



HORIZON MAX GENERAL TRADING LLC

Office: #112, AL SHAMSI BUILDING
OUD METHA, DUBAI, UAE

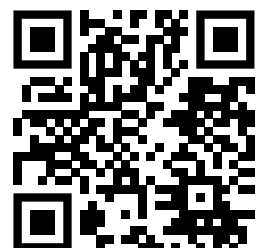


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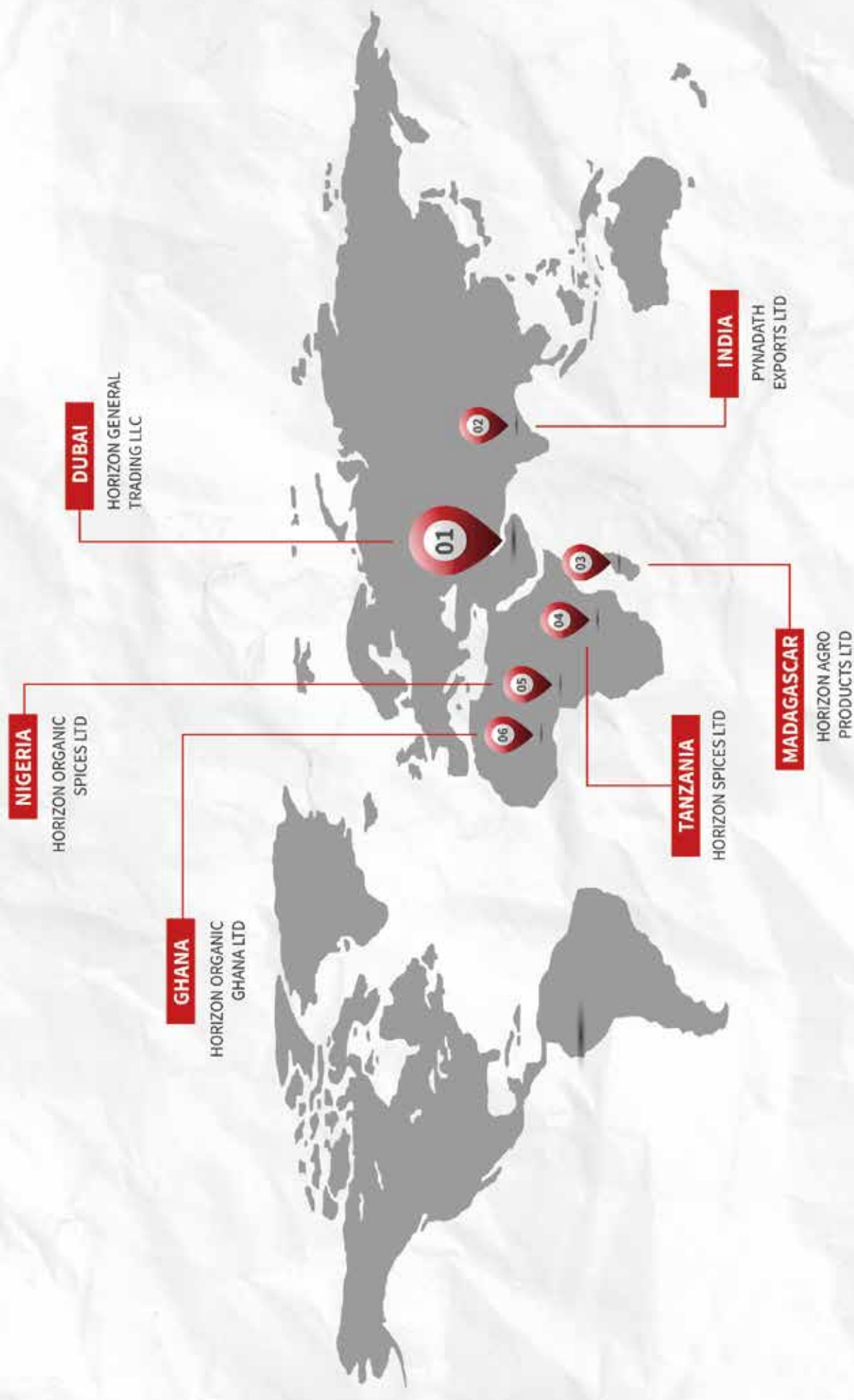
www.horizonmaxme.com





