

Cloudia announces long-term partnership with Al Bayader International

Cloudia to help drive sustained organizational change and growth through digitalization of e-sourcing and CLM processes

HELSINKI, Finland (June 13th, 2019) Finnish source-to-contract procurement experts [Cloudia](#) has announced a multi-year strategic partnership with global packaging manufacturers [Al Bayader International](#). The long-term partnership will see the companies work together to facilitate digital transformation across their locations in the UAE, Qatar, and Oman.

*"We are delighted to enter into a partnership with an innovative, sustainability-driven, globally-recognized player like Al Bayader International," said Cloudia Middle East CEO **Joonas Jantunen**. "Digital transformation can be a challenging process, but the rewards are agile organizations built on transparency. We are excited to be able to help Al Bayader International build new source-to-contract procurement processes that will drive change and help them achieve their growth targets," he continued.*

Headquartered in Dubai, Al Bayader International is a globally-recognized provider of disposable products for food and beverage companies such as Carrefour, Baskin Robbins, and Cinnabon. The family-owned company has a strong focus on innovation and sustainability, with their new "Waraq" initiative helping to pivot production towards paper and eco-friendly products.

*"Cloudia's flexibility, agility, openness, and overall friendliness throughout the entire process closely resonate with our own values as a business," said Al Bayader International CEO **Nidal Haddad**. "We look to form long-lasting, meaningful relationships with our business partners that drive our operations towards efficiency, transparency, and sustainability.*

"Cloudia's significant e-sourcing and CLM expertise will help us work better with our vendors, build more efficiencies into our internal operations, and achieve sustained, sustainable growth in the future," he concluded.

Thanks to its innovations in dynamic and digital procurement, Cloudia has established a market-leading position in the Nordic countries, serving multinational corporations such as KMPG, Pöyry, Rejlers, and Tieto, as well as thousands of public sector organizations [AR2] such as the City of Helsinki and the Ministry of Defence in Finland.

Cloudia's strategic aim for the UAE is to build transparent, efficient digital procurement departments that add value and enable growth. The company will help UAE businesses quickly modernize their e-sourcing and CLM processes through their suite of products that are simple to use, quick to onboard, and easy to integrate with current data stacks and systems.

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For additional information:

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[Media kit](#)



Cloudia is a global provider of complete (Source-to-contract) digital procurement solutions. Our comprehensive product portfolio includes data security certified and easy-to-use solutions for strategic and operational aspects of procurement, including eSourcing, Contract Management, and Supplier Management.

Our digital marketplace for suppliers and buyers has an annual procurement volume exceeding USD 22 billion, and our company has seen a consistent growth of +40% for the past 5 years. Founded in Finland in 2008, Cloudia currently operates in Finland and the UAE. For more information, please visit www.cloudia.com.



Cloudia Middle East CEO **Joonas Jantunen**



Cloudia and AI Bayader International