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# FARNAKA TRADING FZCO

## COMPANY CORPORATE PROFILE 2025

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## Executive Summary

Farnaka Trading is a United Arab Emirates based company; a leading provider of international business and trade services, specializing in the trading of various commodities and facilitation of transactions across a diverse range of sectors including Agriculture, Mining, Metals, FMCG & Raw Materials.

Our team of experts' structures customized solutions to support producers, processors, manufacturers, wholesalers, and consumers throughout the value chain, ensuring seamless sales and purchases of vital commodities worldwide.







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### **Founder/Managing Director Bio “Mr. Javeh Jafari”**

Mr. Javeh Jafari, the Founder and Managing Director of Farnaka, is a Zimbabwean entrepreneur with almost 20 years of experience in commodity trading and various industry sectors. His career began in 2006 at Eternity Star Textiles, a family-owned business in Zimbabwe, where he managed production of textiles. Mr. Jafari later expanded his expertise into the tobacco and cigarette industry by collaborating with internationally recognized firms, followed by advisory roles in the mining sector within South Africa.

This diverse experience set the foundation for his future endeavors in multiple industries. In 2018, Mr. Jafari founded Merken Investments Pvt Ltd, the first producer of oral care products in Zimbabwe. With a strong strategy and enthusiasm for growth, he established a reputable brand and built an extensive distribution network in the personal health care market. His continuous progress reflects his ability to compete with global brands and forge robust business connections across Africa and the Middle East.

His extensive background in commodities spanning sugar, and tobacco has equipped him with skills in supply chain management and corporate governance.

Coupled with an MBA from the University of Birmingham, Mr. Jafari’s blend of academic knowledge and practical experience positions him as a pivotal leader in advancing sustainable practices within the commodity sector and driving Farnaka’s growth trajectory.





## Our Motto is

**“Don’t Wait for Opportunity, Create it”**

## Vision

Our vision at Farnaka is to be the preferred choice for sourcing and trading commodities in the global market. We aim to build long-term relationships with our clients, suppliers, and stakeholders based on mutual trust, respect, and transparency. By leveraging our expertise, market insights, and strategic partnerships, we aspire to drive growth, profitability, and success for all our stakeholders.



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## Mission

At Farnaka our mission is to be a trusted leader in the commodities trading industry, serving our clients with integrity, excellence, and innovation.

We are committed to delivering high-quality products and exceptional service while upholding the highest standards of ethics and professionalism. Our goal is to create sustainable value for our customers, partners, and the communities we operate in.





## Corporate Social Responsibilities

### CSR

Farnaka's Corporate Social Responsibility (CSR) policies and efforts are deeply ingrained in our commitment to giving back to the communities we operate in. Through our CSR policies, employee volunteer programs, and ethical business practices, we aim to make a meaningful difference in society.

we always aim and try to support healthcare and education development programs for local farmers and miners within the communities that we work with, contribute to environmental conservation projects, and promote health, and wellness initiatives in the regions where we operate.

We believe in creating shared value by fostering long-term partnerships, promoting ethical business practices, and driving positive social impact through our commodities trading activities.

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## Environmental, Social & Governance

### ESG

At Farnaka, we prioritize sustainability across our operations. Our ESG strategy is rooted in responsible sourcing practices, including supporting sustainable agriculture, ethical mining, and environmentally-friendly distribution processes.

We are committed to minimizing our environmental impact by implementing resource-efficient supply chain practices and reducing waste generation.

Our social policies focuses on empowering local communities through fair trade partnerships and promoting diversity and inclusion within our workforce.

Additionally, strong governance principles guide our ethical decision-making processes and ensure transparency and accountability in all our business dealings.

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## Our Culture, Values and Brand Identity



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### Corporate Culture

At Farnaka, we believe that our people and our business networks are the foundation of our success.

We foster a dynamic and inclusive workplace culture that values collaboration, innovation, and continuous learning.

Our staff are encouraged to bring their unique perspectives and ideas to the table, and are empowered to make a difference in the lives of our customers, partners, and communities.





## Our Core Values



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### Values

- **Customer focus:** We are dedicated to delivering exceptional customer service and satisfaction.
- **Integrity:** We uphold the highest standards of ethical behaviour and transparency in all our dealings.
- **Innovation:** We embrace change and are constantly seeking new and better ways to serve our customers and stay ahead of the curve.
- **Collaboration:** We believe that great things can be achieved through teamwork and partnership, and we actively seek out opportunities to collaborate with others.
- **Sustainability:** We are committed to operating in a responsible and sustainable manner, protecting the environment and supporting the communities in which we do business.





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## Our brand identity: “Premium Quality, Reliability, & Efficiency”

Farnaka is a dynamic and innovative trading company that is dedicated to delivering premium quality products and services to customers around the world. Our brand represents integrity, reliability, and a commitment to excellence. Whether we are working with suppliers, customers, or communities, we are committed to building lasting relationships based on trust and mutual benefit.

