



moving the
ECONOMY
moving **OMAN**

- Import • Export • Logistics
- FMCG • Sales & Marketing
- Catering • Real Estate • Rent-a-Car

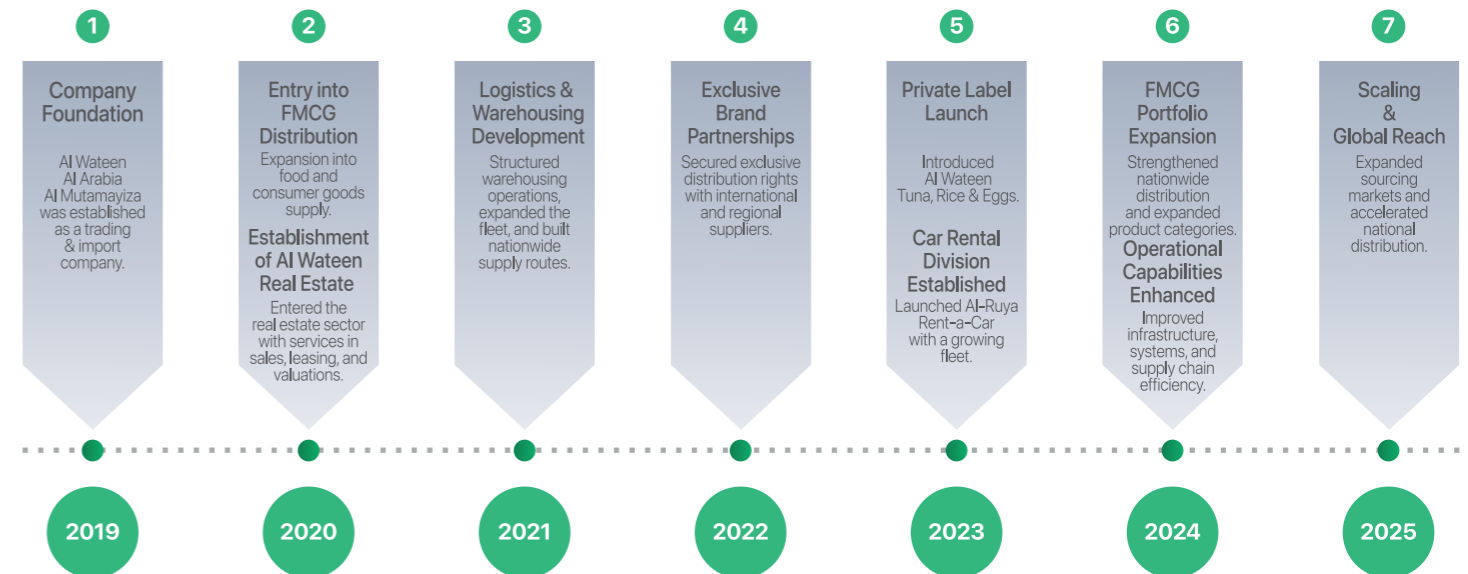


About Us

The current marketplace is extremely competitive, yet we strive to maintain a leading position by setting the bar in import, export, distribution, logistics, and warehousing services, as well as the supply of FMCG goods. We take great pride in our steadfast dedication to clients and associates, working to deliver service levels that stand out in the industry.

We invite you to join us as we work to make our services recognized for their exceptional quality. Across marketing, operations, purchasing, import and export management, logistics, and warehousing, our team efficiently supports your needs and enhances profitability. As a comprehensive service provider, AI Wateen offers end-to-end solutions tailored to every client.

Our Journey



VISION

To become Oman's most trusted multi-sector import and service group—connecting global markets to local needs through innovative sourcing, efficient supply solutions, and diversified services that deliver lasting value to businesses and communities.

MISSION

Our mission is to provide reliable import/export, distribution, and multi-sector services through global partnerships, professional operations, and efficient supply systems—delivering consistent value to our clients and contributing to Oman's long-term growth.

CORE VALUES

At AI Wateen, our values are built on reliability, integrity, and excellence. We focus on innovation, strong partnerships, and customer-centered service—driving sustainable growth and delivering trusted solutions across all our sectors.



Al Wateen Al Arabia, is known to deliver cost-effective innovative solutions founded on technical competency, all derived through highly trained, experienced and motivated teams, as a result, clients benefit from the continuous improvement in service quality as well as operational efficiencies.

