



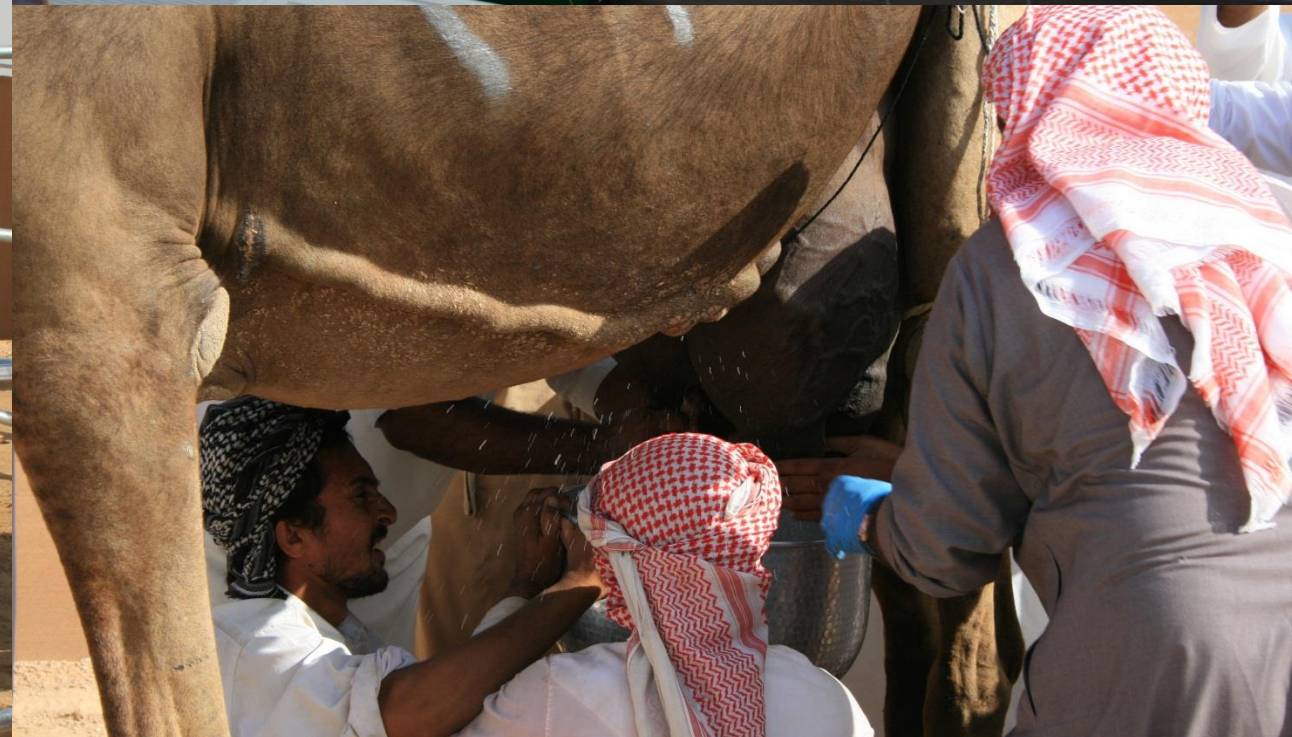
Emirati camel milk sales system to the local and international market

**The Camelicious experience with a bumpy “roller-coaster ride”
from the UAE to the world**

**Peter Nagy, Saeed Juma Bin Subaih, Mutasher Al Badri, Jutka Juhasz,
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Emirates Industries for Camel Milk & Products
Dubai, United Arab Emirates**

**The rise of camel milk marketing in the Mediterranean Basin
Business opportunities and sustainable development pathways
15-16 November 2021, Montpellier, France**

