

Saudi Companies partner with Alibaba to boost date exports

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Numerous Saudi companies have recently visited the headquarters of Alibaba Group in Hangzhou to access the Chinese global marketplace and enhance the promotion of Saudi dates in global markets. The visit, organized by the National Centre for Palms and Dates (NCPD), showcased premium dates and products from 23 Saudi companies to Chinese food industry companies over six days. The focus of the visit was to leverage Alibaba's platform to bolster the promotion and export of Saudi dates to global markets, including China.

Mohammed Al Nuwairan, the CEO of NCPD, stated that featuring Saudi dates on the expansive Alibaba platform would facilitate their access to global markets. He also mentioned that this initiative builds upon the partnership established between date companies and Alibaba Group during the World of Dates Expo held in Riyadh in December.

Al Nuwairan emphasized that the visit underscores NCPD's role in supporting Saudi dates and their products, to position them as the top choice worldwide. The text also highlights that in 2023, Saudi Arabia experienced a 14 per cent surge in exports of dates and their products, rising to SAR 1.462 billion from SAR 1.28 billion in 2022. Additionally, between 2016 and 2023, Saudi date exports witnessed an impressive 152.5 per cent increase, with the number of countries importing Saudi dates rising to 119.