



INTERNATIONAL
DIPLOMATIC
SUPPLIES





Trusted to serve Diplomats worldwide

“We dont use agents and we dont use actors; all these people featured in our brochure are real and great IDS people”

Contents

01 Introduction	4/5
02 History & Ownership	6/7
03 Charities we support	8/9
04 Customers we work with	10/11
05 Suppliers we work with	12/13
06 Operations	14/15
07 Website & Social Media	16/17
08 Our Sustainability Mission	18/19
09 The Future	20/21

01.

Introduction

International Diplomatic Supplies (IDS) is the No.1 Diplomatic Supply Company in the world.

Our business is totally geared and focused to supply Embassies & Consulates, NGO's and Military bases who enjoy diplomatic privilege.

We do this from 4 hubs which helps service different nationalities with their required goods as well as different geographical locations making use of the most efficient shipping routes.

Our 4 hub operations are in:

- London, our original home: supplying the London Diplomatic community and exporting to West and North Africa, and some specific British Missions around the world.
- Brussels, partnering with DoT: supplying the Brussels Diplomatic community as well as Paris & Luxembourg.
- Dubai, where our HQ is based: supplying East Africa, The Middle East, Indian Sub-Continent and Asia Pacific.
- Miami, our brand-new hub: supplying US Missions around the world and embassies in South America & The Caribbean.

Our main focus globally is on the supply of beers, wines and spirits from the more than 35 different supply countries through these hubs, along with an extensive range of groceries, frozen food, home & outdoor, health & beauty and baby & child products.

We are proud to supply these duty-free goods to customers from over 150 different nationalities, based in over 50 different host countries around the world, and we have the experience and knowledge of customs procedures and paperwork, with local clearing agents and delivery companies, to make the process as seamless as possible. That is why after nearly 25 years of being established in London, we have become the global leader.





Partenaire de confiance des Diplomates
dans le monde



TRUSTED
TO SERVE DIPLOMATS
WORLDWIDE

02.

History & Ownership

IDS was established in London in 1997, by Patrick Doyle, with the intention of supplying overseas British Embassies, and established a business, even with an early website, supplying 7 British Missions initially, by the end of that first year, in India & Pakistan, Saudi Arabia, Jamaica, Egypt, Nigeria and Ghana – countries which IDS still serve today.

The following year the same level of service was offered to Foreign Missions in London, and that new service was launched at The Cavalry and Guards Club in Piccadilly, London in October 1998.

In 2005 John Coe, the owner at the time of Coe Vintners, invested in the business, which allowed it to grow both within London and to really expand the exports business. That brought new markets in East Africa and The Middle East.

In 2010 those new markets needed a supply hub closer to them, and IDS Dubai was formed incorporating Intagulf FZCO, a Jebel Ali based liquor import and distribution company formed by Mark Rogers in 2002.

This brought together a Board of 3 business entrepreneurs and owners and set the platform for the continuous growth and success IDS has enjoyed over the last decade, pushing into new markets, whilst increasing the customer base in existing countries.

In 2018 IDS Dubai moved into its own purpose-built warehouse and office facility in Jebel Ali Free Zone in Dubai, increasing the capacity to store a wider range of goods, and holding fine wines in the regions first humidity and temperature-controlled cellar,





Fidato per servire Diplomatici
in tutto il mondo



Great things in business
are never done by one
person. They're done
by a team of people.

It also gave IDS the ability to dispatch multiple orders, and gave the office space to have our central Management, Commercial, Operations, Sales and Finance teams based in the Dubai office, establishing Dubai as the Worldwide HQ for the business.

In 2019 IDS acquired a 60% share of Diplomatic on Top, the leading Brussels Diplomatic Supplier, also serving Luxembourg and Paris, and giving IDS the potential to service French speaking Embassies and Countries around the world. It also creates the basis of a wider European range offering.

In 2020 IDS US has been established, based in Miami, to supply US Embassies worldwide as well as being an ideal hub to supply all Embassies in South America and The Caribbean.