Camel milking competition



The background

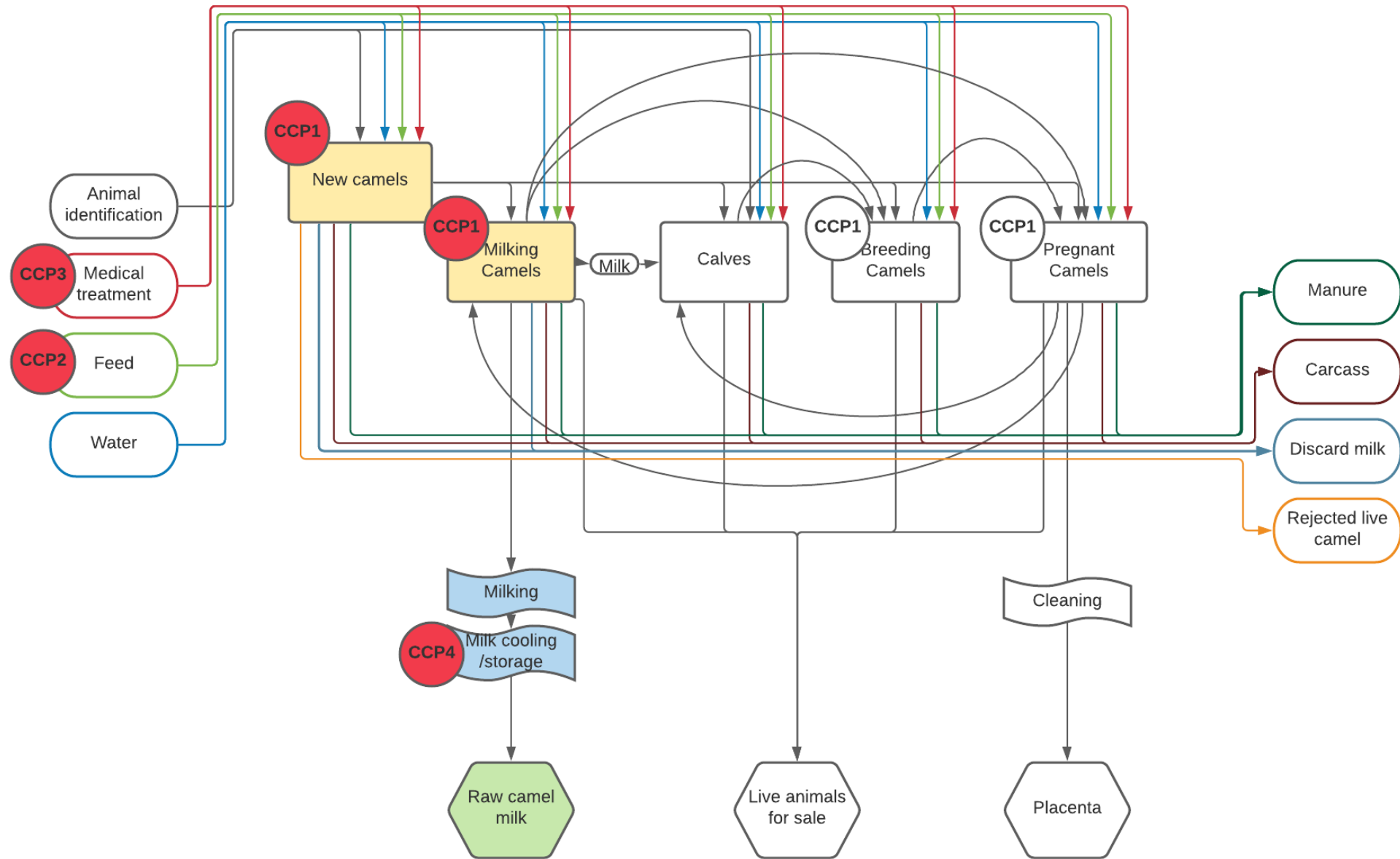
- EICMP, the world first integrated camel milk production and processing project has been established in Dubai, UAE in 2006.
- Our mission has been to develop and adapt the technologies in order
 - to produce high quality raw camel milk for further processing
 - to develop new, innovative products
 - to increase public awareness of the “white gold of the desert”
 - to become a benchmark in the camel dairy industry.
- At present, the farm owns over 8000 animals and produce more than 3.5 million liters of camel milk annually.

