



Kuwait Market Study

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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%.

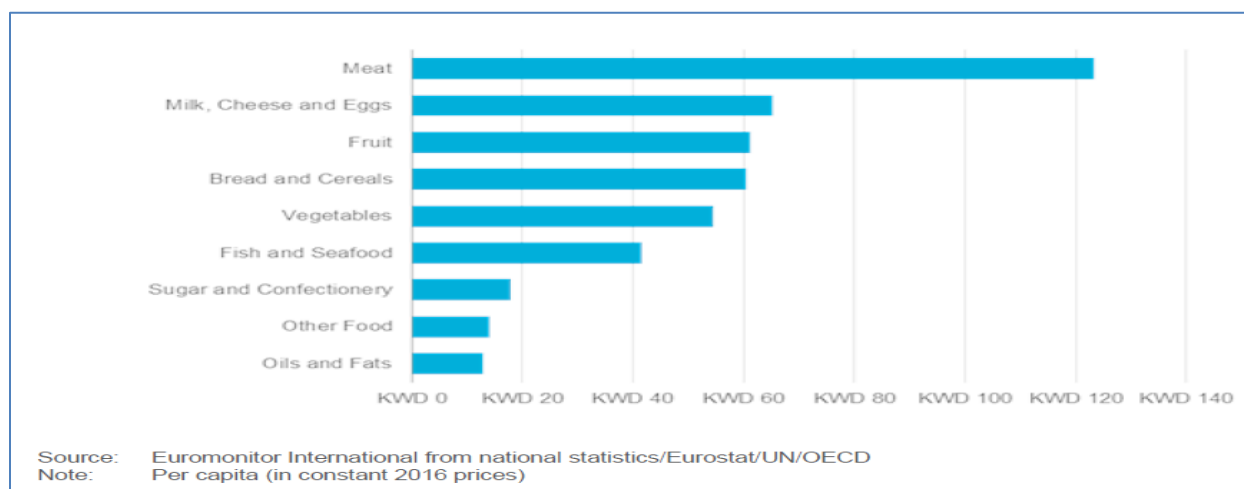
Eating Habits: Kuwaiti Consumers

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

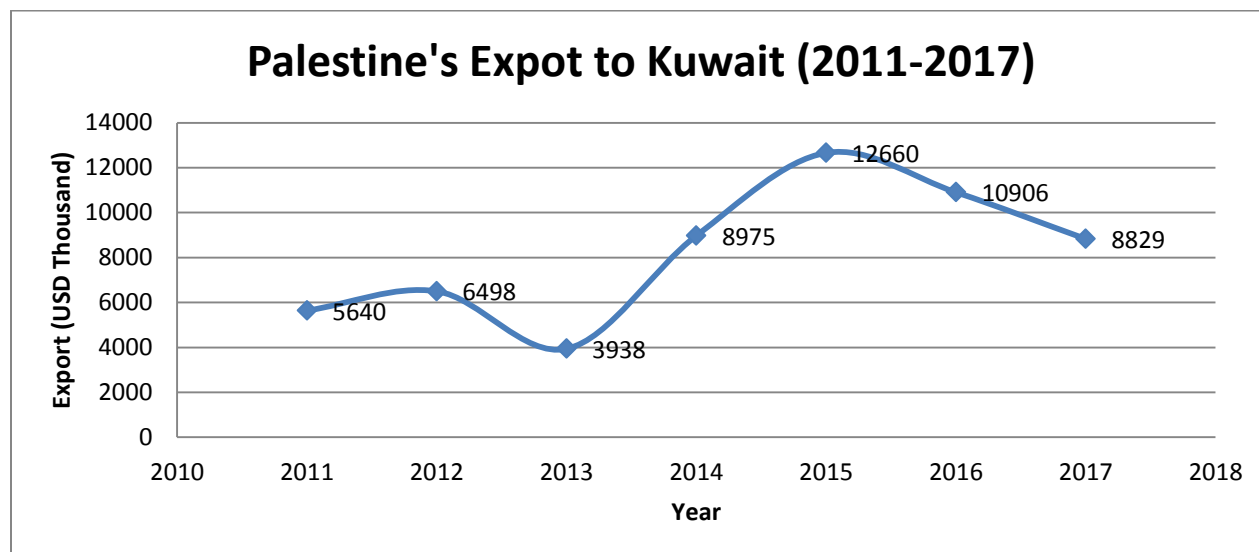


⁶ Euromonitor International – Kuwait Country Profile – April 2019

⁷ Euromonitor International – Consumer Lifestyle in Kuwait – Feb 2017

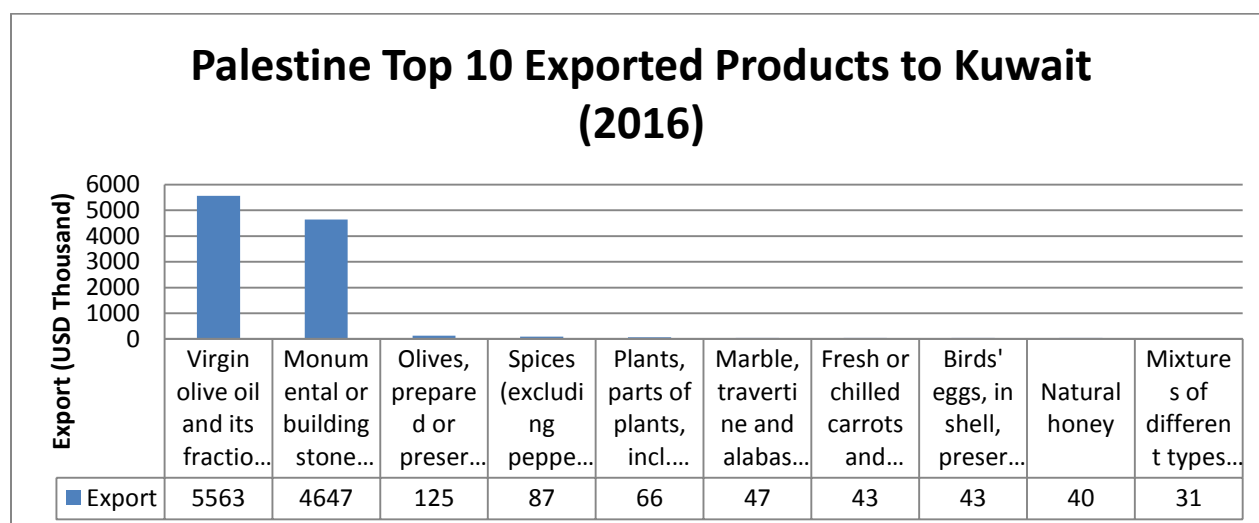
Palestine's Exports to Kuwait

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

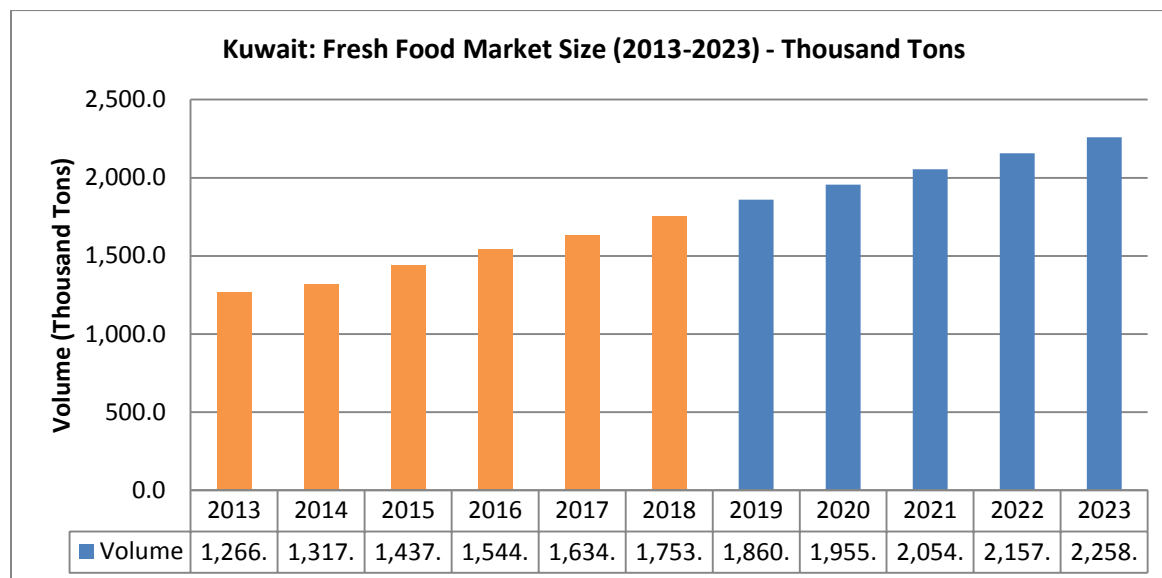
Product label	Palestine, State of's exports to Kuwait									
	Value in 2007	Value in 2008	Value in 2009	Value in 2010	Value in 2011	Value in 2012	Value in 2013	Value in 2014	Value in 2015	Value in 2016
All products	714	1364	861	2782	5640	6498	3938	8975	12660	10906
Virgin olive oil and its fractions 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

Fresh Food Market - Kuwait

Market Size by Volume

The market size for fresh food which include fresh fruits and vegetables and herbs in Kuwait stood at 1.75 million tons in 2018 in terms of volume, which represents a growth from the previous year's volume which registered 1.63 million tons. The Kuwaiti fresh food has been growing steadily since 2013 which recorded a volume of 1.26 million tons and continued to increase reaching 1.43 million tons in 2015. Finally, the fresh food market is forecasted to continue its growth and would reach 2.25 million tons in 2023.



