WHITE ROSE
GROUP OF COMPANIES

CORPORATE PROFILE

Building Trust • Creating Opportunities

Professional business solutions across Petroleum & Energy, Construction, Logistics, Import & Export, International Trade, and Investment.



KABUL, AFGHANISTAN | WWW.WHITEROSE-AF.COM

COMPANY PROFILE

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A concise overview of White Rose Group of Companies, its divisions, governance, operating standards, and partnership opportunities.

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WHO WE ARE

Company Overview

A DIVERSIFIED AFGHAN BUSINESS GROUP

White Rose Group of Companies is an Afghan-owned diversified business group delivering reliable and professional solutions across multiple industries. Established in 2010 with a foundational focus on petroleum and energy trading, the Group has progressively expanded into construction, logistics, international commerce, investment, and integrated business services.

REGIONAL CAPABILITY, INTERNATIONAL STANDARDS

Our operations combine local market knowledge with international business standards, enabling us to serve public and private sector clients while strengthening Afghanistan's connections with regional and global markets.

ESTABLISHED	HEAD OFFICE	BUSINESS MODEL
2010	Kabul, Afghanistan	Multi-sector Group

CORPORATE OBJECTIVE

To build lasting relationships with customers, suppliers, investors, and strategic partners while supporting sustainable economic development through reliable, transparent, and internationally aligned business solutions.

White Rose Group of Companies is an Afghan-owned diversified business group providing professional solutions in **Petroleum & Energy, Construction, Logistics, Import & Export, International Trade, and Investment**.

Established in **2010**, White Rose began with a strong focus on petroleum and energy trading and has progressively expanded into infrastructure development, logistics, international commerce, investment, and integrated business services.

Through professionalism, integrity, quality, operational reliability, and international cooperation, White Rose connects Afghanistan with regional and global business opportunities while contributing to sustainable economic development.

Our objective is not simply to deliver products or complete projects. We aim to build lasting relationships based on trust, transparency, responsible management, and mutual growth.

CORPORATE IDENTITY

Vision, Mission & Core Values

VISION

To become one of Afghanistan’s most trusted and internationally recognized business groups by delivering world-class solutions, building sustainable partnerships, and creating long-term value for customers, investors, partners, and communities.

MISSION

To deliver high-quality products and services, build long-term partnerships based on trust and transparency, support Afghanistan’s economic growth, connect the country with international suppliers and investors, maintain strong safety and quality standards, and continuously improve through innovation and professional excellence.

INTEGRITY Honest, ethical, and transparent business conduct.	**EXCELLENCE** Pursuing high standards in every project and service.
RELIABILITY Honoring commitments and delivering dependable solutions.	**QUALITY** Professional execution, assurance, and continuous improvement.
PARTNERSHIP Long-term cooperation, mutual respect, and shared value.	**INNOVATION** Modern technologies, improved processes, and better solutions.
SAFETY Health, safety, risk management, and responsible operations.	**SUSTAINABILITY** Economic, environmental, and social responsibility.
PROFESSIONALISM High standards in communication, documentation, and execution.	**CUSTOMER SATISFACTION** Practical, competitive, and dependable customer-focused service.

OUR BUSINESS DIVISIONS

Six Integrated Areas of Expertise

A diversified structure allows White Rose to combine product supply, project execution, logistics, trade facilitation, and investment capabilities under one corporate group.