HORIZON GROUP

OUR NETWORKS



Our Story

Horizon was started a decade ago as a small trading company in Nigeria, sourcing and supplying house hold items for daily life. As a trading company, we were not prepared for the multiple challenges this posted. Later we built on the idea of creating an ethical-efficient bridge between small farmers in Africa and buyers across the world seeking high-quality organic & natural produce.



Our Philosophy



All of our accomplishments are a reminder of the great family we have, and in a way, a celebration of us being together and what will come. We adopted an integrated approach from farm to fork concept to make the process as efficient, transparent and fair as possible. Our goal is to stay ahead of the curve through constant innovation; by forecasting customer demands and investing in the best infrastructure possible. Horizon has taken upon it the responsibility of giving value addition to all their produces and provide price stability.



Group Overview

Over the past 15+ years, Horizon has built a valuable portfolio of businesses that have achieved ethical-efficient positions. To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust.

- *Jonny Antony*

Founder and Group CEO

Our Mission

To Conducting business in an ethical, socially responsible and environmentally sustainable manner must be embedded in every aspect business verticals.

Our Values

To adopt a customer centric approach across our business process with a special focus on: Transparency, Respect, Fairness, Honesty, Team work, Agility, Speed, and Responsibility.

Core Business & Strategy

Following successful progress against the Plan targets, in the year 2019, we announced a re-organisation of Horizon to unlock long-term value. We have developed a clear Purpose, compelling vision and a differentiated strategy for each of our operating groups. Each can capitalise on specific trends that underpin its sectors, pursue its own strategy, take advantage of new market opportunities, attract new talent, optimise resources and invest in requisite assets and capabilities which will deliver profitable growth and build long-term value on a sustained basis.



*Let us **SAVE**
the **WORLD**
TOGETHER*



Ethics & Compliance

As a responsible corporate company, we pay utmost attention to issues such as corporate ethics, transparency and sustainability. We believe in setting exemplary standards of ethical behaviour, both internally within the organisation, as well as in external relationships. All Horizon policies are based on the abiding principles of trusteeship, transparency, empowerment and accountability, control and ethical business.



Leadership TEAM

Jomy Antony

Executive Director & Group CEO



Jomy Antony is a key member of the management team for over a decade overseeing the growth of the company since inception. With over 20 year's experience in commodity business leading the management team, he is responsible for the continued growth of Horizon group network across the operating markets globally. A degree holder in International Marketing, Mr Jomy holds extensive experience in international operations management of business and commodity products and has extensively travelled to most of the South Asian countries, Africa, Germany, China, UK, US etc. With his strong sales and marketing skills he has built an unwavering reputation bringing continuous business growth over the years.

Jolly Anthony

Executive Director & Group Chairman

Mr. Jolly Anthony is an Indian citizen, the Managing Director of Horizon Organic Spices Ltd. He joined Hardeep Nigeria Ltd in the year 2000 as financial controller and Later Hardeep Merged Sonha Investment Ltd, he is the Managing director for this company. He has started his career from 1994 after his Master Degree in Commerce from University of Calicut and completed a Diploma in Business Management from University of Mumbai, India. Currently he is the Chief Financial Controller of the company.



Tony George

Group Director Marketing



Tony is working in UAE region for over 20 years, he is also a key member of the management team who is directly dealing with agricultural commodities. He has extensively travelled to most of the South Asian countries, Africa, China, Germany, etc. and has good knowledge of commodities grown in these countries. This encompasses sourcing, procuring and supplying various origin. A post graduate from a leading management school, he kick started his career in the retail food distribution business playing a key role in launching a retail distribution network for a leading agri commodity company and thereafter gathered over 20 years of experience by working at various international agro conglomerates.

