

A GULF NEWS SPONSORED SPECIAL REPORT

HAMRIYAH FREE ZONE AUTHORITY

SUNDAY, OCTOBER 17, 2021

GROWTH CATALYST

HFZA spearheads an industrial resurgence
in the Northern Emirates







HAMRIYAH FREE ZONE AUTHORITY

CREATING RELIABLE ECONOMIC ENVIRONMENT THAT NURTURES INNOVATION IN THE UAE

In conversation with **Saud Salim AlMazrouei**, Director, Hamriyah Free Zone

The Dubai Expo 2020 launched on October 1, 2021. What is your personal message to the citizens of Dubai, the UAE and the world on this momentous occasion?

Expo 2020 Dubai is the first World Expo to be held in the MENA region, with the participation of over 200 entities, inviting visitors from all over the world to celebrate innovation, creativity, progress and culture towards building a new world.

This event will be a major catalyst for the UAE and comes at the right time to set the tone for economic recovery and create a positive environment for businesses to thrive.

I wish the UAE government all the best and I am sure Expo 2020 will be a huge success

As one of the leading free zone bodies in the UAE, what does Hamriyah FTZ have to offer potential investors and global entrepreneurs visiting Expo 2020 and looking to set up shop in the UAE?

Hamriyah Free Zone Authority's vision is to provide an excellent reliable and trusted economic environment that nurtures innovation, growth and transformation for the global economy by offering partners and investors seamless solutions when incorporating companies within its tax-free eco-

nomie zone, providing world-class logistics, manufacturing and operational infrastructure. All this is while providing global connectivity that supports financial efficiency and commercial support regulated by the Emirate of Sharjah in the UAE.



WE ARE AIMING TO FUTURE-PROOF OURSELVES THROUGH INNOVATION IN OUR PRODUCT AND SERVICE OFFERINGS AND DRIVING DIGITAL TRANSFORMATION"

SAUD SALIM ALMAZROUEI
Director, Hamriyah Free Zone

How do you see the UAE's vibrant free zones sector expanding after Expo 2020, and how does HFZA plan to contribute to this growth story?

The Expo 2020 will serve a significant boost to the UAE economy. Introduction and expansion of various free zones will help stimulate economic development, create jobs, boost and diversify exports, and expedite the industrialisation process of the economy at lower costs for the government.

HFZA aims at ensuring the business continuity of our investor companies and providing them the support they need to successfully run their operations. New businesses and existing companies will find our investor-friendly ecosystem built around the emerging needs of the markets in a growth climate beyond the pandemic.

What roles will technology and digital solutions play as HFZA becomes future ready?

We are aiming to future-proof ourselves through innovation in our product and service offerings and driving digital transformation across our various departments to continue to offer top of the line customer experience to our partners and investors.

What unique value propositions do HFZA have to offer local businesses planning to set up operations in Sharjah?

As part of our commitment to our investors, we offer the following after-care support:

- Access to VIP Lounge – to fast track visa, licensing and other business-related requirements
- E-services portal – convenient access to over 300+ online services for visas, renewals and other services
- Collaboration with Bee'ah – the premier waste disposal management company delivers unique



services, including audits, permits and lab services, to all investors that operate at Hamriyah Free Zone.

- Networking opportunities with other investors
- Marketing Support – HFZA regularly conducts joint marketing campaigns with HFZA investors including event participation, marketing communications like photography, videography, success stories and press releases etc.
- Interface with Customs and Ports Authority, Sharjah Municipality and other relevant regulatory bodies
- Food safety and quality training, food testing and lab services, consultancy and certification services
- Engagement with experts, consultants and business investors
- Coaching and mentoring for 100 per cent compliance



■ **Sharjah is looking to expand its industrial footprint in the coming years. How is HFZA aligned to the needs of the Emirate in this regard?**

Over the last few decades, HFZA has emerged as a strong pillar in Sharjah's economic performance. From attracting foreign investment to creating employment and implementing latest technologies, HFZA has laid the ground for a future where business transcends geographical borders and economic divisions.

HFZA is committed to building a business conducive ecosystem for our investors and accelerate their growth and competitiveness. This stems from our strong commitment towards our investors and is a part of our mission to provide an incubating environment for their business.

This commitment has reinforced the deep confidence and global reputation that HFZA enjoys as a leading destination for international and local investors.

