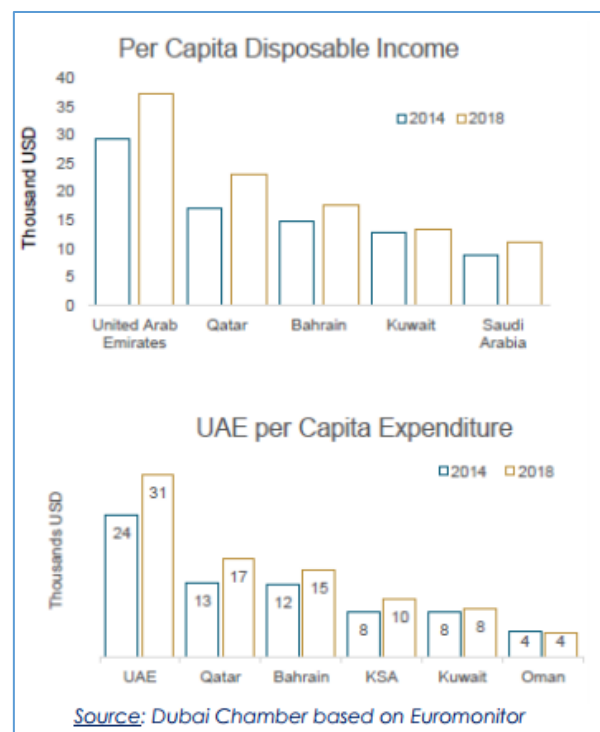
Background on the UAE Market

The UAE economy is growing both in terms of its productive capability and its population, where “the UAE's population is approaching 10 million and Dubai alone is expected to host more than 15 million visitors before the end of 2016; this means more food is needed to feed these awaited guests. Imports of fruits and vegetables increased on average by 5.6% per year, from 2.27 billion USD in 2011 to 2.82 billion USD in 2015.

For exporters in other countries the opportunities are significant and the demand will continue to grow. The dynamic expansion of the region indicates that this growth will continue in the coming years.”³

On the other hand, the UAE registered a real GDP of 1391.1 (AED billion) with a percentage growth of 3% in 2016, in addition the UAE is focused on limiting its dependency on oil as it registered a percentage contribution of non-oil sectors to real output of %68.9.⁴

In comparison with other GCC countries, the UAE have the highest per capita income in the region which is expected to reach USD 34,568 in 2018. While in terms of consumer expenditure the UAE have also the highest value which is expected to be around USD 31 thousand in 2018. (See figure above).



Total non-oil foreign trade of the United Arab Emirates including free zones during the period of 2014-2016				
Indicator	2014	2015	2016	Annual growth of 2016 compared to 2015
Non-Oil Exports	157.6	185.5	195.0	5.12%
Re-Exports	455.9	418.4	400.4	-4.30%

³ fructidor.com/wop dubai

⁴ <http://www.economy.gov.ae/StatisticsReportsEn/Statistical%20Report%206th%202017.pdf>

Import	991.9	952.2	968.9	1.75%
Total Foreign Trade	1,605.50	1,556.20	1,564.30	0.52%

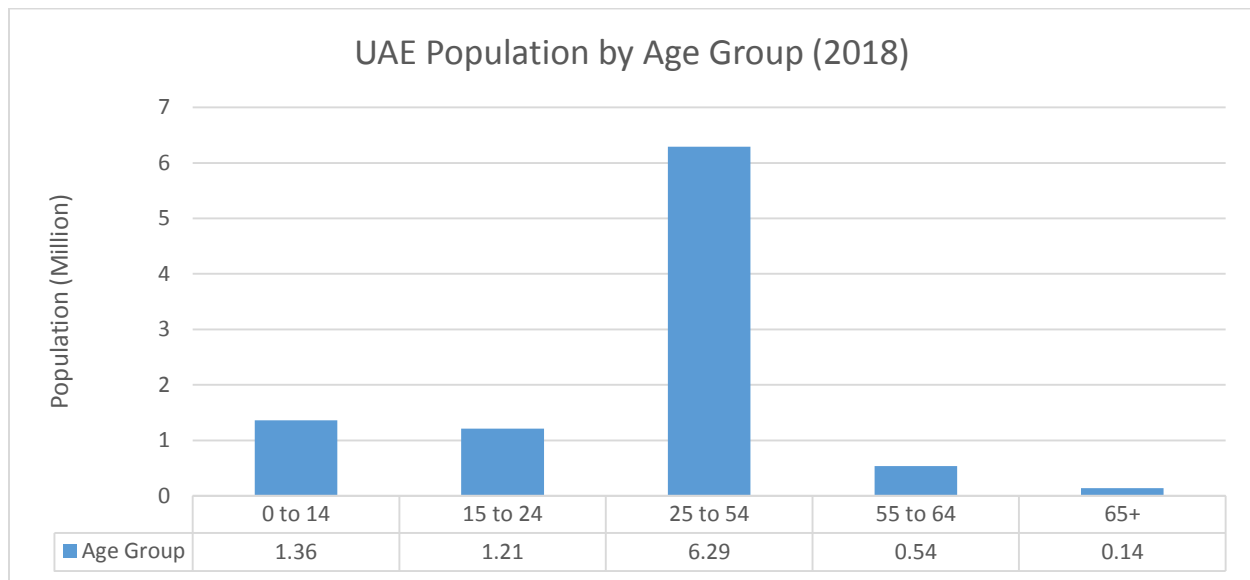
Source: <http://www.economy.gov.ae/StatisticsReportsEn/Statistical%20Report%206th%202017.pdf>

Trade Partners of the United Arab Emirates for the value of non-oil exporters of 2016		
Country	Value AED Billion	Percentage of total %
Switzerland	21.45	11.00%
India	18.03	9.25%
Saudi Arabia	12.06	6.19%
Oman	10.65	5.47%
Iraq	9.41	4.83%
Turkey	8.46	4.34%
Singapore	7.65	3.92%
United States of America	6.55	3.36%
China	6.14	3.15
Qatar	5.95	3.05%
Total Value With Top 10 Partners	106.36	54.55%
Total Value With the rest of Countries	88.60	45.45%

Source: <http://www.economy.gov.ae/StatisticsReportsEn/Statistical%20Report%206th%202017.pdf>

United Arab Emirates (UAE) Consumer Trends

The UAE population in 2018 stood at 9.54 million of which 72% are males and 28% females, indicating a large disparity in gender in the UAE. In terms of population by age it's segregated as follows:



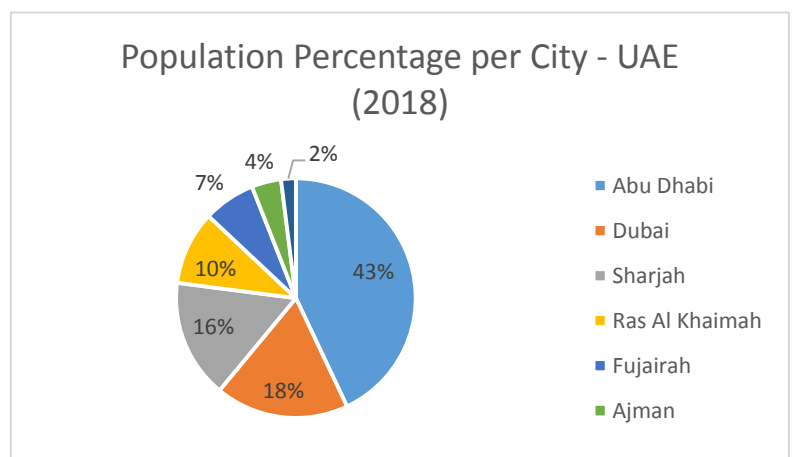
Source: <https://www.globalmediainsight.com/blog/uae-population-statistics/>

As can be seen in the figure above, the majority of the UAE population is a young population of a young working age which represents about 65.9% of the total population, this is mainly due to the nature of the UAE economy as an expatriate destination for work. Moreover, the population base is split into two main tiers of society namely Emiratis and Expatriates, on the one hand Emiratis makes 11.48% of total population, while the expatriates population 88.52% split into the following categories:

1. Indians: 27.49%;
2. Pakistanis: 12.69%;
3. Filipinos: 5.56%;
4. Egyptians: 4.23%;
5. Others: 38.55%.

The UAE population by city is split as follows:

Population Distribution Per City (i.e. Emirates) – UAE (2018)	
Unit: Million	
Abu Dhabi	4.1
Dubai	1.72
Sharjah	1.53
Ras Al Khaimah	0.95



Fujairah	0.67
Ajman	0.38
Um Al Quwain	0.19

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Emiratis are less likely to rent and are exempt from housing tax and have access to government schools, while even receiving utility bills assistance for some. On the other hand, foreigners (i.e. Expats) which make up almost 90% of the population are exposed to higher costs of living due to housing tax and limited access to government schools.

Trend 1: UAE consumers are fond of malls, online shopping, and are willing to resort to credit to fund their lifestyles

The influx of expats have transformed the Emirates and its citizens garnering new habits and interests, as the society considers malls as a social hub for the people to meet and socialize and embark on impulse shopping as they enjoy the various activities on offer inside the malls such as having coffee, eating in the food courts, going to the cinema, and obviously shop from the variety of international brands on offer. In addition, online shopping is now becoming widespread in the Emirates with the population having access to many brands and shops and restaurants where they can place their purchases online and receive them at home. Moreover, with the advent of the widespread online solutions available for the UAE population. The young adult segment tend to resort to credit in order to fund their lifestyles, leading to expected expanding of mortgages, credit cards, and car loans. According to the latest MasterCard Worldwide Index of Consumer Confidence released in Nov 2014 "Consumers in the UAE are 'optimistic' about all five indicators measured in the Index. When compared to the previous edition of the survey released last year, consumers are more optimistic about Employment (97.3 vs. 96.1), Regular Income (94.7 vs. 93.1) and Economy (96.2 vs. 96.8). However, in 2014, consumers in the UAE were found to be less optimistic about the Stock Market (79.0 vs. 92.8) and Quality of Life (76.3 vs. 94.5) indicators."⁵

Trend 2: UAE consumers are fond of eating out

According to the KPMG report for the year 2017, which survey 800 consumers across the UAE to identify their consumer behavior and preferences as well as obtaining information from service providers to develop their Food and Drink Report for the UAE. The result indicates that "Food and Beverage (F&B) demand in the UAE continues to be robust, with consumers generally going out more and spending more, both compared with last year and compared with the rest of the Gulf. Business for the operators, however, has been challenging, with the majority struggling to achieve like-for-like growth in the face of ample supply and stiff competition. This situation is likely to continue for the next year or so but is likely to improve from 2019 and beyond, in the run-up to Expo 2020, and as the UAE further strengthens its position as a global tourist destination with newer attractions and offerings. In this challenging context, we see operators striving to stay relevant by re-examining their business models, brand strategies and cost structures, while maintaining high standards of quality for the customer. At the same time, operators are

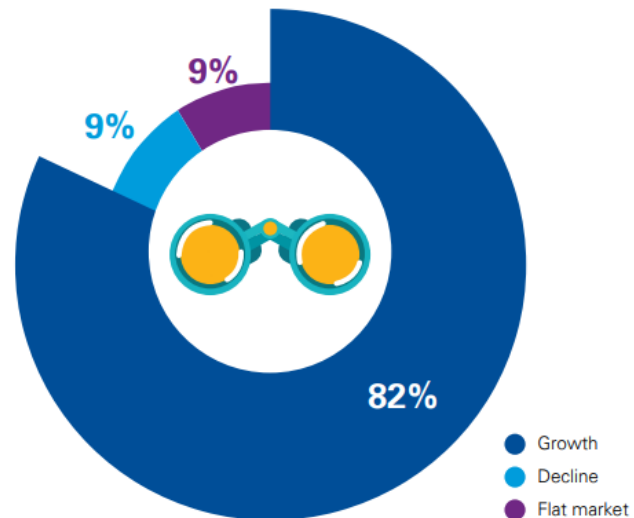
⁵ <https://www1.mastercard.com/content/intelligence/en/research/press-release/2014/uae-consumers-remain-optimistic.html>

seeking opportunities in the other GCC states, which can present untapped potential for established regional and international brands.”⁶

As mentioned above, while consumer spending continues to increase in the UAE with “Over 40% claim to be spending more than last year on eating out or ordering in, although they are more conscious of their spend than they were in 2016.”⁷ F&B providers on the other hand, are less optimistic despite the growth in consumer spending on eating out mainly due “According to estimates from JLL Research, retail supply in Dubai and Abu Dhabi is expected to increase from 6 million sqm in 2016 to 7.5 million sqm gross leasable area (GLA) by 2019 and will outpace the growth of the resident and tourist population in the UAE. This should be a cause for concern in a market such as the UAE, which already has high mall density. Further, in recent times, F&B has garnered around 25% of the retail space for new openings. This is expected to increase further with the upcoming developments. A combination of these factors could cause a rapid increase in F&B supply with questions around demand stimulus, resulting in increased competition and less room for manoeuvre for existing operators.”⁸



What is your medium-term outlook for the F&B sector?



And yet despite the increased competition, F&B providers seems to be optimistic and willing to spend more on investment due to encouraging signs for growth with the EXPO 2020 happening in the UAE along with other investment projects.

In terms of consumer eating out preference, Italian and Lebanese (i.e. Levant) food seems to capture the largest share, followed with Indian food. This indicate potential for Palestinian food products which counts as key ingredients in food originating from the Levant.

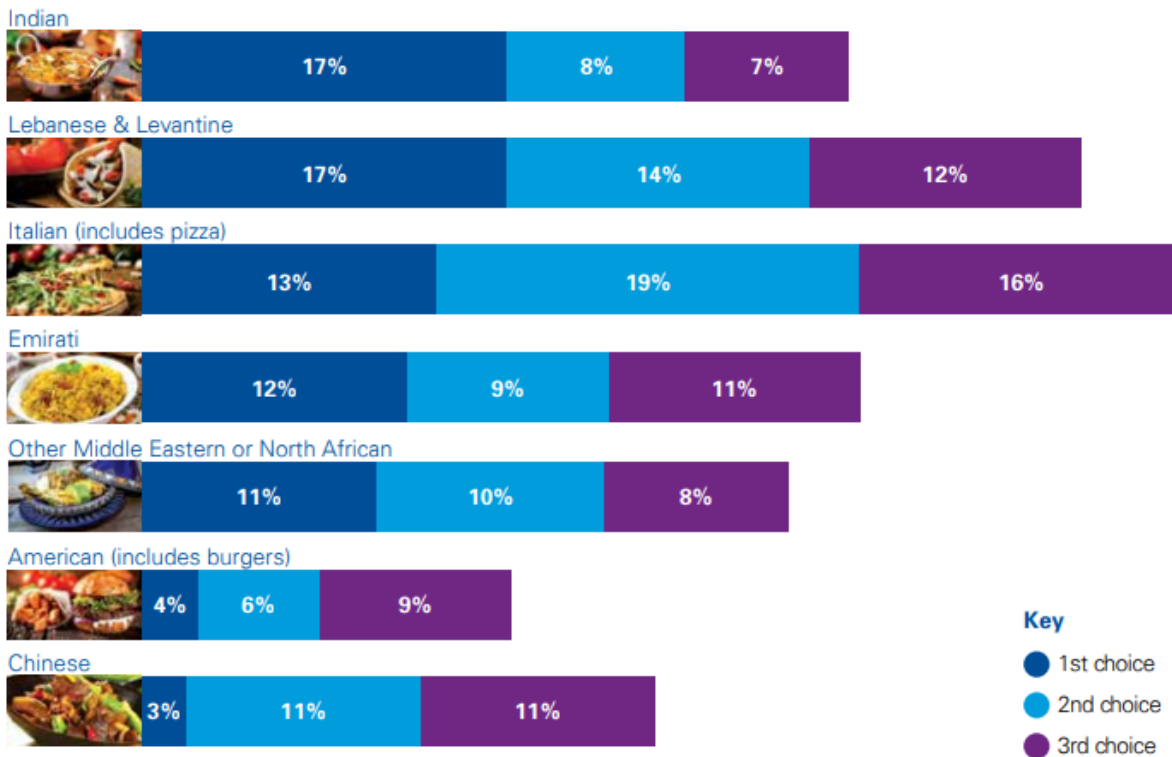
⁶ <https://assets.kpmg.com/content/dam/kpmg/ae/pdf/food-beverage-2017.pdf>

⁷ Ibid

⁸ <https://assets.kpmg.com/content/dam/kpmg/ae/pdf/food-beverage-2017.pdf>

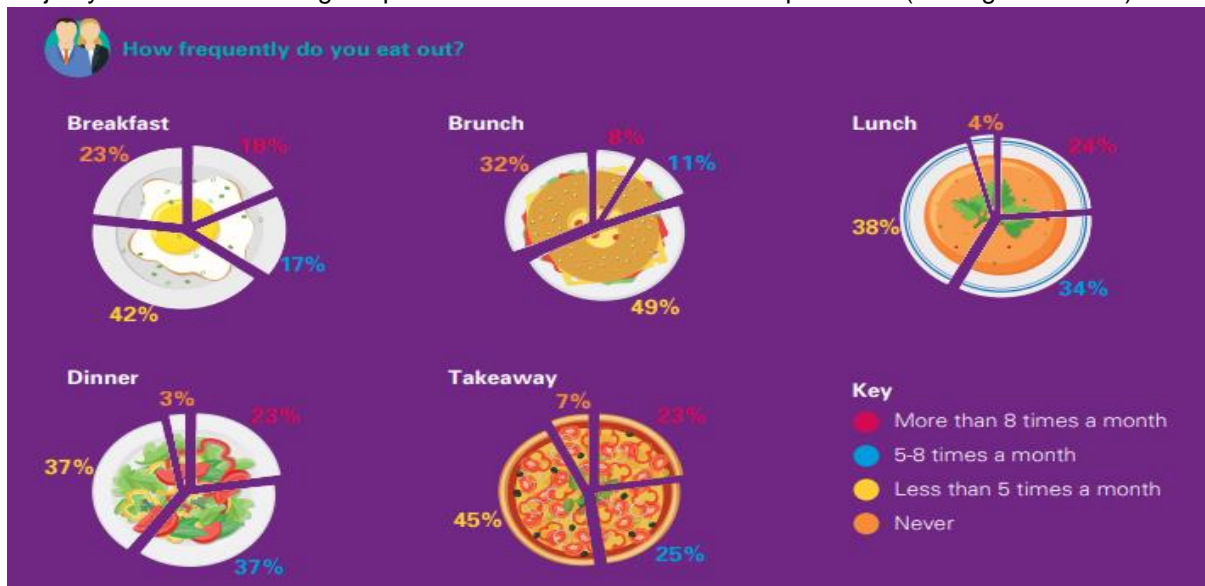


Which are your preferred cuisines?

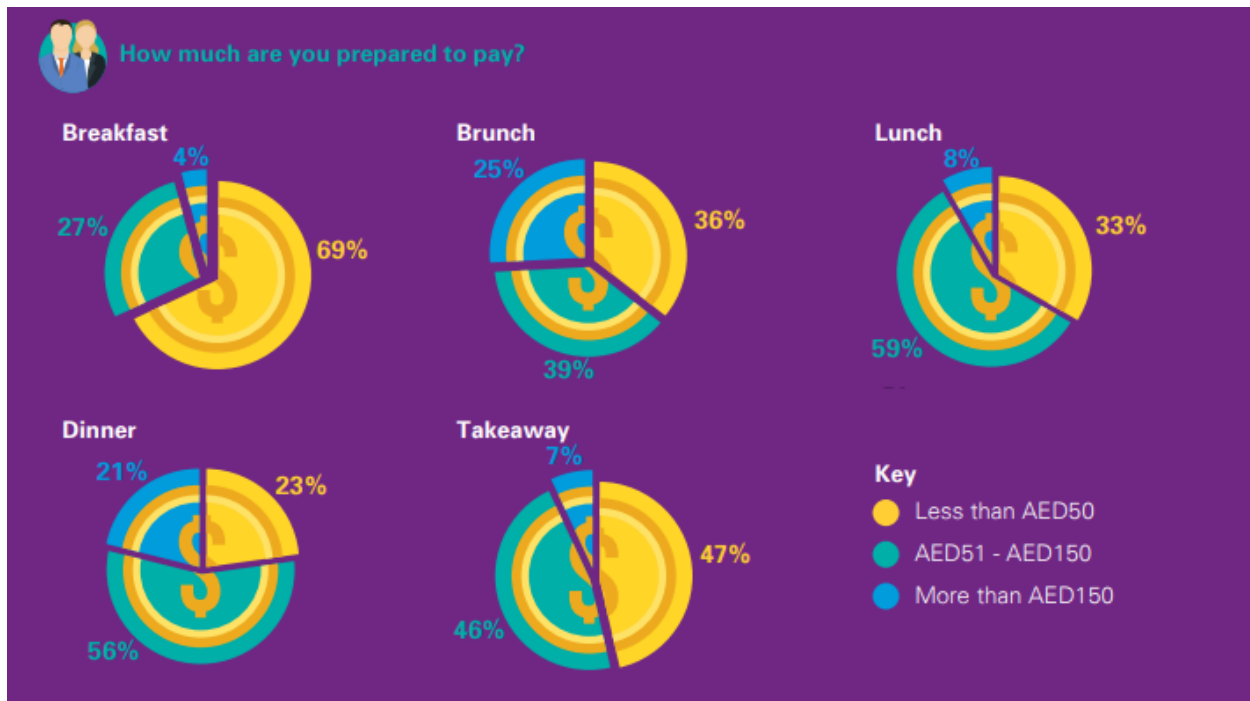


Source: KPMG – Food and Beverage Report 2017

Finally, consumers seem to spend most of their money on lunch and dinner. And on average, the majority seems to be willing to spend between 51AED to 150AED per meal. (See figures below).



Source: KPMG – Food and Beverage Report 2017



Source: KPMG – Food and Beverage Report 2017

Trend 3: Orientation towards healthy foods

Obesity levels in the UAE are very high, ranking 12th in the world with 37.2% of the population being overweight.⁹ And with increasing obesity levels the risk of diabetes is very high in the Emirates “a report entitled the Global Burden of Disease Study 2013, by the University of Washington’s Institute for Health Metrics and Evaluation, more than 66 per cent of men and 60 per cent of women in the UAE are already overweight or obese. This is a substantial economic issue in the UAE and evidence suggests it is getting worse. The economic burden of obesity in UAE is US\$6 billion [Dh22bn] annually. The study found that obesity is costing the world \$2 trillion a year, nearly as expensive as armed conflict and smoking, the study found.”¹⁰

One of the main reasons behind these high obesity levels, is the urban lifestyle in the UAE where people work for long hours a day and as such they prefer to eat out instead of cooking their own food while spending their leisure time in malls with food courts that serves food high in fat and oils. However, “the rise of social media has led to greater health awareness and “Clean eating” is an emerging trend among young professionals, who are either cutting down on or eliminating processed food from their diet and focusing on the consumption of natural foods such as oatmeal, quinoa, brown pasta, spinach and kale.”¹¹ According to the KPMG – Food and Beverage Report 2017, 45% of the respondents pointed out that they are seeking healthier food options.

⁹ <https://renewbariatrics.com/obesity-rank-by-countries/>

¹⁰ <https://www.expatswoman.com/dubai/health-fitness/fertility-clinics/client/dr-fakih/obesity-in-uae>

¹¹ Euromonitor – Consumer Lifestyles in the United Arab Emirates

Trend 4: Consumers prefer to buy their groceries from Hypermarkets, Supermarkets, and Online

According to the Euromonitor's (Consumer Lifestyles in the United Arab Emirates Report), consumers usually perform their grocery shopping on a weekly basis and usually visit hypermarkets and supermarkets, which account for 56% and 20% of total grocery sales respectively in the UAE in 2017. The reason being is that hypermarkets and supermarkets are usually housed inside shopping malls, with sufficient parking facilities, air conditioned spaces, and a large variety of products that caters to various ethnicities and tastes.

Moreover, the report indicate that there is a strong trend towards purchasing groceries online among the young professionals, as such online household spending on food and drink products increased by about 30% over 2015 to 2017. And some hypermarkets such as Carrefour and Souq.com started offering home delivery service using Apps. While consumers are also using Apps such as "InstaShop" and "Clip the Deal" to find the best prices and discounts when placing an order for groceries online.