Lukose Martin

Group Director Business Development

Lukose Martin has 26 plus years of experience in various positions of marketing of organic spices from multi-national companies. He has worked in many African countries like Nigeria, Uganda, Tanzania, Ghana and Madagascar in sourcing of various spices. He has wide Experience in manufacturing and marketing of Organic agricultural commodities in international market. He has expertise in Product development and value addition of various spices. He has started his career from 1996 after his Post Graduate Diploma in Business Management and further completed his MBA degree with specialisation of Marketing Management and Human resource management.



Our Business Verticals

Horizon group operates in more than 10 countries across 4 continents, with a mission. HORIZON group of companies include Horizon Max General Trading LLC, Horizon Organic spices Ltd, Horizon Agro Products Ltd, Horizon Spices Ltd, Horizon Organic Ghana Ltd. Each company or enterprise operates independently under the guidance and supervision of its own board of directors.



Horizon Max General Trading LLC
Dubai



Horizon Organic Spices LTD
Nigeria



Pynadath Exports LTD
India



Horizon Spices LTD
Madagascar



Horizon Agro Products LTD
Tanzania



Horizon Organic Ghana LTD
Ghana



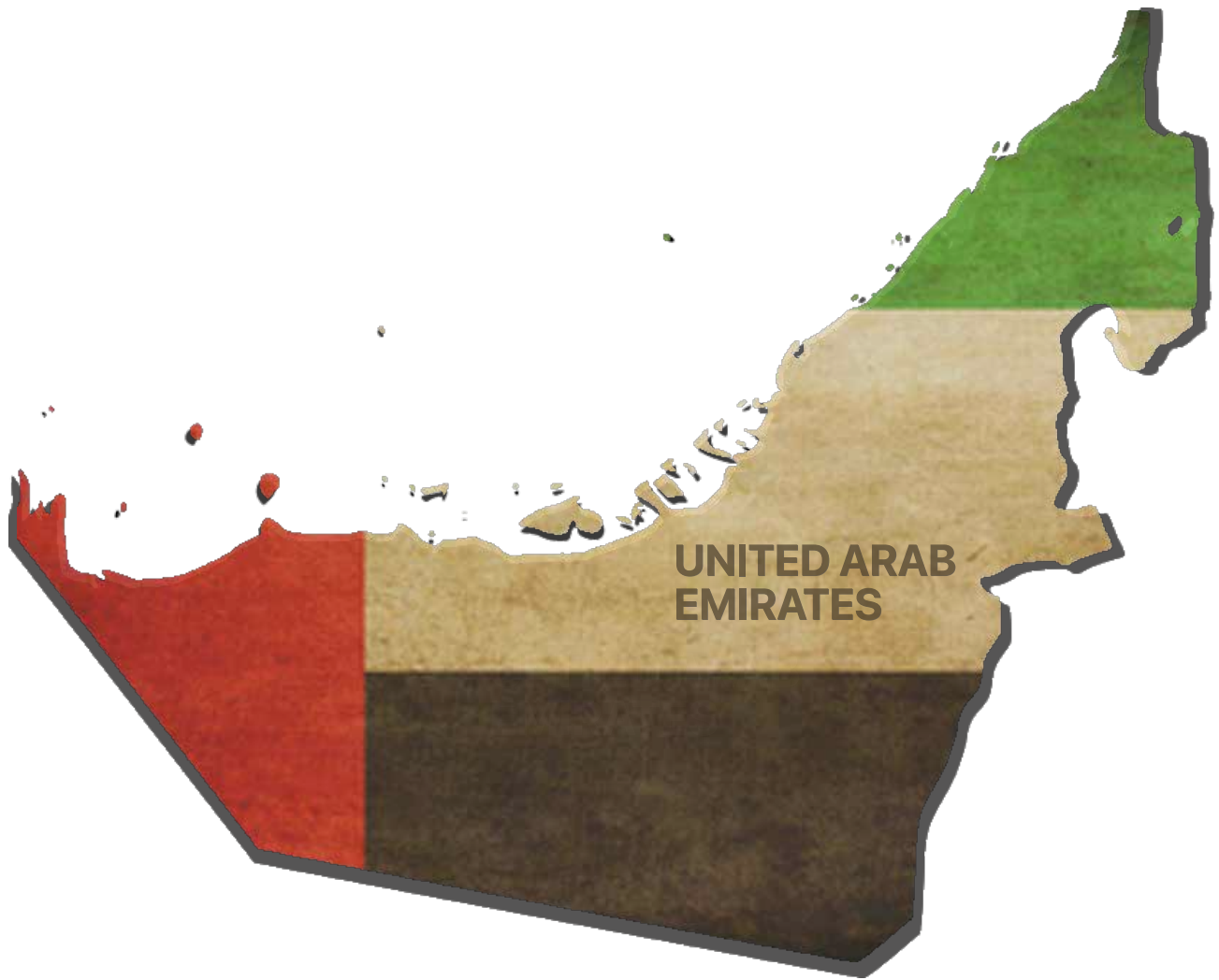


Conversion



Consumers are favouring healthy, safety nutritional food and customised diets. They are seeking natural, organic and traceable clean labels and to buy local where possible to reduce food miles. In developed nations, house holds are prioritising food habits to spend while cutting back elsewhere, forcing suppliers to differentiate their offerings to reflect these customer demands.





