



ONEAGRIX

The World's AgriFood and Halal Gateway.



A world unified by shared values



In a post-Covid world, sustainability, transparency and quality are 3 words that will become inalienable to our relationship with food.

At OneAgrix, we're doing something that's never been done before. We're making the post-Covid world a reality, today.

We are ensuring the continued openness of supply chains across the developing world, whilst paying those at the beginning of the chains a price that can lift them and their families out of poverty, and offering consumers at the end lower priced, highest quality, ethically sourced and sustainably produced foods.

We believe these are human rights, regardless of religion, culture or nationality, and these values define who we are at OneAgrix.

They guide us every day in our interactions with food producers and suppliers and are the heart of our commitment to deliver for buyers.

About OneAgrix

OneAgrix is the world's first B2B e-commerce marketplace for Agricultural and Halal food products with supply-chain traceability. Through a revolutionary digital platform, we eliminate costly middle-men through an end-to-end supply chain, seamlessly connecting buyers and suppliers in a singular customer journey and creating one ecosystem that serves the world's Muslims as well as health-conscious consumers.

Featured in



OneAgrix Official Partnership with International Trade Center (ITC UN/WTO)



ITC is a joint-mandate agency of the
**United Nations and World Trade
Organization** since 1964



Memorandum of Understanding

between

The International Trade Centre

and

ONEAGRIX

WHEREAS the International Trade Centre (hereinafter referred to as "ITC"), with Headquarters in Geneva, Switzerland, the development partner for trade success, is the joint technical cooperation agency of the World Trade Organization and the United Nations;

WHEREAS ITC, in its aim to contribute to the achievement of the goals of the United Nations 2030 Agenda for Sustainable Development, generates sustainable incomes and livelihoods especially for poor households, by connecting enterprises to regional and global markets and enables small business trade success in developing and transition countries by providing, with partners, inclusive and sustainable trade development solutions to the private sector, trade and investment support institutions (TISIs) and policymakers;

WHEREAS ITC aspires to hold up the values of vision, integrity, excellence, pragmatism and responsiveness;

WHEREAS ITC is leveraging its strategic objectives which are: building awareness and improving the availability and use of trade intelligence; strengthening TISIs; enhancing policies for the benefit of exporting enterprises; building the export capacity of enterprises to respond to market opportunities; mainstreaming inclusiveness and sustainability into trade promotion and export development policies;

WHEREAS ITC bases its integrated solutions around the following focus areas where the organization has a comparative advantage in: (1) providing trade and market intelligence; (2) building a conducive business environment; (3) strengthening TISIs; (4) connecting to international value chains; (5) promoting and mainstreaming inclusive and green trade; and (6) supporting regional economic integration and South-South links;

WHEREAS ONEAGRIX PTE LTD (hereinafter referred to as ONEAGRIX), with headquarters at Singapore is a global trading marketplace for sourcing certified \$1 Trillion Halal ingredients and food products by Fourth Industrial Revolution (4IR) technology for ensuring traceability, detecting fraud and emphasizing trade efficiency with one window Procure-Pay-Ship

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Article 16 ENTIRE AGREEMENT

This MOU contains and constitutes the entire agreement and understanding of the Parties concerning the subject matter hereof and supersedes any and all prior or other representations, communications, understandings, agreements and proposals, whether written or oral, by and between the Parties on this subject.

IN WITNESS WHEREOF, the undersigned, being duly authorized thereto, have on behalf of the Parties hereto signed this MOU in two (2) originals in English at the place and on the day below written.

At Singapore, on 23 April 2020

For and on behalf of OneAgrix:

Diana Sabrain
CEO and Co-Founder

At Geneva, on 22 April 2020

For and on behalf of the
International Trade Centre:

Gerard Lynch
Director
Division of Programme Support

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ONEAGRIX

OneAgrix Mentions in the World Economic Forum's Blockchain Deployment Toolkit



Ecosystem

Example

OneAgrix,^[42] a B2B marketplace that enables consumers to check the provenance and halal certifications of food items. The Institutes RiskBlock Alliance, which helps bring together risk-management professionals, insurers, and blockchain developers to work on industry-specific use cases.

A key question to ask when forming a strategic business association, is whether the group should form a new legal entity, or simply enter into a formal contractual arrangement among the consortium members. This decision will be driven by many considerations, including tax, financing and regulatory requirements. See the module [Consortium Formation](#) on more details for developing a

Example

OneAgrix,^[33] a Singapore-based online marketplace for halal products, has implemented a blockchain system powered by Origin Trail that enables consumers to check the provenance of any products, including its halal certifications.

Notably, technology providers have begun to document different generalised models for managing an ecosystem, including the concept of a minimum viable ecosystem (MVE) and the prime tenant model. While it will be interesting to keep an eye on the development of these models over the next few years, the important thing for now is that these models all seem to share the premise of starting out small with an ecosystem an organisation can control, then build from there.