UAE Food and Drink Sector

The UAE has quickly earned itself a reputation as one of the leading destinations to enjoy quality food and five-star hospitality services. Both the growing affluence and numbers of the UAE population and visitors over the last two decades, has led to arise in the consumption of food and beverage products in general; it has also encouraged the adoption of a whole new range of products with habits and tastes changing at a similar pace. The country's growing population, thriving economy, and profile as one of the world's hottest tourist destinations has only whet the UAE's appetite for quality food products and hospitality services. Gourmet food stores, organic supermarkets, spice souqs, specialty food stores, fish markets, international hypermarket chains and local convenience stores now stock everything from quail eggs to white truffle oil.¹²

Due to harsh climatic conditions and scarce water resources, GCC member states are heavily reliant upon imports for their food supplies. Limited home-grown sources of food in the UAE obviously mean that the country's import demand for overseas products is perennially strong. Agriculture represents a very small share of the UAE's economy. The total cultivated land has decreased in recent years, and the UAE remains a major net food importer.

According to Mr. Hassan Al Hashemi, Vice-President, International Relations, Dubai Chamber: "the factors supporting the growth of the food and beverage sector in Dubai include the emirate's food security strategy, its strategic location as a global business hub, and its thriving tourism sector **which leads to an increased demand in food consumption by the tourists.**

He also stressed on other factors leading **to the growth of the sector** which he said is caused by the consumption habits of the population as well as the growth of the Islamic economy with demand for halal products in addition to Dubai's hosting of Expo 2020.

Al Hashemi also informed about the UAE's reliance on food imports which amounts to more than 80% of its food needs thus raising the prospects for the growth of the food sector, especially in light of the expectations of a compound annual growth rate of 8% in spending on food and beverages in the UAE during the period 2012 to 2018, according to statistics based on Euromonitor findings.

¹² <http://www.chamberelancs.co.uk/wp-content/uploads/2016/02/UAE-Food-and-Drink-Sector-Report-by-the-BCB-February-2016-Sample.pdf>

He also pointed out at the expected compound annual growth rate of per capita consumption of fresh food in the emirate amounting to 5.5% during the period 2012-2018, which he said indicates a promising future for the sector, and calls for cooperation between all stakeholders to benefit from the growth opportunities offered by the sector.

Al Hashemi also stressed on Dubai's status as the region's major re-exporting hub, supported by strong logistics and well-established transportation routes as well as the emirate's strong potential to develop its position as a leading halal food hub, in line with its vision to become 'Capital of Islamic Economy', which will go a long way in supporting the growth of the food and beverage sector, he added.

A Dubai Chamber presentation highlighted the status of the food industry in the UAE stating that fruits and vegetables occupied 55% of the total fresh food market with an expectation of 7% compound annual growth rate of fresh food products during the period 2014-2018 while soft drinks topped by demand for coffee accounted for more than 80% of the beverage market in the UAE, with a forecast CAGR rate of up to 8% during the period 2012-2018, according to BMI and Euromonitor data. (See section - Fruits and Vegetables Market in the UAE – for more detailed breakdown of the market sizes and forecasting from 2018-2021/22)

While the value of the UAE international trade in food and beverages which totaled USD20.7 billion imports, and exports amounted to USD13.4 billion during the year 2013, while Dubai's imports of food and beverages during the year 2013 amounted to USD12.3 billion, and exports and re-exports clocked USD7.4 billion.¹³

A Growing Demand on Organic and Coffee Products

Mr. Atiq Juma Nasib, Senior Vice President of Commercial Services at Dubai Chamber said "the positive outlook for the UAE's food and beverage sector is supported by the country's fast-growing population, thriving tourism market, rising household spending, and growing acceptance of healthy and organic food products among consumers. He added that these trends present plenty of new opportunities, especially within the product categories of halal meat and ready-to-drink coffee, which are expected to become two of the fastest-growing segments within the market.

Sales of fresh food products in the UAE are projected to increase from AED 27 billion in 2016 to AED 30 billion in 2017, according to recent estimates from Euromonitor International that were highlighted in a presentation during the event. Sales of packaged food products are expected to reach AED 19 billion within the same timeframe.

The sales value of packaged tea and coffee products is expected to surge to AED 4.4 billion by 2020, while growing demand for organic packaged food products is expected to significantly boost sales in this category to AED 145 million in the same year.¹⁴

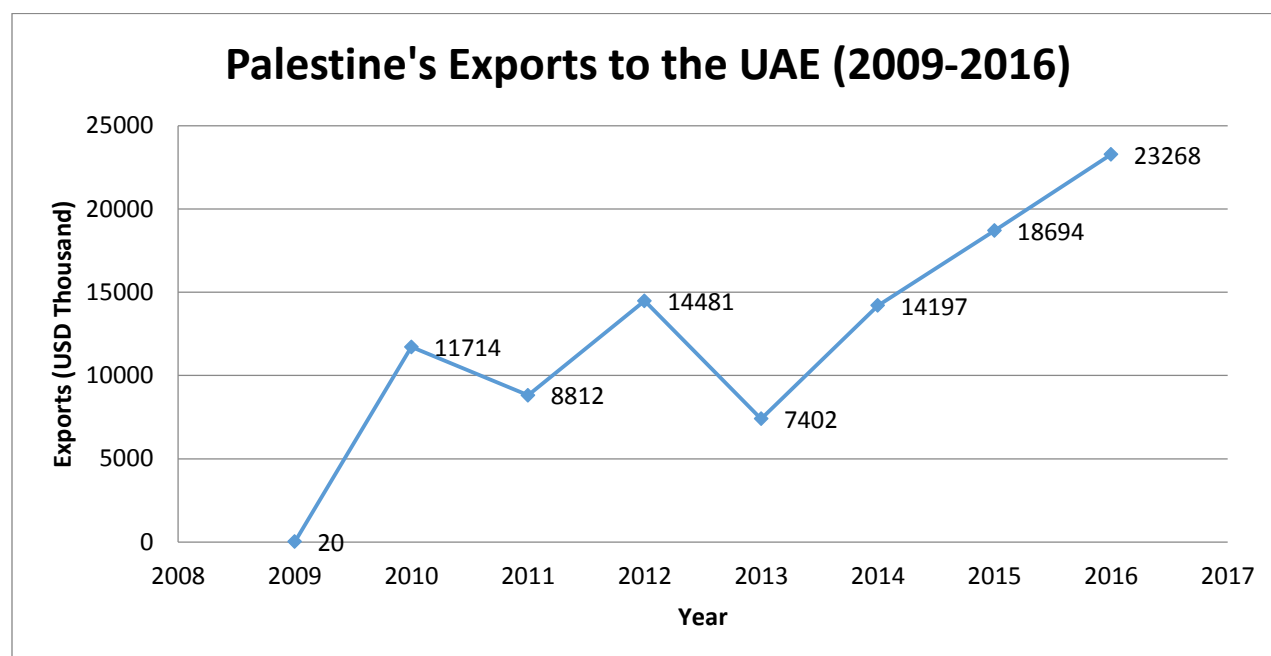
Palestine's Exports to the UAE

The UAE market have proven to be a steadily growing market for Palestinian exports. Since our very modest beginnings in the UAE market in 2009 where Palestine exported no more than USD 20 Thousand. However, the very following year Palestine exported USD 11.7 million mostly in the form of Olive Oil, Cheese, and Stone and Marble. During the years (2011-2013), exports experienced a fluctuating pattern where exports initially declined in 2011 to USD 8.8 million and subsequently increased

¹³ http://www.dubaichamber.com/whats-happening/chamber_news/dubai-chamber-reviews-the-status-of-the-food-and-beverages-sector

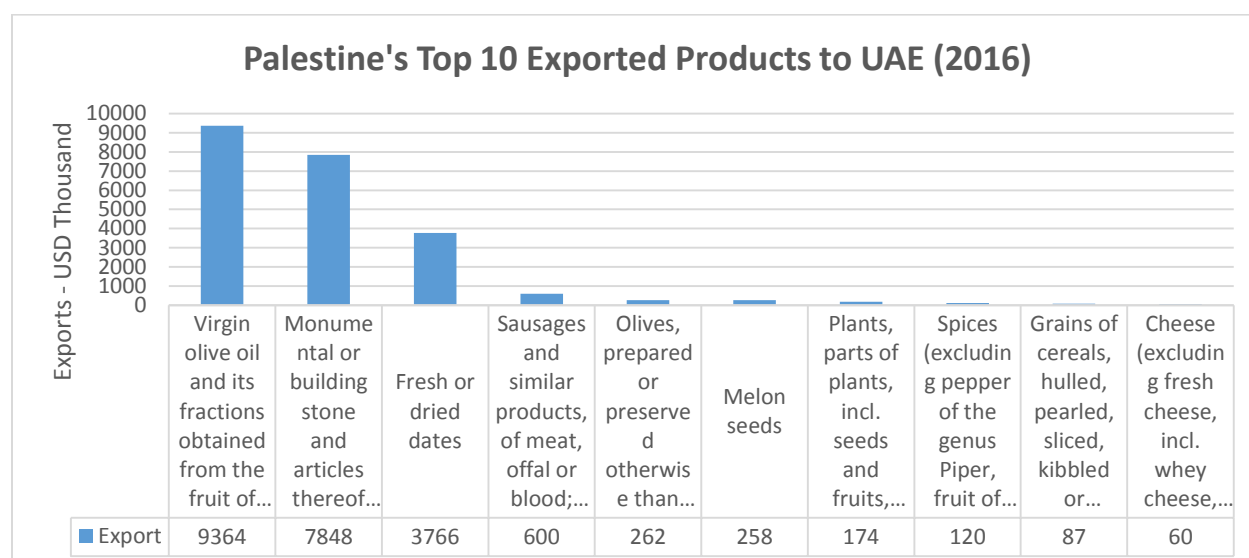
¹⁴ http://www.dubaichamber.com/whats-happening/chamber_news/dubai-chamber-briefing-highlights-growth-prospects-for-uae-food-and-beverage-sector

in 2012 to USD 14.4 million before falling again to USD 7.4 million in 2013. This fluctuating pattern did not carry on but rather Palestinian exports followed a steady increasing trend starting in the year 2013 and reaching its highest recorded value in 2016 with USD 23.2 million.



Source: Trademap.org

In terms of products exported to the UAE market by Palestine, in 2016 olive oil represented our largest exported product to the UAE with USD 9.36 million, while stone and marble exports ranked second with USD 7.8 million, followed by dates with USD 3.76 million, and sausages came fourth with USD 600 thousand. The chart and table below represents our top 10 exports to the UAE in 2016.



Source: Trademap.org

Product label	Palestine's exports to United Arab Emirates							
	2009	2010	2011	2012	2013	2014	2015	2016
All products	20	11714	8812	14481	7402	14197	18694	23268
Virgin olive oil and its fractions obtained from the fruit of the olive tree solely by mechanical ...	0	4559	1490	5730	1767	2425	8172	9364
Monumental or building stone and articles thereof, simply cut or sawn, with a flat or even ...	0	838	5009	996	158	5925	5709	7848
Fresh or dried dates	0	174	364	1255	1130	2421	2199	3766
Sausages and similar products, of meat, offal or blood; food preparations based on these products	0	449	702	1137	454	668	776	600
Olives, prepared or preserved otherwise than by vinegar or acetic acid (excluding frozen)	0	0	0	0	0	0	264	262
Melon seeds	0	0	0	0	0	0	147	258
Plants, parts of plants, incl. seeds and fruits, used primarily in perfumery, in pharmacy or ...	0	0	5	240	1064	260	361	174
Spices (excluding pepper of the genus Piper, fruit of the genus Capsicum or of the genus Pimenta, ...)	0	26	50	220	5	145	138	120
Grains of cereals, hulled, pearled, sliced, kibbled or otherwise worked (excluding rolled, ...)	0	4	12	7	0	86	108	87
Cheese (excluding fresh cheese, incl. whey cheese, curd, processed cheese, blue-veined cheese ...)	0	2098	0	0	31	77	60	60

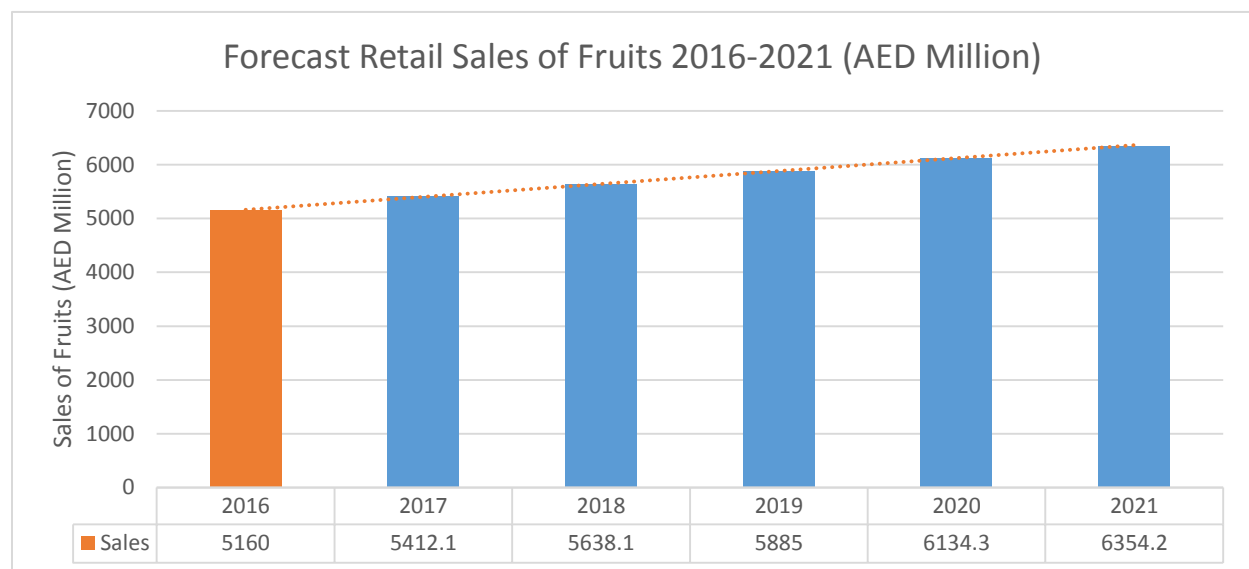
Fruits and Vegetables Market in UAE

The below section will provide an overview of the status of the fruits and vegetables market in the UAE, in terms of market size, major distributors and distribution channels, sales by volume and value, growth, and the status of organic products...etc.

Fruits - UAE

Market Size by Value

The market size for fruits in the UAE stood at 5412.1 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 5160.0 AED million. The UAE fruits market is forecasted to continue growing in order to meet the anticipated influx of tourists in the future especially with the advent of EXPO 2020. As such, it's anticipated that the market size will increase to reach 6354.2 AED million in 2021 (see figure below – forecast highlighted in blue).

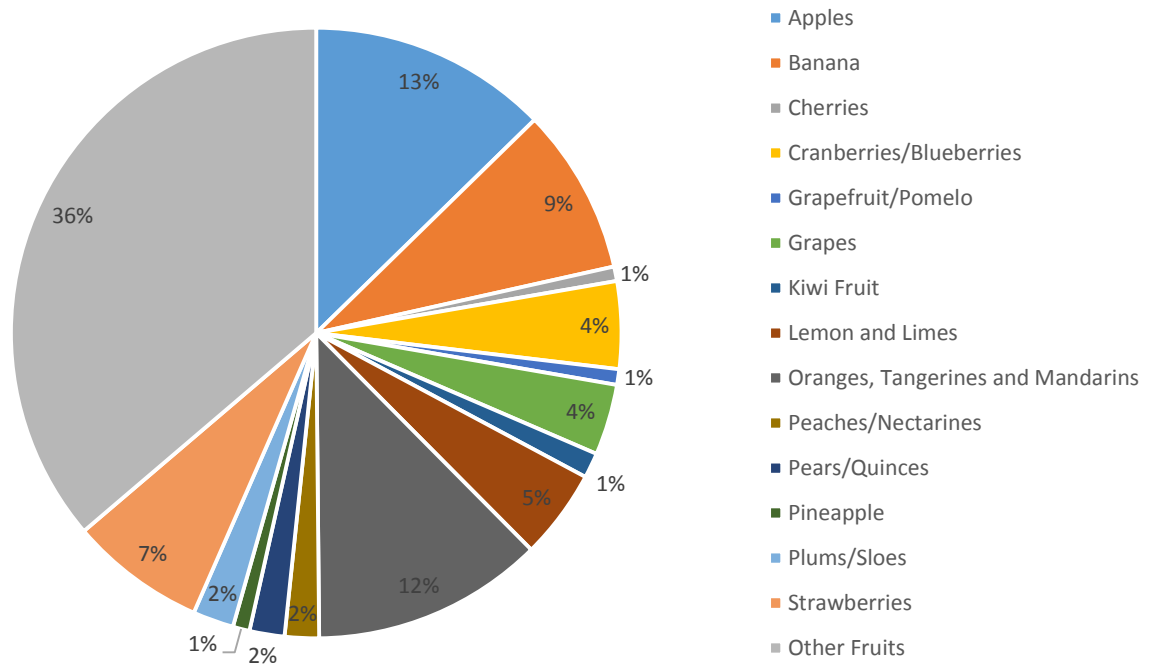


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Fruit Item (Value)

In 2017, the category “other fruits” captures the largest market share with 36% of the total value consumed in the UAE. The second largest share was captured by “apples” with 13% of the market, while “oranges, tangerine, and mandarins” are the third largest consumed item in the UAE with 12%. Bananas come in fourth place with 9% of the total market in 2017. (See chart below for more details)

Market Share Per Fruit Item (Value) in 2017



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of fruits in the UAE by item in terms of value, for example apples were sold at 686.7 AED million in 2017 and are anticipated to reach 831.7 AED million in 2021 or an increase of 145 AED million in the next four years. While, bananas registered 477 AED million in 2017 and forecasted to reach 595.6 AED million in 2021. On the other hand, grapes registered 203.3 AED million in 2017 and expected to reach 238.8 AED million in 2021.

Forecasted Fruits Sales by Item in UAE in Value – Forecast Highlighted in Blue						
AED million	2016	2017	2018	2019	2020	2021
Apples	657.3	686.7	720.1	758.8	799.7	831.7
Banana	444.5	477	506.6	537	567.3	595.6
Cherries	39	41.5	43.8	46.2	48.7	50.8
Cranberries/Blueberries	231.4	250.4	268.1	284.9	304.1	320.6
Grapefruit/Pomelo	41.8	44.8	47.5	50.2	52.8	55.4
Grapes	193.3	203.3	212.9	222.2	230.6	238.8
Kiwi Fruit	71.1	72.3	74.3	76.9	79	80.7
Lemon and Limes	244	256.8	270.6	283.4	295.9	307.5

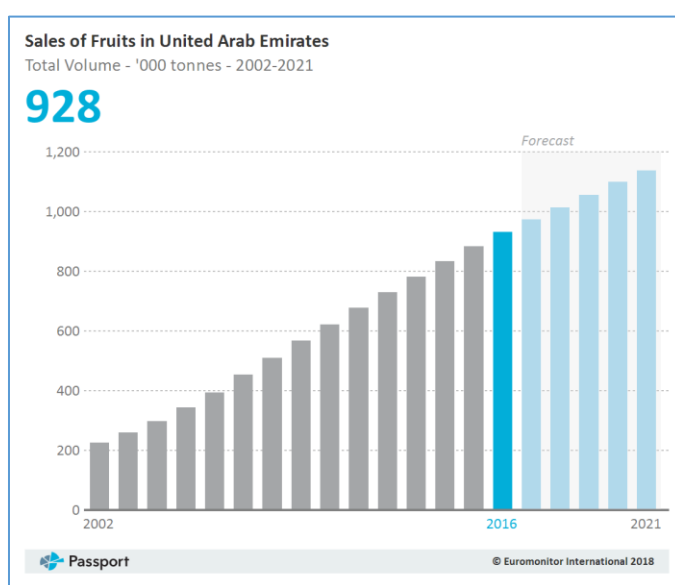
Oranges, Tangerines and Mandarins	638.1	664.9	689.1	708.5	729.9	749.8
Peaches/Nectarines	91.5	98.1	104.3	110.6	117.7	123.8
Pears/Quinces	95.4	100.4	105.1	109.1	113.1	117.1
Pineapple	43.3	48	52.4	56.7	61.2	65.6
Plums/Sloes	108.1	117.4	128.4	140.3	154	165.4
Strawberries	359.5	389.4	417.9	447.2	478.1	506.6
Other Fruits	1901.7	1961.1	1997	2053	2102.2	2144.8
Total	5160	5412.1	5638.1	5885	6134.3	6354.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Market Size by Volume

The UAE market for fruits in terms of volume (i.e. tonnage) it registered a total volume of 928,000 tons in 2016, and growing by 5% from previous year value. The market is expected to continue growing in the future to reach 970.1 thousand tons in 2017, and reaching 1,133.7 thousand tons in 2021. (See figure to right and table below)

In terms of growth, the market is expected to grow by 4.6% between the years 2016-2017 or in other words from 927.6 thousand tons to 970.1 thousand tons. And in total register a forecasted growth of 21.3% between the years 2016 and 2021.



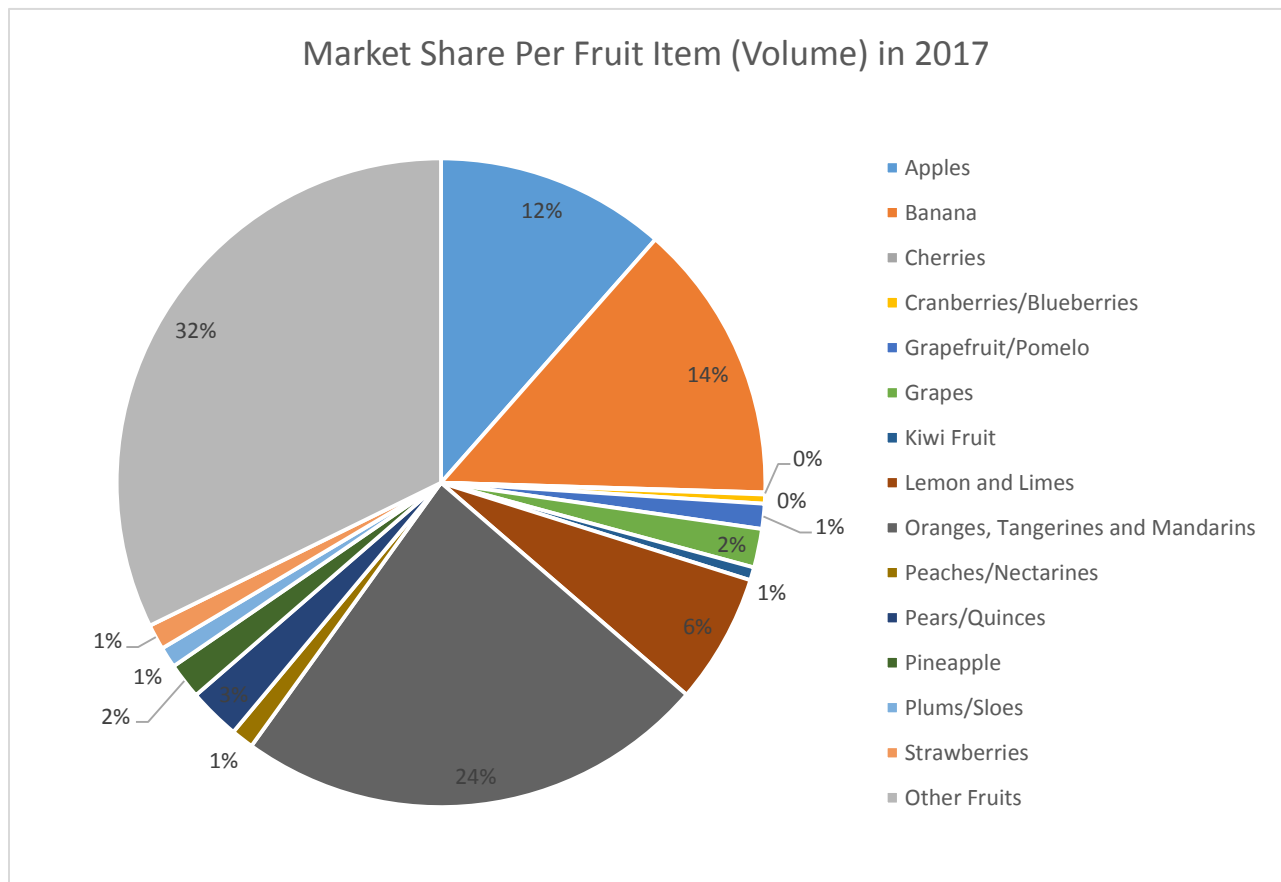
Forecasted Fruits Sales in UAE in Volume (Thousand Tons) – Forecast Highlighted in Blue

Unit: Thousand Tons	2016	2017	2018	2019	2020	2021
Total	927.6	970.1	1010.6	1052.7	1095.8	1133.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Fruit Item (Volume)

In 2017, the category “other fruits” captures the largest market share with 32% of the total volume consumed in the UAE. The second largest share was captured by “oranges, tangerines, and mandarins” with 24% of the market, while “bananas” are the third largest consumed item in the UAE with 14%. Apples come in fourth place with 12% of the total market in 2017. (See chart below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of fruits in the UAE by item, for example apples were sold at 111.5 thousand tons in 2017 and are anticipated to reach 135.9 thousand tons in 2021 or an increase of 24.4 thousand tons in the next four years. While, bananas registered 135.6 thousand tons in 2017 and forecasted to reach 170.7 thousand tons in 2021. On the other hand, grapes registered 17.8 thousand tons in 2017 and expected to reach 22.1 thousand tons in 2021.

