

## NRTC Holding Group and DAVA Agricultural Partner to Strengthen GCC Food Security and Sustainable Agriculture

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NRTC Holding Group has signed a strategic Memorandum of Understanding (MoU) with DAVA Agricultural to strengthen collaboration across fresh produce sourcing, agricultural trade, sustainability, and supply chain development within the GCC region.

The partnership reflects a growing regional focus on food resilience, sustainable agriculture, and integrated supply-chain ecosystems as GCC countries work to enhance long-term food security and agricultural innovation.

According to the companies, the collaboration aims to support the development of technologically driven agricultural ecosystems while addressing increasing demand for fresh produce across the region. The GCC fresh produce market is projected to exceed USD 27 billion, creating new opportunities for regional sourcing partnerships and cross-border agricultural cooperation.

The MoU establishes a framework for both organisations to explore initiatives related to sustainable sourcing practices, agricultural trade expansion, and supply-chain optimisation. The alliance is also expected to contribute to regional food-security priorities through improved operational integration and long-term collaboration across the agri-food sector.

The signing ceremony was attended by senior representatives from both organisations. Representing DAVA Agricultural were Mohamed Kafafy, Export Manager, and Osama Nasser, Head of Public Relations, on behalf of CEO Faisal Al Battal and Deputy CEO Wissam Abdul Samad.

The agreement highlights the increasing importance of strategic partnerships in transforming the GCC's agricultural and fresh produce sectors, where sustainability, supply-chain resilience, and advanced farming practices are becoming key priorities for governments and industry stakeholders alike.