- 1) As a global halal ecosystem
- 2) As a supply chain use case

<http://widgets.weforum.org/blockchain-toolkit/ecosystem>



OneAgrix in Turkey's Ministry of Development 'COMCEC Report 2019'



Standing Committee
for Economic and Commercial Cooperation
of the Organization of Islamic Cooperation (COMCEC)

**Increasing the Resilience of the Food Systems
In Islamic States in Face of Future Food Crises**



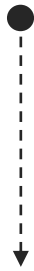
OneAgrix mentioned alongside
Kerry Group and **Cargill**
(on page 151)

As a solution for:

“Evaluation and
implementation for establishing
an OIC-wide food provenance
system”

We Focus on Three Core Halal Segments

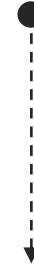
Meat &
Seafood



Packaged
Products



Raw agricultural products
& food ingredients





Our Platform Serves Three Key Stakeholders

SUPPLIERS

We enable access to new markets and growth opportunities for suppliers.



BUYERS

We make procurement easy, reduce costs, and offer an increased product range for buyers.



CONSUMERS

We create trust in halal products for end-consumers.





PROVIDING SUPPLIERS

with a first-of-its-kind global market place for producers and suppliers of halal foods and products

Suppliers and producers of halal foods and products have had to rely on personal relationships and single buyers to sell. Until now.

OneAgrix is revolutionising the global B2B market place for halal products. For the first time, genuine suppliers of halal raw foods, finished products and halal assured fresh produce can access a global market place with one click.



PROVIDING BUYERS

the opportunity to purchase certified halal products, at scale, from anywhere in the world.

Buyers of halal products have been limited in product choice they can offer end-customers, and have been over-reliant on singular trade 'middle-men' and narrow supply chains. Until now.

OneAgrix is revolutionising the global market place for halal products by enabling buyers to purchase at scale, offering for the first time, at the click of a button, a range of products anywhere in the world. By cutting out costly and sometimes duplicitous middle men, the OneAgrix platform offer reduced prices, decreasing costs for buyers.



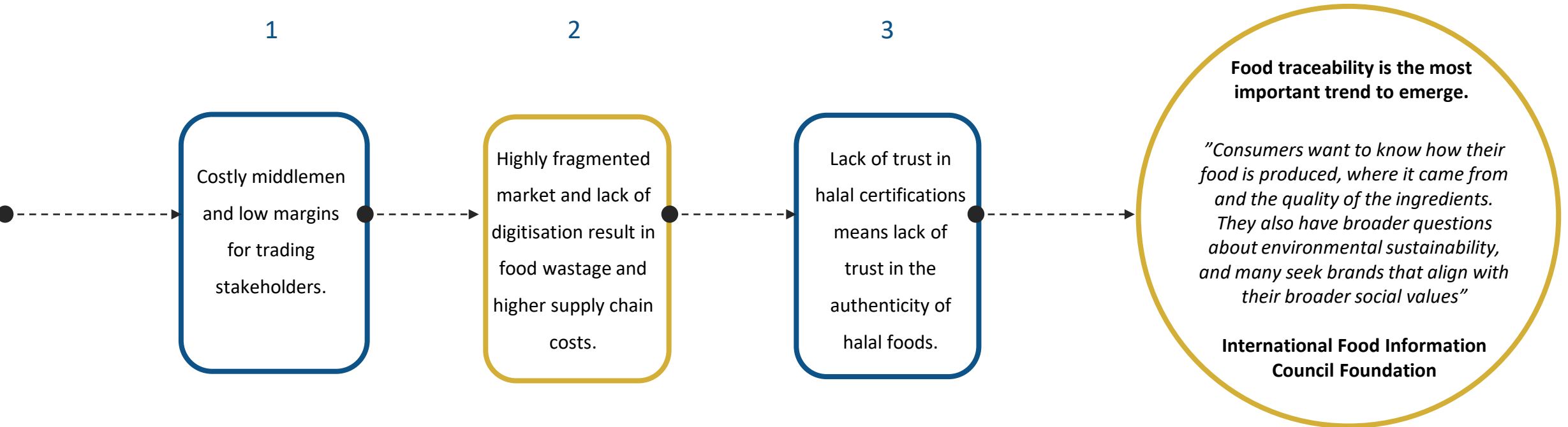
PROVIDING CONSUMERS

with trust and traceability when purchasing halal products and foods.

Consumers of halal products do not have confidence or trust in halal certifications. It has often remained difficult to certify that halal food really is, halal. Until now.

OneAgrix is revolutionising trust and traceability in the often murky and fraudulent world of halal certification. Now, end-consumers can purchase with complete confidence and trust in the halal authenticity and certification body, even having complete knowledge of the products' origins and supplier story.

There are Three Main Problems with the AgriFood / Halal Ecosystem Today



The Halal B2B Market is Worth \$550 Billion

The halal food economy is worth **\$1.4 trillion**, growing at **5.1% CAGR**. Spend is forecast to grow at **6.3%** per year to reach **\$2trillion** by 2024.