Forecasted Fruits Sales by Item in UAE in Volume (Thousand Tons) - Forecast Highlighted in Blue						
Unit: Thousand Tons	2016	2017	2018	2019	2020	2021
Apples	107	111.5	117.2	123.6	130.6	135.9
Banana	126.7	135.6	144.4	153.1	162.4	170.7
Cherries	0.9	1	1.1	1.1	1.2	1.2
Cranberries/Blueberries	4.1	4.4	4.7	5	5.4	5.7

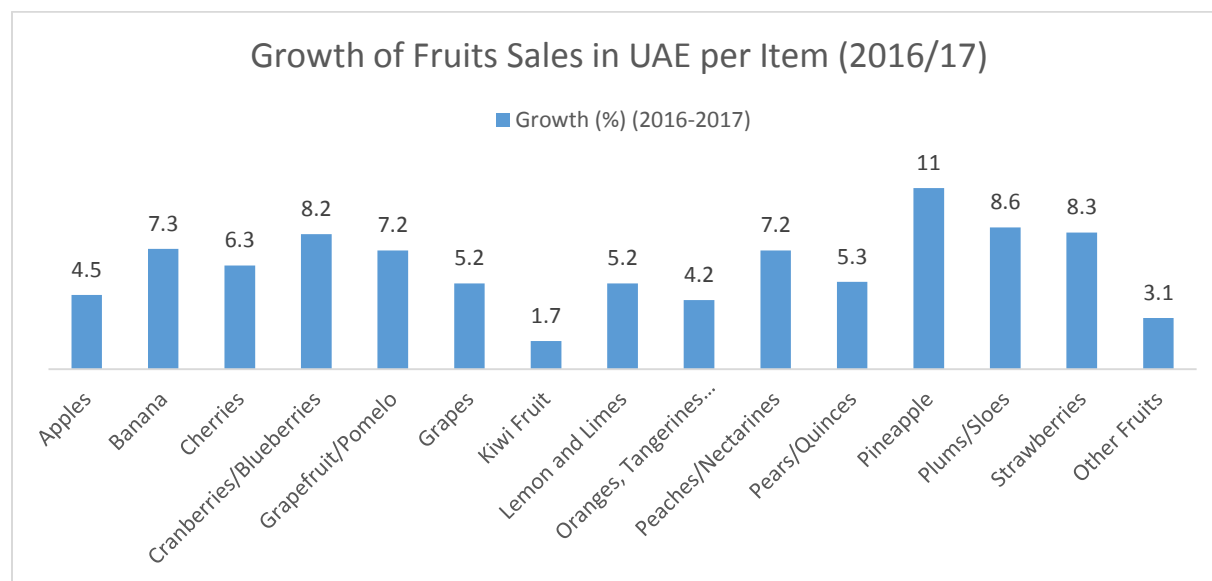
Grapefruit/Pomelo	11.3	12.1	12.9	13.6	14.3	15
Grapes	17.8	18.7	19.6	20.5	21.3	22.1
Kiwi Fruit	6.2	6.3	6.5	6.6	6.7	6.8
Lemon and Limes	59.8	62.8	66.3	69.6	73	76
Oranges, Tangerines and Mandarins	220.1	228.9	237.6	244.8	252.4	259.4
Peaches/Nectarines	10.2	10.9	11.6	12.3	13.1	13.8
Pears/Quinces	23.8	25	26.2	27.3	28.3	29.3
Pineapple	15.7	17.4	19	20.6	22.3	23.9
Plums/Sloes	9.3	10.1	11	12	13.2	14.2
Strawberries	11.4	12.3	13.3	14.2	15.2	16.1
Other Fruits	303.3	312.9	319.2	328.4	336.4	343.5
Total	927.6	970.1	1010.6	1052.7	1095.8	1133.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Growth per Fruit Item (Volume)

Growth between 2016/17

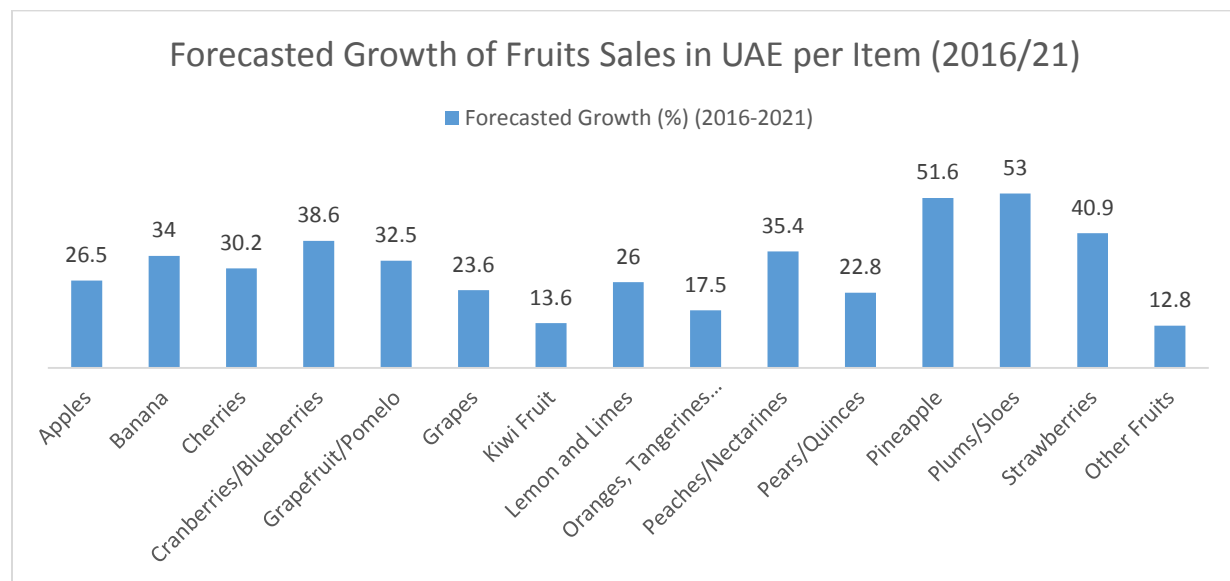
Between the years 2016 and 2017, pineapples registered the highest growth rate with 11% indicating the UAE consumers are both fond of exotic fruits and are increasingly aware of its health and weight loss benefits to combat the rising obesity problem in the UAE, following plums and sloes registered 8.6% growth, while strawberries registered an increase of 8.3%. (See figure below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Forecasted Growth between 2016/21

Between the years 2016 and 2021, it's forecasted that plums and sloes will grow by 53%, while pineapples will grow by 51.6% indicating its importance in the UAE fruits market, and strawberries are expected to grow by 40.9%. Finally grapes will register an increase of 23.6%. (See figure below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Major Distributors of Fruits in UAE 2016

The below table details the distributors of fruits in the UAE in 2016:

Company Name	Product type	Rank
Fresh Fruits Co LLC	Fruits	1
Barakat Group	Fruits	2
Abdullah Al Khattal & Zayed General Trading Co	Fruits	3
Obaid & Abuseedo Trading Company (LLC)	Fruits	4
Naseer Al Refaee Trading Fruits & Vegetables (NRTC)	Fruits	5
Del Monte Foods	Fruits	6
Farzana Trading	Fruits	7
Mahmood Malik International General Trading Company	Fruits	8
Ripe ME	Fruits	9
Mirak Trading LLC	Fruits	10
Integrated Green Resources LLC	Fruits	11
Elite Agro LLC	Fruits	12
Emirates Hydroponics Farms for Vegetables	Fruits	13

Distribution Channels of Fruits by Share (% of total volume) 2011-2016

The table below highlights the distribution channels of fruits per category:

Category Definition:

Category 1: Retail Sales: Mean sales through establishments primarily engaged in the sale of fresh, packaged and prepared foods for home preparation and consumption. Examples of such establishments include supermarkets/hypermarkets, discounters, convenience stores, independent small grocers, forecourt retailers, vending, and other such retail channels.

Category 2: Foodservice: Sales include all fresh food sales done through foodservices operators such as hotels, restaurant, cafés, bars (the equivalent of HORECA).

Category 3: Institutional Sales consist of institutional channels such as school/office, canteens, prisons/jails, hospitals, military, etc.

% Total Volume	2011	2012	2013	2014	2015	2016
Retail	49.8	49.8	49.8	50.4	50.4	50.4
Foodservice	40.3	40.3	40.4	39.9	39.5	39.4
Institutional	10.0	9.8	9.8	9.7	10.1	10.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

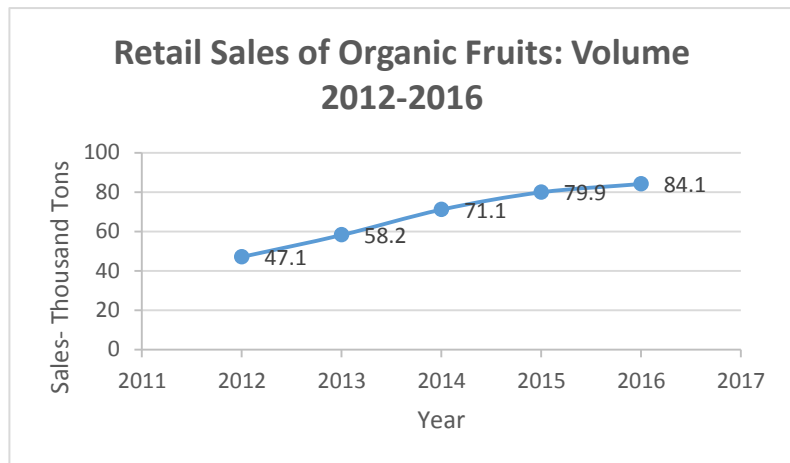
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Organic Fruits in the UAE

Organic fruits increased its position in the UAE fruit market from 13% of total volume in 2012 to 18% of total volume in 2016. In regards to Fairtrade products they did not capture any market share in the UAE over the years 2012-2016. (See table below) (Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.)

% Total Volume	2012	2013	2014	2015	2016
Fairtrade	-	-	-	-	-
Organic	13.0	15.0	17.0	18.0	18.0
Standard	87.0	85.0	83.0	82.0	82.0
Total	100.0	100.0	100.0	100.0	100.0

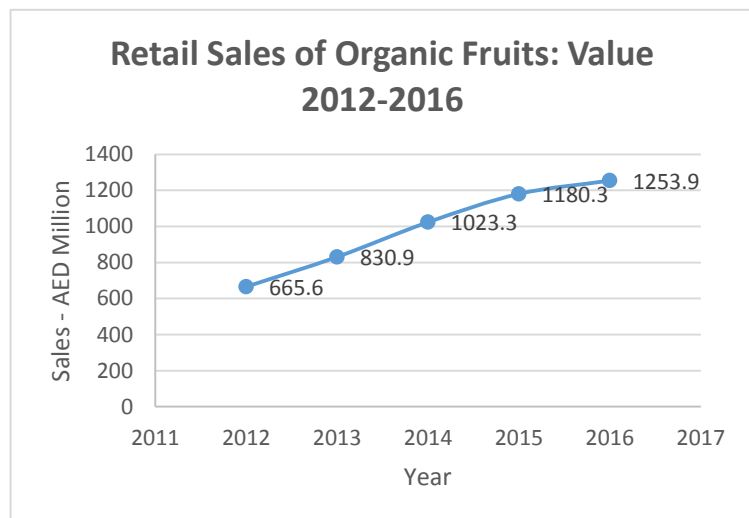
In terms of volume (i.e. tons), organic fruits sales in the UAE increased from 47.1 thousand tons in 2012 and continued to increase to reach 71.1 thousand tons in 2014, and finally registering 84.1 thousand tons in 2016.



Retail Sales of Organic Fruits: Volume 2012-2016					
Unit: Thousand Tons	2012	2013	2014	2015	2016
Organic Fruits	47.1	58.2	71.1	79.9	84.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

In terms of value (i.e. AED), organic fruits sales in the UAE increased from 665.6 AED million in 2012, and continued to increase to reach 1023.3 AED million in 2014, and finally registering 1253.9 AED million in 2016.



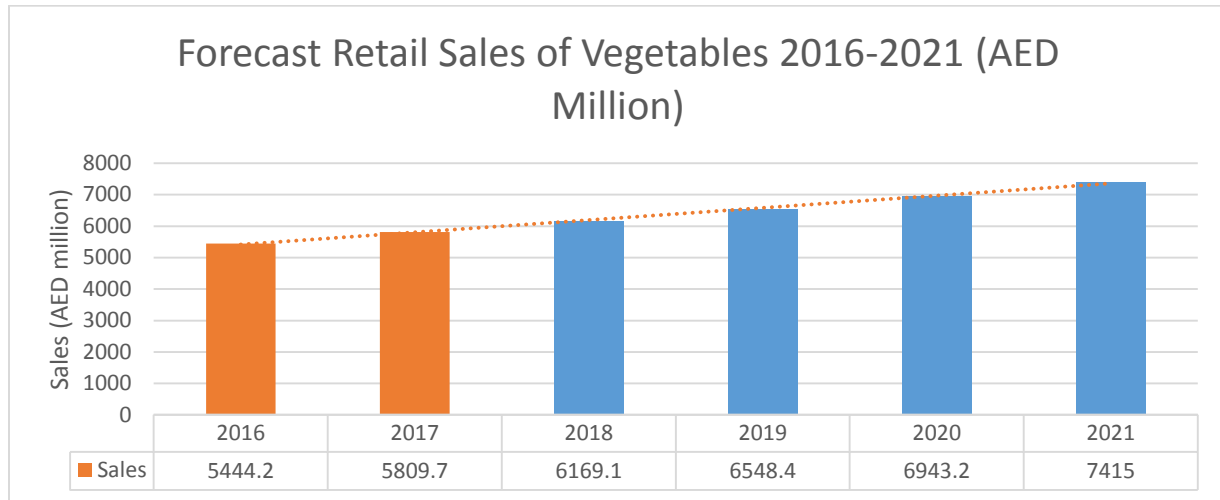
Retail Sales of Organic Fruits: Value 2012-2016					
Unit: AED Million	2012	2013	2014	2015	2016
Organic Fruits	665.6	830.9	1023.3	1180.3	1253.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Vegetables - UAE

Market Size by Value

The market size for vegetables in the UAE stood at 5809.7 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 5444.2 AED million. The UAE vegetables market is forecasted to continue growing in order to meet the anticipated influx of tourists in the future especially with the advent of EXPO 2020, and the rising health trend to face the issue of obesity. As such, it's anticipated that the market size will increase to reach 7415 AED million in 2021 (see figure below - Forecast Highlighted in Blue).

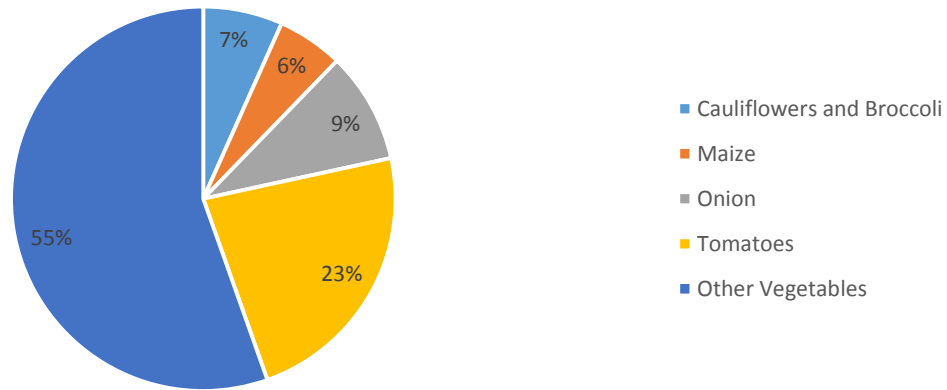


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Vegetable Item (Value)

In 2017, the category “other vegetables” captures the largest market share with 55% of the total value of vegetables consumed in the UAE. The second largest share was captured by “Tomatoes” with 23% of the market, while “Onions” are the third largest consumed item in the UAE with 9%. Cauliflowers and Broccoli come in fourth place with 7% of the total market in 2017. (See chart below for more details)

Market Share Per Vegetable Item (Value) in 2017



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of vegetables in the UAE by item in terms of value, for example Tomatoes were sold at 1335.3 AED million in 2017 and are anticipated to reach 1578.6 AED million in 2021 or an increase of 243.3 AED million in the next four years. While, Onion registered 543.1 AED million in 2017 and forecasted to reach 627.3 AED million in 2021. On the other hand, Cauliflowers and Broccoli registered 388.8 AED million in 2017 and expected to reach 491.9 AED million in 2021.

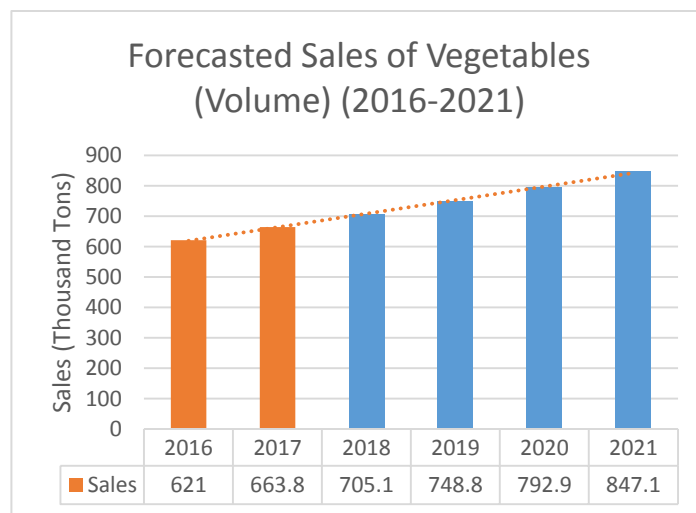
Forecasted Vegetables Sales by Item in UAE in Value						
AED million	2016	2017	2018	2019	2020	2021
Cauliflowers and Broccoli	367	388.8	410.8	436.2	463.5	491.9
Maize	328.8	322.9	318.8	315	313.7	308.9
Onion	517.1	543.1	563.6	585	601.6	627.3
Tomatoes	1284	1335.3	1390.1	1455.6	1513.2	1578.6
Other Vegetables	2947.3	3219.6	3485.8	3756.6	4051.2	4408.3
Total	5444.2	5809.7	6169.1	6548.4	6943.2	7415

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Market Size by Volume

The UAE market for vegetables in terms of volume (i.e. tonnage) it registered a total volume of 621.0 thousand tons in 2016. The market continued growing to reach 663.8 thousand tons in 2017, and is forecasted to reach 847.1 thousand tons in 2021. (See figure to right and table below - **Forecast Highlighted in Blue**)

In terms of growth, the market is grew by 6.9% between the years 2016-2017 or in other words from 621 thousand tons to 663.8 thousand tons. And in total it's expected to register a forecasted growth of 36.4% between the years 2016 and 2021.



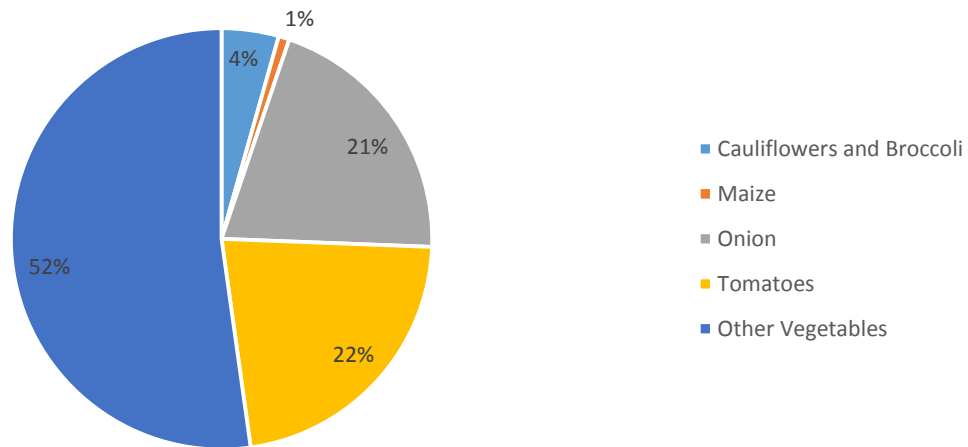
Forecasted Vegetables Sales in UAE in Volume (Thousand Tons) - Forecast Highlighted in Blue						
Unit: Thousand Tons	2016	2017	2018	2019	2020	2021
Total	621	663.8	705.1	748.8	792.9	847.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Vegetable Item (Volume)

In 2017, the category “other vegetables” captures the largest market share with 52% of the total volume consumed in the UAE. The second largest share was captured by “Tomatoes” with 22% of the market, while “Onions” are the third largest consumed item in the UAE with 21%. Cauliflower and Broccoli come in fourth place with 4% of the total market in 2017. (See chart below for more details)

Market Share Per Vegetable Item (Volume) in 2017



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of vegetables in the UAE by item, for example Tomatoes were sold at 147.2 thousand tons in 2017 and are anticipated to reach 174.1 thousand tons in 2021 or an increase of 32.5 thousand tons in the next four years. While, Onions registered 135.4 thousand tons in 2017 and forecasted to reach 156.4 thousand tons in 2021. On the other hand, Cauliflowers and Broccoli registered 29.1 thousand tons in 2017 and expected to reach 36.8 thousand tons in 2021.

