

# COMPANY PROFILE

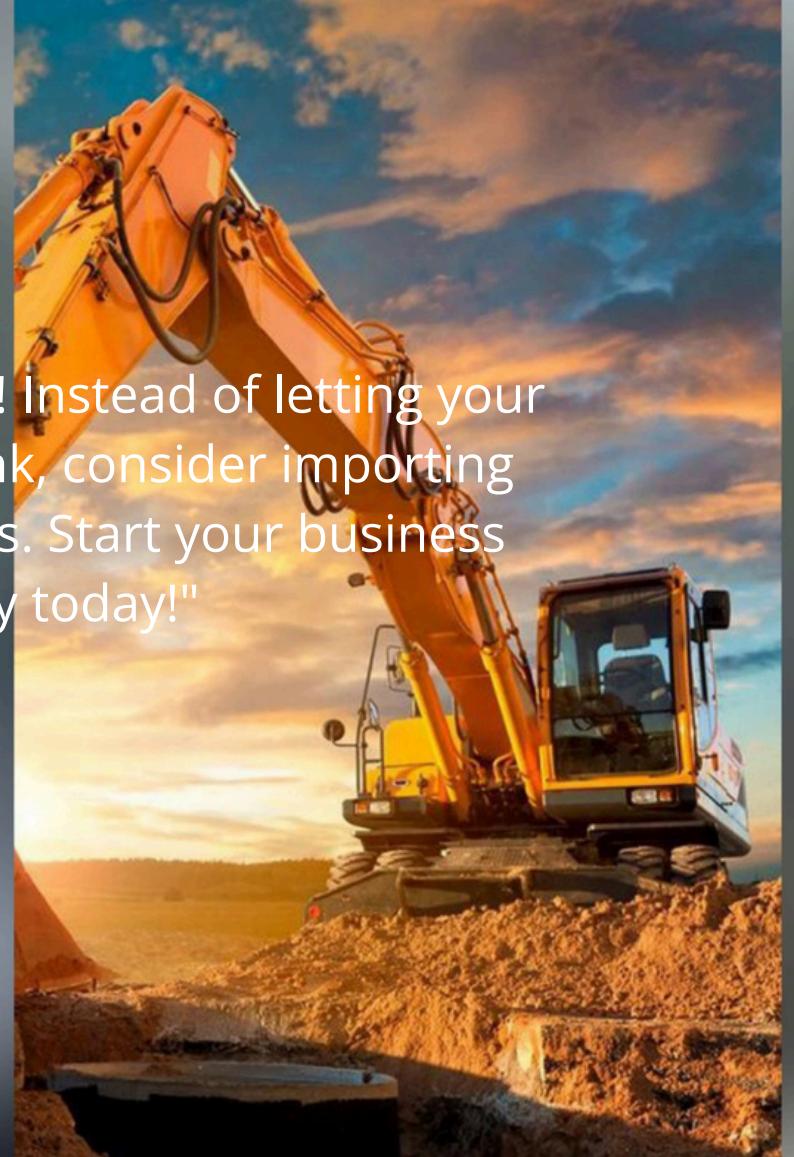


**KISWAH**

TRADING AND LOGISTICS



"Invest in your future! Instead of letting your money sit in the bank, consider importing even one car with us. Start your business journey today!"



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## MESSAGE FROM CEO

At Kiswah Trading and Logistics, we are driven by a simple yet powerful vision — to build bridges of trade that protect, empower, and connect businesses across borders. Our name, \*Kiswah\*, symbolizes protection and value — the same principles that guide every service we deliver and every relationship we build.

As a young and ambitious company, we understand that success in today's global market requires more than transactions — it demands innovation, trust, and partnership. That is why we are reimagining the way sourcing and logistics are done: through transparent communication, efficient solutions, and a shared commitment to growth.

We believe that the future of trade belongs to those who collaborate. Whether you are a manufacturer, importer, or distributor, Kiswah stands ready to become your trusted partner — helping you move products with reliability, and ideas with purpose.