The first element of the name is derived from old “Farnah”, meaning glory, splendour and fortune.

Farnaka, also known as Pharnaces in Greek, was the brother of Hystaspes and thus the uncle of Darius the Great, he was a member of the Achaemenid family.

The Lion on the logo symbolizes strength, bravery, and leadership, which resonates with our company's focus on robust and dynamic qualities, and reflecting durability and a strong market presence.

The Gold conveys luxury, quality, and excellence, positioning Farnaka as a high-end premium brand in its industry. It suggests trustworthiness and signifies the company's commitment to excellence.

The hexagonal shape hints at stability and structure, suggesting that the company is reliable and well-organized, essential qualities in many industries.

The logo projects Farnaka as a strong, reputable company that honours its heritage while striving for contemporary excellence.







## Agricultural Commodities

**Agricultural Commodities:** At Farnaka, we pride ourselves on our deep understanding of the intricate world of commodities trading, especially in agricultural products.

We are committed to fostering robust relationships with our trusted and reliable suppliers, with proven track records and valued, genuine customers while we conduct detailed due diligence on both, ensuring seamless transactions and mutual success in an ever-evolving market landscape.



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**"Your satisfaction and prosperity are at the core of our business philosophy."**

Please feel free to visit our website for more info on our offerings: [www.farnaka.com/agricultural-commodities](http://www.farnaka.com/agricultural-commodities)





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## Mining Commodities & Equipment / EPC Services

**Mining Commodities:** At Farnaka, we have a profound expertise in the dynamic realm of mining commodities, spanning minerals, cutting-edge equipment, comprehensive EPC LSTK solutions, and premium metals.

With a steadfast focus on quality and innovation, we are dedicated to delivering a seamless experience for our clients, ensuring reliable supply chains and superior products that meet the highest industry standards.



**"Trust us to be your strategic partner in navigating the complexities of the mining sector and achieving sustainable success in every project."**

Please feel free to visit our website for more info on our offerings: [www.farnaka.com/mining-commodities-%26-epc](http://www.farnaka.com/mining-commodities-%26-epc)





## Metals & Alloys

**Metlas & Alloys:** Dive into the world of premium metals with Farnaka. From versatile aluminium to conductive copper, robust steel, and precision coil rolls, we offer a comprehensive range of high-quality products that cater to diverse industrial needs.

Backed by a legacy of excellence and a commitment to innovation, we deliver exceptional value to our clients through reliable supply chains and superior product performance.



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**"Discover a trusted partner in Farnaka for all your metal requirements, where quality meet's reliability in every transaction."**

Please feel free to visit our website for more info on our offerings: [www.farnaka.com/metals-%26-alloys](http://www.farnaka.com/metals-%26-alloys)

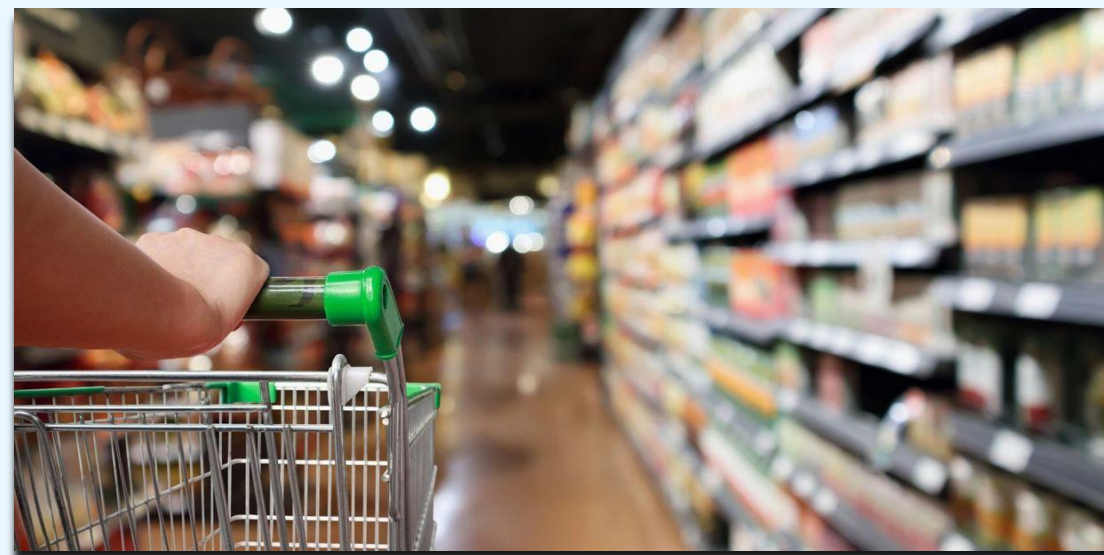




## FMCG & Distribution

**FMCG Distribution & Raw Materials:** At Farnaka, we have a separate and dedicated team specializing in FMCG distribution, seamlessly connecting top-tier personal health care and food product manufacturers with premium raw materials sourced from trusted suppliers worldwide.

