

DUBAI CHAMBER

INTERNATIONAL



New Horizons

Roadshow to Serbia & Turkiye

7 - 11 October 2024

Explore | Engage | Expand

E-Handbook










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H.E. Mohammad Ali Rashed Lootah President and CEO | Dubai Chambers

At Dubai Chambers, we are proud of our ongoing efforts to connect local companies to exciting opportunities for business growth. Driving the international expansion of Dubai-based businesses in promising markets remains one of our key strategic priorities. The 'New Horizons' initiative was launched in 2023 to support this objective through targeted trade missions, which are designed to help businesses connect with key stakeholders and explore partnership and investment opportunities.

Serbia and Türkiye, the two countries targeted during our upcoming mission, demonstrate significant potential for increased trade and hold tremendous opportunities for Dubai-based companies. During the roadshow, you will benefit from opportunities to take part in pre-arranged networking and business matching activities. We are confident you will find your participation to be a productive and rewarding experience.

In addition to supporting the expansion of local businesses, we aim to encourage companies, investors, and other key stakeholders in Serbia and Türkiye to understand what you already know - that Dubai is a thriving, welcoming global business hub.

We wish you every success on our upcoming trade mission.

Dubai International Chamber, one of three chambers operating under the umbrella of Dubai Chambers, was established to promote Dubai as a global business hub, attract multinational companies and expand the emirate's trade ties with promising markets. The Chamber has a mandate to support Dubai's target of boosting foreign trade from AED 1.4 trillion to AED 2 trillion by 2026. Facilitated in part through a network of international offices across Africa, Eurasia and Latin America, the new entity has a dedicated focus on representing and supporting the interests of local companies that have a global presence, as well as international companies based and operate in Dubai. It also works to attract international commercial organisations and position Dubai as an attractive business destination for global investors and talent.

New Horizons Initiative

The global business environment is evolving at a rapid pace, and what is becoming a solid fact is that expanding into international markets has become a vital strategy to increase revenue and profits for many businesses. Adapting to this change, Dubai is constantly looking at ways to promote its city-based businesses by providing new trade and business opportunities not just in the region, but around the world. In line with Dubai Chambers efforts to strengthen the city's position as a global business hub and to support the local companies in achieving universal success, Dubai International Chamber announced its initiative "New Horizons" to support our members outreach to prominent markets worldwide, to diversify their business activities, explore new investment opportunities, attract new customers and gain market access and knowledge.

DUBAI CHAMBER
INTERNATIONAL



COMPANIES OVERVIEW BY SECTOR

Electronics

Lime Concepts General Trading LLC

Energy & Mobility

CAFU

Food & Beverages

Africa And Middle East General Trading

Elite Agro FZE

IFK Wholesale Trading LLC

Premium Concept F & B Trading LLC

Industrial Engineering

Mark & Aira Trading LLC

Information Technology

Code Hive

Combined Computer Trading LLC

HSA Security Solutions

Meerana Information Technology

Priofy

Sypos Technology

Investments

Reech Corporations Group

Retail

Concept Brands Group

Union Coop

Textile

Barjis Carpet Trading LLC

LIME CONCEPTS GENERAL TRADING - HYPHEN ELECTRONICS

HYPHEN®

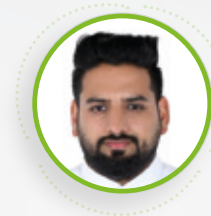
HYPHEN specializes in premium mobile accessories designed for modern lifestyles, offering a range of products including phone cases, screen protectors, MagSafe accessories, laptop sleeves, and power banks. Each product is thoughtfully crafted to combine style with functionality, ensuring exceptional protection and convenience. What sets HYPHEN apart is the 3-year warranty on all products, reflecting our dedication to quality and durability. Our mission is to provide high-quality accessories that elevate the tech experience, ensuring customers enjoy both practicality and aesthetic appeal with every purchase.

