

MUHAYADIN GENERAL TRADING FZE

C O R P O R A T E P R O F I L E



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Executive Summary

Introduction

Muhayadin General Trading FZE is a prominent regional player in the international import-export Company , With office and residency in Dubai, United Arab Emirates. With a focus on bridging the gap between global producers and East African markets, the company has established operational bases in Ethiopia, and Djibouti.

Specializing in high-demand commodities such as food products and construction supplies, Muhayadin General Trading maintains a robust annual capacity of over 10,000 full container loads (FCLs). Through strategic partnerships, adaptive logistics, and an unwavering commitment to quality, the company continues to drive sustainable trade and economic growth across its operating regions.



Company Overview

Muhayadin General Trading FZE is a premier international import and export company, specializing in the large-scale trade of essential food commodities and Construction materials across the Middle East and East Africa. Established in 2012, the company gained its momentum in 2016, marking a period of significant growth in operations and market influence.

With a proven track record in market reliability, efficiency, and sustainability, the company serves as a crucial connector between global suppliers and regional markets.

With office and residency in Dubai, as well as fully operational offices in Addis Ababa (Ethiopia) and Djibouti , Muhayadin General Trading FZE's extensive reach and deep local knowledge empower it to provide high-volume and high-quality products to meet regional demands.



Message from the Founder and CEO



Muhyadin Omer Elmi

It is my pleasure to welcome you to Muhyadin General Trading Fze, where we are committed to excellence in international trade. As a leading import and export company, we take pride in connecting global markets with efficiency, integrity, and professionalism.

Our team works tirelessly to ensure that every shipment meets the highest standards of quality and timeliness.

We believe in strong partnerships, clear communication, and continuous improvement to meet the evolving needs of our clients and stakeholders.

At Muhyadin General Trading Fze, we believe in building strong relationships with our clients and partners by offering reliable service, competitive pricing, and a deep understanding of international trade. Whether you're a manufacturer, distributor, or retailer, we are here to help you grow and expand your reach.

Thank you for choosing us as your global trade partner.

Sincerely,

Muhyadin Omer Elmi

Founder & CEO, Muhyadin General Trading FZE

General Manager Message



Mohamed Hassan Robleh

It is my pleasure to welcome you to Muhyadin General Trading Fze, where we are committed to excellence in international trade. As a leading import and export company, we take pride in connecting global markets with efficiency, integrity, and professionalism.

Our team works tirelessly to ensure that every shipment meets the highest standards of quality and timeliness.

We believe in strong partnerships, clear communication, and continuous improvement to meet the evolving needs of our clients and stakeholders.

Thank you for your trust in Muhyadin General Trading Fze.

We look forward to building a successful and lasting relationship with you.

Warm regards,

Mohamed Hassan Robleh
General Manager, Muhyadin General Trading Fze



Mission & Vision.

MISSION

- To be the most trusted import-export company bridging global suppliers and East African markets, fostering sustainable development and regional connectivity.

VISION

- To deliver high-quality products through efficient, ethical, and customer-focused trading operations that empower regional economies and enhance everyday lives.

Key Imports and Exports

Muhayadin General Trading FZE operates at a high capacity and deals in a wide range of products tailored to regional needs. The company's supply chain is agile, with systems in place to manage bulk shipments and long-term contracts efficiently. Below are the core commodities handled by the company:

Edible Oils

1. **Sunflower Oil** – 300 FCL/Month: Sourced from Turkey, known for its purity and wide market demand.
2. **Palm Oil** – 200 FCL/Month: A key staple in both household and industrial food production across East Africa.
3. **Grains & Pulses**
4. **Rice** – 50 FCL/Month: Varieties include 5% and 100% broken, tailored for diverse market segments.
5. **Red Split Lentils** – 30 FCL/Month: A daily dietary staple with strong regional consumption.
6. **Yellow Split Peas** – 30 FCL/Month: Consistently supplied to meet nutritional and market needs.
7. **Wheat Flour** – 50 FCL/Month: Essential for household and commercial baking.
8. **Sugar** – 100 FCL/Month: Sourced from top producers and distributed through regional wholesalers.
9. **Steel Bar** – 50 FCL/Month: Used in construction and infrastructure development.

Key Imports and Exports Service



Red Split Lentils



Steel Bars



White flour



Brown & white Sugar



Sun flower



Rice



Yellow split peas



Palm Oil

Regional Presence and Trade Coverage:

With operations embedded in strategic trade hubs, the company leverages its geographical footprint to optimize the supply chain, reduce delivery timelines, and better serve its clients. Each regional office plays a specific role:

UAE (Dubai Headquarters):

Functions as the company's central command center for international procurement, financial oversight, vendor negotiations, and high-level strategic planning. Dubai's infrastructure and connectivity support global sourcing efforts.



Djibouti Republic

- This location facilitates re-export operations, warehousing, and regional distribution. It also serves as a hub for duty-free trade, significantly reducing transit costs and timelines.



Ethiopia:

- **Addis Ababa Office:** Serving as a central point for procurement operations, this office manages Ethiopian import channels, oversees regulatory compliance, and fosters relationships with key stakeholders.



Core Values

Muhayadin General Trading FZE is driven by a core set of values that reflect its corporate ethos and guide its daily operations:

1. Integrity: The Company is committed to conducting business ethically and responsibly. Honesty, transparency, and accountability define all its transactions.

2. Efficiency: Operational excellence is central to Muhayadin's success. Efficient resource use, smart logistics, and timely deliveries allow the company to outperform industry benchmarks.

3. Sustainability: The Company supports sustainable sourcing and eco-friendly operations. Environmental considerations are incorporated into sourcing, packaging, and transportation practices.

4. Customer Focus: Every product and service is designed with the customer in mind. Muhayadin listens to market feedback, adapts offerings accordingly, and aims to exceed expectations.

5. Collaboration: Muhayadin fosters robust partnerships with global manufacturers, regional distributors, and government entities. This collaborative approach enhances trust, compliance, and long-term business growth.

6. Innovation: Staying ahead in a competitive landscape requires continual improvement. Muhayadin invests in technology, market research, and operational upgrades to stay innovative and relevant.

Future Outlook



Muhayadin General Trading FZE envisions a future marked by sustainable growth, regional integration, and operational excellence.

- **The company aims to expand its footprint through enhanced infrastructure, advanced technological systems, and a diversified product portfolio.**
- **By strengthening its distribution capabilities and fostering strategic partnerships, the company is well-positioned to meet evolving market demands and contribute to economic development across the Eastern regions.**

Contact Information:

Dubai office and residency



Dubai office and residency



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