



KUWIAT DEMAND STUDY





Kuwait Market Study

The study was developed under the framework of the UNDP project titled “Empowerment of JAIP business to access and penetrate regional markets “

26.08.2019

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Background on the Kuwaiti Economy

Kuwait is a country dependent on its proven oil and natural gas reserves for its economic growth. However, Kuwait has been working steadily trying to diversify its economy especially since its susceptible to falling oil prices. As such, the Kuwaiti government is addressing this issue by “cuts in subsidies and public sector wages, shifting employment to the private sector, diversifying sources of income and attracting foreign investments. However, the government’s attempts to implement these policies incited strong popular discontent. One of the most vivid examples was the three-day strike of oil sector workers on April 2019¹, which effectively paralyzed the country’s most vital industry. As a result, most of the government reform measures could not be fully implemented. Meanwhile, the government was able to launch a record number of new and long-awaited development projects that had previously been delayed (e.g., the Az Zour North Power Plant, the Clean Fuels Project, Kuwait International Airport, et cetera).”²

Yet, with 6% of the world’s proven oil reserves and 1% of its natural gas, Kuwait had an estimated GDP per capita of \$71,943 in power purchasing parity terms in 2017, which was the eighth-highest value for any country or autonomous region, according to the World Bank. Kuwait has also been a prudent saver of its petrodollars and has the world’s fourth-largest sovereign wealth fund, with the Kuwait Investment Authority managing \$592bn in assets in mid-2018, according to the SWF Institute. In 2018, the IMF calculated this financial buffer to be equivalent to 470% of Kuwait’s GDP. Although Kuwait is still exposed to oil price fluctuations for now, development initiatives already under way should ensure a sustainable economic growth path in the long term.³

Moreover, despite falling oil prices Kuwait remains a very wealthy country with poverty virtually nonexistent among Kuwaiti nationals. The reason being is that about 80% of Kuwaitis are working in the public sector, which are jobs reserved only for Kuwaiti nationals and are paid handsomely and work fewer hours which make them hesitant to join the private sector where wages are not as high and hours are longer. Yet, the government have embarked on a “Kuwaitization” project to create jobs for Kuwaiti nationals in the private sector and limit the jobs for foreigners.⁴ “Expatriates account for about 70% of Kuwait's population, including 1.1 million Arab expatriates and 1.4 million Asian expatriates.”⁵

According to Euromonitor International, the economy is expected to improve as it is driven by higher oil prices. Which had a rejuvenating effect on the non-oil industries as well leading to recovered growth and capital dedicated to new projects. Growth of real GDP will edge upward, reaching 4.0% in 2021. However, growth rates will slip to around 2.9% per year by 2026.

KEY POINTS (Source: Euromonitor International)

- The economy will likely continue to grow this year due to somewhat higher oil prices, although the OPEC production cap is still in place. Real GDP is expected to grow by 3.5% in 2019 following growth of 1.3% in 2018.
- The real value of private final consumption rose by 5.1% in 2018 and a growth of 5.1% is also expected in 2019. The low level of unemployment and a delay in the introduction of the VAT support consumer spending.
- Unemployment is expected to be 2.2% in 2019 - the same rate as in 2018. Private employment will likely fall but this is mainly due to the government's efforts To clamp down on "phantom" employees. Despite this move, public sector Employment is increasing by around 2% per year.

¹ <https://www.reuters.com/article/us-kuwait-oil-strike-idUSKCN0XG2BW>

² <https://www.bti-project.org/en/reports/country-reports/detail/itc/KWT/>

³ <https://oxfordbusinessgroup.com/kuwait-2018/economy>

⁴ <https://www.bti-project.org/en/reports/country-reports/detail/itc/KWT/>

⁵ <http://worldpopulationreview.com/countries/kuwait-population/>

- Growth of real GDP will edge upward, reaching 4.0% in 2021. However, growth rates will slip to around 2.9% per year by 2026.

Economic indicators		2013	2014	2015	2016
GDP	\$ M	174161.5	162631.8	114041.2	-
GDP growth	%	1.1	0.5	1.8	-
Inflation (CPI)	%	2.7	2.9	3.3	3.2
Unemployment	%	3.5	3.4	2.8	2.4
Foreign direct investment	% of GDP	0.8	0.3	0.2	-
Export growth	%	-4.0	1.4	1.0	-
Import growth	%	-0.1	8.0	5.1	-
Current account balance	\$ M	69492.8	53965.9	8584.2	930.0
Public debt	% of GDP	6.5	7.5	11.0	18.5
External debt	\$ M	-	-	-	-
Total debt service	\$ M	-	-	-	-
Net lending/borrowing	% of GDP	26.1	7.6	-21.0	-
Tax revenue	% of GDP	0.8	0.9	1.4	-
Government consumption	% of GDP	16.4	17.8	24.6	-
Public education spending	% of GDP	-	-	-	-
Public health spending	% of GDP	2.2	2.6	-	-
R&D expenditure	% of GDP	0.3	-	-	-
Military expenditure	% of GDP	3.3	3.6	4.8	-

Sources (as of October 2017): The World Bank, World Development Indicators | International Monetary Fund (IMF), World Economic Outlook | Stockholm International Peace Research Institute (SIPRI), Military Expenditure Database.

Income and Expenditure

The savings ratio in Kuwait is substantial, amounting to 17.3% of disposable income in 2018. The ratio will dip to 17.2% in 2019.⁶ The Consumer expenditure per capita totaled KWD 3,006 (US\$9,956) in 2018. An increase of 3.7% (in real terms) is expected in 2019. Spending on miscellaneous goods and services will be the fastest-growing category in 2019-2030.

In the period 2019-2030, total consumer expenditure will grow at an average annual rate of 3.8%. It will increase by a cumulative value of 51.1% during that period. Total consumer expenditure will represent 26.0% of GDP in 2019. This is about half the regional average.

In 2018, real disposable income per capita totaled KWD4,800 (US\$15,895). It is expected to increase by 3.6% in 2019. During the period 2019-2030, total disposable income will increase by a cumulative value of 51.4% in real terms - growing at an average annual rate of 3.8%.

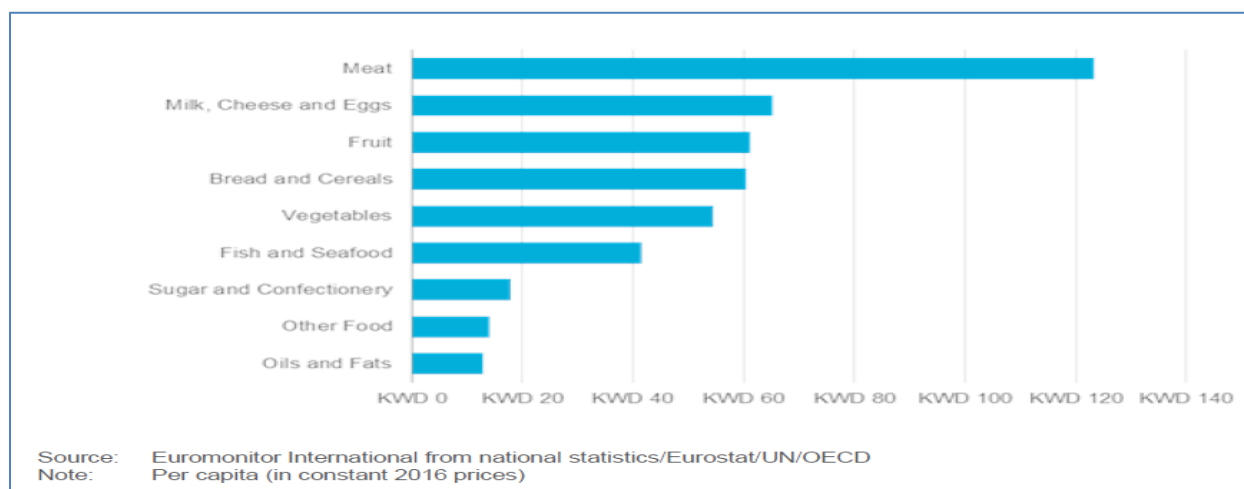
Eating Habits: Kuwaiti Consumers

Kuwaitis eating habits tend to be independent of the economic climate, as Kuwaitis are used to a high standard of lifestyle by having cooks at home or eating out in restaurants and socializing. The Kuwaiti cuisines is a mix of Arabic, Persian, Indian and other cuisines which influenced by the expats who represent about 70% of the population. According to an article in the Telegraph, Kuwait is the second most-meat hungry country in the world after the U.S. (per capita). With high demand on poultry, beef and lamb in addition to seafood and local favorite fish such as the Hamour and Zubaid.

“Eating out is the main way to socialize in Kuwait. There are endless options for eating out in restaurants in Kuwait (international fast food restaurants, local Arab eateries, Indian restaurants, Asian and Japanese, Mediterranean and Turkish, Italian restaurants, steakhouses) and a large number of coffee shops from international brands to local operators. That being said, new restaurants continue to open and seem to find customers. Kuwaitis like to talk about and be seen in newly opened places.”⁷

Kuwait also have a diabetes rate among the highest in the world (along with obesity rate) which led the people to try to eat more healthy diet. There is an increased interest in multigrain products, freshly prepared salads and more protein-rich products. Most restaurants have recently introduced a separate 'low-fat' or 'fitness' menus and these are very popular.

