

Lulu launches "Al Emarat Awwal" to promote UAE-made products and Agri sector ; UAE Farmers honored for their dedication to Sustainable Farming

Signs Sourcing Agreements with SILAL and Mustadama farms to promote homegrown agri produce across Lulu stores

Abu Dhabi: As part of the 54th UAE National Day celebrations, Lulu Group launched the "Al Emarat Awwal" (UAE First) initiative, reaffirming its commitment to supporting UAE-manufactured Products and the UAE's agricultural sector. The initiative aims to enhance the visibility and market reach of UAE-grown produce and locally manufactured products across the Lulu stores.

The launch event took place at Lulu Hypermarket in Khalidiyah Mall, Abu Dhabi, in the presence of Sheikh Mohamed bin Nahyan bin Mubarak Al Nahyan, Chairman of the Board of Directors of Dhahi Holdings PJSC; Sheikh Hamdan Bin Saeed Bin Tahnoun Al Nahyan, Secretary General, UAE Wrestling Federation; Hasan Jasem Al Nowais, Undersecretary of Ministry of Industry and Advanced Technology; Omar Suwaina Al Suwaidi, Undersecretary, Ministry of Industry and Advanced Technology; Dr. Mohammed Salman Al Hammadi, Assistant Undersecretary, Ministry of Climate Change and Environment; Yusuffali M.A., Chairman of Lulu Group, along with other senior officials and dignitaries.

"Al Emarat Awwal reflects our wider commitment to supporting the UAE's vision for a self-reliant and sustainable future. We will continue to promote sustainable agriculture, support UAE-manufactured products, and contribute to the nation's long-term food security goals " said Yusuffali M.A.

As part of the ceremony, UAE farmers were honored for their exceptional dedication to sustainable farming and their contributions to the nation's agricultural development.

To further strengthen the UAE's agri sector, Lulu signed sourcing agreements with SILAL and Mustadama Farms to expand the promotion of homegrown produce across its stores. The agreement with SILAL was signed by Humaid Ahmed Al Rumaithi, CEO

of Food Security at SILAL and Ashraf Ali M.A., Executive Director of LuLu Group, and. The Sourcing agreement with Mustadama Farms was signed by Rashed Alzaabi, CEO of Mustadama Farms and Salim M.A., Global Operations Director of LuLu in the presence of Yusuffali M.A., Chairman of LuLu Group.

This partnership will enhance market access for UAE farmers and support the country's efforts to build a robust and self-reliant agricultural ecosystem. Lulu also continues to source products from organizations such as the Zayed Higher Organization for People of Determination and other local partners as part of its commitment to inclusive, sustainable growth.

Also present on the occasion were Fahed Alblooshi, Chairman, Spaces Investment; Saeed Alzaabi, Chairman, Exponential Investments; and Dhafer Al Qasimi, CEO of Silal; Saifee Rupawala, CEO of Lulu ; Salim VI, Chief Operating and Strategy officer of Lulu; V Nandakumar, Director of Marketing and Communications of Lulu and other officials.