

## **As first milestone of its regional expansion strategy Goals\_25 Aleid Foods opens the first office in Dubai**

**Al-Mutairi: Aleid Foods-Dubai is a dynamic regional center specialized in trade and re-export**

**Kuwait - May 2022:**

**Aleid Foods Company announced the launch of its regional operations by establishing its first business center outside of Kuwait with the opening of the Aleid Foods Dubai, the hub of the commercial activity in the region, which will specialize in trade and re-export of food products and commodities.**

**The opening of the Aleid Foods Dubai is the first step for expansion since it's one of the most developed central regional markets distinguished by competition, diversity, and high absorptive capacity to import and re-export food products and commodities with specifications matching the Gulf markets' requirements, in addition to playing an influential role in creating sustainable solutions that support strategic cooperation between the key players in the Food and Beverage international trade and being a global hub for food logistics and cross-border trade.**

**Aleid Foods CEO, Eng. Mohammed Al-Mutairi, confirmed that Aleid Foods Dubai will be a dynamic regional center to manage the company's commercial activities specializing in trade and re-export, explaining that it is the first step in the company's regional expansion strategy Goals\_25 launched last March as a pivotal qualitative turning point which will be a continual process for the coming years to achieve the company's long-term future vision in reaching leadership in the food sector across the region.**

**Al-Mutairi added that Aleid Foods Dubai will strengthen the existing operations and relations with its affiliated and partner brands, and it support the company's ambitious regional expansion plan and diversify its product portfolio by creating promising opportunities in the food and beverage market to build effective partnerships with new food brands, and communicate and cooperate with food supply chain traders and suppliers, citing that the center is managed and led by a capable team with distinct experiences in food trade and supply chain management according to regional and international standards.**

**Al-Mutairi concluded by emphasizing the company's determination to achieve the Goals\_25 plan which reflects its commitment to continuous growth and support its principle of business sustainability while achieving returns for shareholders and partners.**

--The End--

"Aleid Foods: Company was established in 1994, with a paid-up capital of more than 12 million Kuwaiti dinars. It was listed on the Kuwait Stock Exchange in 2008 under the consumer services sector. Today, it is a leading company in importing, marketing and distributing food products in Kuwait. "Aleid Foods" has diverse operation lines, a group of partner brands, branches, and subsidiaries specialized in food, with a distribution channel network of advanced logistical capabilities, serving more than 1000 commercial customers and massive direct-to-store operations. "Aleid Foods" believes in digitalization, and is keen to adopt the latest digital technologies in the marketing and distribution of food products.