This now gives IDS the opportunity to supply a large number of the nations of the world, with their own favourite food and beverages, in nearly any host country in the world, from one of the 4 hubs in America, UK, Europe and The Middle East.

The IDS Group is looking forward to 2022, to celebrate its 25th Anniversary of formation, under the Board control of Patrick Doyle, John Coe and Mark Rogers.

03.

Charities that we support



Kids for kids

www.kidsforkids.org.uk

IDS began a journey with Kids for Kids in 2008, a journey that has played a big part in our success. Once a company makes a serious commitment to help children who are literally dying of hunger, it's not possible to stop. So, we must be successful, we must increase our efforts year after year to do what we can to enhance the lives of the children in Darfur who are living the harshest lives on the planet. Through events like The Ambassadors' Ball in London we have been able to raise over \$350,000. Other initiatives we have organised and funded have provided water pumps in remote villages. This is life changing for children who would otherwise walk for 6 or 7 hours a day to collect water in Jerry cans. Our commitment to the children in Darfur will continue for many, many years to come.

IDS is committed to giving back wherever possible, and that has developed into a programme of supporting children based charities, with the emphasis on food and clean water.

IDS is also committed to extending the charity support further in the years to come.



Kids for Kids key project is a goat loan – as they don't believe in charity; we believe in enabling people to help themselves. Children are malnourished in every village. Many have had no protein, minerals or vitamins for months on end which not only means lasting damage to them physically, but their IQ is reduced, often irreparably. Goat's milk transforms a child's health.



Gentle Hands is an orphanage in Manila, started by a caring Canadian couple and now run by their daughter. UNICEF estimates there are 1.8 million abandoned and neglected children in the Philippines. Many live on the streets without help. They face a short life of poverty, hunger, sickness and abuse, both physical and sexual. Gentle Hands endeavours to provide family centred care for some of those children, where medical, social, psychological and educational needs are addressed. Some of the children are deaf and cannot speak, so all the children are taught sign language so that everyone can communicate with each other. There are little babies, toddlers and children of all ages.

IDS have helped to fund the home-schooling programme for these children found on the streets: 'The Foundlings,' as they are known. Some don't

Shamida Ethiopia

www.shamidaethiopia.com

At IDS we are committed to building a legacy of support for vulnerable children. It was our intention to find a charity supporting children in Ethiopia when a chance meeting in Dubai with a family who had adopted their two children led us to Shamida Ethiopia.

IDS Chief Executive, Patrick Doyle and International Sales Manager Joe Swords were due to visit Addis Ababa to support the British stand at the Diplomatic Bazaar, an annual event that raises money for various charities in Ethiopia. They had also arranged to meet Karen Kendall, an Australian who during a visit to Ethiopia found a tiny little baby who had been left in a bush that stings and burns the skin, left to die or be found by an angel. Karen paid for the medical care for the little girl, but her devotion didn't



Vertrouwd om Diplomaten
wereldwijd te dienen

Gentle Hands

www.gentlehandsorphanages.com

know their own name or speak any language because no one taught them; largely they have known nothing but pain and hurt in their tiny lives. As well as funding, IDS offered our team two weeks paid leave to volunteer at Gentle Hands in Manila, we have now sent nine teams of our staff to visit the orphanage, and more wanted to go. They worked with the children, teaching, playing and caring, hopefully revealing some beautiful smiles on their faces.

In 2019 to celebrate Thanksgiving we decided it would be fitting to fund the entire food and grocery cost for the year. Something we have repeated in 2020 and will continue to do in the future.

