



Agthia Group launches eAuction platform eZad

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Agthia Group, a leading regional food and beverages company, has announced the launch of eZad, an innovative, convenient and efficient business to business eAuction platform, where buyers from across the globe can buy dates in bulk from sellers in the UAE. eZad makes buying and selling of dates faster, more transparent and profitable for all stakeholders. The platform is committed to helping farmers grow better dates while enabling wholesale date buyers to grow their business. In the first phase, eZad will source dates from farmers in the UAE and begin listing from the start of the harvest season in August. Subsequently, eZad's scope will be gradually expanded to other countries. Farmers will list their dates for auction in eZad through a trustworthy certification system that grades dates under reliable market standards, supported by a quality guarantee built on the extensive experience and reputation inherited from Al Foah. The auction listing will be made available on eZad to buyers around the world for 48 hours. Buyers will be able to search and filter the listings based on preferences such as price, date type, quantity and quality.



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Buyers can collect the dates purchased from one of eZad's warehouses or select from any of the value-added services on offer, including storage, packaging, loading, fumigation, washing and delivering the dates to world-wide locations.

Alan Smith, CEO, Agthia Group said: "The eZad platform has been created to bring transparency, convenience and standardisation to the dates industry, through the technology and services we provide. Our goal is to link small and big farmers directly to bulk date buyers via a single, simple and innovative platform. By creating this direct link, previously hidden margins, as well as travel expenses, would be eliminated thereby offering a cost-effective solution to buyers."

eZad aims to become the leading sales channel for farmers and at the same time offer a completely hassle-free experience for buyers.