Business Activity

Mobile | IT and Tech accessories

Interested to meet with

- Mobile and IT accessories
- Apple Premium Partner
- Electronic Supplies Retailers



Abdul Wahab

Business Development Manager

A seasoned Key Account & Business Development Manager (MENA) with over 12 years of experience in sales and business development throughout the GCC and MENA regions. Proficient in enhancing market presence and driving growth through strategic planning and relationship building. Abdul have successfully secured brand distribution partners in Egypt, Morocco, the Philippines, Jordan, and African countries such as Tanzania, Madagascar, and Cameroon. Experienced in attending industry events and traveling across the GCC to generate leads and convert them into long-term customers.

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CAFU

ENERGY & MOBILITY



CAFU, a global leader in fuel delivery and vehicle services, launched in Dubai in 2018 and has been driving innovation and convenience ever since. Ranked among the top 3 in LinkedIn's Top Start-ups List for 2023, CAFU enhances the car ownership experience with smart connectivity and predictive features. Starting with on-demand refueling, CAFU now offers a range of convenience-driven services like car washes, battery, tire, and engine oil changes, all delivered anytime, anywhere.

Business Activity

On-Demand Fuel Delivery | Vehicle Services

Interested to meet with

- Petrol Ofisi
- OPET
- Aytemiz
- Luk Oil
- M Oil
- TPI and similar companies



Alaa Mustafa

Chief Business Officer

Alaa started his entrepreneurial journey about 20 years ago, and has worked in investment, growth, expansion, corporate strategy, product development, and served at the helm of organizations across UAE, Saudi Arabia, Qatar, Libya, and Ethiopia. As Chief Business Officer, his goal is to drive business growth by working with key business partners to establish and launch initiatives, ventures, and projects, while maintaining CAFU's position as a leader in innovation within the automotive, mobility, and energy industries. It is under Alaa's expert leadership and guidance that CAFU was able to successfully launch their BETA mobile EV charging solution in Montreal, Quebec in 2023.

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AFRICA AND MIDDLE EAST GENERAL TRADING

FOOD & BEVERAGES



Africa & Middle East General Trading is based in Dubai, serving as the hub of our operations. Our primary focus is on exporting a diverse range of commodity products to numerous countries across the globe. We diligently source all our products from leading global manufacturers, adhering strictly to the terms and conditions specified for each product. Additionally, we specialize in providing private labelling services for esteemed buyers. Our extensive portfolio encompasses the export and import of various essential food items such as rice, sugar, edible oil, spices, pulses, beans, milk powder, wheat flour, canned food, and other foodstuff products on a worldwide scale.

Business Activity

Agro Commodities | Foodstuff Import | Exports

Interested to meet with

- Agro Commodities
- Foodstuff Exporters
- Importers



Shaik Shaida
Managing Director

Shaida is an Indian national with more than 20 years' experience in Gulf Agro commodities trading business.

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ELITE AGRO FZE

FOOD & BEVERAGES



Elite Agro FZE is an Agribusiness Trading House specializing in the supply of agro commodities. We are exporters and importers dealing in multi-origin organic and conventional products, including spices, seeds, oilseeds, nuts, grains, pulses, tea, and coffee. With a strong network of reliable processors and exporters, we serve a robust customer base across Asia, the Middle East, Africa, the USA, Europe, and beyond. Our processing and packaging facilities meet international quality standards, and we engage in cross-country trade with India, Vietnam, Indonesia, China, Africa, and others. Currently, we supply products to over 85 countries worldwide and are interested in connecting with both buyers and suppliers.