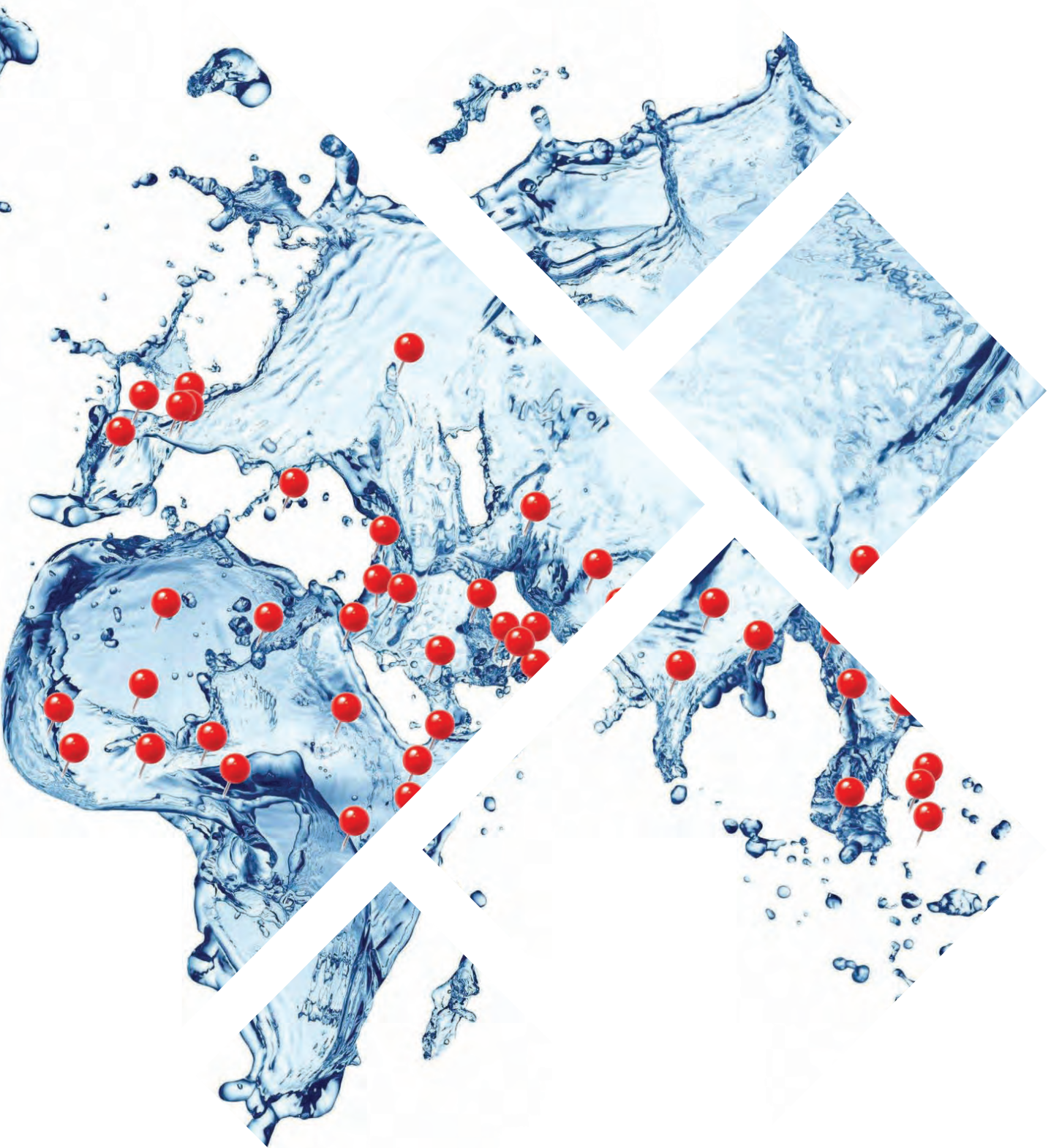
Each of the volunteers have described their time at Gentle Hands as life changing. We will continue to support this wonderful charity both financially and with volunteer support.



stop there, and Ruby is now her beloved daughter.

As if that was not enough, seeing that this was not an unusual occurrence, Karen stayed on and began to help other vulnerable women and children. And so, Shamida Ethiopia was born. Shamida is a truly wonderful place. It provides a centre where children feel the love and care of the people who look after them, a place where they can play with friends and feel at home. Most of the staff come from the nearby Fistula Hospital.

IDS has committed to paying the annual food bill for the children and staff at Shamida. We will also send volunteers to bring love, smiles and devotion to these little children.