Together, let us redefine what it means to trade — not just goods, but trust, vision, and progress.

**Adnan Mujib**  
Founder & CEO  
Kiswah Trading and Logistics





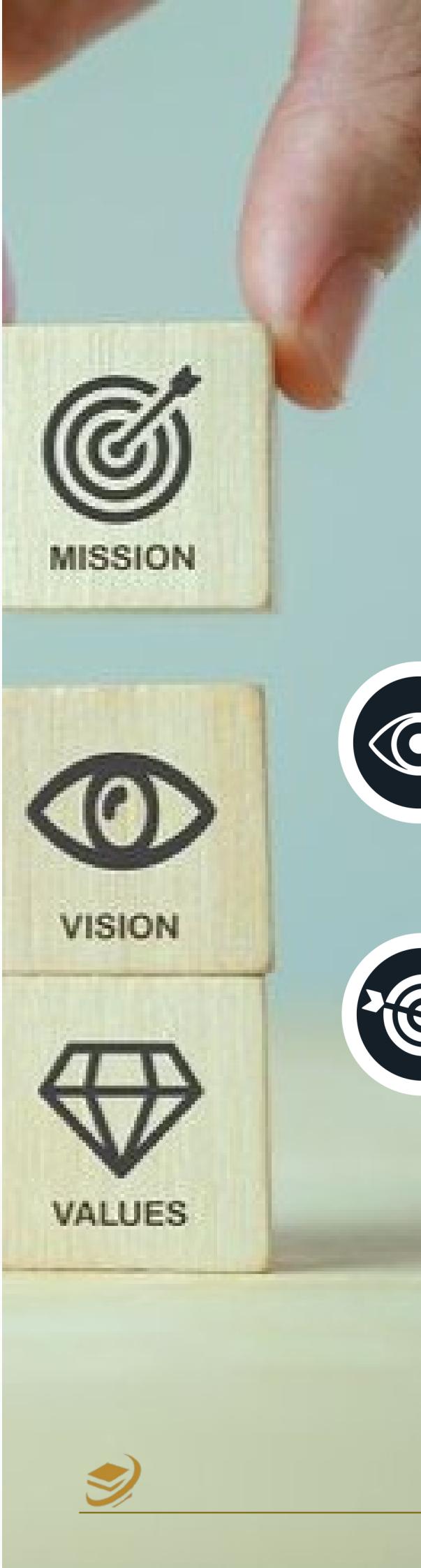
## COMPANY HISTORY

Kiswah Trading and Logistics was founded with a clear purpose — to create a reliable and transparent bridge between manufacturers, suppliers, and importers. Established by a team of young entrepreneurs with a passion for trade innovation, Kiswah was built to simplify sourcing and logistics for businesses seeking dependable partners in a rapidly changing market.

The idea for Kiswah was born from a deep understanding of the challenges that companies face when sourcing products across borders — delays, miscommunication, and lack of trust. From this realization, Kiswah emerged with a mission to shield trade through efficiency, honesty, and partnership.

Though our journey has just begun, our vision is bold: to become one of the most trusted trading and logistics companies in the region. We are growing with every collaboration, guided by a commitment to innovation and customer satisfaction. Kiswah continues to evolve, driven by the belief that trade should not only move goods but also build lasting value for everyone involved.





# **VISION & MISSION**

Satisfying customers is key to our success.

## **VISION**



To become a trusted and innovative bridge between global manufacturers and African markets — empowering businesses with seamless trade solutions that protect, connect, and inspire growth.

## **MISSION**



To deliver a positive experience to each and every one of our clients.

To offer exceptional value in the marketplace and setting the standard for professionalism in the sourcing and forwarding logistic solutions we provide.

Delivering efficient sourcing and logistics solutions that our partners can rely on

Building long-term relationships based on trust, integrity, and mutual success.

Embracing technology and creative thinking to make trade faster, smarter, and more accessible.

Supporting emerging businesses to reach global markets with confidence and value.