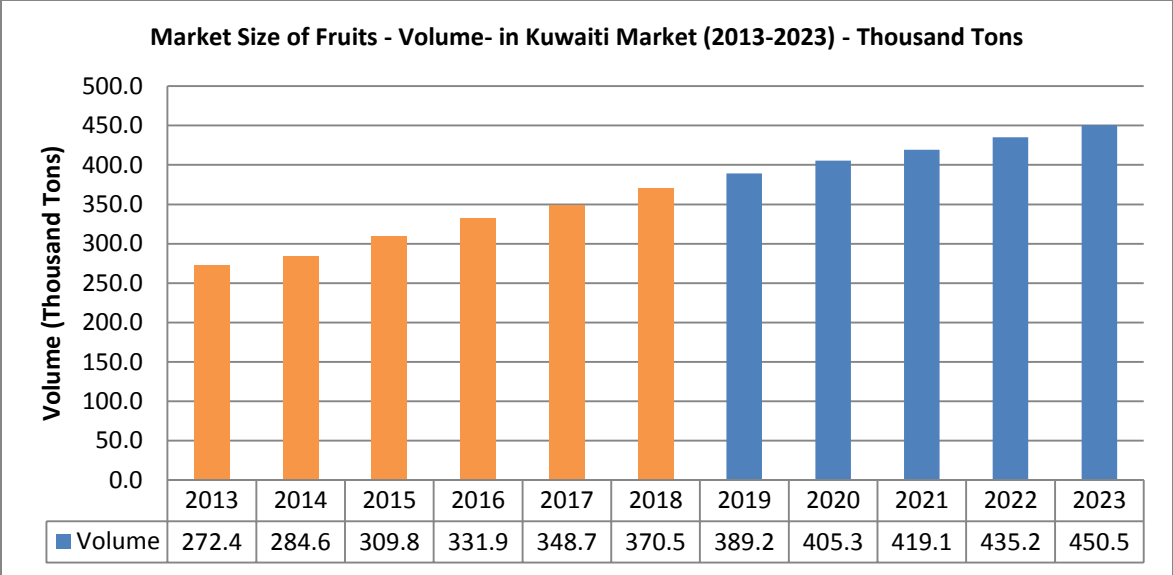
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources. – Forecasted data are highlighted in **blue color**.

As can be seen from the chart above the Kuwait fresh food market is growing steadily and consistently and is forecasted to continue its upward trend and increased demand. The below section will delve into more details about the market size of fresh fruits and in particular Grapes.

Fruits - Kuwait

Market Size by Volume

The market size for fruits in Kuwait stood at 370 thousand tons in 2018 in terms of volume, which represents a growth from the previous year's volume which registered 348.7 thousand tons. The Kuwaiti fruits market has been growing steadily since 2013 which recorded a volume of 272.4 thousand tons and continued to increase reaching 309.8 thousand tons in 2015. Finally, its anticipated the market size for fruits in volume will continue to increase reaching 450.5 thousand tons in 2023.

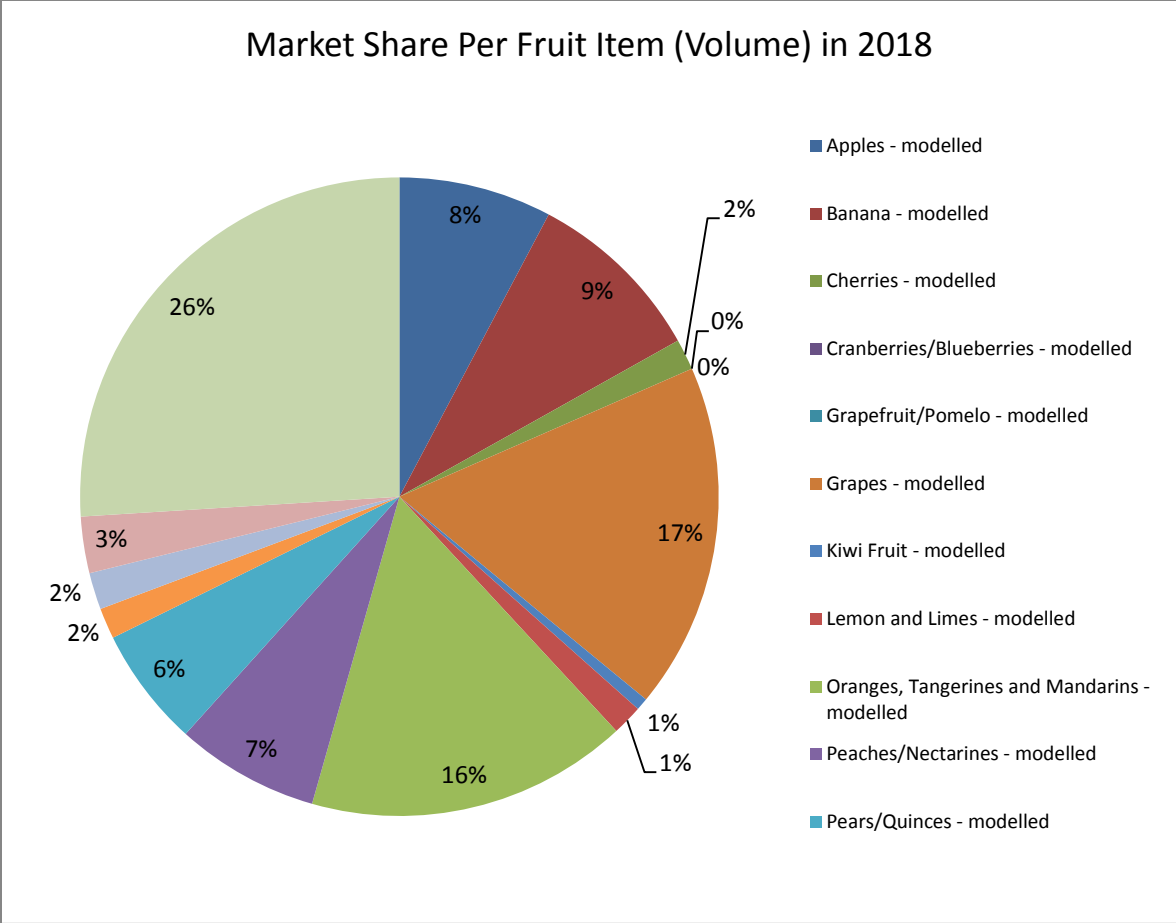


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources. – Forecasted data are highlighted in **blue color**.

Breakdown of Market Share per Fruit Item (Volume)

In 2018, the category “other fruits” captures the largest market share with 26% of the total volume consumed in Kuwait. The second largest share was captured by “Grapes” with 17% of the market indicating Palestine’s potential to export grapes to the Kuwaiti market. Moreover “oranges, tangerine, and mandarins” are the third largest consumed item in Kuwait with 16%. Bananas come in fourth place with 9% of the total market in 2018. (See chart below for more details)

Looking at the Kuwaiti market size for each fruit item we can conclude large appetite for two fresh fruit items in particular of which Palestine is able to export and satisfy some of the Kuwaiti market demand. The two fruit items are Grapes and Citrus fruits.



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

The table below details the market size of fruits in Kuwait by item in terms of volume, for example apples have a market size of 28.7 thousand tons in 2018 and increase from 26.8 thousand tons in 2017. While, grapes demand in Kuwait has been growing steadily as in 2013 it had a market size of 47.1 thousand tons and in 2018 the market size increased to reach 64.9 thousand tons. Oranges, Tangerines and Mandarins also witnessed a significant increase from 46.5 thousand tons in 2013 to 60.4 thousand tons in 2018.

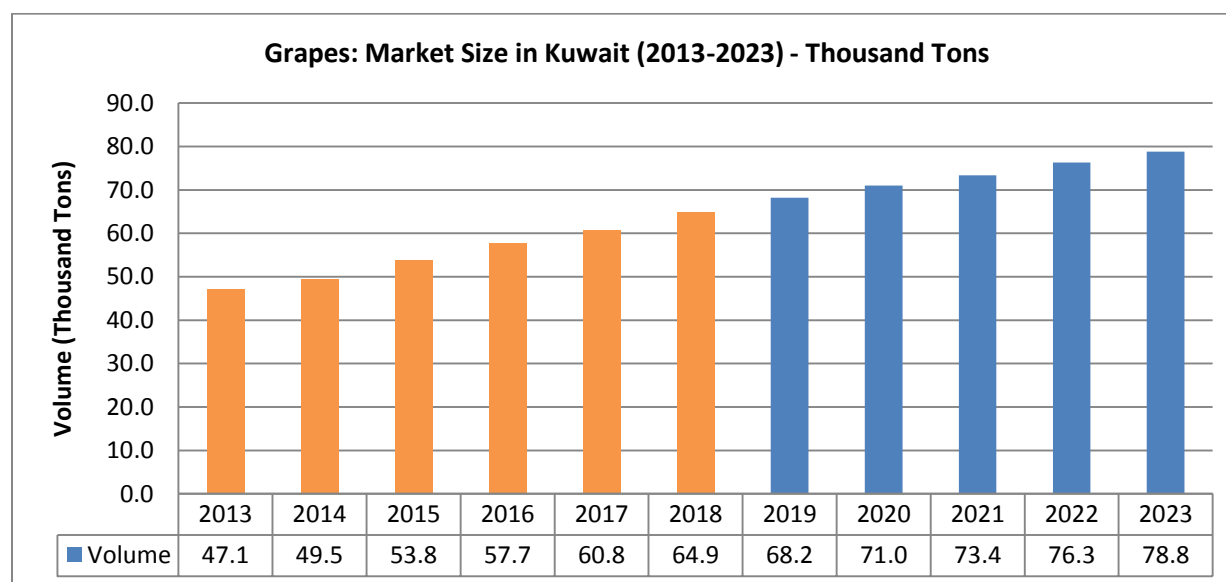
Market Size of Fruits by Item in Kuwait – Unit: Thousand Tons						
Volume: Thousand Tons	2013	2014	2015	2016	2017	2018
Apples	21.8	22.4	24.2	25.7	26.8	28.7
Banana	23.0	24.0	26.6	29.1	31.2	33.8
Cherries	4.1	4.2	4.7	5.0	5.4	5.8
Grapes	47.1	49.5	53.8	57.7	60.8	64.9
Kiwi Fruit	2.1	2.1	2.2	2.2	2.2	2.3
Lemon and Limes	4.2	4.4	4.7	5.0	5.3	5.7
Oranges, Tangerines and Mandarins	46.5	47.9	51.6	54.9	57.2	60.4