■ **How is HFZA steering business and sectorial trends in a new direction in anticipation of change in consumer demand in a post-Covid world?**

The pandemic brought about an unprecedented effect on the world. HFZA proactively responded by shifting to digital transactions and minimising face-to-face contact



to mitigate risk. Moving forward, we offer an array of products and services often personalised to an investor's specific need. We focus more on developing strong logistics infrastructures, transformative technology without losing sight on sustainability. As HFZA evolves, we remain to be the hub where businesses thrive and reach their full potential. ■

WHY HFZA IS THE PERFECT CHOICE TO REALISE YOUR ENTREPRENEURIAL DREAMS

Business owners with companies operating out of HFZA reveal their success stories and how engaging HFZA's support services helped them on the growth path



AMAR CC
Managing Director
PLAYSMART FZC

We at Playsmart FZC have been operating out of Hamriyah Free Zone for the past five years. Playsmart FZC started out as a toy company representing various international brands, which are world leaders in the toy category. Over the years, Hamriyah Free Zone has supported us in our growth into a multivertical organisation. The entire team at Hamriyah Free Zone has always been very supportive and facilitates our functioning.

I have been in the UAE for 27 years, and can confidently say that Hamriyah Free Zone stands out as one of the most outstanding free zones in terms of service in the region, and is an ideal hub for growing businesses.



**ABDULLAH
ABDULLATIF ALARFAJ**

CEO, Caline Factories

Since 2016, Caline Chocolate factory specialises in manufacturing the finest hand-made Belgian chocolates, while operating the bean-to-bar process through its three factories located around the world.

Today, Caline is successfully operating its manufacturing process facility with the support of the Hamriyah Free Zone Authority, contributing to our ambitious vision of becoming the primary leading company in chocolate manufacturing globally.

Hamriyah Free Zone is a prime and strategic location that allows us to reach our customers and achieve successful collaborations with various stakeholders in the GCC and the world. Hamriyah Free Zone provides us with excellent integrated logistics support and professional business services, and are continuously looking at ways to improve the investor experience.



TAN SRI A.K. NATHAN
Chairman & Managing Director, Eversendai

Eversendai Engineering FZE is one of the subsidiaries of Eversendai Corporation SDN BHD, a Malaysian-based public listed company, and it is the main fabrication facility of this group. The Eversendai Group has been involved in structural steel construction for over the past 35 years, with major projects across the Middle East, South East Asia and India.

Its facility at Hamriyah Free Zone started operations in July 2005, and provides all kinds of structural solutions such as design and detailing, supply, fabrication and painting etc.

With the excellent support and investor-friendly policies of Hamriyah Free Zone Authority, Eversendai Engineering overcomes all operational challenges to become one of the finest fabrication facilities in the Middle East to handle all kinds of complex structures.

This facility has an annual capacity of producing more than 72,000 tonnes of fabricated steel work and is capable of undertaking the fabrication of all grades of steel materials.

Having this facility at the strategically located free zone, with excellent connectivity by land/sea/air, we are able to serve the UAE and other countries in the Middle East by creating iconic and monumental structural marvels with complete commitment and passion.

With the support of HFZA's flexible and easy-to-approach management, we are able to resolve any kind of issue on 24x7x365 basis. And with their fair policy of accommodating the needs of the investors in both the short and long term, Eversendai Engineering has become the market leader in the structural steel construction industry in a very short period of time.



ONE OF THE LARGEST MANUFACTURING AND INDUSTRIAL HUBS IN THE MENA REGION

More than 6,500 companies including Fortune 500 enterprises call the Hamriyah Free Zone home

Established in 1995, Hamriyah Free Zone is ideally located in the Emirate of Sharjah, UAE, offering economically viable incorporation services including modern infrastructure, logistics, connectivity and critical operations support for its investors, encouraging regional, international trade and commerce. More than 6,500 companies, both Fortune 500 enterprises and SMEs, currently operate and flourish at Hamriyah Free Zone.

The modern free zone is spread across 30 million square metres of prime industrial land, offering a unique advantage of sea, land and air connectivity. Offering an access to a 14-metre-deep port and 7-metre-deep inner harbour, Hamriyah

Free Zone is home to the highest number of steel fabricators, and is also a primary hub for oil and gas companies in the region.

Hamriyah Free Zone Authority offers investors the opportunity to open a company in one of six diverse sectors. These key sectors are: Oil and Gas, Industrial Manufacturing, Food Park, Maritime Industry, Global Logistics Park and Accelerator Hub.

SOLUTIONS

HFZA offers cost-effective offices and licencing options to support aspiring entrepreneurs, with a wide range of services and facilities built to help them reach their goals. HFZA has also streamlined and

simplified the procedures which enables the entrepreneurs to get their licence in less than 60 minutes. International standard, pre-fabricated warehouses are available to suit your business requirements. These light industrial units provide appropriate electrical loads and lighting and are equipped with roller doors and a loading bay.