Business Activity

Spices | Nuts | Dry Fruits | Oil Seeds | Grains | Pulses | Beans | Tea | Coffee & other Agro Products

Interested to meet with

- Agro Commodities
- Foodstuff Import
- Exports



Karan Jain

Founder & Managing Director

Karan Jain is the Founder and Managing Director of Elite Agro, based in the Jebel Ali Free Trade Zone, Dubai. His career began in 2015 as Managing Director and Partner at Spice Star Foodstuff Trading LLC, where he focused on the global trade of agricultural commodities. With nine years of experience, Karan has emerged as a dynamic trader in international markets, culminating in the launch of Elite Agro in May 2024.

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IFK WHOLESALE TRADING

FOOD & BEVERAGES



Founded in 2012 and headquartered in Lahore with business operations in Dubai, Pakistan, the IFK Group of Companies has established itself as a leading business conglomerate. Engaged in diverse sectors such as coal exploration, agriculture, travel, international trading, and construction, IFK is celebrated for its financial stability and commitment to quality. With a focus on customer satisfaction, employee motivation, and technological innovation, the group upholds strict quality standards to maintain its reputable standing in the industry.

Business Activity

General Trading mainly Fruit & Vegetables | Himalayan Pink Salt | Dental & Surgical Instruments

Interested to meet with

- B2B Distributor
- Importer
- Retail Chains
- Hyper Markets



Chaudhry Ayzaz Karim
CEO

Karim has played a pivotal role in managing strategic partnerships and business relationships, skillfully negotiating contracts and resolving conflicts. He has optimized resource and staff management to ensure a balance between financial performance and operational efficiency. As the leader of Makerwal Collieries Limited, Pakistan's largest private coal mine, Mr. Karim has driven significant business growth through key operational initiatives. A seasoned international entrepreneur, he has established a strong global network and is now expanding the group's presence into the UK.

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PREMIUM CONCEPT F&B TRADING

FOOD & BEVERAGES



At F&B Premium, our strategic approach is deeply rooted in understanding and responding to the dynamic needs of the market. We believe that the foundation of a successful food and beverage brand lies in its ability to identify and address the evolving preferences of its consumers. We thrive on understanding and meeting the dynamic needs of our consumers. Our strategy is built on comprehensive market research, delving into consumer behavior, preferences, and trends across the UAE and beyond.

Business Activity

Food and Beverages trading | Canned and Preserved Food Trading

Interested to meet with

- Food
- Beverages Distributors Company



Dr. Ghandy Abuhawash
CEO

With over 15 years of experience at prestigious law firms and international corporations, Dr. Ghandy Abuhawash has built a renowned commercial practice, advising clients on company formation, shareholder agreements, and compliance. He also leads legal teams and established a legal department for a top international company. His expertise spans multiple jurisdictions, leading him to the creation of Brands Republic Limited in Dubai, a diverse holding group. Its subsidiaries include Premium Concept F&B Trading (Surge Energy Drink) - first Emirati Premium Energy Drink, Pertec Brake Pads, Trends Hub, and First Global Financing Broker Est., along with many others across various industries, solidifying Dr. Abuhawash's vast influence.

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MARK & AIRA VALVES TRADING

INDUSTRIAL ENGINEERING



Since more than 40 years, Mark & Aira have been designing high-quality valves, that are used around the world in Industries ranging from Power, Steel, Oil and Natural Gas to Chemicals, Wastewater, Potable Water among others. Our range of industrial valves includes Gate Valves, Globe Valves, Forged Steel Valves, Check Valves, Ball Valves, Butterfly Valves, Pressure Reducing Valves, Safety Valves, Moisture Separators, Auto Drain Valves, Air Valves, Filters etc., along with pneumatic and electric actuators that complement the valves with world-class automation. Our capabilities in this market requirements are complemented by timely deliveries and our after-sales services for which we have a stock maintaining workshop based in Dubai since the year 2004.