Peaches/Nectarines	18.1	19.1	21.1	23.1	24.8	26.9
Pears/Quinces	16.3	17.1	18.6	20.0	21.1	22.4
Pineapple	3.5	3.6	4.1	4.7	5.2	5.8
Plums/Sloes	4.5	4.7	5.2	5.7	6.2	6.9
Strawberries	6.9	7.3	8.1	8.9	9.7	10.6
Other Fruits	74.4	78.4	84.9	89.7	92.8	96.3
Total	272.4	284.6	309.8	331.9	348.7	370.5

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

Grapes – Forecasted Market Size Growth up to 2023 (Volume)

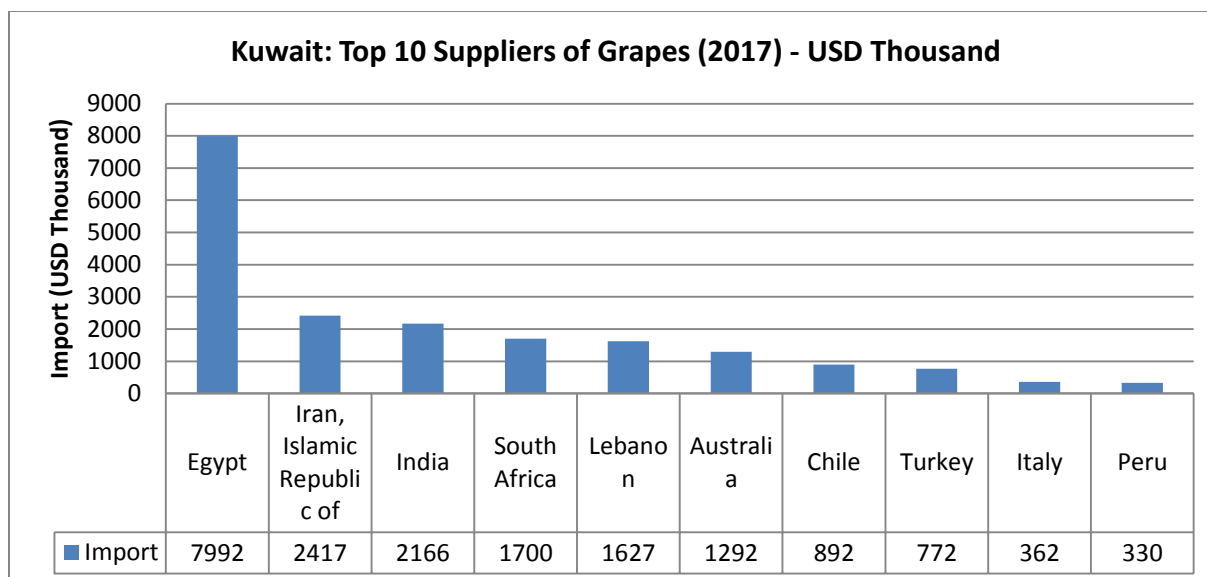
Grapes are among the most in demand fruit items in Kuwait, it registered 17% of total fruit market size in Kuwait in 2018 after “other fruit items” which consist of various fruits. This means that Grapes in fact are the leading fruit item in Kuwait in 2018. The outlook of this market remains to be positive with increased demand expected to continue in 2019 to reach a total of 68.2 thousand tons, while in 2021 the demand should reach 73.4 thousand and finally it is forecasted that Grapes market size will reach 78.8 thousand in 2023 – see chart below.



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources. – Forecasted data are highlighted in **blue color**.

Grapes – Main Competitors

The Kuwaiti market for grapes is dominated by Egyptian grapes where in 2017 it imported USD 7.9 million which represents 39% of Kuwait total grapes import in 2017, the second largest supplier of grapes to Kuwait is Iran with USD 2.4 million in 2017 and followed closely by India with USD 2.16 million – it's worth indicating that both Egyptian and Indian grapes are characterized by their low price. South African grapes are in fourth place with USD 1.7 million while Lebanese grapes imported counted for USD 1.62 million in 2017.



Source: trademap.org

Grapes and Grape Derivatives Prices – Kuwait

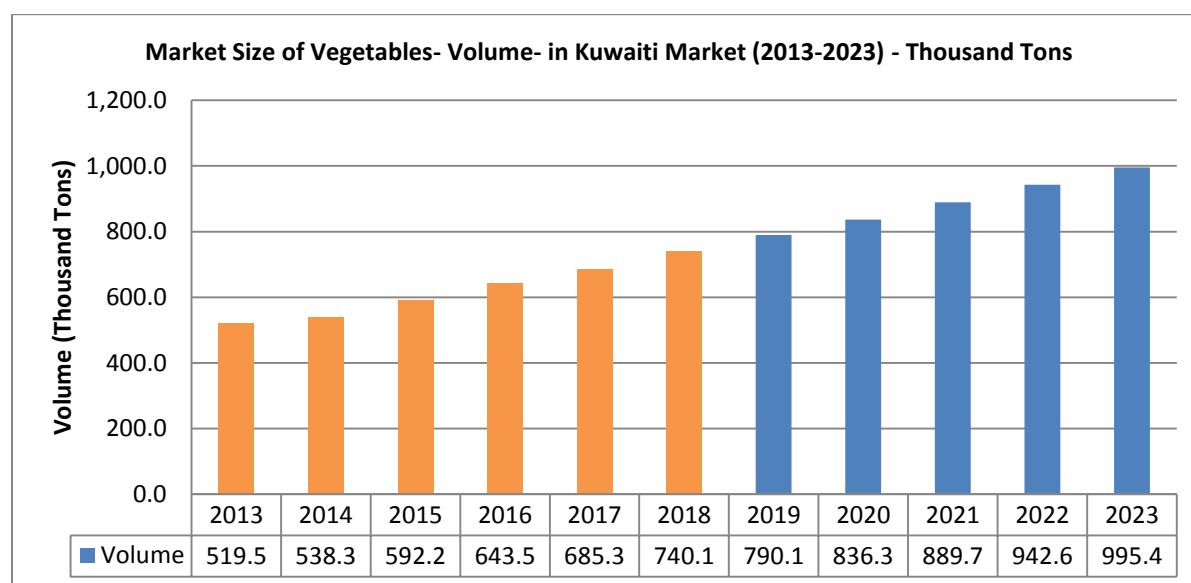
Item/Brand	Country of Origin	Unit	Price / Unit (KD)
Fresh Grapes			
Black Grapes - Seedless	Lebanon	1kg	1.395
Black Grapes - Seedless	India	1kg	0.995
White Grapes - Seedless	India	1kg	0.995
Red Grapes	South Africa	1kg	0.795
Green Grapes - Seedless	India	250gr	0.395
Red Grapes - Seedless	Peru	900gr	0.995
White Grapes - Seedless	South Africa	900gr	0.995
Black Grapes	South Africa	900gr	0.675
Red Grapes	South Africa	1kg	1.295
Vine Leaves			
Lady Diana	USA	908gr	1.495
Alalai	Turkey	908gr	1.000
Alalai	Egypt	800gr	0.775
Yergat	USA	454gr	1.495
Shaker	USA	908gr	1.605
Sera	Turkey	970gr	0.990
California Gardens	USA	454gr	1.380
Mukamis	Egypt	500gr	0.790
Grape Juice			
Capel – White Grape Juice	Spain	1 liter	0.900
Capel – Red Grape Juice	Spain	1 liter	0.900

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

Vegetables - Kuwait

Market Size by Volume

The market size for vegetables in Kuwait stood at 740 thousand tons in 2018 in terms of volume, which represents a growth from the previous year's volume which registered 740 thousand tons. The Kuwaiti vegetables market has been growing steadily since 2013 which recorded a volume of 519.5 thousand tons and continued to increase reaching 592.2 thousand tons in 2015. Finally, its anticipated the market size for vegetables in volume will continue to increase reaching 995.4 thousand tons in 2023.

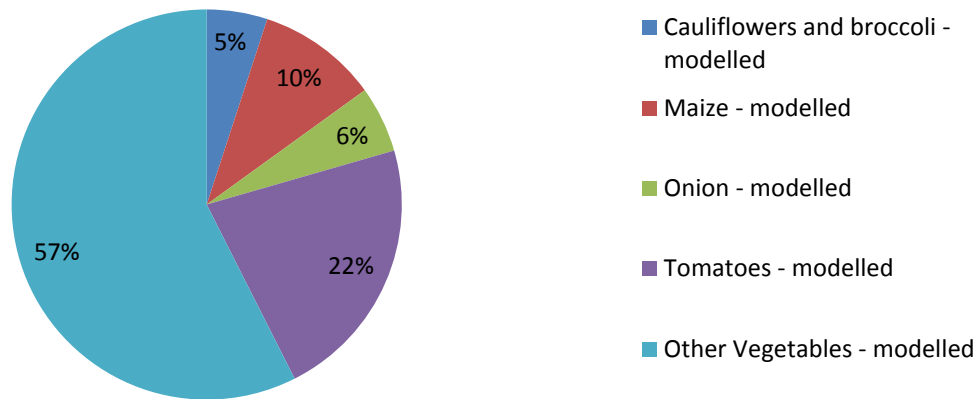


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources. – Forecasted data are highlighted in **blue color**.

