



Company Profile 2026

Maqboola General Trading L.L.C.

Connecting global supply with the needs of your market

A Dubai-based trading company supplying food, commodities, natural ingredients, chilled meat and agricultural inputs to importers, distributors and wholesalers.

Dubai, United Arab Emirates



maqboola.online

Connecting supply sources with markets, from Dubai

Maqboola General Trading L.L.C. is a Dubai-based trading company supplying food, ingredients, commodities and agricultural inputs to businesses. Our range includes food and staples, natural ingredients and crops, chilled meat, and non-food agricultural inputs.

We serve importers, distributors, wholesalers, retailers, restaurants and catering companies, and food manufacturers, sourcing from multiple origins to meet the requirements of each market. From Dubai, we manage our commercial relationships and serve a range of markets, led by Africa, and we supply chilled meat by air to the Gulf.

Connecting global supply with the needs of your market.

Maqboola at a Glance

Headquarters

Dubai, United Arab Emirates

Activity

General trading and international supply

Portfolio

4 divisions · 15 product groups

Storage

Storage operations in Jebel Ali

Markets

Africa, and the Gulf for chilled meat

Where we are heading, and how we serve our customers

Our Vision

To be a trusted supply partner connecting sources of food and staple commodities worldwide with markets in Africa and the wider region, recognised for commercial clarity and for meeting the requirements of each market with precision.

Our Mission

We supply importers, distributors, wholesalers, restaurants and catering companies with food and agricultural products chosen to meet their specifications. We source from suitable origins, prepare packaging, labelling and documents, and coordinate shipping to the agreed delivery point, making international supply clearer and simpler for our customers.

Values that shape how we work every day

- | | | |
|----|--|---|
| 01 | Commercial Clarity | We agree the product, price, terms and each party's responsibilities in writing before execution, so customers know what they will receive, when and how. |
| 02 | Precise Specifications | Every order starts with a written specification covering the product, packaging and label, agreed with the customer before we commit. |
| 03 | Accountability | We deliver on what we agree and inform customers early of any change affecting the product or timing. |
| 04 | Coordination and Responsiveness | We follow each order through sourcing, packaging, documentation and shipping, and answer customer queries with practical information. |
| 05 | Long-term Relationships | We build relationships with customers and suppliers on mutual trust and continued business, not on a single transaction. |

Priorities for developing our business

01

Broader Supply Options

Diversify supply sources for each product group, giving customers a wider choice of origin, grade and packaging.

02

Stronger Distribution Relationships

Build strong relationships with the importers, distributors and wholesalers in the markets we serve.

03

Growing Our Market Presence

Identify suitable markets in Africa and the wider region, and develop our presence to suit each market's needs.

04

Standardised Order Templates

Adopt standard templates for specifications, packaging and documentation to shorten the time needed to prepare each order.

05

Portfolio Development

Introduce new products and expand our range under the Maqboola brand and under customers' own brands.

These are our priorities for the next stage. We will measure progress by the wider choice and more consistent supply we offer our customers.

Practical value in every supply order

**One supply partner
for multiple needs,
with clear
requirements from
the start.**

A single point of contact for your order, from enquiry to delivery.

▶ **A Diverse Portfolio from One Partner**

Staple foods, natural ingredients, chilled meat and agricultural inputs from one supplier, so you can consolidate your requirements.

▶ **Clear Expectations Before Execution**

We confirm your order specifications in writing before execution, so both sides know what to expect on delivery.

▶ **Managed from Dubai, with Storage in Jebel Ali**

Access to multiple supply sources, with consolidation, storage and re-export arrangements when your order requires them.

▶ **Flexible Packaging and Branding Options**

From bulk packing to retail packs, under the Maqboola brand or your own private label, to suit the sales channels in your market.

▶ **Follow-through to Delivery**

We work with the parties involved on documents and shipping up to the agreed delivery point, keeping you informed at each stage.

From sourcing to delivery

Sourcing and Selection

We identify the origin, variety and grade that suit your use and market, and present the available alternatives.

Packaging and Labelling

We coordinate pack and carton specifications, label languages and batch information to meet your market's requirements.

International Shipping

We arrange sea or air freight and, when needed, storage or re-export through Jebel Ali.

Bulk Supply

We supply commercial volumes to distributors, wholesalers, food manufacturers and repackers.