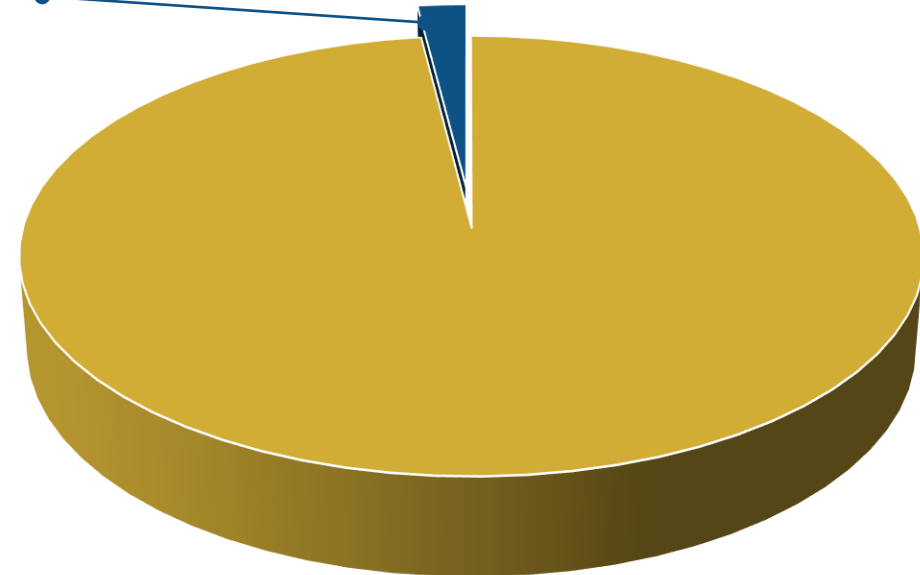
Of this market, we estimate the B2B market to be worth approximately **\$550 billion**.

OneAgrix's unique business model means we are poised to benefit from all of the key growth sectors in the B2B market, including halal ingredients, halal food-tech, halal products e-commerce and retail concepts, across all of the key halal markets globally.

Almost \$700 million investment in halal food start-ups and products is expected in 2019.

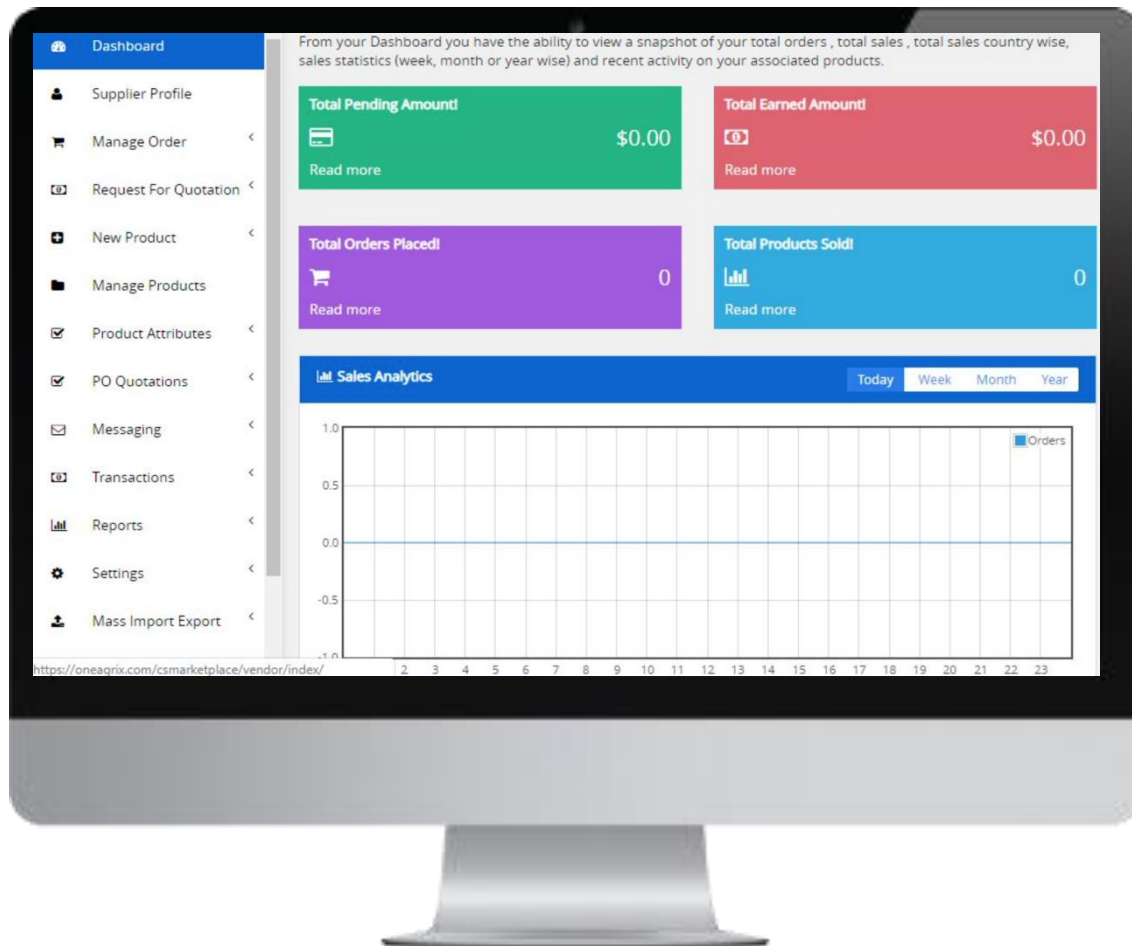
Grabbing a slice of \$550 billion B2B halal food economy

