



حرمال HARMAL

For General Trading **للتجارة العامة**
Company Profile



Sana'a - R.of Yemen



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www.harmalco.com



Harmal for general trading



Company Profile

- Since its establishment in 1978, Harmal General Trading Co. has continued to play a leading role in the Yemeni market in the import and distribution of essential foodstuffs and agricultural fertilizers. Initially founded as a sole proprietorship, the company has grown over decades of sustained success and development, recently transforming into a limited liability company—reflecting its professionalism and expanding business scope.
- With over 40 years of experience, Harmal is considered one of the most prominent and longstanding commercial entities in Yemen. The company proudly serves as an agent of SABIC Fertilizers for more than 35 years, a testament to the trust placed in its efficiency and credibility by major global corporations.



Our Vision

- To be the first choice in Yemen and the Horn of Africa for the import and distribution of foodstuffs and fertilizers, by offering high-quality products and reliable services that build trust and meet customer expectations.

Our Core Values

- **Integrity:** We adhere to the highest standards of transparency and honesty in all our dealings.
- **Quality:** We ensure that our products are sourced from the best global suppliers.
- **Customer Satisfaction:** We place customer satisfaction at the heart of everything we do.
- **Teamwork:** We believe that success is built on cooperation and harmony among our teams.

Our Objectives

- Support food security in Yemen by providing essential food products at fair prices and guaranteed quality.
- Enhance our storage and logistics capabilities across the country to serve all governorates effectively.
- Invest in national industrial projects for manufacturing and packaging to promote self-sufficiency.
- Expand our strategic partnerships with leading global companies to ensure a continuous supply of high-quality goods.





Foodstuffs

Harmal has an extensive network for the import and distribution of a wide range of essential food products that directly impact the lives of Yemeni citizens, including:

(Sugar, rice, vegetable oils, wheat, flour, milk, canned foods, sauces, pasta, corn starch, legumes, and tuna) .



Agricultural Fertilizers

In addition, a variety of high-quality agricultural fertilizers that meet the needs of farmers in different regions





Industrial and Investment Sector



- As part of its strategic plans, Harmal is expanding its industrial operations through:
 - Establishing mills and grain silos in Al-Hodeidah Governorate, with a storage capacity of up to 30,000 tons (under construction).
 - Operating and managing strategic warehouses located in Sana'a, Hodeidah, Bajil, Aden, Mukalla, and Marib, with a total capacity exceeding 70,000 tons—ensuring product availability and efficient distribution.





AL-EMARA
Mazza Rice
(Golden grain)



BENT AL-NOOR
Mazza Rice
(Golden grain)



BENT AL-NOOR
Basmati Rice



AL-ANBER GOLDEN
Mazza Rice
(Golden grain)



AL-SAMI
Mazza Rice
(Premium)



HARMAL
Sortex Rice
(Thailand)



ALSAMI FLOUR
(Turkish)



ALBON FLOUR
(Egyptian)



ALEMARA FLOUR
(Egyptian)



KASIA RICE
(Classic - Preium - Supreme)



Canned Tuna



Mango Pulp



Canned Legumes



Sun Flower Oil



Sun Flower Oil (Belkis)



MainLand Beans
Canned



Spaghetti



Tomato Paste





Cooking Oil
(Al-Safeer)



Cooking Oil
(Al-Medyaf)



Suger-India Product



Suger-Brazil Product



Agricultural Fertilizers -Sabic (KSA) Product