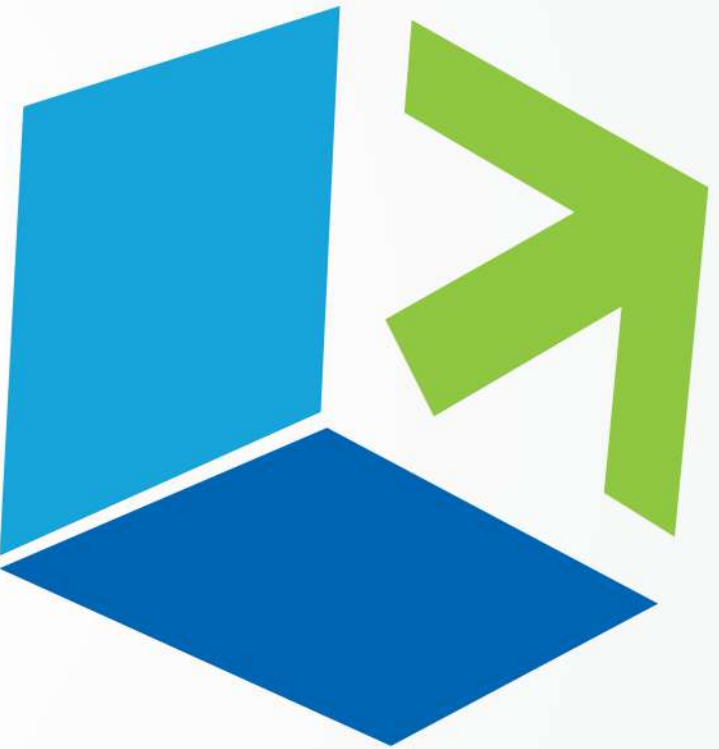




**safa**  
INTERNATIONAL





## OUR BEGINING

Safa International established in 1989 based in United Arab Emirates which delivers well-integrated range of mass-market food products, with an aim to diversify the stereotype trend and introduce the best quality food products with innovation that reshape life's standard.

Ever since its establishment, we have added an array of products and brands to our portfolio.

Safa runs operations in 10 countries mainly in east Africa & MENA region, with portfolio of 35+ brands, over 300+ items. We are recognized as a highly reputable supplier of wide range of premium quality products. All Products of Safa International are delivered under a very sophisticated quality control environment to preserve their nutritional values.



## OUR VISION

To be the leading and most innovative FMCG company in the region by providing high quality products to consumers.



## OUR MISSION

Safa International is committed to supplying the consumers and customers with the finest, high-quality products. Safa supports these goals with a corporate philosophy of adhering to the highest ethical conduct in all its business dealings, treatment of its employees, and social environmental policies.

We have stayed true to our vision of creating a company that prides itself on professionalism, ethics and responsibility. Our premium Quality Food knowledge about food and capability offer our clients taste that is delicious and nutritious too.

We will deliver Premium Quality and operational excellence in every corner of the Company meet and exceed our commitments to the consumers we serve.

# OUR VALUES

## Commitment

### Passionate ownership & determination to deliver

Ownership in managing and resolving business challenges. Actively identifying and delivering ongoing improvement initiatives, decisions, behaviours, and actions consistently supporting the success of **Safa**. Proactively addressing the needs of consumers and customers.

## Achievement

### Aims higher and always strives to over deliver

Proactive attitude and ambitious goals. Enhancing consumer, customer, and shareholder value. Delivering high quality and sustainable results.



## Teamwork

Individuals play the game, but unified teams win the championship. Value and respect towards differences in ideas, experiences, and culture. Supporting one another in delivering on common **Safa** goals. Strong effective cross-functional relationships via engagement and cooperation. Sharing best practices, ideas, and solutions.

## Entrepreneurship

Turning creative ideas into effective business solutions. Seeking new ways of doing things, challenging the status quo. Innovation to add value to the business. Adaptive to change.

# OUR BRANDS



**FULL CREAM  
MILK POWDER**

# HILWA

## Full of Nutrition



Product Type	Packaging Size	Piece in CTN
Tin	2.5kg	6x2.5kg
Tin	900g	12x900g
Pouch	2.25kg	12x2.25kg
Pouch	900g	12x900g
Pouch	400g	24x400g
Sachet	250g	48x250g
Sachet	50g	280x50g
Sachet	25g	480x25g



HILWA Dairy products from New Zealand.  
NZMP Dairy, Name of Trust.