Trade Name
AL WATEEN AL ARABIA MUTAMAYIZA S.P.C

Commercial Name
AL WATEEN AL ARABIA MUTAMAYIZA S.P.C

Commercial Registration
1353574



Services Overview

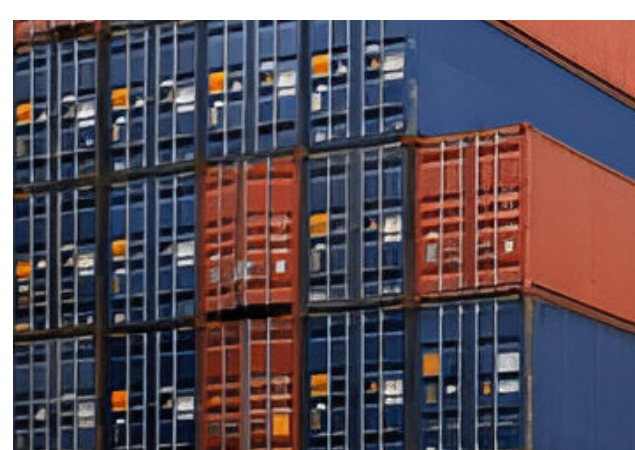


Import, Distribution

Al Wateen Al Arabia specializes in end-to-end import, export, and distribution solutions across the FMCG sector. With deep experience in the Oman market and strong partnerships across global suppliers and local distributors, we ensure fast, reliable, and cost-effective product movement. Our operations are designed to adapt to diverse supply chain needs, providing flexible transport options and temperature-controlled logistics where required.

EXPORT PRESENCE
GCC Region — KSA, Qatar, Kuwait, Yemen

Al Wateen Al Arabia maintains a growing export footprint across the GCC region, supplying national distributors, private-label buyers, and wholesale importers with consistent FMCG products and reliable logistics support.



Logistical Services

- Adapted supply chain solutions tailored to each client's requirements
- Flexible approaches that support daily operational needs
- Temperature-controlled vehicles available when required
- Cost-effective fleet options with both large and small vehicles and small vehicles.



Warehousing Services

- We provide top of the line warehousing services
- State-of-the-art, air-conditioned storage facilities
- Dedicated warehouses for specific product categories
- Trained professionals managing inventory and product handling

Services Overview

Our Brand Portfolio



Supply of FMCG Products

We are fully equipped to source and supply a wide range of FMCG products across Oman. With strong market experience and long-standing relationships with leading distributors, we secure the best available prices for our clients. Our team is trusted by catering companies and is committed to delivering exactly what each client needs—efficiently and reliably.



Sales & Marketing Services

We develop strategic sales and marketing plans, coordinate all related activities, and manage yearly trade show participation. Our team ensures timely, cost-effective, and targeted marketing initiatives that support business growth. We also conduct monthly reviews with sales and marketing managers to track performance and optimize results.



Catering Services

Our catering division delivers full operational management—from SOP implementation and business/menu planning to daily operation on behalf of the owner. We set pricing structures, oversee all inventory and supply purchasing, and maintain strict quality standards. All maintenance and repairs are handled in-house for seamless, reliable service.

We are the exclusive distributor of selected global FMCG brands, delivering nationwide coverage across Oman and exporting a diverse portfolio of beverages, frozen foods, eggs, canned tuna, rice, snacks, personal care products, and more.



BAC international Company

BAC International Company, based in Brazil, is a trusted producer of high-quality frozen chicken. Al Wateen Al Arabia maintains a direct import partnership with BAC, ensuring a consistent and reliable poultry supply to the Omani market.



Al Ulaa Eggs & Radiance Global

We enhance our egg portfolio further by sourcing premium-quality eggs from Al Ulaa Eggs and Radiance Global.



Al Zain Poultry Farms LLC

Al Wateen Al Arabia has undertaken distribution activities for Al Zain Poultry Farms LLC, covering products including farm-fresh eggs, liquid eggs, and fresh & frozen chicken, ensuring nationwide distribution and sustained brand growth.



Karwanchi Cold Drinks

Karwanchi Group—established in 1999 and certified under ISO, Halal, and Industrial License 81387—is a leading beverage producer in Iraq. Since 2024, Al Wateen Al Arabia has served as the exclusive distributor of Karwanchi Cold Drinks across Oman.



