



UAE – the fastest growing and most vibrant economies in the Middle East & African Subcontinent

Nordic Lines Food & Beverages Trading LLC
Kari & Sanjay 04.04.2024



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin



MAASEUTU 2020



Elinkeino-, liikenne- ja
ympäristökeskus

**FENNO
PROMO**

Online penetration

- Major players in the market are Amazon & Noon (Owned by Emaar Holdings)
- There are more than 8 other major online players (Tradeling, Dubai.com, etc.)
- Online has had a double digit growth since the time of inception and has grown even more rapidly due to Covid



amazon.ae



Retail & HORECA in UAE & Other GCC

- Dubai is home to one of the biggest malls in the world and therefore the retail scene is huge in the market
- With its own 12 million population – And an additional 2-3 million of tourists and 2-3 million from the neighbouring GCC countries, everybody comes here to be part of the trend
- Major Players in the retail business are Hypermarkets such as Carrefour, LuLu, Spinneys. Union Coop, Choithrams, Danube, Panda and 10s of other Supermarket chains
- Dubai has the highest restaurants in the world per capita as well as has the 2nd highest number of 5 star hotels in the world

- More than 80% of residents and tourists who travel to Dubai eat out which makes the dining scene very active
- Each year Gulfood trade show in Dubai attracts millions of Exhibitors and visitors world wide, and is today said to be bigger than Anuga. Gulfood would be definitely one of the best starting points to enter the GCC markets, to any size business. This is where we both started !



Our Role

- We have been operating in the Food & Beverage distribution business in the region for over 20 Years now!
- We have a first hand expert understanding of the market since “We have been employing our own funds” to run
- Considering the complexity of the region – A partner is a must so that there can be success in the market
- We have been working with the regions biggest clients like Ikea, Carrefour, Danube, etc.
- To explore more about us – We would say ”a coffee” or an “online call” would be a good start!



- Kippis!!



كارفور
Carrefour

4