Forecasted Vegetables Sales by Item in UAE in Volume (Thousand Tons) - Forecast Highlighted in Blue

Unit: Thousand Tons	2016	2017	2018	2019	2020	2021
Cauliflowers and Broccoli	27.5	29.1	30.7	32.6	34.7	36.8
Maize	5.6	5.5	5.4	5.4	5.3	5.3
Onion	129	135.4	140.5	145.9	150	156.4
Tomatoes	141.6	147.2	153.3	160.5	166.8	174.1
Other Vegetables	317.3	346.6	375.2	404.4	436.1	474.5
Total	621	663.8	705.1	748.8	792.9	847.1

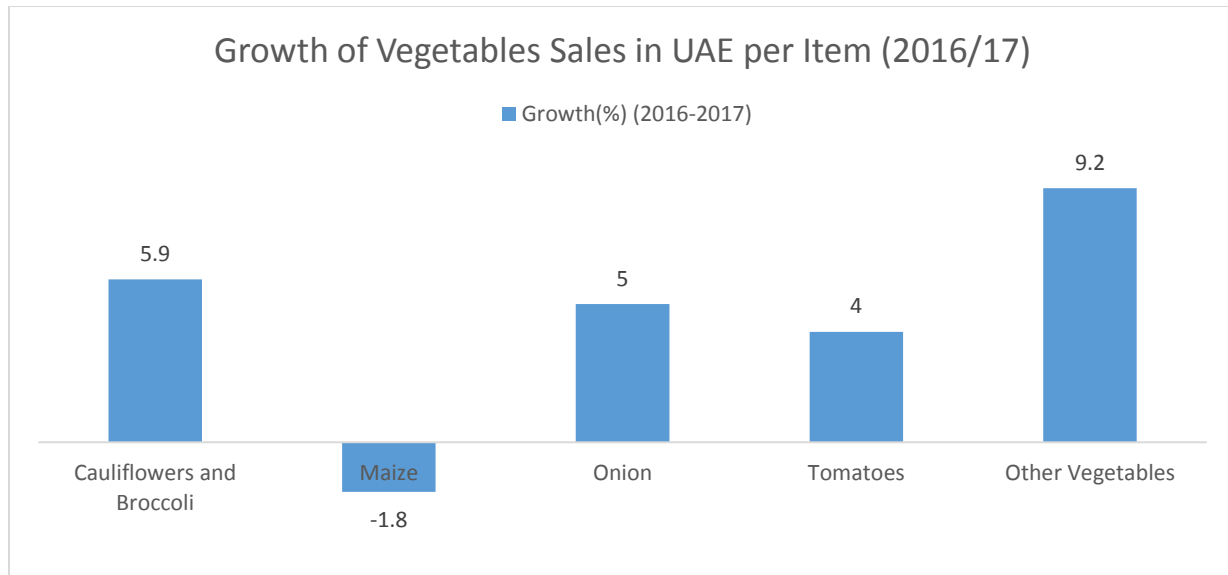
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Growth per Vegetable Item (Volume)

Growth between 2016/17

Between the years 2016 and 2017, Other Vegetables registered the highest growth rate with 9.2%, followed by Cauliflowers and Broccoli which registered 5.9% growth, while Onions and Tomatoes

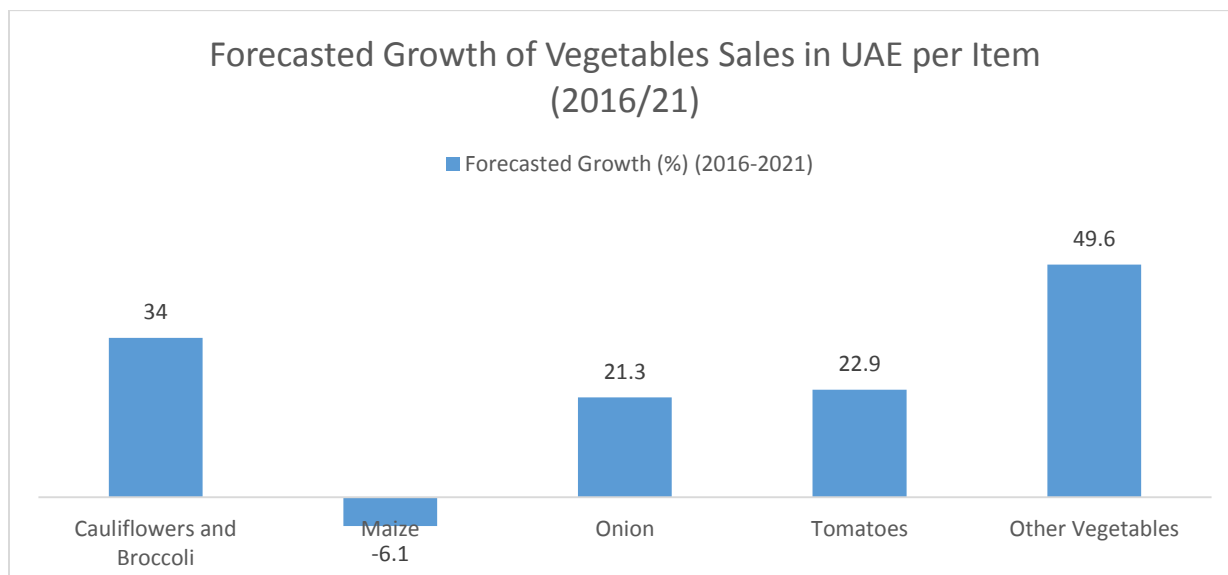
registered an increase of 5% and 4% growth respectively. Finally, demand on Maize (i.e. Corn) declined by -1.8% between 2016 and 2017(See figure below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Forecasted Growth between 2016/21

Between the years 2016 and 2021, it's forecasted that Other Vegetables will grow by 49.6% effectively doubling within 5 years, while Cauliflowers and Broccoli will grow by 34% indicating its importance in the UAE vegetables market, and Tomatoes are expected to grow by 22.9%. Finally Onions will register an increase of 21.3%. (See figure below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Major Distributors of Vegetables in UAE 2016

The below table details the distributors of fruits in the UAE in 2016:

Company Name	Product type	Rank
Fresh Fruits Co LLC	Various Vegetables	1
Obaid & Abuseedo Trading Company (LLC)	Various Vegetables	2
Naseer Al Refaee Trading Fruits & Vegetables (NRTC)	Various Vegetables	3
Farzana Trading	Various Vegetables	4
Barakat Group	Various Vegetables	5
Kibsons International	Various Vegetables	6
Abdullah Al Khattal & Zayed General Trading Co	Various Vegetables	7
Mahmood Malik International General Trading Company	Various Vegetables	8
Mirak Trading LLC	Various Vegetables	9
Integrated Green Resources LLC	Various Vegetables	10

Source: Euromonitor International from company reports, company research, trade press, trade sources

Distribution Channels of Vegetables by Share (% of total volume) 2011-2016

The table below highlights the distribution channels of vegetables per category:

Category Definition:

Category 1: Retail Sales: Mean sales through establishments primarily engaged in the sale of fresh, packaged and prepared foods for home preparation and consumption. Examples of such establishments include supermarkets/hypermarkets, discounters, convenience stores, independent small grocers, forecourt retailers, vending, and other such retail channels.

Category 2: Foodservice: Sales include all fresh food sales done through foodservices operators such as hotels, restaurant, cafés, bars (the equivalent of HORECA).

Category 3: Institutional Sales consist of institutional channels such as school/office, canteens, prisons/jails, hospitals, military, etc.

% Total Volume	2011	2012	2013	2014	2015	2016
Retail	77.4	77.4	77.5	76.8	76.9	77.2
Foodservice	18.4	18.4	18.3	18.1	18.1	17.9
Institutional	4.2	4.2	4.2	5.1	5.0	4.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Organic Vegetables in the UAE

Organic vegetables increased its position (i.e. market share) in the UAE market from 8% of total sales volume in 2012 to 15% of total sales volume of vegetables in 2016. In regards to Fairtrade products they did not capture any market share in the UAE over the years 2012-2016. (See table below)

% Total Volume	2012	2013	2014	2015	2016
Fairtrade	-	-	-	-	-
Organic	8.0	10.0	11.0	14.0	15.0
Standard	92.0	90.0	89.0	86.0	85.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The growth in the demand for organic vegetables in the UAE is in direct relation with its consumers rising concerns regarding the products they eat, how it was grown, and its effects on the environment due to the use of pesticides and chemicals.



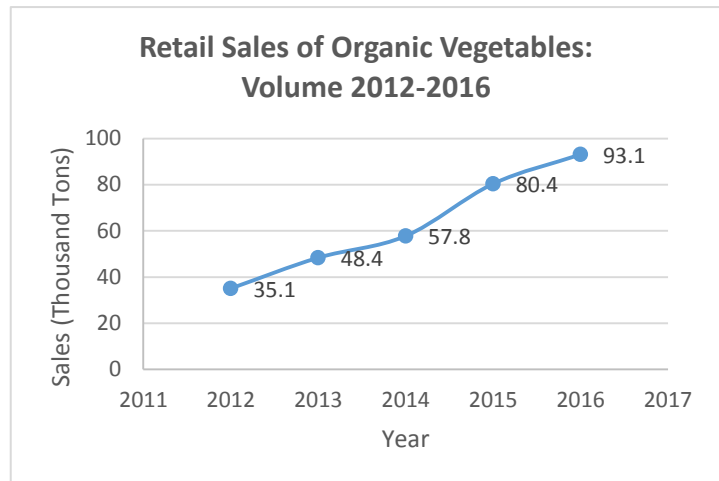
In addition, the consumers are increasingly becoming health conscious and care about the type of food they consume as the UAE strive to address the rising obesity problem. As such, major hypermarkets such as Carrefour and Spinney introduced numerous organic product lines to meet their customers' needs, for example at Carrefour introduced a new organic vegetables line called "Ripe-me" which was previously only sold in weekly Ripe Food & Crafts markets throughout the region¹⁵, however now the products are available for sale in hypermarkets in the form of "Ripe Boxes" which makes them much more accessible for the consumers in the UAE.

¹⁵ <https://ripeme.com/the-ripe-markets/>

Spinneys is another hypermarket chain that is pushing hard towards offering organic products to its customers, by revamping their stores and investing in new signs, in-store billboards to draw the consumer's attention towards organic products.



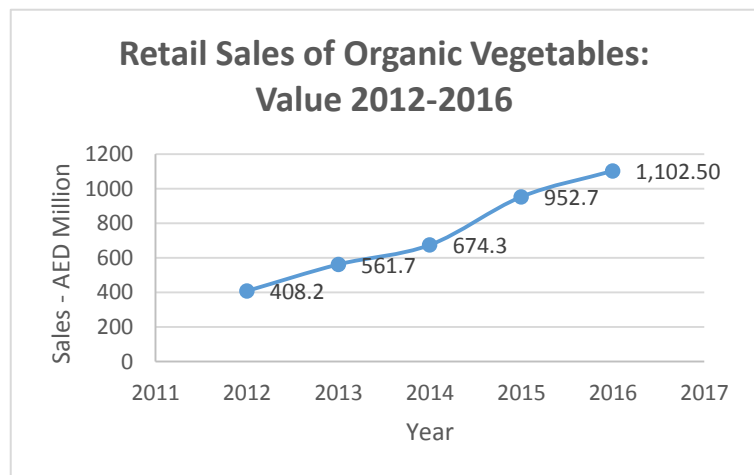
In terms of volume (i.e. tons), organic vegetables sales in the UAE increased from 35.1 thousand tons in 2012 and continued to increase to reach 57.8 thousand tons in 2014, and finally registering 93.1 thousand tons in 2016.



Retail Sales of Organic Vegetables: Volume 2012-2016					
Unit: Thousand Tons	2012	2013	2014	2015	2016
Organic Vegetables	35.1	48.4	57.8	80.4	93.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

In terms of value (i.e. AED), organic vegetables sales in the UAE increased from 408.2 AED million in 2012, and continued to increase to reach 674.3 AED million in 2014, and finally registering 1,102.5 AED million in 2016.



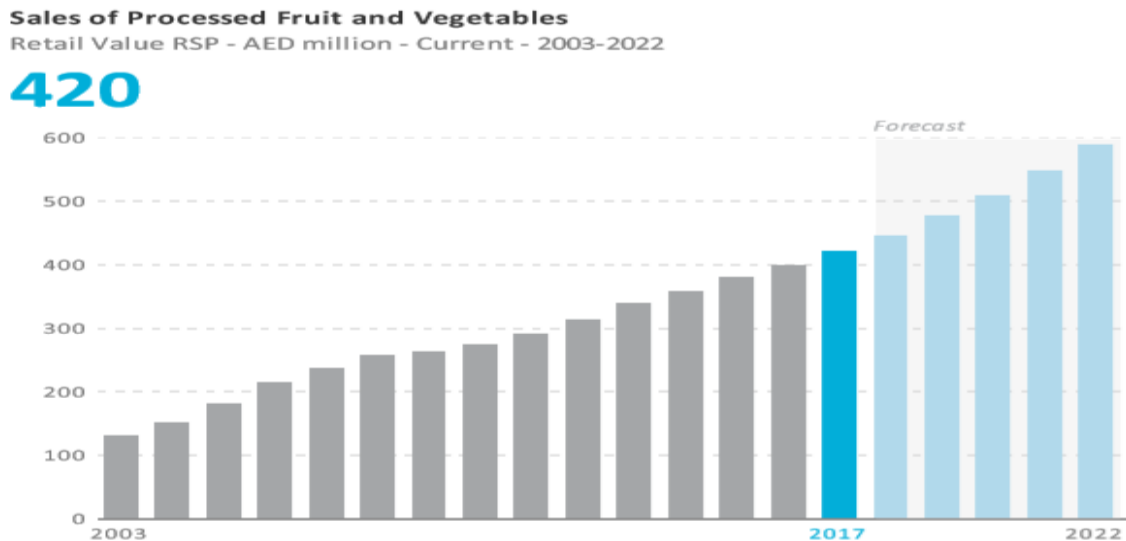
Retail Sales of Organic Vegetables: Value 2012-2016					
Unit: AED Million	2012	2013	2014	2015	2016
Organic Vegetables	408.2	561.7	674.3	952.7	1,102.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Processed Fruits and Vegetables - UAE

Market Size by Value

The market size for processed fruits and vegetables in the UAE stood at 420 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 400 AED million. The UAE processed fruits and vegetables market is forecasted to continue growing in the future to reach an anticipated market size of 433.96 AED million in 2018, and 500 AED million in 2022. (See figure below).



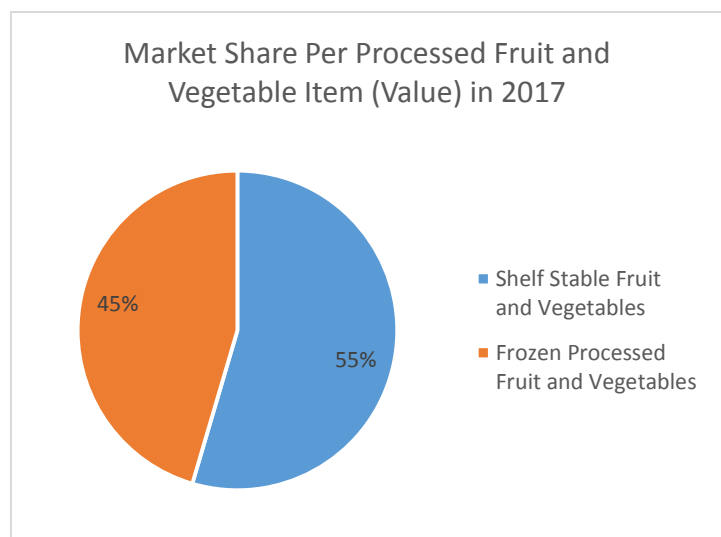
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Processed Fruit and Vegetable Item (Value)

In 2017, the processed fruits and vegetable market in the UAE was split between two broad categories, namely:

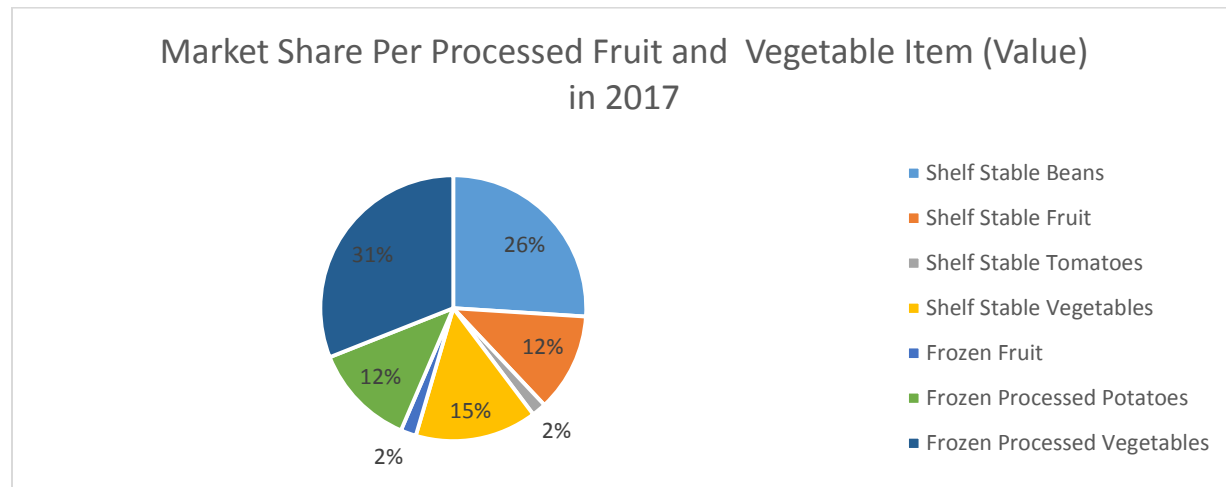
- Shelved Stable Fruit and Vegetables (including but not limited to, dried fruits, tomato paste, pickled food...etc.);
- Frozed Processed Fruit and Vegetables.

The shelved category captured 55% of the total market share in 2017, while frozen fruits and vegetables captured 45% of the market. (See chart to the right)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Moreover, the breakdown of the two categories indicates that “Frozen Processed Vegetables” captured the largest share with 31% of total sales of processed fruits and vegetables in 2017, followed by “Shelf Stable Beans” with 26% of the market. While, “Shelf Stable Vegetables” ranked 3rd with a share of 15%, on the other hand “Shelf Stable Tomatoes” captured only 2% of the total sales of processed fruits and vegetables in the UAE in 2017. (See chart below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of processed fruits and vegetables in the UAE by item in terms of value, for example “Shelf Stable Fruit” sales recorded 50.33 AED million in 2017 and are anticipated to reach 62.52 AED million in 2022 or an increase of 12.19 AED million in the next five years. While, “Shelf Stable Vegetables” registered 62.3 AED million in 2017 and forecasted to reach 77.57 AED million in 2022. On the other hand, “Frozen Processed Vegetables” registered 130.26 AED million in 2017 and expected to reach 145.88 AED million in 2022.

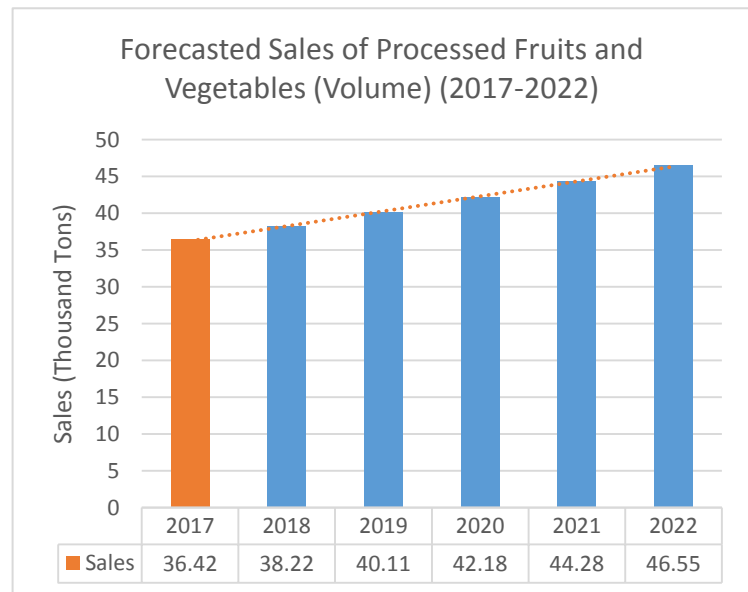
Forecasted Processed Fruit and Vegetables Sales by Item in UAE in Value - Forecast Highlighted in Blue						
AED million	2017	2018	2019	2020	2021	2022
Shelf Stable Fruit and Vegetables	229.2	238.74	248.08	257.33	268.35	279.44
Shelf Stable Beans	109.23	113.05	116.66	120.9	125.43	130.2
Shelf Stable Fruit	50.33	52.93	55.46	57.38	60.13	62.52
Shelf Stable Tomatoes	7.34	7.65	7.99	8.34	8.76	9.15
Shelf Stable Vegetables	62.3	65.11	67.92	70.71	74.04	77.57
Frozen Processed Fruit and Vegetables	190.91	195.2	200.57	205.35	212.3	220.06
Frozen Fruit	7.93	8.26	8.61	9.05	9.43	9.86
Frozen Processed Potatoes	52.72	54.34	56.56	58.62	61.39	64.32
Frozen Processed Vegetables	130.26	132.6	135.41	137.68	141.48	145.88
Total	420.11	433.94	448.65	462.68	480.65	499.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Market Size by Volume

The UAE market for processed fruits and vegetables in terms of volume (i.e. tonnage) it registered a total volume of 36.42 thousand tons in 2017. The market and is forecasted to reach 46.55 thousand tons in 2022. (See figure to right and table below - **Forecast Highlighted in Blue**)

In terms of growth, the market is expected to grow by 4.9% between the years 2017-2018 or in other words from 36.42 thousand tons to 38.22 thousand tons. And in total register a forecasted growth of 27.8% between the years 2017 and 2022.



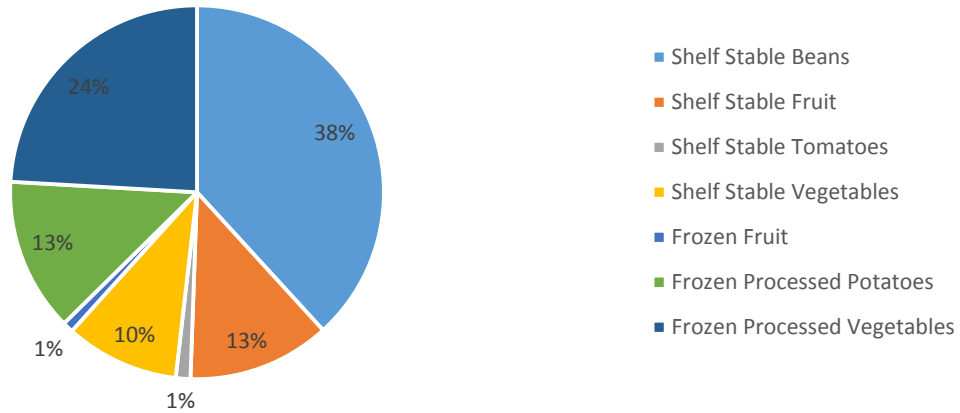
Forecasted Processed Fruits and Vegetables Sales in UAE in Volume (Thousand Tons) - Forecast Highlighted in Blue						
Unit: Thousand Tons	2017	2018	2019	2020	2021	2022
Total	36.42	38.22	40.11	42.18	44.28	46.55

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Market Share per Processed Fruits and Vegetable Item (Volume)

In 2017, the category “Shelf Stable Beans” captures the largest market share with 38% of the total volume consumed in the UAE. The second largest share was captured by “Frozen Processed Vegetables” with 24% of the market, while both “Shelf Stable Fruit” and “Frozen Processed Potatoes” are the third largest consumed item in the UAE with 12%. (See chart below for more details)

Market Share Per Processed Fruits and Vegetable Item (Volume) in 2017



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

The table below details the current and forecasted sales of processed fruits and vegetables in the UAE by item, for example “Shelf Stable Beans” were sold at 13.92 thousand tons in 2017 and are anticipated to reach 17.11 thousand tons in 2022 or an increase of 3.19 thousand tons in the next five years. While, “Frozen Processed Vegetables” registered 8.78 thousand tons in 2017 and forecasted to reach 11.55 thousand tons in 2022.

