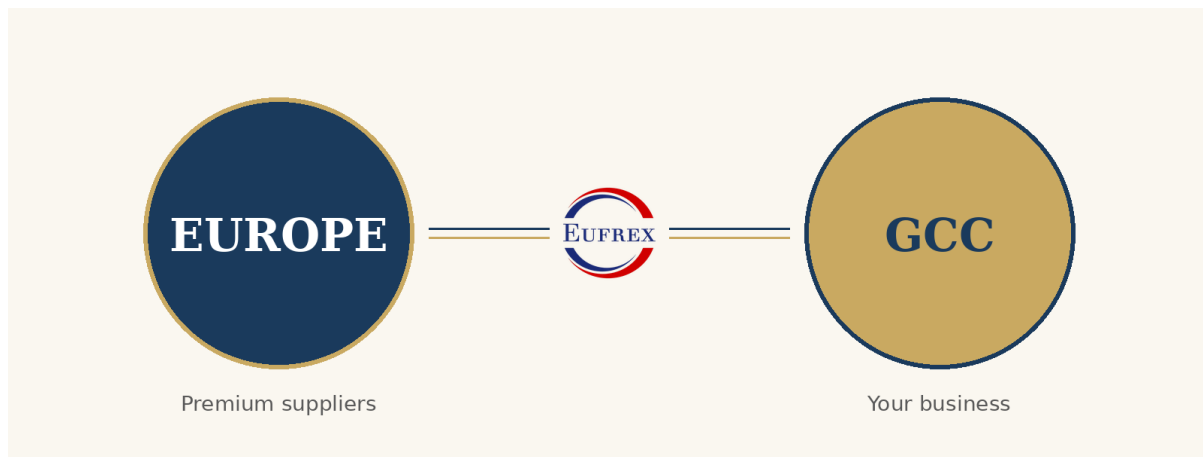




YOUR EUROPEAN SOURCING PARTNER
FOR THE GULF MARKETS

EUFREX · SASU France · Trade & Distribution
99 Avenue Achille Peretti · 92200 Neuilly-sur-Seine · France
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ABOUT EUFREX

Your dedicated sourcing partner for premium European food products

EUFREX is a French company headquartered in Neuilly-sur-Seine, specialized in sourcing and supplying premium European food products to distributors, importers and major retailers across the Gulf Cooperation Council (GCC).

We exist to make your sourcing of European premium food simpler, faster and more reliable. Whether you are a hypermarket chain looking to refresh your imported food aisle, a HoReCa specialist seeking artisanal pastries, or an importer building a portfolio of European brands — EUFREX delivers the products, the compliance and the supply chain reliability your business demands.

Our team combines a deep understanding of GCC market expectations with privileged access to the finest food producers across France, Italy, Spain, Belgium, Germany, Switzerland and beyond — backed by more than 20 years of senior experience in Gulf retail and procurement.

WHAT WE DO FOR YOU

A complete sourcing service tailored to your specifications

EUFREX operates as your sourcing extension in Europe. Tell us what you need, and we deliver it ready for your shelves — full stop.

Our core services:

- Tailored sourcing of premium European food products based on your specifications, categories and price targets
- Direct access to selected European producers — France, Italy, Spain, Belgium, Germany, Switzerland and beyond
- Private label (MDD) development: we build your own brand, sourced and produced in Europe under your specifications
- Full GCC regulatory compliance: GSO/SASO standards, halal certification, Arabic labeling, shelf-life management
- End-to-end logistics: consolidation, freight forwarding, customs documentation, insurance and CIF delivery to your port
- Exclusive distribution rights available on selected brands and categories
- Single invoicing point in EUR from a French SASU — simplified accounting and clear contracts