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HORIZON GENERAL TRADING LLC

HORIZON MAX GENERAL TRADING LLC, registered in United Arab Emirates (UAE) the developing global business hub year 2011 at Dubai. It is the principal investment holding company and promoter of Horizon group of

We have over 10 years of experience in supply chains across the world with foundations built from our on-the-ground presence in Asia and Africa.



Our operating capabilities in global origination, processing, trading, logistics, distribution, and risk management set us apart from our peers. While our strategic manufacturing assets in key destination markets strengthen our service to customers.



Our marketing team interacted closely with various foreign markets and gained insights into how consumer expectations were changing. The regular manufacturing processes were no longer enough; the answer was end- to-end quality control which allowed zero short-cuts. Our business team structure and net work had to be transformed and scaled up to realize our vision. We adopted an integrated approach to best quality sourcing, monitoring, and delivery on time our products which ensured the quality that our customers expected. We believe that sustainability should sit at the heart of the business.

United Nations Commissions

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The United Nations Missions we serve

- THE REPUBLIC OF SOUTH SUDAN (UNMISS)
- THE DEMOCRATIC REPUBLIC OF CONGO (MONUSCO)
- UN INTERIM FORCE IN LEBANON (UNIFIL)
- THE REFERENDUM IN WESTERN SAHARA (MINURSO)
- UN INTERIM SECURITY FORCES IN ABYEI (UNISFA)





