



MHP Food Trading

GULFOOD 2021

MHP is a vertically integrated company, operating each stage of the poultry production process – from the cultivation of land and growing crops for feeds to the production and distribution of chicken meat. MHP is a leading chicken producer, providing more than 55% of industrial production and covering about 35% of total chicken consumption in Ukraine. Since early 2020, the Holding has started transforming its business model towards a culinary one. It is a search for new products, services and business channels that are designed to meet the needs of the modern lifestyle. This way, MHP will become even closer to its consumers.

MHP Ukraine in figures:



370,000 ha



3 feed mills



**3 broiler farms,
2 breeder farms**



**2 convenience food
plants**



**Export sales
to 88 countries**

Poultry production capacity in Ukraine:

100% of poultry produced at own facilities

754,000 tons of poultry produced in 2020

7,910,000 heads slaughtered per week

378,640 tons sold for export in 2020

MHP Food Trading is MHP's distribution center located in Dubai, UAE. The company manages direct distribution of MHP products in UAE, and serves as Headquarters of the whole MENA region.

Established in 2016, the company currently employs 37 professionals. Our regional team applies MHP's global expertise, taking into account local market specifics. This initiative is catered towards MHP's commitment towards local relevance. Our divisional organizational structure is composed of multiple smaller functions structures, mainly within the areas of Sales, Marketing and Logistics departments.

MHP boasts a wide range of frozen chicken products amongst its product portfolio including whole chicken and chicken cuts. Apart from our chicken category, we also tap into the convenience food with various SKUs ranging from chicken nuggets up to chicken burgers, adjusted to accommodate the local tastes of the region.

With emerging home cooking trends and convenience food, 2021 will see us continuing to focus on operational excellence and new product development while constantly expanding the MENA region in terms of additional territories and new channels.

Office 1704, One by Omniyat, Business Bay, Dubai, UAE PO Box 51085

Tel.: +971 4 557 06 22

Fax.: +971 4 421 80 85

OUR BRANDS



Main MHP's export brand Qualiko is sold in 88 countries within Middle East, Asia, EU, and Africa. It is an excellent choice for those who value life balance. Homecooked Qualiko chicken gives you natural energy and powers you up to life. A wide range of Qualiko includes whole chicken and chicken cuts, ready-to-cook and convenience food.

www.qualikoglobal.com



Assilah is a brand that supports family values and traditions. Assilah product portfolio consists of frozen chicken meat.



Sultanah is a brand, which emphasizes on the peculiarity, selectivity and status of its consumers.



Ukrainian chicken is a B2B brand, which product portfolio consists only of frozen chicken meat.





Hazard Analysis Critical Control Points (HACCP) is an internationally recognized method of identifying and managing food safety related risks. It is central to an active food safety program, and can provide our customers, public, regulatory agencies with assurance that the food safety program is well managed.



All MHP enterprises have introduced integrated food safety management systems, which adhere to the highest international standards.

BRC certification guarantees standardization of quality, safety and operational procedures of our enterprises to ensure the best poultry.



The company slaughters poultry according to the Islamic Rites under the permanent supervision and control of Halal representative bodies. This makes our chicken suitable for consumption by Muslims and guarantees the highest quality and safety of our products.



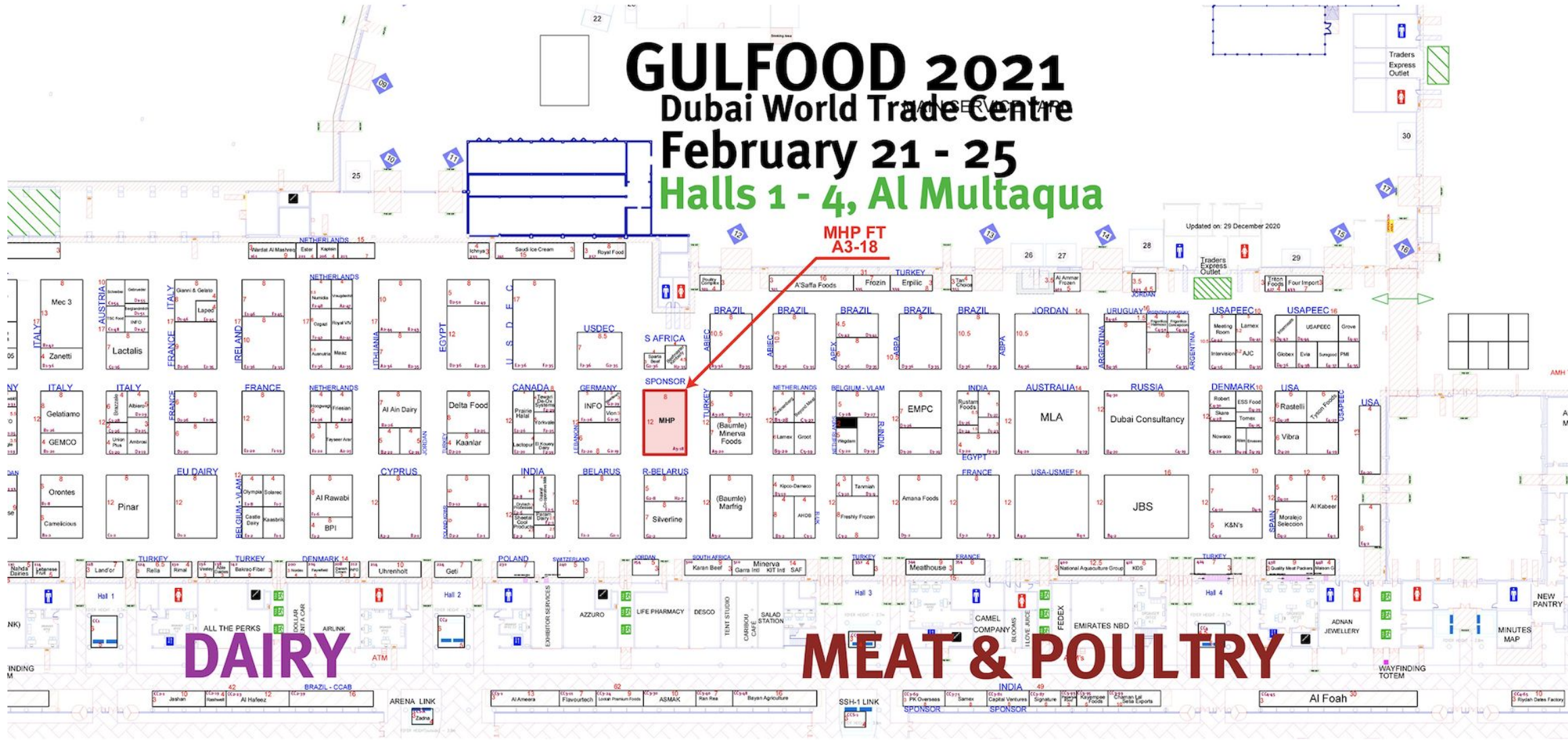
From the seed through the growing process and harvest, MHP had worked along with an independent and competent government authority to certify and verify its non-GMO status. All the company's poultry products are compliant with all legal requirements relating to the labeling and traceability of GMO's.

STAND LOCATION A3 - 18



GULFOOD 2021 Dubai World Trade Centre February 21 - 25 Halls 1 - 4, Al Multaqa

MHP FT
A3-18



DAIRY

MEAT & POULTRY

STAND DESIGN



DESIGN VIEW