Business Activity

Valves Manufacturing | Trading

Interested to meet with

- Various Valves Suppliers
- Traders
- Manufacturers
- Oilfield and Water Equipment Supply Companies
- EPC Contractors etc



Zaid Kapadia
CEO

Zaid is a distinguished entrepreneur and the driving force behind Mark & Aira Dubai, a leading valve manufacturing and supply company specializing in high-quality valve solutions for diverse industrial applications. With a robust engineering background and extensive industry experience, Zaid has dedicated his career to delivering excellence and innovation. Under his leadership, the company has built a strong reputation for its commitment to quality, reliability, and customer satisfaction, with a vision to bridge advanced technology and customer needs, ensuring products meet stringent international standards.

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CODE HIVE FOR CODING AND MACHINE LEARNING

INFORMATION TECHNOLOGY



Code Hive is founded on the principles of dynamism, client focus, and technological power. Our journey has been deeply intertwined with the process of creating state-of-the-art applications for both iOS and Android platforms. Since our inception, our vision has been to streamline the pathway to market for emerging businesses, no matter how challenging their time and budget constraints. We take immense satisfaction in our team of expert app developers. They blend their high-level strategy, proficiency, and passion to yield coherent results for projects, regardless of their scale. Having spent considerable time working on diverse projects, we stand ready to transform your brilliant ideas into fully functional applications, regardless of the complexity of the challenge.

Business Activity

Digital Transformation | Data Analytics | App & Software Development

Interested to meet with

- › Companies that specialize in Automation
- › AI
- › Big Data and Data Analytics



Saif Alawar
Co Founder

Saif Alawar is the CEO of Code Hive for Coding and Machine Learning, a leading company specializing in advanced data solutions. With a strong focus on digital transformation, data analytics, and tailored software solutions, Saif has spearheaded numerous initiatives that drive innovation and efficiency. Under his visionary leadership, Code Hive excels in delivering cutting-edge coding and machine learning services, empowering businesses to harness the power of data for strategic decision-making and competitive advantage. Saif's expertise and strategic insight have positioned Code Hive as a trusted partner in the ever-evolving tech landscape.

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COMBINED COMPUTER TRADING LLC

INFORMATION TECHNOLOGY



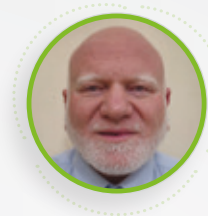
Information Technology, we take pride in leading technological advancements since our founding in 1997. Starting in Dubai, we've grown into a global leader, setting standards in technology across the Middle East, Europe, and Africa. Our strength lies in our commitment to excellence and innovation. Through strategic collaborations, we've developed cutting-edge products and solutions, ensuring our clients remain ahead in a rapidly changing digital landscape. Our expert team is dedicated to understanding unique business needs and delivering tailored solutions that address today's challenges while anticipating future opportunities.

Business Activity

Distributor for Elga Europe | SkyRiver | Vantage | HYTT | Dry Film for PCB manufacturing | sustainable water solutions | security solutions | telecommunication and Fiber Optics manufacturing

Interested to meet with

- PCB manufacturers in healthcare, automotive, aviation, defence, electronics, oil and gas, telecommunication sector
- Corporate heads for sustainable water and environment sector
- Security solutions dealers and decision makers for partnerships and joint ventures
- Technology companies who are looking to become our Dealers / Agents in these two countries (Serbia and Türkiye)



Syed Muhammad Jaffar
Managing Director

A forward-thinking professional with over 25 years of corporate experience in business management, Muhammad Jaffar is constantly seeking new business opportunities. Holding a bachelor's degree in computer engineering from Dubai, he has earned global recognition in public speaking and business networking. With experience traveling to more than 35 countries, Muhammad brings a wealth of expertise and knowledge to his field. He is supported by a skilled core team in Dubai, overseeing global branches and international operations. Combined Computer Trading LLC, based in Dubai, operates in Sri Lanka, China, Oman, and Pakistan.