Hamriyah Free Zone offers prime industrial plots of land starting from 2,500 sqm at competitive fixed lease rates for the first five years and a range of facilities such as, extensive network of transportation, power, water and waste management, dedicated labour accommodation with recreational facilities, and much more. ■



**HFZA:
FACTS &
FIGURES**

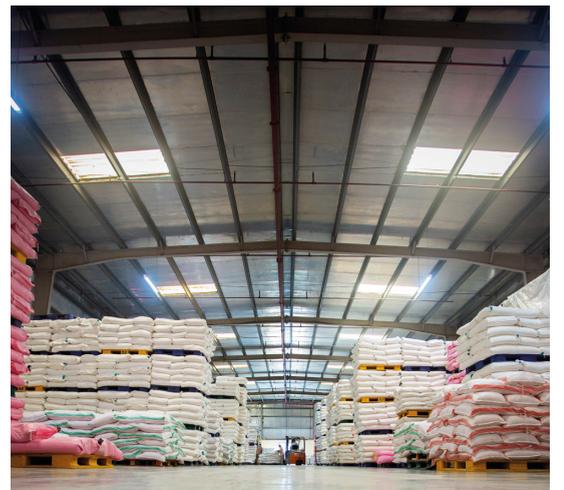
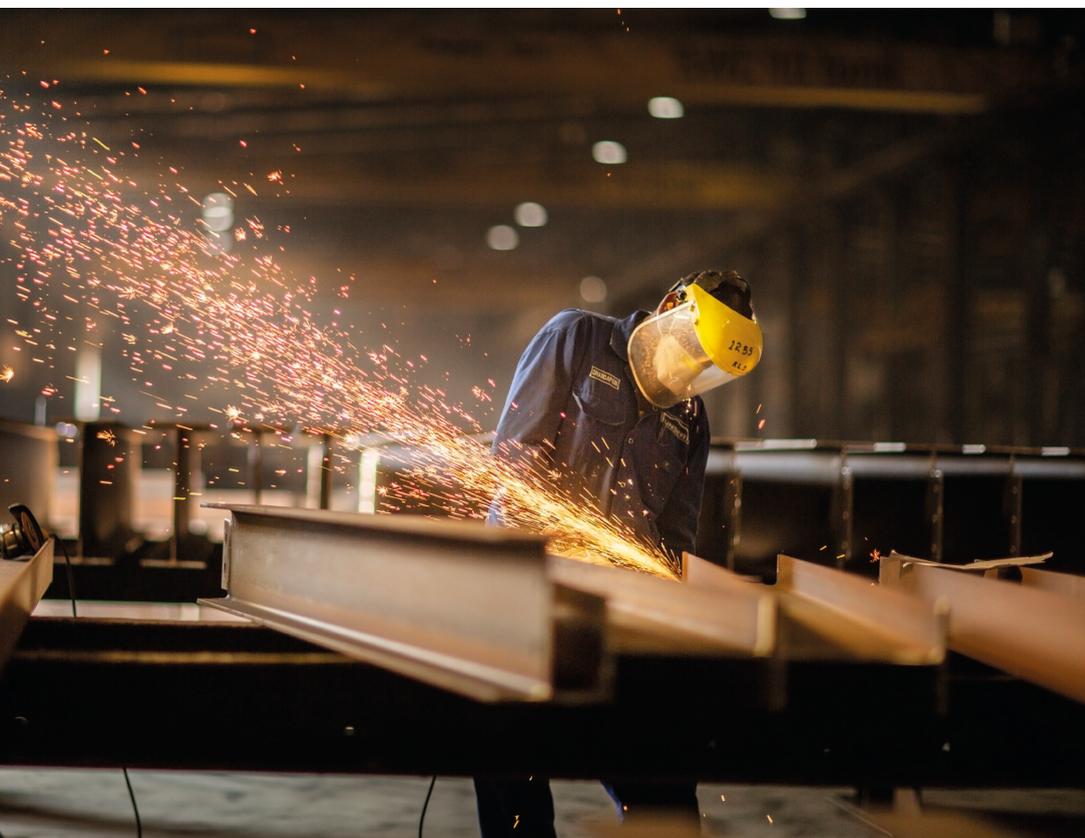
**30 Million
square metres**
in size

360 degree
connectivity

6,500+
investors

Investors from
163 countries

One Of The **Largest**
Industrial Free Zones
In The Mena region





STEEL
in HFZA

Build your business with over **30 million sqm** of infrastructure engineered to support the steel, timber, telecommunications and appliance industries

ARCELORMITTAL

ARCELORMITTAL PROJECTS ACQUIRES STATE-OF-THE-ART STEEL PIPE & COATING MILL IN HAMRIYAH

Global steel major expands Middle East operations with acquisition in Hamriyah Free Zone

ArcelorMittal Projects is part of the ArcelorMittal Group – the world's leading steel and mining company – and operates as a global one-stop-shop for steel solutions. We provide complete, customised and sustainable steel solutions and services via three specialised and project-related business lines, namely Foundation Solutions, Solar Projects and Energy Projects.