Stakeholders

- National:
 - FBO: Emirates Industry for Camel Milk and Products
 - Central competent authority: Ministry of Climate change and Environment
 - Local competent authority: Dubai Municipality, Veterinary Service Section
- International:
 - Competent authorities in importing countries
 - Importers
 - Distributors and promoters

The coordinated effort of all stakeholders is required to evolve from a national food business operator to an international exporter in the food sector

Food Safety Management System: ISO22000:2018



EU legislation on camel milk import

28.3.2013

EN

Official Journal of the European Union

L 90/71

COMMISSION IMPLEMENTING REGULATION (EU) No 300/2013

of 27 March 2013

amending Regulation (EU) No 605/2010 laying down animal and public health and veterinary certification conditions for the introduction into the European Union of raw milk and dairy products intended for human consumption

(Text with EEA relevance)

(1) in Article 4(1), the introductory phrase is replaced by the following:

Member States shall authorise the importation of consignments of dairy products derived from raw milk of cows, ewes, goats, buffaloes or, where specifically authorised in Annex I, from camels of the species *Camelus dromedarius* from the third countries or parts thereof at risk of foot-and-mouth disease listed in column C of Annex I, provided that such dairy products have undergone, or been produced from raw milk which has undergone, a heat treatment involving:';

(7) In order to authorise imports into the Union of dairy products produced from dromedary camel milk from certain parts of the territory of the United Arab Emirates, the Emirate of Dubai should be added to the list of third countries or parts thereof referred to in Annex I to Regulation (EU) No 605/2010, with an indication that the authorisation provided for in Column C of that list applies only to dairy products produced from milk of that species.

This approval was only the start of a very difficult process, a bumpy “roller-coaster ride” in order not only to be present, but also to be successful in the international area



100% Quality

كاميليشيس حليب الدار



ESMA-UAE



AVA - Singapore



USDA - USA



ISO 22000-2005



МИНИСТЕРСТВО
СЕЛЬСКОГО ХОЗЯЙСТВА
РОССИЙСКОЙ ФЕДЕРАЦИИ
Russian Federation



EU Commission

Camelicious[®] Nation's Milk



Elements to sell camel milk internationally

- To develop camel milk products with long shelf-life
- To meet all statutory requirements, regulations in the importing country
- To work out transportation and logistic routes
- To understand the specific needs and requirements of each market/country
- To create awareness and conduct marketing campaigns
- This process never stops as the world is changing constantly and we have to adapt simultaneously (i.e. new regulations to export to the UK after BREXIT).

