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COMMERCIAL BROKERAGE

COMPANY PROFILE

Your Connection to Global Markets

Commercial brokerage connecting Qatar, Africa and global markets



QATAR / MIDDLE EAST / AFRICA

About Benchmark

A Qatar-based commercial broker connecting the MENA region with Africa.

We help companies bring products, services and concepts into African markets. We also connect African suppliers and project owners with buyers in the MENA region and commercial partners.

Our role

Opportunity assessment, business introductions, commercial discussions and follow-up. Independent project owners and specialists deliver the underlying activities.

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Our core services

Market entry and business development

Opportunity assessment, partner identification and local engagement for selected African markets.

Commodity sourcing and trade facilitation

Buyer and supplier matching, documentation coordination and commercial follow-through for minerals and selected commodities.

Commercial introductions and transaction coordination

Counterparty introductions and commercial coordination under a written commercial brokerage engagement.

Benchmark acts as commercial broker. Each mandate defines the scope and responsibilities.

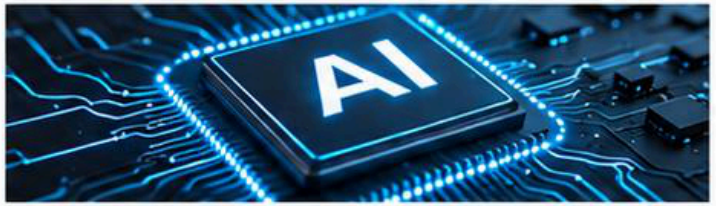
Six sectors, one commercial role



Agriculture



Petroleum and related products



AI and technology



Strategic Projects & Business Partnerships



International franchising



Mining and exploration

Benchmark provides commercial brokerage across the six sectors within its permitted activities.

Mining and exploration

Investor and licence-holder connections

Introduce investors to mining licence holders and project owners in Uganda and East Africa.

Gold sourcing introductions

Connect buyers with suppliers, subject to origin, licence, counterparty and transaction checks.

Satellite imagery and remote sensing

Arrange introductions to specialist providers supporting exploration assessment.



UGANDA AND EAST AFRICA

Wider African opportunities considered according to the client's requirements.

Commercial brokerage only. Qualified specialists conduct testing and technical assessments. Transactions require due diligence.

Agriculture and value addition

Agricultural trade connections

Match agricultural buyers with suppliers and facilitate discussions with project partners.

Value addition opportunities

Connect project owners with investors, processors and equipment or technical providers.

Commercial coordination

Clarify product specifications, quality expectations, quantities and proposed delivery terms.



OUR ROLE

Commercial broker. We connect clients with relevant counterparties and coordinate the agreed commercial scope.

Producers, processors and appointed service providers carry out production, processing and delivery.

Petroleum shipments and related products

Petroleum supply and shipment facilitation

Bring buyers and suppliers into discussion on specifications, volumes, destination and shipment schedules.

Sulfur, bitumen and urea

Facilitate sourcing enquiries and supplier introductions for these related product categories.

Transaction coordination

Support commercial terms and documentation coordination with appointed inspection and logistics specialists.



OUR ROLE

Commercial broker. We connect clients with relevant counterparties and coordinate the agreed commercial scope.

Benchmark acts under an agreed mandate. Suppliers, carriers and licensed specialists execute supply and shipment.

AI and technology

Provider and client introductions

Connect technology providers with businesses seeking AI solutions and digital tools.

Commercial requirements

Help clarify the business need, proposed scope, market fit and commercial arrangements.

Partnership and market entry support

Facilitate introductions and commercial discussions between solution providers and potential local partners.



OUR ROLE

Commercial broker. We connect clients with relevant counterparties and coordinate the agreed commercial scope.

Technology providers assess feasibility, implement systems and take responsibility for technical delivery.

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Strategic Projects & Business Partnerships

Hospitality and tourism projects

Facilitate business introductions and commercial partnerships involving hotel operators, resort developers, tourism businesses and project sponsors.

Integrated development initiatives

Support commercial discussions for large-scale projects incorporating hospitality, shopping facilities, schools, healthcare facilities and other community services.

Project development coordination

Assist with preliminary market research, business planning, identification of commercial partners and coordination of early-stage project discussions.



OUR ROLE

Benchmark acts as a commercial broker, connecting businesses, project sponsors and prospective partners within its permitted activities. Appropriately licensed professionals deliver regulated services.

Benchmark provides commercial brokerage. Developers, licensed advisers and appointed managers deliver and operate projects.

Qatar–Africa franchising

Qatar brands into African markets

Connect franchise brands with prospective franchisees, investors and local commercial partners.

African concepts into Qatar and the MENA region

Facilitate introductions for African brands exploring Qatar and the MENA region.

Franchise development discussions

Facilitate market-fit discussions, partner introductions and commercial discussions under a written commercial brokerage engagement.



OUR ROLE

Commercial broker. We connect clients with relevant counterparties and coordinate the agreed commercial scope.

Brand owners and franchise operators agree and execute licensing, establishment and operating obligations.

Global sourcing

Sourcing enquiries across selected origins

Uganda	Coffee
Kenya	Tea
Sudan	Sesame, gum arabic, hibiscus and peanuts
India and Brazil	Sugar
Qatar and Egypt	FMCG
Uganda and Kenya	Fresh produce

Benchmark facilitates sourcing introductions. Suppliers confirm availability, origins, specifications, samples, quotations and delivery terms directly with buyers.

Two commercial directions

MENA region to Africa

For companies seeking African customers, distributors, franchise operators and local business introductions.