Al Rajhi Company (Saudi Arabia)

Al Rajhi Company, based in Saudi Arabia, is a well-established producer of high-quality frozen chicken. Through direct import cooperation, Al Wateen Al Arabia supports the supply and distribution of Al Rajhi products across Oman.



Premium Fruit Nectars: Zain & Woow

Zain and Woow offer premium fruit nectars in multiple flavors. Al Wateen distributes both brands and supports their growth across the market.



Simak Tuna

International Sea Food Company (est. 2019) is developing a 31,000 MT sardine & tuna cannery in Duqm.

Since 2024, Al Wateen has been the exclusive agent for Simak Tuna in Oman and also exports the brand to Qatar & Kuwait.



MO Group

Al Wateen Al Arabia partnered with MO Group in 2025 as the sole agent for import and distribution across Oman.



Al Momtaz

Al Wateen has partnered with NuStar since 2019 to import and distribute Al Momtaz Milk and Teashop Brand products across Oman.



TAYAŞ GIDA

A leading Turkish confectionery producer. Al Wateen is the exclusive agent for Tayas across Oman.



Fulkoli Bread & Biscuit Industries Ltd.

Founded in 2008, Fulkoli is a leading Bangladeshi food manufacturer with global distribution. Since 2024, Al Wateen Al Arabia has been its sole agent in Oman.



Ard Al Tahamoom Al Arabia Trad. LLC

Distribution partner for Ard Al Tahamoom chips products.



Prome Agro Foods Limited.

Prome is exclusively represented in Oman by Al Wateen Al Arabia since 2023.



Alkafaah International Co. LLC (Wales)

Established in 2009 and a major Jordanian manufacturer of natural personal care products.

Since 2023, Al Wateen has been the sole agent for Wales in Oman.



Private Label Brands

Premium private-label products developed and exclusively marketed by Al Wateen

AL WATEEN ROYAL 1121 XXXL

Premium extra-long basmati from aged grains of Punjab & Haryana—representing aroma, purity, and exceptional cooking performance.



Al Wateen Gold Sona Masoori Rice

A refined medium-grain rice sourced from top South Indian harvests. Known for quality, consistency, and everyday value.



Al Wateen Tuna

Our signature Omani product, reflecting premium quality, strong supply chains, and nationwide market presence.



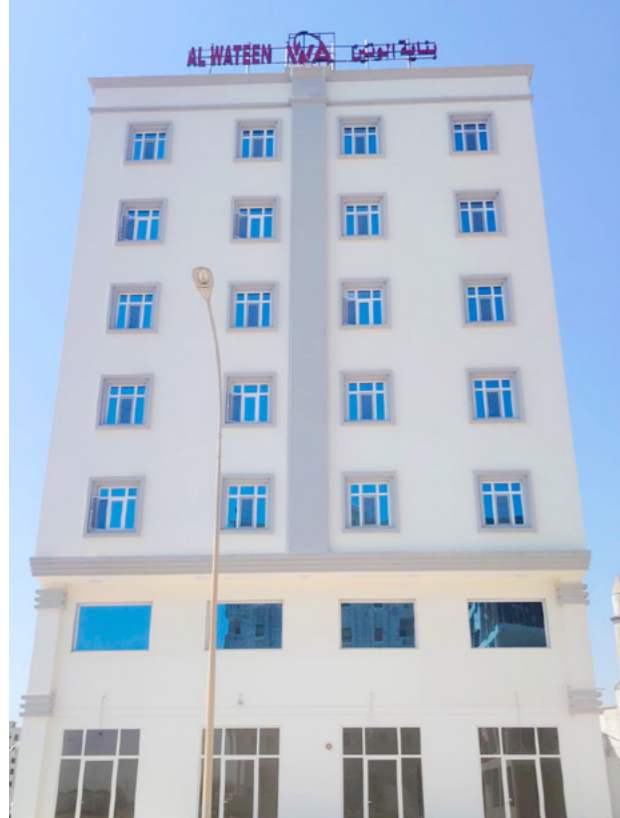
Alwateen Eggs

Premium-grade, fresh eggs supplied consistently across Oman.



