

# COMPANY PROFILE



**SANY**

Sany dried fig





### **Company Overview**

**Sani Trading Company is currently one of the largest and most successful trading companies in the Middle East, with several decades of experience operating in the field of production and distribution of dried figs. This company produces and offers high-quality products in the region by building high-tech factories and using state-of-the-art equipment and qualified managers. Quality control laboratories, are active in this company with the availability of precise laboratory equipment and the presence of experts to perform special and accurate tests on dried figs based on international standards, in order to maintain, upgrade and improve its quality. Using the right technology and producing high-quality products, the company strives to gain consumer satisfaction, this company also estimates their expectations, including the provision of high-quality and organic products. Sani Trading Company has an exclusive position in this field and is known as the center of dried fig production in the Middle East, with the largest area under rainfed fig cultivation.**



### **Business Description**

**Dried figs are one of the most famous dried fruits that are rich in fiber, calcium and various vitamins. There are 249 calories per 100 grams of dried figs, 3.3 grams of protein, 0.9 grams of fat, 69 grams of carbohydrates and 5.6 grams of fiber. Over one million tons of figs are produced annually worldwide, and a large number of figs are produced in the Middle East. Moreover, about 150,000 tons of dried figs are produced in the world, Turkey with a production of 305,450 tons of figs per year has a significant share of market, and after that, Egypt and Algeria each with the production of 167 and 131 thousand tons rank as the second and third respectively. India, France, USA, Germany and Italy are the largest importers of dried figs in the world. Sani Trading Company harvests several thousand tons of figs from its orchards annually, and due to the fact that ripe figs are spoiled quickly, this company offers about 85% of the harvested products to the market in dry form. China, Turkey, Germany, Iraq, Kuwait, Russia and Italy have the largest exports of Sani figs, followed by Canada and Oman. Sani dried figs are one of the best dried figs in the world and are known for their taste and properties.**



### **Vision and Values**

**Sani Trading Company intends to be active in the field of production and packaging of dried figs in the region and this company strives to be recognized as a global producer and exporter of samples by gaining maximum customer satisfaction in the Middle East.**

### **Values**

- 1. Efforts to prevent environmental pollution**
- 2. Belief in teamwork and knowledge**
- 3. Accountability, and a sense of responsibility towards customers**
- 4. Honesty, and truthfulness in practice**
- 5. Observing moral principles and values and preserving human dignity**
- 6. Training of experts and specialists**
- 7. ensuring a Win-win relationship with stakeholders**
- 8. Adherence to rules and regulations**



### **Mission and targets**

**Sani Trading Company is active in the production and supply of dried figs in the Middle East, and has made customer satisfaction its top priority with its appropriate technical facilities, as well as experienced managers and employees. In this regard, it identifies the needs of customers in the region and meets their demands by highlighting the following targets:**

- 1. Eliminating the middlemen and direct sale of products**
- 2. Effective use of technology in the field of production**
- 3. Setting up international market research units to identify the needs and demands of customers**
- 4. Constant inspections and tests on all manufactured products**
- 5. Creating suitable conditions for washing and sorting products and raw materials**
- 6. Permanent presence in international exhibitions in order to identify the latest trends in new product development**
- 7. Creating a safe environment by observing safety as well as quality regulations**
- 8. Satisfaction of customers by sending a quality product to customers promptly**



### **Message from the CEO**

The increasing efforts and the result of years of experience has granted our products a special place in the dried fruit market. Sani, as a leading company in the field of dried figs, maintains its position for growth and development. In order to increase customer satisfaction and trust, we opt for quality, continuous improvement, and compliance with legal requirements as our management model and follow them in our plans. Innovation, creativity and teamwork of experts, as well as collective knowledge and modern technology, has made us an efficient and leading company in the production of dried figs in order to respond appropriately to global developments.

### **Services**

- Sending product catalogs via social networks and email
- Guaranteeing the best price in the market
- Ensuring the best quality of products
- Online consultation to make the most economical purchase



- Immediate and trouble-free delivery of products to target countries without any restrictions
- Selecting the type of packaging and modes of delivery by traders

### **Products**

**Dried Figs 101 Grade (AAA)**

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**Dried figs 101 Grade (A)**

**Ordinary Dried Figs Grade (AA)**

**Ordinary dried figs Grade (A)**

**Ordinary dried figs Grade (B)**

**Pressed dried figs Grade (A)**

**Pressed dried figs Grade (B)**

**Dried black figs**



### **Delivery and payment**

**Due to the geographical location of the Middle East and its access to land, air and sea borders, the delivery of the products is done both promptly and conveniently. Dear customers can always suggest their desired delivery methods. Having multiple foreign currency accounts under the company name, and natural persons approved by the company, Sani Trading Company can provide dear customers with the most convenient payment method, therefore we suggest Telegraphic Transfer. You can also discuss your desired payment method with our experts.**







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