Importance of awareness to camel milk

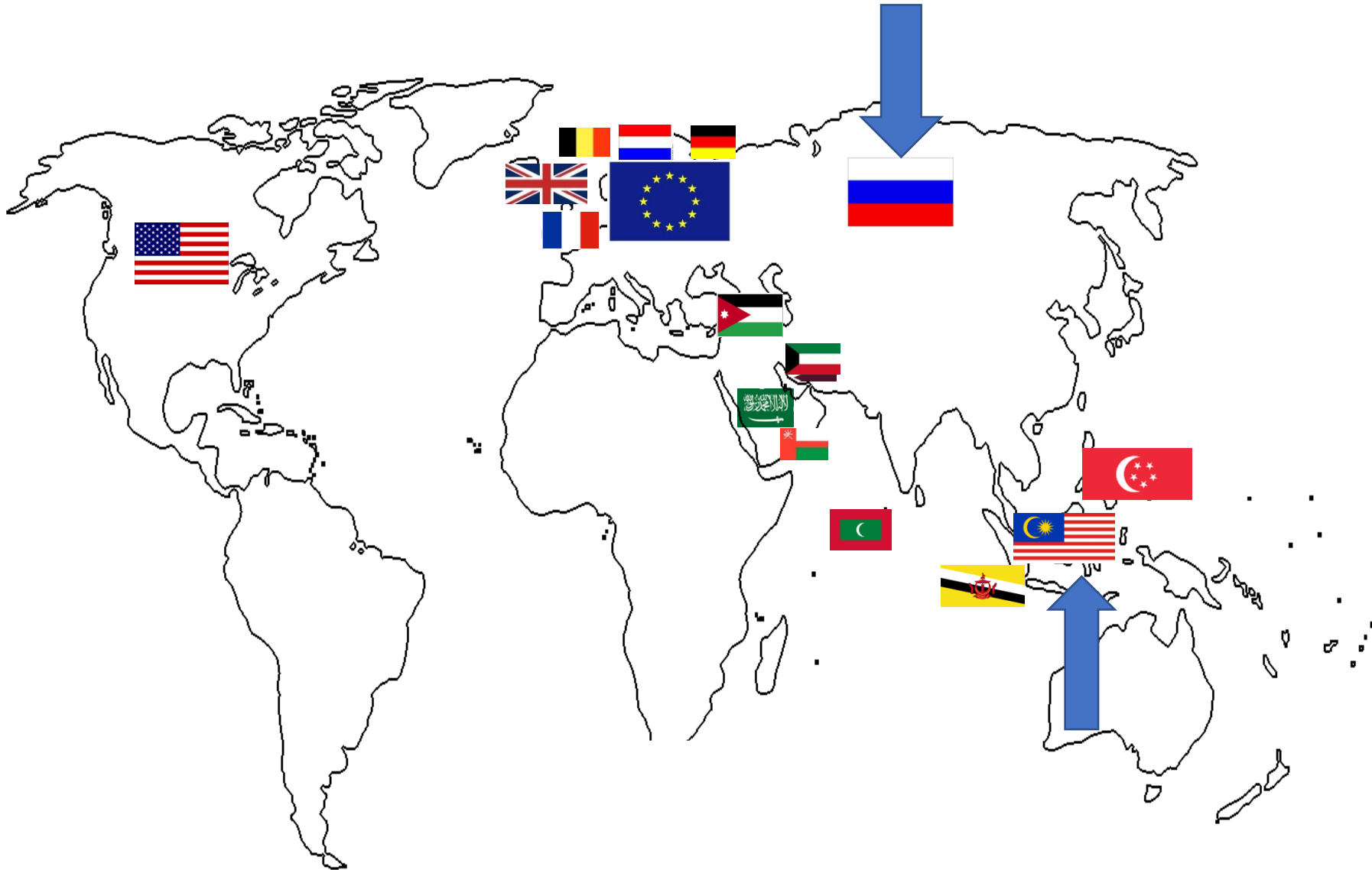
- An integral part of our export strategy
- Awareness through various communication channels
- Requires huge marketing budget in order to target health-conscious, mainstream consumers.
- Camel milk is well known among ethnic groups in several western countries, but consumers are scattered and may not have the purchasing power for such a niche product.
- Camel milk products are expensive. We expect consumers to spend much more for camel milk compared to cow milk. For example, in the UK, the price of one liter of camel milk reaches 12 pounds compared to 1 to 1.6 pounds for one liter of cow milk.

Representation in various countries and distribution channels

- GCC countries
- EU and UK markets
- US
- Japan
- China (through on-line platform)
- Our products have been listed in some major supermarket chains such
 - ASDA in the UK
 - METRO in Germany
 - Walmart in the US (for on-line sales)
 - Amazon (on-line sales).
- Owing to the presence of our products on the shelves of these big distributors our sales are growing steadily each



Camelicious Worldwide



Product Range

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Camelicious[®] Nation's Milk



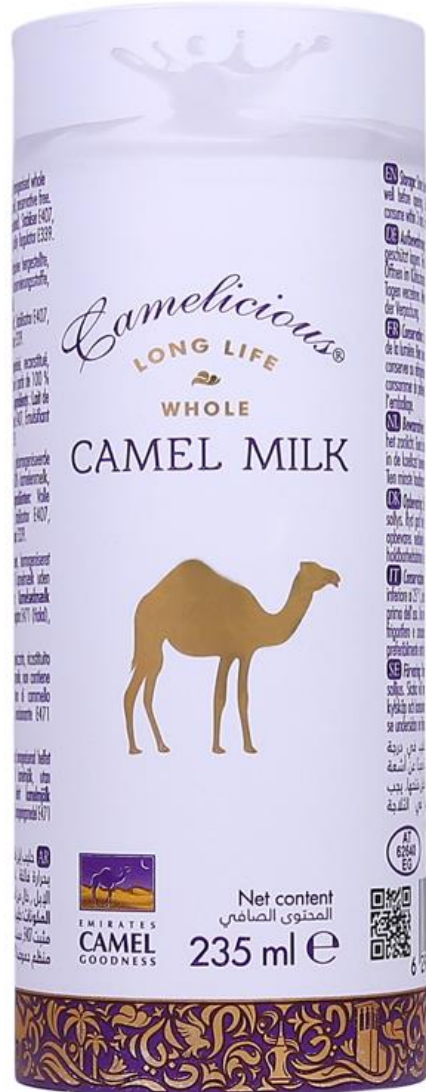
Stock Keeping Units (SKUs)