# MOTTO, CORPORATE CULTURE & VALUE



## MOTTO

**The Shield Of Your Trade**

Our motto, "The Shield Of Your Trade," represents the protection and peace of mind we provide to every client — safeguarding their business interests from risk through dependable sourcing and logistics solutions.



## CORPORATE CULTURE : SHIELD

### **S**ervice Excellence

We put our customers first and deliver solutions with professionalism, speed, and care — every shipment, every deal, every time.

### **H**onesty and transparency

We believe trust is earned. We communicate openly, keep our word, and operate with integrity in all business relationships.

### **I**nnovation in Trade

We constantly seek smarter, technology-driven, and more efficient ways to move goods and support our clients' growth.

### **E**mpowerment & Team Growth

We invest in people — encouraging learning, collaboration, and leadership so every team member contributes to our mission.

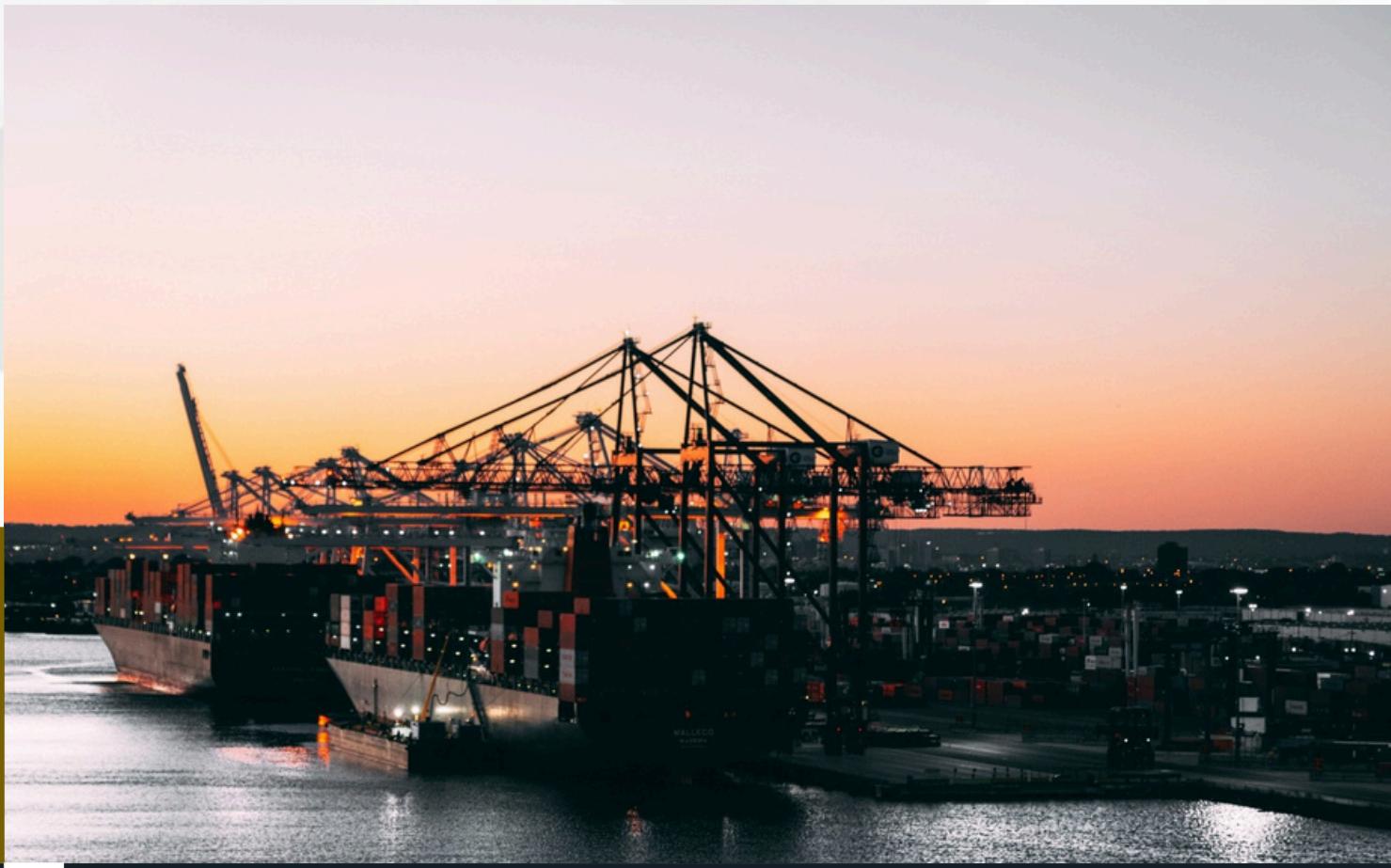
### **L**ong-Term Partnership Mindset

We don't just complete transactions — we build relationships. We grow with our customers, suppliers, and partners, not at their expense.

### **D**ependability & Responsibility

We stand behind our work. We deliver what we promise and take responsibility for outcomes, even in challenging situations.





## SCOPE OF BUSINESS

Kiswah Trading and Logistics is an Ethiopian-based company dedicated to bridging local and international markets through reliable sourcing and logistics solutions. Operating from Ethiopia — one of Africa's fastest-growing trade hubs — we focus on empowering importers, distributors, and manufacturers with efficient, transparent, and secure trade services.

Ethiopia has a rapidly growing importing capacity driven by its expanding economy, increasing urban population, and rising consumer demand. The country imports a wide range of goods including machinery, electronics, construction materials, consumer products, and agricultural inputs to support industrial growth and meet domestic needs. This dynamic market offers significant opportunities for businesses that can provide reliable, high-quality products and logistics solutions.

Kiswah trading and logistics aims to play a key role in Ethiopia's trade transformation — simplifying commerce, supporting business growth, and living by our promise to "the Shield of Your Trade."



