



UNITED EASTERN TRADING AGENCIES EST.

CORPORATE PROFILE



Meeting the diverse Energy needs of a rapidly changing world



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UNITED EASTERN TRADING AGENCIES

United Eastern Trading Agencies Est. (UETA) a part of **United Eastern Group (UEG)**, is actively engaged in Trading Refined Petroleum Products in the international markets.

UETA is an independent player in United Arab Emirates, with its strategic location targeting the petroleum requirements of customers in East and West Africa, Asia pacific, Indian sub-continent and Europe.

Technology is fast shrinking the world and International trade is becoming more and more locally focused and specialized in service. **UETA** team of engineers and sales & marketing personnel provide enhanced customer service to promote products for its principals.

The company is engaged in marketing of non-oil & gas sector products such as cables, wooden poles, filtration systems, water pumps, water valves, electrical items, penstocks, transformers, industrial and decorative paints and more. It is also a vendor of choice in the region for many well-known brands from reputed global companies.

The customers of **UETA**, including major oil companies and traders, local distributors, but directly with end-users, have relied on the Group's (Product) quality and market-oriented approach, and our extensive knowledge, understanding and experience of the energy market is well known.



ABOUT THE GROUP

United Eastern Group (UEG) established in 1976, is a diversified business group which has built its reputation on incubating ideas and actualizing them with perfection and passion for excellence.

Over four decades, **UEG** has transformed itself into a conglomerate with many divisions operating in divergent sectors employing over 6000 people.

UEG is actively involved in sectors significant to national economy and development, including Oil & Gas, Healthcare, Manufacturing, Construction, Agriculture, Management Consultancy, Training, Trading, Hospitality and Retail.

UEG has matured over the years into a corporate entity reputed for unrivaled expertise, integrity, innovation and respected for excellence in all facets of business transaction with our customers, partners, suppliers, and our employees. Our value proposition is the Group's diversity, reach and corporate and financial strength.

We owe our success to our joint venture partners, brand owners, strategic sponsorships, agency agreements, and technology transfer alliances.



CHAIRMAN'S MESSAGE

At UETA, we take pride in what we do and believe in investing where we work for progress. We still see opportunities in our region (MENA) and beyond where prospects are bright despite a more volatile macro-situation. We are positive about the future. We have positioned UEG to capitalize on the growth themes of the era.

We are investing for leadership in emergent opportunities, especially in Trading, Oil & Gas Training, Agriculture, Key Industrial, Hospitality and Retail Sectors. We plan to deliver a valuable financial performance for our stakeholders and keep progressing.

We visualize progress as an endless process defined by being better than yesterday, doing better than today and aspiring higher than now.



Our Goals are clear, and we aim to reach them through innovation, commitment, integrity, and dedication from our employees in all aspects of business to ensure our suppliers and customer satisfaction.

UETA Management has established and will always foster a continuous quality improvement environment and commitment towards sustaining a high level of team spirit among its employees. This policy is implemented through the group's ISO 9001:2008, ISO 14001:2004 & ISO 18001:2007 Quality, Environment, Health & Safety Management System, which embraces all operations of the group and applies to all personnel.



INTRODUCTION

- **UETA**, is an International Buyer/Seller of bulk commodities, specialized in importing and exporting petroleum products, particularly crude and refined products. Our scope of business encompasses Middle East Asia, East Africa, West Africa, Indian Subcontinent and Southeast Asia.
- The Headquarters located in the city of Abu Dhabi and Operation office in Dubai.
- We buy Fuels, Oil, Gas physical and derivatives for own and on behalf of customers as that we in conjunction or in joint venture with partners act as consultants for procurement, storage and transportation.

- In our relentless pursuit of a total business capability, our clients derive benefits from our diverse portfolio and multifaceted strengths.
- Optimal value is delivered to our customers by our team of professional and highly dedicated staff who are committed to our core value of **HARDWORK, HONESTY, TRANSPARENCY, RELIABILITY and INTEGRITY.**
- We mainly focus on Midstream & Downstream Services.