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HSA SECURITY SOLUTIONS

INFORMATION TECHNOLOGY



HSA Security, established in 2008, an ISO 9001:2015 certified company, is a leading provider of comprehensive security solutions in the Middle East and globally. The company specializes in brand protection, tamper-evident, anti-counterfeit, and advanced security technologies, offering customized and turnkey solutions to a variety of industries, including pharmaceuticals, aviation, logistics, luxury brands, valuables movement and more.

Business Activity

HSA Security delivers a wide range of high-security products, solutions and advisory services. These include turnkey track & trace solutions for manufacturers and valuables movement, tamper-evident labels and tapes, anti-counterfeit solutions, security seals, secure bags, and blockchain-based document verification platforms. The company, with in-house R&D and software development team, caters to the specific needs of each client, ensuring the highest standards of security and compliance. Solutions from HSA Security are trusted by top brands, airlines and institutions worldwide to safeguard their products, documents, and assets.

Interested to meet with

- Jewellery Retail Groups
- Pharmaceutical Manufacturers,
- Airlines, Airports, High-Value Logistics Providers
- Universities and Colleges
- Government Standards Authorities
- Land Departments
- Electronics and White Goods Manufacturers



Haroon Asghar
CEO

Haroon has over two decades of expertise in brand protection and cybersecurity. He has advised global corporations and governments, bridging the gap between physical and digital brand protection. Additionally, he runs a cybersecurity company that protects celebrities, VIPs, and ultra-high-net-worth individuals, and conducts cybercrime investigations. Regularly featured in media and a speaker at international conferences, Haroon has led HSA Security to offer the most comprehensive tamper-evident, anti-counterfeit, and specialized software solutions worldwide, consistently outperforming the competition and providing unparalleled security for clients across various sectors.

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MEERANA INFORMATION TECHNOLOGY

INFORMATION TECHNOLOGY



Meerana specializes in various technology-driven services including IT Outsourcing, Blockchain, Digital Transformation Consulting, Digital Product Engineering, Talent Outsourcing, Data Management & Analytics, UX/UI Consulting, Web & Mobility Solutions, IoT, Artificial Intelligence, Innovation Tech, Agritech, and Fertility, among others. Strategically headquartered in Dubai, UAE, one of the fastest-growing cities globally, our goal is to build the most trusted community for delivering top-quality technology solutions.

Business Activity

IT Solutions & Cybersecurity Services

Interested to meet with

- Potential clients
- Partners
- Government entities interested in technology solutions
- Innovations



Matar Almehiri
CEO

Eng. Matar is a seasoned Digital and Technology expert with over 24 years of leadership in key positions at Dubai Electricity and Water Authority (DEWA), the GCC's premier Power and Water Utility. Alongside, he is the founder & CEO of Meerana Technologies, dedicated to building a trusted community and delivering top-tier technology services. Previously, as DEWA's Chief Information Officer and Chief Innovation Officer, he spearheaded Enterprise Digital Transformation, launching Digital Products and Services, and driving Innovation at Scale, crucial for Dubai City and DEWA's vision. He also served as a Board Member and COO of Digital DEWA, contributing to MORO's growth and establishing subsidiaries like Digital X and Infra X, solidifying Digital DEWA's position as a leading force in GCC's Digital and Technology Services sector.

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PRIOFY

INFORMATION TECHNOLOGY



Priofy is a technology solutions provider that does not want to go with the flow; we want to be the flow. Our innovative energies are powered by an effective, value-centric paradigm of offering solutions that transforms operations into a digitally native intelligently automated processes. We are passionate about harnessing the power of cutting-edge technology to drive innovation and transformation for businesses across the globe in a data-driven world. With a strong commitment to excellence, we empower organizations to stay ahead in the digital age by leveraging our expertise and resources to solve complex challenges and unlock new opportunities.