Breakdown of Market Share per Vegetables Item (Volume)

In 2018, the category “other vegetables” captures the largest market share with 57% of the total volume consumed in Kuwait. The second largest share was captured by “Tomatoes” with 22% of the market indicating Palestine’s potential to export tomatoes to the Kuwaiti market. Moreover “Maize – i.e. corn” is the third largest consumed item in Kuwait with 10% in 2018. (See chart below for more details)

Market Share Per Vegetables Item (Volume) in 2018



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

The table below details the market size of vegetables in Kuwait by item in terms of volume, for example tomatoes have a market size of 163 thousand tons in 2018 and increase from 153.6 thousand tons in 2017. While, Cauliflowers and Broccoli demand in Kuwait has been growing steadily as in 2013 it had a market size of 25.8 thousand tons and in 2018 the market size increased to reach 37.2 thousand tons.

Market Size Vegetables by Item in Kuwait in Volume - Thousand Tons											
Thousand Tons	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Cauliflowers and Broccoli	25.8	26.8	30.1	32.5	34.4	37.2	39.7	42.2	44.8	47.4	50.3
Maize	74.9	77.8	76.2	74.9	73.6	74.1	73.8	73.5	72.3	72.1	72.0
Onion	29.4	30.6	34.1	36.6	38.4	40.7	42.6	43.9	45.7	47.2	48.6
Tomatoes	123.2	127.6	138.7	147.4	153.6	163.0	171.9	178.8	186.2	193.8	201.1
Other Vegetables	266.3	275.5	313.1	352.1	385.1	425.2	462.1	497.8	540.6	582.1	623.5
Total	519.5	538.3	592.2	643.5	685.3	740.1	790.1	836.3	889.7	942.6	995.4

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources – Forecasted data are highlighted in blue color.

General Fruits and Vegetables and Herbs Prices – Kuwait

Item/Brand	Country of Origin	Unit	Price / Unit (KD)
Fruits and Vegetables			
Potatoes	Egypt	6.105kg	0.765
Cucumber	Kuwait	5.895kg	0.885
Pomegranate	India	1kg	0.590
Mango	South Africa	1kg	0.650
Avocado-Hass	Kenya	1kg	1.250

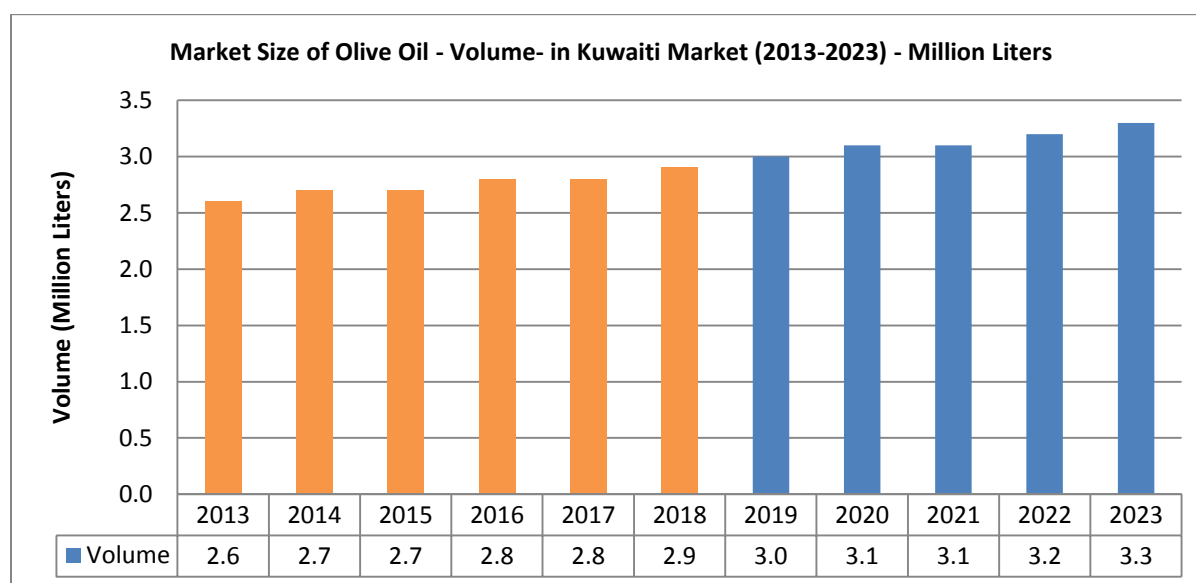
Avocado	Mexico	1kg	2.100
Tomatoes - Cherry	Netherlands	250gr	0.950
Tomatoes - Cherry	Spain	250gr	0.600
Red Baby Pepper	Netherlands	430gr	2.330
Green Baby Pepper	Netherlands	430gr	1.290
Green Pepper	Jordan	430gr	0.750
Baby Corn	Thailand	100gr	0.300
Mini Cherry Tomatoes – Golden Yellow	Netherlands	200gr	1.100
Mini Cherry Tomatoes – Golden Orange	Netherlands	200gr	0.850
Pepper Chili Green	Jordan	0.990kg	0.595
Lime	Egypt	1kg	0.600
Lime	Vietnam	1kg	0.800
Tomatoes – Regular	Kuwait	1kg	0.250
Lemon	Turkey	1kg	0.450
Pepper Chili Green	Jordan	1kg	0.250
Pepper Yellow	Netherlands	0.905kg	1.585
Lime	Vietnam	1.075kg	0.860
Dates – Madjoul	Palestine	1kg	5.000
Dates – Madjoul – Stuffed	N/A	1kg	6.000
Dates - Stuffed	Gulf Dates	125gr	0.990
Dates – Sukkari	Gulf Dates	500gr	3.995
Dates – Ajwa	Gulf Dates	400gr	3.500
Dates – Khudari	Gulf Dates	400gr	1.695
Lemon	South Africa	1kg	0.595
Red Cabbage	N/A	1kg	0.595
Carrot	Australia	1kg	0.345
Baby Capsicum- Green	Netherlands	1kg	6.250
Baby Capsicum - Red	Netherlands	1kg	6.250
Baby Capsicum - Yellow	Netherlands	1kg	6.250
Pepper Chili Green	Kuwait	1kg	0.895
Clementine	Spain	1kg	0.995
Orange	Lebanon	1kg	0.345
Clementine	Pakistan	1kg	0.395
Grapefruit	Turkey	1kg	0.595
Cucumbers	Lebanon	N/A	0.995
Herbs			
Rosemary	Netherlands	0.110kg	0.550
Chives	Netherlands	0.110kg	0.660
Basil	Netherlands	0.080kg	0.435
Thyme	Netherlands	0.105kg	0.525
Oregano	Netherlands	0.090kg	0.475
Mint	N/A	1kg	0.295
Parsley	N/A	1kg	0.295
Shabant	N/A	1kg	0.100
Rocca	N/A	1kg	0.150
Arugola	Italy	125gr	0.995
Baby lettuce leaves	Oman	114gr	1.990
Baby Spinach leaves	Italy	125gr	0.995
Dried Sage	Lebanon	N/A	0.995
Rosemary	Lebanon	N/A	1.250

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

Olive Oil - Kuwait

Market Size by Volume

The market size for Olive Oil in Kuwait stood at 2.9 million liters in 2018 in terms of volume, which represents a growth from the previous year's volume which registered 2.8 million liters. The Kuwaiti Olive Oil market has been growing steadily since 2013 which recorded a volume of 2.6 million liters and continued to increase reaching 2.7 million liters in 2015. Finally, its anticipated the market size for Olive Oil in volume will continue to increase reaching 3.3 million liters in 2023.



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources. – Forecasted data are highlighted in **blue color**.

Olive Oil and Olives Derivatives Prices – Kuwait

Item/Brand	Country of Origin	Unit	Price / Unit (KD)
Olive Oil			
Nature Land – Organic	Spain	250ml	4.000
Fllippo Berio	Spain	500ml	1.550
Nature Land - Organic	Palestine	500ml	4.950
Nature Land - Organic	Italy	500ml	2.950
GAEA - Organic	Greece	500ml	2.950
Extra virgin olive oil	N/A	750ml	2.650
Biomass - Organic	Italy	750ml	6.500
Bala Olive Oil	Palestine	500ml	2.000
Bala Olive Oil	Palestine	4L	13.000
QM Olive Oil	Syria	750ml	1.990
Coopoliva	Spain	500ml	1.375
Consul	Spain	500ml	1.125
Daily Fresh	Greece	500ml	1.375
Rahma	Spain	500ml	1.560
Scala – infused with chili or truffles or garlic or pesto	Italy	250ml	2.145
Afia	Turkey	250ml	0.795
Serjella	Syria	750ml	1.620
Serjella	Syria	500ml	1.270

Vilux	France	250ml	2.040
Olive Paste & Pickles Olives			
Mantova – Olive Paste	Italy	190gr	0.995
GAEA – Organic – Stuffed	Greece	300gr	1.000
GAEA – Organic – Pitted	Greece	295gr	1.000
GAEA – Organic – Pitted – in bag for snacking	Greece	65gr	0.690
Natureland – pickled olives	N/A	300gr	2.500
Natureland – mixed pickled olives	N/A	300gr	3.000
Diamond – Pickled – Stuffed	Spain	350gr	0.410
American Garden – Pickled – Whole	USA	450gr	0.440
Acorsa – Pickled – Stuffed	Spain	950gr	1.240
Acorsa – Pickled – Whole	Spain	950gr	1.000
Coopliva – Pickled – Pitted	Spain	345gr	0.525
MF – Olive Paste	Italy	140gr	1.090

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

Conclusions and Recommendations

Kuwait’s economy is growing and its population enjoys one of the highest disposable incomes in the region, allowing them to have high saving ratios and consumer expenditures as their spending on goods and services will be the fastest growing category between the years 2019-2030 and expected to grow at an annual rate of 3.8%. Moreover, the Kuwaiti consumers eating habits are independent of the economic situation as they are used to very high standard of living and enjoy eating out in restaurants and socializing.

Furthermore, the Kuwaiti food market and in particular its fruits market is growing steadily since 2013 and is expected to continue its steady growth until 2023. The market have a high demand for grapes and citrus fruits but in general all fruit categories demand is increasing as well.