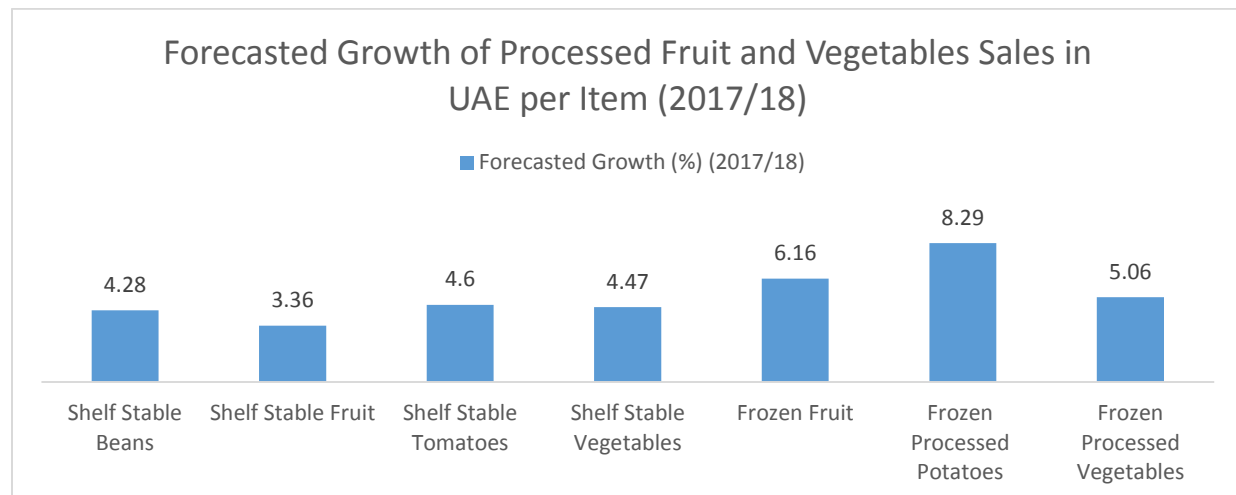
Forecasted Processed of Fruit and Vegetables Sales by Item in UAE in Volume (Thousand Tons) - Forecast Highlighted in Blue						
Unit: Thousand Tons	2017	2018	2019	2020	2021	2022
Shelf Stable Fruit and Vegetables	22.47	23.4	24.36	25.36	26.36	27.43
Shelf Stable Beans	13.92	14.51	15.14	15.77	16.42	17.11
Shelf Stable Fruit	4.5	4.65	4.8	4.98	5.16	5.33
Shelf Stable Tomatoes	0.46	0.48	0.51	0.53	0.55	0.58
Shelf Stable Vegetables	3.59	3.76	3.92	4.08	4.24	4.41
Frozen Processed Fruit and Vegetables	13.95	14.82	15.75	16.82	17.92	19.12
Frozen Fruit	0.34	0.36	0.38	0.4	0.43	0.45
Frozen Processed Potatoes	4.84	5.24	5.63	6.09	6.59	7.12
Frozen Processed Vegetables	8.78	9.22	9.74	10.32	10.91	11.55
Total	36.42	38.22	40.11	42.18	44.28	46.55

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Breakdown of Growth per Processed Fruit and Vegetable Item (Volume)

Growth between 2017/18

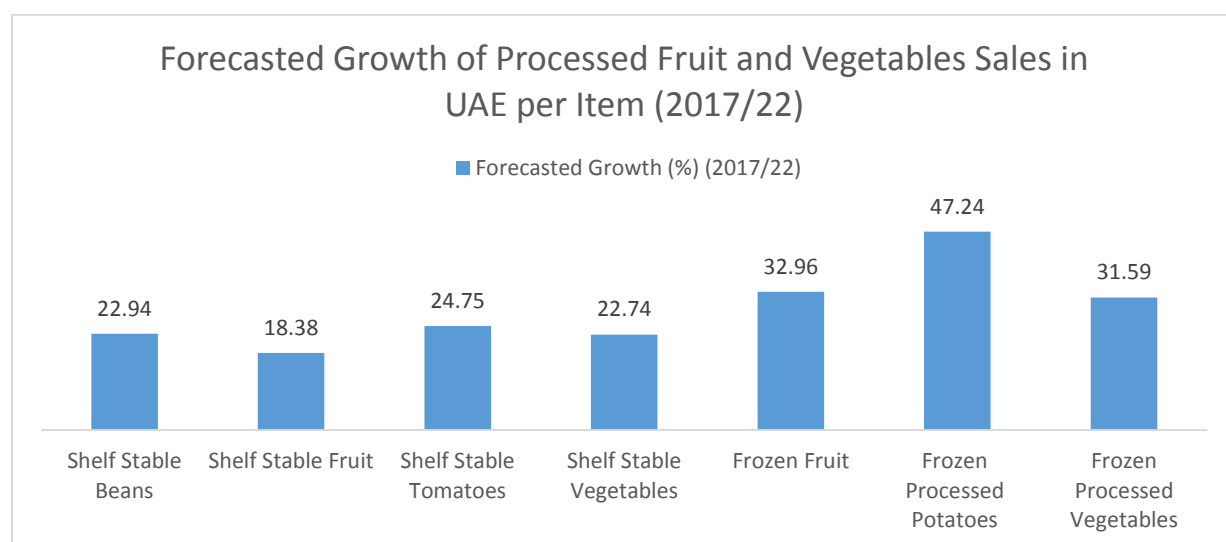
Between the years 2017 and 2018, Frozen Processed Potatoes registered the highest growth rate with 8.29%, followed by Frozen Fruit which registered 6.16% growth, while Frozen Processed Vegetables and Shelf Stable Vegetables registered a growth increase of 5.06% and 4.47% respectively. (See figure below for more details)



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Forecasted Growth between 2017/22

Between the years 2017 and 2022, it's forecasted that Frozen Processed Potatoes will grow by 47.24% more than doubling within 5 years, while Frozen Fruit and Frozen Processed Vegetables will grow by 32.96% and 31.59% respectively, and Shelf Stable Tomatoes are expected to grow by 24.75%. (See figure below for more details)

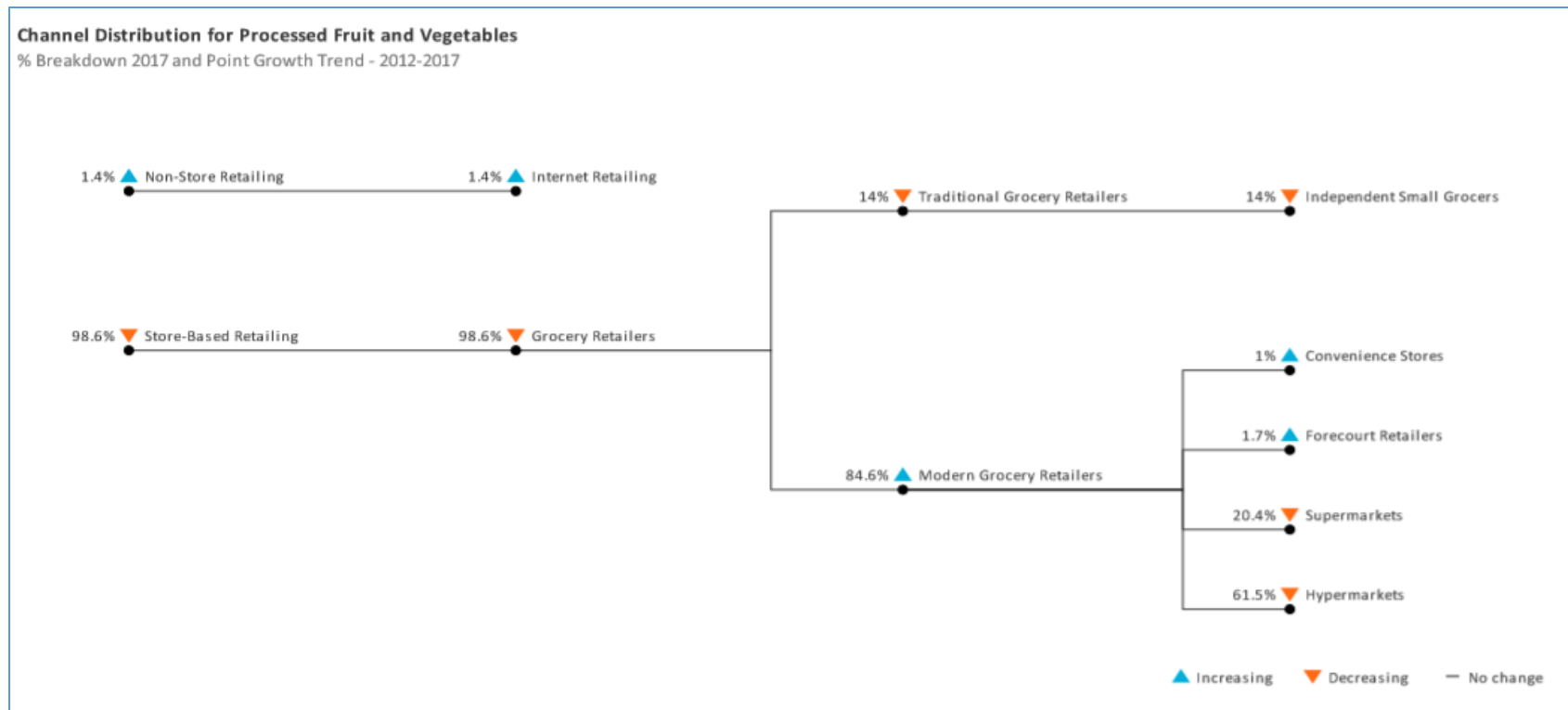


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Distribution Channels of Processed Fruits and Vegetables

In terms of total sales the vast majority of processed fruits and vegetables sales take place in Grocery Retailers which constitute 98.6% of total sales, while Internet Retailing grown to register 1.4% of total sales. As per the figure below, the Grocery Retailers section is composed of two main segments:

1. **Traditional Grocery Retailers**, which captures 14% of the total market;
2. **Modern Grocery Retailers**, which have a growing share represented with 84.6% share of total sales. Of which, 61.5% of sales are done through hypermarkets, and 20.4% are sold in supermarkets.

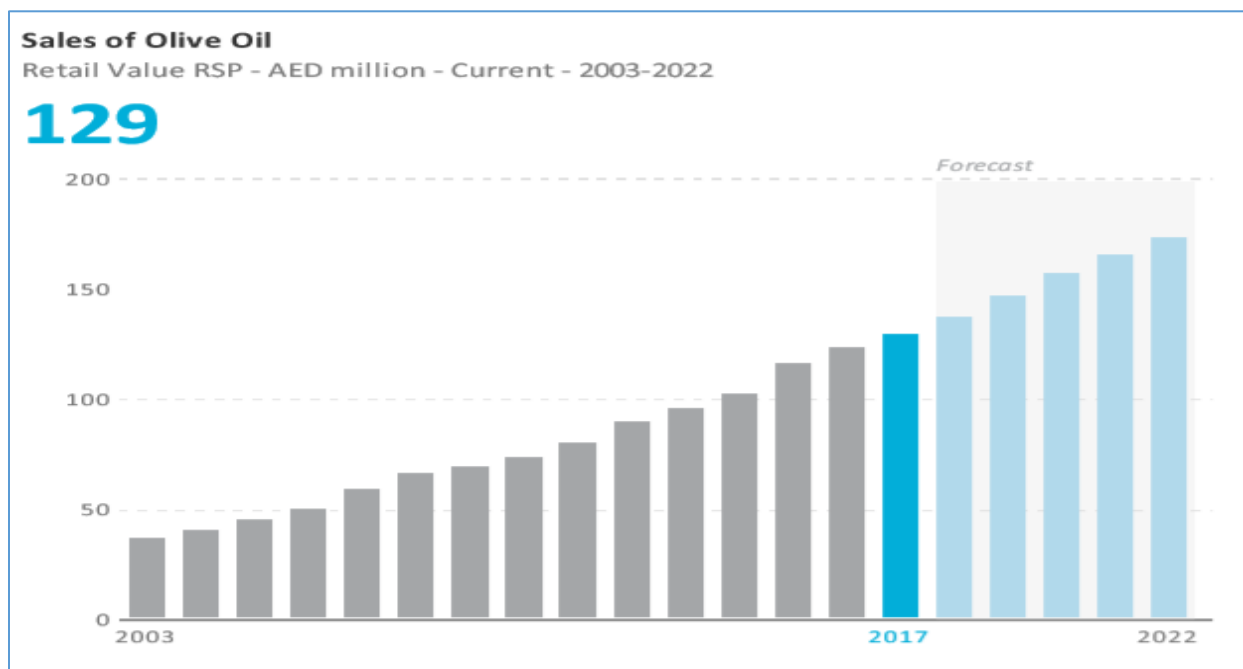


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Olive Oil - UAE

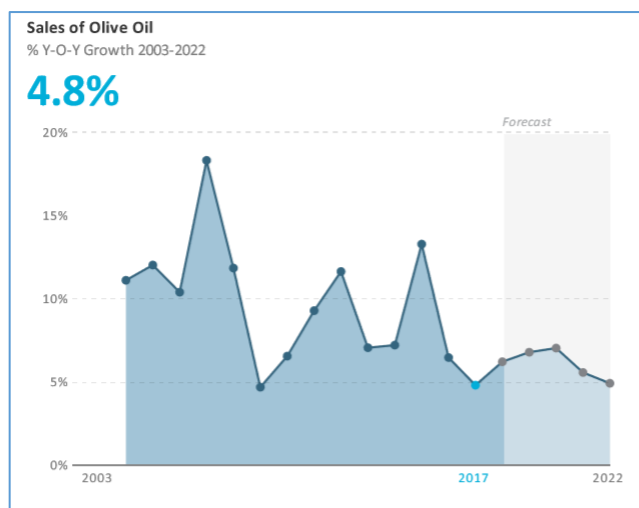
Market Size by Value

The market size for Olive Oil in the UAE stood at 129 AED million in 2017 in terms of retail sales value, which represents a growth from the previous year's sales values which registered 123.1 AED million. The UAE Olive Oil market is forecasted to continue growing in the future to reach an anticipated market size of 173 AED million in 2022. (See figure below).



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

In term of Year Over Year (Y-O-Y) growth, the market registered its highest growth rate of 18.3% between the years 2006-2007 or in other words growing from 49.6 AED million to 58.7 AED million, following the peak in 2007 the market continued growing at a declining rate as can be seen on the figure to the left, as growth rates declined from 18.3% to 4.6% in 2009 and yet in terms of value the market grew from 58.7 AED million to 68.6 AED million. The market is forecasted to continue growing in terms of value and is expected to register more stable growth rates between 4%-6%.



Below you will find a table detailing the market sales and growth rates between the years 2003-2022.

Olive Oil Sales and Growth Rates (2003-2022) - Forecast Highlighted in Blue		
Year	Retail Value RSP - AED Million	% Y-O-Y Growth
2003	36.1	
2004	40.1	11.1
2005	45.0	12.0
2006	49.6	10.3
2007	58.7	18.3
2008	65.6	11.8
2009	68.6	4.6
2010	73.1	6.5
2011	79.9	9.2
2012	89.1	11.6
2013	95.4	7.0
2014	102.2	7.2
2015	115.7	13.2
2016	123.1	6.4
2017	129.0	4.8
2018	136.9	6.2
2019	146.2	6.7
2020	156.4	7.0
2021	165.0	5.5
2022	173.0	4.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Company and Brand Share Performance in Olive Oil

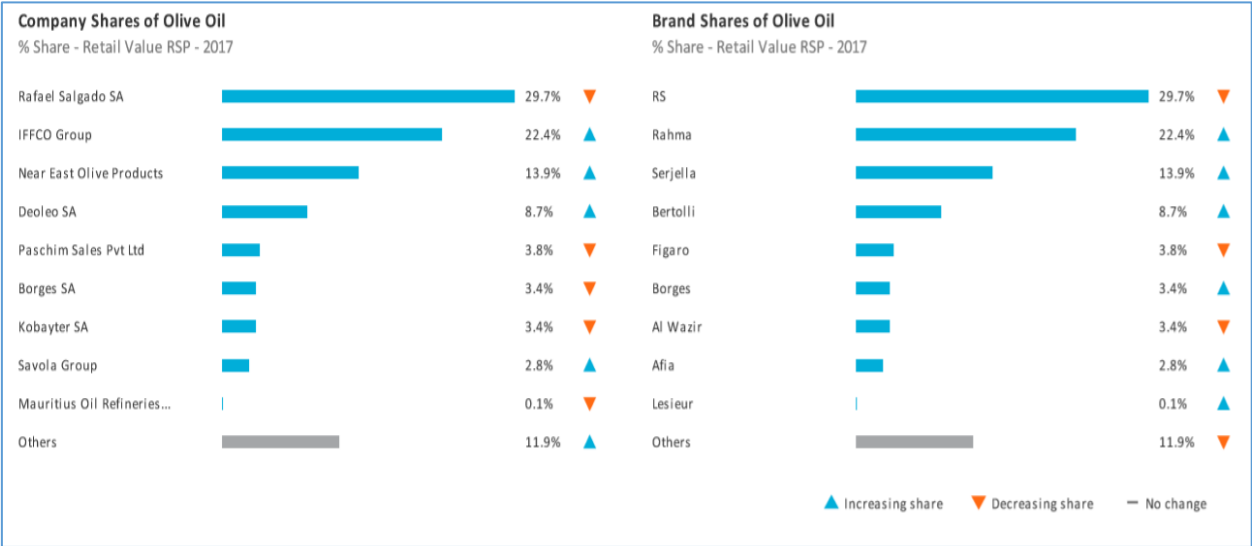
Brand Share of total sales

The UAE Olive Oil market is dominated with Spanish and Italian Olive Oil as they tend to capture most of the brand shares of total sales in 2017. For instance, Spanish brands such as RAFAEL SALGADO (RS), Figaro, Borges, and Al Wazir captured 29.7%, 3.8%, 3.4%, and 3.4% respectively of brand shares in the UAE in 2017.

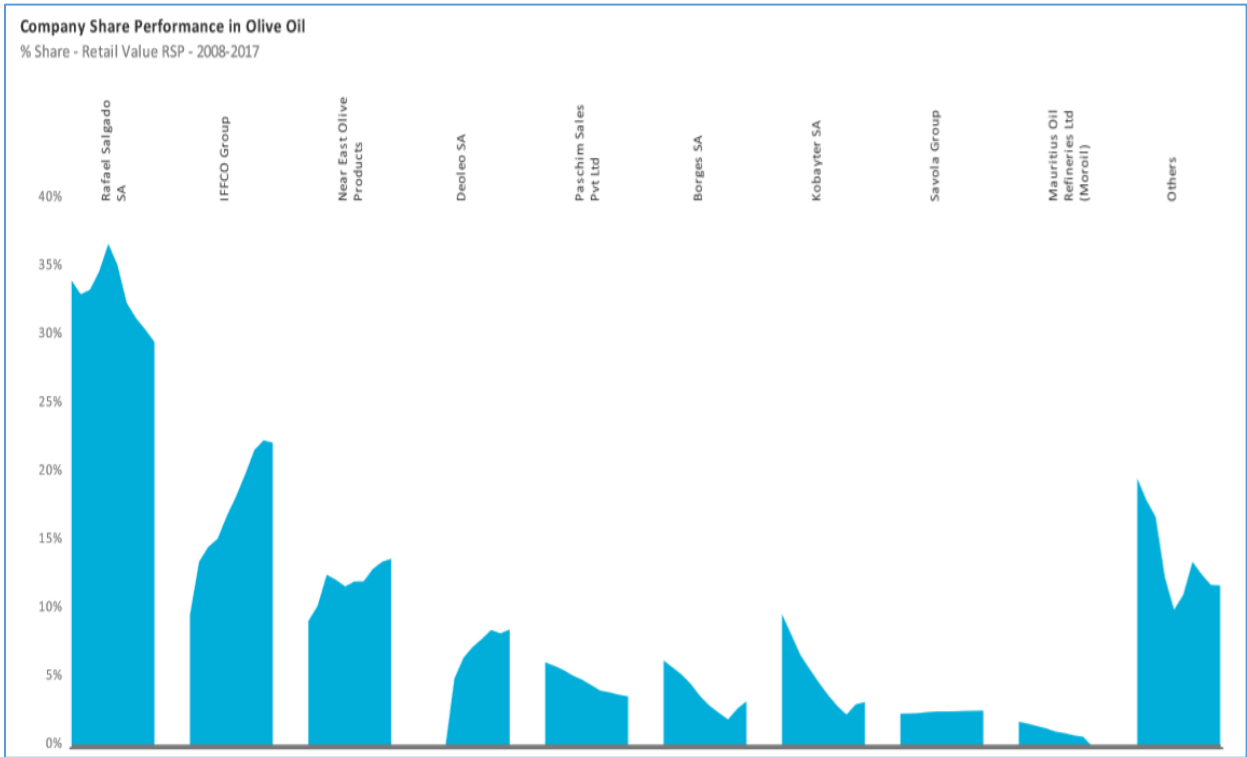
While, Italian brands such as Bertolli captured 8.7% of total share. It's also worth mentioning that Syrian olive oil brand Serjella is the third highest selling brand with a share of 13.9%, while Rahma is the second highest brand which is bottled in the UAE by IFFCO¹⁶ with a share of 22.4%.

¹⁶ IFFCO is an innovative and integrated multi food products Group based in the United Arab Emirates. The Group, set up in 1975, has a significant presence in Impulse Foods, Agri Business, Oils & Fats, Packaging, Chemicals, Sales and Distribution.

Palestinian olive oil on the other hand, is part of the “others” category which captures 11.9% of the total brand shares in the UAE in 2017.



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources.

Prices - UAE

The team conducted several visits to “Al Aweer Central Fruit & Vegetable Market” which first opened on 3 July 2004. The Market is the biggest in the Gulf countries with an area of 6,110 hectares; the new market is the hub of the fruit and vegetable business in the region. The market includes administrative block and separate wholesale and retail markets. The wholesale market comprises seven blocks consisting of 248 outlets. The retail market, which is air-conditioned, comprises four blocks consisting of 150 vegetable, meat and fish outlets.”¹⁷ The purpose of the visits was to compile price and country of origin information on fresh fruits and vegetables products sold, and it was found that prices at Al Aweer Market tend to be lesser than those listed in hypermarkets as the products mainly tend to be sourced from countries such as India, Pakistan, Jordan, Egypt where they sell in bulk at lower prices due to both quantities and transportation cost, and in some cases lower quality products.

While at the hypermarkets, the team found that they provide their customers with a wider range of products in term of quality and prices, and as such customers would be able to find both the cheap and expensive products, which usually tend to be sourced from European, Latin American, and East European countries.

(See table below for more details).



¹⁷ <http://alaweefruitandvegetablemarket.business.site>



Item	Country of Origin	Unit	Price/Unit (Dirhams)
Fresh Vegetables and Fruits Market			
Dates	Palestine	1 KG	AED 40.00
Capsicum	Oman	7 KG	AED 10.00
Cucumber	UAE	1 KG	AED 3.50
			AED 5.00
Tomatoes	Oman	1 KG (normal)	AED 4.00
		250 gr (Cherry Tomatoes)	AED 5.00
Herbs	UAE	7 KG	AED 8.00
	Jordan	6 KG	AED 10.00
Grapes	India	1 KG	AED 10.00
	Lebanon	250 gr (in sorted plastic container)	AED 5.00
Cabbages	UAE	1 KG	AED

			5.00
Hypermarkets			
Capsicum	UAE	450 gr (in sorted plastic container)	AED 6.95
	Oman	1 KG	AED 5.25
	Spain	1 KG	AED 22.95
	Uzbekistan	1 KG	AED 20.90
	Spain	400 gr	AED 13.65
	UAE	1 KG (no packaging)	AED 5.20
	UAE (Organic)	1 KG	AED 14.50
Cabbages - Red	UAE	1 KG	AED 3.50
Cabbages - Green	UAE	1 KG	AED 3.95
Cabbages - Green (small size)	Iran	1 KG	AED 1.65
Cauliflower	UAE	1 KG	AED 4.75
Olive Oil	Italy	500 ml	AED 21.63
	Spain - Borges	500 ml	AED 19.16
	Turkey	250 ml	AED 9.98
	Spain - Figaro	500 ml	AED 20.48
	Spain - Al Wazir	500 ml	AED 16.70
	Spain - Rafael Salgado	500 ml	AED 21.55
	UAE - Rahma Olive Oil (packed from various sources of Mediterranean olive oil)	500 ml	AED 21.79
	UAE - Union Olive Oil (packed by the Co-Op hypermarket)	500 ml	AED 13.39
Dates - Medjoul	Palestine	1 KG	AED

			80.80
	Palestine	1 KG	AED 57.75
Dates Paste	UAE	500 gr	AED 5.99
Dates Honey	UAE	400 gr	AED 7.09
Date Syrup	UAE	1 KG	AED 19.43
		900 gr	AED 19.60
Freekeh	Syria	700 gr	AED 15.70
Parsley - Organic	UAE	100 gr	AED 2.63
Parsley	UAE	100 gr	AED 1.94
Coriander	UAE	100 gr	AED 1.94
Mint	UAE	100 gr	AED 1.94
Rocket Leaves	UAE	100 gr	AED 1.00
Cucumber - Organic	UAE	1 KG	AED 10.45
Cucumber	UAE	1 KG	AED 4.75
Tomatoes - Organic	UAE	1 KG	AED 12.65

Source: Based on Palestine Trade Center – PalTrade data composed from the team’s visit to UAE.

Buyers' Profiles

Kibsons International



Company Brief

Kibsons International LLC was founded in 1980 in the Emirate of Dubai. Their entrepreneurial spirit and long term view of the consumer goods industry has created the foundation for market leadership in the fruit, vegetable, meat and poultry sectors. From their establishment over three decades ago, Kibsons International has grown to occupy a pre-eminent position in the fresh fruits, vegetables, meat and poultry industry in the UAE. Kibsons' have a network of more than 600 suppliers and customers.



