



Merchant
General Trading FZE

INSPIRED BY EXCELLENCE. BUILDING PARTNERSHIPS WORLDWIDE.

ABOUT SHARAF GROUP



Sharaf Group was established in 1968 with a vision of becoming a leading international organization. The business grew steadily over time and developed strong business relationships based on a foundation of trust. Driven by the enterprising nature of the leadership, the Group continued to diversify into different business sectors, with operations in the areas of Shipping & Logistics, Supply Chain, Retail, Travel and Tourism, Tech Services, Currency Exchange Services, Hospitality & Real Estate, Education and Manufacturing.

Website: www.sharafgroup.com



Shipping &
Logistics



Supply
Chain



Retail



Travel &
Tourism



Tech
Services



Currency
Exchange
Services



Hospitality &
Real Estate



Education &
Manufacturing

ABOUT MERCHANT GENERAL TRADING FZE



In partnership with well-trusted automotive manufacturers and reputable shipping companies, Merchant General Trading's growing number of services include



TRADING



CUSTODIAN
MANAGEMENT



SHIPPING &
LOGISTICS



MODIFICATIONS

Merchant General Trading FZE is a fully owned subsidiary of the Sharaf Group and specializes in end-to-end services for vehicles trading, modification, custodian management, shipping and logistics solutions with its global network of offices and business partners. Merchant General Trading maintains a keen eye on the ever-growing market and the rising trends in UAE's thriving automotive industry.



Headquartered in Dubai with services in the Middle East, African regions, and beyond.

VISION / MISSION / VALUES

Vision

To build a team of dedicated, committed stakeholders who believe in our system of good ethics and trusted partnership.