- > 60 SKUs
- Dairy
 - Liquide
 - Butter and fat
 - Powder
- Beverages
 - Coffee
 - Endurance drink
- Frozen
 - Ice cream
- Functional food
 - Infant formula
- Confectionary
- Snacks

الحليب الطازج والحليب بنكهة Plain and flavored milk range



حليب طويل الأمد Long Life Milk



Ghee سمن



20 grams x 24 sachets-Whole milk powder

20 جرامًا × 24 ظرف من مسحوق الحليب الابل كامل الدسم



Gift Box-Milk Powder

Whole camel milk

20 gm x 08 sachets



Camelicious® Nation's Milk

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2 في 1 - قهوة سريعة الذوبان مع حليب الإبل 2 in 1- instant Coffee with camel milk



Camelicious® Nation's Milk

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Ice Creams

10 flavours – 125ml and 400 ml



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Adult Formula with camel milk powder

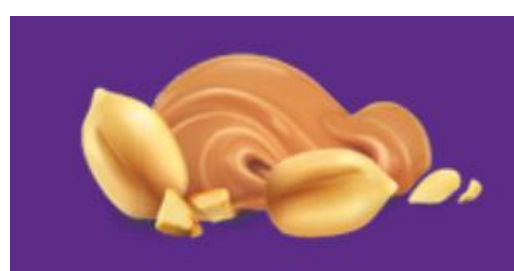
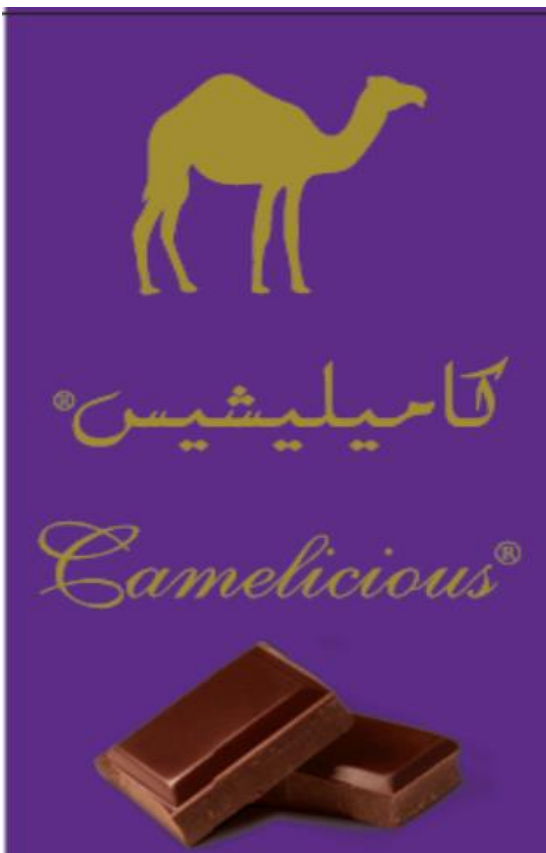


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Camelicious camel milk chocolate box assorted 250gm





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CAMELICIOUS

Marketing
Activities



Happy Camels Healthy Milk



CAMPAIGN

BOOST YOUR POWER

NATURALLY

ENDURANCE DRINK



Spanish Soccer Club Partnership



INTERCONTINENTAL CUP

CAMPAIGN
BOOST YOUR POWER
NATURALLY



SECONDARY DISPLAY STANDS

CAMPAIGN
BOOST YOUR POWER
NATURALLY



COOPS ACROSS UAE

CAMPAIGN
BOOST YOUR POWER
NATURALLY



CARREFOURS ACROSS UAE



PRIMARY SHELVES ACROSS UAE

Ice Creams

PRINT AD

كاميليشيس®
تَلَذُّذْ بطعم الأيس كريم على الطريقة
الخليجية



كاميليشيس
كاميليشيس
كاميليشيس

مخضر من
حليب الأيل
الطازخ

كل
المكونات
طبيعية
بدون
لذات
صناعية

متوفر الآن مع 10 نكهات

هال، شوكولاته، قرفة، زنجبيل، فانيلا، لوز، زعفران، فراولة، فستق، بلدي

Camelicious®
ENJOY ICE CREAMS
THE KHALEEJI WAY



Camelicious
Camelicious
Camelicious

Made from
FRESH
CAMEL MILK

ALL
NATURAL
INGREDIENTS
NO
ARTIFICIAL
FLAVORS

Available in 10 exotic flavors

Cardamom, Chocolate, Cinnamon, Ginger, Vanilla, Dates, Saffron, Strawberry, Pistachio, Hazelnut

