





## Company Overview

Raya Trading Company was established with the rich support of experience and expertise, Nowadays, after overcoming many challenges, it has become one of the top producers of tomato paste in the Middle East. Using the latest advanced technologies and the most modern production equipment, the company strives to produce the highest quality tomato paste and offer it in large markets. Also, the tomatoes required by the production lines are grown completely organically in the company's own farms, which doubles the level of customer satisfaction and trust and provides conditions for new customers to be able to meet their needs from Raya with the least concern.



## Business Description

Tomato paste is one of the most popular materials in cooking, which is used in the preparation of various foods, and a large amount of tomatoes produced in the agricultural sector are sent to tomato paste factories every year to be ready for pasteurization. The main ingredients of this high-consumption product are tomatoes and a very small percentage of salt; Therefore, tomato paste does not have any special additives and it can be stored naturally for 18 months without opening the lid of the paste can. Of course, the quality of the paste depends on many factors, the most important of which are the amount of paste and its color. Italy, China, the United States and Spain currently have the largest production and exports of tomato paste in the world, and Germany, the United Kingdom, Japan and France are being the largest importers. Raya Commercial Complex is also one of the companies that has great potential in the production and export of tomato paste.



## Vision and values

Raya Trading Company's vision is to become one of the top three brands of tomato paste production in the Middle East and increase exports by multiplying the current capacity in global markets.

Values:

- Production of organic products and no use of harmful additives
- Protection of the environment
- Providing an environment full of tranquility and vitality
- Responsibility



## Mission and targets

In order to promote healthy and clean food, Raya Trading Company considers its mission to produce organic, hygienic products away from chemicals and harmful substances.

Targets:

- Deep influence in export markets
- Development of investment and increasing of manpower
- Upgrading operational and financial structures for quantitative and qualitative development of products
- expansion of fields and greenhouses under tomato cultivation
- Creating a balanced distribution network
- Development of international cooperation
- Upgrading production line equipment and machinery



## Message from the CEO

Raya Trading Company seeks to be one of the top organic food companies in the world by upgrading technical knowledge, using modern equipment and having specialized and experienced personnel, and to bring the quality level of its products in line with international standards. In formulating policies of Raya Group, attracting customer satisfaction, increasing productivity and increasing the company's share of global markets and active presence in target markets while maintaining and promoting the company's position, is one of the priorities of senior managers. The capacity and perseverance of experienced professionals, continuous knowledge enhancement and strategic upgrades in the production path are among our most important programs, which will enable us to conquer the peaks of global markets one after another.



## Products

- Types of tomato paste
- Types of tomato sauces



## Services

- Sending product catalogs via social networks and email
- Ordering the product through the company site
- Free consultation to buy safely and economically
- Fast and unlimited delivery to different countries of the world





## Payment and delivery

Considering the fact that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air Raya trading company exports its products to different countries easily, conveniently and promptly. Foreign customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name and natural persons approved by the company we suggest cash payment. You can also discuss your desired payment method with our experts.