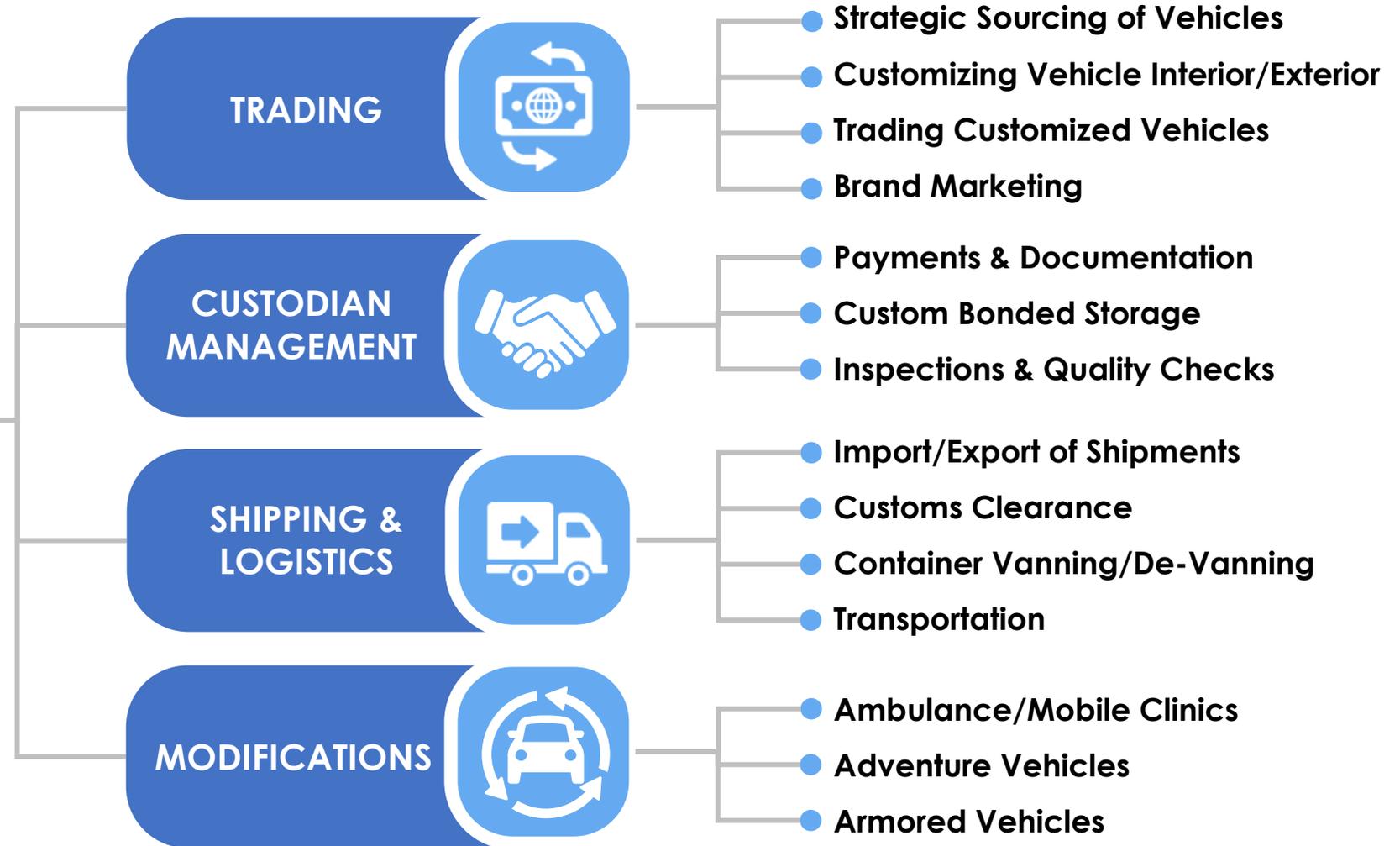
Mission

To build and maintain strong, lasting and successful relationships with all stakeholders by always providing enhanced value, quality service and growth for all.

Values

Our value system centers around “Trusted relationships which honors all commitments made in the conduct of the business”.

CORE SERVICES



UAE IN AUTOLOGISTICS MARKET

UAE - CREDIBLE AND MATURE VEHICLE TRADING HUB

STRATEGIC LOCATION

Cost-effective gateway to access about 2/3 of the world's population

NETWORK OF SERVICES

Logistics & maritime hub with business networks to MENA, SE Asia & India

FUTURE-READY INFRASTRUCTURE

DUCAMZ/DAZ, DIC, DWC, JAFZA

SUPPORTIVE TRADE POLICIES

Ease of doing business, conducive policies, flat rate of duty/VAT

RE-EXPORT MARKET

Over 70% Imports for re-export purpose, no VAT, no Duty

ADVANCED TECH SOLUTIONS

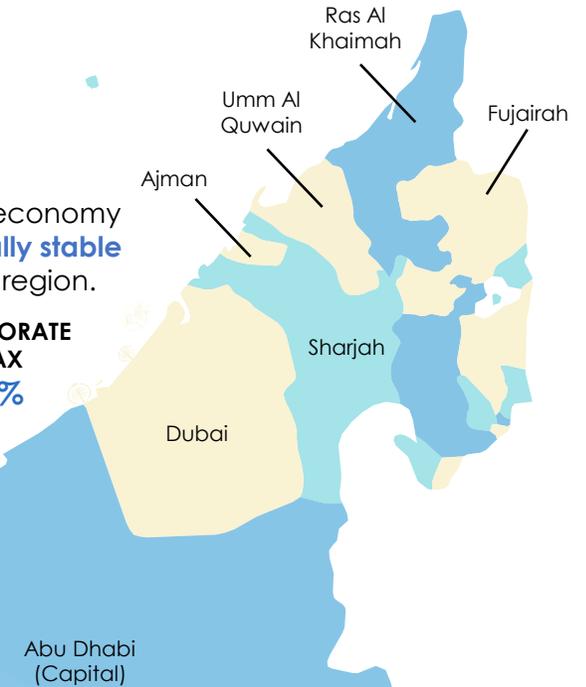
Dubai Trade, Port & Customs integrated on one platform

UAE maintains a **free-market** economy and is one of the most **politically stable and secure economy** in the region.

VAT
5%

EX. RATE
AED 3.6725
= 1 USD

CORPORATE TAX
9%



Car Import Market - 10.8 Bil USD Annually - 14th largest in the World



Car Export Market - 7.4 Bil USD Annually - 45th largest in the World



TRADING



Strategic Sourcing of Used and New Vehicles

Efficiently acquiring quality vehicles through research, negotiation, and market expertise to meet consumer and industry demands.



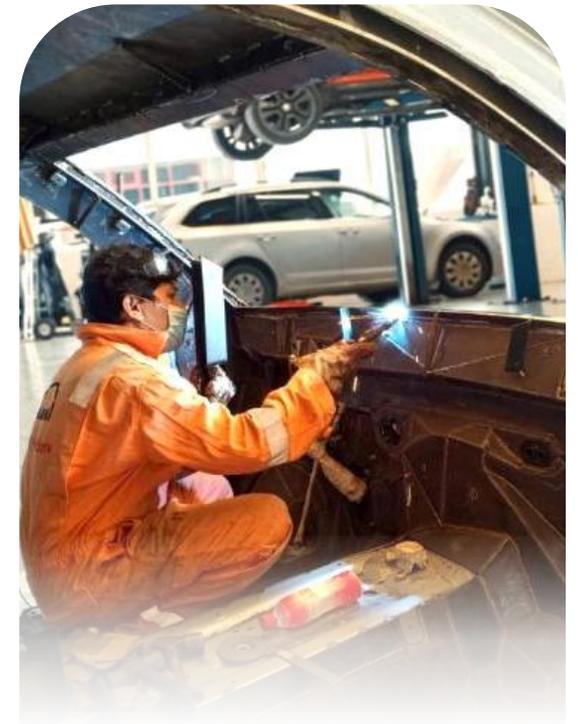
Brand Marketing of New Vehicles Within Network for Cross Trades

Cultivate awareness, engagement, and market reach through strategic partnerships and targeted promotions.