ACTIVATION



Social Media- Targeted Consumers

Camelicious® | كاميليشيس®

POWER UP



WITH OUR ENDURANCE DRINK!

مشروب القدرة
ENDURANCE DRINK
نكهة الزنجبيل | GINGER FLAVOR

with
CAMEL MILK
Honey | Ginseng | Guarana | C10
Natural Caffeine | B-Vitamins

Camelicious®

**CAMEL MILK
BENEFITS
AUTISTIC
CHILDREN**



Camelicious®

#TipOfTheDay
**CAMEL MILK
SUPPORTS
HAIR GROWTH!**



Camelicious®

**CAMEL MILK
IS NATURALLY
LOW IN FAT**



PASTEURIZED
CAMEL MILK
100% NATURAL

Camelicious® | كاميليشيس®

كن أقوى
من قبل
مع كاميليشيس
حليب الابل
Feel stronger with Camelicious Milk!





PR- Awareness about Camel Milk

You Retweeted

The National @TheNationalUAE · Feb 19
Camelicious is a new baby formula made from camel's milk. The Dubai-based company says its European Union-approved formula is rich in vitamins, and targeted at children between 1-3 years old.

A Dubai-based company has launched the world's first baby formula ...

1:13 7,663 views

Camel milk recipes to try

1 23 31

Dubai Media Office @DXBMediaOffice · Feb 20
@AP: @camelicious , A #UAE-based company has unveiled what it calls the world's first camel-based baby formula, an instant powder mix aimed mainly at infants allergic to cow's milk. #Dubai

CNN Money Markets Economy Companies Tech Autos India

Global baby formula sales are worth tens of billions of dollars a year and the industry is dominated by brands such as Nestle (NSRGY), Danone (DANOY) and Heinz (KHC). Experts estimate that 2% to 3% of infants are allergic to cow's milk, which can cause a range of reactions including vomiting, nausea and diarrhea.

7 News Sydney @7NewsSydney · Feb 19
Camel's Milk: New baby formula hits the market formula made from camels milk. #7News

DUBAI, UAE
NEW BABY FORMULA HITS THE MARKET
'CAMELICIOUS' IS THE FIRST FORMULA MADE FROM CAMEL MILK

0:19 621 views REMAINS OF CANBERRA HOUSE

Camel's Milk: New baby formula hits the market
7 News | 6pm nightly. www.facebook.com/7N



The Independent @Independent · Feb 20
A Dubai company is selling dairy-free camel's milk for babies

A Dubai company is selling dairy-free camel's milk for babies
Camel's milk might sound like a dairy-free revolution, but it's actually been around for centuries and is available in different forms around the world...

independent.co.uk

8 13 17

Camel Milk Goodness covered by BBC, CNN, The National, Gulf News and over 116 other news broadcasters around the world



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Boost your body and mind with Camelicious Endurance Drink
عزز قوتك البدنية والذهنية طبيعياً

WAKE UP TO HEALTH WITH CAMEL MILK, VITAMIN B1, B12, GUARANA AND GINSENG
NO HARSH TASTE OF REGULAR ENERGY DRINKS!

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BETTER COFFEE أفضل قهوة
BETTER YOU لتكن أفضل

ENJOY YOUR FAVORITE CUP OF COFFEE HOT OR CHILLED
MADE FROM ORIGINAL ARABICA BEANS AND CAMEL MILK

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Camelicious®

كاميليشين®

ENJOY DAILY
BREAKFAST WITH A
**HEALTHY
TWIST!**



50%
LOWER
FAT

HORMONE
FREE

FREE FROM
COW MILK
PROTEIN
(CMP)

NATURALLY
FED CAMELS



EMIRATES
CAMEL
GOODNESS

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(*50% lower fat than natural cow's milk)

Camelicious® Nation's Milk

الإمارات تدمج تراثها وتقاليدها بالرؤية المستقبلية للوطن، في توازن يحقق التطور والتميز والإبداع في كل المجالات.

