



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



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.

CORE VALUES

Trust

We build relationships based on transparency and honesty.

Excellence

We uphold the highest standards in quality and service.

Reliability

We meet our commitments to keep your supply chain moving.

Integrity

We act with strong ethical principles in all we do.

Efficiency

We streamline processes for speed and cost-effectiveness.

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

Office 204, Al Habtoor Building, Baniyas Square, Deira, Dubai
Tel: +971 4 3249966
Email: sales@asanteuae.online

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

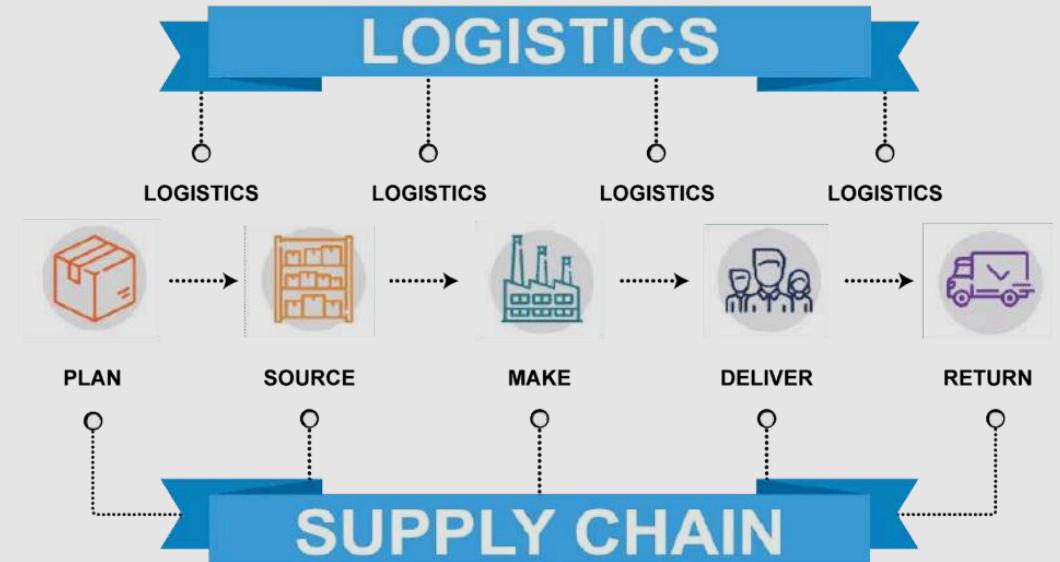
Negotiating commercial terms, managing orders, and ensuring rigorous quality assurance protocols.

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

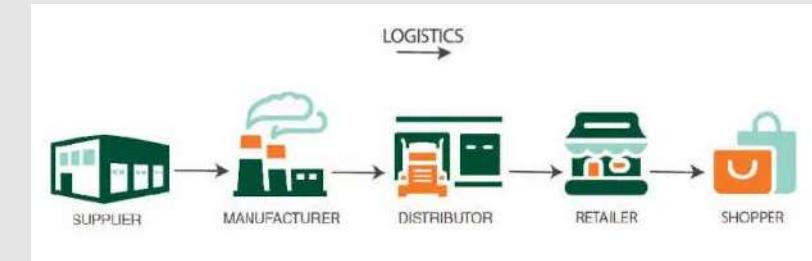
Product approval (if required)

06 Inspection

Quality check & testing

08 Delivery

Final delivery & support



Streamlined from Sourcing to Delivery

INDUSTRIES SERVED - PART 1

Diverse Industry Solutions for Varied Procurement Needs

CONSTRUCTION & MEP

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

OIL & GAS

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

FMCG & RETAIL

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

HOSPITALITY & FACILITIES

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

HEALTHCARE

- Medical supplies
- Safety and protective equipment
- Healthcare consumables

INDUSTRIES SERVED

Expanding Reach Across Industrial and Public Sectors

Industrial & Manufacturing

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

Government & Public Sector

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

Retail & Distribution

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

Comprehensive Product Portfolio Across Eight Major Categories

01 Electrical & Automation

Switches, controls, cables, connectors, automation components.

03 Safety & PPE

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

05 Measurement & Testing

Multimeters, oscilloscopes, power analyzers, environmental testers.

07 Pneumatic & Hydraulic

Cylinders, components, compressors, valves, regulators.

02 Tools & Equipment

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

04 Industrial Components

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

06 Thermal & HVAC

Temperature controllers, sensors, HVAC components, cooling equipment.

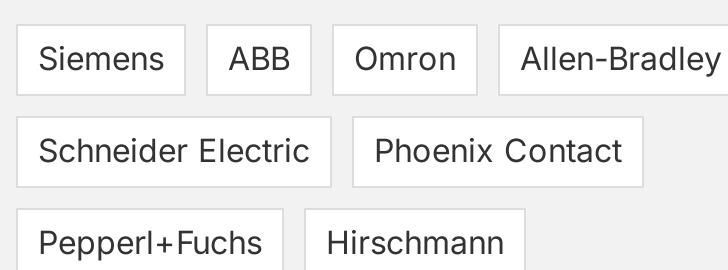
08 Building & Construction

Conduits, cables, fasteners, hardware, MEP supplies.

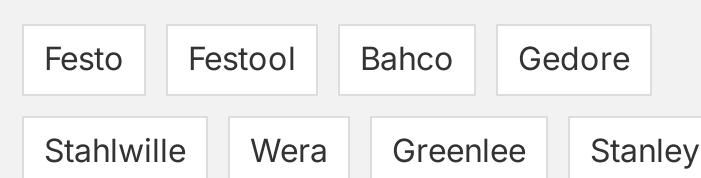
— BRAND PORTFOLIO - SOURCING PARTNERS

Trusted Partnerships with Leading Global Manufacturers

AUTOMATION & CONTROLS



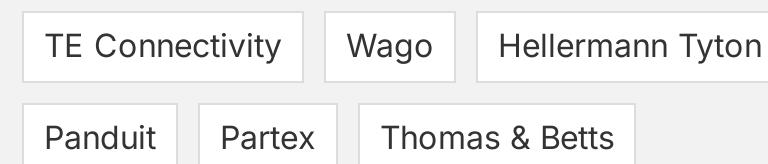
TOOLS & EQUIPMENT



SAFETY & PPE



ELECTRICAL & CONNECTIVITY



SIEMENS



ABB



Allen-Bradley



WAGO

Extensive Brand Network Across Specialized Categories

MEASUREMENT & TESTING



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

SENSORS & INSTRUMENTATION



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

INDUSTRIAL COMPONENTS



Parker • Wilkerson • Emerson • Eurotherm

THERMAL & CLIMATE CONTROL

Daikin • Mitsubishi • Rittal • EBM-papst • Delta

Comprehensive Quality Assurance and Documentation Expertise

STANDARD DOCUMENTATION

Certificate of Origin (COO) - Verifying manufacturer

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

GLOBAL SOURCING NETWORK

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

TECHNICAL EXPERTISE

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

FINANCIAL STABILITY

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

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

Office 204, Al Habtoor Building
Baniyas Square, Deira
Dubai, United Arab Emirates

COMMUNICATION

Tel: +971 4 3249966
Fax: +971 4 3249956

EMAIL INQUIRIES

sales@asanteuae.online
info@asanteuae.com

Thank You

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

www.asanteuae.online

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