OUR PRODUCT CATEGORIES

A curated selection of European excellence

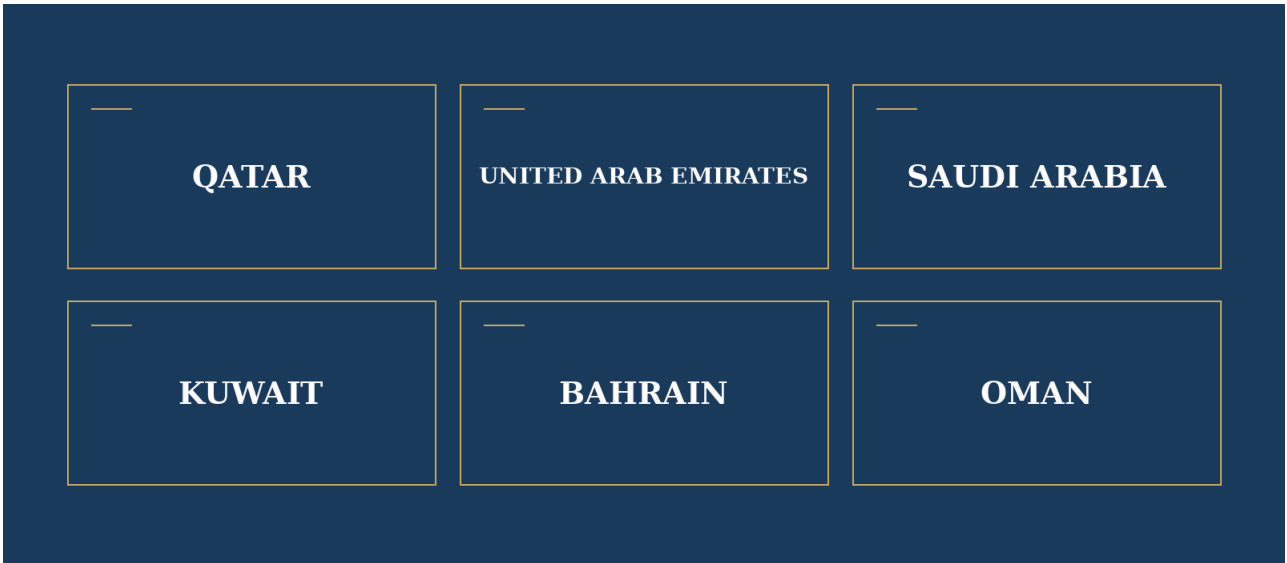


We focus on premium, high-margin categories where European craftsmanship creates clear differentiation on your shelves:

- Premium fine food: AOP olive oils, vinegars, rare honeys, artisanal jams, condiments — sourced from France, Italy, Spain, Greece
- Artisanal confectionery and biscuits: fine chocolates from Belgium, Switzerland and France; biscuits and sablés from Provence and Brittany
- Premium frozen bakery and pastry for HoReCa: croissants, viennoiseries, individual pastries — ideal for 5-star hotels and premium cafés
- Non-alcoholic premium beverages: gourmet sparkling drinks, premium juices, artisanal syrups — perfect for the GCC market and Ramadan season
- Organic and free-from products: gluten-free, sugar-free, vegan, certified organic — for your growing health-conscious consumer base
- Niche gourmet products: truffles and truffle-based products from France and Italy, AOP/IGP regional specialties

MARKETS WE SERVE

Active across the entire GCC region



EUFREX serves distributors, importers, major retailers and HoReCa operators across all six GCC markets. We are ready to ship to any port in the region, with established logistics partners and full knowledge of each country's customs and labeling requirements.

HOW WE WORK

A simple, transparent process from brief to delivery



1. Understanding your needs

We start with a clear brief: categories you want to develop, target prices, volumes, regulatory constraints, timing, packaging preferences.

2. Sourcing in Europe

We identify, qualify and negotiate with European producers matching your criteria. You receive curated proposals with tastings, technical sheets, prices and full compliance documentation.

3. Compliance & certification

We handle GSO/SASO verification, halal certification, Arabic labeling and shelf-life requirements — so your goods clear customs on arrival without delay.

4. Logistics & shipping

Complete transport organization under CIF Incoterms by default: consolidation, freight, insurance, and full documentation delivered to your customs broker.

5. Ongoing partnership

Regular shipments, dedicated account management, and proactive recommendations on new products and trends from the European market.

WHY WORK WITH EUFREX

Six concrete benefits for your business

- Buyer-to-supplier expertise: 20+ years on the procurement side of GCC retail means we understand exactly what your business needs
- Direct access to European producers with no unnecessary intermediaries — better prices, better margins for you
- Pan-European sourcing reach: France, Italy, Spain, Belgium, Germany, Switzerland and beyond
- Private label expertise: we have built MDD programs across 10+ categories in the GCC market
- Full GCC compliance handled in-house — no surprises at customs, no labeling issues, no delays
- A trilingual team (French, English, Arabic) and a French SASU structure — clear contracts, EUR invoicing, full export documentation



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