- UETA provides a wide range of complete services to clients in the fields of Petroleum Industry, Services and Commodities in general.
- UETA draw on the strengths of experience, resources, global supply capability and significant strategic partnerships with producers, suppliers, customers to create a highly capable network of supply chain for energy and petroleum.
- UETA's supply business utilizes a highly efficient network of storage facilities, some with transportation and distribution systems to provide clean fuels, high-value products, feed stocks and energy solutions to our customers around the world.

United Eastern Trading Agencies Est., is a Leading Global Resource and Logistics Solutions Company, delivering superior Quality Petroleum Products and Services to the Clients.

MISSION AND VALUE STATEMENT

OUR MISSION

- To be a valued partner in the region and beyond by virtue of consistent growth achieved with ingenuity and integrity.

VALUE STATEMENT

- We will strive to achieve organizational progress by delivering value for everyone in everything we do by continuously listening and learning, and by being agile, flexible and adaptable to changing needs.

OUR CORE VALUES & COMMITMENTS

- Since its inception in the year 1976, United Eastern Group and its Companies has been governed by its core values. They shape the culture and define the character of our group of companies.

SUPPORTING OUR CUSTOMER FOCUSED STRATEGY IS A STRONG SET OF COMPANY-WIDE VALUES AND THESE ARE:

- **Honesty:** We place the highest emphasis on being honest, sensitive and professional with all parties involved in the process.
- **One Team:** We are dedicated to our professionals, clients and our staff
- **Delighting Customers:** We are committed to providing the best service and highest standards.
- **Integrity:** Adopting the best practices in our operations.
- **Courage:** Having the courage to deal with change – thinking and finding new ways of doing things.
- **Achievements:** Pursuing personal, team and business excellence.

UEG GROUP COMPANIES

No	Legal Entities/Divisions	Activities/ Divisions
01	United Eastern Group - (UEG)	Petroleum Service, Industrial & Commercial Investment & Trading
02	United Eastern Petroleum Services - (UEPS)	Products and Services for the Oil & Gas Industry
03	United Eastern Technical & Management Training - (UETMT)	Technical & Management Training
04	United Eastern Technical & Management Consultancy - (UETMC)	Management & Technical Consultancy Geological, Geophysics & Geochemistry
05	United Eastern Trading Agencies - (UETA)	Import & Export, General Trading, Trading Refined Petroleum Products
06	United Eastern Company Representation	Trading & Company Representation
07	United Eastern General Transporting Est.	Material Transportation, Petroleum Services
08	United Eastern Maintenance & General Contracting	Oil & Gas Maintenance & General Contracting
09	Amar Golden Design LLC	Project Design and Management
10	Union Pipe Industries – (UPI)	Manufacturing
11	Baniyas Concrete Product Company	Industrial Production
12	Gulf Contractors LLC (GCC)	Large Construction Projects

No	Legal Entities/Divisions	Activities/ Divisions
13	Gulf Contracting- Agriculture	Irrigation, Agriculture & Landscaping
14	Gulf Tunnelling Company	Tunnel Construction & Related
15	United Eastern Medical Services	Management of Medical Facilities
16	Danat Al Emarat Hospital	General Hospital & Pharmacy
17	Moorfields Eye Center	Specialist Eye hospital
18	Health Plus Medical Services	Health Services Investment & Management
19	Health Plus Family Health Center	Medical Complex
20	Health Plus Children's Speciality Center	Specialties for Children's
21	Health Plus Diabetes and Endocrinology Center	Diabetes and Endocrinology Services
22	UEM Properties	Real Estate
23	Emirates Co. for Tourism & Investment, Egypt	Tourism & Investment
24	United Eastern Co. for Development	Development
25	Eastern Commercial Agencies for Import & Export	Trading

OUR TEAM



H.E. ALI MOHAMMED AL SHORAF A

H.E. Ali Mohammed Al Shorafa is Founder and Chairman of United Eastern Group and its associated companies. He has the vision and mission to bring the business including Oil & Gas, Healthcare, Manufacturing, Construction, Agriculture, Management Consultancy, Training, Trading, Hospitality and Retail. He worked with several joint ventures, brand owners, strategic sponsorships, agency agreements, and technology transfer alliances to make the group successful in its business ventures.



