

#### CORE COMPETENCIES

Global Sourcing Network

End-to-End Logistics

Technical Procurement

# ASANTE GENERAL TRADING L.L.C

Your Trusted Partner in  
Procurement & Logistics

## COMPANY SNAPSHOT

# Established Presence Across Three Strategic Markets

Headquartered in Dubai's Deira district, Asante serves clients across the UAE, Qatar, and Africa. We have built a reputation for reliability, efficiency, and customer-centric solutions in general trading, procurement, and logistics.

### PRIMARY LOCATION

**Deira, Dubai, UAE**

### GEOGRAPHIC COVERAGE

**UAE, Qatar, Africa**

### CORE SERVICES

**Trading, Procurement,  
Logistics**

### SPECIALIZATION

**Sourcing & Consolidation**



## WHO WE ARE

# A Dynamic Procurement Partner with Global Reach

Asante specializes in sourcing and procuring a comprehensive range of industrial, commercial, and specialized products. We are a trusted sourcing partner, leveraging an extensive network to deliver competitive solutions tailored to your needs.

- Global supplier network and sourcing expertise
- Multi-brand consolidation capabilities
- Comprehensive documentation and compliance expertise
- Fast-track procurement and delivery
- Market-specific knowledge and local presence



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## OUR MISSION

**To be the trusted, efficient and responsive procurement and logistics partner across the Middle East and Africa, delivering excellence through integrity and customer-focused solutions.**

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## CORE VALUES

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### Trust

We build relationships based on transparency and honesty.

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### Reliability

We meet our commitments to keep your supply chain moving.

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### Efficiency

We streamline processes for speed and cost-effectiveness.

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### Excellence

We uphold the highest standards in quality and service.

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### Integrity

We act with strong ethical principles in all we do.

MARKETS WE SERVE

# Strategic Presence Across the Middle East and Africa

## MIDDLE EAST

### UAE

PRIMARY OPERATIONS HUB

### Qatar

REGIONAL SUPPORT OFFICE

## AFRICA

### NORTH AFRICA

Egypt  
Morocco  
Tunisia

### EAST AFRICA

Kenya  
Tanzania  
Uganda  
Ethiopia

### WEST AFRICA

Nigeria  
Ghana  
Côte d'Ivoire  
Senegal

### SOUTHERN AFRICA

South Africa  
Botswana  
Zimbabwe





## UAE OPERATIONS - DUBAI HUB

# Dubai: Primary Operations Center for Sourcing & Consolidation

Our Dubai hub serves as the strategic center for Middle East operations and the export gateway for African markets. We provide comprehensive sourcing, consolidation, quality control, and logistics services from our Deira location.

### CORE CAPABILITIES

- Fast-track procurement and sourcing from global suppliers
- Multi-brand consolidation and warehousing
- Sea and air freight logistics coordination
- Documentation and customs clearance expertise
- Quality inspection and testing services

### TYPICAL CLIENTS

Contractors, Industrial Traders, Facilities Management, Government Entities, Large-scale Enterprises

### CONTACT DETAILS

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# Fast-Track Project Procurement & Delivery Support

Our Qatar presence provides specialized project-based procurement solutions, combining local market knowledge with our global sourcing network to meet strict project timelines.

## Project-Specific Solutions

Tailored procurement strategies aligned with project phases.

## Fast-Track Delivery

Rapid response logistics for urgent project requirements.

## Local Expertise

Deep understanding of local regulations and market dynamics.

## Customs & Docs

Expert handling of clearance and compliance documentation.

## TYPICAL DEMAND

Construction & MEP

Safety Equipment

Industrial Consumables

Project Materials





## — AFRICA OPERATIONS - SUPPLY CORRIDOR

# Reliable Supply Corridor with Customs Expertise

We provide reliable, multi-category procurement with a focus on documentation and customs readiness, ensuring smooth delivery across diverse African markets.

### EAST AFRICA

Kenya, Tanzania,  
Uganda, Ethiopia

### WEST AFRICA

Nigeria, Ghana,  
Côte d'Ivoire, Senegal

### NORTH AFRICA

Egypt, Morocco,  
Tunisia

### SOUTHERN AFRICA

South Africa, Botswana,  
Zimbabwe

● RELIABILITY

● CONSOLIDATION

● DOCUMENTATION

● CUSTOMS READINESS



## WHAT WE DO - OUR SERVICE STACK

# End-to-End Procurement and Logistics Solutions

## 01 Sourcing

Identifying and qualifying suppliers globally, leveraging our extensive network to find the best match for your needs.