Documentation

Product, origin and shipping documents are prepared with the relevant parties to meet destination requirements.

Private Label

We coordinate the development of food products under your brand or the Maqboola brand, in suitable categories.



**Connected services
covering every stage of an
order, from sourcing to the
agreed delivery point.**

Markets and Customers

Serving importers, distributors, retailers and caterers

Our Customers

Importers	Distributors	Wholesalers	Retailers
Restaurants and Catering Companies	Manufacturers	Repacking Companies	Bulk Commercial Buyers

Head Office

Dubai, UAE

We manage our commercial relationships and coordinate orders from Dubai, arranging storage in Jebel Ali when an order requires it.

Supply Origins

Multiple origins

Selected by product and market, including:

Tunisia · Algeria · Spain · Turkey · Ukraine · Azerbaijan · Uzbekistan · India · China · New Zealand · Brazil · Sudan · Kenya · Ethiopia · Uganda · Rwanda · Tanzania

Markets We Serve

Africa and the Gulf

African markets are a main focus of our business. We supply chilled meat by air to the Gulf and are developing opportunities in other markets as our customers' needs require.

Our Management Team

A team that follows your order from enquiry to delivery

Maqboola is led by a management team responsible for commercial relationships, international trade and operations, working directly with customers and suppliers on their orders.

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General Manager

General management and the company's commercial direction.

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Gamal Arafa

International Trade Manager

International trade, supply sources and markets.

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Kamal Omar

Operations Manager

Day-to-day operations, coordination of orders and delivery.

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Four divisions, 15 product groups

Each division has supply and handling arrangements suited to its products.



01 Food and Staples

8 product groups

Sunflower oil, olive oil, sugar, sardines, biscuits and confectionery, milk powder, rice and wheat flour.

Pages 11-12



02 Natural Ingredients and Commodities

5 product groups

Cum arabic, spices, hibiscus, Sudanese sesame, and fresh and dried fruit.

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03 Chilled Meat

1 product group

Chilled lamb and mutton, shipped by air from East Africa to the Gulf.

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04 Agricultural Inputs

1 product group · non-food

Urea fertiliser, with its own supply and handling route.

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Edible Oils, Sugar and Canned Foods

Sunflower Oil



A staple cooking oil for households, restaurants and distributors.

Origin: Turkey
Consumer and commercial packs

Sugar



White and brown sugar for retail, wholesale and industry, with hospitality options.

Origin: India and Brazil
Packs: 1, 5 and 10 kg
Bags: 25 and 50 kg

Olive Oil



Grade and packaging are selected to suit the target market.

Origin: Tunisia, Spain and Algeria
Bottles and tins

Sardines



A canned-food staple for retail and wholesale.

Origin: China
Cans, multipacks and cartons

Biscuits, Dairy and Grain Staples



Biscuits and Confectionery

Tea, Marie, glucose and cream-filled biscuits, as well as crackers.

Sources include India
Retail and wholesale packs



Milk Powder

Formulation is matched to the intended use and packaging to the target market.

Origin: New Zealand
Commercial and consumer bags, and tins



Rice

We select the variety, grade and processing method to suit the intended use.

Origin: India
Packs: 1, 5 and 10 kg
Bags: 25 and 50 kg



Wheat Flour

A range of grades for bakeries, households and commercial use.

Origin: Ukraine and Turkey
Packs: 1, 5 and 10 kg
Bags: 50 kg

Natural products from their regions of origin



Gum Arabic

Available in raw, selected and powdered forms.

Origin: Sudan
Bulk bags and Maqboola-branded packs



Spices

Whole and ground, for retail, restaurants and industry.

Black pepper · green cardamom · cloves · ginger · cumin · coriander · cinnamon · turmeric



Hibiscus

Dried calyces, whole, crushed or powdered, with options for beverages.

Origin: Sudan
Bags, compressed bales and retail packs



Sudanese Sesame

White sesame in natural and hulled forms, together with sesame (tahini) halva.

Origin: Sudan
Packs: 250 g, 500 g and 1 kg
Bags: 25 and 50 kg



Fresh and Dried Fruit

We supply fresh and dried fruit under separate supply arrangements. Available varieties depend on the season and the requirements of each order.