Fig1: Consumer Spending on Food: 2016

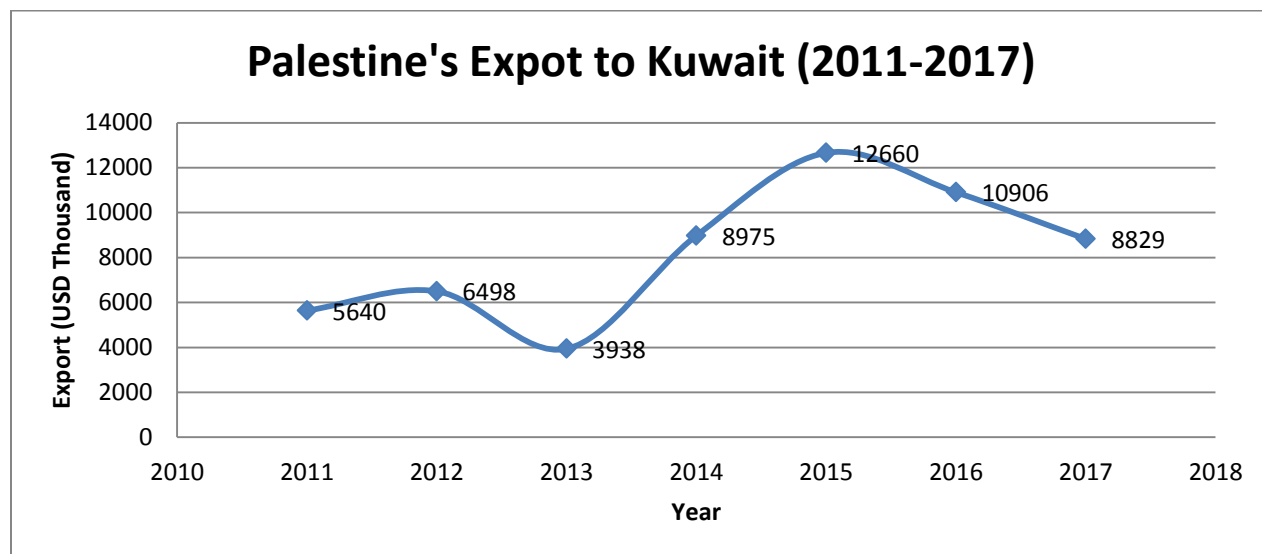


⁶ Euromonitor International – Kuwait Country Profile – April 2019

⁷ Euromonitor International – Consumer Lifestyle in Kuwait – Feb 2017

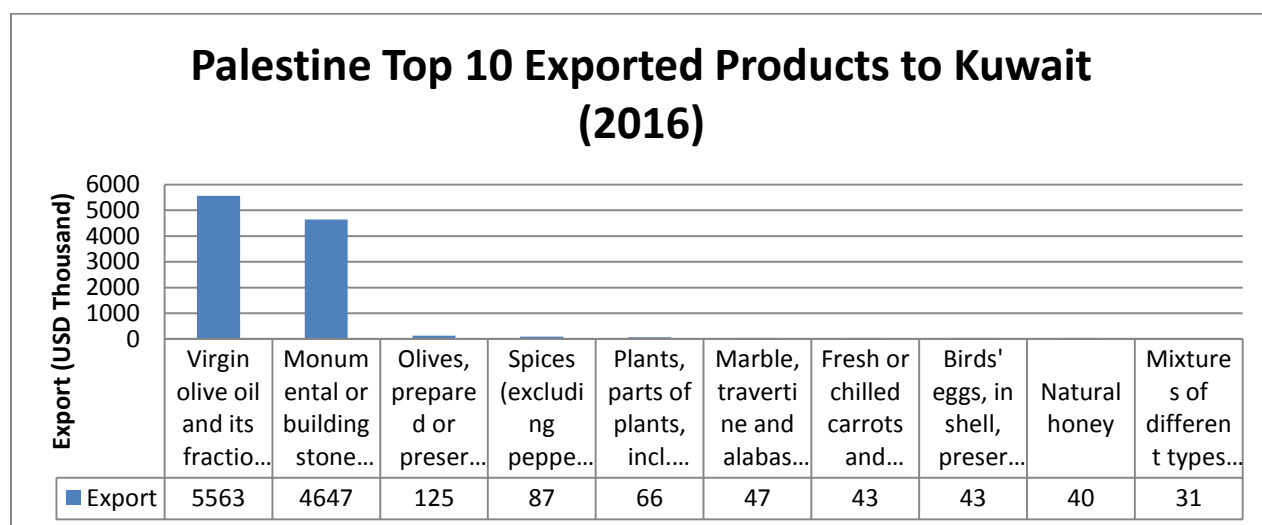
Palestine's Exports to Kuwait

The Kuwait market have proven to be a growing market for Palestinian exports. Since 2011 where Palestine exported USD 5.6 million. In 2012, exports increased to reached USD 6.4 million and then declined again to USD 3.9 million in 2013. However, the following years (2013-2016) saw Palestinian exports increase from USD 3.9 million to USD 10.9 million in 2016. In 2017, exports declined again to reach USD 8.8 million but still remained higher than the years 2011 to 2014. The main reason behind declined Palestine's export to Kuwait is a decline in our exports of stone and marble.



Source: Trademap.org and 2017 data obtained from PCBS

In terms of products exported to the Kuwaiti market by Palestine, in 2016 olive oil represented our largest exported product to Kuwait with USD 5.5 million, while stone and marble exports ranked second with USD 4.6 million. The remaining top products where exported with limited quantities and indicate our lack of diversification when it comes to export to Kuwait. As such, pickled olives ranked 3rd USD 125 thousand, followed by spices with USD 87 thousand, and herbs with 66 thousands. The chart and table below represents our top 10 exports to Kuwait in 2016.



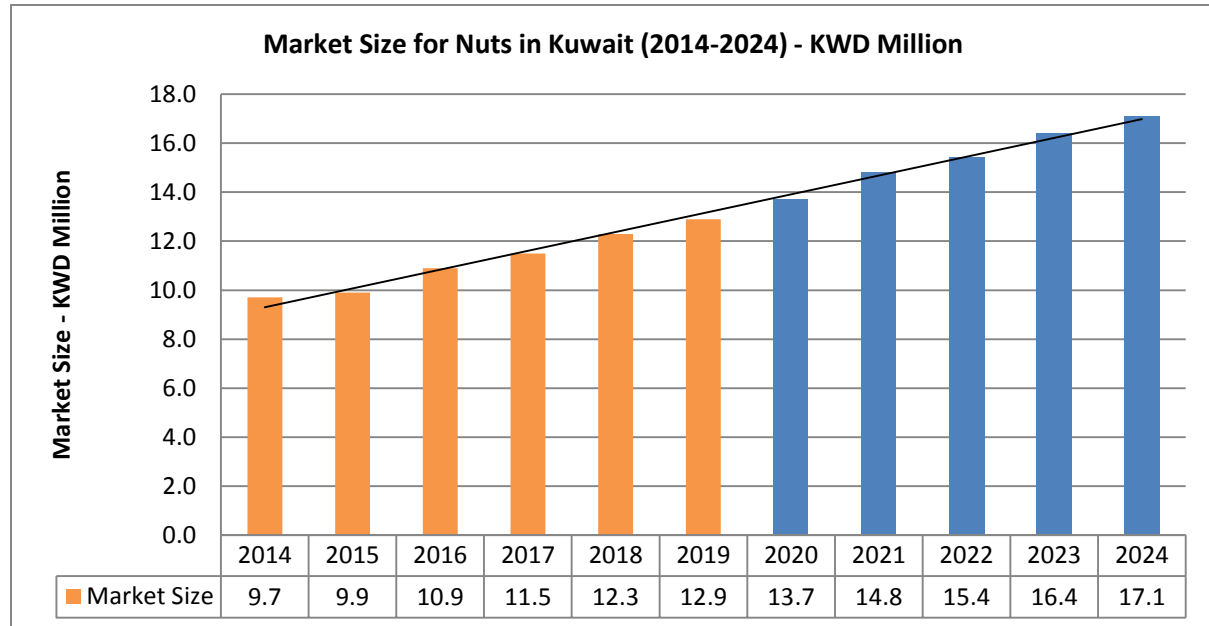
Source: Trademap.org

Product label	Palestine, State of's exports to Kuwait									
	Value in 2007	Value in 2008	Value in 2009	Value in 2010	Value in 2011	Value in 2012	Value in 2013	Value in 2014	Value in 2015	Value in 2016
All products	714	1364	861	2782	5640	6498	3938	8975	12660	10906
Virgin olive oil and its fractions obtained from the fruit of the olive tree solely by mechanical ...	495	658	224	1223	1358	2684	814	1975	5294	5563
Monumental or building stone and articles thereof, simply cut or sawn, with a flat or even ...	28	356	319	113	3745	441	1478	5695	6697	4647
Olives, prepared or preserved otherwise than by vinegar or acetic acid (excluding frozen)	0	0	0	0	0	0	0	0	194	125
Spices (excluding pepper of the genus Piper, fruit of the genus Capsicum or of the genus Pimenta, ...)	10	46	15	27	65	99	1	159	80	87
Plants, parts of plants, incl. seeds and fruits, used primarily in perfumery, in pharmacy or ...	0	0	0	0	0	0	325	4	0	66
Marble, travertine and alabaster articles thereof, simply cut or sawn, with a flat or even ...	0	0	42	248	45	3	0	453	18	47
Fresh or chilled carrots and turnips	0	0	0	0	0	0	0	0	20	43
Birds' eggs, in shell, preserved or cooked	0	0	0	0	0	0	0	0	0	43
Natural honey	1	3	0	0	0	0	0	3	1	40

Source: Trademap.org

Nuts Market in Kuwait

The Kuwaiti market for nuts is growing steadily as demand on the products increase. The market registered 9.7 KWD million in 2014 and increased to reach 10.9 KWD million in 2016. In 2019, the market stood at 12.9 KWD million and is forecasted to continue its growth to reach 15.4 KWD million in 2022 and 17.1 KWD million in 2024.