45%

Our Clientele



Alwateen Real Estate

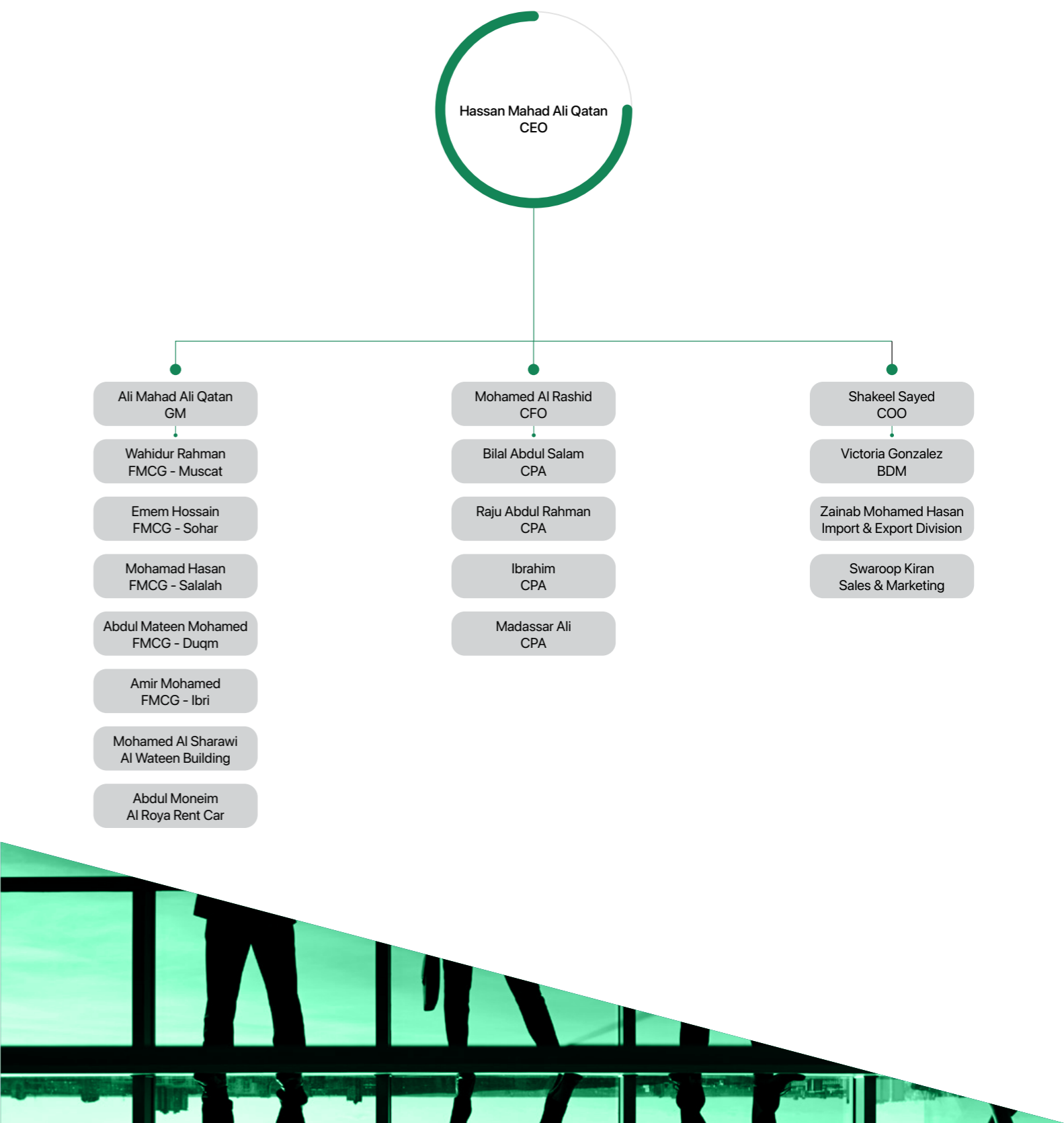
Established in 2020 with strong market expertise. We provide guidance in property sales, leasing, valuations, and investment decisions.

Al-Ruya Cars Rent

With a fleet of +120 vehicles across multiple categories, Al-Ruya has grown into a trusted name in Oman's rental market.

We provide full rental support including 7/24 assistance, breakdown services, comprehensive insurance, and on-site coordinators.

Focused on innovation and service excellence, Al-Ruya aims to set new standards in nationwide rental services.





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