Origin: Kenya, Uganda, Rwanda and Tanzania · suitable crates and cartons

Chilled lamb and mutton from East Africa to the Gulf

We supply chilled lamb and mutton as small, cleaned whole carcasses from Kenya and Ethiopia to markets in the Gulf. Because chilled meat requires an unbroken cold chain and short transit times, it moves on a dedicated air-freight route. For every shipment, we coordinate veterinary documents, cooling arrangements and arrival timing in line with the destination country's requirements.



Origin

Kenya · Ethiopia

Destination

Gulf countries

Shipping

Chilled, by air

01

Preparation and Inspection

At origin, in line with the destination's requirements.

02

Chilling and Identification

Each carcass is chilled, covered and tagged.

03

Transport and Air Freight

Chilled transport by road to the airport, then air freight via Nairobi or Addis Ababa.

04

Receipt in the Gulf

Receiving is planned to meet both chilling and clearance requirements.

Urea Fertiliser: a separate non-food division

We supply urea fertiliser from Uzbekistan and Azerbaijan to agricultural customers and agricultural input traders. It is available in commercial bags and big bags. Urea has its own dedicated supply and handling route, kept separate from food products in storage, handling and shipping. We review the safety data sheet and use facilities suitable for non-food products.

Sources

**Uzbekistan ·
Azerbaijan**

Packing

**Commercial bags and
big bags**

Handling

**Stored and shipped
separately from food**

Specification

**Grade and nitrogen
content confirmed in
the quotation**



Non-food agricultural input

A nitrogen fertiliser for agricultural crops.

Quality starts with the specification

Quality guides our work from the start of every order. We document the customer's requirements, then check that the product, packaging and documents conform to them before shipment.

- | | | |
|-----------|--------------------------------|---|
| 01 | Product Specification | Intended use, variety, grade, origin, required characteristics and acceptable tolerances. |
| 02 | Packaging and Labelling | Pack size, weight and material, label language, and carton, batch and shelf-life details. |
| 03 | Documentation | Product, origin and shipping documents for each batch, matching the destination country's requirements. |
| 04 | Shipment Requirements | Import conditions, storage and transport, including chilling for meat and separate handling for urea. |
| 05 | Samples and Inspection | If required, we arrange samples, analysis or independent inspection, with scope and timing agreed in advance. |



Checking packs and product details before shipment is part of our daily work.

Every shipment routed to suit the product and destination



Goods may be shipped directly from the country of origin to the customer's destination, or routed through Dubai and Jebel Ali for consolidation, storage or re-export. Chilled meat travels separately by air.

Clear Requirements

Before execution, we agree the product, specification, quantity, packaging and unit of measure.

Coordination

At every stage of the order, we coordinate shipping, documents and storage with all the parties involved.

Defined Responsibilities

Our quotation clearly states the delivery point and each party's role in transport, clearance and insurance.

Private Label

Products under your brand, ready for your market

We help brand owners, importers and distributors launch food products under their own private label, or source products carrying the Maqboola brand, and we coordinate each project from specification to shipment.

Suitable private-label categories

**Olive oil · spices · biscuits and confectionery · sardines
sugar in various pack formats · other packaged foods**



01

Product and Specification

We agree the category, grade, formulation and preferred origin.

02

Pack and Carton

We specify the pack size, material, closure and units per carton.

03

Label Design

We agree the brand and label languages, add the barcode and approve the artwork.

04

Market Requirements

We review documentation, sample and labelling requirements for the destination market.

05

Project Coordination

We agree the minimum order quantity (MOQ) and lead time, and coordinate production and shipping.

Opportunities for suppliers, distributors and partners

Suppliers and Manufacturers

We welcome suppliers who can offer products with clear specifications, packaging, documents and lead times.

Private-label Customers

We coordinate the development of food products under your brand in suitable categories, from the specification stage to shipment.

Distribution Partners

We work with distributors to reach new customers and develop non-exclusive representation arrangements for agreed products and markets.

Trade Service Providers

We work with providers of payment, shipping, inspection, insurance and compliance services under clear arrangements.

To start the conversation, please send us:

- Company legal name and location
- Minimum order, supply capacity and lead time
- Products or services, and catalogue
- Proposed cooperation model
- Existing export markets and available certifications

We would be glad to discuss a supply requirement or cooperation opportunity.

info@maqboola.online



Discuss your supply requirements

Send us your product details, quantity, packaging requirements and delivery destination — we will prepare a quotation to suit your needs.

Product	Quantity
Packaging Requirements	Delivery Destination

Main contact

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Management

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