



BEZA GENERAL TRADING FZ-LLC

1. Corporate Identity

Legal Name: BEZA GENERAL TRADING FZ-LLC

Business Type: General Trading & Export Company

Jurisdiction: United Arab Emirates (Free Zone)

Core Activity: Export of Ethiopia-origin agricultural commodities and natural products

Market Focus: International B2B trade

Registered Office:

FDCW0199, Compass Building, Al Shohada
Road Al Hamra Industrial Zone-Free Zone
Ras Al Khaimah, United Arab Emirates

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2. Company Overview

BEZA GENERAL TRADING FZ-LLC is a professionally structured general trading and export company established to connect Ethiopian agricultural producers with international markets. The company specializes in sourcing, processing coordination, and export of high-quality Ethiopian-origin commodities for global buyers.

Operating from the UAE and Ethiopia trade corridors, BEZA GENERAL TRADING FZ-LLC functions as a reliable export partner for importers, manufacturers, wholesalers, and commodity traders seeking consistent quality, accurate documentation, and dependable shipment execution.

Our business model emphasizes buyer-specific specifications, regulatory compliance, and long-term commercial relationships, rather than spot trading.

3. Strategic Focus

BEZA GENERAL TRADING FZ-LLC is strategically positioned to serve:

- Importers requiring origin-certified Ethiopian products
- Manufacturers seeking raw materials with defined specifications
- Wholesalers and distributors demanding consistent supply
- Food processors, spice blenders, oil extractors, and industrial users

The company's strength lies in its product knowledge, export documentation capability, and logistics coordination, ensuring seamless trade execution from origin to destination.

4. Vision, Mission & Core Values

Vision

To be recognized as a trusted international exporter of Ethiopian agricultural commodities, delivering quality, transparency, and sustainable trade value.

Mission

- To supply Ethiopia-origin commodities that meet international market standards
- To customize products based on buyer technical and commercial requirements
- To ensure export documentation accuracy and regulatory compliance
- To provide dependable shipment execution under agreed Incoterms

Core Values

- Quality Discipline – strict adherence to specifications
- Integrity – transparent sourcing and trade practices
- Reliability – consistency in supply and communication
- Partnership – long-term buyer and supplier relationships

5. Product Portfolio

BEZA GENERAL TRADING FZ-LLC exports a diversified portfolio of Ethiopian commodities, categorized as follows:

A. Coffee

- Ethiopian Arabica Coffee (Green Beans)
- Washed (Wet Process)
- Natural (Dry Process)
- Honey Process

Key Characteristics:

High-altitude grown, floral aroma, bright acidity, complex flavor profiles.

Applications: Specialty roasting, commercial roasting, blending, single-origin offerings, espresso profiles.

B. Oilseeds

- Sesame Seeds
- Niger Seed (Noog)

- Castor Seed

Applications: Edible oil production, tahini, bakery products, industrial oil extraction, pharmaceuticals, cosmetics, lubricants.

C. Pulses & Beans

- Red Kidney Beans
- Mung Beans
- Chickpeas (Kabuli & Desi)

Applications: Food processing, canning industries, retail packaging, Asian and Middle Eastern food markets.

D. Spices

- Turmeric (Dried / Powder)
- Ginger (Dried / Powder)
- Ethiopian Cardamom

Applications: Food manufacturing, spice blending, beverages, extracts, pharmaceutical and nutraceutical uses.

E. Natural Gums & Resins

- Frankincense (Gum Olibanum)
- Gum Arabic / Myrrh (on request)

Applications: Incense, perfumery, cosmetics, pharmaceuticals, essential oil extraction, traditional and industrial uses.

6. Sourcing & Origin

All products are sourced directly from recognized agricultural regions of Ethiopia, working through:

- Farmers and producer groups
- Cooperatives and aggregators
- Primary processors and collectors

The company ensures origin integrity, traceability, and compliance with export regulations.

7. Processing & Quality Control

Processing is conducted according to commodity type and buyer requirements, including:

- Cleaning and sieving
- Grading and sizing
- Moisture control
- Color sorting (where applicable)
- Hygienic packing and labeling
- Quality Assurance Measures
- Purity and foreign matter limits
- Moisture and defect control
- Visual and mechanical inspection
- Batch-level traceability
- Pre-shipment inspection (optional)

8. Packaging & Loading

Packaging is customized based on buyer preference:

- Standard: 25kg, 50kg, 60kg PP or jute bags
- Optional: GrainPro liners, cartons, bulk packaging
- Indicative Container Loads:
- Coffee: 19–21 MT per 20ft container
- Sesame: 25–28 MT per 20ft container
- Pulses & beans: as per packaging and size

9. Export Documentation

BEZA GENERAL TRADING FZ-LLC prepares and coordinates all standard export documents, including:

- Commercial Invoice
- Packing List
- Certificate of Origin (COO)
- Phytosanitary Certificate (where applicable)
- Bill of Lading (BL)
- Quality / Inspection Certificate (on request)

10. Trade Terms & Logistics

Supported Incoterms:

- FOB – Free on Board
- CIF – Cost, Insurance & Freight
- CFR – Cost & Freight



BEZA GENERAL TRADING FZ-LLC

- FCA – Free Carrier

Shipments are executed via containerized sea freight, coordinated with shipping lines, inspection agents, and clearing partners.

11. Markets Served

BEZA GENERAL TRADING FZ-LLC supplies international buyers across:

- Middle East
- Asia
- Europe
- Africa

Client profiles include:

- Importers & distributors
- Manufacturers
- Food processors
- Commodity trading companies

12. Competitive Advantages

- Ethiopia-origin product specialization
- Buyer-oriented specifications and flexibility
- Strong export documentation discipline
- Transparent sourcing and traceability
- Reliable communication and coordination
- Long-term partnership approach