

RAKEZ partners with Tradeling to support its SME community

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Ras Al Khaimah Economic Zone (RAKEZ), signed a Memorandum of Understanding (MoU) with Tradeling, MENA's dominant e-marketplace that focuses on business-to-business (B2B) transactions. The partnership aims to offer SME community members at RAKEZ further support and solutions in the areas of trade, supply chain, logistics, finance and market research needs.

The agreement was signed by Ramy Jallad, Group CEO of RAKEZ, and Marius Ciavola, CEO of Tradeling during a signing ceremony held at RAKEZ Compass Coworking Centre in Ras Al Khaimah. As part of the agreement, RAKEZ companies will enjoy free listing opportunities to promote and sell their products on Tradeling's platform to its 200,000 registered users, access to global supply from brands, and manufacturers coming from over 55 countries, as well as digital engagement, and negotiation with multiple vendors and business buyers on the platform. Along with extended credit facilities, bank instalment options, fulfilment, and logistics services among many other.

Commenting on the partnership, Jallad said: "We are very happy to partner with Tradeling and introduce yet another value-added service to support the SMEs in our ecosystem. The partnership brings in opportunities for traders to access wider regional and international markets in just a few clicks, through Tradeling's e-commerce services."

"Close to 94% of the companies operating in the UAE are SMEs that contribute to more than 50% of the country's GDP.

Similarly, the majority of businesses at RAKEZ also fall under the SME category, and we are committed to enabling their growth journey in every possible way, while boosting the overall economy. We look forward to forging similar partnerships that support SMEs in the region, while consolidating RAKEZ's position as a preferred destination for start-ups and emerging businesses," he added.

Ciavola commented: "We are delighted and excited to have partnered with a reputable company such as RAKEZ. The aim of this collaboration is for both companies to work synergistically to enhance overall offerings and strengthen their position in the market while providing the best possible service to the overall customer base in the UAE. This will simultaneously allow Tradeling

to further grow its buyer base by extending our services to RAKEZ and its community, allowing them to access credit finance solutions for selected and eligible companies, instalments, and payment solutions, as well as simplified e-procurement via access to global and local supply and continued supporting for the SME segment as a whole."

"Supporting and helping SMEs in the region is a key metric that Tradeling has adopted since its inception in 2020. Led by a team of experienced technology start-up builders, the regional e-commerce giant is ensuring a reliable and smooth trade process in addition to providing logistics and financing solutions. Connecting global suppliers with MENA-based demand, the platform leverages advanced technology to optimise the supply chain and create economic value in addition to mitigating risks," he added.

About Ras Al Khaimah Economic Zone (RAKEZ):

RAKEZ is a powerhouse business and industrial hub established by the Government of Ras Al Khaimah in the United Arab Emirates. It currently hosts over 15,000 companies coming from over 100+ countries and operating in more than 50 industries.

RAKEZ offers entrepreneurs, startups, SMEs and manufacturers a wide-range of solutions, including free zone and non-free zone licences, customisable facilities, and first-class services provided in a one-stop shop. Furthermore, RAKEZ has specialised zones that are tailored to specific needs of investors: Al Nakheel and Al Hamra Business Zones for commercial and service companies; Al Ghail, Al Hamra and Al Hulaila Industrial Zones for manufacturers and industrialists; and an Academic Zone for educational providers.

A leading economic zone, RAKEZ aims to continue attracting diversified investment opportunities that will contribute to the economic growth of Ras Al Khaimah.

About Tradeling:

Tradeling is the dominant business-to-business ecosystem in MENA, with its e-marketplace. Driven by the purpose that everything they do, they do because they believe the future of trade is digital. They believe that the future is also now. The way they shape the future is by building a digital ecosystem, beautifully designed and simple to use. They give their users what they never thought they needed.

Tradeling ensures a reliable and smooth trade process in addition to providing logistics and financing solutions. Connecting global suppliers with MENA-based demand, Tradeling leverages advanced technology to optimise the supply chain and creates economic value in addition to mitigating risks. Enabling buyers to find the right products and materials as well as engage with new suppliers and Middle Eastern buyers, Tradeling helps in negotiating prices and delivering end-to-end services for business-to-business trade engagement.

For more information, visit:

Website: <https://www.tradeling.com/ae-en>

LinkedIn: <https://www.linkedin.com/company/tradeling/>