

BRAND DISTRIBUTION IN THE MIDDLE EAST

Brand Distribution, a part of the Polish Capital Group Brand Distribution Group, is setting its course towards the Middle East. The Group's areas of interest include the United Arab Emirates, Saudi Arabia, Iran, and Lebanon. A crucial element in implementing the adopted strategy is the company's presence at the largest FMCG trade show in the region, Gulfood 2024, which will take place in February this year in Dubai.

Brand Distribution is an internationally operating company, present on 6 continents. It operates in 100 markets and serves the largest market players. The distributor's offices are located in Europe, Asia, and North America. "Now is the time for the Middle East", says Armen Papazjan, CEO of Brand Distribution Group. "Although it's not an easy market due to cultural differences, we appreciate its openness to novelties and interest in innovations, of which there is no shortage in our distribution offer", emphasizes Papazjan.

Today, if one wants to be present in global trade, they must be in Dubai. "That's why Gulfood has been a must-attend event for us for many years," accentuates Renata Olszewska, newly appointed Director of Marketing and Sales. "This year, we are strongly focusing on the United Arab Emirates and Saudi Arabia. We are also interested in Iran and Lebanon. We have prepared our offer based on the analysis of consumer trends and the needs of customers from the region. We have supplemented it with emerging food and non-food product categories," reveals Olszewska.

Brand Distribution accurately diagnoses the interpenetration of trends between regions. Therefore, it is able to offer products that have the potential to be popular in the near future and thus help business partners build a competitive advantage.

During the upcoming event, Brand Distribution will finalize strategic contracts with partners from various parts of the globe and actively search for unique products for redistribution.