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MEDIA RELEASE

PODRAVKA'S NEW BREAKTHROUGH IN QATAR MARKET

Podravka signs distribution contract with large Qatar distributor

Podravka gained a strong partner which will enable it to enter all the points of sale in Qatar, along with long term business development on one of the key markets of the regions Middle East and North Africa

As part of the visit to Qatar by the Croatian President Kolinda Grabar-Kitarović, president of the Croatian Chamber of Commerce Luka Burilović and a delegation of Croatian entrepreneurs, Podravka signed a distribution contract with renowned Qatar distributor, Arabian Supplies, a branch office of one of the strongest Qatar groups, Tadmur Holding.

The contract was signed by Hany Al Sayed, general manager of Arabian Supplies and Nermin Salman, CEO of Podravka Gulf FZE.

Even though Podravka has been present in the Qatar market for the past two years, signing the contract with Arabian Supplies, Podravka gained a strong partner which will enable it to enter all the points of sale in Qatar, along with long-term business development on one of the key markets of the region Middle East and North Africa. In this market Podravka has been intensifying its business over the past two years by opening a branch office in Jebel Ali Free Zone, UAE.

Podravka is actively present in 9 countries of the region Middle East and North Africa, and records excellent business results. It has adjusted its business results to the specifics of this market and the needs of the inhabitants, and the entire product range has been adjusted to communication in Arab language, completely new products have been developed and halal certification has also been successfully implemented.

„Apart from Qatar, early this year long-term project have been arranged with local partners in Oman and Kuwait, and we have also created preconditions for near start of systematic processing of Egypt, Bahrein, Iraq and Lebanon. Initial results show that the



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buyers and consumers best accepted Vegeta seasonings and soups, Kvikvi snack, Lino cream spreads, Lino Pillows and Podravka ajvar. We also take care of the needs of large community of Croatian consumers stationed in Qatar, yearning for products such as Vegeta seasonings, soups, Čokolino, Lino lada, Podravka ajvar and other products and who expect the product range expansion and even stronger presence of Podravka as the strongest Croatian food processing company“ – Nermin Salman, CEO of Podravka Gulf FZE said.