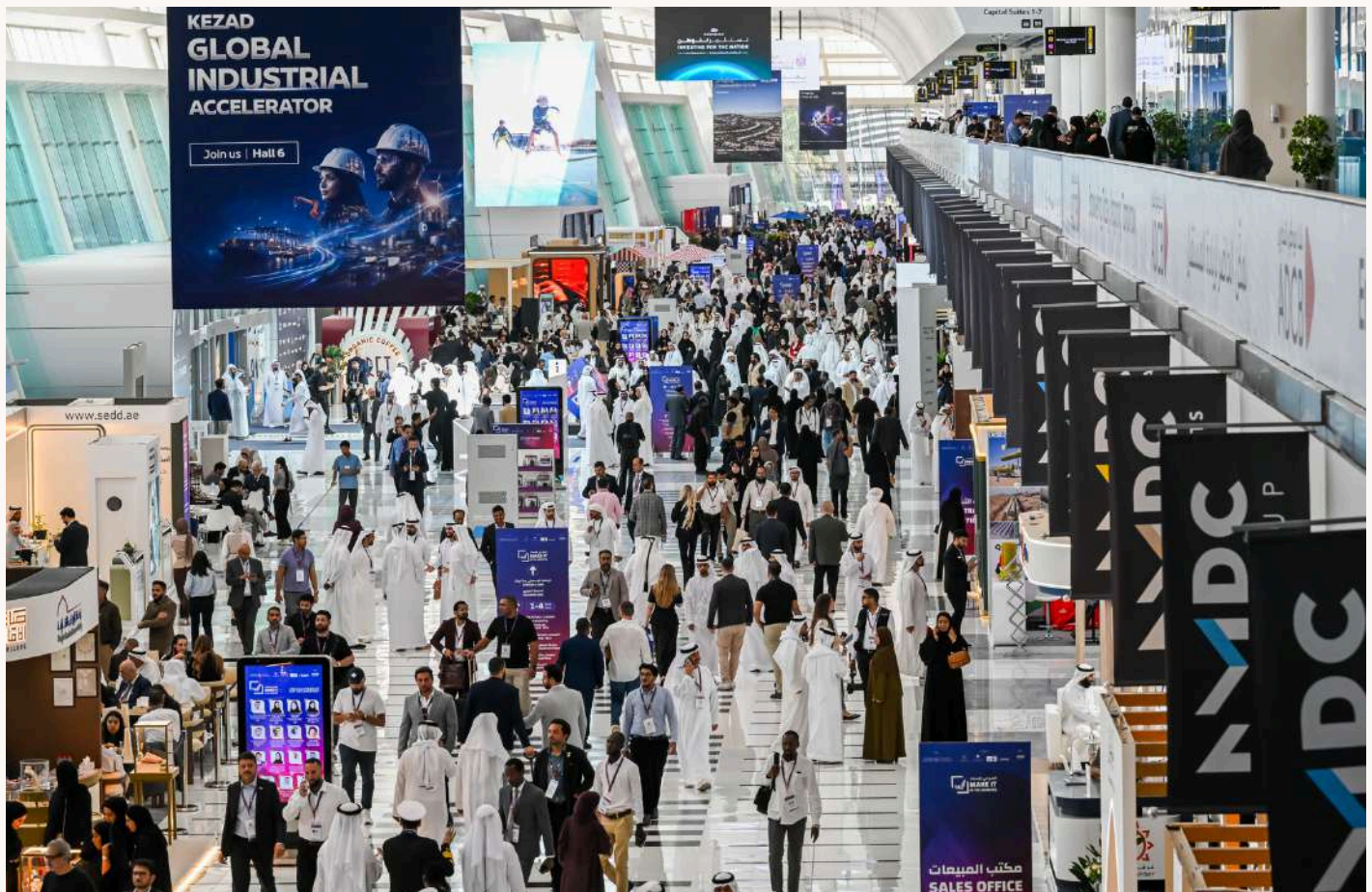


NRTC Group Strengthens National Food Security Partnerships at Make It In The Emirates 2026 - MIITE

NRTC Group marked a high-impact presence at Make It In The Emirates 2026, held from 4-7 May at ADNEC Centre Abu Dhabi, under the IHC Pavilion and Ghitha Holding umbrella. The platform brought together industry leaders, investors, innovators, policymakers and national champions to advance the UAE's industrial, manufacturing and food security ambitions.

The fifth edition of Make It In The Emirates was one of the country's most significant industrial gatherings, hosted by the Ministry of Industry and Advanced Technology and organised by ADNEC Group. The 2026 edition welcomed more than 1,245 exhibiting companies across 12 industrial sectors and focused on localisation, industrial resilience, supply chain strengthening, investment, advanced technologies and public-private partnerships.