Today the Kibsons International is made up of more than 500 employees who share a passion for service and quality. Their operations covers multiple sales points, cold store facilities, meat processing factory and refrigerated distribution fleet are all HACCP certified and supported by state of the art equipment and technology.



Facilities:

1. Ajman Cold Store: The facility spans over 80,000 sq ft of land constituting more than 50,000 sq ft of cold storage rooms. The warehouse is equipped with modern loading and unloading bays with dock shelters to prevent any breakage in the cold chain. Meaning their products remains fresh and in optimum quality for both inbound and outbound processes.
2. Meat Processing Factory: Kibsons meat processing factory is one of a kind in the UAE and provides custom-made processed and portioned meat to customers. Kibsons has consistently achieved a 100 percent health certification and is HACCP approved.
3. Dubai Aweer Stores: Houses the head office and shops in the heart of the Central Fruits and Vegetables Market in Al Aweer, Dubai.
4. Dubai New Cold Store: Kibsons is currently constructing a new 7,500 ton cold store. The new facility will be equipped with state of the art technology and ERP system and will also achieve the quality standards certifications by Lloyds.

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Distribution Channels

Kibsons International have set itself apart from its competitors in the market by establishing its own **e-platform** which allows the company to cut down on the number of retailers and wholesalers they deal with who care mostly about the price of the supplied products, and in a market that is heavily competitive with prices changing on an hourly basis in the actual fruits and vegetable market located in Aweer - Dubai, while in the hypermarkets prices must be submitted on a weekly basis, with the lowest price being the main selection criteria of products to be listed on the shelves.

The **e-platform** (i.e. e-commerce) allows Kibsons International to deal directly with households who are environmentally conscious and put great care as to the origins of the products they consume and how they were grown or prepared. As a result, Kibsons International is always looking to receive new organic and green products to serve their growing organic consumer segment¹⁸. The e-platform is implementing some very innovative solutions to streamline the consumers experience and to make it very easy to order their groceries online, for example the company provides its consumer with a “Touch Mate Tablet” which is connected to their fridge and will keep track of their consumption and notify them when they are running low and can be set to order items automatically, the tablet costs 100 Dhs but along with it the customer gets a 100 Dhs wallet for purchases (i.e. rendering the device as free from the customers point of view). In general, customers receive free deliveries for a minimum order of 100 Dhs.

The company have 70 trucks varying in loading capacity from 3 tons to 10 tons designated for freight logistics, and another 20 home delivery vehicles. They perform around 1300 deliveries to households each day, and on average they distribute more than 300,000 kg of fresh produce every day (covering all of their distribution network), and they operate on a Last in – First out basis so only the freshest produce reach the customers.

Other channels:

1. Retail Stores;
2. Wholesale;
3. All major hypermarkets such as (Carrefour, LULU, Spinneys...etc.);
4. Hotels.

Current Suppliers

Kibsons International obtain its products from all over the world, with some products coming from Jordan (i.e. Strawberries and Herbs), while Egyptian products are considered cheap since they supply their products on open price consignments, meaning Egyptian suppliers will ship their products to suppliers without fixed prices attached, and once the products are sold the money is sent back to Egypt minus a commission for the distributors, According to Mr. Daniel Cabral this could spell disaster for the distributor especially if the products did not sell resulting in the products being sold at loss by the distributor just to limit their losses. This model is not favorable to Kibsons and as such they do not deal with Egypt.

¹⁸ Organic prices should not exceed 30% as a price premium in comparison to similar non-organic products sold in the UAE. And they must be certified to EU standards for them to be trusted and widely accepted by their customers (Information provided by Mr. David Prokopiak – Kibsons International)

Interest in Palestinian Products

Kibsons International is interested in obtaining products from Palestine and having their own private labels on the products is not essential, the products of interest are as follows:

1. Various fruits and vegetables and herbs (both organic and otherwise) including **but not limited to:**
 - a. Cucumbers;
 - b. Tomatoes both normal and cherry;
 - c. Capsicum;
 - d. Herbs;
 - e. Avocadoes;
 - f. Grapes in particular seeded and seedless black grapes and seedless white grapes.
Because seeded white grapes don't do well in the UAE¹⁹.
2. Processed Food:
 - a. Olive Oil

Packaging Requirements

- Cucumbers:

Middle Eastern cucumbers: 17kg bulk box or 20 x 500g prepacks

English Cucumbers: 4.5kg cartons (12-14 count), individually wrapped in plastic sleeves

- Tomatoes:

European spec: 5kg carton (vine tomatoes), 9 x 250g (cherry tomatoes)

- Grapes:

8kg boxes, 8 x 1kg carrypacks

- Capsicum:

Loose, 5kg cartons

- Herbs:

100g bunches, individually wrapped and protected

- Olive Oil:

They don't import Olive Oil currently but are exploring the idea, and would like to receive some pictures of the packaging as an illustration.

Potential Supplier Recruitment Process

1. **Seasonality Chart:** Suppliers should provide a seasonality chart clearly showing the products available and the time of the year they are harvested and ready for shipment;
2. **Packaging** varies from one product to the next (above you will find some products packaging specifications, if your product is not on the list Kibsons International will be happy to provide you with their requirements);
3. **Photos** of the products;

¹⁹ According to Mr. Daniel Cabral (Procurement Manager – Kibsons International)

4. Once all of the information above is provided direct negotiating will take place between the Palestinian suppliers and Kibsons International to agree on the prices and shipping logistics.

Payment Terms

25 or 30 days after arrival²⁰

B2B Meetings

Kibsons International is looking forward to meet with Palestinian suppliers during the B2B meeting event to be held in UAE.

Testing

Kibsons International do not do any lab testing, since random testing is done by the Municipality of Dubai. But Palestinian products are usually trusted and don't undergo testing.

²⁰ Mr. Daniel Cabral, advise Palestinian suppliers to find trusted distributors to deal with, since 2017 proved to be a bad year in terms of local demand with products being sold at a loss, resulting in many small and medium distributors being pushed out of the market or being very delayed in terms of their payments to the suppliers.

Barakat Group



Company Brief

Established in 1976, Barakat championed a new era in the UAE's food sector. It continues to lead the field by being the most trusted source for a fascinatingly diverse spectrum of foods. These range from the mundane to exotic, and from the essentials to the esoteric. Barakat offers everything from vegetables and fruits to soups, Ice-creams and fresh juices.

Barakat Imports from all around the globe. From Australia, the USA, Europe, Africa and the Far East as well as producers in the Middle East. Barakat imports many products by road from Lebanon, Jordan, Syria, and Egypt in its large fleet of 40ft refrigerated trucks. While it also receive 140 tons per week of air freight shipment as well as having sea freight shipments.



The company supplies to major clients in the region and beyond, including international five stars hotel chains, airlines, catering operations, retail businesses and supermarkets throughout the GCC and the Maldives. Barakat is a member of the IFCA and has been the recipient of the UAE best importer of the year award 1992, 94, 98, and 2000 for fruits and vegetables sectors. They are the first in the agro-food sector in the Middle East to be awarded with ISO9001:2000 and HACCP certification.

Finally, Barakat Group has its own processing and manufacturing factory for juice known as "Barakat – Quality Plus". The plant has set a new standard in the market and has become a market leader in freshly pressed juices and vacuum packed fresh cuts, sanitized vegetables and fruits products. Following the success of the plant and increased demand from clients, a second phase of Barakat – Quality Plus was established in 2012, intended for production of fresh fruit and vegetables salads, fresh cut vegetables and fruits.

Number of employees: 1000+

Contact Details

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Website: <http://www.barakatuae.ae>



Distribution Channels

Barakat Group supplies its products both for the local UAE market, and supplies regional Gulf countries through its re-exports operations. In the local market they cater to the following segments:

1. Wholesale in the Aweer Fresh Vegetables and Fruits Market;
2. Retail;
3. Hypermarkets: including but not limited to Carrefour, Spinneys, LULU, and the CO-OP;
4. Hotels and catering;
5. Airlines.



Current Suppliers

Barakat Group obtains its products from all over the world and including regional countries such as Lebanon, Jordan, Syria and Egypt. In addition, **Barakat Group has dealings already with Palestine** and have a good business relation with Mr. Tareq Abu Khaizaran where they obtain from him weekly shipments of herbs. While, they also imported from him tomatoes, potatoes, and carrots.

Interest in Palestinian Products

The company is **highly interested** in establishing further suppliers from Palestine as long as their prices are competitive and can provide timely shipments. Also its important to note that Barakat Group does not deal in organic products and instead advice Palestinian suppliers to focus on fresh fruits and

vegetables and herbs when dealing with them, finally while Barakat Group is interested in all kinds of fruits and vegetables and herbs given their massive import operations they are also interested in the following products:

1. Grapes both green and black, preferably seedless and good size grapes;
2. Tomatoes both cherry and otherwise;
3. Cucumbers (to fill the gap when the UAE is not producing any);
4. Capsicum both green and colored;
5. Strawberries;
6. Herbs;

For juice products, they are interested in:

1. Citrus fruits (i.e. lemons, oranges, Tangerine,...etc.);
2. Apples;
3. Carrots;
4. Pineapples.

Regarding quantities, the size of Barakat Group operations means and the quantities they import renders imports from Palestine as a very slim portion of their business. Meaning they do not have any limitations on quantities they need for imports.²¹

Packaging Requirements

Barakat Group will provide the potential suppliers of their packaging requirements based on the type of product being imported. But in general, they receive their products in bulk boxes, cartons “loose”, and packaged in plastic boxes and bags.

Potential Supplier Recruitment Process

Interested Palestinian suppliers should follow the procedures below to secure business opportunities with Barakat Group:

1. Send a list of products and quantities available (to Mr. Rodrigues or Mr. Pillai);
2. Send seasonal chart of products available;
3. Send samples in order for Barakat Group to gauge the quality, it's important to note that Barakat Group doesn't do any testing for fresh vegetables and fruits and herbs. However, they do perform lab testing on products destined for juice production in their own labs. For Herbs, it's important that the products be free of pesticides and in the case of Parsley they perform mandatory testing;
4. Agree on prices directly with Barakat Group, bearing in mind that prices should include shipping terms FOB or CIF, and for the prices to be in line with the market in order for them to be competitive;²²
5. Barakat Group will provide the supplier with all packaging requirements according to the products being discussed.

²¹ Mr. George Rodrigues – Purchase Manager “Barakat Group”.

²² Based on our meeting with Barakat Group we were able to surmise that the price is the most important factor on making their final decision regarding potential suppliers.

Payment Terms

Barakat Group will pay their suppliers based on previously agreed on terms, however they usually pay within 30, 60, or 90 days after the arrival of the shipment.

B2B Meeting

The company is interested to participate in the planned B2B meetings in the UAE to meet with Palestinian suppliers. The invites should be sent to both Mr. Rodrigues and Mr. Pillai.

Testing

As mentioned above Barakat Group doesn't do any testing on fresh fruits and vegetables and herbs. But they do test products to be used in their juice manufacturing process, and they do testing on Parsley while overall for herbs they request it be free of pesticides to be able to pass random testing by the municipality of Dubai.

Nassar Al Refaee Fruits & Vegetables Trading – NRTC



Company Brief

In 1973, Nassar Al Refaee set up a fruits and vegetables trading shop in one of Dubai's markets, introducing fresh fruits and vegetables into Dubai market. With more than 40 years of dedicated experience, as a family business comprising several departments and a staff of more than 1000 employees, working in 9 different companies in addition to 11 locations within Dubai central market.



Nassar Al Refaee Trading Company (NRTC) imports more than 400 tonnes of fruits and vegetables from the Middle East daily, in addition to sourcing fresh products from Africa, Australia, Europe, North America and South Asia.

It's considered as one of the leading importers and exporters of fresh fruits and vegetables in the region NRTC has branches in Lebanon, Abu Dhabi; a repackaging factory in Lebanon; a fleet of more than 300 Vehicles that are approved by Dubai Municipality and calibrated to HACCP requirements.

The company also operate over 100,000 Sq ft of space equipped with a state of the art automated drawer storage technology, over 35 Cold Storages compliant to international standards, and a storage capacity of over 20,000 Tonnes, additionally all their facilities boast a world class advanced water recycling system just to keep the fruits, vegetables available and fresh under the best hygienic conditions.

They work with 55 exclusive trading partners around the world and their Export Department supplies the growing markets of Oman, Kuwait, Bahrain, Qatar, Egypt, Lebanon, Saudi Arabia and Turkey.

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Website: <http://www.nrtcgroup.com/Nassar-Al-Refaee-Home.html>

Distribution Channels

NRTC is among the leading suppliers of fresh fruits and vegetables and herbs to the UAE, and as such they cover the following distribution channels:

1. All supermarkets and hypermarkets, including but not limited to CO-OP, Carrefour, Spinneys...etc;
2. Catering;
3. Hotels;
4. Restaurants;
5. NRTC is also among the suppliers to Americana;
6. Wholesale and mainly in the Fresh Market where they basically split the market share with Khaled Ahmad Foudeh Company – KAF.

Current Suppliers

NRTC have followed a business expansion in the past 11 years where they used to import mainly from Europe, however with the expansion they now import from all over the world. During the last years they started to work in fresh cut salads and expanding on a yearly basis, and lately they acquired bananas from the Ecuador. NRTC is already doing business with Palestinian companies, as they currently in business with Mr. Mohammed Daraghme and acquiring herbs in near European quality²³, and in the past they also imported avocados from Palestine and currently are thinking of obtaining tomatoes from Palestine.

²³ According to Mr. Adnan Al Refaee (Import Manager – NRTC)

In total NRTC is currently importing 816 items from all over the world and a testament to their successful business expansion, which given their huge imported quantities resulted in re-exporting to nearby gulf countries.

Interest in Palestinian Products

The company is interested in obtaining further products from Palestine because given their experience Palestinian products are of high quality and they have an advantage over their rival such as Jordan and Egypt since they are banned on some products exported to the UAE due to the use of pesticides. For example, NRTC is looking to import graded Avocadoes and Guavas and Egyptian Guavas are banned entry into the UAE.

Currently, NRTC imports have a shipment of Palestinian herbs on a bi-weekly basis. And is interested in Cabbages because at the moment they have only two suppliers from Holland and Iran and they ship it at 1 ton costing USD 300 under CIF shipping arrangements. The company is interested also highly interested in obtaining quality mushrooms in addition to regular fruits and vegetables including but not limited to, cucumber, tomatoes, herbs, avocadoes, guavas...etc.



The company does sell dates but it obtain them from local suppliers and not interested in importing, and at the same time they do not deal in organic products.

Packaging Requirements

The company will provide potential suppliers in contact with them with all details regarding the packaging of products, however below you will find some packaging requirements supplied by the company to our team:

Grapes (Seedless): to be packed in cartoon box 5kgs in weight, and included in the box five plastic bags 1kg in weight each.²⁴

Tomatoes: NRTC have a gap in their supply of tomatoes between **the months of June and December** due to the lack of production in UAE at the time, but they import in large quantities and is looking to import it in cartoon boxes of 22kgs in weight or in smaller plastic containers for cherry tomatoes.

²⁴ Potential suppliers needs to be very diligent in their packing to insure the grading of the grapes is uniform, and the weight is accurate per bag.

Potential Supplier Recruitment Process

1. **Seasonality Chart:** Suppliers should provide a seasonality chart clearly showing the products available and the time of the year they are harvested and ready for shipment;
2. **Trail Shipment:** NRTC prefers to deal with a trial shipment instead of samples where they will examine the entire supply process once the products are received, including the quality and grading of the products, the price, the shipping process and timeliness and packaging standards employed. For NRTC one shipment is not considered big money and they prefer to find a supplier they can feel they can trust and depend on and that's why they prefer the trail shipment route;
3. **List of Products and Prices:** Suppliers should send a list of available products and prices, in turn NRTC will inform the suppliers with the specifications needed and after everything is agreed, NRTC will place an automatic order.
4. **Packaging and labeling:** Suppliers are requested to do the packaging and labelling according to the specifications to be supplied by NRTC, and it's not a must to use NRTC private label on the packaging.

Payment Terms

NRTC usually pays only one week after the arrival of the products. They consider themselves to be among the highly trusted distributors of fruits and vegetables and herbs in UAE because they deal with an insurance company called COFASE, which is "a credit insurer operating globally, offering companies solutions to protect them against the risk of financial default of their clients, both in their domestic and export market"²⁵ so it's a tool used to further guarantee suppliers of payment.

B2B Meetings

NRTC is interested in meeting with new potential Palestinian suppliers in Dubai.

Testing

No testing are required on products originating from Palestine.²⁶

Other Information

NRTC along with the other major distributors in the UAE offer an advantage for potential suppliers since they are already established in all the major hyper stores such as CO-OP and Sharjah CO-OP which have massive listing fees of 20,000 AED and 200,000 AED respectively per product.

NRTC also rents its cold storage facility, in which a pallet will cost 50 to 60 AED per week. Also available an entire room of storage space that has a capacity of housing 10 containers, the cost for it is 30,000 AED per month.

²⁵ Wikipedia

²⁶ For this trust to continue our suppliers need to continue providing quality, pesticides free fresh products, otherwise the Municipality of Dubai which is the body performing the random tests might file Palestine along with Jordan and Egypt who are currently banned in Dubai for certain products.



Company Brief

Growing vegetables and plants in the desert was once considered an impossible and impractical task that was destined to fail. With innovation, vision, determination and technology, Mirak overcame these challenges and accomplished the impossible.

Today, Mirak produces over 12,000 tonnes of produce across 4 different countries and exports fresh fruits and vegetables across the globe within 24 hours of harvest.



Mirak utilizes innovative methods and advanced agricultural techniques of plant cultivation, specifically tailored to regional climates to ensure we deliver The Best of Nature.

Mirak was the first company in the GCC to use advanced technology and agricultural techniques to allow the growth and harvest of strawberries. This agricultural advancement meant that the region would no longer need to rely solely on imports, but could now become a recognized exporter of quality fruits and vegetables.

The strawberry has since become Mirak representation of success. It is their icon and stands as a symbol of their promise to ensure we use the best of modern technology to bring its customers the very best of nature.

The company produces over 750 hectares of arable land with 85 hectares of Greenhouses and four Mushroom factories. And it works with over 200 contract farms to deliver the best fresh produce. While on the international stage Mirak owns and operates contract farms in Armenia, Tunisia, and UAE. Also the company owns and operates over 15,000 sq. meters of a state of the art cold storage facilities in the UAE.

In terms of certifications, Mirak focuses on providing an expert service and maintaining the highest technical standards. They have the ISO 22000:2005, HACCP, and CSR Label (Corporate Social Responsibility Label).

Number of Employees: 2500+ (worldwide)

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Distribution Channels

The company operates all over the world by conducting import and export operations on a daily basis. In the UAE the company distributes its products over the following channels:

UAE Distribution channels:

5. Retail Stores;
6. Wholesale;
7. All major hypermarkets such as (Carrefour, LULU, Spinneys...etc.);
8. All supermarkets;
9. Hotels;
10. In addition to performing re-exports operations to nearby Gulf Countries.



Current Suppliers

Mirak sources its products from all around the world through its base of owned and operated farms in UAE, Armenia, Tunisia, and Iran, and through its network of suppliers worldwide. Mr. Nejdeh made it clear that they prefer to import from recognized and trustworthy suppliers that they dealt with over the years and managed to establish a clear working relationship, for example they import products from Holland because they are 99% confident that the products are of quality and will be delivered in a timely fashion while meeting all specifications relating to grading (i.e. sizes), weight, packaging, and quality.

Currently, Mirak is importing herbs²⁷ from Palestine and while he is really impressed with the quality and the packaging standards employed in meeting with their specifications, they've faced issues with the timeliness of shipment deliveries due to unforeseen closures in King Hussein Bridge (KHB). In order to address the issue, the supplier sometimes have to source herbs either from his storage facility located in Dubai itself or source the produce locally by purchasing them even at loss just to meet his delivery schedules. And it's exactly due to this extra effort, Mirak is comfortable with their current Palestinian supplier and have a **trust based relationship** with him, as such when the prices of herbs rise Mirak would sometimes even purchase the products at an even higher price than the market from their supplier just to help him recoup some of the losses incurred by the supplier earlier.

According to Mr. Nejdeh, Mirak is familiar with Palestinian products and their seasonality but they faced issues with the transportation as mentioned above, this is very important in the UAE because every half an counts and any delays actually costs the company money because the prices tend to change on an hourly basis and the competition is severe. In addition, Mr. Nejdeh extended the following advice to potential Palestinian suppliers, **and that is to be honest, to deliver on their promises in terms of shipping time, and to insure they send on a continuous bases quality produce paying special attention to sizing and grading of their products**²⁸, and not to suddenly change their prices because this is an **issue they faced with Palestinian suppliers in the past.**



²⁷ According to Mr. Ghadimi, Palestinian herbs and only herbs are subject to 5% customs.

²⁸ In the past they've received quality first shipment in line with their specifications, but the following shipments either did not meet the weight and sizing requirements, or simply had the top half of the fruits or vegetables in the carton to be of good quality and beneath that they added all the defect and damaged produce. To Mirak this will count as cause for the immediate and **permanent termination** of their business dealings with the supplier.

Interest in Palestinian Products

Trust, Trust, and Trust, as mentioned earlier Mirak is familiar in Palestinian products and is interested to find more trust worthy suppliers as the one currently supplying herbs to them from Palestine.²⁹

However, again Mr. Nejdeh stressed that on weekly basis a meeting between the heads of all the major big 15 companies in the fresh market in Dubai takes place where they discuss their business and on the agenda they usually exchange their experiences with bad suppliers and as such said supplier will not be able to do any business with the rest of the major companies and not just the company where supplier failed to deliver on promises made.

On the other hand, **Mirak is interested in all manner of fruits and vegetables and herbs products available in Palestine**, but they are not looking for any dates because its represents less than 1% of their portfolio. And they do deal in organic products but again it represents a very small segment of their business.

How to establish trust:³⁰

1. All companies in UAE have lots of experience which they've garnered over a short period of time given the rapid growth in the UAE economy and the level of business they performed, **so if you promise something you have to deliver otherwise they will seize all future contact and simply source their produce from the many other suppliers available to them all over the world;**
2. **Don't send one or two perfect shipments and then start sending bad quality produce (DO NOT TRY TO CHEAT);**
3. **Don't give prices and then change them unexpectedly, this is not the way partnership works;**
4. **It will take time for trust to be established and many quality and timely shipments.**

Packaging Requirements

Depending on the product Mirak will supply its potential suppliers with all specifications, but in general they advised Palestinian suppliers to adopt European and American standards.

Potential Suppliers Recruitment Process

1. Provide samples and pictures;
2. Provide quantities available and their seasonality chart;
3. **Samples will be tested** for E-Coli and will conduct other microbiology tests at their own lab facilities;
4. As for prices: they change and it's a matter of strategy sometime based on a yearly contract for a set price based on shipping costs and other costs, and then both parties agree based on expected margins. The other way is a price list but this changes based on the market.

Based on trust sometimes the supplier will give a lower price and then will be compensated on the second shipment if prices increase.

5. If both parties agree Mirak will proceed with ordering their first shipment.

²⁹ Supplier: Mawasim Al Sif – Located in Dubai, UAE (please check the company's profile in the report for more info.)

³⁰ Advice from Mr. Nejdeh Ghadimi to potential Palestinian suppliers.

Payment Terms

Payment terms: 30 days, 60 days, or 90 days on statements.³¹

B2B Meeting

Mirak is looking forward to meet potential Palestinian suppliers for B2B meetings in the UAE.

Certification

Mirak would be happy to import produce from suppliers who have the Global Gap certification, but it is absolutely **NOT** a must.

³¹ A *statement* from a supplier lists all of the amounts owed on past invoices as of a specified date. For example, the statement from a supplier might indicate that as of July 31 your company owes for four invoices and a small amount from an earlier invoice. (source: <https://www.accountingcoach.com>)

Pan Fresh International

Company Brief

A family business started in early 1960 which has grown to become one of the leading Importers and exporters of Fresh produce in the Middle East, started with a small one shutter shop in the Sabhaka area of Old Dubai. Pan Fresh International (Previously known as Iran and Dubai Company, and changed its name in 2003) has expanded its activities over the years and its growth is a direct result of successful achievement of its goals and objectives, resulting in having numerous shops in New Aweer Fruit & Vegetable Market. Dubai, and various facilities including the state-of-the-art Cold Storage with a capacity of 45,000 M. tonnes apart from several small and medium sized Cold Storage facilities that meets with International standards.