Source: Euromonitor International - * - Data in blue represents forecasted data.

Kuwaiti companies we've met with are interested in roasted quality nuts both for Hotels and Hypermarkets. The packaging needs to be modern and attractive in either bags or containers. The companies also highlighted their interest in flavored nuts such as lemon and permanganate flavor, as well as nuts mixed with dried fruits – see pictures below.





Energy Drinks Market in Kuwait

Our visits and meetings with Kuwaiti companies indicated that there is little potential for energy drinks in Kuwait, as the market is dominated completely by RedBull given the massive marketing efforts they invest in the Kuwaiti market, even the likes of Power Horse and Mountain Dew are losing the small market share they have to RedBull. In addition, the Kuwaiti government will soon follow suit of other GCC markets by introducing hefty taxes on all energy drinks and tobacco products.

Buyers Profiles

Abdulaziz M.T Al Ghanim General Trading and Contracting Co.



Company Brief

Abdulaziz M. T. Alghanim General Trading & Contracting Co. (AAA Co.) is wholly owned by late Mr. Abdulaziz M. T. Alghanim and family, established in 1972 and is officially registered with the Kuwait Chamber of Commerce & Industry as well as Ministry of Commerce & Industry.

The Company is a diversified group of companies that hold agencies and representation of several internationally reputed manufacturers and contractors.

Main objective of the food division to have a portfolio of excellence that is respected for the innovation of new food products in Kuwait and the Middle East. Committed to the practice of food 'quality and safety'. Their operating philosophy is consumer focused. And have a proud representation of International brands that offer products and services of the highest standards.

Main Products the company trade in:

Nuts, Sweets, Soap, Energy Drinks, Chocolate

Facilities – number of employees – trucks

The company has a total of 80 employees.

Warehousing facilities are based in Sulaibiya area and can accommodate dry products as well as frozen.

Trucks: 12 Vehicles

Contact Details

Mr. Nidal is newly hired and his new business cards are not ready, below are his email signature details:

Nadal Tanbouz
Commercial Director
Abdul Aziz M.T. Al Ghanim Co.
Tel. +965 22430100/22437310 Ext. 144
Fax. +965 22410473
Mob. : +965 6607 0476
Email : nedal@aalghanim.com
Web.: www.aalghanim.com

- Tel: +965 22430100/22437310
- Email: Contactus@aalghanim.com
- Website: www.aalghanim.com
- Address: Al-Thuweiny Building, 2nd floor Al Sour Street, Al Salhia, Kuwait
- Google Map Code: 9X69+C4 Kuwait City

Main Competitors

- M.N Al Hajery Co.
- Al Yasra Group
- Al Wazzan Group

Distribution channels

- Cooperative Society Outlets
- Hypermarkets
- HORECA
- Directly supplying large end user clients such as: Kuwait Oil Corporation, Al Ghanim Industries International
- Re-export to Iraq, KSA, Qatar, Bahrain

Interest in Palestinian Products

- Ice Cream
- Cheese
- Grape Leaves
- Pickles
- Liquid Soap
- Nuts
- Dairy products
- Seasonal fruits (avocado, figs..etc)
- Halva

Packaging requirements

- No private labels required
- Nuts to be packed in small packs for retail

- For seasonal fruits, to be packed in small special packs to eliminate humidity and external factors from damaging the products

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Market studies by the exporting company
- Clear guidance and willingness of marketing support.
- Share sample of the products

Testing and certifications

- Palestinian Ministry of Health/Agriculture Certificates

Shipping Requirements

The company prefers to work on C.I.F Inco Term.

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit of 60-90 days after arrival of the products.

As per Mr. Nidal, most of their suppliers provides credit facilities of 90 days since the company enjoys a great reputation in the Kuwaiti market.

B2B meeting

Yes highly interested.

General Meeting Notes

- Mr. Nidal shared that they previously have engaged in business activities with Palestine dairy company and he refused to share the name. The experience was negative as the first shipment was according the standard and level of quality that both parties agreed upon. However, the second shipment was bad and the Kuwaiti company was unable to clear the goods as the local Kuwaiti municipality test have indicated that the product is infected with bacteria and cannot be consumed by human and therefore, the company had two choices, either to export or destroy the goods. This issue left a negative image of Palestinian exporters.
- The Kuwaiti company is currently in the negotiation process to have an exclusive agency for Al Ard products from Palestine which is owned by Mr. Ziad Anabtawi
- The Kuwaiti company is interested in the product range of Palestinian company "Qamha" and would like to meet with them to discuss details.

- Most of Al Ghanim international suppliers, support the Kuwaiti company with Marketing expenses, promotions, including listing fees, shelf rental fees and rebate on the basis of cost sharing for the first year 70% and then 50% from the second year onwards.
- Mr. Nidal indicated that KSA will soon be able to export Olive oil that is similar to the Jordanian and Palestinian oils. The acidity might be slightly higher. However, this will create a threat to Palestinian oil producers to sell in the GCC due to the low prices of the Saudi olive oil, which will be produced from the northern side of KSA near Jordan borders.

Ahlia Group Co. for Foodstuff and Consumer Products



Company Brief

Ahlia Group Co. W.L.L. For Foodstuff and Consumer Products. Was established in 1996 with modest beginnings and over the years emerged as the prime importer, retailer, processor and distributor of authentic, premium high quality Spices, pulses, herbs and other foodstuff in Kuwait.

Ahlia is DAR-TUO ISO 9001-2000 and HACCP certified company with stringent standards for high quality products, state of the art processing methods, professional management, and ethical business practices. The company keep their customer's needs foremost and this has propelled them from a modest beginnings, with a planned vision, to their current standing as one of Kuwait's prime foodstuff supplier, and with prospects for a more enhanced future growth.

Management Policy and Vision:

Ahlia identity has been built on the strength of its robust business understanding of its customer's needs and is happy to be recognized for leaving a positive imprint on all its business relationships and also in reinforcing bonds and trust with its customers which transcends business.

Main Products the company trade in:

Nuts, Sweets, Chocolate

Facilities – number of employees – trucks

Main warehouse based in Ardiya industrial

Trucks: A fleet of more than 20 vehicles

Contact Details

Mr. Manoj Mathew – Assist Sales Purchase Manager

- Mobile: + 965 67064041 / + 965 51616005
- Tel: + 965 24335120
- Email: sales@ahliafood.com

Company Contact Details:

- **Tel:** +965 24335420/1
- **Email:** info@ahliafood.com
- **Website:** www.ahliafood.com
- **Address:** Area 3, Block 154, Ardiya Industrial Area, Kuwait., near Toyota Center
- **Google Map Code:** 7WW9+FJ Ardiya, Kuwait

Main Competitors

- Majdi Spices
- Internaral Mill

Distribution channels

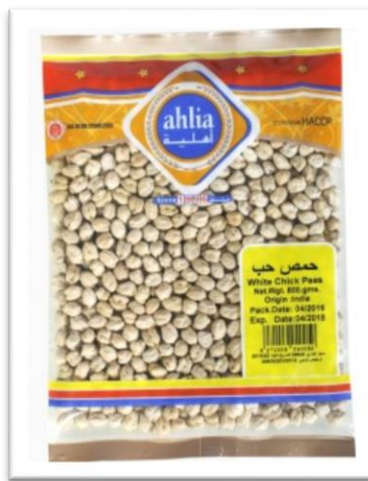
All retail and wholesale

Interest in Palestinian Products

- Dried Herbs (Large quantities)
- Sweets
- Olive paste

Packaging requirements

Al Ahlia only carries their own brands. They import in bulk and then do the packing and labelling process in house, sold as Ahlia brand.



Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share profile of the company
- Share sample of the products
- Meetings or email exchange to discuss orders and other details

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Producers preferably to hold ISO certification

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit of 90 days

B2B meeting

Yes highly interested.

However, the company doubts that Palestinian prices will compete with their own sources of spices and nuts, which are mainly from India and south east Asia.

Hilton Hotel & Resort

Company Brief

Upscale beachfront resort overlooks the Arabian Gulf, and is 11 km from the zoo at Ahmadi Garden and 13 km from Marah Land Park.

Featuring gulf or garden views, the modern accommodations range from rooms with free Wi-Fi and sofa beds, to studios with kitchenettes, and villas with balconies or terraces; upgraded villas have private pools. Amenities include 3 cafes, 3 restaurants, and an alcohol-free bar by 1 of the 2 pools. There's also a spa, a 24-hour gym and a kids' play area, along with 5 private beaches and activities such as tennis, football and fishing

Management Policy and Vision:

To build on the international reputation of Hilton hotels and expand their properties in Kuwait.