The grapes market in Kuwait is expected to grow from 64.9 thousand tons in 2018 to reach 78.8 thousand tons in 2023. While our main competitors in this field are Egyptian, Iranian, and Indian grapes. And in terms of prices they tend to vary from 1 to 1.2 KD per kilo.

On the other hand, the vegetable market and olive oil markets are also steadily growing and reached a market size of 740.1 thousand tons and 2.9 million liters respectively in 2018. The prices for olive oil are especially encouraging as they vary depending on quality and certifications of the olive oil product (i.e. extra version, organic, and Fairtrade) for example our own organic olive oil is selling at 4.95 KD per 500ml.

Finally, based on PalTrade own interviews and meetings with potential companies. We have discovered serious interest in Palestinian products and willingness on part of Kuwaiti companies to deal with Palestinian companies and the main products they are interested in are grapes, olive oil, citrus fruits, and traditional Palestinian products – more details can be found in the table below summarizing the buyers profiles.

Summary of Buyers Profiles

#	Company	Interest level (High – Medium – Low)	Products of Interest	B2B Interest
1	Masa Fareeda (MF) Company	High	Olive Oil Makdoos Pickles Chili Olive Paste and Pickle	Yes - Highly Interested
2	Majdi Food Company	High	Sumac Thyme Sage	Yes - Highly Interested
3	Star Fruit Company	High	Herbs Dates Olives Grapes Citrus Fruits Avocadoes Guavas Any other fresh products	Yes - Highly Interested
4	Ajrass Company (part of four companies)	High	Citrus Fruits Bananas Grapes Strawberries Figs and Cactus Dates	Yes - Highly Interested
5	Fresh Fruit Company (Part of two companies)	High	Fresh Produce - all kinds Dates Freekeh Grape Leaves Sage Sumac Pickles Olive Oil Makdoos Olives pickle	Yes - Highly Interested
6	Kuwait Agriculture Company	High	Thyme (Herb) Sumac Freekeh Makdoos Labaneh Baladi Cheese Olive Oil Soap Any other traditional Palestinian food product	Yes - Highly Interested
7	Hussain & Qaisar	High	Spices Dried Herbs Dates Salts with flavoring	Yes - Highly Interested
8	The Approved Market	High	Healthy products, such as: Olive Oil Thyme and Zaatar bars Energy etc.	Yes - Highly Interested

			Also need to buy from a local distributor in Kuwait	
9	Al Maimoun Company	High	Pickles Baladi Cheese Olive Oil Labaneh Freekeh Grape Leaves Dates Sumac Olives stuffed Cold Cuts Dairy Products (not milk) Choco Madjool Soap	Yes - Highly Interested
10	Kayan Trans Company	High	Pickles Olive Oil Dates Cheese Zaatar Freekeh Chocolates including choco madjool Grapes Grape Leaves	Yes - Highly Interested
11	Basmat Al Kuwait Company	High	Pickles Blackseed Sumac Zaatar Dates and Ajweh Freekeh Maftool Frozen Vegetables Noodles Other proceed food products	Yes - Highly Interested

Buyers Profiles

Star Fruit Company

Company Brief

Established in 1993 under the name Faisal Al Basiri Office for Fruit & Vegetables, with its headquarters in Shuwaikh Industrial Area , Kuwait, the company depended fully on domestic purchase and local operations in its early years, operating for about two decades now, and placing its foot in the local market of foodstuff, vegetable and fruit supply industry.



With that new policy adopted in terms of high selectivity of products and elite clients from the hotel and catering industries, the company's name was changed into Star Fruit for Food Products, Vegetables & Fruits Co. in June 2006. With a new management takeover in 2006, the winds of change has flown taking the company up to higher levels of aspirations to become a landmark in the domestic market, with a four million operations size achieved by establishing strong business relationships with local, regional and international foodstuff providers and suppliers in Europe, the Americas, East Asia, Africa, and directly from local Arab markets.

Main activities include:

Fruits

Berries

Vegetables

Mushrooms and herbs

Contact Details	
Contact Person	Mr. Abdul Rahman Srour
Job Title	General Manager - Partner
Tel	+965 24915653
Mobile	+965 99611826
Email	info@starfruitco.com / starfruitco@gmail.com
Website	www.starfruitco.com

Facilities – number of employees – trucks

Number of Employees: 140 employees

Number of Trucks: 28 trucks all refrigerated

Distribution channels

Star Fruit Co. mainly caters to HORECA which accounts to 90% of their sales.

The company also have a whole sale center in Shuwaikh – Kuwait, which caters to Kuwaiti distributors and acts as a logistical hub for the company's activities.

Interest in Palestinian Products

Star Fruit Company is highly interested in the following Palestinian products:

1. Fresh Herbs;
2. Olives;
3. Dates – the dates fruits should have a certain shine to their skin);
4. Citrus fruits;
5. Avocadoes;
6. Guavas;
7. Any other fresh products.

*** Star Fruit Company, provided Palestine Trade Center with a USB disk showing the countries of origin for all their fresh fruits, vegetables and herbs products.**

Packaging requirements

Private Label:

- For fresh fruits and vegetables products, the company will repackage them with its own label.

Dates:

- The company don't want private label and is looking for Palestinian branded products;
- Packaging in 5kgs, 2kgs, 1kgs cartons.

Grapes: 5kgs plastic bags each with holes.

Herbs: 1kgs cartons.

Sizing and quality of fruits and vegetables:

- Sizing should be uniform;
- Quality – only looking for class 1.

Potential Supplier Recruitment Process

1. Send email with company brief and products range;
2. Send samples and then trial shipment;
3. Agree on the prices.

Testing and certifications

Testing:

1. Products will be submitted for testing at the border crossing by Kuwait Municipality.

Needed certifications:

1. Certificate of health;
2. Certificate of origin.

The company will also specify if they need any other certification or shipping documents from the suppliers.

Payment Terms

Depends on agreement, could be between 30 to 40 days but usually they will transfer funds on weekly basis.

B2B meeting

Yes highly interested.

Ajraas Company

Company Brief

Ajrass Company is one of three companies that are part of **Al-Ostora Al-Asreya General Trading Company** which has offices in both Kuwait and Iraq. The three companies are:



1. **Elite World Company:** has a special import license that allows it to sell in Coops in Kuwait and has access to 70% of the cooperatives in Kuwait – more information is available in a separate buyer profile;
2. **Ajrass Company:** is licensed to sell to wholesale channels and Souq Al Wafir (i.e. Central Fruits and Vegetables Market);
3. **International Convoy Good and Transportation Company (ICGT):** acts as the logistics chain for the companies and ship products to Iraq.

Ajrass company was founded in 2003 as a transportation company between Kuwait and Iraq. Since 2009 Ajrass has become as one of the main resellers of bananas in Iraq. From September 2012 they started importing fruits directly to Iraq via Kuwait- Shuwaikh port, with a distribution that network extends from Basrah in the South of Iraq , via Baghdad in the center of the country to Irbil in the North.

In August 2013 , Ajrass launched their first points of sales in Kuwait Fruit market and in Basra's Whole Sales market. The Company primarily works together with certified producers who meet and delivers very high standard product and services

Ajrass deliver and distribute to different customers in various segments being: retail, wholesalers, discount and catering all over Iraq and Kuwait. Their reputation is built on customer care and high quality products. If you are an exporter, Supplier, Retailer or buyer looking for a reliable partner in the Middle East with focus on Iraq and Kuwait market, you are at the right place. They are specialists in this field and can consistently deliver top quality fruits and vegetables at competitive prices. New customers and markets are welcome.

Contact Details	
Contact Person	Mr. Tareq R. Alashi
Job Title	Commercial Director
Tel	+965 24340809
Mobile	+965 99601878
Email	tareq@ajrass.net
Website	www.ajrass.net

Facilities – number of employees - trucks

Number of Trucks: 10 trucks – all refrigerated;

Number of employees: about 50.

Distribution channels

The company covers all distribution channels in Kuwait fresh fruits and vegetables market, as follows:

Cooperatives: 70% to coops through Elite World Co. – such as Al Sha'b Cooperatives Society & Omraiya Co-op...etc.;

Supermarkets and Hypermarkets: represents 10% of their operations and caters to private super markets and hypermarkets such as Carrefour, LuLu Hypermarket, and Sultan Center...etc.

HORECA: 10% of the company's market share goes to HORECA.

Others: 10% of the company's market share goes to small retailers.

Nature of consumers in distribution channels:

- **Cooperatives:**
 - o 80% of the consumers in cooperatives are Kuwaitis;
 - o 10% Arabs;
 - o 10% Asians (i.e. Indian, Pakistani, Malaysian, Filipino,..etc.)
- **Hypermarkets and Supermarkets:**
 - o 40% Arabs;
 - o 40% Asians;
 - o 20% Kuwaitis.

Interest in Palestinian Products

The company is highly interested in the following products from Palestine – only interested in Fruits:

1. All Fresh Fruits and especially bananas⁸ and citrus fruits which represent about 90% of their retail;
2. Grapes;
3. Strawberries;
4. Figs;
5. Cactus;
6. Dates: both Madjool and Bon Bon.

Packaging requirements

The company will add its own sticker on imported fruit;

Citrus fruits: Ajrass needs smaller size fruits for retail purposes (100 to 113 in terms of size);

Bananas: Ajrass long size similar to Somali bananas and prices needs to be affordable.

⁸ According to Mr. Al Ashi, the Bananas of interest are similar to Somali Bananas who are large in size.

The company will provide their suppliers with any special packaging requirements depending on the product.

Potential Supplier Recruitment Process

1. Send an email with the range of products and packaging practices and sizing of fruits;
2. Send seasonality chart;
3. Discuss and agree on the logistics process;
4. Discuss pricing;
5. Sends samples and maybe trial shipment;
6. Include a reclaiming and compensation process due to bad quality or damage in transportation.

Testing and certifications

Not a major issue – products will be tested by Kuwait Municipality at the border crossing, the products need to pass the testing and no other requirements are demanded by Ajrass.