Employees: 1200 employee

The company have three branches and is affiliated with 11 companies belonging to the same family, including (to name a few):

- Marhaba Company;
- Al Hamria Company;
- Fresh Link Company;
- Blue Sea Company;
- Arjonamdi Company.

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Interest in Palestinian Products

Interested, but the company is facing issues that prevents them from importing given their Iranian origins (see below for more details)

Given the company's Iranian origins, Mr. Arjomandi indicated how difficult and strict the procedures are when it comes to doing business with countries considered unfavorable by the USA. Among these countries are Palestine and his own birth country of Iran. The main issue is with the financial transactions which can easily be misinterpreted and result in his bank accounts being closes immediately.

In the past as a way to overcome this issue they used to change the origins of Palestinian products into Jordanian to allow entry in the UAE market, however with the advent of the new stricter financial procedures following the appointment of George W. Bush as president of the USA and the ensuing US policy towards Iranian business it become very difficult for the company to import from countries such as Palestine, Syria, and Iran. This situation continues to this day and **Mr. Ali Arjomandi made it clear that they do not wish middle in or enter any situation that might have political connections that might otherwise jeopardize his business in the UAE.**

However, the company is **prepared** to import/purchase Palestinian products being manufactured in UAE since this will mean all financial transactions will be made to local sources approved by the Emirati government.

Current Operations

Pan Fresh International have one of the biggest and most modern cold storage facility in the region having a 45000 pallet capacity and covering a total area of 300,000 ft. The company rent space in its storage facility which is situated in close proximity to UAE's main highway (MBR Highway) at Sharjah and Dubai border and offers quick access to the rest of the Emirates. The storage area is available for chilled and frozen products reaching up to -25 degrees Celsius.



Interest in Products Imported and Criteria for Importing

In terms of products imported, Pan Fresh International is interested in importing all kind of **fruits and vegetables** and already imports them from all over the world. However, the company do not do business in **herbs or dates**. In addition, the company do not work with organic products as it caters to only a specific segment in the UAE market who are interested to obtain Fresh fruits and vegetables products at a premium.

Criteria for importing:

- Interested in all kinds of fruits and vegetables products, including the ones available for exports;



- **Packaging:** the company avoids to do any repackaging, because removing the products from the cold storage for repacking under their brand name will damage the perishable fruits and vegetables due to the high temperature and humidity in the UAE. As a result, the company prefers to market the products under the suppliers own name and even prefers several different brands from the same exporter since this will help them in pricing of the products to generate more revenue. In terms of packaging sizes, the company imports packaging from 1kgs to 20kgs in weight depending on their target distribution channel requirements. They usually instruct their suppliers as to the preferred packaging size accordingly.
- **Prices:** the prices vary on a weekly basis in the UAE and as such they prefer to deal with this directly with the supplier. However, bananas are special case where prices are agreed upon beforehand for a specific period on contracts basis. In terms of payment, it's usually between two to three months after arrival, and for products from the US it's after 60 days.
- **Trial Shipment:** the company is interested to participate in a trial shipment of quality Palestinian grapes, which is could compete with South African grapes which are being sold at 14 dirhams per 1 kg, as opposed to lower quality Indian grapes which are being sold at 5 dirhams per 1 kg for consumers (retail price).

Al Alali



Company Brief

Al Alali tells a story of rapid growth and success. After launching in Saudi Arabia in 1990 with a handful of products, they continued to develop and are now considered one of the leading and most trusted food brands in the Middle East.

Al Alali now offers more than 250 products that are available in Saudi Arabia, UAE, Bahrain, Qatar, Kuwait, Oman, and Yemen, in addition to Jordan, Syria and Sudan.



Since being founded, Al Alali has established unique quality standards that others find difficult to match; a commitment to unsurpassed quality and a value for money platform. Such high standards follow through in a commitment towards transparency and sound business ethics.

The company have a top position among the most powerful Arab brands in the Middle East, as ranked by Forbes Arabia in 2008.

Contact Details

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Distribution Channels

Al Alali is a large multinational company covering the Middle East, and its products can be found in the UAE through the following distribution channels:

1. All hypermarkets and supermarkets;
2. Wholesale;
3. Retail;
4. Restaurants and catering.

Current Suppliers

Al Alali sources its products from various suppliers around the world, with special focus on sourcing their products from the Middle East. Al Alali is also familiar with Palestinian products since it imported Palestinian Freekeh from Akluna Company.

Interest in Palestinian Products

Al Alali is highly interested to import Palestinian products to be repackaged and sold under Al Alali brand name, and in particular they are looking for the following products:

1. Vine leaves (they are prepared to import 20 to 30 truckloads of Palestinian vines if the price is competitive – as a start);
2. Maftool;
3. Sumac;
4. Freekeh;
5. Olive paste;

Al Alali also welcomes further contact from Palestinian companies that produce other processed food items and are looking to have them marketed under Al Alali brand, because Al Alali is proud to have products made in Palestine in its portfolio. Contact can be made directly with Mr. Ramzi Nuri.

Note: Al Alali does not deal in Palestinian olive oil because it's expensive according to Mr. Ramzi Nuri, especially since they do not sell their products in specialty stores (such as organic & health stores) where prices are higher and Palestinian olive oil can compete, according to Mr. Nuri.

Packaging Requirements

Al Alali will provide its suppliers with all packaging requirements, which is expected to be performed fully from the source. Below you will find some packaging requirements:

1. **Vine leaves:** it should be packed in glass container of 908gr in weight with a yellow cap, and for the bulk market in 20kgs sealed buckets which is sold mainly to restaurants and hotels. And according to Mr. Nuri, 80% of the vine leaves sales happen in the month of Ramadan so Palestinian providers should aim to cover the market need during that period;
2. **Freekeh:** to be packed in 450gr carton boxes with a window on the front;
3. **Sumac:** spices are usually received in glass jars with a red cap on top with weights ranging from 35gr to 60gr (actual packaging specifications will be provided directly to interested suppliers).



Potential Supplier Recruitment Process

1. Supplier will make initial contact with Al Alali;
2. Send samples for testing, which will be performed either in independent labs, or at the Municipality of Dubai. In addition, Al Alali will perform its testing at its own facilities;
3. Following a clean and approved sample testing, Al Alali will conduct inspections to supplier's factory before any purchases;
4. Assuming everything is in order, Al Alali will agree on the price and packaging requirements and place its order for the supplier to start manufacturing the product and pack it and ship it using Al Alali brand.

Al Alali will then receive the shipment and distribute it over its various channels. An advantage to being an Al Alai producer is that your products will be able to enter the hypermarkets which have very expensive listing fees per item reaching up to 250,000 AED and as low as 5,000 AED per item (usually in the CO-OP).



Payment Terms

Payment terms range between 30 to 60 days after arrival (depending on the final agreement with the supplier).

B2B Meeting

Al Alali is glad to participate in a B2B meetings event in the UAE to meet with potential Palestinian suppliers.

Testing

As mentioned earlier, products will undergo testing by the Municipality of Dubai to make sure they are in line with UAE standards, and samples will be tested independently by Al Alali before making its purchase order.

Del Monte Foods



Company Brief

Del Monte is an international company that covers the entire MENA region with various facilities in each country (see figure below). The company was established in 2007 in the UAE, and 2009 it entered the meat market with premium Halal, both frozen and prepared which was produced by the National Poultry Company located in Amman – Jordan. In 2010, the company opened its KSA facility and in 2012 it opened its first Del Monte food and beverages outlet in KSA. The outlet business model proved to be very successful and as such Del Monte opened its second branch in the UAE in 2013, while at the same time they've established a new farm in the UAE as well as opening new sales offices in Turkey, Ukraine, and Russia. In 2014, the company opened its Qatar sales office, and finally in 2016 the company opened new facilities in Kuwait and Jordan, in addition to establishing new farms in Jordan and KSA.

Employees: 2000+



Contact Details

Supply Chain Manager: Mr. Rami Shihadeh

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Distribution Channels

Del Monte have its own food and beverages outlets in UAE and Saudi Arabia, as well as various sales facilities covering (Jordan, Kuwait, Turkey, Russia, Qatar...etc.). The company also supplies Fresh Cuts to Fly Emirates, Masdar City, and other catering service providers. At the same time it supplies fresh produce to the major hypermarkets such as the CO-OP.

Del Monte is also the main supplier to the Americana Group, supplying brands such as KFC, Pizza Hut and Hardees, and they also supply to McDonalds.

Current Suppliers

Del Monte owns its own farms in Jordan (for tomatoes and lettuce), KSA, Philippines (for pineapples), and the UAE. Yet despite having their own farms they still require massive amounts of import to meet the demand and as such they tend to source their products from all over the world. For example, they import dates from Jordan.

Interest in Palestinian Products

According to Mr. Rami Shihadeh, Del Monte is mainly interested in Palestinian fresh fruits and vegetables and herbs which they will mainly use to either manufacture canned food items or clean them, cut them and process them into cuts or into salads for use in major catering providers or restaurants such as KFC, Hardees, and McDonalds.

Del Monte is also interested in Palestinian dates. However, Del Monte is not interested in Palestinian Olive Oil.

Packaging Requirements

Mr. Rami Shihadeh, will respond with needed packaging requirements and product specification directly to the potential supplier, however below you will find some packaging standards supplied by Del Monte:

1. **Olive Oil:** to be packed in glass bottles (tinted green – but can see through it) with sizes varying from 250ml, 500ml, and 1L;



2. **Grape Leaves:** to be packed in glass jars of 500gr in size;
3. **Tomato Paste:** to be packed in glass jars of 250gr in size, or in tin cans of 170gr & 227gr in size;
4. **Herbs:** to be packed in plastic container of 250gr in size.

Potential Supplier Recruitment Process

1. Establish communication with Mr. Rami Shihadeh through e-mail;
2. Send samples for testing in terms of quality and yield, Del Monte will conduct these tests at its own lab facilities;
3. Send list of products and seasonality and they will send quantities requirements;
4. Share proposed prices;
5. Del Monte will share the needed volume based on prices provided, and they will inform the suppliers with all logistical needs and shipping terms, along with informing them with specifications concerning grading, sizing, packaging...etc.



Private Label: Suppliers may use their own private label or instead use Del Monte's own label depending on Del Monte requirements.

Payment Terms

Del Monte will pay within 30 to 45 days on statement or after arrival of products (depending on agreement with supplier – their financial department handle this on individual basis).³²



B2B Meeting

Del Monte is interested to meet with Palestinian companies in the UAE.

Testing

Del Monte performs its own testing using its own lab facilities.

³² A *statement* from a supplier lists all of the amounts owed on past invoices as of a specified date. For example, the statement from a supplier might indicate that as of July 31 your company owes for four invoices and a small amount from an earlier invoice. (source: <https://www.accountingcoach.com>)

Power Circle General Trading



Company Profile

Power Circle General Trading was established in 2016 in the United Arab Emirates (Dubai), which is considered as one of the world's most important cities for its development, and the modern methods employed at the commercial level.

The company's origins was in the business of import and export of raw materials of iron and steel, as well as stone and marble. However, after more in-depth analysis of the market, the company found a new potential in the food market given its growth and demand, As a result they developed their capacity to provide large quantities of these products including but not limited to, fresh fruits and vegetables and herbs, as well as processed food prepared with 100% natural ingredients. Power Circle developed its distribution network to cover catering, hotels, hypermarkets and supermarkets at competitive prices.

Power Circle is distinguished in its ability to deal directly with its consumers without the need for brokerage or multilateral companies, which means fast service and reasonable prices and above all high quality and distinctive products.

Contact Details

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Website: <http://powercircle.co.ae/index.html>

Distribution Channels

Power Circle covers all major distribution channels in the UAE which is similar to all other major distributors in the market, such as:

1. All Hypermarkets and Supermarkets, including but not limited to: Lulu, Carrefour, CO-OP, Emirates Cooperatives, Al Madinah CO-OP, Al Sharjah CO-OP;

2. Hotels, Restaurants and Catering.

One distinguishing factor from the major distributors in the UAE, is that Power Circle is owned and operated 100% by an Emirati citizen and as such they have special access to Shikh Mohammed Bin Rashid Association, where they subsidize Emirati owned companies with funds for investment that can easily start with 1 million USD and as an added bonus they give them access to all the CO-OP hypermarkets stores in the UAE which means lower costs and better market penetration covering all demographic segments in the Emirates.

Current Suppliers

The company have already established network of suppliers in Jordan, Thailand, India, Pakistan, Brazil (for Sugar) and Palestine.

Interest in Palestinian Products

Power Circle is highly interested in increasing its portfolio of Palestinian suppliers and products, due to the positive outlook Emirati consumers have towards Palestinian products and their origins.

The products of interest for the companies include **but not limited to:**

1. Olive Oil: the company is prepared to import Olive Oil in large quantities from Palestine and in excess of 100 tons per month;
2. Za'tar;
3. Dates (i.e Madjuol Dates);
4. Vine Leaves;
5. Maftool;
6. Freekeh;
7. Dead Sea Salt.

Other products include, Makdoos (i.e. Eggplants preserved in oil or brine), Shatah (i.e. Chili sauce), and Palestinian Nablus Soap, in addition to any traditional Palestinian food products.

Also the company is interested in organic products.

Important note:

The company is looking for Palestinian suppliers able to meet the following requirements:

1. Able to provide quality products in a timely manner;
2. Prepared to have Power Circle as their **sole and exclusive distbutor** of their products under the brand name of Power Circle in the UAE;
3. In terms of quantities, Mr. Al Rashdi understands Palestine's limited production ability but he will import any available quantities.

Packaging Requirements

Given that the company will be marketing products imported under its own brand name, then they will provide their suppliers with their packaging and labelling requirements depending on product.

Potential Suppliers Recruitment Process

1. List of available products;
2. Send sample
3. Accompanying the samples, supplier should also send tests results from the Palestinian Ministry of Health, or Palestinian Standards Institution, or Universities labs;
4. Assuming everything is in order, a distributor agreement between the supplier and Power Circle will be developed with the aid of PalTrade;
5. Final Agreement will include shipping terms, prices, quantities, and quality standards to be employed...etc.

Payment Terms

Various options are currently employed by Power Circle:

1. Payment within 60 days once Power Circle receives the money from its distribution channels;
2. Payment on installments, 50% before arrival of products and then the rest after receiving products;
3. Payment one month after arrival of products for products originating from Palestine.

The final payment terms will be agreed on between both parties and reflected in signed distributorship agreement.

B2B Meeting

Power Circle and Mr. Rashed Al Rashdi is looking forward to meet with Palestinian companies in the UAE for B2B meetings.

Testing

- The company prefers to have the products tested, but it's not required for fresh fruits and vegetables by the government of UAE. However, the Municipality of Dubai does perform random inspections from time to time;
- Testing usually costs between 550 to 3000 AED (it's more expensive for liquid products).

Mawasem Al Sif



Company Brief

Mawasem Al Sif, established in 2014 it's a Palestinian owned company in the UAE. It works primarily in the import and sale of fruits and vegetables and herbs products. Mawasem Al Sif sources its products from Palestine, Jordan, and other countries and sells them in the UAE market, in addition it already have farms in Palestine belonging to Top Field Co.

Mawasem Al Sif have agreements with the major distributors in UAE which it sells the imported products to, such as:

1. NRTC;
2. MIRAK;
3. GHOUAMI;
4. Barakat Group;
5. Farzana Trading.

Contact Details

Managing Director: Mr. Amer Daraghma

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Distribution Channels

Mawasem Al Sif does not sell its product directly to end customers in the UAE market, but rather it sells imported products to the five major distributors mentioned above and they in turn distribute the products to the major hypermarkets, supermarkets, hotels, and restaurants...etc. based on their own distribution channels.

Current Suppliers

Mainly Mawasem Al Sif aims to import most of its products from Palestine, but sometimes be it due to limited production ability or fear of delays on the border crossing they would either import products

from countries such as Egypt and Jordan or source them from local suppliers just to keep their delivery schedule with major distributors³³. The main products they currently import from Palestine include:

1. Herbs
2. Cherry Tomatoes
3. Grape Leaves – Fresh;
4. Capsicum;
5. Avocados, which they consider to have huge potential in the UAE market. But According to Mr. Daraghma the problem with Palestinian avocados in the past has been the sizing of produce, weight varying and not standard across all imported boxes, and the low quality carton boxes material used to package the produce which crumbles during shipping and is affected by humidity;
6. Grapes;
7. Potatoes;
8. While, they obtain Palestinian Za'tar and Dates from local suppliers in the UAE.

Interest in Palestinian Products

Mawasem Al Sif is highly interested in increasing its roster of Palestinian suppliers in the products mentioned above, and on a weekly basis they can import 3 shipments however if more quantities are available they are willing to import more.³⁴

Packaging Requirements

Mawasem Al Sif do not care about having its own private label on the products imported. And they will provide suppliers of all required packaging standards following an agreement between the two parties.

Potential Supplier Recruitment Process

1. Mawasem Al Sif is looking for quality products with grading practices applied to insure similar sized produce and no defects;
2. The potential supplier should send samples of products beforehand, this is especially needed for grapes in order to gauge its quality and packaging;
3. Mawasem Al Sif is already familiar with the seasonality of Palestinian products, so there is no need to send a seasonality chart;
4. Mawasem Al Sif will handle the logistics to the UAE market. The supplier will only need to focus on providing good quality produce in terms of size, grading and packaging in order to be able to solidify trust in the UAE market for Palestinian fresh fruits and vegetables. In the past, it took Mawasem Al Sif a period of 5 years to establish trust in Palestinian herbs in the UAE market after many consistent quality and timely shipments.

³³ Mawasem Al Sif supplies herbs to MIRAK and in some cases Palestinian herbs don't arrive as scheduled and to avoid delays and losing the trust of MIRAK they would purchase herbs from local suppliers in the UAE sometimes even at a loss just to keep their delivery schedules.

³⁴ According to Mr. Amed Daraghma – Managing Director – Mawasem Al Sif.

Payment Terms

30 to 60 days from statement³⁵

B2B Meetings

Mawasim Al Sif is highly interested to meet with potential suppliers in B2B meetings in UAE.

Certification and Testing

Certification: The Company would like to have products certified in³⁶:

1. Global Gap
2. ISO

Testing:

1. The municipality of Dubai performs sample testing in the airport on products, Jordanian and Egyptian products experienced bans on Zucchini and Guava because of pesticides use. But Palestinian products so far managed to meet all requirements of the UAE market and do not experience any bans. Once the products pass testing at the municipality, the products are registered as approved in the system and as such they pass without further testing in the future, usually the municipality test the products on random every 6 months.

³⁵ A *statement* from a supplier lists all of the amounts owed on past invoices as of a specified date. For example, the statement from a supplier might indicate that as of July 31 your company owes for four invoices and a small amount from an earlier invoice. (source: <https://www.accountingcoach.com>)

³⁶ Certification is **not** a must have for Mawasim Al Sif to import from suppliers

Souk on Wheels



Company Brief

Working as an individual branch of **World of Fruits Co.** which was established in 1999 and located in the heart of the United Arab Emirates, Dubai, "Souk on Wheels" is an online store that work through simple steps to supply households with the freshest and most superb fruits and vegetables delivered directly to their doorstep. Their store has a very wide variety of each fruit and vegetable available to let the customers experience a range of choices whenever needed.

Customer's satisfaction is paramount and they always aim only to get positive feedback from every customer, and in order to assure the customers of the product's authentication, Souk on Wheels have placed consumer's protection labels over its brochures.

Contact Details

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Website: <https://www.soukonwheels.net/shop/>

Distribution Channels

Souk on Wheels have developed its own e-commerce platform and operates entirely through online sales of products and delivers directly to its customers and households on cash or credit card basis, their products range include:

1. Fresh fruits and vegetables;
2. Frozen Fruits and Vegetables and Meat;
3. Meat;
4. Bakery;
5. Dairy;
6. Groceries.

Current Suppliers

Souk on Wheels main clientele are expats from the Levant region (such as, Palestine, Jordan, Syria, and Lebanon). As such the company imports its products from these countries to meet the requirements of its customers. Souk on Wheels, already import products from Palestine including, Olive Oil, Tahini and Halva obtained from Nablus from a company called (Jabal Al Naar) owned by Al Aloul Family. The company also imports Labaneh, Makdoos, Pickles, and Freekeh & Za'tar from Jenin from Al Naser Company, while it imports its Maftool from Al Hithnawi Co.

Interest in Palestinian Suppliers

Souk on Wheels is looking to increase its current roster of Palestinian suppliers, and they do not have restrictions as to the quantities available for exports since compared to other UAE companies they are considered small and as such they are not looking for large quantities which should fit perfectly for our small scale Palestinian farmers, cooperatives, and companies.

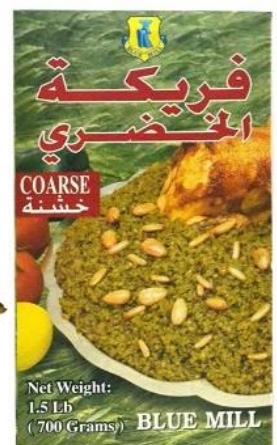
Souk on Wheels is particularly interested in suppliers for the following products:

Souk on Wheels Products of Interest for Importing		
Molokhia	Sage (Dry)	Za'tar
Cucumbers	Cherries	Apricots
Peaches	Loquat	Grape Leaves (Fresh)
Olive Oil	Black Seed Paste	Malban
Grape Syrup	Grape Syrup ³⁷	White Cheese (Baladi Cheese)
Soap	Labaneh	Makdoos
Pickles	Freekeh	Maftool (i.e. Couscous)
Coffee	Jams	Tomato Paste

Packaging Requirements

Souk on Wheels will supply its potential suppliers with all information pertaining to packaging requirements, but as reference for some products please see packaging requirements below:

³⁷ According to Souk on Wheels, dates syrup d imports around 400kgs of grape syrup per month.



1. **Freekeh:** Plastic jar (size 800gr) or carton box (size 700gr);
2. **Za'tar:** Plastic bag (size 250gr) or carton boxes (size, 500gr and 1 kg);
3. **Halva:** Plastic container (size 450gr);
4. **Tahini:** Plastic container (size 450gr, 700gr, or 900gr);
5. **Grape Syrup:** Glass Bottle (size 500ml);
6. **Olive Oil:** Metal Cans (size 16L and 5L), Glass bottles (size 1L and 500ml).

Potential Supplier Recruitment Process

Souk on Wheels requests its potential suppliers to follow the following steps:

1. Establish contact through e-mail or telephone;
2. Send samples and photos of products;
3. Following these two simple steps an agreement will be reached on prices, quantities, packaging and shipping terms between Souk on Wheels and the supplier.



Souk on Wheels is looking forward to hear from Palestinian suppliers.

Payment Terms

30 to 60 days from statement³⁸

B2B Meeting

Souk on Wheels welcomes the chance to meet with Palestinian suppliers in organized B2B meetings in the UAE.

Certification and Testing

Souk on Wheels does not care about certification as long as **the products pass random testing by the Municipality of Dubai, so the supplier will first send samples for testing by the company at the municipality in Dubai, and once the products are approved they can go ahead with importing.**

³⁸ A statement from a supplier lists all of the amounts owed on past invoices as of a specified date. For example, the statement from a supplier might indicate that as of July 31 your company owes for four invoices and a small amount from an earlier invoice. (source: <https://www.accountingcoach.com>)

Al Atheed General Trading LLC



Company Brief

A U.A.E. Based Company having the sole ownership of the Brand "AMAZON", having presence in over 35 countries in Middle East, Asia, Africa and Europe. Amazon has a diversified range of FMCG "Fast-Moving Consumer Goods" products, for all kitchen needs. They have an extensive range of products including Dairy products, Drinks, Oil, Coffee, Tuna, and more.

Al Atheed is seeking to extend its regional share and continuously striving to market and sell high-quality foods and beverages to meet the various needs of the consumer every day.