The company will also soon be launching their first 3 stars hotel in Kuwait Hilton Garden Inn and their 5 stars premium luxury hotel Waldorf Astoria.

Main Products the company trade in:

Soap and dead sea products

Facilities – number of employees – trucks

Basic in-house warehousing facilities as Hilton places order through their local suppliers in Kuwait according to their needs. Therefore, advanced warehousing facilities are not required.

Trucks: No outdoor distribution

Contact Details

Mr. Shoaib Anwar Muhammad – Purchasing Manager

- Mobile: +965 97888108
- Email: shoaib.anwar@hilton.com
- Tel: +965 222 56 222 Ext. 7049

Company Contact Details:

- **Tel:** +965 2225 6222
- **Email:** shoaib.anwar@hilton.com
- **Website:** www.kuwait.hilton.com
- **Address:** Salem Sabah Al Salem Al Sabah Street, Mangaf
- **Google Map Code:** 448P+FF Mangaf

Main Competitors

- Jumeria Hotel Messila
- Marriott Kuwait City
- Sheraton Kuwait City

Distribution channels

Hilton is an end user, and therefore the products that they are interested in from Palestine are to be used in-house i.e., Spa, rooms and to be sold to in-house guests and Spa members.

Interest in Palestinian Products

- Soap (bars and liquid)
- Aroma Therapy Oils
- Dead Sea mud products such as masks and body scrubs

Packaging requirements

- Spa products to be packed and labeled with the manufacturers own design and branding. Packaging to be high-end modern design for Spa display and usage.
- Soap bars are usually preferred to be in 100 gm size

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products with the local suppliers of Hilton

Testing and certifications

Organic certification for the some of the products. i.e., dead sea mud products

Shipping Requirements

To be determined by the local supplier nominated by Hilton Hotel.

Payment Terms

To be discussed between the Palestinian company and Hilton's local suppliers

B2B meeting

Yes. Hilton and their local suppliers are interested

Notes/General Findings/Photos

- Mr. Shoaib Anwar is the head of purchasing at Hilton Kuwait and during the meeting Mr. Shoaib have introduced their local suppliers for Spa products and office suppliers **Al Fayha Office Supplies** represented the company Mr. Mutaz Awad
- It was discussed that if in case Hilton was interested in any of the products after checking the samples, then the buyer in this case will be Al Fayha Office Supplies which will eventually supply Hilton Hotel
- A profile of Al Fayha Office Supplies is enclosed
- Mr. Shoaib have indicated that there is a potential for Palestinian products to be available at the Hilton Spa and can also be supplied later on to their two upcoming properties in Kuwait, Hilton Garden Inn and Waldorf Astoria.

Al Fayha Office Supplies

Company Brief

Al Fayha Supplies Co. is a part of Abdullah Mubarak Al Manaie Group. Al Fayha specializes in distribution of office supplies, hotel supplies and companies catering requirements. They currently serve more than 200 large corporation and leading hotels in Kuwait with supplies such as stationery items, office cleaning products, hotel supplies, towels and many other items.

They have exclusive agency for leading international brands such as UHU, Milan, Kores and BoMo.

Management Policy and Vision:

Al Fayha is always aiming to acquire more prestigious accounts in Kuwait and expand their international portfolio of brands.

Main Products the company trade in:

Soap

Facilities – number of employees – trucks

1,500 sq. meters warehouse based in Doha area can accommodate for dry products only.

Trucks: A fleet of more than 10 vehicles

Contact Details

Mr. Mutaz Shuaib – Sales Director

- Mobile: + 965 66335821 / + 965 66448566
- Tel: + 965 22470252
- Email: sales@fayha.net

Company Contact Details:

- **Tel:** +965 66335821
- **Email:** sales@fayha.net
- **Website:** www.almaha-stationery.org
- **Address:** Al Shuhada Street, Block 9, Al Murqab
- **Google Map Code:** 9XCH+3J Kuwait City

Main Competitors

- Al Sharhan Co.
- Wadi Thaqeef Stores

Distribution channels

- Hotels
- Large Corporations such as Equate, National Bank of Kuwait.
- Key Accounts: Sultan Center, Lulu Hypermarkets

Interest in Palestinian Products

- Soap (bars and liquid)
- Aroma therapy oils
- Dead sea mud products
- Olive Oil packed in sachets for restaurants and cafes

Packaging requirements

Al Fayha will advise on the packaging requirements once they receive samples of the above mentioned products to be able to present it to their clients such as Hilton Hotel and will then communicate the packaging requirements with the Palestinian exporters.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products

Testing and certifications

Organic certification for dead sea products (required by their client, Hilton Hotel)

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Initially to start with 25% payment in advanced and 75% against documents.

Later on and once the relationship is built with the Palestinian exporter, Al Fayha will request credit terms of 60 days after arrival.

B2B meeting

Yes highly interested.

General Notes

- Al Fayha Supplies is the preferred suppliers for Hilton Hotel in Kuwait. Hilton Kuwait have nominated Al Fayha to supply them with soap and Dead Sea products from Palestine.

Al Quood International Co.

Company Brief

Al Quood International is one of the leading fruit and vegetables trading houses in Kuwait, with a history in the Kuwaiti market of more than 25 years.

Al Quood imports their products from South East Asia, India and the Philippines. They also trade with North African producers occasionally.

In addition to that Al Quood sells spices, dried herbs and sauces imported from Asia.

Management Policy and Vision:

Currently the company is working on launching a new branch based in Shuwaikh area to cater for both retail and whole customers.

They have recently shifted to a larger head office with warehousing facilities.

Main Products the company trade in:

Nuts, Chocolate, Sweets

Facilities – number of employees – trucks

A new warehouse of 2,000 sq. meter with refrigerators and cooling equipment's.

Trucks: A fleet of more than 10 vehicles

Contact Details

Mr. Khalid Al Quood – Executive Manager

- Mobile: + 965 99840640
- Tel: + 965 24341722 Ext 128
- Email: kquood@gmail.com

Company Contact Details:

- **Tel:** +965 24341722/33/99
- **Email:** kquood@gmail.com
- **Website:** N.A
- **Address:** Al Rai Industrial Area, 345-349 36 Street
- **Google Map Code:** 8W7W+56 Rai, Kuwait

Main Competitors

- Fresh Fruit Co.
- Star Fruit
- Tofaha Co.

Distribution channels

- Central Fruits and Vegetables market
- Co-Ops Society Outlets
- HORECA
- Retail shops

Interest in Palestinian Products

- Fresh Fruits and Vegetables
- Fresh Herbs
- Avocado
- Figs
- Grapes
- Nuts
- Chickpeas
- Olive Oil

Packaging requirements

High quality reliable packaging mainly for the fresh products as it is sensitive and can be damaged if not contained or packed in accordance to standards.

Any damaged products will be returned to the exporter and it is requested to agree on this on writing between all related parties.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with a data of their prices
- To keep the company updated on a weekly basis of produce prices and conditions
- Have a trial order to test the quality

Testing and certifications

Palesteanian Ministry of Health/Agriculture Certificates

Lab tests

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit of 60 days

B2B meeting

Yes highly interested.

General Notes

- The company have experienced dealing with a few Palestinian fresh produce exporters. However, Al Quood feels that most of them are looking for a short term gain rather than long term fruitful relationship for the two parties. And they requested to only recommend large, experienced producers only.

Al Quds Al Arabiya for food stuff Co.

Company Brief

The company is a distributor of traditional food products such as Zaatar, Frekeh, Nabulsi Soap, Cheese, Ghee, Pickled food. Most of their products are imported from Palestine, Syria and Jordan.

Currently they deal with Sanabel Al Naser from Jenin.

The company has one store in Shuwaikh area for walk in customers. The company also serves most of pastry and Arabic sweets restaurants in Kuwait.

Management Policy and Vision:

To focus on being a reliable distributor for high quality traditional food items.

The company owners continuously travels to Palestine to meet producers and exporters to bring the best quality possible to their store in Kuwait.

Main Products the company trade in:

Soap, Nuts, Chocolate, Oriental Sweets

Facilities – number of employees – trucks

A medium size storage facility is available in their Shuwaikh store.

Trucks: 2 mini vans for the delivery of orders to restaurants and other shops

Contact Details

Mr. Mahmoud Al Qudomi – Branch Manager

- Mobile: + 965 96963457
- Tel: + 965 24924952
- Email: al-qgsa-int@hotmail.com

Company Contact Details:

- **Tel:** +965 24924951/2
- **Email:** al-qgsa-int@hotmail.com
- **Website:** Not Available
- **Instagram:** alquds-alarabeiah
- **Address:** Shuwaikh, Wholesale Market Street, Al Fahem roundabout
- **Google Map Code:** 8WGH+RP Shuwaikh Industrial

Main Competitors

- Ramez Market
- Al Moallem Souq
- The Turkish Wholesale market & Persian Wholesale market

Distribution channels

- End Users, Walk in customers
- Restaurants
- Pastry and desert shops

Interest in Palestinian Products

- Soap
- Traditional products, Zaatar, Frekeh..etc
- Pickles
- Nabulsi Cheese

Packaging requirements

- For Nabulsi cheese to be packaged in bulk, i.e., large tins
- Pickles has to be in transparent jars and not tins

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email Mr. Mahmoud with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products
- Meeting either in Kuwait or Palestine

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

To be decided after forming their interest in the products and samples

B2B meeting

Yes highly interested.

