Global Invest

CENTER FOR STRATEGIC COMMUNICATIONS

OFFER №103
SALE OF LUBRICANTS

APPLICANT:
MANUFACTURER

COUNTRY:
GREAT BRITAIN, UAE

INDUSTRY:
LUBRICANT MANUFACTURING

TARGET MARKETS:
CENTRAL ASIA, CIS, EASTERN EUROPE

OBJECTIVE:
SEEKING DISTRIBUTORS, STRATEGIC AND INVESTMENT PARTNERS

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Description: An international company manufactures high-quality next-generation lubricants under its own brand. The product range includes over **165 SKUs**, covering:

- **Automotive oils** (gasoline, diesel, motorcycles)
- **Industrial oils** (hydraulic, transmission, turbine, compressor)
- **Specialty fluids** (brake fluids, antifreeze, high-temperature greases, ATF and CVT fluids)
- **Railway and gas engine oils**

All products are developed in compliance with **international standards of quality and performance**, fully certified, offered in modern packaging, and supported by comprehensive marketing materials (catalogs, TDS, social media, and partner co-branding).

Key competencies:

- **50+ years** of combined industry experience (including backgrounds in BP, Castrol, Total, Aramco, and others)
- **Manufacturing and logistics facilities** in the UAE
- Advanced formulation technologies: **synthetic, mineral, and semi-synthetic** (API SN, CK-4, JASO MA2, GL-5, and more)
- Clear **market expansion strategy** targeting Asia, the Middle East, and Africa.

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Proposed Partnership Formats:

- Appointment of an **exclusive distributor** in the region
- **Joint establishment** of warehouses and logistics hubs
- **Support in branding**, local promotion, and training
- **Private Label** or co-branded product opportunities
- **Participation in exhibitions** and joint PR campaigns

Technical Specifications of the Commercial Offer:

- Product catalog includes 165+ SKUs
- Formulations comply with global standards: API, ACEA, JASO, ISO, etc.
- Packaging options: 1L to 20L cans, drums, and IBC containers
- Mixed container shipments available
- Full set of technical documentation provided (TDS, MSDS)
- Used oil analysis and transition support from other brands

Key Advantages of the Partnership:

- **British origin** ensures strong brand trust, especially in markets with a preference for European products
- **Operational hub in Dubai** provides flexible logistics and faster delivery to Central Asia
- Ongoing **marketing and training support** for regional partners
- **Adaptable product portfolio:** from affordable mineral oils to high-end synthetics tailored to regional conditions
- **Expansion potential** into adjacent segments: EV components, batteries, additives, and accessories