One of Projects' strategic local entities, ArcelorMittal Projects Middle East

(also known as ArcelorMittal DSTC FZE), has recently acquired the assets of a pipe and coating mill located at Hamriyah Free Zone in Sharjah. With this acquisition, the local entity is expanding and optimising its product and service offerings to the following markets: Utility (water transmission line pipe), Foundation (piling pipes), Infrastructure (sleeves, construction), and Energy (anti-corrosion coating solutions).

The pipe and coating mill



GIRISH CHANDER, CEO,
ArcelorMittal Projects ME

is strategically located in Hamriyah Free Zone, and can produce HSAW pipes (16" up to 100") with a capacity of 150,000 tons per annum.

The mill also offers anti-corrosion coating of external

and internal pipe surfaces according to International Technical Specifications and Standards, with a capacity of 1.5 million square metres per annum. The coating facility is an added advantage that enables Projects Middle East to offer its customers value-add services in the utility and energy sector. With the acquisition of the pipe and coating mill, ArcelorMittal Projects strives to bring local in-country-value supported by strong technical expertise and the financial capability to han-

dle large-scale projects in the region.

Girish Chander, CEO of ArcelorMittal Projects Middle East, says, "The acquisition of the pipe and coating mill enables us to produce and process HSAW/SSAW pipes and anti-corrosion coating, helping us serve our customers in an even more efficient and flexible way by providing the most cost-effective solutions. Our products are backed with technical expertise and comply to international standards." ■

UNGER STEEL GROUP

YOUR STRONG PARTNER FOR PROJECTS OF ALL SIZES

Specialists in steel construction, general contracting and real estate

The Unger Steel Group is an Austrian family-owned company, being one of the leading and internationally most successful industrial companies within Europe. With the three core competencies steel, general contracting and real estate, the Unger Group provides full service from one source for construction projects of all sizes. The group also prides in having interbranch competencies, many years of experience in the building industry and a comprehensive know-how in project handling, which makes Unger a pre-

ferred competent and responsible partner. A comprehensive network of partnerships compliments the many strengths of the group. The company employs about 1,200 people in two production facilities – located in Austria and in Hamriyah Free Zone in the UAE, having more than 20 owned subsidiaries.

Unger Steel Middle East FZE offers a complete palette of comprehensive structural steel solutions for our demanding clients. With over 400 employees, we have an annual production capacity of up to 30,000 tons of structural steel. The location of the factory is advantageous due to the favourable support and conditions offered to international investors by the welcoming Hamriyah Free Zone Authority while providing excellent transport connections by road or via the many UAE ports, including Hamriyah Port. ■



EMERSON TECHNO

BENCHMARKING STEEL CASTING IN THE MIDDLE EAST

Emerson Emirates Techno Casting in HFZA is part of the US-based Emerson Group, a global leader in engineering innovations

Emerson, headquartered in St. Louis, Missouri (USA), is a global leader in technology and engineering that is focused on providing innovative solutions for customers in industrial, commercial, and residential markets. Emerson is strongly represented in multiple centres and facilities across the Middle East and Africa region and committed to the development of UAE nationals, and the diversification of the economy.

One of these is Emerson's Emirates Techno Casting (ETC) located in Sharjah, considered as one of the largest, most technologically advanced steel-casting foundries in the world. Backed by over 20 years of experience, ETC can meet the most demanding applications with their expertise reaching a



wide spectrum of metals of varying sizes available pre-machined and fully machined to order. ETC's focus is to consistently deliver high-quality engineered castings and components fit for critical applications.

ETC has remarkably grown since its collaboration with the Hamriyah Free Zone (HFZA) began in 2002. The HFZA has been significantly supportive of ETC's growth with developments to their facilities and systems, as well as, improving the day-to-day life of the ETC team. ■

DBMSC STEEL

ROLE OF THE STEEL INDUSTRY IN POST-PANDEMIC RECOVERY

One of the leading distributors of steel in the GCC, Middle East, Africa and Asian markets, DBMSC Steel offers a comprehensive portfolio of steel products



Organisations the world over have been challenged significantly over the past year and a half. While business is always a pressure test, the change that was forced upon businesses globally is significantly greater. Some teams rose to the occasion, others did not.