Notes/General Findings/Photos



Some of the Palestinian products available at Al Quds Al Arabiya Store

Abdul Aziz Al Babtain & Sons Group

Company Brief

Abd Al-Aziz Sood Al-Babtain and his sons company established in 1958 which was the beginning for promoting consumable substances in Kuwait markets. The company's activity spread to the Saudi Arabia Kingdom too.

The company still depends on its commercial line upon these consumable products whereas it is the only distributor in Kuwait for many international companies and this work has spread into other commercial disciplines as the electrical and electronic devices then to foodstuffs.

After this the company expanded to the industrial sector by establishing many factories in the Saudi Arabia Kingdom by using international experiences. The company's work expanded to other sectors such as entertainment, educational, and Real estate sectors beside other investment projects in many countries in the world. The company has many international correlations with many companies, financial institutions and international banks.

The company depends in performing its diverse works upon high qualified manpower with experience where it has qualified staff educationally and professionally. This contributes in developing the company.

Management Policy and Vision:

The Food business was acquired in 1995 and is now amongst the top FMCG companies in Kuwait. We represent multinational brands ranging from La Vache Qui Rit, Kerrygold, Elle & Vire, Power Horse, Libby's, Paseo, Sannine and many more.

Main Products the company trade in:

Nut, Sweets, Soap, Energy Drinks, Chocolate

Facilities – number of employees – trucks

Available warehouses to accommodate dry and cold items based in Al Sulaibiya area.

Trucks: A fleet of more than 50 vehicles

Contact Details

Mr. Mohmmad Mezher – Commercial Manager

- Mobile: + 965 55667401
- Tel: +965 24343527 Ext: 211
- Email: mmezher@albabtaingroup.com.kw

Company Contact Details:

- **Tel:** +965 24343527
- **Email:** mmezher@albabtaingroup.com.kw
- **Website:** www.albabtaingroup.com.kw
- **Address:** Ardiya Industrial Block 5, Near DHL office
- **Google Map Code:** 7WVF+68 Ardiya

Main Competitors

- Al Wazzan Group
- Al Yasra Group
- White Stores Company

Distribution channels

All channels:

- Co-Op Society Outlets
- Hypermarkets and Modern Trade
- Cash & Carry (small super markets)
- HORECA
Catering to large corporates and end user through contracts and tenders

Interest in Palestinian Products

- Chocolate
- Olive Oil
- Honey
- Soap

Packaging requirements

The original packaging of the Palestinian company. No Private labels required.

Sizes to fit retail and wholesale for HORECA (60% of their business is generated from retail and 40% from HORECA and Wholesale)

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Then, Al Babtain will perform an in-house survey of the product and see if it is feasible to proceed to the later stage
- Share sample of the products (if their feasibility study shows positive returns)

Testing and certifications

Palestinian Ministry of Health

If incase any product is labeled and marketed as organic i.e., Olive Oil, then organic certificate is required.

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Al Babtain usually uses credit terms with their international suppliers, varies between 6 -120 day. However, this can be discussed later depending ticket size, volume, and how fast the product can be liquidated/sold.

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

- Al Babtain is the exclusive agent for Power Horse Energy Drink in Kuwait.
- Their current market share with Power Horse brand out of all energy drink brands in Kuwait is approximately 3%
- Energy drinks is a very competitive product, and require huge marketing expenses to increase awareness of the product with the current competitive environment of this product. The company assumes that the Palestinian producer will be unable to support with marketing activities and therefore, they are not interested in the product. In addition to that having Power Horse brand in their portfolio won't be allowing them to add a similar product to the portfolio.



Part of Al Babtain (Masaad) Portfolio

Ali Abdulwahab Al Mutawa Commercial Co.

Company Brief

Ali Abdulwahab Al Mutawa Commercial Co., also known as AAW is one of the oldest, largest and most successful retail and distribution conglomerates in Kuwait. AAW is a century old business with world-class operations in seven diverse retail divisions, representing over 100 global brands in the surging Kuwaiti market.

Management Policy and Vision:

AAW have continuously improved people's lifestyles by providing local and direct access to leading products around the world. AAW mission is to carefully identify and import successful products that enrich people's lives while ensuring the product's affordability, safety, integrity and performance. AAW take pride in being in every single supermarket and every single Kuwaiti home.

Main Products the company trade in:

Nuts, Soap, Sweets, Chocolate, Energy Drinks

Facilities – number of employees – trucks

AAW run and operate one of the largest and most complex distribution centers in Kuwait with over 250,000 cubic meters of storage space, meeting the target of delivering more than 200,000 products

Trucks: A fleet of more than 100 vehicles

Contact Details

Mr. Anas Al Jadda – Market Strategy & Planning Manager

- Mobile: + 965 97201213
- Tel: +965 22261710 Ext: 324
- Email: amj@aaw.com

Company Contact Details:

- **Tel:** +965 22261800
- **Email:** info@aaw.com
- **Website:** www.aaw.com
- **Address:** Head Office: 13002 Al-Soor St, Kuwait City
FMCG Dept.: Street 6, AAW Building, Shuwaikh
- **Google Map Code:** 9X8R+W6 Kuwait City, Kuwait

Main Competitors

- Al Wazzan Group
- White Stores
- Al Yasra Group
- Azzad Trading

Distribution channels

- Co-Ops Society
- Hypermarkets
- Pharmacies
- Hospitals
- Government Offices
- Wholesale and HORECA

Interest in Palestinian Products

- Soap
- Nuts
- Olive Oil
- Organic products in general

Packaging requirements

- Retail size packaging carrying the manufacturer name and branding, which has to be modern, smart, and attractive to complex Kuwaiti consumers.
- Olive Oil packaging for both retail (500 ml & 750 ml) and wholesale in larger tins.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products
- Arrange for meetings with the Palestinian companies

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Organic certificate if available. i.e., USDA, CCOF....etc.

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit facilities of 60 days. AAW can also operate on LC terms.

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

- AAW represent some of the world most important and successful retail brands and IS even the sole distributor of Procter and Gamble products and Roche Pharmaceuticals since 1965.
- The company's 100-year experience comes with many firsts, which has given to AAW the ability to set cornerstones in many retail practices like pharmaceuticals, outdoor, consumer goods, furniture and home appliances.
- The company employs more than 1,500 employees.



AAW Storage facilities



Part of the brands exclusively carried by AAW

Asead Alahlia General Trading and Contracting Co.

Company Brief

Asead Alahlia was established in 2006 to carry out import and export services, logistic services, and customs clearance for major clients in the shipping industry.

In 2008, Daily Express Co was established as a part of Asead Alahlia licensed as a Kuwaiti courier and postal services company to perform freight forwarding and all shipping services. Currently, Asead Alahlia is expanding its operations by entering to food stuff market as a way to fulfil our organization strategic plan as a diversified company.

Management Policy and Vision:

The Company is expanding their food stuff, fresh fruits and vegetables business. Asead Alahlia is also located in the new Central fruits and vegetables market in Kuwait, Asead Alahlia provides a verity of foodstuff products.

Main Products the company trade in:

Nuts, Oriental Sweets, Soap, Chocolates

Facilities – number of employees – trucks

Asead Alahlia owns heavy trucking and warehousing solutions and also offers this service to other customers

Trucks: A fleet of more than 100 vehicles

Contact Details

Mr. Obaid H. Al-Mutairi – General Manager

- Mobile: + 965 97877716
- Tel: +965 24758931
- Email: obaid@aseadalahlia.com

Company Contact Details:

- **Tel:** +965 51119898
- **Email:** obaid@aseadalahlia.com
- **Website:** www.aseadalahlia.com
- **Address:** Al Dajeej, Tala Mall, Mezzanine Floor, Office No. 5
- **Google Map Code:** 7X74+VH Al-Dajeej

Main Competitors

- Star Fruit
- Fresh Fruits Company
- Ajraas Co.

Distribution channels

- Co-Ops
- HORECA
- Hypermarkets
- Traditional Trade Markets (Fruits & Vegetables markets)

Interest in Palestinian Products

- 2nd grade olive oil
- Fruits and Vegetables
- Dairy products (Cheese) – for Knafeh as well.

Packaging requirements

For olive oil, 250, 500, and 750 ml. bottles are the fastest moving sizes.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products
- B2B Meeting in Kuwait

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

- Commission basis for fruits and vegetables products
- 60-90 days of credit for other products

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

Following the consultant and PalTrade meeting with the company, Mr. Tarek Mousa have send the below email inquiring about prices and products of interest.