From Amazon's inception till date, Al Atheed has grown to one of the biggest traders for various food products in the Middle East. The credit goes to its team who is over 100 skilled employees that work to deliver the best to all of their customers under the leadership of Mr. Abdul Aziz, CEO of Amazon Foods. Al Atheed team is growing rapidly across the globe. Today, it exports to over 35 countries across Middle East, Asia & Africa and Europe.

Contact Details

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Website: <http://alatheed.com>

Distribution Channels

Al Atheed dispense its products to all major hypermarkets and supermarkets in the UAE, including but not limited to:

1. Carrefour;
2. LULU;
3. CO-OP;
4. Spinneys.

Current Suppliers

Al Atheed currently source its products from various suppliers all over the world, the suppliers will produce the products under Al Atheed's own private label "i.e. Amazon". The also currently have an agent in Palestine (Mr. Mohammed Al Najjar) in Hebron, their agent is responsible to first market Al Atheed products for sale in Palestine and secondly to find potential suppliers of interest for Al Atheed.

Interest in Palestinian Products

Al Atheed is interested in Palestinian products and is looking for potential suppliers to deliver the following products:

1. Olive Oil;
2. Pickled Olives;
3. Za'tar;
4. Freekeh;
5. Majdoul Dates;
6. Tomato Paste;
7. Humus;
8. Dried beans (such as Lentle).

The company is currently following a staged development and expansion strategy, the first stage is focused on importing beans, the second stage starting in the first phase of year 2019 will be focused on cold cuts and cheese, the third stage will take place in the second phase of year 2019 and will be focused on frozen vegetables.

At the moment, Al Atheed is looking to import about 60 containers per year from Palestine. And in any given date, Al Atheed import about 200 to 300 containers on a monthly basis worldwide.

Packaging Requirements

Al Atheed will supply its potential suppliers with all information pertaining to packaging requirements, but as reference for some products please see packaging requirements below:

1. **Tomato Paste:** in canned container (size 100gr and 800gr), and in plastic pouches (100 units of size 70gr each);
2. **Olive Oil:** Glass bottles (size 1L and 500ml).



Potential Supplier Recruitment Process

1. Send samples for testing;
2. Product specifications after receiving samples from suppliers, Al Atheed may request some changes to the products to suit their market in terms of taste or ingredients;
3. Supplier will need to agree that the products will be sold under Al Atheed own private label “i.e. Amazon”;
4. Once everything is agreed as to the quantities, quality, prices, packaging, and shipping terms. Al Atheed will proceed to import according to the signed agreement.

Payment Terms

Payment will be made over a three months plan.

B2B Meetings

Al Atheed is interested to meet with potential Palestinian suppliers when they arrive.

Certification and Testing

Al Atheed welcomes product certified with BRC, ISO, and Global Gap, but it is not a necessity.

Waheet AL Reem Lel Tomoor



Company Brief

Al Reem Oasis for Dates is a branch of Oasis Dates which have branches in 6 locations including (Ajman, Belgium, Dubai, Abu Dhabi, Qatar, and Bahrain). Al Reem Oasis for Dates is mainly focused on importing dates and coffee and selling them in the local (UAE) market.

Contact Details

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Website: <http://www.oasisdates.me/ar/our-branches-2/>

Distribution Channels

Al Reem Oasis for Dates, sells its products in all hypermarkets and supermarkets, and also sells lots of products to hotels, restaurants, and catering companies.

Current Suppliers

Al Reem Oasis for Dates sources its products of dates from Saudi Arabia, Iran, and Palestine.

Currently, they import Palestinian dates from Emirates Delights, and from a company called Al Ghazal Co. who buy dates from Palestinian farmers and sell Al Reem Oasis for Dates in the UAE. They also met with Qitaf Co. once before but unfortunately they did not manage to do any business.

Interest in Palestinian Products

Mr. Harb made it clear that they consider Palestinian dates distinguishable and unique from the sorts and varieties of dates produced in Saudi Arabia and Iran. To him, Palestinian Madjoul dates has the ability to compete in the UAE and as such they continuously seek new suppliers of Madjoul dates from Palestine.

In terms of quantities, they are looking to obtain 50 to 70 boxes of Madjoul dates a month for the low season, and during Ramadan (i.e. high season) they are looking to import about 150 to 200 boxes per month. **(p.s. box weight is 5kgs)**

The prices must be competitive, and in terms of preference in Dubai they prefer the jumbo and super jumbo graded Madjoul dates. The company is also interested to explore importing Bon-Bons (i.e. Rutab

“رطب”) from Palestine. And the company is willing to import both the suppliers brand and under its own private label.

Packaging Requirements

Al Reem Oasis for Dates, requires the products to be packaged as follows:

1. Carton boxes (size 1kg, 2kg, and 5kg).

Potential Supplier Recruitment Process

- 1) First send samples or prepare a trail shipment;
- 2) The Municipality of Dubai might conduct some tests as the products are being shipped;
- 3) Provide certifications from the Palestinian Standards Institution or the Ministry of Health;
- 4) Additional certifications are considered a plus and include ISO, Global Gap, and BRC...etc;
- 5) If the samples/trail shipment passed the testing, then they can proceed to discuss agreement terms including prices, quantities, packaging, and shipping terms.

Payment Terms

After Arrival: 1 or 2 months

B2B Meetings

They are highly interested in meeting with potential Palestinian suppliers in the UAE.

Testing and Certifications

As mentioned earlier certifications such as ISO, Global Gap, and BRC are not a requirement but they help.

As for testing, the company does not conduct any testing other than the one conducted by the municipality.

Foodco Holding



Company Brief

Foodco Holding was established in 2006 to reflect the growing diversity of the group, which had seen the establishment of a number of companies under the banner of Abu Dhabi National Foodstuff Company (Foodco) presently and was established in Abu Dhabi in 1979 as a public shareholding entity under the patronage of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, the President of U.A.E, these former divisions operate as standalone subsidiaries of Foodco Holding.

Supported by a dedicated team of approximately 500 employees, Foodco Holding continues to evolve, excelling in terms of expansion and innovation, with operations covering the food sector, retail, packaging, catering, restaurant franchising and other areas.

As a testament to its success, a 2011 survey conducted by the UAE Ministry of Foreign Trade entitled “Success Stories of 110 UAE-based International Investors” recognized Foodco Holding as one of the country’s seven most accomplished companies in the food industry sector.

Looking ahead to further development and expansion, Foodco Holding has embarked on the construction of new company offices in Mafraq, which will boast vast grounds of 65,000 square meters.

Contact Details

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Website: <http://www.foodco-uae.com/home/index.aspx?PriMenuID=1&mnu=Pri>

Distribution Channels

Foodco Holding caters to two main segments in the UAE market:

1. Arab segment;
2. Indians and Pakistanis segment.

They serve these segments through various distribution channels, including:

1. HORECA (i.e. Hotel/Restaurant/Café)
2. Wholesale;
3. Hypermarkets, mainly Carrefour and LuLu.

Current Suppliers

Although Foodco Holding prefers to import products under its own private label, but not all of the products imported under its private label name. Foodco Holding sources its products from all over the world with special focus on:

1. Japan;
2. China;
3. Argentina;
4. Brazil.

Foodco Holding is looking for products that makes commercial sense in the region and as such certifications (i.e. ISO, and HACCP) are not mandatory and considered to be no more than extra details.

Interest in Palestinian Products

Limited interest in Palestinian products, as they view Palestinian products to be expensive and will not allow them to compete in the current market segment they serve. In addition, based on the products they currently deal with little potential presents itself for Palestine, see products below:

1. Very limited imports of olive oil, they obtain it locally at about 12 cartons a week;
2. Very limited imports of dates, they obtain it locally about 20 kgs a week;
3. Couscous (i.e. Maftool);
4. Frozen meat;
5. Grape leaves;
6. Rice;
7. Tuna;
8. Canned food;
9. Pastas;
10. Tissue papers;
11. Edible oil (sunflower oil, corn oil);

Finally, Foodco Holding don't deal with fresh products such as fresh fruits and vegetables and herbs.

Packaging Requirements

Foodco Holding will provide its potential suppliers with the packaging details, but below you will find some packaging requirements for products:

1. **Grape leaves:** to be packed in a carton box housing 12 glass jars, each jar should be of 16oz or 454gr in weight, and the glass jars needs to have a yellow cap.
2. **Olive Oil:** 4 different types of packaging:
 - a. **Glass Bottles:** the glass bottles should be received in a carton box housing 12 bottles, each bottle should be of 500ml in size;



- b. Tin Cans:** the cans should be of 4L in size and come in four a pack box; or in 18L cans.
 - c. Plastic Gallons:** the gallons should be received in 20L gallons.
- 3. Couscous (i.e. Maftool):** to be received in carton boxes of 500g in weight and must come in a pack of 12 boxes.



Potential Supplier Recruitment Process

Potential suppliers interested in approaching Foodco Holding should be in touch with Mr. Pallath, and they need to send the following information:

1. List of available products, quantities, and prices;
2. Samples and catalogs;
3. Should the samples and prices meet the requirements of Foodco they will proceed with drafting the agreement covering all details concerning shipment, quantities and prices...etc.

Payment Terms

Usually pays within 30 days, 60 days after arrival of shipment. For the local market they usually pay within one week.

B2B Meetings

Foodco Holding requested PalTrade to send an email to Mr. Pallath and hopefully he will be able to attend.

Certifications and Testing

Foodco Holding don't have any restrictions or requirements concerning certifications, and at the same time they do not perform any testing.

Shatora Foodstuff Trading Co.



Company Brief

Contact Details

General Manager: Mr. Sharif Waheed

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Distribution Channels

Shatora Foodstuff Trading Co., sells its products in:

1. All major hypermarkets such as Spinneys, Carrefour, and Giants;
2. Hotels;
3. Wholesale to other major distributors and companies in the market.

Current Suppliers

The company obtains its products from various sources worldwide. But it does import products from Palestine in the form herbs.

Interest in Palestinian Products

According to Mr. Sharif Waheed, the company is interested in importing the following products from Palestine:

- Freekeh;
- Za'tar;
- Olive Oil;
- Herbs;
- Fruits and Vegetables;
- Grape leaves (At the moment they know only of a farm in Jordan called Janah Farm that are planting grape vines that only produce grape leaves without any fruit yield);
- Avocadoes, if Palestine can provide him with large quantities;
- Guavas, also in large quantities;
- Tomatoes, they are willing to import up to 100 tons of tomatoes from Palestine a year.

Other products include:

3. Pickles;
4. Soap;
5. White Cheese (Baladi Cheese);
6. Jameed;
7. Labaneh in Oil;
8. Makdoos;
9. Shatah (i.e. Chili Sauce);

In general, according to Mr. Waheed they are willing to import 1 to 2 tons from Palestine on a **daily basis**. It's also important to mention that Shatora Co. is looking to be the Palestinian supplier sole distributing agent in the UAE or at the very least operate under a signed contract between the two parties.

Packaging Requirements

The most important factors for Shatora Foodstuff Trading Co. in relation to packaging, are:

1. Packaging material needs to be able to withstand the shipping process;
2. Quality: suppliers must be honest and provide quality products in terms of size of the fruits and vegetables (i.e. suppliers must implement grading management or post-harvest management);
3. Weights stated on packaging needs to be accurate.

Mr. Waheed, will provide the potential suppliers with all remaining details regarding the packaging on a per product basis.

Potential Supplier Recruitment Process

Interested suppliers should be in touch with Mr. Waheed (preferable on his mobile or land line), in order to:

1. Submit a list of available products and quantities;
2. Discuss pricing and delivery times;
3. Send sample for revision and inspection;
4. Reach final agreement and proceed to signing a contract between Shatora Foodstuff Trading Co. and the supplier.

Payment Terms

On a monthly basis, but is also willing to pay within 15 days (actual details will be pinned down in the contract)

Testing

Palestinian products are not required to undergo lab tests.

Summary of Buyers' Profiles

The visit to the UAE market yielded 14 detailed buyers' profiles, the table below summarizes their level of interest and the products they are most interested in:

#	Company	Interest level (High – Medium – Low)	Products of Interest	Potential for Cooperatives Products	Interest in Organic Products
1	Kibsons International	High	<ul style="list-style-type: none"> - Various fruits and vegetables and herbs (both organic and otherwise); - Olive Oil 	No	Yes
2	Barakat Group	High	<ul style="list-style-type: none"> - Various Fruits and Vegetables, including but not limited to: - Grapes both green and black, preferably seedless and good size grapes; - Tomatoes both cherry and otherwise; - Cucumbers (to fill the gap when the UAE is not producing any); - Capsicum both green and colored; - Strawberries; - Herbs; 	No	No
3	Nassar Al Refaee Fruits & Vegetables Trading – NRTC	High	<ul style="list-style-type: none"> - All Fruits and Vegetables such as: - Cucumber; - Tomatoes; - Herbs; - Avocados; - Guavas; - Mushrooms. 	No	No
4	Mirak Trading LLC	Medium	<ul style="list-style-type: none"> - All Fruits and Vegetables and Herbs 	No	Limited
5	Pan Fresh International	Low	<ul style="list-style-type: none"> - They are prepared to import from Palestinian companies currently existing in the UAE 	No	No
6	Al Alali	High	<ul style="list-style-type: none"> - Vine leaves (they are prepared to import 20 to 30 truckloads of Palestinian vines if the price is competitive – as a start); - Maftool; - Sumac; - Freekeh; 	Yes	No

			- Olive paste;		
7	Del Monte Foods	High	- Only interested in fresh fruits and vegetables and herbs	No	No
8	Power Circle General Trading	High	- Olive Oil; - Za'tar; - Dates (i.e Madjuol Dates); - Vine Leaves; - Maftool; - Freekeh; - Dead Sea Salt; - Makdoos; - Shatah; - Soap.	Yes	Yes
9	Mawasem Al Sif	High	- Herbs; - Cherry Tomatoes; - Grape Leaves – Fresh; - Capsicum; - Avocadoes; - Grapes; - Potatoes.	Yes	No
10	Souk on Wheels	High	- Molokhia; - Thyme (Za'tar); - Soap; - White Cheese; - Makdoos; - Tomato Paste; - Maftool; - Freekeh; - Pickles; - Etc.	Yes	No
11	Al Atheed General Trading	High	- Olive Oil; - Pickled Olives; - Za'tar; - Freekeh; - Majdoul Dates; - Tomato Paste; - Humus; - Dried beans (such as Lentle).	No	No
12	Waheet Al Reem Lel Tomoor	High	- Majdoul Dates; - Bon-Bon (Rutab).	No	No
13	Foodco Holding	Low	- Couscous (i.e. Maftool); - Frozen meat;	No	No

			<ul style="list-style-type: none"> - Grape leaves; - Rice; - Tuna; - Canned food; - Pastas; - Tissue papers; - Edible oil (sunflower oil, corn oil); 		
14	Shatora Foodstuff	High	<ul style="list-style-type: none"> - Freekeh; - Za'tar; - Olive Oil; - Herbs; - Fruits and Vegetables; - Grape leaves; - Avocadoes; - Guavas; - Tomatoes; - Pickles; - Soap; - White Cheese (Baladi Cheese); - Jameed; - Labaneh in Oil; <p>10. Makdoos;</p> <p>11. Shatah (i.e. Chili Sauce);</p>	Yes	No

Annex I: Prices – Pictures of Products

Olive Oil



Capsicum



Cabbages and Cauliflower



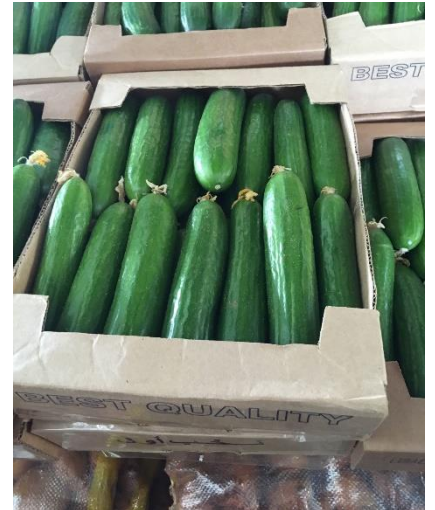
Dates & Derivatives



Tomatoes



Cucumbers



Herbs



Others



Annex II: Seasonality Chart - Fruits

The seasonality chart below was collected thanks to the information provided by Barakat Group, it helps Palestinian farmers and marketing companies to understand the current suppliers/competitors in the market and make note of any gaps that will help them supply their products more efficiently in relation with the seasonality of UAE fruits imports.

Products	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CITRUS												
Naval Orange	Egypt	Egypt	Egypt	Egypt	Egypt						Egypt	Egypt
	USA	USA	USA	USA	USA							USA
	Turkey	Turkey									Turkey	Turkey
	Syria										Syria	Syria
	Lebanon										Lebanon	Lebanon
	Morocco	Morocco	Morocco	Morocco								Morocco
	China	China	China	China							China	China
					S. Africa	S. Africa	S. Africa	S. Africa	S. Africa			
						Australia	Australia	Australia	Australia			
	Spain	Spain	Spain	Spain							Spain	Spain
Valencia Orange	Australia	Australia	Australia	Australia						Australia	Australia	Australia
			Turkey	Turkey	Turkey							
		Egypt	Egypt	Egypt								
		Lebanon	Lebanon									
			Morocco	Morocco	Morocco	Morocco						
					USA	USA	USA	USA	USA	USA		
		Cyprus	Cyprus	Cyprus	Cyprus							

		Cyprus	Cyprus	Cyprus	Cyprus							
					S. Africa	S. Africa	S. Africa					
	Morocco	Morocco									Morocco	Morocco
Lime Seedless	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil
	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
									Egypt	Egypt	Egypt	Egypt
		Vietnam	Vietnam	Vietnam	Vietnam	Vietnam						
APPLES												
Granny Smith	USA	USA	USA	USA	USA				USA	USA	USA	USA
	Italy	Italy						Italy	Italy	Italy	Italy	Italy
	France	France							France	France	France	France
			S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa				
	Spain	Spain	Spain						Spain	Spain	Spain	Spain
				N. Zealand	N. Zealand	N. Zealand						
FUJI				Chile	Chile	Chile	Chile	Chile	Chile			
	China	China	China	China	China	China	China	China	China	China	China	China
			N. Zealand	N. Zealand	N. Zealand							
				Chile	Chile	Chile	Chile	Chile	Chile			
			S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa				
Royal Gala	USA	USA	USA	USA	USA	USA	USA			USA	USA	USA
	Italy	Italy							Italy	Italy	Italy	Italy
	USA	USA	USA	USA	USA				USA	USA	USA	USA
			S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa				
	Spain	Spain							Spain	Spain	Spain	Spain
							China	China	China	China	China	

Red Grapes	S. Africa	S. Africa	S. Africa	S. Africa							S. Africa	S. Africa
	Australia	Australia	Australia	Australia	Australia						Australia	Australia
						USA	USA	USA	USA	USA	USA	
							Egypt	Egypt	Egypt	Egypt	Egypt	Egypt
											Spain	Spain
	Chile	Chile	Chile									
MELONS												
Rock Melon	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
	Honduras	Honduras	Honduras	Honduras	Honduras							Honduras
	Brazil								Brazil	Brazil	Brazil	Brazil
						Egypt	Egypt	Egypt	Egypt	Egypt		
	India	India	India	India	India							India
	Oman	Oman	Oman	Oman	Oman						Oman	Oman
Water Melon	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
	India	India	India	India								India
	Oman	Oman	Oman	Oman	Oman							
					Jordan	Jordan	Jordan	Jordan				
					Iran	Iran	Iran	Iran	Iran	Iran	Iran	Iran
							Turkey	Turkey	Turkey	Turkey		
						Egypt	Egypt	Egypt				
					Spain	Spain	Spain	Spain				
							Syria	Syria	Syria	Syria		

Peaches	S. Africa	S. Africa	S. Africa							S. Africa	S. Africa	S. Africa
					Spain	Spain	Spain	Spain	Spain			
	Australia	Australia	Australia									Australia
					Turkey	Turkey	Turkey	Turkey				
	Chile	Chile	Chile									
					USA	USA	USA	USA	USA	USA		
								Italy	Italy			
Cherry					Iran	Iran	Iran					
					Turkey	Turkey	Turkey	Turkey				
					Syria	Syria	Syria	Syria				
					Spain	Spain	Spain					
				USA	USA							
	Australia	Australia									Australia	Australia
OTHER FRUITS												
Pineapples	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines	Philippines
	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka
	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya
	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana
Pomegranates	India	India	India	India	India	India	India	India	India	India	India	India
	Turkey									Turkey	Turkey	Turkey
								Egypt	Egypt	Egypt	Egypt	Egypt
				Iran	Iran	Iran	Iran					
									Spain	Spain	Spain	Spain
								Afghanistan	Afghanistan	Afghanistan	Afghanistan	Afghanistan

								tan	tan	tan	tan	tan
Kiwi	Italy	Italy	Italy								Italy	Italy
				Chile	Chile	Chile						
	N. Zealand	N. Zealand	N. Zealand							N. Zealand	N. Zealand	N. Zealand
		Australia	Australia	Australia	Australia							
			Iran	Iran	Iran	Iran	Iran	Iran				
Mangoes				India	India	India	India	India				
	S. Africa	S. Africa										S. Africa
					Pakistan	Pakistan	Pakistan	Pakistan	Pakistan			
	Indonesia	Indonesia	Indonesia								Indonesia	Indonesia
	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya
	Brazil	Brazil	Brazil						Brazil	Brazil	Brazil	Brazil
	Australia	Australia	Australia							Australia	Australia	Australia
Avocadoes			S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa		
	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico
	Australia	Australia			Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
	Chile									Chile	Chile	Chile
		Peru	Peru	Peru	Peru							
	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya	Kenya
Exotic Fruits	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand	Thailand
						Sri Lanka	Sri Lanka	Sri Lanka	Sri Lanka			
	Indonesia	Indonesia								Indonesia	Indonesia	Indonesia

Strawberries	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
	Egypt	Egypt	Egypt	Egypt							Egypt	Egypt
	Australia										Australia	Australia
			Spain	Spain								
	UAE	UAE	UAE	UAE								
Pear	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
			S. Africa	S. Africa	S. Africa							
						Spain	Spain	Spain	Spain			
			Argentina	Argentina	Argentina	Argentina	Argentina	Argentina				
	Chile	Chile	Chile	Chile								
							Turkey	Turkey	Turkey	Turkey	Turkey	

Annex II: Seasonality Chart – Vegetables

The seasonality chart below was collected thanks to the information provided by Barakat Group, it helps Palestinian farmers and marketing companies to understand the current suppliers/competitors in the market and make note of any gaps that will help them supply their products more efficiently in relation with the seasonality of UAE vegetables imports.

Products	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
VEGETABLES												
Carrots	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
	China	China	China	China	China	China	China	China	China	China	China	China
	Holland	Holland	Holland					Holland	Holland	Holland	Holland	Holland
	Oman	Oman	Oman	Oman	Oman							

	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
Red Onion	India	India	India	India	India	India	India	India	India	India	India	India	India
	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan	Pakistan
					China	China	China	China	China	China	China	China	China
		Saudi	Saudi	Saudi	Saudi	Saudi	Saudi						
							Egypt	Egypt	Egypt	Egypt	Egypt	Egypt	Egypt
White Onion	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA	USA
	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
					Spain	Spain	Spain	Spain	Spain	Spain			
					Lebanon	Lebanon	Lebanon	Lebanon					
	Turkey	Turkey	Turkey	Turkey	Turkey	Turkey					Turkey	Turkey	Turkey
							China	China	China	China	China	China	China
Brown Onion	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain	Spain
	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia	Australia
	Turkey	Turkey	Turkey	Turkey	Turkey	Turkey					Turkey	Turkey	Turkey
							Lebanon	Lebanon	Lebanon	Lebanon			
							China	China	China	China	China	China	China
							Saudi	Saudi	Saudi				
Potatoes	Saudi	Saudi	Saudi	Saudi	Saudi				Saudi	Saudi	Saudi	Saudi	Saudi
					Lebanon	Lebanon	Lebanon	Lebanon	Lebanon	Lebanon			
					Iran	Iran	Iran	Iran	Iran	Iran			
				Spain	Spain	Spain	Spain	Spain	Spain				
					China	China	China	China	China	China	China	China	China
									Jordan	Jordan	Jordan	Jordan	Jordan

	China	China	China	China	China	China	China	China	China	China	China	China
	India	India	India							India	India	India
						Iran	Iran	Iran	Iran	Iran	Iran	