OneAgrix is targeting
2% of the market

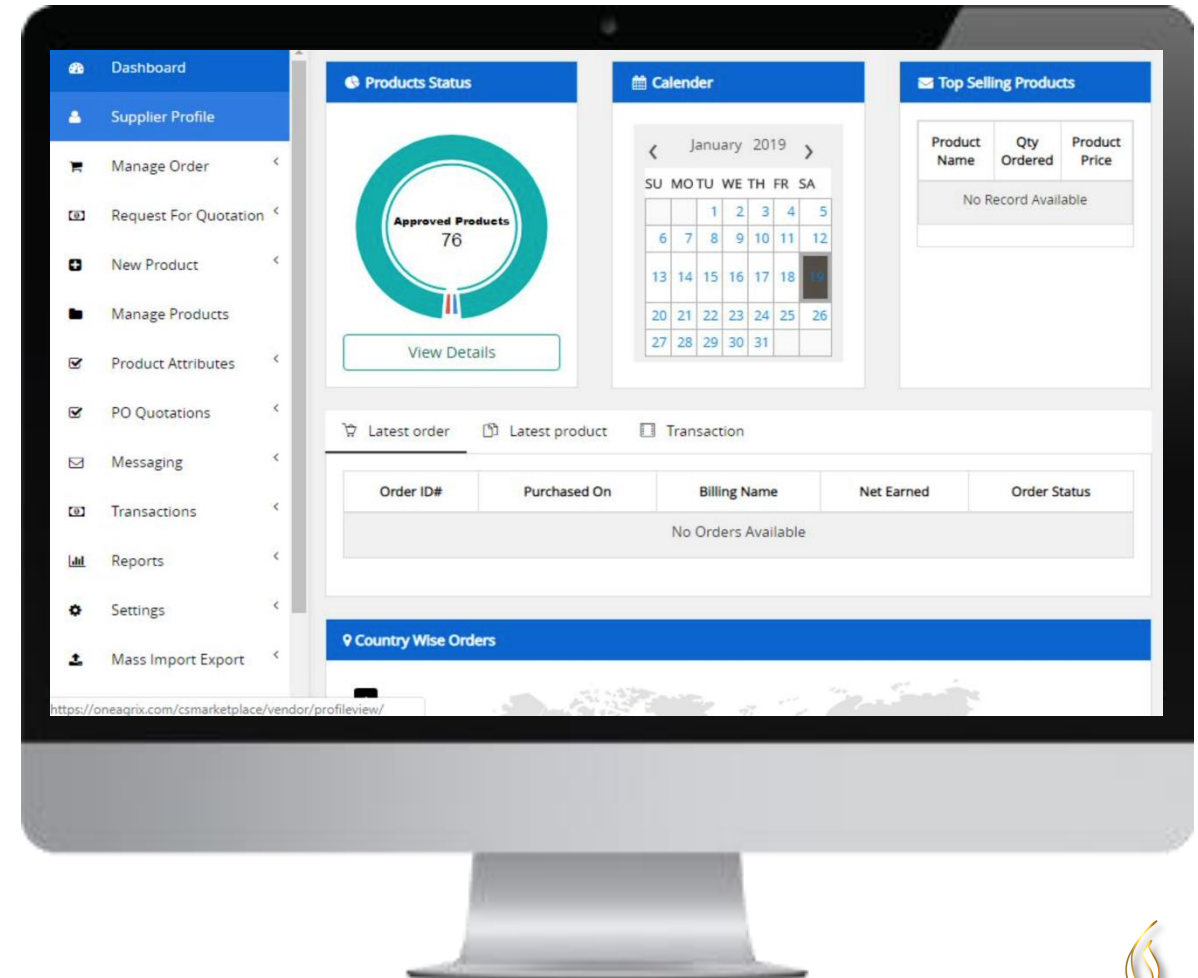


How Suppliers Interact with the OneAgrix Platform

Suppliers on-board their products through the platform