From: Tariq Moussa
Sent: Tuesday, July 16, 2019 2:24 PM
To: Omar@capital-link.net
Subject: Re:

On Mon, 15 Jul 2019, 12:24 Tariq Moussa, <tar.samar@gmail.com> wrote:

دولة الكويت في 15-07-2019

اجتماع بحضور كل من

المحترم السيد / عمر فوده

المحترم السيد / محمد الرمعه

المحترم السيد / عبيد حمدي المطيري

المحترم السيد / طارق موسى

مقدمة عن شركة اسياذ الأهلية للتجارة العامة والمقاولات :

تأسست شركة اسياذ في عام 2006 لتقديم خدمات الإستيراد والتصدير والخدمات اللوجيستية والتخليص الجمركي لبعض الشركات العالمية ، في عام 2008 تم تأسيس شركة ديلى اسبرس كجزء من شركة اسياذ المرخصة لها كشركة كويتية للخدمات البريدية .

في الوقت الحالي تقوم شركة اسياذ بتوسيع عملياتها من خلال الدخول الى سوق المواد الغذائية كوسيلة للوقاء بخطة مؤسستنا الإستراتيجية كشركة متنوعة .

اهتماماتنا بالمنتجات الفلسطينية على الشكل التالي :-

1- خضار وفواكه طازجه .

2- اجبان والبان ومشققاتها.

3- زيت زيتون فلسطيني عادي واسترا فيرجن .

يرجى من سيادتكم تزويدنا بقلانمة أسعار منتجات الشركة وأيضا عينات من جميع المنتجات

Azzad Trading Group

Company Brief

Azzad Trading Group is the largest full line supplier to the hotels, restaurants and catering trade in Kuwait. Established in 1994 by the owners of Kuwait's five-star hotels. Azzad has firmly established itself as one of the premier food service distributors of high quality international food products in the country

Azzad Trading Group started its commercial operations with a capital of 4.95 million Kuwaiti Dinars. In addition to its food distribution division, Azzad's business lines include travel and tourism division, a "Centcom" approved bakery and pastry production facility and an upscale food shop featuring high quality imported gourmet food products.

Management Policy and Vision:

Azzad owners also owns some of Kuwait's five-star hotels and the support services division of Kuwait Airways, Azzad has firmly established itself as one of the premier food service distributors of high quality international food products in the entire Gulf region and the company is keen to expand into other middle eastern and GCC markets.

Main Products the company trade in:

Nuts, Chocolate, Energy Drinks, Oriental Sweets

Facilities – number of employees – trucks

A total of 4 warehouses to accommodate for cold and dry products. Each warehouse is approximately 1,500 sq. meters

Trucks: A fleet of more than 30 vehicles

Contact Details

Mr. Naif Khalil Hamad – Group Sales Manager

- Mobile: + 965 60011782
- Tel: +965 22054475
- Email: naif.hamad@azzadgroup.com.kw

Company Contact Details:

- **Tel:** +965 22054450 - 22054466
- **Email:** info@azzadgroup.com.kw
- **Website:** <http://www.azzadgroup.com>
- **Address:** 48 Kuwait Hotels Company Building, Mezzanine, Office No. 1 Al-Dajeej 13111
- **Google Map Code:** 7X68+2G Al-Dajeej

Main Competitors

- Al Wazzan Trading
- Al Yasra Group

Distribution channels

Azzad is specialized in HORECA distribution. In addition to having some of their products distributed to Kuwait Co-Ops at their own section in each Co-Op "Gourmet Corner"

Azzad also distribute their products to catering companies such as Kuwait Airways Services Company.

Interest in Palestinian Products

- Mainly interested in vine leaves
- **Nuts**
- **Chocolate**
- Tahini
- Olive paste (*Azzad currently imports olive paste from Italy*)
- Jams (*Azzad currently imports fruit jams from Iran at KWD 7 per 2.7 KGs*)
- Cut/sliced olives

Packaging requirements

- Nuts packaging is preferred to be in small packs ,Azzad supplies some of Kuwaiti hotels with nuts for their in room service (mini bar selection)
- Chocolate is to be in bulk sizes to be used for hotels, pastry shops, and restaurants. Azzad prefers 7 KGs buckets for chocolate spreads

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share profile of the company
- Discussion of business terms and other details via email exchange

Testing and certifications

- The standard Palestinian Ministry of Health/Agriculture Certificates.
- Some of their customers prefers products manufactured by ISO holder's suppliers. This is not a compulsory requirement but is a plus.

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit terms to be determined at later stages with Finance and Purchasing teams

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

- Mr. Naif Hamad shared that Energy Drinks market in Kuwait is very tough and is controlled by a few brands with very thin chances for any new comers to penetrate the market.



Company Head Office in Farwaniya, Al Dajeej



Part of Azzad portfolio of international brands

Dunia Stores Company

Company Brief

Dunia Stores, is a group of retail stores based in Kuwait. They sell consumer goods, house hold items, kitchen items in addition to consumer food products.

They import directly from different sources, including the U.S, Europe, Asia and many other regions.

Dunia also has a garment sale subsidiary and manufacture their own brand of blanket, covers and towels.

Management Policy and Vision:

Expand their product line and increase customer base targeting expatriates in the country with high level incomes.

Main Products the company trade in:

Nuts, Sweets, Chocolate

Facilities – number of employees – trucks

Central warehouse in Al Jahra area, with a few storage places in each store location

Trucks: A fleet of 6 vans

Contact Details

Mr. Nael Al Qattan – Deputy General Director

- Email: nalqattan8@gmail.com

Company Contact Details:

- **Tel:** +965 22442014 / 99666522
- **Email:** nalqattan8@gmail.com
- **Website:** N.A
- **Address:** Shuwaikh industrial area, block 3, street 78, building 98, Shuwaikh Industrial, Kuwait
- **Google Map Code:** 8WFM+Q7 Shuwaikh Industrial, Kuwait

Main Competitors

- The Approved Market Company
- Whole Foods
- Saveco

Distribution channels

Retail stores (owned by the company)

Interest in Palestinian Products

- Nuts
- Sweets
- Chocolate

Packaging requirements

All products of interest are to be packed for retail customers, single or family use packs.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products
- Meet with the potential supplier

Testing and certifications

- The standard Palestinian Ministry of Health/Agriculture Certificates.
- Some of their customers prefers products manufactured by ISO holder's suppliers. This is not a compulsory requirement but is a plus.

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit terms to be determined at later stages with Finance and Purchasing teams

B2B meeting

Yes highly interested.

Green Palace National Co.

Company Brief

Green Palace is a trading company focusing on delivering high quality products to their multi-channel business.

Green Palace is one of the most renowned names when it comes to pickles, cheese, and processed meat products. In addition to also having another line is business which is pet food through their agency Fancy Feast brand.

Management Policy and Vision:

Acquire more accounts in Kuwait and increase coverage of shops, restaurants and outlets served.

Main Products the company trade in:

Sweets, Chocolate, Nuts

Facilities – number of employees – trucks

A refrigerated warehouse in Al Rai industrial of more than 1,000 sq. meter

Trucks: A fleet of more than 5 vans

Contact Details

Mr. Nassim Eida –General Manager

- Mobile: +965 99604483
- Email: nassim_14@yahoo.com / gp@greenpalace.com.kw

Company Contact Details:

- **Tel:** +965 24740571
- **Email:** nassim_14@yahoo.com
- **Website:** N.A
- **Address:** Al Rai, Block 1, Street 5
- **Google Map Code:** 8W4M+PC Rai, Kuwait

Main Competitors

- Khazzan Trading
- The Turkish and Persian wholesale market

Distribution channels

- Co-Ops Society Outlets
- Hypermarkets
- Restaurants, bakery shops, and desserts shops

Interest in Palestinian Products

- Pickles
- Olives
- Nuts
- Sweets
- Cheese (Baladi)

Packaging requirements

- Cheese: large tins, 10-13 KGs
- Pickles and olives: plastic containers for wholesale
- Nuts: Bulk and packing will be done in Kuwait
- Sweet: retail packs

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit of 90 days

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

- Green Palace used to deal with Zadona (Sonokrot Group) in Palestine, and they have been inactive due to high prices offered by Zadona
- Most of their products are imported from Turkey, Lebanon and Syria. With high interest in buying from Palestine. However, the price might be not as competitive as other sources.

GRTC Solar

Company Brief

Global Resources Trading Company (GRTC) was established in 2005, has been a leader in the field of environment services within the state of Kuwait. GRTC have catered to the needs of the government sector which involved several ministries and municipalities as well as the private sector involving schools, hotels and other private organizations.

The company employs more than 20,000 employees in contracts, sub-contracts and other projects non Solar related, such as security, agriculture, cargo...etc.

Management Policy and Vision:

GRTC's mission is to deliver innovative services in the Renewable Energy sectors through technical study, construction, maintenance and professional training.

For economic and environmental reasons, GRTC believes the world is motivated toward the development of renewable energy resources and that Kuwait should be a part in such development.

To achieve its goal, GRTC has adopted five main objectives:

- Provide technical studies and design services.
- Construct renewable energy projects.
- Propose training courses in the renewable energy sectors.
- Supply innovative renewable energy products.

Technical support and maintenance services.

Main Products the company trade in:

Solar panels & accessories

Facilities – number of employees – trucks

A refrigerated warehouse in Al Rai industrial of more than 1,000 sq. meter

Contact Details

Mr. Mohammad Zok –Commercial Manager

- Mobile: +965 97241716
- Email: rawaduni@gmail.com / info@grtckwt.com

Company Contact Details:

- **Tel:** +965 - 97248705/97426146/97122682
- **Email:** info@grtcsolar.com
- **Website:** www.grtcsolar.com
- **Address:** Al Muwash Tower, 6th Floor, Al Murqab, Kuwait City
- **Google Map Code:** 9X9H+G2 Kuwait City

Main Competitors

- Solarity
- Smart Solar

Distribution channels

- Government projects and tenders
- Private sector projects
- Research Centers, such as Kuwait Institute for Scientific Research

Interest in Palestinian Products

- Solar Panels (Water cooling and power generating)
- Charging stations for electric cars to be developed and installed in parking lots.