## Sweetened Condensed Filled Milk

Product Type	Packaging Size	Piece in CTN
Tin	390g	48x390g
Tin	1kg	1kg



## Evaporated Milk

Product Type	Packaging Size	Piece in CTN
Tin	170g	48x170g
Tin	400g	48x400g



### Light Meat Tuna in Sunflower Oil

Product Type	Packaging Size	Piece in CTN
Tin	95g	48x95g
Tin	185g	48x185g
Tin	1.8kg	4x1.8kg



### Light Meat Tuna in Vegetable oil

Product Type	Packaging Size	Piece in CTN
Tin	95g	48x95g
Tin	185g	48x185g





## Pure Refined Sunflower Oil

Product Type	Packaging Size	Piece in CTN
	250ml	24x250ml
	500ml	24x500ml
	1.8ltr	6x1.8ltr
	1.8ltr	12x1.8ltr
	1.8ltr	6x1.8ltr
	3ltr	6x3ltr
	5ltr	4x5ltr





### Pure Refined Corn Oil

Product Type	Packaging Size	Piece in CTN
Round Bottle	1.8ltr	6x1.8ltr
Round Bottle	5ltr	4x5ltr



## White Oats

Product Type	Packaging Size	Piece in CTN
Tin	400g	24x400g
Tin	500g	24x500g
Box	500g	12x500g
Box	1kg	12x1kg



## Custard Powder

Product Type	Packaging Size	Piece in CTN
Tin	300g	24x300g
Tin	450g	24x450g



Spaghetti

Product Type      Packaging Size      Piece in CTN

500g      20x500g

Macroni

400g      20x400g



## Chicken Stock

Product Type	Packaging Size	Piece in CTN
Cubes	10g	24x48x10g
Cubes	24g	24x48x24g



**HILWA®**



**Hilwa Pineapple Slices in light syrup**

Product Type	Packaging Size	Piece in CTN
Tin	565g	12x565g
Tin	565g	24x565g



**Hilwa Pineapple Broken Slices in light syrup**

Product Type	Packaging Size	Piece in CTN
Tin	565g	12x565g
Tin	565g	24x565g



## Tomato Ketchup

Product Type	Packaging Size	Piece in CTN
Sachet	10g	500x10g
Glass	340g	12x340g
Jerry Can	340g	12x340g
Jerry Can	567g	12x567g
Jerry Can	5kg	4x5kg



## Tomato Paste

Product Type	Packaging Size	Piece in CTN
Tin	3Kg	4x3Kg
Tin	800g	12x800g
Tin	400g	24x400g
Pouch	70g	100x70g
Pouch	50g	200x50g
Pouch	30g	400x30g





## Beans

Product Type	Packaging Size	Piece in CTN
Baked Beans		
Tin	400g	24x400g
Tin	220g	12x220g
Chick Peas		
Tin	400g	24x400g
Foul Medames		
Tin	400g	24x400g
Processed Peas		
Tin	400g	24x400g
Red Kidney Beans		
Tin	400g	24x400g



### Peanut Butter

Product Type	Packaging Size	Piece in CTN
Glass	340g	12x340g
Glass	510g	12x510g



### Corn Flour

Product Type	Packaging Size	Piece in CTN
Cartoon	400g	24x400g



### Instant Yeast

Product Type	Packaging Size	Piece in CTN
Pouch	450g	20x450g
Pouch	500g	20x500g



### Macroni

Product Type	Packaging Size	Piece in CTN
	500g	20x500g



### Macroni

Product Type	Packaging Size	Piece in CTN
	500g	20x500g



### Spaghetti

Product Type	Packaging Size	Piece in CTN
	500g	20x500g

# Kanz



## Full Cream Milk Powder

Product Type	Packaging Size	Piece in CTN
Sachet	25g	120x25g
Sachet	50g	60x50g
Tin	900g	12x900g
Tin	2.5kg	6x2.5kg



### Pakistani Long Grain Parboiled Biryani Rice

Product Type	Packaging Size	Piece in CTN
Bag	5kg	8x5kg
Bag	10kg	4x10kg
Bag	25kg	1x25kg