Payment Terms

Two methods:

1. Based on long established relation: - **preferred method of payment by Ajrass** -

Ajrass will pay based on market price after sending a consignment and will charge 7% and returns cost after 1 month.

2. Other method is just supply and demand (just direct selling) this method is difficult to apply in Gulf markets due to changing in prices.

B2B meeting

Highly Interested.

Fresh Fruit Company (FFC)

Company Brief

Fresh Fruit Company (FFC), Kuwait is a part of Yali Group of Companies, Kuwait and was founded in the year 1979. With over 33 years of experience in the fresh produce, FFC has set its mark as a pioneer in this industry both inside and outside Kuwait.

With over millions of dollars as the annual turnover & efficient handling of tons of fresh produce makes FFC capable to run operations of any size.

Equipped with a wide range of modern Thermo King fitted fleet of delivery vehicles, FFC guarantees “farm freshness” in all their products delivered.

100% customer satisfaction all year round by supplying only the best of quality all seasons. An operations dedicated to HACCP and ISO 22000/9000 and intense internal quality check programs, helps make FFC top notch vendor of fresh produce in the market.

Facilities – number of employees – trucks

Number of employees : 200+

Number of trucks: 40+



Primary Contact Detail	
Contact Person	Mr. Rashid Dana
Job Title	General Manager
Tel	+965 24814104
Mobile	+965 99614582
Email	info@freshfruitsco.com / ffckwt@freshfruitco.com
Website	www.freshfruitsco.com
Secondary Contact Detail	
Contact Person	Mr. Ali Alam (part of the company's UAE branch "Global FFC")
Job Title	Executive Manager

Tel	+961 8 510810
Mobile	+961 3567890
Email	info@globalffc.com

Distribution channels

Fresh Fruit Company (FFC) have distribution channels in Kuwait covering hypermarkets ,Coops, HOREC, and Wholesale market.

The company has another branch located in UAE for distribution to the Gulf countries, the company's name is **Global Fresh Fruit Co.** and their representative is Mr. Ali Alam and his contact details are mentioned above. **The company is also interested in buying products from Palestine.**



Interest in Palestinian Products

Fresh Fruit Company (FFC) is interested in the following Palestinian products:

- Fresh Produce all kinds;
- Dates;
- Freekeh⁹;
- Zaatar;
- Sage;
- Sumac;
- Pickles ;
- Olive Oil;
- Pickles in glass jars and gourmet packaging;
- Makdoos;
- Olives ;
- Grapes.



⁹ FFC had an agreement with a Palestinian company to import Freekeh from Palestine with the deal valued at USD 50,000 however the deal failed to materialize because the Palestinian supplier rejected the “at arrival” payment terms.

Packaging requirements

Not a priority for private label.

Packaging requirements: olive oil in tanks (15L) and they will refill them in bottles.

Dates: 5kgs cartons – 1kg cartons

Grapes: In plastic bags between 4 to 5kgs in weight.

Potential Supplier Recruitment Process

1. Send an email with products range and price quotation and company brief;
2. Agree on shipment terms and quantities.

Testing and certifications

Certificate of Health;

Lab test;

Certificate of origin.

Payment Terms

After arrivals and passing testing by the municipality of Kuwait at the border.

B2B meeting

Yes highly interested in B2B meetings. Also Palestinian suppliers should bring samples with them for the B2B meetings.

Elite World Company Company Brief

Elite World Company is one of three companies that are part of **Al-Ostora Al-Asreya General Trading Company** which has offices in both Kuwait and Iraq. The three companies are:

4. **Elite World Company:** has a special import license that allows it to sell in Coops in Kuwait and has access to 70% of the cooperatives in Kuwait – more information is available in a separate buyer profile;
5. **Ajrass Company:** is licensed to sell to wholesale channels and Souq Al Wafir (i.e. Central Fruits and Vegetables Market);
6. **International Convoy Good and Transportation Company (ICGT):** acts as the logistics chain for the companies and ship products to Iraq.

Elite World Company, is a reliable partner providing fresh and high quality produce. And offers wide presentation of the numerous products and services offered, As an importer and distributor of a variety of fruits and vegetables, Elite world has years

of experience in sales, marketing, shipping and distribution, and provide their customers in Kuwait and in Iraq with fresh produce from all over the world, and guarantee that their quality and food safety procedures are consistent with international standards.

Their distribution network currently serves the Iraqi and Kuwait market but soon they will cater to the Saudi market and other Gulf countries.



Contact Details	
Contact Person	Mr. Tareq R. Alashi
Job Title	Commercial Director
Tel	+965 24340809
Mobile	+965 99601878
Email	tareq@ajrass.net
Website	www.ajrass.net

Facilities – number of employees - trucks

Number of Trucks: 10 trucks – all refrigerated;

Number of employees: about 50.

Distribution channels

The company covers all distribution channels in Kuwait fresh fruits and vegetables market, as follows:

Cooperatives: 70% to coops through Elite World Co. – such as Al Sha'b Cooperatives Society & Omraiya Co-op...etc.;

Supermarkets and Hypermarkets: represents 10% of their operations and caters to private super markets and hypermarkets such as Carrefour, LuLu Hypermarket, and Sultan Center...etc.

HORECA: 10% of the company's market share goes to HORECA.

Others: 10% of the company's market share goes to small retailers.

Overall the company is present in more than 1,700 points of sale in Kuwait and Iraq.

Nature of consumers in distribution channels:

- **Cooperatives:**
 - o 80% of the consumers in cooperatives are Kuwaitis;
 - o 10% Arabs;
 - o 10% Asians (i.e. Indian, Pakistani, Malaysian, Filipino,..etc.)
- **Hypermarkets and Supermarkets:**
 - o 40% Arabs;
 - o 40% Asians;
 - o 20% Kuwaitis.



Interest in Palestinian Products

The company is highly interested in the following products from Palestine – only interested in Fruits:

7. All Fresh Fruits and especially bananas¹⁰ and citrus fruits which represent about 90% of their retail;
8. Grapes;
9. Strawberries;
10. Figs;
11. Cactus;
12. Dates: both Madjool and Bon Bon.

¹⁰ According to Mr. Al Ashi, the Bananas of interest are similar to Somali Bananas who are large in size.

Packaging requirements

The company will add its own sticker on imported fruit;

Citrus fruits: Elite World needs smaller size fruits for retail purposes (100 to 113 in terms of size);

Bananas: Elite World long size similar to Somali bananas and prices needs to be affordable.

The company will provide their suppliers with any special packaging requirements depending on the product.



Potential Supplier Recruitment Process

1. Send an email with the range of products and packaging practices and sizing of fruits;
2. Send seasonality chart;
3. Discuss and agree on the logistics process;
4. Discuss pricing;
5. Sends samples and maybe trial shipment;
6. Include a reclaiming and compensation process due to bad quality or damage in transportation.

Testing and certifications

Not a major issue – products will be tested by Kuwait Municipality at the border crossing, the products need to pass the testing and no other requirements are demanded by Elite World.

Payment Terms

Two methods:

1. Based on long established relation: **- preferred method of payment by Elite World -**

Elite World will pay based on market price after sending a consignment and will charge 7% and returns cost after 1 month.

2. Other method is just supply and demand (just direct selling) this method is difficult to apply in Gulf markets due to changing in prices.

B2B meeting

Highly Interested.

Kuwait Agriculture Company (KAC)

Company Brief

Kuwait Agriculture Company (KAC) was established in 1968 as a privately owned company. With over four decades of experience, KAC is today one of the largest leading importers and distributors of quality consumer products (food and non- food) in Kuwait.



شركة الكويت للزراعة ذ.م.م
Kuwait Agriculture Company W.L.L

They have a dedicated sales force divisions for each trade channel, modern warehouse facilities and a large fleet of delivery vehicles.

Kuwait Agriculture Company opened its doors to the world in 1968. As a poultry producer, KAC was on its way to the pinnacle of success. Soon after, KAC launched its first restaurant, Zahrat Al Madaen, which proved to be a very profitable venture. Bolstered with the popularity of Zahrat Al Madaen, the company expanded its operations to importing food and eventually established itself as an exclusive distributor of internationally famous brands in Kuwait.

The mid-nineties saw a period of careful restructuring and construction. A specialized sales department was formed, and the company owned its own cold and dry facilities. This strategy has been instrumental in shaping KAC into the KD 50 million enterprise it is today.



Facilities – number of employees – trucks

Employees: 700

Branches:

- Kuwait
- UAE

Trucks: 100+



Contact Details	
Contact Person	Ms. Amira Abdel Aal
Job Title	Purchasing Manager
Tel	+965 22269066
Mobile	+965 90004100
Email	secr@ktagr.com
Website	www.ktagr.com

Distribution channels

Kuwait Agriculture Company covers the entire available distribution channels in Kuwait Food and non-Food markets, and include: HORECA – Hypermarkets and Supermarkets– Cooperatives -Whole sale and Retail. This is achieved through their various divisions:

- **Retail (FMCG):**

The co-ops wholesale division serves over 360 outlets, including co-ops and their branches, supermarkets and hypermarkets. The team includes a Marketing Manager, a Sales Manager, Area Managers, 15 salesmen, 75 merchandisers and a support staff of 10. The goal is to profitably supply through their market expertise in sales management, inventory control, warehousing, delivery, product promotion, and merchandising and in market inventory management.

- **Direct Van Sale (Groceries):**

The Direct Van Sales, or Groceries division, services 2000 outlets, all seven days of the week. Fifteen routes are covered by KAC vans to supply groceries on a cash sales basis. The team includes Sales Managers, 20 salesmen, 4 supervisors and 20 merchandisers. A fleet of over 20 vehicles operates from our cold and dry store facilities supplying frozen, chilled and dry food to beverages, aiding KAC in serving the total available market with over 20 brands and 300 products.