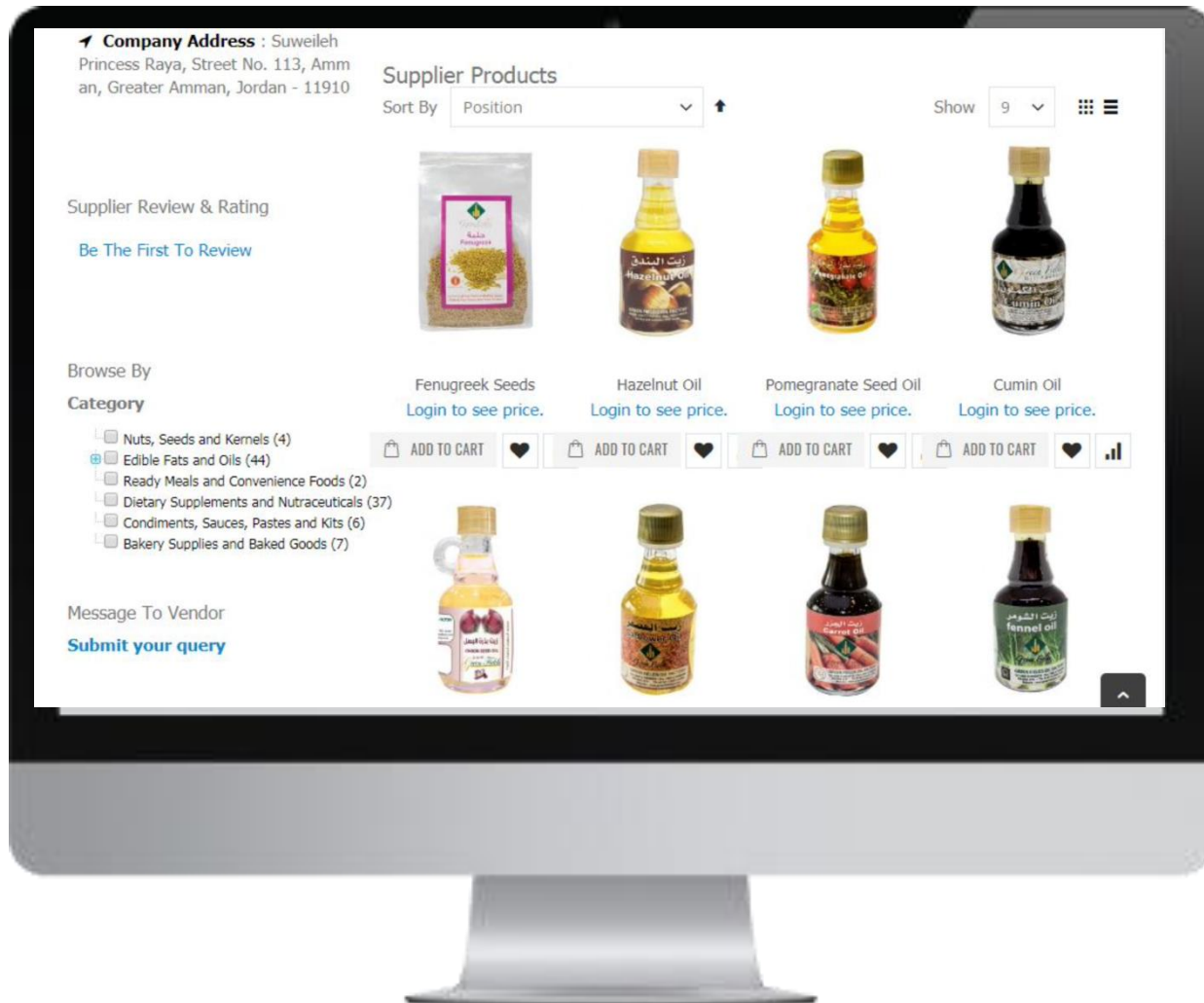


Suppliers manage inventory through their personalised dashboard

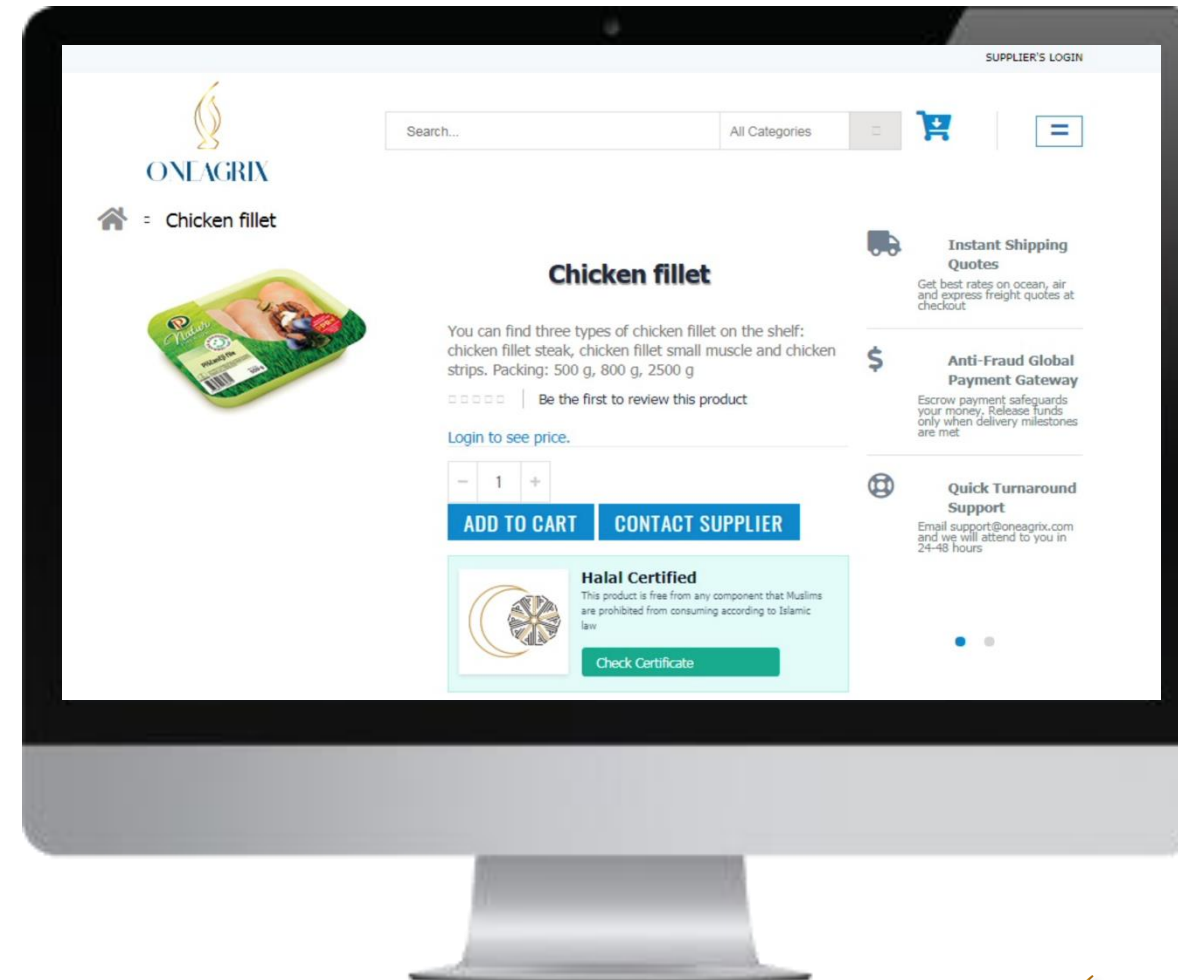


How Buyers Interact with the OneAgrix Platform

Buyers select their products...

