

**Press Release**

## **Tradeling and French Business Council join hands to drive global sourcing to strengthen MENA's B2B eMarketplace**

- *Tradeling is now a Benefactor Member of the French Business Council Dubai & Northern Emirates with access to over 8,000 qualified contacts, enhancing its visibility among French and Francophile enterprises*
- *Tradeling to benefit from global sourcing for its dynamic eMarketplace covering French companies as well as those key markets in the Middle East and Africa*
- *French Business Council Dubai & Northern Emirates to provide its community with a state-of-the-art business platform to increase their exposure and expand their business opportunities*

**Dubai, UAE; November 23, 2020:** Tradeling, the hyper-growing eMarketplace focused on business-to-business (B2B) transactions in the Middle East and North Africa (MENA) region, has signed a Memorandum of Understanding (MoU) with the French Business Council Dubai & Northern Emirates that will help strengthen global sourcing of a large breadth of products and services for the region's B2B eMarketplace.

The MoU was signed by **Muhammad Chbib, CEO, Tradeling**, and **Geoffroy Bunetel, President of the French Business Council**. The collaboration will create three core value-adds for Tradeling, including increased visibility of the digital platform among a larger cross-section of business enterprises in France and the UAE, strong networking opportunities and global sourcing of products and services that will lend more dynamism to the regional B2B digital ecosystem.

As part of the collaboration, Tradeling is now a Benefactor Member of the French Business Council, opening doors to engage with over 8,000 qualified business contacts, and more than 350 companies represented by the Council, including multinationals and SMEs. Tradeling will also benefit from networking opportunities to share its journey as the region's leading B2B marketplace. Bespoke business matching services of the Council will also enable Tradeling to enhance its brand visibility and footprint.

**Muhammad Chbib**, who addressed members at the French Business Council AGM, said: "The collaboration with the French Business Council enables us to further highlight the enormous potential that the MENA region offers for B2B ecommerce. In addition to engaging with businesses in France and other key markets in the Middle East and Africa, the partnership will enable us to further deliver on our vision of connecting global buyers and sellers through our digital ecosystem. We see strong synergies to be gained through partnerships with French and European enterprises that will enhance the digital supply chain we have created in a short span of time."

**Geoffroy Bunetel said:** "Having Tradeling joining our Business Council makes us very happy and proud. We are looking forward to working with the team to raise Tradeling's profile among French and Francophile companies. In this new reality, we need to find new ways to foster business ties. We are glad to offer our members a chance to develop new opportunities and create meaningful business connections. This partnership will strengthen French-UAE business ties even more, support our members in their digital journey whilst contributing to the UAE Digital Strategy."

As a member of the international network of French Chambers of Commerce with 126 entities in 95 countries and the facilitator of trade delegations from France to the UAE, the Council will include Tradeling as part of the itinerary of business visits as well as introduce the company to other French Chambers of Commerce in global markets. Drawing on the success of Tradeling in building vibrant F&B and logistics, in addition to Health & Wellness and Office Supplies, the Council will also offer the company the opportunity to participate in its Construction and F&B circle sessions attended by French and local businesses.

Led by a team of experienced technology startup builders, 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. Today, Tradeling has more than 500 suppliers from 25+ countries with gross merchandising value increasing from zero to a high two-digit million figure within three months.

-ends-

**About Tradeling:**

Tradeling is a technology startup with a vision to become the preferred business-to-business eMarketplace in MENA. Led by a team of experienced technology startup builders, with strong financial backing through Dubai Airport Free Zone (DAFZA), Tradeling is on its mission to become the main search and sourcing tool for buyers across the region.

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 [Tradeling](https://tradeling.com) or connect on [LinkedIn](https://www.linkedin.com/company/tradeling)

**Contact information:**

[PR@tradeling.com](mailto:PR@tradeling.com)

ASDA'A BCW

Nivine William | Yasser Alvi

+9714 4507 600

[nivine.william@bcw-global.com](mailto:nivine.william@bcw-global.com)

[yasser.alvi@bcw-global.com](mailto:yasser.alvi@bcw-global.com)

Claire-Anne RUSSELLE

+971 (0)4 312 6709

[claireanne.russelle@fbcDubai.com](mailto:claireanne.russelle@fbcDubai.com)

**About the French Business Council Dubai & Northern Emirates**

Since 1987 the French Business Council Dubai & Northern Emirates (French Chamber of Commerce for Dubai and the Northern Emirates) has been committed to build, develop and sustain prosperous Franco-Emirati relationships. Following high standards of ethics, integrity and service, we facilitate business connections, economic development and knowledge-sharing to boost the success of both our business communities. We support the development of companies which are members of the French Business Council, as well as companies willing to set-up in the U.A.E.. The French Business Council also advertises and leads the FBC business community by offering relevant services and hosting events. As a member of the CCI France International network, with nearly 600 members, the French Business Council represents today the largest French and Francophile business community in the Middle East. Our Chamber is also ranked #9th largest French Chamber of Commerce in CCI France International network (126 French Chambers of Commerce in 95 countries).

For more information visit [www.fbcDubai.com](http://www.fbcDubai.com).