Despite a benign global figure, double-digit declines in steel demand were seen in many countries in 2020. However, today, the steel industry seems to be booming like never before as the global economy recovers from the pandemic, and the ripple effects are being felt by everyone from home builders to appliance makers. A healthy recovery is expected in both developed and developing economies, while a stable recovery is expected to continue into 2022 with some moderation of growth.

During the recent years marked by elevated geo-political volatility, accelerated technology disruption and greater action to

mitigate climate risks, among other important global trends, one business group in the steel industry has stayed committed to delivering end-to-end solutions in structural engineering designed to cater to the needs of the construction and onshore, marine, offshore and oil and gas industry verticals – the DBMSC Steel Group.

Having grown to be the largest stockist and distributor of structural steel in the region, DBMSC Steel Trading FZC attributes its leadership position in various markets to their core values of commitment, integrity, trust, mutual respect and personal responsibility. The group is driving its steel business strategy towards expanding its industry chain with distribution facilities located in Jebel Ali Free Zone (Dubai), Hamriyah Free Zone (Sharjah), Muscat (Oman), and Doha (Qatar). The group has taken extra growth measures across its facilities to ensure business continuity in both



ARVIND SAWANT

General Manager, DBMSC

mature and emerging markets with offices in Dubai, Abu Dhabi, Bahrain, Oman, Qatar, and India.

Having forged strong client partnerships in the region with the likes of ADNOC, ARAMCO, KOC, KNPC, RTA, PDO and many more, the leadership at DBMSC Group is optimistic about their prospects in the post-pandemic era, citing strategic moves they have made in recent years to reinforce its structural and financial strengths to tap future opportunities. By positioning DBMSC Steel Trading FZC to capitalise on the opportunities of the coming decade,

the group will strive to be a leader in the transition to a greener economy, building further and stronger on a robust platform certified as ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018 compliant.

The pandemic has accelerated many of the geo-political, technological and environmental shifts, while underscoring the pace at which we need to act to remain ahead of the curve. This will bring a far-reaching transformation of society, offering additional challenges to the steel industry; in particular, structural changes in the steel using sectors and an increased environmental pressure. Steel will be part of the solution and will also see new opportunities from new investments required for the low-carbon society. The mood at DBMSC is upbeat so far as demand growth in its focus markets is concerned, and are expanding capacity while pursuing both brownfield and greenfield opportunities. ■



OIL & GAS
@ HFZA

4.6 million sqm
leased land area

1,200+
Investors

1.2 million sqm leased
land area for storage

900+
Storage tanks

SHARJAH NATIONAL LUBE OIL COMPANY PIONEERS PROGRESS AT HFZA

Early contributions by Sharjah National Lube Oil including the development of a commercial tank farm helped the Hamriyah Free Zone become the region's leading bulk liquid storage port

In 1995, the Government of Sharjah made a historic announcement for the establishment of a Free Zone in Hamriyah. It was immediately recognised as a visionary project designed to progress the economy of Sharjah and the UAE and to provide individual investors who had the foresight to take up the opportunity to benefit from this strategically located free zone.

Sharjah National Lube Oil Company WLL (Sharlu) brought into this vision as the first private company investing and became one of the pioneer investors in the free zone. With the encouragement and support of the free zone authorities, Sharlu took a long-term lease of a plot, to establish a tank farm for storage of base oils used in the manufacture of industrial, marine and automotive lubricants.

With a clear idea of what to focus on, the free zone authorities allocated a plot that was nearest to the three main jetties. This foresight on the part of the free zone management allowed Sharlu to develop a commercial tank farm for easy receipt of bulk liquid product from vessels and for reloading out going vessels.

With the full on encouragement of Hamriyah Free Zone Authorities coupled with the ease of doing business through the facilities that were on offer, Sharlu increased the throughput from its tank farm to a level that encouraged and attracted more companies to set up tank



● Sharjah National Lube Oil took a long-term lease to operate a tank farm for the storage of base oil at Hamriyah Free Zone when the zone started operations

farms for base oils, chemicals, fuels etc. Thus Hamriyah Free Zone became the leading bulk liquid storage port.

Sharlu being the oldest commercially run terminal has the knowledge and experience to employ discharging strategies that ensure vessels bringing in product for Sharlu, or its clients are able to offload within the contractually allocated time. This is a major plus for clients as it saves them from incurring demurrage charges. All the discharging lines in use are piggable and have a throughput capacity of discharging vessels at the rate of

180mt per hour.