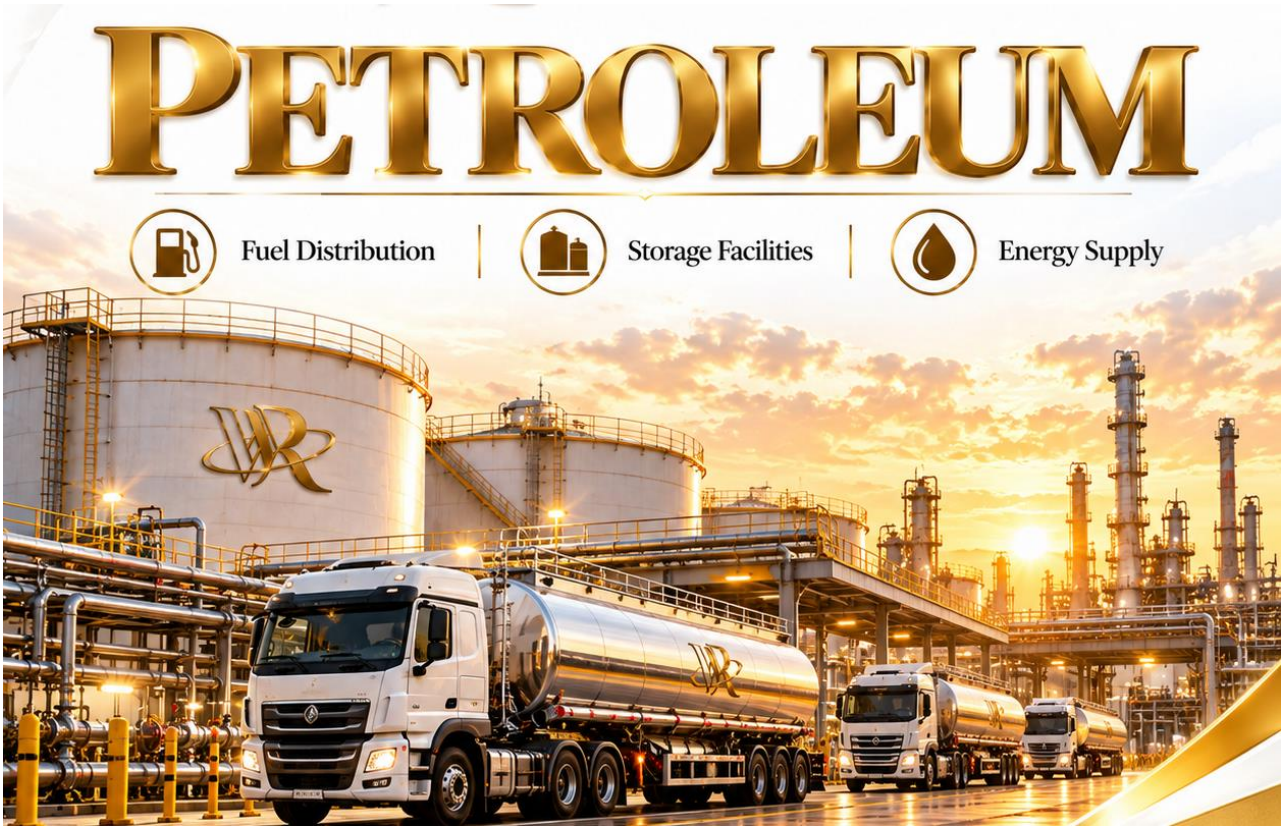


PETROLEUM & ENERGY Reliable petroleum supply and energy solutions.	**CONSTRUCTION** Roads, buildings, industrial facilities, and infrastructure development.
LOGISTICS Transportation, warehousing, customs, and supply chain solutions.	**IMPORT & EXPORT** Sourcing and trade coordination connecting Afghanistan with global markets.
INTERNATIONAL TRADE Trade facilitation, commercial representation, and business matching.	**INVESTMENT** Strategic opportunities across energy, infrastructure, logistics, mining, and commercial development.

BUSINESS DIVISION

Petroleum & Energy

Powering Afghanistan through reliable petroleum products, professional documentation, quality assurance, and coordinated supply solutions.



CORE PRODUCTS

EN590 Ultra Low Sulfur Diesel (10 PPM), Gasoline RON 91/92/95, Jet A-1, LPG, LNG, Fuel Oil, Bitumen, Base Oil, Lubricants, Sulfur, Paraffin Wax, Solvents, and industrial chemicals.

QUALITY ASSURANCE

Depending on the product and contract, supporting documentation may include COO, COQ, COA, SGS inspection, Bureau Veritas inspection, commercial invoice, shipping documents, and loading documents.

INDUSTRIES SERVED

Government institutions, mining, construction, fuel stations, airlines, transportation, industrial plants, NGOs, manufacturing, and infrastructure projects.

Reliable supply. Professional documentation. Long-term partnership.

BUSINESS DIVISION

Construction

Building Afghanistan’s future through professional engineering, project management, quality control, modern equipment, and responsible execution.



SERVICES

Roads and highways, bridges, commercial and residential buildings, industrial facilities, warehouses, earthworks, site development, infrastructure, asphalt works, concrete works, and engineering services.

PROJECT PROCESS

Site Survey → Engineering Design → Technical Planning → Mobilization → Construction → Quality Control → Final Inspection → Project Handover.

QUALITY & SAFETY

Material inspection, asphalt testing, site supervision, safety monitoring, engineering documentation, progress monitoring, environmental responsibility, and continuous improvement.

Quality construction. Safe execution. Professional management.

BUSINESS DIVISION

Logistics

Delivering reliable logistics solutions across Afghanistan and beyond through transportation, warehousing, customs coordination, and supply chain management.



ROAD & PROJECT LOGISTICS

Commercial goods transportation, fuel transportation, heavy cargo, construction equipment transport, industrial cargo, and project logistics.

CROSS-BORDER & CUSTOMS

Route coordination, shipment documentation, customs procedures, border logistics, clearance support, scheduling, and final delivery.