- **Restaurant Supply (HORECA):**

The HORECA division caters to all the needs of the hotel, restaurant and catering sector. About 80% of Kuwait's market is served by KAC. The sales team consists of a Sales Manager, 10 salesmen and 4 supervisors. A fleet of over 10 vehicles covers key customers – 25 catering companies, over 250 restaurants and 7 main hotels.

Prime quality frozen meat, lamb, beef, poultry, turkey and other meat products are imported from Brazil, New Zealand, Australia and the United States to cater to the needs of the local market. Other main categories of foodstuff include oil, mayonnaise, butter blocks and rice. Frozen poultry, meat & fish are exported to Iraq with a turnover of 50 million dollars annually.

- **Mills Division:**

A state-of-the-art production unit provides packaging and roastery services.

KAC ensures quality and production volume as per the client's needs. They import in bulk and repack products like sugar, seeds, spices, dry beans, nuts and coffee beans. Post repacking, these products are supplied to major mills and distributors in Kuwait. Some of KAC major clients include The Sultan Center, Lulu Hypermarket and others. The production team comprises 50 members, of which 10 are salesmen and 15 are merchandisers.

- **Bakeries Ingredients**

KAC's Bakery Ingredients & Utensils supply division specializes in the supply of chocolate couvertures and cocoa products, bakery jams, pie fillings and glazes, cake mixes, donut mixes, pancakes mixes, flavours and food colours. Whipping cream, oils and shortening, butter blocks, and nuts such as pistachios, cashew nuts, almonds and other raw ingredients to all major bakeries in the country that is required for manufacturing cakes, pasteries and Arabic sweets.

Interest in Palestinian Products

- Zaatar¹¹ - as a Herb;
- Sumac;
- Freekeh;
- Makdoos;
- Labaneh;
- Baladi Nablus Cheese with good quality;
- Olive oil;
- Soap;
- Traditional – ethnic Palestinian Products and **the story of the product is important to KAC.**

¹¹ KAC imported Zaatar (as a herb) previously from Palestine, but the shipment – originating from Arabeh/Jenin - failed in testing and the company refused to exchange the products- the products failed because of fungus in the thyme herb.

Packaging requirements

- Possible for both private label and not;
- Modern and trendy packaging with essence of traditional values;
- The company will provide any comments or modifications on packaging.
- Make sure that quality is guaranteed and no cheating occurs with subsequent shipments being of lesser quality.

Potential Supplier Recruitment Process

- Email with available product range and a brief about the company;
- Agree on prices;
- Agree on packaging of products;
- Send samples both for company's revision and for testing by the municipality;
- Then KAC will move to order accordingly.

Testing and certifications

- Certificate of Health;
 - Certificate of Origin;
 - Organic and Fairtrade Certifications – Not a priority – but if the supplier have them then proof of certification is needed.
- If products failed to pass testing then it's on the Palestinian company to replace the order. Because they care mostly about trust. And no Cheating.¹²

Payment Terms

On arrival of goods in Kuwait after passing testing at the border – but depends on relation with company;

The “On arrival” policy might be change after a better trust worthy relationship has been established.

B2B meeting

Yes highly interested.

¹² Advice for Palestinian suppliers: make sure to discuss and agree with KAC on the return policy of your products should they fail testing. KAC values above all else honesty and consistent quality any deviation from that will cause them to reject all future relations with your company.

Majdi Food Company

Company Brief

Majdi Center Company was established in 1961, and have a half a century of experience in the field of grinding and packaging of spices, grains and herbs. "Majdi Food Company" seeks to develop work in this sector and expands in the food sector with its different specialties according to the highest quality standards presented by a technical and specialized management team , and with competitive prices that suit different groups and segments of society, and work on regional expansion towards the GCC, the Middle East and North Africa in order that (Majdi) products and those that will be added become known successively and trusted by housewives, chefs, restaurants, hotels and central kitchens, to give genuine flavors to their food items.



Majdi Food Company is ISO 22000:2005 and ISO 9001:2008 certified.



Contact Details	
Contact Person	Mr. Hasan M. Mahmoud
Job Title	Commercial Manager
Tel	+965 22331515
Mobile	+965 55316122
Email	hasan_majdifoodcenter@yahoo.com
Website	www.majdifood.com

Facilities

Majdi Center Company have outlets and points of sales in many countries, including:

- Kuwait;
- Saudi Arabia;
- UAE;
- Qatar;
- Oman.

In Kuwait, their outlets include Co-ops, Supermarkets and hypermarkets, and HORECA. For example:

a. Co-ops:

- o Al Qadsiya COOP SOCIETY
- o Sharq COOP Society
- o Shamieh & Shuwaikh COOP Society
- o Etc...

b. Supermarkets and Hypermarkets:

- o THE SULTAN CENTER;
- o City Center;
- o Lulu Hypermarket;
- o Carrefour;
- o Etc...

Distribution channels

Hypermarkets – HORECA – Supermarkets

Interest in Palestinian Products

- Sumac;
- Thyme;
- Sage.
- It's worth noting, that Majdi Food has faced financial restriction in money transfers from Kuwait to Palestine through Ahli United Bank and Boubyan Bank. It is our understanding from Mr. Omar Foudeh (Palestinian Commercial Trade Representative in Kuwait) that Palestinian companies should face no issues if they deal with The National Bank (TNB) in Palestine.



Packaging requirements

No need for private label.

Each item has its own requirements – they will provide it to the potential suppliers.¹³

Potential Supplier Recruitment Process

1. Send email with products and prices;
2. Send samples;
3. Send information on shipping process.

Testing and certifications

Requires certificate of health testing – for example percentage of pesticide use.

Payment Terms

It depends on relation, varies 60, 90, 120 days through Letters of Credit (L/Cs)

And depends on quantity of shipment.

B2B Meeting

Yes highly interested.



¹³ According to Mr. Hassan Mahmoud – the most important thing is insuring the ease of shipping process, shipping documents and certifications. And that the products have absolutely no connection what so ever with Israeli companies or language used on documents, labels and packages,...etc. and to have “Made in Palestine” clearly labeled on the products.

Kayan Trans Company

Company Brief

The company works in the field of importing food products from Palestine and Jordan, and is an extension of Abdalhadi Rad'an Company. The company was established in 2018 and imports mainly pickles, olive oil, dates, freekeh, and cheese from Palestine and Jordan.

The company is located in Al Qublah Block 13.

Facilities

The company has storage facilities which are used for distribution to retail traders in Kuwait.

Contact Details	
Contact Person	Mr. Mohammed Riyad Sbaihat
Job Title	Supply Manager
Mobile	+965 96615500
Email	mrsbaihat@gmail.com

Distribution channels

Retailers only

Interest in Palestinian Products

The products of interest are:

- Pickles;
- Olive Oil;
- Cheese;
- Zaatar;
- Freekeh;
- Dates¹⁴;
- Chocolates and Choco Madjoul;
- Grapes;
- Grape Leaves.

¹⁴ Imports from Qitaf Co.

Packaging requirements

Private label not needed.

Packaging is needed in various sizes and weights and most importantly the products needs to have "Made in Palestine" written on them.

The company will indicate the packaging requirements for each product to their potential suppliers from Palestine.

Potential Supplier Recruitment Process

1. Send brief about company and products range;
2. Send samples of products;
3. Trial shipment;
4. If everything is okay, then they will continue importing from the supplier.

Testing and certifications

Palestinian Health Certificate;

Palestinian Standard Mark;

Certificate of Origin.

Payment Terms

Depends on the company and the agreement, usually payment starts after one month of products arrival and continues on monthly installments.

B2B meeting

Yes highly interested.

MF Company

Company Brief

MF has its outstanding portfolio of Brands. Starting with MF Brand by itself which contain authentic world foods in its range such as Italian, Mexican, Indian...ect.

MF also have leading food brands such as Cruise Coffee for cold brewed Coffee Beverages, Wheat valley for upscale bakeries and Coat & Fill for honey and fruit spreads.



Easy cooking. Great taste.

The company has distributors for their products in countries abroad including all GCC countries, Thailand, UK. And are interested to have a distributor for their products in Palestine and managed to have a company called Ra'et Al Ard (رئة الارض) as a distributor¹⁵ for them in Palestine.



Facilities – number of employees – trucks

One branch, acts as a distribution hub.

Number of employees : 100

Trucks: 8 refrigerated

¹⁵ Mr. Mohammad Al Ahmed would like to visit Palestine but is facing visa issuance problem and he holds a Jordanian passport. The distributor on the other hand is also facing a problem in products entry to Palestine, they need to pay 800 NIS per product label (BEFORE entrance in Palestine) – Recommended to study this issue and check if we can help MF Company.

Contact Details	
Contact Person	Mr. Mohammad M. Al Ahmed
Job Title	Sales & Export Director
Tel	+965 22624021
Mobile	+965 66027713
Email	import@masafareeda.com
Website	www.mf-food.com



Distribution channels

MF Company distributes its products to hypermarkets, Coops, and HORECA.

Examples: Carrefour, Safe Co, Sultan Center.

Interest in Palestinian Products

- Olive oil; (if the price is acceptable)
- Pickles
- Makdoos
- Chilli (Shatah)
- Olives (interested in grilled and stuffed olive pickles)
- Olive paste and others.

Packaging requirements

MF requires its own private label, and will provide design and packaging requirements

Potential Supplier Recruitment Process

1. Email with company brief – product range and prices;
2. Send samples;
3. Agree on quantity and price and proceed to order;
4. MF will send packaging and product design requirements.



Testing and certifications

No need, the products will be tested at the borders and if everything is okay there will be no problem

Kuwait municipality does the testing - الهيئة العامة للغذاء والتغذية

Payment Terms

50% at proforma invoice and 50% once products are received.

B2B meeting

Yes highly interested .

Basmat Al Kuwait Est.



Company Brief

Basmat Al Kuwait Est. was established in 1985, the company is engaged in the marketing of food and supplementary products, and owns distribution rights for international brands such as Royal Dari and Basma Vegetables, Cheesa Dairy Factory, etc.