# The services offered by Kiswah Trading include:

**Product Sourcing:** Identifying and procuring goods that meet Ethiopian market needs in sectors such as construction materials, consumer goods, machinery, and agricultural inputs.

**Import and Export Facilitation:** Supporting Ethiopian businesses in accessing high-quality goods from trusted suppliers abroad, while promoting local products to international markets.

**Freight and Logistics Coordination:** Managing the movement of goods from origin to destination, including shipping, customs clearance, and inland transportation across Ethiopia and neighboring countries.

**Sea Freight:** We work with some of the biggest international shipping companies and niche service providers to offer a cost effective and reliable solution for your sea cargo. Sourcing the best routes and quickest transit times available, we'll safely and efficiently transport any size of shipment, from single pallet all the way up to a full container load. We can find you any container types; 20ft, 40ft, High Cube, Flats and Open Tops.

**Air Freight:** Our air freight network offers access to a wide choice of services for your air type cargoes, including Consol, Charter, Scheduled, Day Definite and Back-to-Back. Whatever your priorities, wherever on the planet, we can quickly find the right solution for you.

**Custom Brokerage:** Our customs brokerage services responsible to making the shipments pass the export and import formalities so that they reach their destination. Having own custom brokerage license and custom's specialist staffs, we stay current on all the relevant export-import regulations, custom clearance procedure and all its updates.



# MARKET PROSPECT AT GLANCE

Ethiopia is emerging as a compelling import market for companies that bring dependable supply chains, quality goods, and innovative logistics solutions. In 2023, Ethiopia's goods imports were valued at approximately US \$17 billion, up from earlier years. Imports of goods and services account for around 14 % of GDP (2023 figure).

## Key characteristics of the import market include:

A heavy reliance on imported consumer goods, industrial equipment, machinery, and raw materials.

Major source markets: For example, China alone supplied over 30 % of Ethiopia's imports in 2023. (World's Top Exports)

Growing demand driven by industrialisation, infrastructure projects, an expanding middle class, and the need for import-inputs to support manufacturing, construction and agriculture.

## For Kiswah Trading and Logistics, this means:

There is a large and expanding addressable market for sourcing high-quality goods for the Ethiopian market.

There is demand for strong logistics, import-facilitation, and trade-representation services — precisely where Kiswah's model of "Shield Your Trade" offers value.