MR. AHMED ALI AL SHORAF A

Mr. Ahmed Ali Al Shorafa is the Managing Director of United Eastern Group. He is being a board member, responsible for overall business strategy, assessment of new investment opportunities, handling day-to-day business, overall monitoring and supervision of group companies, Risk assessment and financial review, Business development and other managerial activities in the group.



MR. AYMAN A. MENEASSY

Mr. Ayman A. Meneassy is currently the Vice Chairman of the United Eastern Petroleum Services and United Eastern Technical and Management Training, UAE. Mr. Meneassy is a Geologist, Petroleum Engineer and a Human Capital Expert. Mr. Meneassy has worked in the development of Competency Assurance programs and with individual professional development issues for more than 25 years. He has 35 years of experience in the International Oil & Gas Industry



MR. HASSAN AL JAWHARI

Mr. Hassan is responsible for Trading & Business Development for UETA. He comes with experience of handling MENA, Southeast Asia, Europe & Russian clients in the Crude Oil, Gas products, Refining & Chemical companies, Shipping & private oil producers, Traders, storage companies, utilities & power generation firms. Enjoy a relationship with dozens of major corporate & Government clients at the highest management level.

PRODUCTS AND SERVICES

We trade in the following products, *including but not limited to the following commodities:*

- Different grades of Gas Oil
- Different grades of Fuel Oil and VGO for bunkering and industrial requirements
- Automotive Gas Oil and Industrial Gas Oil
- Gasoline in different grades (MOGAS)
- Bitumen – all grades
- Base Oil (Group I, Group II, Group III, Group IV and Group V)

Logistics and Storage Services

- We tailor our services individual needs and business requirements, with continuous communication from order place to job completion.
- We do spot and time charter vessel according to the specific requirement of trade.
- We do use road tankers as part of supplying cargo to customers.
- We are unique with blend of entrepreneurial and traditional logistics management perspective, disciplines, and resources that enable us to successfully accomplish logistic and warehousing objectives.
- We also provide globally coordinated cargo inspection and support services for high value bulk commodity cargo during critical transportation, custody transfer, and storage operation. Upon specific request we can arrange storage facilities for a variety of petroleum products.

BUSINESS APPROACH

Prior to committing any trade opportunity, we will undertake a disciplined review process.

Our team methodically evaluates each trade opportunity to ensure it meets our business criteria. Our first step is to assess client's caliber, review the business plan and historical and projected financial information. Next, we discuss the opportunity with client and propose a trade solution.

To ensure a meeting of the minds occurs, we issue a one-page proposal with our key terms. If a mutual agreement exists, we conduct an on-site meeting and work through due diligence procedures. We formalize our key terms into a definitive Letter of Intent and if acceptable, proceed through a closing.



KNOW YOUR CUSTOMER

Banking rules which are increasing the need for KYC Compliance, while we do bilateral transaction.

Know your Customer

Why do we need to identify you: through our finance department and internal auditors, we carry out robust, risk based KYC procedures along the following two objectives.

1. The need to obtain sufficient information about our client's risk appetite, investment preferences and time horizons. The first strand is aimed at serving our client so as to provide sustainable, suitable and appropriate services.
 2. The other driven by anti-money laundering considerations, focusing on identification and verification of your client and their expected transaction profile so that partners are accepted by our bank, buyer's clients and competent authorities.
- The company is required to obtain basic identifying information and verify that information to open a new account. Our staff will also ask to see documents identifying for corporate clients documents such as Trade License, Certificate of Incorporation, Memorandum and Articles of association. For individuals we requires social security card, driver's license, passport, and/or some other government-issued document.
 - In some cases, identification will be requested for those previous business transaction details. This is because original documentation was not obtained with the opening of the account or the company is unable to form a reasonable belief that it knows the true identity of the existing account holder.
 - In all cases, protection of our member's identity and confidentiality is pledge to you. We appreciate your patience and understanding as we all do our part in complying with the new account identification procedures.

CONTACT US

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