## 02 Procurement

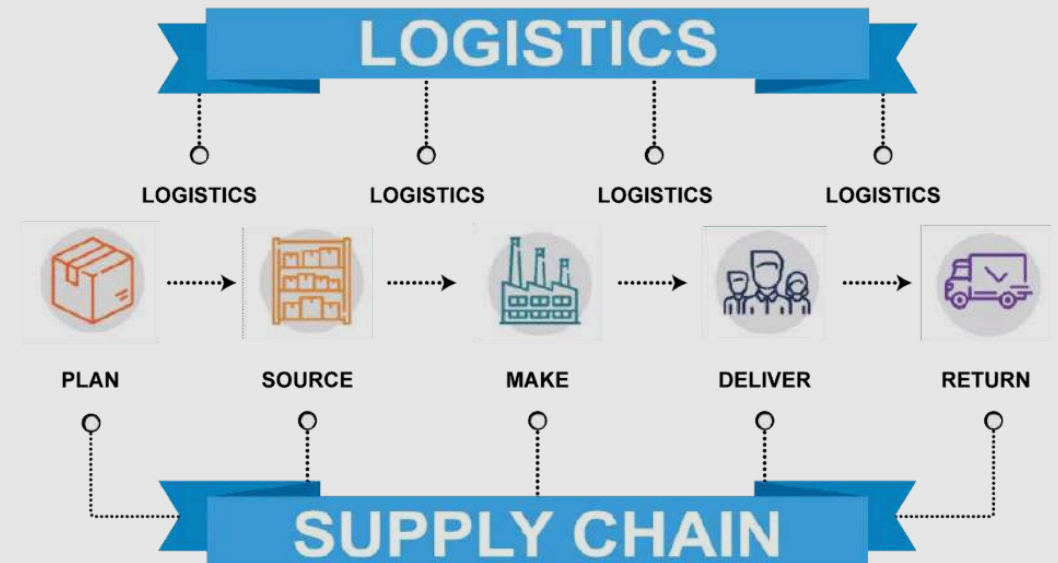
Negotiating commercial terms, managing orders, and ensuring rigorous quality assurance protocols.

## 03 Logistics

Coordinating multi-modal transportation, warehousing, and consolidation across regions.

## 04 Delivery

Final-mile delivery and comprehensive customer support to ensure products arrive on time and intact.



## — HOW WE WORK - OUR PROCESS

# Transparent, Efficient Procurement Workflow

### 01 RFQ

Request for Quote initiation

### 03 Quote

Commercial terms & pricing

### 05 Purchase Order

Order confirmation & processing

### 07 Shipping

Logistics coordination

### 02 Sourcing

Supplier identification & qualification

### 04 Sample

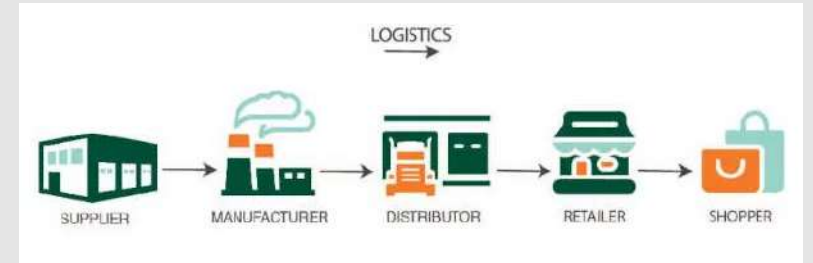
Product approval (if required)

### 06 Inspection

Quality check & testing

### 08 Delivery

Final delivery & support



*Streamlined from Sourcing to Delivery*

# Diverse Industry Solutions for Varied Procurement Needs

## CONSTRUCTION & MEP

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- MEP supplies (Mechanical, Electrical, Plumbing)
- Hardware and fasteners
- Safety equipment and PPE
- Site consumables and tools

## OIL & GAS

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- Valves and fittings
- Industrial tools and equipment
- Safety and protective equipment
- Specialized industrial supplies

## FMCG & RETAIL

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- Packaging materials
- Cleaning and consumables
- POS materials
- Retail supplies

## HOSPITALITY & FACILITIES

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- Hospitality supplies
- Facility management products
- Maintenance and cleaning equipment

## HEALTHCARE

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- Medical supplies
- Safety and protective equipment
- Healthcare consumables

— INDUSTRIES SERVED

# Expanding Reach Across Industrial and Public Sectors

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## Industrial & Manufacturing

- Industrial components
- Automation equipment
- Specialized tools
- Safety gear & PPE

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## Government & Public Sector

- Government project procurement
- Infrastructure supplies
- Public sector consumables
- Tender compliance support

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## Retail & Distribution

- Retail supplies
- Distribution center equipment
- Point-of-sale materials
- Packaging solutions

# Comprehensive Product Portfolio Across Eight Major Categories

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## 01 Electrical & Automation

Switches, controls, cables, connectors, automation components.