HORIZON ORGANIC SPICES LTD

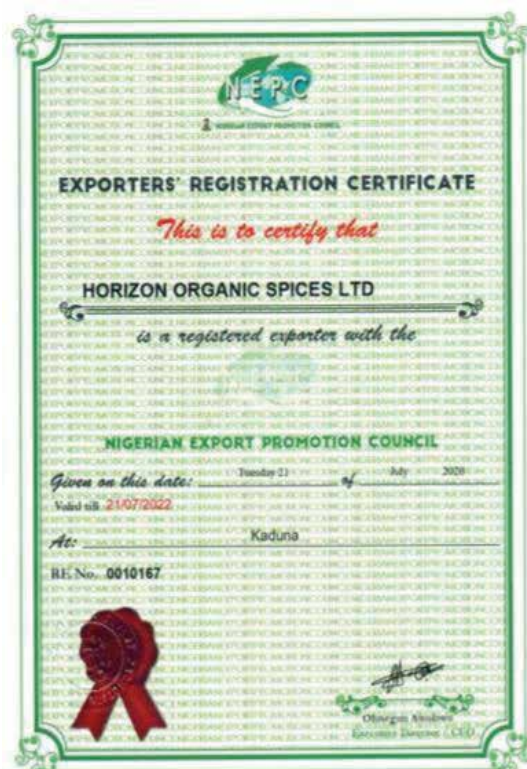
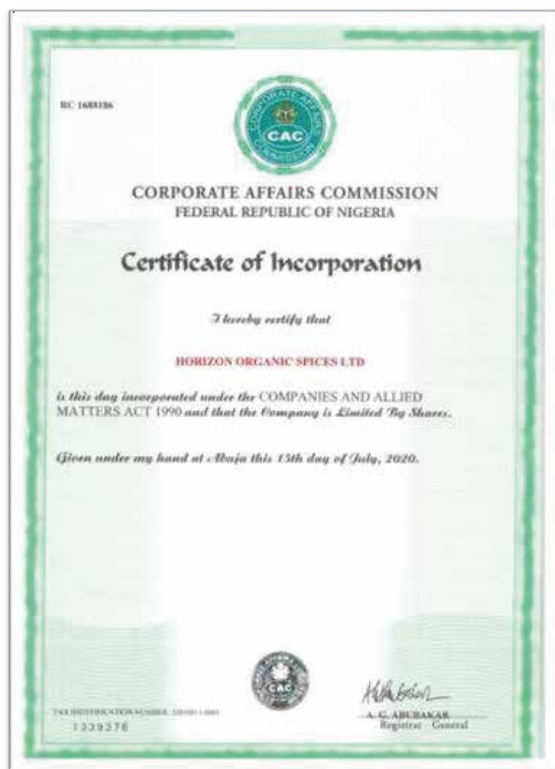
Horizon Organic Spices established and developed their business model with 521 farmers in rural villages in Kaduna state of Nigeria in 2017. We have taken upon it the responsibility of giving value addition to all their organic produces and provide price stability for the farmers. We will invest in our people and partners, enable continuous learning, and build caring and collaborative relationships based on trust and mutual respect. The key strategy and measure adopted in this respect is common pooling of products and value- added processing before sale.

We will integrate environmental and social principles in our businesses, ensuring that what comes from the people goes back to the people many times over. We will be passionate about achieving the highest standards of quality. We will be fair, honest, transparent and ethical in our conduct; everything we do must stand the test of public scrutiny. We will be bold and agile, courageously taking on challenges, using deep customer insight to develop innovative solutions.



Registrations

The company is duly registered with the Corporate Affairs Commission, Abuja under the Companies and Allied Matters Act 1990 with her objectives duly listed in the Memorandum of Association (RC no. 1688186). It is also a registered member of NEPC (Reg No.0010167)



Certifications

We are a certified under organic standards of EC Regulation No.& 2007/834 08/889 and subsequent amendments are at par with the legal requirements of USDA.



Location



Processing unit

Organic Ingredients



Five leading product platforms coming together to serve growing customer needs

If you need a reliable supplier of Ginger, Turmeric, Hibiscus, Cola-nuts and Birds Eye Chilli, our sheer scale and specialist knowledge in each makes us a go-to. But the real value comes when we cross-pollinate our thinking to open up exciting new possibilities.



Management



Our Team

Young socially committed entrepreneurs with a full - fledged team of ICS Management, Exports, Procurement, Production, Quality Control, Finance & Accounts, Team strive hard harmoniously maintaining ethical standards to acheive our vision of a sustainable & organic world.



Building - up Sustainable Farmers Community

Organic Farming:

We have always been extremely focused at pioneering new product standards that address key applicants from time to time. We have a multi - layered Quality Control system that begins right at the farming stage. This ensures that that raw materials that from the farms are of utmost purity and meets our Stringent Quality norms. Horizon primary supply of Organic & Natural products comes directly from its farm projects form its origin



Training / Certification:

We give our growers constant technical assistance for free, helping them to improve their farming skills, obtain higher yeilds with better quality and therefore getting more profits. We promote Organic & Natural Agriculture and guide our farmers through Training & Certification. We encourage the concept of 'zero - cost' farming by providing them with seeds and training to use various Bio - Manures, Bio - Pesticides & Composting methods.



Procurement:

Always on the purchase a premium price is paid which happens to be 10 -15% Higher than the Local Market Rates at the minimum. Even after seeing off Processing Charges & Business Expenses, there could be a Large surplus legitimately entitled to the farmers.

