

AFRO ARAB
BUSINESS ASSOCIATION
Connect Globally

ASSOCIATION PROFILE

+91 89055 66394

www.afroarab.in

AFRO ARAB
BUSINESS ASSOCIATION

About Us

The Afro Arab Business Association (AABA) is an India-based trade promotion association dedicated to strengthening India's global trade footprint through structured international exhibition participation, buyer-seller engagement, and cross-border market access programs.

AABA operates as a dedicated trade promotion association supporting India's global export growth through exhibition-led international engagement, buyer-seller connectivity, and cross-border collaboration initiatives.

Through curated participation in global trade fairs, sector-specific exhibitions, official trade delegations, and strategic B2B matchmaking, AABA ensures that Indian suppliers gain real market entry — not just visibility.

Our core focus is to position India as a preferred global sourcing destination while building long-term, sustainable trade corridors between India, Africa, and Arab nations.

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Our Vision

To become a leading exhibition-led trade promotion association representing Indian industries globally, fostering structured international partnerships, and strengthening India's export ecosystem.

We envision a globally connected trade network where Indian enterprises expand confidently into emerging markets through organized, transparent, and result-oriented trade platforms.

Our Mission

- To promote Indian industries through international exhibitions and trade delegations
- To facilitate structured market access for Indian MSMEs and manufacturers
- To connect verified international buyers with credible Indian suppliers
- To support India's export growth vision through exhibition-driven trade promotion
- To create long-term bilateral trade partnerships between India, Africa, and the Arab world

AFRO ARAB
BUSINESS ASSOCIATION

Countries we deal in: Africa


ALGERIA


ANGOLA


BENIN


BOTSWANA


BURKINA FASO


CAPE VERDE


CENTRAL AFRICAN REPUBLIC


CHAD


COMOROS


CONGO


DJIBOUTI


EGYPT


Equatorial Guinea


ERITEA


ETHIOPIA


GHANA


GUINEA


GUINEA BISSAU


KENYA


LESOTHO


Côte D'Ivoire


Democrac Republic of the Congo


BURUNDI


CAMEROON


LIBERIA


GABON


GAMBIA


LIBYA


MADAGASCAR


MALAWI

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Countries we deal in: Africa


MALI


MAURITANIA


MAURITIUS


MOROCCO


MOZAMBIQUE


NAMIBIA


NIGER


NIGERIA


RWANDA


Sao Tome &
Principe


SENEGAL


SEYCHELLES


SIERRA LEONE


SOMALIA


SOUTH
AFRICA


SUDAN


SOUTH
SUDAN


SWAZILAND


TANZANIA


TOGO


TUNISIA


UGANDA


ZAMBIA


ZIMBABWE

AFRO ARAB
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Countries we deal in: Arab


ALGERIA


BAHRAIN


COMOROS


DJIBOUTI


EGYPT


IRAQ


JORDAN


KUWAIT


LIBYA


MAURITANIA


MOROCCO


OMAN


QATAR


SAUDI ARABIA


SOMALIA


SUDAN


TUNISIA


UAE


YEMEN

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Meet Our Team



Heena Shah
Secretary General

Heena Shah is an international trade expert with 15+ years' experience, specializing in global business development, partnerships, and cross-border trade, driving growth and building strong networks across Africa and the Middle East.



Samyag Shah
Deputy Director

Samyag Shah is a dynamic trade promoter and strategist focused on global expansion, fostering B2B opportunities, bridging buyers and suppliers, and driving innovative partnerships to strengthen India's presence in international markets.



What We Offer

- Facilitating global trade by connecting exporters with potential importers.
- Supporting SMEs in expanding into international markets.
- Assistance of Business Visa recommendations and Legalization of Documents.
- Assisting with overseas representative offices in Free Trade Zones.
- Organizing and supporting trade fairs, exhibitions, conferences, and buyer-seller meets.
- Providing translation and interpretation services in Arabic, French, Portuguese, and more.
- Sharing opportunities through informative bulletins, tenders, and trade inquiries.



Sectors We Deal In

- Agriculture
- Agro & Food Processing
- Automobile
- Banking & Finance
- Cosmetic Construction
- Education & Skill Development
- Energy & Power
- Engineering
- EPC Contracting & Entertainment
- Minerals & Metals Auto Spare Part
- Furniture & Interior Design
- Gems & Jewellery
- Hospitality & Medical Tourism
- Healthcare Products, Pharmaceuticals & Medicinal Products
- I.T. & ICT
- Infrastructure Development & Real Estate
- Medical Tourism & Health Related Services
- Paper Products &Solar Energy
- Textile & Fabric & many more..

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Glimpse of Growth











ENGIMACH — 2025

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Glimpse of Growth



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SPOTLIGHT INVESTORS SUMMIT

UP GLOBAL INVESTORS SUMMIT NEW INDIA 'S GROWTH ENGINE G20

President Droupadi Murmu in a group photo with Uttar Pradesh governor Anandiben Patel, chief minister Yogi Adityanath and other dignitaries during the valedictory session of UP Global Investors' Summit 2023, in Lucknow on Sunday.

IN PHOTO : MRS SUMITRA SAROJ (4TH FROM LEFT IN FRONT ROW) , CHAIRPERSON AND FOUNDER PARTNER
PIXEL POWER & ENERGY LLP. , PRAYAGRAJ , UTTAR PRADESH , INDIA

IMTOS - 2025 | UP Investors Global Summit | MPIDC

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Glimpse of Growth













IMTOS - 2023 | JIIE - 2025 | ENGIMACH - 2023

Events Managed by our leaders under - Afro Business Promotion Federation

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Let's Work Together

At Afro Arab Business Association, we believe great partnerships create greater possibilities. Whether you're looking to explore new markets, build reliable trade networks, or form meaningful cross-border collaborations, Afro is here to guide every step. Together, we can unlock global opportunities, empower local businesses, and build a future defined by trust, growth, and shared success. Let's connect — and grow globally, together.

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