Business Activity

Information Technology | BPM Solutions | Automation & Digitization

Interested to meet with

- › Oil & Gas
- › Engineering Consulting
- › Electric
- › Telco
- › Metal Industry
- › Hypermarkets and Supermarket Chains



Mohammed Al Joohi
Chief Executive Officer & Owner

Mohammed Al Joohi is an Emirati who brings 11 years of experience within the technology sector - in both, governmental sector and the private sector. Mohammed has delivered projects in the UAE, GCC, UK, Europe, and Asia. He has rich knowledge of IT leadership at all scales. Mohammed's area of strength is intelligent automation and software solutions. In addition to that, he brings rich expertise in the automation process within the telcom industry. Mohammed's aim is to position priofy among the leaders in this field, both locally and globally.

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SYSPOS TECHNOLOGY LLC

INFORMATION TECHNOLOGY



Syspos is a technology company that specializes in cloud-based point-of-sale (POS) and payment solutions. Our all-inclusive platform provides businesses in the food and retail industry with a one-stop-shop solution for management systems, payment processing, and data analysis.

Business Activity

Cloud POS | Online Ordering Platform | Payment Solutions | and Airport VIP Management Solutions

Interested to meet with

We are targeting companies in the following sectors:

- **Technology and IT Service Providers**
 - Companies offering integrated solutions for restaurants and retail
 - Companies specializing in digital payment solutions
- **Franchise Consultants**
 - Consultants helping entrepreneurs set up restaurant and cafe franchises
 - Franchise chains looking to streamline their operations
- **Marketing and Advertising Agencies**
 - Agencies specializing in digital marketing for restaurants and cafes
 - Companies offering loyalty and reward program solutions
- **Logistics and Delivery Services**
 - Companies offering delivery solutions to restaurants and cafes
 - Food delivery platforms looking to integrate with POS systems
- **Payment Gateway Providers**
 - Companies offering robust and secure payment gateway solutions to integrate with our POS system



Shamis Al Shamsi
Owner

Shamis is the Co-Founder of Syspos. He's a seasoned tech leader driving innovation. Shamis has been instrumental in Syspos' growth, leading to expansion and developing airport services platforms. His passion for technology fuels his vision for the future.

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REECH CORPORATIONS GROUP

INVESTMENTS



Reech Corporations Group is dedicated to creating long-term value by establishing innovative and transformative companies. We engineer cutting edge solutions across diverse markets, geographies and sectors. Each entity within the Reech Corporations Group benefits from collective resources, strategic vision, and the extensive experience that our Group has to offer.

Business Activity

Technology | Lifestyle | Consumer Goods | Food Security | Financial Services | Real Estate

Interested to meet with

- › Economic Development Government Officials
- › Influential HNWIs with interest in investment opportunities or partnerships/joint ventures
- › Lifestyle Business leaders
- › Consumer Goods and Food security business leaders
- › AI, new and innovative technology business leaders particularly concerning real estate sector



Christophe Daniel Reech
Chairman & CEO

Christophe is a seasoned entrepreneur and investor with a successful career spanning diverse sectors. From his beginnings as an investment banker in France, he has become the Group CEO and Chairman of Reech Corporations Group, demonstrating sharp business acumen and strategic foresight. He serves on the Dubai Chambers Advisory Council for Digital Economy and is a member of the World Government Summit and World Economic Forum. Christophe's entrepreneurial spirit and expertise in risk management allow him to capitalize on emerging market trends, redefining the landscape of real estate, technology, FMCG, SMCG, lifestyle sectors, and financial services.

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CONCEPT BRANDS GROUP

RETAIL - APPAREL



Concept Brands take pride in being one of the most happening shopping destinations in the Middle East. Our Multi Brand Outlet is designed to cater to all your fashion needs, offering a diverse collection of premium quality designer products including footwear, watches, sunglasses, accessories, and much more. But that's not all! We also feature an extensive range of designer fragrances that will leave you feeling refreshed and stylish. Whether you're looking for international or local brands, our Brands 4 U Outlet stores have something for everyone. We are committed to ensuring a high level of satisfaction for our customers while they shop with us. Our dedicated team is always ready to assist you in finding exactly what you need.