Packaging requirements

Palletized containers

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, background and prices
- Ship sample of the system for testing

Sign distributor or agency agreement with GRTC.

Testing and certifications

- ISO certificate for panels
- FDA certificate is sometimes requested by their customers

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

GRTC wishes to deal with credit facilities of 90 days + due to the delay in payment from most of their government projects.

B2B meeting

Yes highly interested.

Notes/General Findings/Photos

- GRTC Solar purchase some of its solar panels from Jordan, Petra Factory.



Company Head Office in Murqab Area, Kuwait City

HORECA International Integrated Company

Company Brief

The company was established in 2014, within a span of one year with gaining popularity Horeca have transformed into Horeca International Integrated General Trading Co

Horeca company is specialized to support and provide products and services for Hotels, Restaurants and Cafés. With an experience of more than 15 years in cafe's and coffee business. The company is aiming to be a leader Kuwait market & world class company in HORECA sector

Management Policy and Vision:

To be a global leading company with high resources of inventive solution for HORECA sector.

To increase the value of suppliers, customers and society by focusing on high quality and reliable products and services along with innovated solution based on win win situation driven by Horeca values

Main Products the company trade in:

Nuts, Sweets, Chocolate, Energy Drinks

Facilities – number of employees – trucks

Warehouse based in Al Rai area.

Trucks: A fleet of more than 10 vehicles

Contact Details

Mr. Yousef Abu Hamrah – CEO and Owner

- Mobile: +965 99719524
- Email: yabuhamrah@gmail.com
- Tel: +965 23849952

Company Contact Details:

- **Tel:** +965 23849952/3
- **Email:** info@horecakw.com
- **Website:** www.horecakw.com
- **Address:** Al Aqaila, Awtad Center
- **Google Map Code:** 53FW+6P Eqaila, Kuwait

Main Competitors

- Azzad Trading
- Integral United Co.
- SATCO.

Distribution channels

HORECA

Interest in Palestinian Products

- Nuts
- Sweets
- Olive Oil
- Mineral Water
- Energy Drinks

Packaging requirements

- Packaging in producer or manufacturer own label and brand.
- For water, 300 ml – 1 l Liter bottles to supply for cafes and restaurants
- Sweets and nuts in small single serving packs for cafés customers

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share sample of the products with the local suppliers of Hilton

Testing and certifications

Palestinian Ministry of Health/ Lab tests

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

Credit facilities of not less than 60 days

B2B meeting

Yes. Horeca Kuwait is highly interested and would like to meet with exporters from Gaza

Nutrina Trading Co.

Company Brief

Nutrina is a distributor and an agent for international food brands.

Nutrina seeks to choose natural, organic and healthy products whenever possible, hence the companies we represent are among the best and most reliable companies under this consideration.

Nutrina has more than 35 employees in their sales department.

Management Policy and Vision:

From small beginnings in the early-1990s, Nutrina has grown to become one of the leading and fastest growing foodstuff company in Kuwait. Nutrina is determined to remain a leader in the health food market, by representing best international companies in Kuwait and the GCC.

Main Products the company trade in:

Nuts, Chocolate, Soap, Oriental Sweets

Facilities – number of employees – trucks

Nutrina have access to a rental facilities at Agility (Public Warehousing Co.) in Sulaibiya area.

Trucks: A fleet of 7 vehicles

Contact Details

Mr. Hassan Barqawi – F.M.CG (DIV) Manager

- Mobile: +965 65729995
- Email: hassan@nutrinatrading.com
- Tel: +965 22455120/1

Company Contact Details:

- **Tel:** +965 22455120/1
- **Email:** hassan@nutrinatrading.com
- **Website:** www.nutrinatrading.com
- **Address:** Awqaf Complex, Kuwait City
- **Google Map Code:** 9X9Q+P4 Kuwait City

Main Competitors

- Whole Foods
- Saveco
- The Approved Market Co.

Distribution channels

- Co-ops and hypermarket unit which serves the Hypermarkets and the Cooperative Society supermarkets.

- Food services department which serves hotels, Cafe's, Health and Sport Institutions, Restaurants, and Pharmacies.
- Wholesale, Mills and Mini Markets Department.
- Direct distribution Unit which serves small stores.

Interest in Palestinian Products

- Oriental Sweets
- Palestinian Organic products
- Nuts
- Ice Cream
- Olive Oil
- Olive Paste
- Dried fruits (figs, apricot)

Packaging requirements

With regards to the dried fruits, Nutrina have specifically requested for a modern high end designs. The same applies to all of their products of interest.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share website of the company, and profile of the company
- Share sample of the products and then B2B phase

Testing and certifications

- Palestinian Ministry of Health/Agriculture Certificates
- Organic Certification for any products marketed and labelled as organic

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List
- C.I.F Inco Term

Payment Terms

Nutrina wishes to start with 25% payment in advance and 75% payment against documents. They follow this payment term with new suppliers and once relationship is built and consistent orders are placed, they will require credit facilities, i.e., 60 or 90 days

B2B meeting

Yes highly interested

Al Sanabel Al Thahabeyah Co.

Company Brief

The company has been operating since December 1986 and an affiliate office of Kuwait Times Newspaper, and Altco W.L.L. It was formed by a diversified selection of experienced, professional and qualified personnel who are firm advocates of having an entrepreneurial approach to business, through communication, creativity, customer relationships and good service.

The company specialized in distributing health care and skin care products.

The company employs more than 40 people, which includes medical representatives, sales, people, merchandisers and admin staff.

Management Policy and Vision:

The hallmark of Al Sanabel work is flair, innovation and efficiency. Al Sanabel have a highly qualified team of Medical Representatives, Salesmen, Merchandisers and Deliverymen. The expertise of the diverse group of talented people contributes to its potential for the achievement and the success of the company.

Main Products the company trade in:

Soap

Facilities – number of employees – trucks

A warehouse with a size of 1,050 sq. m

Trucks: A fleet of 4 delivery vans.

Contact Details

Mr. Ayman Al Sharaa – Sales Manager

- Mobile: +965 99716803
- Email: sanabel@sanabelkw.com
- Tel: +965 22456907

Company Contact Details:

- **Tel:** +965 22456907 / 22413795 / 22413798
- **Email:** sanabel@sanabelkw.com
- **Website:** www.sanabelkw.com
- **Address:** Kuwait City, Derwazat Al Abdulrazzak
- **Google Map Code:** 9XGH+62 Kuwait City, Kuwait

Main Competitors

- Al Hajery Group
- Ali Abdelwahab & Sons
- Al Samah Medical

Distribution channels

Al Sanabel customer-wise is broken down as follows:

170 Pharmaceutical outlets

52 Cooperatives

75 Wholesalers/ Supermarkets

Beauty Salons

8 Private Hospitals

10 Government Hospitals

46 Government Clinics

Hotels

Interest in Palestinian Products

Nabulsi/Organic Soap (Liquid and bars)

Packaging requirements

Standard 100 gm soap bars and smaller bars for private hospitals and hotels.

Top notch packaging materials with modern trendy designs.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background, organic certifications and prices
- Share sample of the products

Testing and certifications

Organic Certificate

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

First order can be on cash in advanced basis, and if business develops, Al Sanabel will request a line of credit.

B2B meeting

Yes highly interested

Solarity United Company

Company Brief

A company established in order to spread the innovation of modern day technology of the eco-friendly market throughout the Middle East.

Solarity United Co. provide services in three distinct renewable and solar energy areas.

The first area of services is Engineering, Procurement, and Construction (EPC) which includes Designing, Supplying, and Installing & Commissioning Solar Photovoltaic Systems.

The second area of services is Energy Efficiency Consultation for homes and buildings to reduce electricity consumption and become more environment-friendly.

The third area of services is Training Center for Sizing and Installation of Solar Photovoltaic Systems (On-grid/Off-grid/Hybrid).

The fourth area of services Retail through online shopping and Wholesaling. Products include solar panels, batteries, controllers, inverters, lights, solar heating & cooling systems and many more.

Management Policy and Vision:

Solarity strive to accomplish all of the customers' requirements into entering the efficient, cost cutting, environmental friendly world of Solar Energy. This is made a fact through products that are already inclusive or through designing and implementing based on request. Solarity retail model is planned to spread throughout the Middle Eastern region and also their wholesale and installation will follow suit simultaneously.

Main Products the company trade in:

Solar Panels & Accessories

Facilities – number of employees – trucks

A warehouse with a size of 1,050 sq. m

Trucks: A fleet of 4 delivery vans.

