

منصة المنتجات المحلية
Local Products Platform



Story & Success



Organizational Structure



H.E MOHAMED SALEM BIN KARDOUS OBID ALAMERI
Chairman



ENG.ABED NASSER HAMAD BIN DUMAN ALAMERI
Deputy Chairman



MR.NAYEF ABED NASSER
DUMAN ALAMERI
CEO



MR.BOZIDAR CVETANOVIC
Business Advisor, Europe



MR.MANSOUR BIN KARDOUS ALAMERI
Deputy CEO



MR.AKRAM ELSAFI
Managing Director



MR.MUBARAK ABED ALAMERI
Marketing Manager



MR.SHAER OMER ALAMERI
Operation Manager



ENG.NASSER
ABED ALAMERI
CFO



Sinaha Platform:

The unified platform for local products, which is an innovative platform using modern technologies, as it works to digitize the industries and production market. It is based in the Emirate of Abu Dhabi.



Our vision in the industry:

Providing support for Emirati products by working on local and international marketing and promotion and opening new global markets for Emirati products (Manufactured, Farm & Sea), with the aim of raising the percentage of the industrial and productive sector's contribution to the national economy.





Goal

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- ❖ To highlight local products in the local and global markets, contributing to the promotion of their exports, and acquiring a larger market share locally and globally for the national products.
- ❖ Work to enhance the loyalty of the citizen and residents to increase the demand for local products.
- ❖ Create an equal competitive environment among national products to increase quality and analyze global competitors.
- ❖ Supporting the state's strategy for food security and working to find alternatives and diversify the sources of raw materials to support industries.
- ❖ Creating an electronic portal through the Sinaha platform to support livestock, fisheries, and agricultural production.
- ❖ Attracting industrial and agricultural investments to the state.
- ❖ Establishing a bank of statistical and strategic information on local products and their production lines to support decision-makers.
- ❖ Attracting international expertise in modern technologies that serve the industrial, agricultural, and productive sectors, such as the technologies of the Fourth Industrial Revolution and others.
- ❖ Work on qualifying and training national competencies in cooperation with the competent authorities to manage the industrial and productive sector.





Innovation

Innovation and development in the industry of work pleasure, love, and non-stop passion. Curiosity and observation of scientific and global developments in the industrial, agricultural and production sector provided us with thought and innovation that serve our sector by bringing and benefiting from global successful experiences and experiences. The fourth industrial revolution and its developments Artificial intelligence developments, etc. We have a work team that works with a family spirit that loves challenges, and there is a department that specializes in conducting studies, analysis, innovation, and development to help achieve goals and measure efficiency.

Supporting Local Products

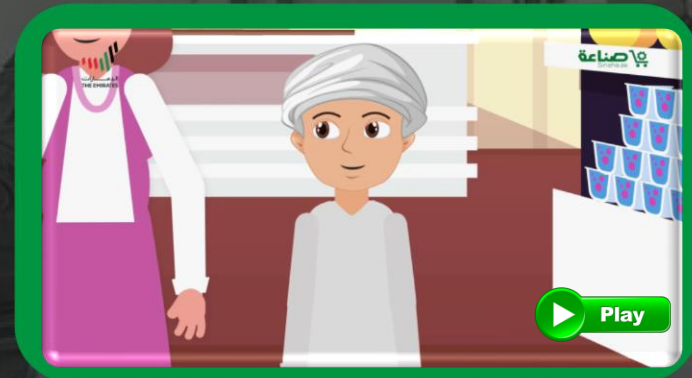
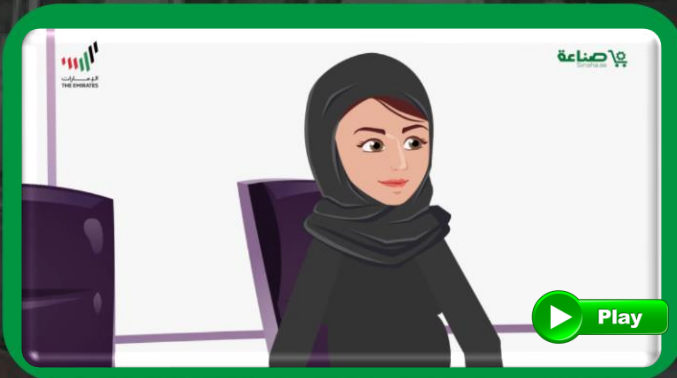
It is a societal culture and not only a governmental responsibility. We, Sinaha Platform, raise awareness by introducing and promoting the local product that we are proud of, in order to increase the market share of the product locally and globally.

Sinaha Platform is not just a market for selling the product, it is developing an integrated national project to support the local product in terms of marketing, logistical, cultural, and competitive aspects to create a product of high quality and widespread that contributes merit and strength to the national economy.