A satisfied customer
is the best business
strategy of all



Fornecedor de confiança de Diplomatas
mundialmente

04.

Customers we work with

We are proud to be "Trusted to serve Diplomats worldwide".

IDS has earned that reputation since its formation in 1997 and has steadily built a business which truly spans the globe. The growth has necessitated a structured approach to ensure we truly understand all local customs and MFA requirements, to ensure all legalities are covered and that the paperwork is always issued correctly. We have managed to find and work with reliable shipping lines & local clearing agents, to ensure that the clearance and delivery process is as seamless as possible. We are flexible in our delivery terms, whichever incoterms works for the customer.

The needs and requirements of our customers differ in each country, and often from different nationalities, and our complete range offered from one of our four business hubs around the world aims to reflect this.

Customers can buy from more than one hub depending on their product range requirements and shipping routes, schedules and costs.

We do not work with any sales or customer service agents, and your order is handled by a dedicated IDS sales manager & an experienced customer services executive from beginning to end. Our sales and customer service teams have more than 50 years of experience in these roles between them. We pride ourselves on our communication regarding the order process.

05.

Suppliers we work with

IDS is proud to work with premium suppliers from around the world.

Our central purchase team work hard to ensure our wine range is as representative of as many countries as possible, is commercially viable and is able to be imported into our hubs for exporting around the world.

The vast majority of wines are produced between the 30 and 50 degrees parallel in both the Northern and Southern hemispheres, where the ideal growing conditions exist for producing premium wines, and the vast majority of our sales of these wines are between the two 30 degrees parallel, right across The Caribbean, West, North and East Africa, The Middle East, Indian Sub-Continent and Asia Pacific.

Our wine sources range from the whole spectrum of wine production, from both small family owned wineries which have been passed through the generations, to the large multinational companies, from biodynamic producers, bespoke top quality producers often producing only 3 or 4 barrels of a specific appellation, to world leading brands which sell in the millions of bottles.





Нам доверяют Дипломаты
по всему миру

Our largest country for sourcing remains France, and we also import from the other leading European wine countries of Germany, Italy, Spain, Portugal, Austria, Greece & Romania as well as from England. We also import from Turkey & Lebanon, directly from the two largest exporters from South America – Chile & Argentina; from Canada and the USA; from Australia & New Zealand; from South Africa, and from Japan. Altogether we hold around 700 different wines from 20 different countries and from 200 different brands & producers.

We have over 70 beers from 17 different countries, as we aim to have a wide range of styles and countries available to please different palate, we have ales, IPA's, craft beers, pilsners, wheat beers and specialist Belgian beers.

Our spirit selection comes from 20 different countries and includes both regional specialities and international brand leaders. From Single Malts and blended Scottish whiskies, to Cognac & Armagnac from France, Bourbons from the USA, Tequila from Mexico, Vermouth from Italy to a wide range of aperitifs & digestifs and fruit liqueurs.

We also have an incredibly large selection of additional wines, beers and spirits on our **extended range** offering. This list supplements the large selection which we hold in stock at all times, and includes an additional 6,000 wines, 150 beers & 2,250 spirits! We also offer a full complement of fine wines, from France, Italy, Spain & the USA.



Cases packed





Confiado para servir a Diplomáticos
en todo el mundo

06.

Operations

In Dubai and Brussels we have our own facilities and our own picking and packing teams. In London and Miami we use third party warehousing but still have our own picking and packing teams. This ensures that we pick to extremely high levels of accuracy, and are confident on taking complicated orders and contracts on board, and fulfilling them beyond customers' expectations. Once picked, all orders are individually checked to ensure complete accuracy before being loaded and sent to our customers. Our picking accuracy is currently 99.999% and we are working on that 0.001%!

Many of our staff have been with IDS for a long time, so have service in their DNA, and know exactly what is expected from an IDS shipment.

This goes for the customer service and shipping teams too. We process all our orders, book all our shipments, and take control of the process. We do not employ any commissioned agents anywhere in the supply chain.

