

# شركة طارق العالمية



TARIQ INTERNATIONAL  
BUSINESS CONSULTANT FOR  
MIDDLE-EAST & SOUTH ASIA  
Since 1993

# INTRODUCTION

TARIQ INTERNATIONAL CO., LTD was formed in 1993 in KUWAIT & PAKISTAN by renowned Medical professionals, Construction Engineers and Food Experts. TARIQ INTERNATIONAL is a growing diversified International Commodities Trading and Manufacturing Company. The company trades and manufacture various commodities including Surgical instruments, Medical Device CLASS(1)(2), Pharmaceutical material, Agricultural chemicals/fertilizers, Salt, Poultry, Spices, Vegetables, Fruits, Papers, Smelting furnaces, Detergent, Sports goods, Construction products, Earth moving equipment, Automotive Tires, Metal and Minerals. The company formed a team in Shandong province of China in 2015 and incorporated a company office in 2018. Operating through a regional “Joint Venture” arrangements with our branch company offices and Factories globally.

# GLOBAL TEAM

TARIQ INTERNATIONAL employs qualified and innovative individuals who have the necessary skills and years of experience to respond to today's, challenging quality needs. Exceeding client satisfaction motivates TARIQ INTERNATIONAL team of staff.



# OUR VALUES

The company upholds the following values as a guideline to its operation and business transactions:

1. Commitment
2. Quality of products
3. Customer Value
4. Teamwork
5. Professionalism
6. Flexibility / Adaptability

# Why Choose Us?

## Different type of work

- We coach companies and execute export projects of different types like: Market analyses, identification of clients or commercial agents in foreign markets and preparation of commercial missions. We offer a complete service, beginning from the adaptation of the marketing material until sales, depending on the client's needs. We also do import & export projects if you are searching new suppliers.

## Same quality and rapidity

- We offer our services SMCs which start their export process as well as to big companies which wants to enter new markets. No matter your area of business is, thanks to our wide range of contacts around the world we are able to meet requirements for your project. Because time is money we keep in mind that we have to work on the best efficient way possible. Deadline is, definitely, one of our basement. With Direct online and offline access to clients.

## Team project

- Because we never work better than when we work together, our philosophy is based on team work . It is one of the biggest part of our success. By sharing ideas and opinions we care about your project with the biggest attention. Depending on your project requirements, we selected who are the best people to take part to your problematic.

## Immersion

- Our team is trained in international trade, marketing, e-business and sales in order to enhance your future sales. We work with a team of bilingual native speakers in order to guarantee a perfect linguistic and cultural understanding.

## Product Launch & Brand Launch

- Your product or brand is a reflection of your entire organization, so it's essential that its launch both promotes the product or brand, and builds your reputation. Our global network of Tariq's agencies understands that, which is why we focus on implementing your key messages into every aspect of your launch to better connect you with your target audience. We also think outside the box to generate compilation, innovative ideas that help set you apart from the competition.

## How Can We Help?

- Did you know that the best time to launch a product or new brand is around an event, such as an industry conference or trade show? Or that more than 90% of new product launches fail? We know how to generate results because our network of agencies has several decades of experience with product and brand launches. We know what works, and we can apply the strategies we've developed to ensure your launch is a success.

We offer comprehensive Product & Brand Launch services, including:

- Launch Strategy
- Positioning & Messaging
- Design
- Marketing & Communications
- Media Relations
- Seminars and Public Exhibitions
- Social Media Marketing

From strategy and messaging to marketing and media relations, we offer reliable brand launch and product launch marketing services that create a buzz and make your new product or brand an instant hit.

## Ready to Get started?

Have an idea for a new brand, product or trade / export service? Introducing a new business initiative takes time and careful planning. To learn more about please contact TARIQ INTERNATIONAL TEAM with a network of trade and marketing experts around the world, and product launch specialists with experience in a variety of industries and markets, we have a local expert for you.

Be sure to discover all the services

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