Business Activity

Fashion Branded Retail Outlet | Consumer Trade Shows | Branded Perfume

Interested to meet with

➤ Apparel Manufacturing



Bilal Ehmed
General Manager

Bilal brings over a decade of experience in retail and brand management. He has been instrumental in managing operations and driving growth for Brands4u Outlets and CBBC Sale. With a strong background in buying, he excels at identifying market trends and sourcing high-demand products. His leadership has played a crucial role in the success of the group's retail ventures, delivering exceptional customer experiences and fostering consistent business growth across key markets. Bilal's strategic insights and operational expertise continue to elevate Concept Brands Group

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UNION COOP

RETAIL



The Retail Pioneer 'Union Coop' was established by Ministerial Resolution No. 31/2 dated May 24, 1982, issued by the Ministry of Labour and Social Affairs at the time. Union Coop was incorporated with the vision to enhance the socioeconomic condition of members and to serve the local community wherever it operates. With a commitment to delivering exceptional value and quality across its diverse range of products and services, Union Coop operates multiple hypermarkets, supermarkets, and Commercial Centers/Malls across Dubai. Additionally, outside Dubai Union Coop also successfully manages the Umm Al Quwain Coop. Through continuous innovation and customer-centric strategies, Union Coop strives to be the preferred shopping destination, providing a unique and fulfilling shopping experience to all customers.

Business Activity

Consumer Co-operative | Hypermarkets and Commercial Centres/Malls

Interested to meet with

We are interested in meeting with representatives in the following areas:

- Fresh food
- Dairy products
- Light household
- Potential tenants that fit neighbourhood malls



Mohamed Alhashemi
CEO

Mohamed Al Hashemi is the Chief Executive Officer of Union Coop and a Young Global Leader recognized by the World Economic Forum. With a diverse background across sectors such as property, entertainment, healthcare, fashion and lifestyle, and food and beverage, Mr. Al Hashemi is known for his strategic expertise in navigating GCC markets and driving growth through innovation and partnerships. As a visionary leader, he excels in human capital planning and has a proven track record in launching successful startups and scaling consumer concepts. His commitment to excellence and strategic thinking is shaping the business landscape.



Niels Groen
Chief Commercial Officer

Niels Groen is the Chief Commercial Officer at Union Coop and a skilled Trade Development Specialist with extensive experience in driving growth and building strategic partnerships. Renowned for his ability to identify and capitalize on opportunities, he excels in creating strategies that align with business objectives across diverse industries. His combination of analytical skills and creative problem-solving has consistently yielded exceptional results. Currently, Mr. Groen is focused on supporting innovative projects and dynamic strategies, dedicated to fostering long-term success and value creation at Union Coop.

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BARJIS CARPET TRADING LLC

TEXTILE



Barjis Carpet Trading is a high end rug and carpet company. It is known for its sustainable materials and works closely with commercial Interior Designers and hotel specifiers to produce carpets for the hospitality industry as well as take on commercial products such as workplace carpets and luxury residential projects.

Business Activity

Design and manufacture premium quality rugs and carpets | The business also produces wallpapers and wall coverings

Interested to meet with

- Commercial Interior Designers
- Hotel Procurement Companies
- Operational Managers of Corporations
- Yacht Designers
- In - House Hotel Interior Design Team



Barjis Chohan
CEO

Barjis Chohan is the CEO of the award-winning British lifestyle brand Barjis London, which has been in the carpet business for 25 years and has since expanded its product range to include fashion, accessories, and furnishings. Since 1999, Barjis London has been involved in the rug and carpet industry, working on prestigious projects such as Emirates Towers, Marriott Hotel Group, Bluehaus Group LLC, The Berkeley Group, K+K Hotels, Japan Airlines, Landmark House, Montcalm Autograph Collection, and numerous residential projects. Earlier this year it has expanded into the UAE market with its luxurious carpets, bespoke wallpaper and furnishings.