The company is currently working with a range of products including:

1. Royal Herbal Tea;
2. Basma seeds (rice – white beans – dry beans – all kinds of pulses);
3. Brown Sugar;
4. Honey;
5. Jams;
6. Halva;
7. Pickles – all kinds;
8. Cheese;
9. Grape Leaves;
10. Sardines;
11. Pepper paste (i.e. shatah);
12. Couscous (Maftool);
13. Frozen Vegetables.

Contact Details	
Contact Person	Mr. Ghassan M. Abdelbaki
Job Title	Sales Manager
Tel	+965 24715605
Mobile	+965 99346717
Email	ghann@windowslive.com

Facilities – number of employees – trucks

They have other branches in Saudi Arabia, Egypt and Kuwait.

Number of employees: 100+

Trucks: 25 trucks.

Distribution is done by a professional team:

- 9 salesmen covering the associations and central markets & And headed by Sales Manager;
- 25 of promoters to assist in the coordination of the market shelves;
- 2 delegate for restaurants and groceries we provide them with a bus for distribution;
- 54 Handling workers;
- Three stores are equipped to store food;
- Managed by a warehouse secretary and his assistant and a security man with a guard for the place;
- The accounting team consists of two accountants and a treasurer headed by a financial manager;

Distribution channels

Cooperative
Central
Grocery
Wholesale
Restaurants and hotels

societies
Markets
shop
Markets



Interest in Palestinian Products

- Pickles (cucumbers);
- Sumac,
- Blackseed;
- Zaatar;
- Dates Paste – عجوة;
- Freekeh;
- Maftool;
- Processed food;
- Frozen food like corn, potatoes, and peas.
- Noodles, they import from Gaza – Abu Aita Company.

Packaging requirements

Not necessarily private label.

Packaging needs to be modern and trendy, and the company will provide any needed adjustment to existing packaging.



Potential Supplier Recruitment Process

- Send email with introduction and products and send samples;
- Shipment should insure the quality of the products are the same as the sample originally provided.
- Testing will be done at the border

Testing and certifications

- Certificate of health;
- Certificate of origin;
- If there are certificates such as ISO and Organic this is a plus.

Payment Terms

Depends on agreement with company, could be L/C or bank transfer.

B2B meeting

Yes highly interested.

Al Maimoun Company

Company Brief

Al Maimoun trading and contracting CO was established in the state of Kuwait in 1998 and registered in the Kuwait chamber of commerce NO. 139004 to provide food and beverage products for supermarkets ,hotels and other retail shops as well as general trading .

Although Al Maimoun is new with regard to its establishment date as a local company in Kuwait , it's a professional and reliable company by implementing the systems and procedures which are based on international standards.

Al Maimoun originally started in the construction sector, then shifted to food products due to Mr. Bader Al Shehab (CEO) background in the cattle industry. The company started officially in 2007, and the company received funding from the Kuwaiti national fund and now they have the brands of:

1. Cold Cuts and Meat Products:
 - Juwahrit Tulkarem - Jordan,
 - Tulkarem – Jordan
 - Al Maydia – UAE
2. Pickles:
 - Al Zawati - Jordan and another brands from Iran.
 - Al Maimoun is also the only company in Kuwait to import Iranian pickles and have them sell in hypermarkets and coops in Kuwait. And have access to 30 coops out 50 in Kuwait.
3. Frozen Products:
 - Egypt – frozen brands about 11 commodities;
 - Another from Iran for frozen brands.



**AL MAIMOUN
COMPANY**

Facilities – number of employees – trucks

of employees: 20+

trucks: 6

Contact Details	
Contact Person	Mr. Bader Al-Shehab
Job Title	Chief Executive Officer
Tel	+965 22091622
Mobile	+965 94013000 / +965 90007008
Email	bader@almainoun.com

Distribution channels

The company distributes its products mainly to cooperatives and in total have points of sale in 30 Coops such as Sultan Center, Carrefour, SafeCo, and City Center.

Interest in Palestinian Products

Al Maimoun is looking to be an **exclusive distributor** because Coops will not pay if Kuwaiti company is not an exclusive distributor, Al Maimoun is looking for the following Palestinian products:

- Pickles;
- Nablus cheese;
- Olive Oil; (**Pal Siraj Foundation**¹⁶ are selling at cheap price olive oil in Kuwaiti Coops – and helps cooperatives in Palestine)
- Labaneh;
- Freekeh;
- Grape leaves;
- Madjoul dates in special packaging between 1 to 2 kgs.
- Zaatar – good packaging and not bulk;
- Sumac;
- Olives stuffed;
- Cold cuts¹⁷;
- Dairy products mainly cheese and labeneh.
- Choco Madjoul;
- Soap.

Packaging requirements

Al Maimoun is not looking to import in bulk, they want small packaging with a good design for retail purposes.

Al Maimoun will provide any comments on packaging.

Also they are only looking for Palestinian companies who would agree to have Al Maimoun as their exclusive distributor in Kuwait, but private labeling is not a priority.

Potential Supplier Recruitment Process

1. Send introductory email with products range;
2. Send samples one for approval by company and others for testing by the municipality;
3. Agree on prices – CIF no FOB;
4. Agree on shipment.

¹⁶ Pal Siraj Foundation, aims at helping Palestinian families, businesses, and cooperatives to achieve a sustainable livelihood - <http://www.palsiraj.org/>

¹⁷ Previously had meeting with a cold cuts from Palestine but their price was expensive

Testing and certifications

1. Health Certificate;
2. For meat – Halal Certificate – Certificate of Origin of Meat – Certificate of Veterinary testing in country of origin for meat and another from Palestine.
3. Certificate of origin

Payment Terms

Payment is 30% in advance and 70% after products pass health testing in Kuwait in 60 to 90 days money will be transferred.

B2B meeting

Yes highly interested.

Hussain & Qaisar Company Company Brief

Hussain and Qaisar International Ltd. Co. established in 1972 by the dynamic late Mr. Qaisar Ali Merchant, Since inception, their business activities have been varied and include food additives, spices, beans, pulses and cereals, herbs, dry fruits, nuts and coffee, animal feed and bird feed, and canned goods.

HUSSAIN & QAISAR INTERNATIONAL LTD. CO.
شركة حسين وقيصر العالمية المحدودة

The company imports from countries such as:

- Canada;
- USA;
- Argentina;
- Europe: UK, France, Spain, Italy and Ukraine;
- Middle East: Jordan and Turkey;
- Asia: China, India, Pakistan, Vietnam, Burma, Thailand, and Sri Lanka;
- Australia.

The company also have varied clients:

- Biscuit and chocolate factories
- Catering companies
- Convenient stores
- Dairy factories
- Dry fruit shops and roasters
- Food service
- Hospitals
- Hypermarkets
- Paper industry
- Pharmaceutical factories
- Sweet marts

Facilities – number of employees – trucks

Employees: 30+

Trucks: 8

Contact Details	
Contact Persons	<ul style="list-style-type: none">- Mr. Hassan Iqbal Merchant;- Mr. Zahid H. Merchant
Job Title	Marketing and Sales Managers
Tel	+965 24842701
Email	hassan@hussain-qaisar.com ; zahid@hussain-qaisar.com
Website	www.hussain-qaisar.com

Distribution channels

Hypermarkets, Wholesale, Retail, and HORECA

Interest in Palestinian Products

1. Spices;
2. Herbs – dried;
3. Dates;
4. Table salt with flavoring.

Packaging requirements

The company requires the products to sell under their own private label.

They also need products in bulk and in consumer sized packing.

For HORECA: 1 - 5 Kgs packing

Potential Supplier Recruitment Process

1. Send an email with products range and prices;
2. Send samples;
3. Most important is the price to be competitive and good quantity – company needs to be reliable and shipment needs to be intact and no damage.

Testing and certifications

Health certificate;

Halal certificate;

Certificate of origin;

ISO – HACCAP

GMO

Payment Terms

Cash against documents (a few days before arrival) and depends on product (after passing testing)

B2B meeting

Yes interested

The Approved Company

Company Brief

THE APPROVED MARKET was established In August 2014 By: **Mr. Fahad A. Al-Dahaer** He is the founder and General Manager of the approved market, Marvel fit gym, partner in core fitness gym and ingredients restaurant.



The Approved Market is an online health food store that sells high quality, natural organic foods delivered right to your doorstep. They offer over 3,000 products, from beans and grains to nuts and seeds to all kinds of grocery products. and value high quality service and strive to make customers happy.



Contact Details	
Contact Person	Mr. Munaf Mushtaque
Job Title	General Manager
Tel	+965 22441341
Mobile	+965 60329034
Email	munaf@theapprovedmarket.com
Website	www.theapprovedmarket.com



Distribution channels

The approved market has physical store located in Kuwait: Sharq - Al Sanabil Tower - G floor.

The company also have its own online store and deliver directly to customers :

https://www.theapprovedmarket.com/en/catalogue/category/snacks-and-beverages/healthy-snacks-and-beverages/protein-bars_227/

Interest in Palestinian Products

The company is interested in Palestinian products that are mainly packaged and health oriented, such as:

- Olive Oil¹⁸ – regular and organic or Fairtrade;
- Thyme and Olive protein crackers¹⁹;
- Dates protein bars;
- Stuffed olives;
- Food pastes.

Packaging requirements

The Approved Market Company imports products in small packages for retail purposes only.

The packaging of the products is of high quality and modern as most of the products in the store are organic, Fairtrade, or health oriented.



¹⁸ The Approved Market Company already have Palestinian olive oil from Al Ard through a local distributor, as well as from Palestine Fair Trade Association through a Kuwaiti company called Natureland.

¹⁹ Mr. Munaf Mushtaque – suggested that Palestine should produce this product since its sells for a good price (2 KD) in Kuwait and in high demand.

Potential Supplier Recruitment Process

The Approved Market Company is keen on having Palestinian products in its store, however they want to deal with a local distributor for Palestinian products in Kuwait.

Testing and certifications

Not applicable

Payment Terms

Not applicable

B2B meeting

Yes highly interested.