Processing Facilities

Horizon Established its name as reliable exporter of Organic Spices from Nigeria since 2018. Our Quality policy is simple – Do it the Right way. Keeping with this policy, Horizon has made large Investment in its best technologies over the years. All of our facilities are 100% certified Organic & Natural



Quality Assurance

Horizon strictly adheres to a Policy of Total Quality Management, and We allow no compromise when it comes to Product Quality. We have specially signed experts to supervise the entire processing right from Collection, Procssing, Packaging to Final Shipment.

Customer Service

A Common Goal underlines every aspect of our operation, from Quality to Pricing and Delivery – to bring the very best to our Customers at all times. Customers can rest assured that their order will match their exact customized specifications. In Today's economy where agriculture is a volatile industry, Horizon realizes the value of keeping abreast with the times. We recognizes the importance of timely deliveries and meeting deadlines.



Organic Plants to Plates



Hibiscus



Dried Turmeric
Slices



Birds eye Chilli

It's not Raw Material
It's Raw Potential



Ginger



Fresh Turmeric



Dried Ginger
Slices

WELFARE ACTIVITIES

We believe Charity needs Humanity not
Publicity





Horizon finds fulfilment in caring for its 200 employees, the sick, needy and distressed patients by attending to their medical needs.

Since 2019, Horizon supports Free meals for the day programme for all the employees working in the processing unit “daily meal” initiatives which is aimed to bringing the employees back to normal life after pandemic of COVID-19. We believe in inclusive growth and support community development projects for empowering rural children and people on the farms with basic literacy and life skills to live with dignity.