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## 03 Safety & PPE

Protective eyewear, gloves, footwear, head protection, respiratory protection.

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## 05 Measurement & Testing

Multimeters, oscilloscopes, power analyzers, environmental testers.

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## 07 Pneumatic & Hydraulic

Cylinders, components, compressors, valves, regulators.

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## 02 Tools & Equipment

Hand tools, power tools, measurement instruments, testing equipment.

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## 04 Industrial Components

Valves, fittings, pumps, motors, bearings, fasteners.

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## 06 Thermal & HVAC

Temperature controllers, sensors, HVAC components, cooling equipment.

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## 08 Building & Construction

Conduits, cables, fasteners, hardware, MEP supplies.



# Trusted Partnerships with Leading Global Manufacturers

## AUTOMATION & CONTROLS

Siemens ABB Omron Allen-Bradley

Schneider Electric Phoenix Contact

Pepperl+Fuchs Hirschmann

## SAFETY & PPE

Ansell Kishigo Water-Jel 3M

## TOOLS & EQUIPMENT

Festo Festool Bahco Gedore

Stahlwille Wera Greenlee Stanley

## ELECTRICAL & CONNECTIVITY

TE Connectivity Wago Hellermann Tyton

Panduit Partex Thomas & Betts

SIEMENS

ABB

Allen-Bradley  
ROCKWELL AUTOMATION

WAGO

# Extensive Brand Network Across Specialized Categories

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## MEASUREMENT & TESTING



Hioki • Kyoritsu • Megger • Metrel • Seaward •  
Martindale • Extech • Testo

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## INDUSTRIAL COMPONENTS



Parker • Wilkerson • Emerson • Eurotherm

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## SENSORS & INSTRUMENTATION



Endress+Hauser • Rosemount • Yokogawa •  
Huba Control • Leuze • Sick

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## THERMAL & CLIMATE CONTROL

Daikin • Mitsubishi • Rittal • EBM-papst • Delta

# Comprehensive Quality Assurance and Documentation Expertise

## STANDARD DOCUMENTATION

**Certificate of Origin (COO)** - Verifying manufacture

**Commercial Invoice (CI)** - Detailed pricing

**Packing List (PL)** - Itemized contents

**MSDS** - Safety & handling info

**Test Certificates** - Quality verification

**Certificates of Conformance** - Spec compliance

**Inspection Reports** - QA verification

## QUALITY ASSURANCE PROCESS

### 01 Supplier Qualification

Rigorous verification of supplier credentials and capabilities.

### 02 Pre-shipment Inspection

Physical verification of goods before they leave the origin.

### 03 Documentation Review

Detailed validation of all export/import paperwork.

### 04 Customs Compliance

Ensuring adherence to all regional import regulations.

### 05 Final Quality Check

Verification upon arrival before final delivery to client.

— WHY CHOOSE ASANTE

# Five Strategic Advantages for Your Supply Chain

— ADDITIONAL STRENGTHS

# Beyond Procurement: Value-Added Capabilities

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## GLOBAL SOURCING NETWORK

Direct access to key manufacturing hubs in Europe, North America, and Asia, ensuring a diverse and resilient supply chain.

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## TECHNICAL EXPERTISE

In-house engineering support to assist with product specification, compatibility checks, and technical selection.

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## FINANCIAL STABILITY

Strong financial foundation enabling large-scale procurement, credit facilities, and secure high-value transactions.

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## AFTER-SALES SUPPORT

Dedicated assistance for warranty claims, installation guidance, and ongoing maintenance support for all supplied products.





## CONTACT INFORMATION

# Partner with Us for Your Procurement Needs

## ASANTE GENERAL TRADING L.L.C

### HEAD OFFICE

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# Thank You

We look forward to building a lasting partnership  
and driving efficiency in your supply chain.



**[www.asanteuae.online](http://www.asanteuae.online)**

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