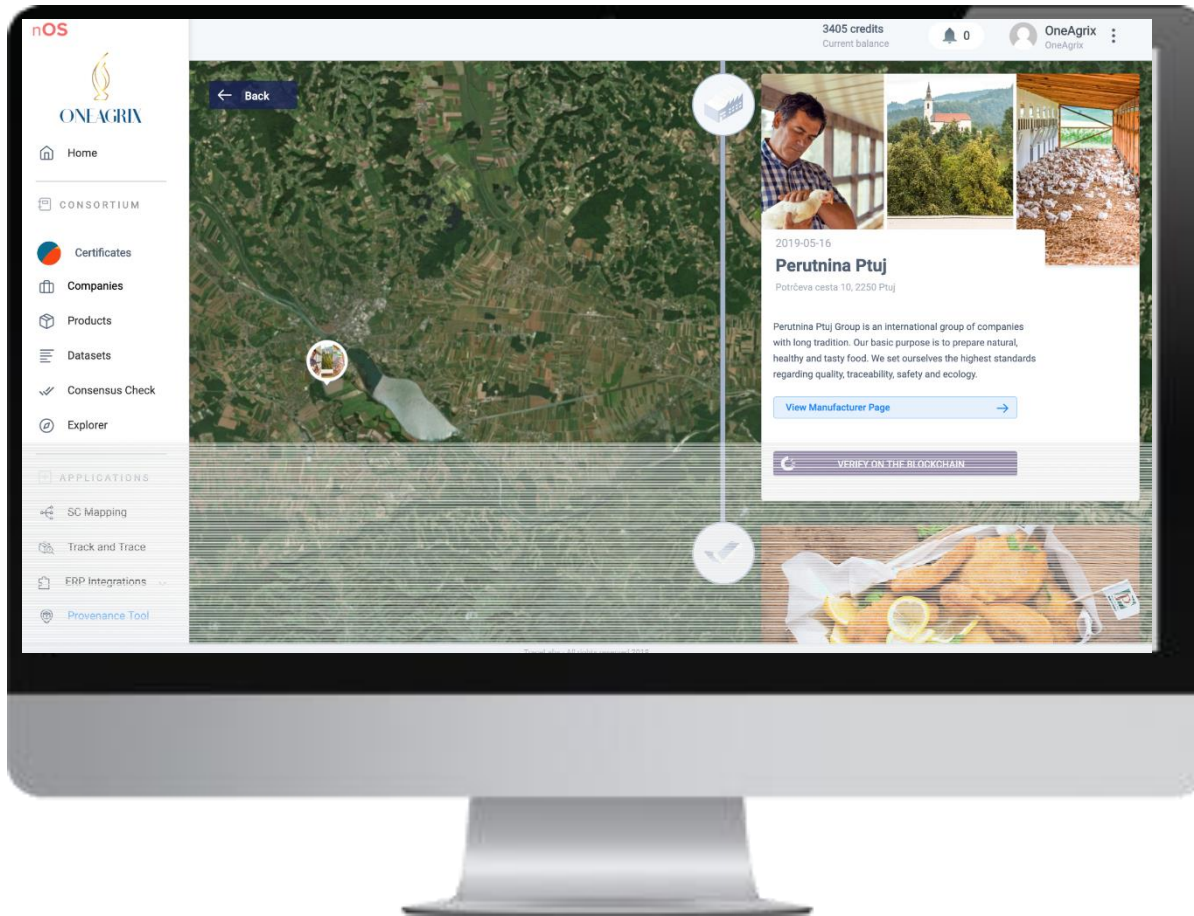


...and proceed to checkout

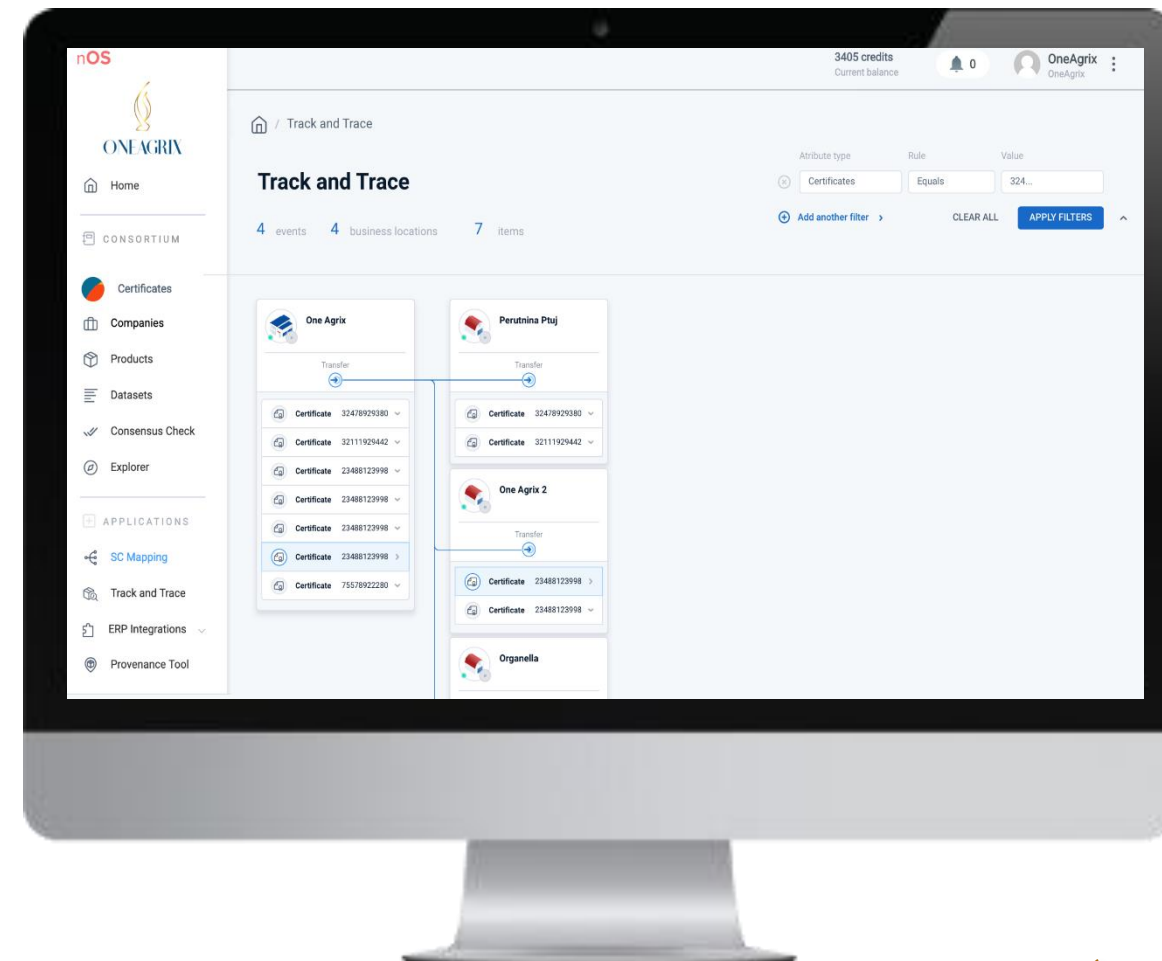


How The OneAgrix Platform Works – What Consumers See

Consumers see the personalised story of the supplier



The product source and halal certification are recorded on the blockchain



How The OneAgrix Platform Works – Blockchain supply-chain use case



Chicken fillet

You can find three types of chicken fillet on the shelf: chicken fillet steak, chicken fillet small muscle and chicken strips. Packing: 500 g, 800 g, 2500 g

Be the first to review this product

Login to see price.

1

ADD TO CART

CONTACT SUPPLIER

Halal Certified
This product is free from any component that Muslims are prohibited from consuming according to Islamic law

Check Certificate

CERTIFICATE VERIFIED

Certificate Holder : Perutnina Ptuj

Issuer: The Mešihat of the Islamic Community in the Republic of Slovenia

Date of Expiry: 01.01.2019

Data Source OneAgrix

Halal Certificate

The MEŠIHAT of the Islamic Community of the Republic of Slovenia, guarantees that the products: CHICKEN MEAT-fresh and frozen, TURKEY MEAT-fresh and frozen, HENS MEAT-fresh and frozen, POULTRY MEAT PREPARATIONS, POULTRY SAUSAGES IN ROLL, POULTRY SAUSAGES SLICED, PRESERVED POULTRY MEAT IN ROLL, PRESERVED POULTRY MEAT SLICED, POULTRY FRANKFURTERS, CHICKEN PATE, SMOKED