WAREHOUSING & FLEET

Temporary and industrial warehousing, fuel storage coordination, inventory support, fuel tankers, flatbeds, heavy equipment carriers, and container transportation.

Professional coordination. Secure delivery. Fast response.

INTEGRATED OPERATIONS

Supply Chain & Procurement

Reliable procurement and logistics solutions designed to support sourcing, evaluation, contracting, inspection, shipping, and final delivery.

01 Customer Requirement	**02 Supplier Selection**
03 Technical Review	**04 Commercial Proposal**
05 Purchase Order	**06 Quality Inspection**
07 Shipping	**08 Delivery**

PROCUREMENT SERVICES

Supplier Identification • Technical Evaluation • Commercial Negotiation • Contract Administration • Procurement Coordination • Delivery Management

PROCUREMENT STANDARDS

Transparency • Fair Competition • Quality Assurance • Cost Efficiency • Timely Delivery • Professional Documentation

BUSINESS DIVISION

Import & Export

Connecting Afghanistan with global suppliers and buyers through sourcing, import coordination, export support, documentation, and shipment management.



IMPORT SERVICES

Petroleum products, heavy machinery, industrial equipment, construction materials, electrical equipment, automotive parts, and other commercial products.

EXPORT SUPPORT

Minerals, agricultural products, dried fruits, carpets, and other Afghan commercial goods seeking access to international markets.

TRADE DOCUMENTATION

Commercial invoice, packing list, COO, COQ, COA, SGS/Bureau Veritas reports, shipping documents, and customs documentation where applicable.

Professional sourcing. Clear documentation. Global market access.

BUSINESS DIVISION

International Trade

Professional trade facilitation connecting manufacturers, suppliers, buyers, investors, refineries, logistics companies, and commercial organizations.



CORE SERVICES

Import and export services, product sourcing, commercial representation, business matching, trade documentation, supply chain coordination, and international business development.

REGIONS OF COOPERATION

Afghanistan, Central Asia, Middle East, South Asia, and the Gulf Region, with business relationships identified across the UAE, Kazakhstan, Turkmenistan, Uzbekistan, Iran, Pakistan, China, India, Turkey, Saudi Arabia, Qatar, and Oman.

BUSINESS PROCESS

Inquiry → Sourcing → Technical Discussion → Commercial Offer → Contract → Quality Inspection → Shipment → Customs Clearance → Delivery → After-Sales Support.

Transparent communication. Responsible commercial practice. Long-term partnership.

BUSINESS DIVISION

Investment

Creating sustainable investment opportunities across energy, infrastructure, logistics, mining, international trade, and commercial development.



INVESTMENT SECTORS

Fuel supply infrastructure, storage facilities, energy distribution, commercial buildings, industrial parks, roads and highways, warehousing, transportation networks, mining, distribution networks, and joint ventures.

PARTNERSHIP STRUCTURES

Joint Venture (JV), Strategic Partnership, Project Financing, Equity Investment, Public-Private Partnerships (PPP), and long-term commercial agreements.

INVESTMENT PROCESS

Initial Discussion → NDA if required → Project Presentation → Financial Evaluation → Commercial Negotiation → Investment Agreement → Implementation → Performance Monitoring.

Creating sustainable investment opportunities for Afghanistan's future.

DELIVERY TRACK

Projects & Delivery Model

White Rose approaches projects through structured technical evaluation, commercial planning, quality control, delivery, and after-sales support.

PETROLEUM

EN590, gasoline, LPG, bitumen, jet fuel, and fuel storage solutions.

CONSTRUCTION

Roads, bridges, buildings, earthworks, industrial facilities, and infrastructure.

LOGISTICS

Fuel transportation, heavy equipment transport, warehousing, cross-border logistics, and customs coordination.

TRADE

Petroleum products, industrial equipment, construction materials, agricultural products, and commercial goods.

INVESTMENT

Energy, mining, infrastructure, industrial investments, and joint ventures.

PROJECT WORKFLOW

Client Inquiry → Technical Evaluation → Commercial Proposal → Contract Agreement → Project Execution → Quality Control → Delivery → After-Sales Support

QUALITY • HEALTH • SAFETY • ENVIRONMENT

Responsible Operations by Design

Quality management, occupational health and safety, environmental responsibility, compliance, and business continuity are integrated into White Rose's operating philosophy.