Sharlu has been very successful in optimising the opportunity and has since inception, continuously added capacity to accommodate companies that trade in base oils but do not have their own Terminal to bring in, store and distribute product.

For its tank farm clients who lease capacity on a short or long-term basis Sharlu provides a comprehensive package of attending incoming vessels bringing in clients' products, arranging for independent surveyors to check on quantity and quality of the product and discharging from vessels into tanks. It also handles all the operational details such as arranging transportation to the customers for leasing parties, loading of liquid product in tanker trucks, flexi bags or IBCs, or even in drums as per requirements of clients for onward dispatch.

In addition, Sharlu undertakes to provide comprehensive inventory control service to its clients, keeping track of incoming products according to grade and specification, while meticulously documenting the quantities moved by client to their own various customers. Shar-

lu's client have the satisfaction of knowing that every single ton of liquid product will be accounted for and tracked to ascertain where, when, how and to whom it was dispatched. The only information that Sharlu is not privy to is the price that the product has been sold at. Sharlu ensures full confidentiality of product stored, quantities available with a client and the customers to whom product is being dispatched.

Sharlu also has the unique distinction of having been successfully audited by multinational companies that have used its facilities, for being able to maintain the total integrity of the product as it was received from the refinery via ocean going vessel till the time it is dispatched to various clients in smaller parcels.

The Management of Hamriyah Free Zone has always been very Co-operative and supportive of Sharlu since 1998 when the lease Agreement was signed. Since then the relationship has grown and evolved positively. The future is bright and the vision behind the establishment of the Free Zone will only help Sharlu to scale new heights. ■



METS UAE

UNIQUELY POSITIONED TO SUPPORT NEEDS OF THE ENERGY INDUSTRY

METS holds industry-leading certifications that benchmark oilfield services



METS provides four principle services for the Oilfield Country Tubular Goods (OCTG) Market that includes oilfield equipment storage and handling, inspection services and repairs, integrated logistics services and machining of premier OCTG threads.

We have strong relationships with major OCTG manufacturers, IOCs, NOCs, operating companies and regional pipe stockists, to provide yard, space, logistics and integrated services.

METS holds industry-leading

certifications for both API and VAM premium thread connections – designed for the more technically demanding thread connections required by today's high pressure, high-temperature wells. We have precision CNC threading and tubular services through our certified machine shops in the UAE and Iraq, combined with our authority as a fully certified provider of inspection services at all locations.

Our integrated approach to OCTG logistics, coupled with our strategic positioning in the Middle East mean that METS Middle East

is uniquely positioned to support our many clients in the energy industry.

Our business is built on the culture of global best practice and our certification ensures that we operate to the most exacting of standards. METS has an enviable reputation of consistent delivery of high quality products on time and to budget. Our ISO 9001 certificated management system, backed by the support from our mother company Medserv, which plc ensures compliance with all international audits and certification

We found suitable location to run our business with an accessibility of nearby ports and variety of license options such as commercial and industrial. HFZA management is very cooperative and approachable, they are open to suggestions and grievances.

We do appreciate HFZA for their services, professional management, having complete control over the business, on-site custom inspection and many more benefits. Furthermore, potential clients can easily visit our installation without any restriction. ■



**FOOD
@ HFZA**

Expand your food production, storage and packaging business in a dedicated, **11 million sq ft** food park

ITALIAN DAIRY PRODUCTS

BRINGING PURE ITALIAN TASTE TO THE UAE AND THE WORLD

Quality, freshness and lack of preservatives seen as brand USPs



LEO CONDEMI,
MD, Italian Dairy Products

In year 2009, Italian Dairy Products' (IDP) founders Leo Conde and Silvia Angelotti visited the UAE and were fascinated by its futuristic vision. They chose to be a part of its fast-paced growing market and bring local-made pure Italian taste to the UAE. Soon, the company captured 80 per cent of the market by becoming industry pioneers. The unique selling point of our brand is its quality, freshness, and lack of preservatives. We

buy cow's milk from local farms, while buffalo milk is directly imported from Italy, frozen and concentrated.

Another feature is our home delivery service that delivers our mozzarella directly from the factory to the doorstep through an application available for all mobile phones.