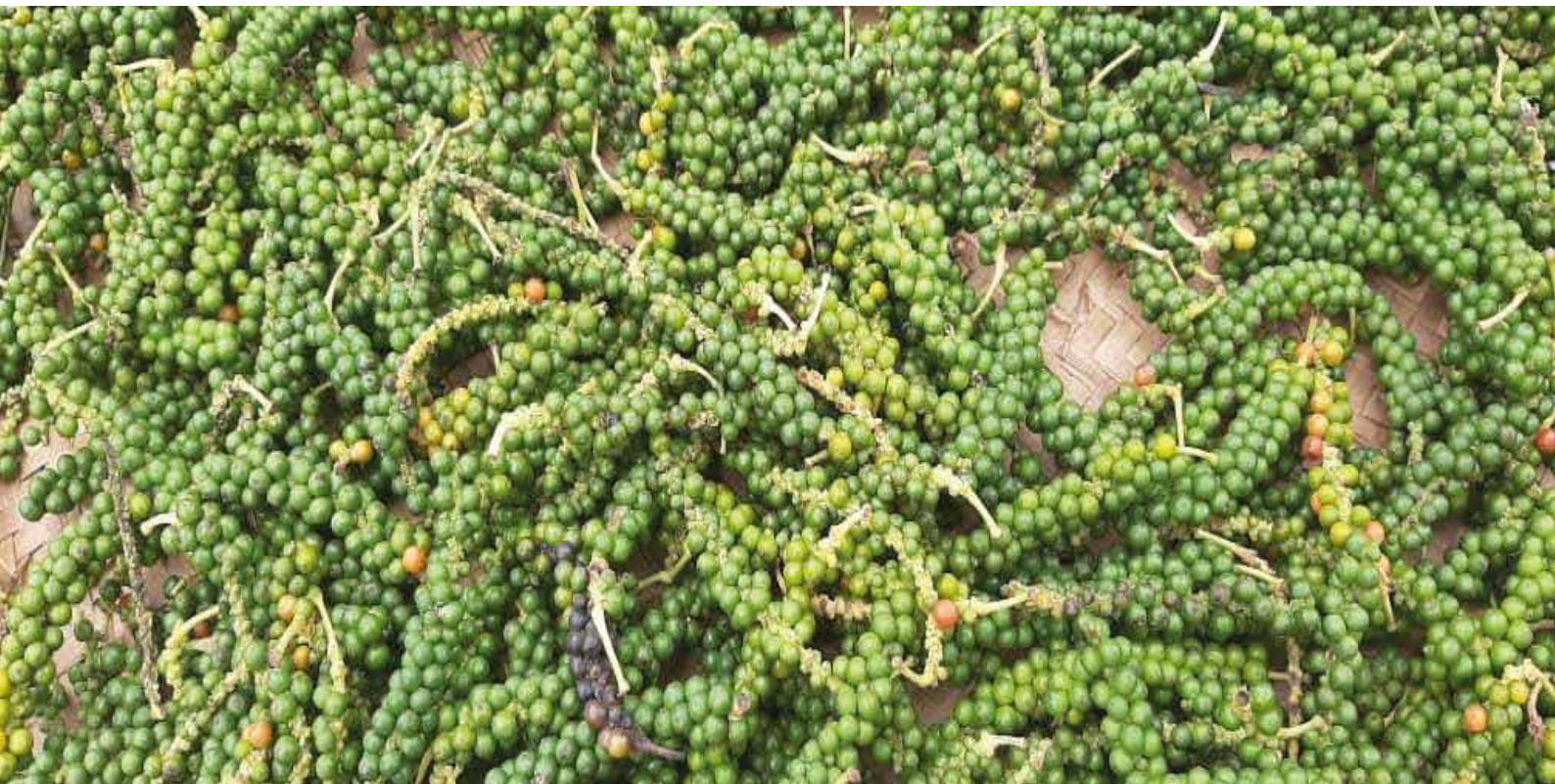




HORIZON SPICES LTD

Agriculture is the backbone of the economy of Tanzania but faces a number of constraints that hold back its potential contribution to promoting growth and reducing poverty. We're deeply involved at every stage of our supply chain 'plant to plate' manage quality, food safety, traceability, and on time delivery of supply for greater control and reliability. And it doesn't stop there. Our work towards sustainability is focused on reducing our environmental impact and working towards the long-term growth and wellbeing of all our stakeholders. We strive to build partnerships with organizations that share our values and support our commitment towards the United Nations Sustainable Development Goals. Through the UNSDG's 2030, we recognize our role in the supply chain and work towards creating positive social impact.

With the expansion of Horizon business to neighbouring countries in Africa and a steady increase in demand of tropical spices, the range of organic spices were introduced by setting up of Horizon Spices Limited in Tanzania since August, 2020. We believe in a holistic approach of spice production, one that protects the consumer, the producer and the environment.



Locations



Address:
Horizon Spices LTD
#3, BLOCK 'H' KIHONDA
MOROGORO, TANZANIA



MOROGORO



MBEYA, KEYLA



SAKRANI

Management

Horizon organizational structure and operations had to be transformed and scaled up to realize our vision. We adopted an integrated approach to sourcing, monitoring, and selling our products which ensured the quality that our customers expected. Our sales team interacted closely with foreign markets and gained insights into how consumer expectations were changing. We are keeping end-to-end supply chain guarantees transparency and traceability, that our customers have come to expect.



Dedicated Team



Responsible Sourcing

Farmers find it difficult to market their organic products so we have formed a good supply chain system where we connect the producers and the consumers of the organic product. We have created a network across worldwide to deliver different organic spices.

Through our direct farmer's Sourcing from villages of Kinole, Amani, Busokelo, Bombani, Tukuyu, etc of Tanzania, we have developed partnerships with farmer cooperatives and have been able to assess and streamline the supply chain process thereby allowing us to source directly from our farmers, increase efficiency and boost the local economy.



Building-up Sustainable Farming

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Processing & Supply Chain



The facility is located in a very serene environment, away from all pollution, at Kihonda, near Morogoro. The unit is fully dedicated to the processing of organic spices and has a capacity to process 1 MT spices per hour. Here the purchased materials are washed, dried, cleaned, graded, and storage cum packed for export and domestic markets. This unit is certified as per the standards EU and NOP organic standards. Horizon maintain organic spices a substantial stock of regular products. This enables it to supply ample quantities, as and when they are demanded.