The UAE blended its heritage and traditions into its future vision in a balanced approach that achieves development, excellence and innovation and also preserves its identity and originality



صاحب السموّ الشيخ محمد بن راشد آل مكتوم
His Highness Sheikh Mohammed bin Rashid Al Maktoum

كاميليشيس حليب الدار





UAE's relationship with camels

Crown Prince of Dubai, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum calling on his camel

ولي عهد دبي الشيخ حمدان بن محمد بن راشد
آل مكتوم يناذي ناقته ويقبلها

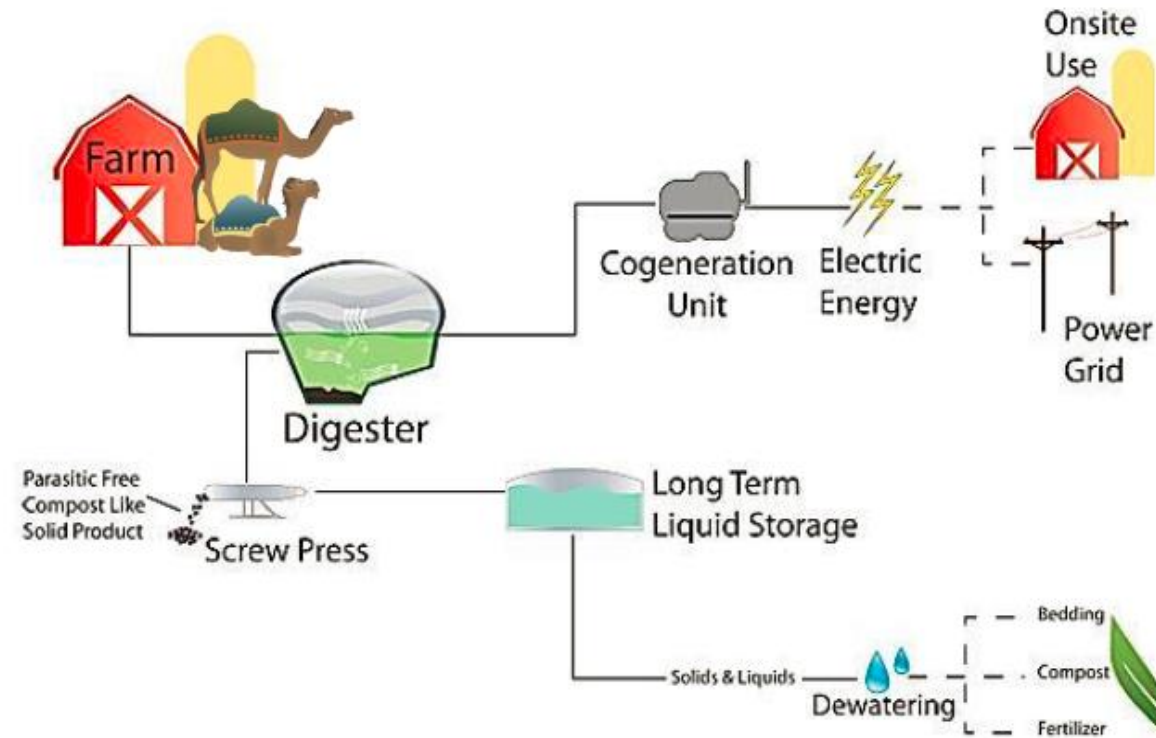


Camelicious[®] Nation's Milk

كاميليشيس حليب الدار

Camelicious cares about Sustainable Living & Green Energy

- Our aim is that all our energy will come from renewable sources like camel manure, organic waste, energy crops and we will generate more renewable energy than we consume, making the surplus available to the markets and communities in which we operate.
- Camelicious is the first of its kind of a farm to take this initiative for a brighter future.



Bio Process

Camelicious[®] Nation's Milk

كاميليشيس حليب الدار

Thank you

شكرا

EMIRATES
CAMEL
GOODNESS



إمارة
جمال
القطر

EMIRATES INDUSTRY FOR CAMEL MILK AND PRODUCTS

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