IDP is a company that is based in Hamriyah Free Zone (HFZA), Sharjah and specialises in the pro-

duction of Burrata and Mozzarella cheese. HFZA was our first choice to set up base, and within few years of working with the compassionate HFZA management, we were not only able to resolve issues easily, but grew four times bigger in terms of production setup. IDP averages 1.5 tons of production of various types of Mozzarella cheese per day. With this success we are looking forward to expanding to other GCC countries as well. ■

ARAB INDIA SPICES

MEETING REGIONAL DEMAND FOR SPICES SINCE 1986

Arab India Spices has a vision to be a one-stop shop for agri-food products globally

When was Arab India Spices set up, what is its mission and vision?

Established in the year 1986 Arab & India Spices LLC (AIS) has the unique distinction of being one of the first miller of various varieties of pulses and spices in the Middle East region.

Its vision is to be a one-stop shop for agri-food products across the world and be one of the prominent and trusted consumer brands across the world. As part of the brand's mission, Arab India Spices contributes towards food security in the MENA while also helping make the UAE a spice and pulses hub. Today, we are proud to announce that the UAE has become the third-largest importing country in the world for pulses, with 60 per cent of the pulses imported being contributed by AIS.

What attracted you to Hamriyah Free Zone?

Firstly, the authorities at HFZA

are very co-operative and we find the ease of operations enjoyed at HFZA to be much more than what we experienced at the other locations that we had looked at earlier. Secondly, HFZA's location is very convenient and close to our milling facility. Thirdly, our vessels berth at Hamriyah port, so it is time saving for us to discharge goods, considering transportation takes only between 10-15 minutes.

■ **Describe your experience of being a client of Hamriyah Free Zone.**

Being a HFZA client has been an excellent experience overall, with some of the main reasons cited as below:

1. HFZA offers excellent infrastructure
2. The authorities are friendly, helpful and flexible
3. The ease and comfort of operations that HFZA offers are worthwhile points that its customers highlight and recommend. ■

Quality is the basis of Followers

Introducing the **Superstars** with premium quality & solid action

777 PARBOILED RICE

RK PULSES & SPICES

Sortex Premium Quality MASOOR WHOLE, MOONG WHOLE, MOONG SPLIT, URAD WHOLE, MASOOR DAL, BLACK CHANA, MASOOR GOTHA, URAD DAL, URAD SPLIT

TROFINA FOOD MIDDLE EAST

PRODUCING SAFE, WHOLESOME FOODS FOR THE UAE, AND THE WORLD

A Made in UAE brand, Trofina operates one of the most high-tech food processing plants in the UAE from its factory headquarters in the Hamriyah Free Zone

Trofina food Middle East FZC LLC started its operation in Hamriyah free zone, Sharjah, one of the most advanced and environmentally friendly Trade Zones in the Middle East, in 2004. Since then, the company has gained in reputation for its excellent product portfolio within the UAE as well as in GCC & Africa. We are specialised in product customisation by clearly understanding customer needs by covering all GSO and local regulatory authority requirements. Our manufacturing strength is expanded in producing a good number of private labels in many countries.

We own a food manufacturing facility that is estimated at 12,000 square metres, with a storage facility offering a capacity of around 250 containers. The factory is fully



● The Trofina Food headquarters at Hamriyah Free Zone



FOOD MANUFACTURING/ REPACKING IS OUR DRIVING FORCE AND WE ARE PRIVILEGED IN PROVIDING TAILOR MADE FOOD SOLUTIONS TO MANY COUNTRIES OF NEED”

AHMAD NAWAZ KHAN
General Manager, Trofina Food ME



equipped with the latest in production technology and machinery. The Company has acquired FSSC 22000 V5, ISO 22000:2018 and HACCP certification along with Halal, ECAS and EQM for our products and maintains best industry standards. Trofina food’s product range compliments all food business sectors such as retail customers, small and large catering companies, hotels, dairy products manufacturers, and food processing industries.

The management as part of its commitment towards continuous improvement with the objective to achieve the customer and customer satisfaction is totally committed to the task of producing safe, wholesome and quality food products free from any adulteration as per international standards. The scope of the factory includes the manufacturing and supply of blended milk powders, dairy preparations, dry dessert mixes, coffee

assortments, jams, honey, tomato paste, tea mixes, instant drink mix and hot chocolate mix.

Trofina food ME FZC LLC identifies, analyses, monitors and reviews factors that may improve our ability to satisfy our customers, recognizes that we have a unique set of stakeholders; owners, employees, customers, suppliers, etc., that have helped to maintain the customer satisfaction by ensuring qualified supply chain that meets up with international quality standards. Similarly, we have identified the scope of expanding our business in Asia, Africa, Europe and America mainland pertaining to the flourished partnership with our loyal customers and leading suppliers. In this era of high competition, it is important to come up with the right strategies and goals for expanding business beyond its current borders if we want to achieve sustainable long term growth on a global scale. ■



MARITIME
@ HFZA

Access **14-metre** deep water port, **7-metre** deep inner harbour

ALBWARDY DAMEN

WE BUILT THE PERFECT SHIPYARD IN THE PERFECT PLACE

Why Albwardy Damen considers HFZA to be the perfect host for its business operations in the UAE

Albwardy Damen is proudly operating its main UAE shipyard in the Hamriyah Free Zone. The company is a joint venture between Albwardy Investment from the UAE, and Damen Shipyards from the Netherlands. We use state-of-the-art technology to build and repair ships and other marine assets.