Instant Shipping Quotes

Get best rates on ocean, air and express freight quotes at checkout



Anti-Fraud Global Payment Gateway

Escrow payment safeguards your money. Release funds only when delivery milestones are met



Quick Turnaround Support

Email support@oneagrix.com and we will attend to you in 24-48 hours



origintrail

Identifier ty

Identifier value

Search

Selected

network

MAINNET

Back to Results

Raw data (minified)

```
[{"@id":"urn:ot:object:product:batch:Id:aAeE_the-mesihat-of-the-islamic-community-in-the-republic-of-slovenia_perutnina-ptuj","@type":"otObject","identifiers":[{"@type":"id","@value":"urn:ot:object:product:batch:Id:aAeE_the-mesihat-of-the-islamic-community-in-the-republic-of-slovenia_perutnina-ptuj"},"properties":{"@context":["https://w3id.org/credentials/v1"],"claim":{"certificate_image":"https://tracelabs.io/storage/oneagrix/certificate-id-2PRN19020008411.jpg","certificate_issuer":"PRN","certificate_number":"19020008411","certificate_type":"Halal"}}
```

Raw data (JSON)

```
[{"@id": "urn:ot:object:product:batch:Id:aAeE_the-mesihat-of-the-islamic-community-in-the-republic-of-slovenia_perutnina-ptuj", "@type": "otObject", "identifiers": [{"@type": "id", "@value": "urn:ot:object:product:batch:Id:aAeE_the-mesihat-of-the-islamic-community-in-the-republic-of-slovenia_perutnina-ptuj"}], "properties": {"@context": ["https://w3id.org/credentials/v1"], "claim": {"certificate_image": "https://tracelabs.io/storage/oneagrix/certificate-id-2PRN19020008411.jpg", "certificate_issuer": "PRN", "certificate_number": "19020008411", "certificate_type": "Halal"}}
```

Copy to clipboard

In case you would like to manually validate the integrity of the imported data, compare the SHA3-256 hash (fingerprint) of the minified raw data and the fingerprint (import_hash) from the blockchain. As a convenience, this interface calculates the SHA3-256 hash from the node (as shown above).

Data Hash (Local)

Import data hash

Data Hash

0xaa5323d700be907104ab666b22373e81922f95762e07376167099838e7c8a437

Root Hash

0x428161a3bf70fdd5251a9a30bbbc45d6d80a9e099ed67e959809e78257380672

Transaction Hash

0x21d53a29d282a9475c8b2e597bf62248b7c532979cb8e8d6638b464ece3c12a4

Data Hash (On Blockchain)

Import data hash from blockchain

Data Hash

Root Hash

Pending verification

Check on Blockchain

View on etherscan.io

DETAILS MORE INFORMATION REVIEWS



ONEAGRIX

Founders, CTO & Key Advisers



DIANA SABRAIN

CEO & Co-Founder

Leads B2B2G negotiations in partnerships, cross-border trade (payment, logistics, etc). Invited speaker to think-tank meetings with world leaders on topics of global trade, geopolitics and technology. (Horasis Global & Asia, MIHAS, SBPWA)



RAIHAN ALI

COO & Co-Founder

Oversees operations, B2B marketing (digital/offline), sales, Conversion Rate Optimization, wireframing. Ex-Senior Officer from the Criminal Investigation Dept with experience in managing people at different levels.



NIDA KHAN

CTO

Doctoral researcher on blockchain & data analytics for food traceability. Ranked 12th most influential in Islamic business & finance in 2019.



SALAMA EVANS

Halal Adviser

Halal Pioneer Adviser **ISLAMICA 500** (most influential in Islamic Economy). Advised Malaysia, Brunei and UAE governments on the Halal economy and conducts yearly research for the SGIER.



RUSHDI SIDDIQUI

Vice Chairman

Vice-Chairman, Islamic/Halal Economy Adviser. **Top 50 'Leaders of the Islamic Economy'**, and started the Dow Jones Islamic Indexes in Wall St

Management Team

Leadership

Diana Sabrain, CEO & Co-Founder

Raihan Ali, COO & Co-Founder

Nida Khan, CTO

MDs / Country Managers

Matthew Hoffer, MD (Europe & Middle East)
World Economic Forum MENA, JP Morgan, EU
Parliament

Ziyaad Davids, MD (East & Southern Africa)
Deloitte, Ernst & Young

Saeed Oshin, MD (West & Central Africa)
The Tony Elumelu Foundation, Agribusiness
Strategist

Ahmad Jawad, Country Manager (Pakistan)
Chairman Standing Committee at Federation of
Pakistan Chambers of Commerce

Sarina Shamasudin, Country Manager
(Indonesia) 20 Years Shipping & Commodities
Trading Experience, Head of International Trade in
IWAPI and PERWIRA.

IT & Software

Masum Rana, Lead Developer

Mamun Biswas, Front-End

Developer

Anand Poduri, SMTP Specialist

Tayaba Ali, Social Media & Content

Executive

Syed Khaleel, Onboarding

Specialist



Contact us



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ONEAGRIX

Thank you.