There are government agencies to support the local product in several fields, but the field of marketing and promotion does not have a specialized agency to support it, and it is very important for the product.

Sinaha Platform is one of the main contributors to achieving the goals of supporting local products in the country through promotion, marketing, and highlighting local products at the local and international levels.

Promotion and marketing are as important as production, we are finding new markets for the product, achieving sales and revenue, achieving a direct result, increasing results, expanding its lines, and attracting new investments.



Raw material platform

It works to provide equipment, machinery, modern technologies, spare parts, and raw materials for factories and farms from all over the world to contribute to increasing productivity and reducing costs.

Production platform

Promoting and marketing livestock, fisheries, and local agricultural products to highlight them in the local, Gulf, and global markets.

The wholesale and retail platform

An electronic portal to display all the factory's products
Farms and marketing have easy access to its products locally and globally (B2B / B2C).

Exhibition

Participate and hold local and international exhibitions to support and represent national product factories in international and local exhibitions to reduce their costs.

Made in Abu Dhabi, UAE

Support the spread of the brand in shopping centers, The main components and fixtures so that there is a part of the shelves dedicated to the national product under the design of Sinaha Platform and management.

Industrial and Productive Tourism

Attracting industrial and productive tourism dealers and identify industrial investment opportunities for agricultural and coordination visits to factories and farms for long-term local deals.

Sinaha platform is an electronic window for selling via the Internet

Selling on the Ali platform gives you the important advantage of being part of a commercial industrial community, which ensures parity in competition and helps improve quality

Selling through the Ali platform is available to the following categories :

Craftsmen



Local brands are manufactured

Their products are in local factories



Factories



farmer



Industrial workshops



Quality laboratories



Sinaha Platform Makes...

- ❖ Establishing a unified center for industries and providing correct and accurate studies, information, and data on the industrial, agricultural and animal sectors.
- ❖ Presenting investment opportunities to investors in the industrial, agricultural and production sectors through the platform.
- ❖ Achieving a culture of loyalty to the national product by individuals and small and medium-sized companies.
- ❖ Contribute to improving product quality and creating an equal competitive environment.
- ❖ Supporting the spread of local industries by developing local and international marketing and promotional plans that include (search engines - media and social communication - participation in international events) and opening international markets to introduce Emirati products.
- ❖ Supporting food security by providing accurate data on production capacities and stocks of local producers from factories, farms and livestock breeders present in the country, communicating with sources of raw materials, and organizing the mechanism of preservation or export with the competent authorities.
- ❖ Organizing and ensuring the implementation of the directives of the authorities to support the local product and achieve its objectives.
- ❖ Training national competencies in the industry in cooperation with the competent authorities and employing them in the member factories and farms according to the availability.
- ❖ Attracting modern technologies such as the technologies of the fourth industrial revolution and artificial intelligence and supporting innovation.

Factory registration

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To verify and know the product lines

Approval of the request

Verify the data

Field visit

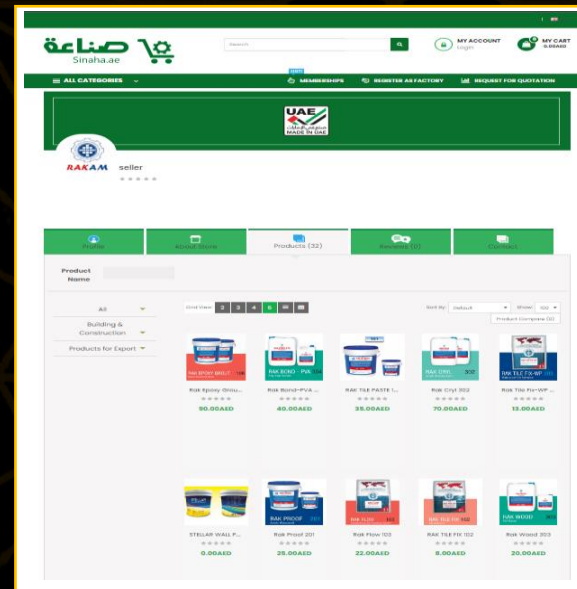
Start uploading products

Owning the electronic exhibition

Upload data including certificates and effective means of communication

The screenshot shows the 'Sign Up Account' page on the Sinaha website. The page has a green header with the Sinaha logo and navigation links. The main content area contains a registration form with fields for First Name, Last Name, Email, Password, Confirm Password, Company, and Mobile Number. There are also checkboxes for 'I have read and agree to the Privacy Policy' and a 'Sign Up Now' button. To the right of the form, there are links for 'MY ACCOUNT' and 'MY CART', and a section for 'Your Target Market' with options for 'UAE' and 'Global'. Below this, there are links for 'Upload File' and 'Upload Certificate', and a 'Newletter' subscription section.

Factory registration



Purchase process mechanism