Lars Seistrup, Managing Director Albwardy Damen, says, “We have a 43-year history in the UAE, and employ 1300 people in all disciplines. Our people are our biggest assets, and some of them have been with us for over 40 years.

“In 2014, His Highness, Shaikh Dr Sultan Bin Mohammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, opened our Albwardy Damen Sharjah shipyard in Hamriyah Free Zone.

To date we have repaired over



2,000 vessels and built 60 new ships. We repair and build ships for a global customer base. Our new buildings are exported to all

corners of the world, from Australia to Europe and anything in between. We make it in the Emirates!



“TO DATE WE HAVE REPAIRED OVER 2,000 VESSELS AND BUILT 60 NEW SHIPS. WE REPAIR AND BUILD SHIPS FOR A GLOBAL CUSTOMER BASE.”

LARS SEISTRUP
MD, Albwardy Damen

“Our success is only possible due the full support of Shaikh Khaled Bin Abdullah Bin Sultan Al Qasimi, Chairman of Hamriyah Free Zone and The Sharjah Port Authorities. We also enjoy strong daily support from Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority and his team at the Hamriyah Free Zone.” ■

RIVIERA

ROMANCING MIDDLE EASTERN WATERS TO BRING CURATED BOATING SOLUTIONS

Providing boating solutions that adhere to international standards of reliability and luxury



Established in 1976, Riviera is one of the most reputed companies in the Middle East. For the past 45 years we have established a great standing in the market through strong client relationships. Having constantly worked towards upholding old traditions while developing new technology, we make our products safe and reliable for our clients.

With the world changing fast and new methods of travel and lifestyle coming into light, we continue our quest towards providing solutions that adhere to international standards of reliability, luxury as well as safety.

The motivation of the company was to fulfill a local need with international quality. Quality at minimal cost and with excellent after-sales service was to be the primary focus. With a factory capacity of around 800,000kg GRP moldings per annum and a product line comprising of commercial boats, fishing, pleasure, patrol, pilot and work, yachts, swimming pools and various multipurpose GRP products and advanced composites, Riviera as a brand has set market standards. ■





MANUFACTURING
@ HFZA

SOEX PROCESSING MIDDLE EAST

AS GOOD AS NEW

The Soex plant at HFZA sorts through more than 100 tons of new and used textiles and shoes daily, processed and exported to more than 19 nations



SOEX Processing Middle East FZE is a subsidiary of Soex Textil-Vermarktungsgesellschaft Germany, founded on September 2016 in Fujairah UAE. Later, operations were moved to the newly built Soex plant in HFZA, Sharjah in January 2018. Here, in the 30,000 m² facility, around 500 employees are involved in sorting and processing of 100 tons of new

and used textiles and shoes per day.

As a Soex Middle East customer, you will be benefiting from the broad range and immediate availability of around 400 items, from jackets, trousers, skirts, shoes and t-shirts to household items and clothing for men, women and children etc. We offer a broad palette of second-hand items in various

qualities for export to more than 19 countries.

If you are looking for new and used textile items, please pay us a visit and witness our expertise and high-quality products

We found a suitable location to run our business with an accessibility of nearby ports and variety of license options such as commercial and industrial. HFZA

management is very cooperative and approachable, they are open to suggestions and grievances. We do appreciate HFZA for their services and professional management, having complete control over the business, on-site custom inspection and many more benefits. Furthermore, potential clients can easily visit our installation without any restriction. ■

A WORLD OF NEW POSSIBILITIES AWAITS

Oil & Gas | Food Park | Marine Services |
Accelerator Hub | Industrial & Manufacturing Park
Global Logistics Park

Empowering Enterprise™

Connect with your customers and grow your business on a global scale at Hamriyah Free Zone. At 30 million sqm in size, we are the second-largest industrial free zone in the country, offering investor-centric solutions such as world-class infrastructure, convenient logistics via land, sea and air, as well as a host of over 285 e-services to facilitate your commercial goals including company incorporation in under one hour.

hfza.ae



Empowering Enterprise™