Additionally, our private label manufacturing services in Southern Africa, India, and China offer a bespoke solution for brands looking to deliver exceptional products under their own label, tailored to their unique specifications.



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**"Experience a new standard of excellence in FMCG sourcing, distribution, and manufacturing with Farnaka, where quality, reliability, and innovation converge to drive success."**

Please feel free to visit our website for more info on our offerings: [www.farnaka.com/fmcg-%26-raw-materials](http://www.farnaka.com/fmcg-%26-raw-materials)





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## Goal Milestone & Objectives

### Goals Milestone

Our goals drive our company forward in all its operations and achievements.

We aim to:

- Make a strong contribution to the development of UAE's rapidly growing economy by supporting industries related to our products and services in the Middle East region and beyond our borders into Africa and Asia Pacific.
- Provide our clients in Southern Africa region with the resources and support they need to succeed in the market.
- Expand our trading and distribution to the Middle East, Asia Pacific and Africa.
- Play a leading role in the Agricultural commodities trade market and related industries, including organic bacterial based fertilizers, feed factories, poultry farms, and other areas that integrate vertically and horizontally. Additionally, we seek to diversify our investments by exploring sectors like mining commodities and mining equipment supply into the mines in Africa.

All our activities and investments are guided by strict environmental standards and a commitment to sustainable practices.

### Our Objectives

- To increase market share and establish a strong brand image in the industry, to be 1 million MT by 2025.
- To diversify product offerings and expand into new markets, by increasing the commodity product mix.
- To optimize logistics operations and increase efficiency to reduce costs, and improve profitability.
- To maintain and enhance the company's reputation and credibility through ethical business practices and social responsibility initiatives.





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## Future Plans & Growth Strategies

Our goal is to contribute to the economic progress of UAE as the base of Farnaka, and the development of our community while maintaining strict high standards to preserve the environment in all our activities and investments.

Our future plan and growth strategy include expanding the scope of trading and distribution to include the Middle East & Africa, investing in sectors like health by offering products such as vitamin nutrition fortifications to our customers, and assuming an effective role in the agricultural commodity's trade market and other activities.

Our success will be achieved by our dedication, perseverance, hard work and the integration of many factors, including:

- The company's constant reliance on superior technical, managerial and scientific expertise.
- Adopt a culture of hard work and provide a comfortable working environment to regularly motivate employees to hone their experience and develop their professional skills.
- Communicate efficiently and effectively with every element of her supply chain and with everyone involved in the company's business activities.
- Successfully captured a growing market share in the Middle East, African market and beyond.
- Our commitment to working with high performance suppliers with high efficiency, scientific competence, immense professional, commercial and organizational capabilities, as well as great expertise and history in this industry.





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### **Social Responsibilities & Community Involvement**

Farnaka recognizes the importance of social responsibility and community involvement. We aim to participate in various initiatives and programs that support the local community and promote sustainability. These will include supporting local farmers, participating in environmental conservation programs, and promoting education and health initiatives.

### **Sustainability & Environmental Policies**

Farnaka's target market segment is the feed factories, poultry farms, and other fields that integrate vertically and horizontally. We use various marketing channels to reach our target market, including digital platforms such as our website, social media, and email marketing.

### **Digital & Technological Presence, Such as Social Media & Website**

Farnaka's target market segment is the feed factories, poultry farms, and other fields that integrate vertically and horizontally. We use various marketing channels to reach our target market, including digital platforms such as our website, social media, and email marketing.



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[www.instagram.com/farnakatrading/](https://www.instagram.com/farnakatrading/)



[www.linkedin.com/company/farnaka-trading-fzco/](https://www.linkedin.com/company/farnaka-trading-fzco/)





## Why Choose Us

- We conduct detailed screenings and due diligence on both our suppliers and potential clients to avoid possible fraudulent activities and protect our reputation by offering smooth transactions for all parties involved.
- We have established strategic partnerships and joint ventures with reputable suppliers internationally.
- We offer direct shipment to our clients, including both bulk and containerized cargo.
- Our handling of export offers is efficient, ranging from loading port handling and vessel chartering to vessel or container loading.
- We provide highly competitive prices to direct users and traders, as we source our products directly from the main suppliers.
- Our straightforward sales procedures are designed to avoid delays and unnecessary complexity while ensuring the complete protection of interests for both our suppliers and clients.
- We maintain international quality standards while ensuring sustainability, ethics, and integrity in all our business conduct.
- Our trained executives handle export assignments efficiently and ensure that export orders are serviced to the complete satisfaction of overseas buyers.

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