Trading New & Used Vehicles

Distributing customized vehicles to clients spanning the MENA region, catering to their diverse needs and preferences.



Customizing Interior/Exterior of New & Used Vehicles

Transforming the look and functionality of car interiors through a spectrum of tailored modifications.

CUSTODIAN MANAGEMENT



Payments & Documentation

Receiving, validating, reconciling, and reporting payments on behalf of clients while ensuring compliance with regulatory requirements.



Custom Bonded Storage

Safe and efficient transportation to storage facilities equipped with security measures to prevent theft or damage.



Inspections & Quality Checks

Conduct thorough inspections to verify vehicle condition and quality, identifying necessary repairs or improvements.

SHIPPING & LOGISTICS – JEBEL ALI & SAUDI ARABIA



FOB, CNF & CIF Import/Export
RORO & Container Shipments



Customs Clearance



Container Vanning/De-vanning –
Loading, Lashing, Stuffing



Transportation
Trailer, Recovery, Car-carrier



Custom Bonded Warehousing



Inventory Management & Reporting

MODIFICATIONS

NEW OR USED CARS



**AMBULANCES/
MOBILE CLINICS**



**ADVENTURE
VEHICLES**



**ARMORED
VEHICLES**

AMBULANCE CONVERSION

TYPE A

Basic Ambulance

Road ambulance designed and equipped for the transport of patients who are expected to become emergency patients.



TYPE B

Emergency Ambulance

Road ambulance designed and equipped for the transport, basic treatment and monitoring of patients.



TYPE C

Mobile Clinic

Road ambulance designed and equipped for the transport, advanced treatment and monitoring of patients.



ADVENTURE & ARMORED VEHICLES

OFF ROAD/FIELD TRIP VEHICLES



SAFARI VEHICLES



ARMORED CARS



- 360-degree BR6 Level protection

- Certified Bulletproofing

- Floor Blast And Fuel Tank Protection

- Engine Side Wall Protection

- Armored Bulkhead

- Radiator, Battery and ECU Protection

OUR EXPERIENCE



VEHICLE EXHIBITION LOGISTICS

- Clearance for units as temporary import. (RORO or Containers)
- Stuffing/lashing on special containers arranged.
- Local transportation from Port to Bonded private warehouse for temporary storage.
- Proper checking of vehicle condition, washing & polishing.
- Delivery to the site of Exhibition
- Arranging re-export to the origin country or different POD's by land and or Sea transport. (RORO or Containers)

OUR EXPERIENCE – JEBEL ALI & SAUDI ARABIA

- Import Clearance
- Transportation
- Storage
- Loading/Lashing
- Vanning/De-vanning
- Off-Loading
- Re-Export



HANDLING OF MERCEDES BENZ TRUCKS

EV CARGO HANDLING, STORAGE & LOGISTICS

RORO LINES REPRESENTED BY OUR GROUP



GRIMALDI



CMES



ANJI LOGISTICS



SALLAUM LINES



SAFEEN RORO



GLOVIS



EUKOR

SHARAF GROUP OFFICES

EAST AFRICA

DJIBOUTI ETHIOPIA
KENYA MALAWI
UGANDA ZAMBIA
MOZAMBIQUE
TANZANIA

WEST AFRICA

ANGOLA GHANA
NIGERIA SENEGAL
TOGO BENIN
MOROCCO
NAMIBIA
IVORY COAST

NORTH AFRICA

ALGERIA LIBYA

SOUTH AFRICA

SOUTH AFRICA

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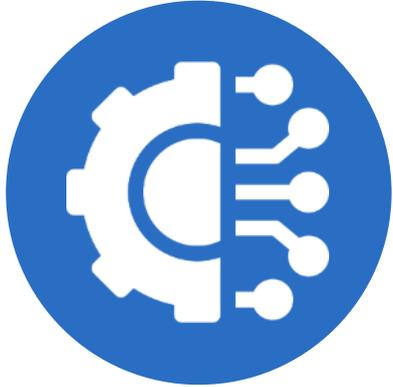
INDIA SRI LANKA
PAKISTAN

MIDDLE EAST

UNITED ARAB EMIRATES
SAUDI ARABIA
KUWAIT **IRAQ**
JORDAN EGYPT
OMAN QATAR

***TARGET MARKETS**

WHY CHOOSE MERCHANT GENERAL TRADING



One-Point Customer Solutions



Strategic Market Intelligence



Industry-Wide Global Partners



Handling & Logistics Expertise



Dedicated Team of Professional Staff



Quality Service with Commitment



Market-Leading Value



Timely Supply of Vehicles



THANK YOU

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