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Zarea Launches Dubai Subsidiary to Bolster Global Growth Strategy

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Zarea Limited, a prominent Pakistani B2B (Business-to-Business) commodities platform, has announced the incorporation of a wholly owned subsidiary in Dubai, United Arab Emirates (UAE), as part of its broader international growth strategy. The company informed the Pakistan Stock Exchange (PSX) of the move on Tuesday, marking a significant milestone in its efforts to build a global footprint and strengthen export-led operations beyond Pakistan's borders.

The newly established entity, named ZAREA COMMERCE FZCO, will serve as the regional headquarters for the company's overseas operations. In a statement, Zarea described the move as central to its long-term expansion roadmap, with a strong focus on digitising trade, entering new markets, and scaling its tech-driven commodities commerce model across borders. "This initiative is a cornerstone of our long-term growth strategy," the company said, adding that the Dubai presence will also support efforts to streamline logistics, improve supply chain control, and access international partners more efficiently.

This global pivot comes on the heels of Zarea's successful initial public offering (IPO) earlier this year, during which it raised Rs1.03 billion through the sale of 62.5 million shares on the PSX. At the time, the company outlined a targeted capital deployment strategy: a substantial share was earmarked for expansion into Agri Biomass, reflecting growing demand for renewable and sustainable energy in both domestic and international markets. Addition  24% of the proceeds were allocated to develop an in-house logistics infrastructure reducing reliance on third-party service providers while 12% was set aside for technological upgrades aimed at enhancing scalability and user experience.

By establishing a base in Dubai, a regional trade and finance hub, Zarea positions itself at the crossroads of Asia, Africa, and Europe, which could provide much-needed access to diversified markets and investors. This approach aligns with a centre-right view that encourages open markets, private enterprise, and regional trade integration as levers for long-term growth. Zarea's Dubai venture also reflects a broader confidence among Pakistani tech and industrial firms seeking to move beyond domestic limitations through outward-looking, capital-efficient strategies. If executed well, the initiative could generate sustained returns for shareholders while supporting Pakistan's broader export ambitions and digital economy goals.