With the import market showing substantial size and growth, we are positioned to capture a meaningful share by offering differentiated service (trust, transparency, innovation) in an environment where many imports face risks (quality issues, delays, currency/foreign-exchange pressures).

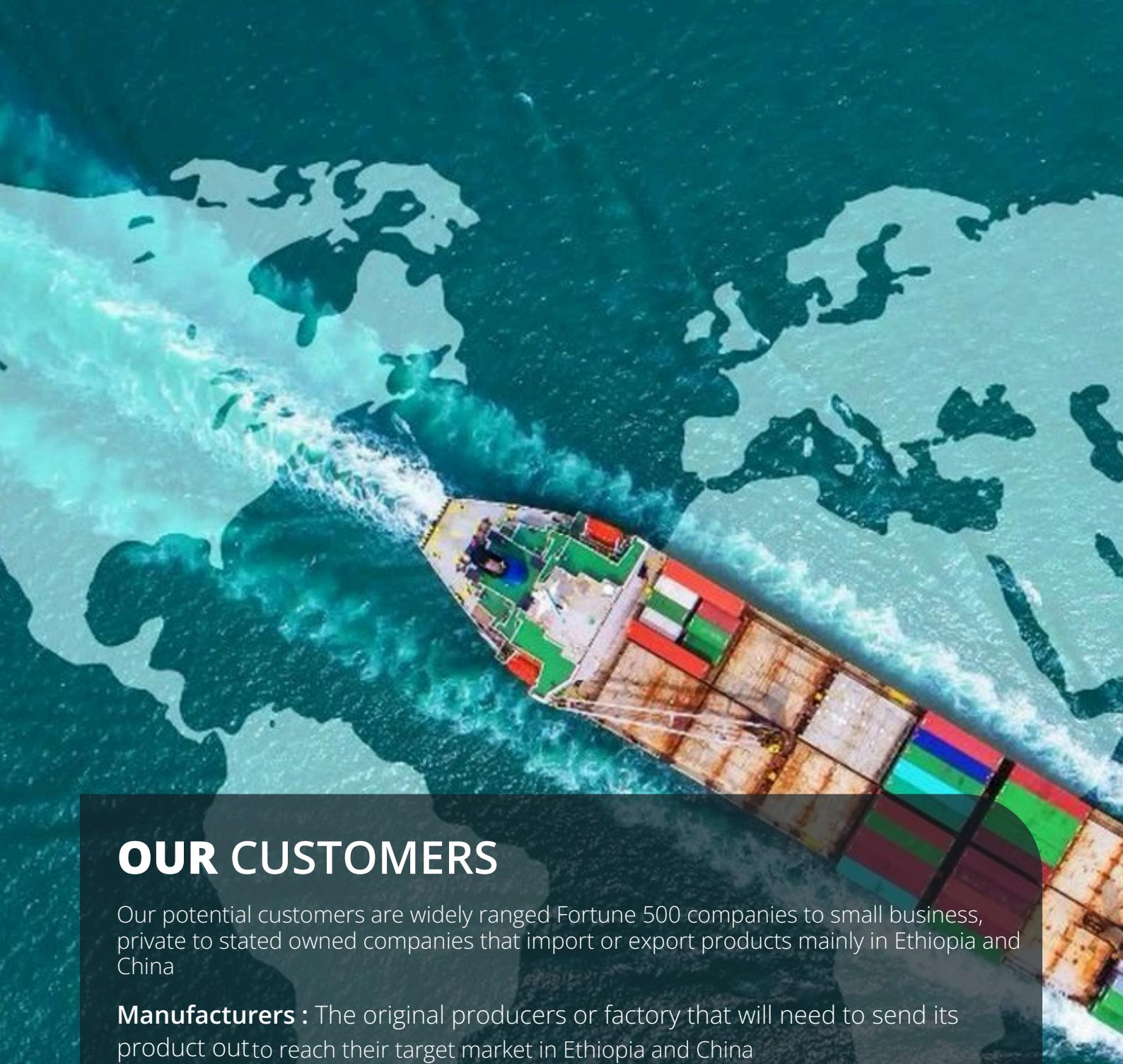
**In summary:** Ethiopia's import market offers both scale (billions of USD annually) and opportunity (unmet needs for reliable trade-and-logistics partners). Kiswah is well-positioned to leverage this by aligning your sourcing, logistics and trust-based value proposition with the needs of Ethiopian importers, distributors and manufacturers.