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DUBAI CHAMBERS' LEADERSHIP PROFILES



H.E. Mohammad Ali Rashed Lootah
President & CEO | Dubai Chambers

Mohammad Ali Rashed Lootah is the President & CEO of Dubai Chambers, one of the largest economic development arms in Dubai. In his current role, he oversees the implementation of Dubai Chambers' strategic initiatives and plans, which aim to improve ease of doing business in Dubai, support businesses expanding globally, attract foreign companies and investment and advance the digital economy.

Previously, Lootah served as CEO of the Commercial Compliance & Consumer Protection for Dubai's Department of Economy and Tourism, where he was responsible for overseeing consumer protection, business protection, intellectual property protection and commercial compliance.

He also held several other leadership positions at the Department of Economic Development, namely Deputy CEO of the Commercial Compliance & Consumer Protection Sector, Deputy CEO of the Dubai Export Development Corporation, Executive Director of Corporate Quality and Excellence and Deputy Director of Information Technology Department at Dubai Land Department.

He earned a bachelor's degree in computer systems engineering from Arizona State University in the United States and an Executive MBA - Strategic Management from the Higher Colleges of Technology in Dubai.



Hassan Al Hashemi is Vice President of International Relations at Dubai Chambers, the emirate’s engine of economic advancement and growth that drives business impact for its members while cementing Dubai’s reputation as a global business and trade hub.

Al Hashemi is a recognized representative of Dubai Chambers in international settings. He leads engagements with public and private sectors as well as bilateral strategic dialogues to boost international partnerships and trade relations, drive high-level business networking programmes, and maximize the impact of inbound and outbound delegations and missions. Under Al Hashemi’s leadership, Dubai Chambers has expanded its global reach through the establishment of 15 international representation offices across Africa, Latin America, CIS, Asia (India and China), and the Middle East. He also played a leading role in establishing and developing the Dubai Association Centre, the first centre of its kind in the region that aims to attract non-profit international business and professional bodies to Dubai.

Hassan Al Hashemi holds a BA degree in Management and Marketing from the University of Dubai. He is a graduate of the “Mohammed Bin Rashid Programme for Leadership Development”. He also serves as Vice-Chair of the World Chambers Federation MENA region, Secretary General of the International Chamber of Commerce - UAE Chapter (ICC-UAE) and serves on a number of boards of local and international business organizations.

Hassan Al Hashemi
Vice President | International Relations
Dubai Chambers



Salem Al Shamsi
Vice President | Global Markets
Dubai Chambers

Salem Al Shamsi is the Vice President of Global Markets at Dubai Chambers. In his current role, he manages an extensive network of strategically located international representative offices in key markets across the Middle East, Africa, Eurasia, China, India, and Latin America.

Al Shamsi leverages his expertise and strong business acumen to play a critical role in achieving the objectives outlined in Dubai Chambers' 2022-2024 strategy. As part of his duties, he is responsible for strengthening partnerships with global chambers, international businesses, investors, and entrepreneurs, with the goal of cementing Dubai's status as a leading global hub for trade and investments.

In addition, he oversees the implementation of the Dubai Global initiative, which was launched in 2022 to create a powerful network of 50 international representative offices for Dubai in 30 targeted markets across five continents by 2030. Prior to joining Dubai Chambers, Al Shamsi served as Deputy Director of the Policy Planning Department at the Ministry of Foreign Affairs. During his tenure, he worked closely with the Minister's office to ensure all policies were updated and implemented effectively.

Al Shamsi holds a bachelor's degree in business administration from the University of San Diego in California, together with an MBA from the American University of Sharjah. He has successfully completed a diploma in project management, as well as a diploma in strategy execution from INSEAD business school. Al Shamsi is currently pursuing a master's degree in global affairs and diplomatic leadership.

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