



COMPANY PROFILE

Blue Waters General Trading L.L.C.

Global Seafood Sourcing. Supply Chain Excellence. Risk Mitigation.

A globally trusted seafood sourcing and distribution partner, delivering premium quality products from multiple origins to markets worldwide.

Built on integrity, Trusted Supply, and long-standing industry relationships.

DUBAI HEADQUARTERS

GLOBAL SOURCING NETWORK

MULTI-ORIGIN SUPPLY

B2B SEAFOOD SPECIALISTS

20+ YEARS EXPERIENCE

bluwatersllcdubai.com

"Reliability at Scale. Quality Without Compromise."



WHO WE ARE

Global Seafood Sourcing & Supply Chain Partner

Blue Waters General Trading L.L.C., based in Dubai, is a globally focused seafood sourcing and distribution company with over a decade of industry experience.

We specialize in supplying premium frozen seafood sourced from multiple origins worldwide, ensuring consistent quality, reliability, and compliance with international standards.

Our strength lies in our integrated supply chain from sourcing and quality control to processing and distribution enabling us to serve diverse markets with efficiency and precision.

As a trusted B2B partner, we work closely with distributors, wholesalers, and food service providers, delivering tailored solutions that support scalable business growth.

Driven by integrity, market insight, and operational excellence, we connect global seafood producers with high-demand markets across regions.

20+ Years

Industry Experience

12+ Origins

Global Sourcing
Network

Multi Region Presence

Distribution Reach

VISION & MISSION

OUR VISION

Our Vision

To be a globally trusted leader in premium seafood sourcing, recognized for delivering consistent quality, supply reliability, and long-term value across international markets.

We aim to build a seamless global supply ecosystem that connects certified fisheries and producers to high-growth demand regions - ensuring transparency, sustainability, and operational excellence at every stage.

- Multi-origin sourcing from globally certified suppliers
- Sustainable and responsible seafood practices
- Long-term strategic partnerships across regions
- Continuous improvement in supply chain efficiency

GLOBAL REACH

CERTIFIED SOURCES

SUSTAINABLE PRACTICES

OUR MISSION

Our Mission

To deliver high-quality seafood through a reliable, efficient, and scalable global supply chain that meets the evolving needs of international markets.

We are committed to supporting our partners with consistent supply, strict quality standards, and tailored solutions that enable sustainable business growth.

- End-to-end quality control from sourcing to delivery
- Reliable and timely fulfillment across regions
- Strong supplier and partner network management
- Flexible, customer-focused supply solutions

QUALITY CONTROL

RELIABLE SUPPLY

SCALABLE SOLUTIONS

OUR CORE VALUES

INTEGRITY

INNOVATION

RISK MITIGATION

OPERATIONAL EXCELLENCE

Why Leading Partners Choose Blue Waters

Delivering End-to-End Seafood Supply Solutions Across Global Markets

We deliver integrated seafood sourcing, quality assurance, and supply chain solutions designed for reliability, scalability, and long-term partnership success.



GLOBAL SOURCING

We source premium seafood from a diverse network of trusted suppliers across multiple international origins, ensuring consistent quality and competitive supply.



RISK MITIGATION

Our rigorous quality control systems ensure every product meets international food safety and compliance standards.



SUPPLY CHAIN MANAGEMENT

We provide efficient and reliable logistics solutions, ensuring seamless movement of goods from origin to destination.



MARKET INTELLIGENCE & SOLUTIONS

We support our partners with insights and tailored solutions to navigate dynamic global seafood markets.

PROVEN BUSINESS IMPACT

Real Challenges. Strategic Solutions. Measurable Results.

BUSINESS CHALLENGE	PRE-BWG SITUATION	BWG – ACTIONS TAKEN	ACHIEVED OUTCOME	BUSINESS IMPACT
Ensuring Contract Fulfillment	Customer supplying Emirates Airlines risked breaching contract due to shortage of required shrimp size.	<ul style="list-style-type: none"> Sourced required shrimp size across Asia Identified right vendor Deployed quality controllers for QC & timely delivery 	Successfully fulfilled the contract and maintained airline relationship	Preserved reputation, avoided financial loss, strengthened trust
Helping Exporters Avoid Heavy Losses	4 containers (USD 560,000) stuck at Dubai port due to buyer payment failure	<ul style="list-style-type: none"> Sourced alternative buyers Negotiated favorable pricing Cleared cargo from port 	Successfully sold stock without loss	Supplier recovered financially and maintained stability
Resolving Payment Challenges	Supplier unpaid due to buyer's temporary cash flow issues, disrupting transaction	<ul style="list-style-type: none"> Stored cargo in public warehouse Released goods upon payment Paid supplier 	Transaction completed smoothly	Ensured continuity for both supplier and buyer
Addressing COVID-19 Supply Disruptions	Container shortages and delays impacted supply chain and demand fulfillment	<ul style="list-style-type: none"> Sourced locally Arranged air shipments Managed co-packing under client brand 	Maintained supply continuity	Minimized disruption and protected market position

Explore More Case Studies

We solve complex sourcing and supply chain challenges across global seafood markets.

[View Detailed Case Studies](#)



OUR STANDARDS

QUALITY, COMPLIANCE & TRUST

Global Standards. Verified Quality. Reliable Supply.

We maintain strict quality control and work with globally compliant partners to ensure consistency, traceability, and product integrity.

QUALITY CONTROL

- End-to-end monitoring
- Supplier audits
- Full traceability

COMPLIANCE

- ISO
- HACCP
- BRC
- FDA
- Certified processing facilities
- International food safety standards

OPERATIONAL RELIABILITY

- Cold chain integrity
- Consistent supply execution
- Timely delivery performance

Trusted by Global Partners • Certified Supply Chain • Consistent Performance

GET IN TOUCH

PARTNER WITH BLUE WATERS

Reliable Supply. Global Reach. Long-Term Value.

We collaborate with distributors, wholesalers, and food service partners worldwide to deliver consistent, high-quality seafood solutions.

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REPRESENTATIVE PRESENCE

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Delivering Consistency. Building Global Partnerships.