## ETHIOPIA LOGISTICS MARKET OUTLOOK

Ethiopia's logistics industry is entering a period of rapid expansion, driven by industrialization, rising import volumes, and major infrastructure investments. The Addis Ababa-Djibouti railway, new dry ports, and improved road networks have significantly enhanced the country's capacity to move goods efficiently. With imports valued at over USD 17 billion annually and logistics services estimated at more than USD 6 billion, Ethiopia is positioning itself as a trade gateway for the Horn of Africa. The government's ongoing economic reforms and participation in the African Continental Free Trade Area (AfCFTA) are further opening new channels for private logistics providers and traders to play a vital role in connecting local markets to global supply chains.

For companies like Kiswah Trading and Logistics, this growing market presents vast opportunities. As businesses seek more reliable, transparent, and technology-driven logistics partners, Kiswah is well-placed to meet their needs through efficient sourcing, customs support, and multimodal coordination. The company's strong local understanding, combined with its commitment to innovation and integrity, enables it to support Ethiopia's evolving logistics ecosystem — fulfilling its mission to "**The Shield of Your Trade**" by ensuring that goods move securely, efficiently, and with trust.





## OUR CUSTOMERS

Our potential customers are widely ranged Fortune 500 companies to small business, private to state owned companies that import or export products mainly in Ethiopia and China

**Manufacturers :** The original producers or factory that will need to send its product out to reach their target market in Ethiopia and China

**Wholesalers :** Companies in ethiopia that buy in large quantity from manufacturers directly from china and aim to help distributing the product to smaller scale of business in order to reach end users wherever they are. We will help them to bring the products to Ethiopia



# QUALITY POLICY

We instil the quality policy to be our daily habits so that **Fabulous** service can be provided to our customers as a result of compact working **Team** in this **Logistics** industry.

## ■ **Kiswah Trading objectives will be met by**

To thoroughly understanding the needs and requirements of our customers.  
Developing and empowering of our employees to do what is needed to satisfy and exceed our customers' expectations.  
Striving to continuously improve our processes based upon measureable objectives.

## ■ **Kiswah Trading aspires to**

Be our customer's first choice for sourcing and forwarding services  
Be on time on 100% delivery of customer's shipment  
Be the market leader in every market we serve  
Be viewed by our customers as innovators when it comes to services we provide  
Be recognised by our peers as the market leader in the markets we compete  
Be the leading financial performer in the markets we compete  
In  
Employ the best and brightest people  
Be unquestionably ethical in everything we do  
Seek continuous improvement in all aspects of our company

## ■ **Our strong Points :**

**Strategic Location Advantage** – Operating from both Ethiopia and China  
**Integrated Sourcing and Logistics Solutions** – Offering end-to-end services that combine product sourcing, freight coordination, and customs clearance.  
**Efficient Import-Export Facilitation** – Expertise in handling import procedures, documentation, and distribution for diverse product categories.  
**Strong Market Understanding** – Deep knowledge of Ethiopia's import needs, regulations, and supply-chain realities.  
**Experienced and Dynamic Team** – A motivated team with a mix of local insight and global trade exposure.  
**Customer-Centric Approach** – Tailoring services to each client's business goals, ensuring flexibility and satisfaction.





## Contact Us

Kiswah Trading

 Addis Ababa [Head Office]  
Royal plaza 5th floor, 507, Goma kuteba,Mexico,  
Addis Ababa,Ethiopia  
Phone Number: 0910887380



kiswah@kiswahtradingandlogistics.com



Www.kiswahtradingandlogistics.com