Certification & Traceability

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ORGANIC PRODUCTS

Historically, the allure of Spice had led to wars and expeditions; even today chefs continue to dig deeper into Spice Boxes across continents to add a touch of exclusivity to their signature dishes. It is not just about restaurants; average household consumption of Herbs & Spice has increased dramatically during recent times with scientific validation of their therapeutic prowess.



Birds eye Chilli



Black Pepper



Cardamom



Cinnamon



Cloves

Ethics & Compliance

we do business is just as important as success itself, and high standards of behaviour are fundamental to the values and culture. That's why working in an ethical, socially responsible and environmentally sustainable way is embedded in every aspect of our business.





MADAGASCAR

HORIZON AGRO PRODUCTS SARL

Horizon Agro Products is a business unit of Horizon group of Company established in Madagascar. In the year 2019, the unit has developed for sourcing directly the natural spices from the origin. Office and warehouse is located in port city of Toamasina.

As a global company, we are renowned for leveraging our global sourcing network and on the ground intel so we can offer a safe, secure supply of traceable and sustainable ingredients. Our sourcing team in Madagascar manage quality, food safety, traceability, and security of supply for greater control and reliability.

Our direct links with farmers, in combination with our own processing facilities in origin countries, allows us to offer products at a competitive price. Our years of experience within the spice industry has resulted in deep knowledge of the ingredients we sell. This knowledge is put to work in our Research and Development department through various projects and activities. From sourcing and processing to transport and trade, we continuously innovate to deliver quality products with competitive pricing.



Locations



Address:
Horizon Agro Products
LOT 198 BIS ANJOMA
TOAMOSINA, MADAGASCAR

Management

We aim to operate as a partner to our customers by providing high service levels, on-time delivery and quality assurance. We have a team of qualified and skilled professionals who persistently work towards achieving the targeted goals. Backward integration is one of the key reasons for our long-standing success and proves that well begun is half done.



Our Team



Sourcing Spices



we work hard to bring our customers the very best of each spices origin. From deep villages to processing to delivery, Horizon means quality control and traceability. There is zero compromise and quality in every step of our operational process.

Cinnamon grows in many areas of Madagascar, with the most producing areas found within the Atsinana and Analanjirofo provinces. Madagascar and Ceylon cinnamon contains very low amounts of coumarin in comparison to Cassia cinnamon. Coumarin is a slightly toxic substance, which should be avoided if taking cinnamon regularly as a health supplement. Madagascar/Ceylon cinnamon contains at least 250 times less coumarin than its Cassia cinnamon

Black peppers are grown in the wild or in polyculture planting areas intermingled with cocoa, vanilla, mango and other fruit trees, providing a naturally organic environment typical to our region, country and farming practices. Whether certification is available or not, our peppers are always organically produced.

Cloves is the main cultivation and production area is Analanjirofo, which in Malagasy means clove forest. The area makes up large parts of the Toamasina province, including Tamatave, Sainte-Marie Island, Mananara, Fenoarivo Atsinanana (Fénérive) and Soanierana Ivongo. Madagascar cloves are graded into three classifications depending on harvest, processing and intended use: CG1, CG2 & CG3.



Processing & Harvest Season

We are a reliable exporter of cloves, black pepper, cinnamon, turmeric and vanilla from Madagascar since 2019, we process our materials ourselves with our skilled labours. We purchase our goods directly from farmers, not middlemen. We work with serious farmers in the region where products are of the highest quality. We guarantee fair and low price.

Black Pepper: Nosy-be – Sambirano: July to September if in the East Coast: May to August.

Cinnamon: The cinnamon grows from grains in forest, commonly there is no season for cinnamon but during the summer time it is available in larger volume.

Cloves: Harvesting varies depending on the area but generally take place between October and March.

Turmeric: Harvesting of turmeric is from July-September.



On Time Delivery

Our team has identified the importance of timely deliveries and meeting deadlines. In times like today where highly competitive businesses run with clocklike precision, we have built a stable and growing base of loyal customers by ensuring orders are delivered within the stipulated timed period, and by assuring customers of year- round availability of products.



Destinations for Export