For NRTC Group, MIITE 2026 was more than an exhibition. It was a strategic platform to demonstrate the Group's expanding role in building a more integrated, resilient and locally enabled UAE food ecosystem. Across four days, NRTC Group engaged with senior leaders, partners, stakeholders and visitors, while highlighting its contribution to local produce commercialisation, fresh food distribution, value-added food production, sustainability and national food security.





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Representing NRTC Group, Group CEO Mr. Mohammed Alrifai led a series of high-value signing ceremonies that reflected the Group’s commitment to practical partnerships and long-term impact.

On Day 1, NRTC Group signed a landmark agreement with Al Ain Farms Group, represented by CEO Hassan Adnan Safi, to advance UAE fresh beverages production and strengthen local manufacturing capabilities.



This was followed by an MoU with Union Cooperative Society, represented by CEO Mohamed Al Hashemi, aimed at expanding the reach of locally sourced produce across one of the UAE’s largest consumer cooperative networks.

On Day 2, NRTC Group formalised an important MoU with ne’ma – Emirates Foundation, signed with Khuloud Al Nuwais, Chief Strategy & Sustainability Officer at ne’ma. The partnership supports the UAE’s National Food Loss and Waste Agenda, reinforcing NRTC Group’s responsibility as a major fresh produce supply chain player to reduce food loss, recover value, and build more sustainable handling and distribution practices.



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Day 3 further strengthened NRTC Group’s partnership momentum with three additional MoUs.



The Group signed with Armed Forces Officers Club & Hotel / ERTH, represented by Maj. Gen. Mustafa Ibrahim Al Raeisi, to support sustainable food ecosystems in Abu Dhabi.

A further MoU was signed with McDonald’s – Emirates Fast Food Company, represented by Wissam Marouf, Vice President, to support a reliable supply of premium UAE-grown produce across nationwide operations.



NRTC Group also signed with the National Corporation for Tourism and Hotels, represented by Mohammad Hamdan, VP Catering, to strengthen the fresh food supply chain serving the UAE’s hospitality and tourism sector.



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Throughout the event, the NRTC Group stand at the IHC Pavilion welcomed distinguished dignitaries, senior stakeholders and members of the UAE’s leadership. Their presence reinforced the national relevance of the Group’s work across food security, agricultural development, local production, responsible distribution and value-added food solutions. The CEO’s reflections positioned MIITE as a platform of genuine dialogue, partnership and shared belief in what the UAE continues to build.



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NRTC Group’s participation also showcased the wider strength of its portfolio, including local produce enablement, fresh food distribution, the Taaza live counter, and the Group’s broader ambition to connect farms, processing capabilities, logistics, retail, hospitality and consumers through a stronger food ecosystem. The Taaza live counter added an engaging experiential element to the stand, bringing freshness, energy and product relevance directly to visitors.



“At NRTC Group, we do not just talk about food security. We build the partnerships, platforms and supply chains that make it real.”



As MIITE 2026 concluded, NRTC Group’s participation stood as a strong statement of intent: to move beyond supply, toward ecosystem building; beyond distribution, toward national resilience; and beyond partnerships, toward measurable action.

Through strategic collaborations with Al Ain Farms Group, Union Cooperative Society, ne’ma – Emirates Foundation, AFOC&H / EARTH, McDonald’s – Emirates Fast Food Company, and the National Corporation for Tourism and Hotels, NRTC Group reaffirmed its commitment to supporting the UAE’s food security agenda, strengthening local supply chains, advancing sustainable practices and contributing to a future that is proudly made in – and made for – the Emirates.

MIITE 2026 may have closed its doors, but the partnerships signed, conversations started and commitments made will continue to shape NRTC Group’s role in the UAE’s food future.

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NRTC & Taaza was at Emirates Culinary Guild Crowne Plaza Yas Island, Abu Dhabi | Tuesday, 12 May 2026



The Emirates Culinary Guild held its monthly meeting on Tuesday, 12 May 2026, at Crowne Plaza Yas Island, Abu Dhabi, bringing together chefs, hospitality professionals, Guild members, and industry partners for an engaging evening of networking and knowledge sharing.

The meeting provided a valuable platform to discuss upcoming Guild activities, culinary initiatives, member engagement, and opportunities to support young chefs across the UAE's vibrant hospitality sector.

As part of the evening, NRTC and Taaza presented a fresh and healthy showcase featuring Fresh Cudités prepared with local produce, along with a selection of organic products, fresh juices, wellness shots, and smoothies. The presentation reflected a strong focus on freshness, quality, local sourcing, and healthier food choices for the hospitality industry.

The Emirates Culinary Guild extends its appreciation to Crowne Plaza Yas Island Abu Dhabi for hosting the meeting and to all members, partners, and supporters who contributed to another successful gathering. Through its monthly meetings, the Guild continues to strengthen culinary collaboration, professional excellence, and community spirit across the UAE.