### Mayonnaise

Product Type	Packaging Size	Piece in CTN
Plastic Jar	8 Oz	24x8 Oz
Plastic Jar	32 Oz	12x32 Oz
Gallon	1 Gallon	4x1 Gallon



### Refined Coconut Oil

Product Type	Packaging Size	Piece in CTN
Tin	400ml	24x400ml
Tin	680ml	12x680ml
Jerry Can	1ltr	12x1ltr



### Kanz Liquid Juice

Product Type	Packaging Size	Piece in CTN
Cartoon	1ltr	12x1ltr



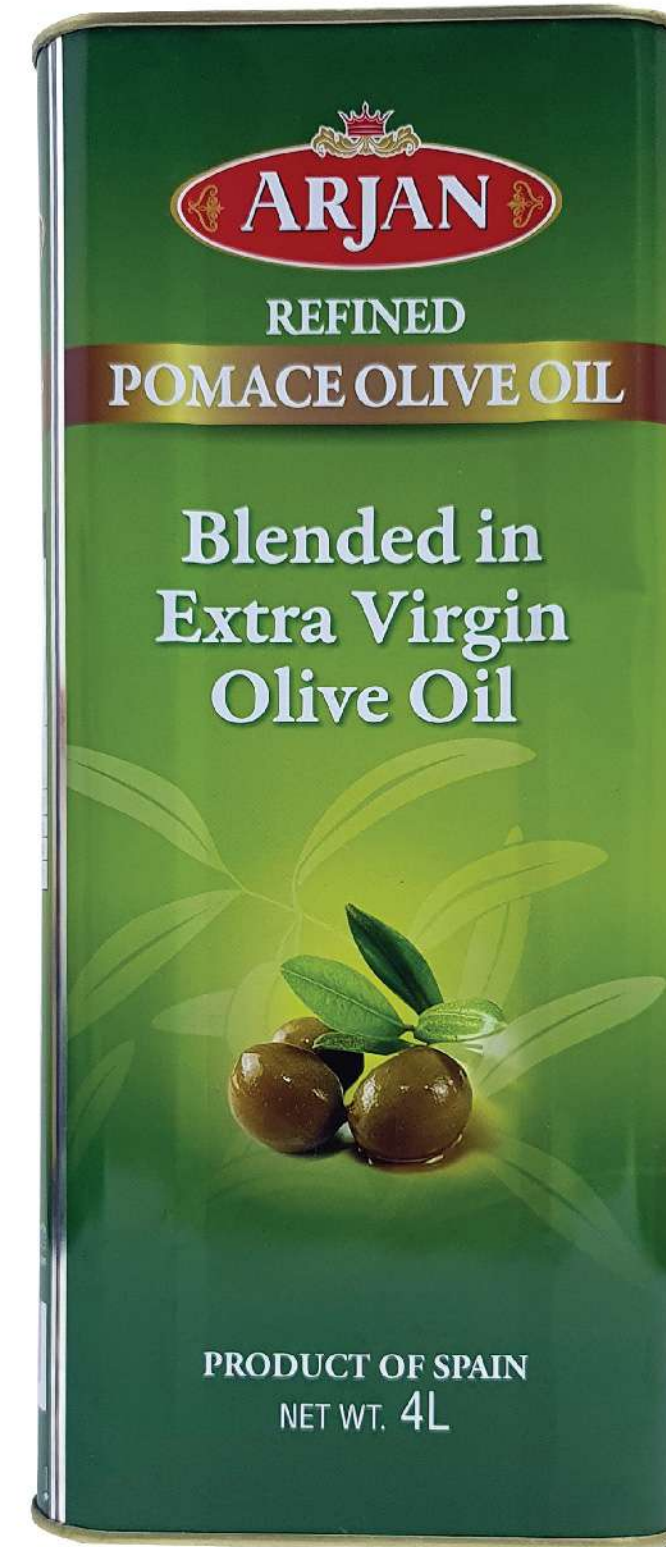
### Kanz Juice Powder

Product Type	Packaging Size	Piece in CTN
Sachet	50g	60x50g
Can	900g	15x900g
Can	2.5kg	6x2.5kg