QUALITY

Meet client expectations • Continuous improvement • Recognized standards • Professional performance

HEALTH & SAFETY

Safe work environments • Risk reduction • Safety training • Strong safety culture

ENVIRONMENT

Efficient resource management • Responsible waste handling • Pollution prevention • Sustainable planning

RISK MANAGEMENT

Commercial • Supply chain • Operational • Financial • Regulatory • Market risk

BUSINESS CONTINUITY

Maintain reliable operations • Strengthen supplier relationships • Improve resilience • Support customer confidence

LONG-TERM VALUE

Sustainability & Corporate Governance

White Rose combines responsible growth, professional governance, ethical conduct, environmental awareness, and innovation.

ECONOMIC SUSTAINABILITY

Support economic development, employment opportunities, responsible investment, and stronger local/international cooperation.

ENVIRONMENTAL RESPONSIBILITY

Efficient resource use, responsible practices, waste reduction, pollution prevention, and sustainable project planning.

SOCIAL RESPONSIBILITY

Support communities, professional development, safe working environments, employment, and local business capacity.

LEADERSHIP PRINCIPLES

Integrity, professional management, transparent communication, accountability, ethical business practice, and strategic planning.

GOVERNANCE FRAMEWORK

Compliance with applicable laws, fair business practice, responsible corporate conduct, sustainable growth, and stakeholder trust.

INNOVATION

Modern technologies, digital transformation, process improvement, international best practices, and continuous learning.

CORPORATE POLICIES

Business Ethics Policy • Anti-Corruption Commitment • Confidentiality Policy • Quality Policy • Health, Safety & Environment Policy • Customer Service Policy • Supplier Code of Conduct • Data Privacy Statement

PARTNERSHIPS

Partners & Clients

White Rose welcomes cooperation with organizations seeking dependable execution, transparent communication, and long-term mutual growth.

PETROLEUM & ENERGY

International oil companies • Refineries • Fuel suppliers • Petrochemical companies • Energy developers

CONSTRUCTION

EPC contractors • Engineering consultants • Construction companies • Infrastructure developers • Equipment suppliers

LOGISTICS

Shipping companies • Freight forwarders • Customs brokers • Warehouse operators • Transport companies

INTERNATIONAL TRADE

Import/export companies • Trading houses • Manufacturers • Global distributors • Commercial agencies

INVESTMENT

Investment funds • Financial institutions • Private investors • Government agencies • Development organizations

PARTNERSHIP PROCESS

Initial Contact → Company Profile Review → Business Discussion → Due Diligence → Partnership Agreement → Project Implementation → Long-Term Cooperation

COMMERCIAL ENGAGEMENT

Request for Quotation

White Rose provides customized quotations for petroleum products, construction services, logistics, international trade, and other commercial requirements.

COMPANY INFORMATION

Company Name • Country • Contact Person • Position • Email • Phone / WhatsApp • Company Website

PRODUCT / SERVICE REQUIREMENTS

Required Product or Service • Technical Specifications • Quantity & Unit • Packing Requirements • Quality Standard • Inspection Requirement

DELIVERY INFORMATION

Destination Country • Delivery Location • Preferred Incoterms • Required Delivery Date

COMMERCIAL INFORMATION

Target Price, if applicable • Payment Terms • Additional Requirements • RFQ or Tender Documents

OUR COMMERCIAL COMMITMENT

Fast Response • Professional Documentation • Competitive Commercial Offers • International Business Standards • Confidential Handling of Customer Information

PEOPLE & COMMUNICATIONS

Careers, News & Media

White Rose invests in professional development and transparent corporate communication.

CAREERS

Career opportunities may include Petroleum Engineers, Sales Executives, Supply Chain Coordinators, Civil Engineers, Site Engineers, Project Managers, Quantity Surveyors, Logistics Coordinators, Fleet Supervisors, Customs Clearance Officers, International Trade Specialists, Business Development Officers, Finance, HR, Administration, and IT Support.

WHY WORK WITH WHITE ROSE?

Professional Working Environment • Career Development Opportunities • Training and Learning • Teamwork • Innovation • Long-Term Career Growth • Equal Opportunity Based on Qualification and Professional Competence

NEWS & MEDIA

The News & Media Center may feature company news, petroleum market developments, construction progress, logistics operations, international trade activities, investment opportunities, business meetings, strategic partnerships, corporate events, project photos, videos, and official documents.

GALLERY & DOWNLOAD CENTER

Project albums, corporate images, videos, company profile, company brochure, public certificates, business licenses, product catalogs, technical product specifications, service brochures, and approved corporate presentations.

LET'S BUILD THE FUTURE TOGETHER

Contact White Rose

For business inquiries, partnerships, project opportunities, quotations, and corporate cooperation, contact our team using the details below.

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WEBSITE	**www.whiterose-af.com**
BUSINESS HOURS	**Saturday – Thursday, 08:00 AM – 05:00 PM | Friday – Closed**

BUILDING TRUST • CREATING OPPORTUNITIES

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