Contact Details

Mr. Khaled Abudhela – Sales Engineer

- Mobile: +965 55269963
- Email: eng.khaled@solaritykw.com
- Tel: +965 22470721 Ext: 305

Mr. Sami Madi – Sales Supervisor

- Mobile: +965 97980446
- Email: sami@solaritykw.com
- Tel: +965 22470721 Ext: 304

Company Contact Details:

- **Tel:** +965 22470721
- **Email:** info@solaritykw.com
- **Website:** www.solaritykw.com
- **Address:** Ground Floor, Abbas AlMunawir Street, Opposite The Avenues Mall, Next to Nasser Sports, AlRai, Kuwait
- **Google Map Code:** 8W4Q+7M Rai

Main Competitors

- GRTC Solar
- Smart Solar

Distribution channels

- Private homes and villas
- Oil Sector companies
- Government Projects
- Public parks and gardens
- Chalets and camps areas
- Rural areas where regular electricity supply is not available

Interest in Palestinian Products

- Water cooling system by Solar panels
- Solar systems to generate electricity for farm houses and villas away where electricity is limited and to generate power for Air conditioning.

Packaging requirements

Palletized standard shipments with proper wrapping and safety measures.

Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background, organic certifications and prices
- Share sample of the products

Testing and certifications

No specific certification required. However, Solarity was doubting the quality of Palestinian Solar panels and therefore, Palestinian manufacturers background, history and projects are to be highlighted to Solarity in order to convince them with the quality.

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

40% payment in advance, 60% after installation of the system

B2B meeting

Yes. Solarity is interested to meet if the company data sheet and prices are accepted by the management.

WHITE STORES COMPANY W.L.L

Company Brief

Established in 1966, White Stores Company is one of the leading trading houses in the State of Kuwait with estimated sales in 2013 in excess of USD 175 million. The company is successfully representing a number of leading multinationals, such as British American Tobacco, L'Oreal, Friesland Campina, United Biscuits, Mondelez, Danone International Brands, Biscuits, Kraft, Danone International Brands, Ahmed Mohammed Saleh Baeshen & Co., In-Bev Anheuser-Busch, Smuckers, Uni-Charm, Henredon, Drexel Heritage, Thomasville, Sligh.

Management Policy and Vision:

The company specializes in FMCGs and understand the intricacies involved in nurturing brands, and implementing strategies by utilizing increased specialization in the application of sales & marketing techniques by adopting leadership technology strategies, to meet objectives and optimize relationship with principals, to remain 'THE Model Service Provider' in the region.

Main Products the company trade in:

Oriental Sweets, Energy Drinks, Soap, Chocolate, Nuts

Facilities – number of employees – trucks

Total of 5 warehouses owned directly by the company, Climate Controlled Warehouses 4500 square meters.

In addition to having access to the Pubic Warehousing Co. (Agility) facilities, which are rental properties.

Trucks: A fleet of vehicles of more than 60, includes vans, trucks and lorries

Contact Details

Mr. Oday Sarhan – Channel Manager Coops Food Division

- Mobile: +965 99512373
- Email: mail@whitestores.com
- Tel: +965 24844228 Ext: 435

Company Contact Details:

- **Tel:** +965 24844228
- **Email:** mail@whitestores.com
- **Website:** www.whitestores.com
- **Address:** Shuwaikh Industrial
- **Google Map Code:** 8WGQ+R9 Shuwaikh Industrial

Main Competitors

- GTRC Al Ghanim Industries
- Ali Abdulwahab & Sons Co.
- Al Yasra Group

Distribution channels

- Cooperative Society Outlets (Co-Ops)
- Key Accounts (Hypermarkets)
- Wholesale Markets
- Cash & Carry Shops (Small retail shops/supermarkets)
- HORECA (Hotels, Restaurants, Cafés)

Interest in Palestinian Products

- Oriental Sweets such as Sesame bars, Energy bars, nuts and fruits bars, including Baqlawa and Kunafa for retail
- Dried Fruits
- Nuts for retail (White Stores have provided samples of nuts packaging that they are currently targeting to acquire)
- Soap
- Olive Oil
- Food Pastes such as Pesto, Olive Paste, Basil Paste,..etc.
- Chocolate for HORECA line of distribution

Packaging requirements

Since the company serves all kind of customers, from retail, end users to large consumers such as HORECA. White Stores is interested in all type of packages. Small for retail and large for HORECA.

For Nuts products, White Stores shared with us samples of nuts packaging that they are currently targeting to acquire, as shown below:



Potential Supplier Recruitment Process

Palestinian Company to follow the below steps:

- Email with details of their products such as photos, descriptions, ingredients, background and prices
- Share profile of the company and availability of the product in other markets
- Share sample of the products

Testing and certifications

Palestinian Ministry of Health/Agriculture Certificates

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

Payment Terms

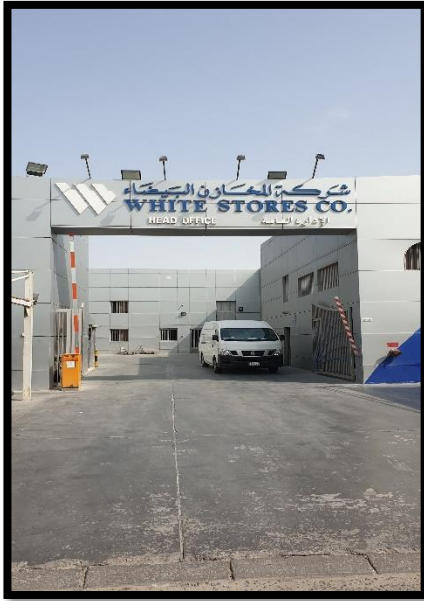
To be decided later on depending product type, and Finance department feedback.

B2B meeting

Yes. Highly interested

Notes/General Findings/Photos

- Mr. Oday Sarhan shared that Energy Drinks in Kuwait is a tough challenge. Mainly due to the massive market share controlled by Red Bull brand, in addition to that, Kuwaiti Government will be announcing a hefty tax on Energy Drinks and Tobacco products. Therefore, most of large companies and distributors are holding their interest in acquiring any products in these two categories due to uncertainty of the market situation and tax impact on pricing and consumer behavior



Company Head Office in Shuwaikh Industrial Area

WAWAN NUTRITION COMPANY

Company Brief

Wawan Nutrition was established in 2011, serving the needs of consumers throughout Kuwait, UAE, Saudi Arabia, Oman, and Bahrain.

Wawan is an exclusive agent for well-known sports supplements and nutrition's and has more than 60 branches in the GCC region.

The founder of Wawan is Mr. Adel Wawan, was previously a championship winning boxer in Kuwait and knows how important it is to make the right choices when it comes to nutrition. He has personally travelled the world to satisfy himself that the brands that we represent are of the highest standards and has partnered with what he considers to be one of the world's most professional and highest quality manufacturers in order to produce the Wawan range of products.

Management Policy and Vision:

Wawan is thriving to control higher market share in the GCC market and be the leader in the supplements business.

Wawan does not only sell and distribute finished products but is now manufacturing their own line of supplements.

Main Products the company trade in:

Energy Drinks, Olive Leaf Extracts Supplements

Contact Details

Mr. Adel Wawan – Owner and CEO

Mr. Mohamed Yosef – Operations Manager

- Mobile: +965 50949955
- Email: aboyosef@wawan.com
- Tel: +965 22286099

Company Contact Details:

- **Tel:** +965 55567712
- **Email:** info@wawanpro.com
- **Website:** www.wawanpro.com
- **Address:** 13th Floor, Dalal Complex, Salmiyah
- **Google Map Code:** 83QC+XR Salmiya

Main Competitors

- Oxygen Nutrition
- Holland & Barrett
- G.N.C
- Results Vitamins Shops

Distribution channels

Wawan serves their end users directly through their massive network of branches in Kuwait, Saudi, UAE and Oman. In addition to that, their E-Commerce coverage is also one of their main channels of distribution.

Interest in Palestinian Products

- Energy Drinks
- Olive Leaf Extracts Supplements

Packaging requirements

- Packaging details are to be discussed later on once a solid opinion is formed towards the products proposed. i.e., bottle of 60 or 90 pills
- Private label can be an option. However, Wawan is happy to sell the products using the manufacturer brand name once an exclusive agency agreement is signed.

Potential Supplier Recruitment Process

Email with details of their products such as photos, certificates, descriptions, ingredients, and background

Testing and certifications

- Palestinian Ministry of Health/Certificate of Analysis
- GMP
- ISO 2020

Shipping Requirements

Standard Shipping Documents:

- Certificate of Origin; Signed and Stamped by the Palestinian Chamber of Commerce
- Bill of Lading
- Commercial Invoice
- Packing List

In addition to having the ingredients of each products and way to use to be written in Arabic Language on each item.

Payment Terms

Payments are to be discussed later on once a solid opinion is formed towards the products proposed.

B2B meeting

Yes. Wawan is interested to meet Palestinian companies. Recommended to plan ahead to ensure their owner Mr. Adel is available for the meeting.

Notes/General Findings/Photos

- Mr. Mohamed indicated Wawan only works with brands that are willing to work an exclusive agency method. i.e., the Palestinian brands to be only sold and distributed in Kuwait and the GCC through Wawan.
- Wawan can only sell supplements, herbal, food items such as energy bars and drinks. They are not licensed to sell any supplements or medicine with pharmaceutical components. If in case any product has pharmaceutical components then the product has to be sent for testing at the Ministry of Health in Kuwait and this could take several months.



Company Head Office in Dalal Complex, Salmiya





Part of Wawan Stores



Some of their products under Wawan label