### Kanz Juice Powder

Product Type	Packaging Size	Piece in CTN
Jerry Can	2ltr	6x2ltr



## Extra Virgin Olive Oil

Product Type	Packaging Size	Piece in CTN
Pet Bottle	250ml	12x250ml
Glass Bottle	250ml	12x250ml
Glass Bottle	500ml	12x500ml
Glass Bottle	1ltr	12x1ltr
Tin	4ltr	4x4ltr



## Pure Olive Oil

Product Type	Packaging Size	Piece in CTN
Pet Bottle	250ml	12x250ml
Pet Bottle	500ml	12x500ml
Pet Bottle	1ltr	12x1ltr



**Extra Long Grain Pure Basmati Rice**

Product Type	Packaging Size	Piece in CTN
Bag	5kg	8x5kg
Bag	10kg	4x10kg



**Pakistani 1121 Sella Rice**

Product Type	Packaging Size	Piece in CTN
Bag	5kg	8x5kg
Bag	10kg	4x10kg



**Indian 1121 Sella Rice**

Product Type	Packaging Size	Piece in CTN
Bag	5kg	8x5kg
Bag	10kg	4x10kg



**Indian 1121 Steam Rice**

Product Type	Packaging Size	Piece in CTN
Bag	1kg	12x1kg
Bag	2kg	9x2kg
Bag	10kg	4x10kg





### Tomato Ketchup

Product Type	Packaging Size	Piece in CTN
Glass	340g	12x340g



### Hot Sauce

Product Type	Packaging Size	Piece in CTN
Jerry Can	340g	12x340g



Product Type	Packaging Size	Piece in CTN
Chicken Stock Cubes		
Cubes	10g	24x48x10g
Crispy Fried Chicken Mix Powder		
Jar	750g	10x750g
Chicken Stock Powder		
Jar	1kg	10x1kg
Beef Stock Powder		
Jar	1kg	10x1kg
Food Seasoning with Vegetable Powder		
Jar	500g	15x500g
Food Seasoning with Hot Chilli Powder		
Jar	500g	15x500g
Vegetable Stock Powder		
Jar	1kg	10x1kg
Vegetable Stock with Hot Chilli Powder		
Jar	1kg	10x1kg



## Vegetable Cooking Oil

Product Type	Packaging Size	Piece in CTN
Galoon	18ltr	1x18ltr

PREMIUM



Finest blend superior taste rich aroma

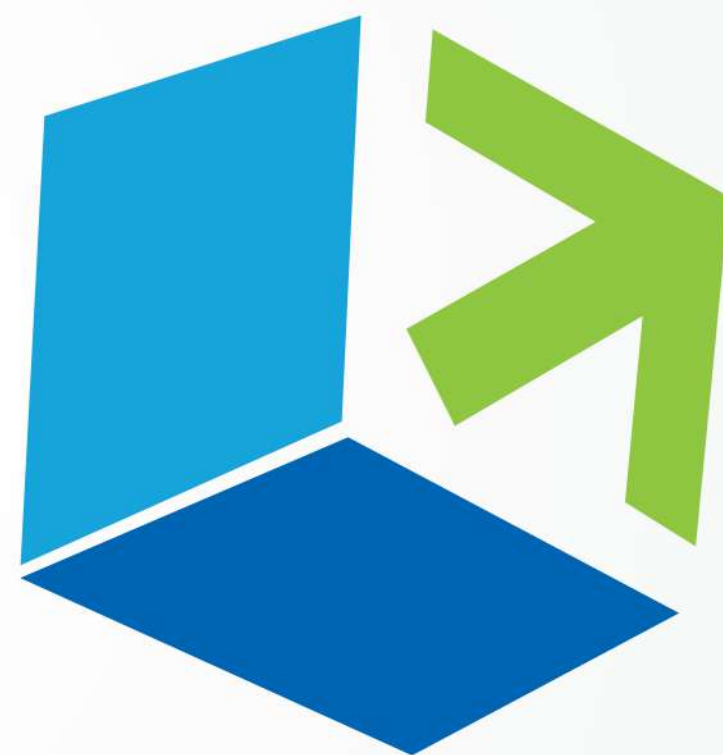
### Tea Bag

Product Type	Packaging Size	Piece in CTN
Sachet	2g	100x2g
Carton	25g	20x25g





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