

Zoho partners with UAE Food Cluster to drive SME digital transformation in food sector

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Global technology company Zoho has partnered with the UAE Food Cluster to accelerate the digital transformation of small and medium-sized enterprises (SMEs) within the country's food manufacturing and trading sector. This collaboration aims to enhance the industry's competitiveness by integrating advanced digital tools into finance, operations, compliance, and performance management.

By leveraging Zoho's enterprise-grade cloud technologies, the initiative will provide scalable, secure, and AI-powered business solutions tools that were previously accessible mainly to large corporations. This will empower SMEs to operate with greater efficiency and affordability.

In alignment with the UAE's focus on corporate tax compliance, operational excellence, and data-driven growth, the program will enable over 300 eligible food SMEs to adopt digital solutions that streamline operations, improve process efficiency, and enhance traceability and regulatory compliance.

The initiative includes a two-year national rollout, with onboarding for 100 companies in the first phase. Participating SMEs will gain access to Zoho's suite of digital modules covering finance and accounting, supply chain and inventory management, human resources, and data analytics. Each module is built on Zoho's integrated technology stack, offering real-time insights and AI-driven automation to minimise manual errors and support smarter decision-making.

Through this initiative, Zoho and the UAE Food Cluster reaffirm their commitment to strengthening the nation's food ecosystem through technology, collaboration, and capacity building. SMEs will also receive training and implementation support from Zoho to ensure a smooth adoption process and long-term digital success.