Africa to the MENA region

For African suppliers and project owners seeking buyers and commercial partners in Qatar and the wider MENA region.

Defined objectives and an written commercial brokerage engagement for each assignment

Geographic focus

Doha, Qatar

Commercial engagement with buyers, brands and partners in Qatar and the wider MENA region.

Uganda and East Africa

Mining and agricultural connections, with related-company presence in Uganda and Kenya.

African and global markets

Commercial introductions beyond these markets according to the requirements of each mandate.

How we work

01 Identify

Understand the requirement and relevant opportunities.

02 Qualify

Assess fit, capability and available information.

03 Engage

Bring the relevant counterparties into discussion.

04 Develop

Coordinate groundwork and address commercial gaps.

05 Discuss terms

Facilitate commercial discussions, documentation and follow-up.

06 Coordinate follow-up

Follow up on agreed commercial steps; counterparties approve and contract directly.

We define our role at the outset and coordinate specialist input where required.

A clear commercial mandate

The client's requirement

Define the product, project or market objective, target counterparties and the commercial scope.

Written commercial brokerage engagement

Agree Benchmark's scope, fee payer, calculation basis, payment trigger and expenses in writing. Disclose potential conflicts and any proposed remuneration from multiple parties before engagement, and obtain any required agreement.

Independent contractual responsibilities

Buyers and suppliers approve and enter into their own contracts and make transaction payments directly. Independent suppliers, operators and specialists remain responsible for their contracted products and technical services.

Benchmark has no authority to accept orders, sign contracts, collect transaction payments or bind counterparties.

Our related companies and working partners

Commercial coordination in Qatar. Local delivery through the network.

Benchmark Commercial Brokerage acts as a commercial broker. Related companies support the research, marketing, business development and practical work required in their respective markets.

External working partners contribute specialist capabilities under defined mandates. The appointed entity undertakes each assignment within its own scope and authority.

Benchmark Commercial Brokerage - Qatar

Commercial brokerage

Benchmark Commercial Brokerage connects businesses, investors and project owners across Qatar, the MENA region and Africa. Its role centres on commercial brokerage, business introductions and facilitation of commercial discussions within its permitted activities.
Benchmark coordinates introductions, commercial discussions and transaction follow-through. Related companies and appointed partners undertake the agreed research, fieldwork, technical services and operational delivery within their respective scopes.

Qatar

Benchmark Brand Communications - Sudan

Market insight and marketing execution

Founded in 2010, Benchmark Brand Communications combines market research with creative communication and field marketing. Its experience spans consumer and retail insights, brand activations, merchandising, events, advertising and trade marketing.

The Sudan company supports the practical work behind market development: gathering local insight, engaging audiences and trade channels, and coordinating marketing programmes on the ground. Current assignments are defined according to each project's requirements.

Insight | Creative | Production | Media | Advertising | PR

Sudan

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Benchmark Brand Communications - Kenya

Local groundwork for market entry

Established in 2012, Benchmark Brand Communications in Kenya supports companies preparing to enter or develop the Kenyan market. It assists with market research, local market understanding and the practical groundwork needed to assess opportunities and engage prospective partners.

Its role includes local coordination, marketing support, stakeholder engagement and business development follow-through. The company helps translate commercial plans into organized activity on the ground, with the scope agreed for each assignment.

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Insight | Creative | Production | Media | Advertising | PR

Kenya

Benchmark Trade & Investments - Uganda

Market entry and business development support

Established in 2023, Benchmark Trade & Investments in Uganda provides local groundwork for market entry and commercial development. It assists with market research, opportunity assessment and engagement with prospective business partners and relevant stakeholders.

The company supports local coordination, marketing activity and the practical follow-through needed to develop business opportunities in Uganda. Each assignment defines the required fieldwork, responsibilities and execution arrangements.

Uganda

Al Sakhoor Trading and Services - Qatar

Trading and cross-border commercial activity

Established in Doha in 2003, Al Sakhoor Trading and Services connects African opportunities with Middle Eastern and international markets. Its activities include business development, market research, public relations and international trade.

For each proposed trading engagement, the relevant entity's current licences, permitted activities and authority must be verified. Responsibilities and transaction arrangements are agreed separately. Benchmark Qatar's role remains commercial brokerage within its permitted activities.

Qatar

Al Sakhoor Trading and Services - Uganda

Mining and local value addition

Established in 2024, Al Sakhoor's Uganda activities centre on mining and the development of local resources and value chains. Its work connects Uganda's commercial potential with regional and international markets through local knowledge, partnerships and business development.

Alongside mining, its developing portfolio includes agricultural produce trading, coffee and fresh-produce exports, food concepts, aquaculture and fish processing initiatives. Operational roles and delivery arrangements are defined for each project as it progresses.

Uganda

FortMind Qatar

Cybersecurity Technology & Training Partner



FortMind is an external working partner. Under a written commercial brokerage engagement, Benchmark facilitates market-development discussions, institutional introductions and commercial follow-up across African markets.

FortMind provides cybersecurity expertise, technical assessments, implementation within an agreed scope, training and service delivery.

External working partner | Separate from Benchmark’s AI partnerships

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Leadership, Experience and a Clear Commercial Focus



Adil El-Hag

Chief Executive Officer

Business development and strategy experience across multiple international markets, with a strong focus on Africa.

Our Focus

- **Value Addition Projects**
- **Human Development**
- **Connecting Africa, the MENA Region and Global Markets**

Customized brokerage solutions and clear commercial follow-through.