

DIA33 becomes a vital link in supply chain

The past year has seen the Dubai-based distributor continue its rapid expansion and increase its reputation globally

Within the space of a few years, DIA33 has established itself as one of the fastest-growing distribution and logistics companies in the Middle East, Africa and southeast Asia.

Priding itself on being a one-stop solution for its customers, it offers its specialized services across a broad and diverse range of end markets and applications.

Since being formed in January 2011, its reach and scope has expanded considerably. Having earned a reputation for both quality and service, DIA33 now offers a comprehensive portfolio of basic and specialty chemicals, and has built a leading position in industry sectors including paints & coatings, construction, plastics and lubricants.

"DIA33's success is mainly due to its value-added services, which have helped the company to grow faster than market average, and have built strong customer loyalty," says founder and CEO Nadeem Raza. "We believe that being a distributor brings immense responsibility of being in the middle of the supply chain, and correct value proposition is the key to a successful team of producer, end-user and ourselves."

"DIA33's name carries a deep philosophy about its core nature of business – the true connection between an end user and producer," he adds. "Besides providing full logistics services – from the producer's facility to the doorsteps of the end-users, we also assist our customers with product development programs, troubleshooting and future development projects with our in-house technical and product development team."

Despite its relative infancy, the business has built a talented and diversified 85-strong workforce spanning 12 locations across the globe. DIA33 now works with over 280 cus-



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Nadeem Raza,
CEO of DIA33

tomers across 26 countries, and offers a comprehensive range of chemicals, plastics and commodities including acids, acrylates, alcohols, amines, glycols, oils, pigments, polymers, solvents, surfactants and additives.

Boasting growth in excess of 20% year-on-year, it has been named among the leading chemical distributors in the Middle East in the annual ICIS listing. Revenues are now in excess of \$42m. "Our top line has grown in 2017 due to the addition of a few new portfolios but in 2018, we have a greater focus on the profitability of the company," he says.

"Our growth has been purely organic, without any acquisitions or mergers. Our key markets are the GCC, East Africa, India, Pakistan, China and the Philippines. We are a rapidly expanding, chemical distribution company in the region and have managed to create our footprint in different regional markets.

DIA33's philosophy is based around ensuring it supplies products that meet the highest standards in production, quality, safety and service.

As such, it is proud to have nurtured strong partnerships with leading players in the chemical industry.

DIA33 currently boasts more than 1,000 products in its portfolio and has formed exclusive partnerships with over 30 leading manufacturers worldwide, including Evonik, Borouge, Allnex, Kukdo, Honeywell, Dow etc.

The company has also broadened its offering this past year with the creation of four new business units: Home, Personal Care & Cosmetics, Petrochemicals, and Oil & Gas.

Despite tough market conditions, the business flourished in 2017, notes Raza. "It has been a remarkable year for DIA33 in terms of acquiring new relationships and contracts," he says.

Among the highlights, DIA33 agreed an exclusive distribution agreement with Evonik for the GCC countries, and another with Honeywell to market its portfolio for metal surface treatment and electroplating in the region. DIA33 is also working with Honeywell with fine chemicals, PVC polymers and additives, waxes and asphalt modifier and additives in Africa.

It has forged relationships with Valvoline for oil and petroleum products, a partnership with Noroo Chemicals to distribute its resins and hardener in the GCC, East Africa and India, a deal with DNL group for its optical brightener in both GCC and China, as well as with SABIC for ethoxylates in Africa and China.

DIA33 has successfully acquired exclusive distribution rights from several leading specialty manufacturers yet remains committed to continuing its expansion. Negotiations are currently underway with many other players to further grow its personal care, home care and cosmetics product portfolio.

Raza is particularly keen on developing the company's footprint, and specifically wants to capitalize on the opportunities posed by the burgeoning African and Asian markets. DIA33 sees huge potential in these geographies with their rapidly-growing demand.

"As per our internal blueprint and next five-year plan, DIA33 has a major focus on its expansion in Africa and South East Asia," he says. "We clearly see opportunities in terms of infrastructure-



DIA33 boasts a talented team

growth and rise in demand for specialty products. We are already in discussions to establish ourselves in Tanzania, South Africa and Indonesia in 2018/2019, along with enhancing our footprint in India by more offices to service a large country."

"The outlook for 2018 is tough but we are poised to grow further with new additions of new business lines and continuously increasing our product portfolio," says Raza.

by Andy Brice