From our air-conditioned in-bound containers, to our air-conditioned warehouses, even with a fully operational humidity controlled fine wine cellar in Dubai, across the supply chain we ensure the quality of our products. So we know the goods leave our premises in perfect condition, and we are careful to ensure they arrive likewise. We supply airfreight, LCL or FCL container shipments or simply by road with our own air-conditioned IDS trucks for shipments to customers within the UAE, London, Brussels and Paris.

This operational know how is backed-up by our efforts to source and procure goods at the best possible price to meet the customers' requests and wishes and we are proud to offer exceptional value and quality at every price point. We listen to our customers and have a thorough understanding of our markets and what our customers need. We work with some award winning and industry leading suppliers across the world that are ruthlessly focused on quality and allow us access to the most exciting producers in the wine, beer and spirits industry.

We truly feel that this passion to supply the best products whilst giving customers the best global service makes IDS a truly unique organization.

Sales



07.

Website and Social Media

IDS have been working behind the scenes on improving our technology and internal processes during 2020. The team have been working with a leading digital e-commerce agency on the development of a new website and move to a new ERP system with the focus being maximizing customer experience and customer satisfaction.

The new website has several new features including quota management, bulk buying, market specific configuration, customer specific shipment dates as well as greatly enhanced web design and display. This has been created with the feedback of our customers and sales team and will allow customers to discover the wide range of products IDS has to offer and efficiently browse and place orders.





वश्रवास से दुनररर के रररनरररक की सेवा



2020 has seen an improved focus on digital marketing and social media strategy at IDS. We have recently installed a state-of-the-art photography studio in our warehouse enabling us to produce high quality image and video content and recruited staff to help us grow our social media channels.

Our sales team have been busy reviewing products and running wine tastings online and had some great feedback from our customers.

Due to the travel restrictions resulting from Covid-19 we feel an effective social media strategy is a good way to keep in touch with our customers and give

them a better understanding of our fantastic product range. We are pushing these channels to ensure that we can still interact with and understand our customers as well as possible whilst bringing them entertaining and informative content.

As always, service is the priority and we feel that through more focus in these areas we can grow and improve our service in new areas. So please make sure you are following us on Instagram, Facebook, Twitter, YouTube and LinkedIn! We look forward to seeing you on Zoom soon!

IDS

Our Sustainability Mission

In line with the United Nations's Sustainable Development Goals

OPERATIONAL Integrity

1



'Know your suppliers' Initiative

17 PARTNERSHIPS FOR THE GOALS



United Nations Global Compact Participant

'Enjoy Responsibly' Campaign



'Wellness Program

ENVIRONMENTAL Responsibility

3



Carbon Neutral Campaign



Warehouse Waste Reduction Scheme



Eliminating single-use plastic

SOCIETAL Activity

2



Giving Back Campaign



Our Societal Commitments

08.



值得信赖的世界性的外交官

Our sustainability mission

IDS is proud to be the first participant in the beverage sector in UAE

IDS is committed to operate in line with these United Nations Sustainable Development Goals (UNSDG).

IDS has registered as a participant in the UN Global Compact to demonstrate its commitment to Sustainable Development.

Sustainable development is the ability to meet the needs of the present without compromising the ability of future generations to meet their needs.

The United Nations has established 17 Goals to deliver Sustainable Development aimed at ending poverty, protecting the planet, and ensuring all people can enjoy peace and prosperity by 2030.

As a dynamic, global & growing business there are three focus areas where we can make the positive impact. These are as follows:

OPERATIONAL INTEGRITY

As a dynamic business, we are committed to operating with integrity, honesty and respect in everything we do.

SOCIETAL ACTIVITY

As a global business, we have the opportunity to positively influence our, and the many different communities we interact with.

ENVIRONMENTAL RESPONSIBILITY

As a growing business, we recognise the importance of minimising our impact on the environment.

Using this framework, we can clearly make a measured contribution to 7 of the sustainable development goals:



09.

The Future





مدى العالمى لخدمات الشحن والتعبئة والتغليف الدولية



IDS is closing in on its 25th Anniversary and has a lot to celebrate, but also a lot to look forward to.

We have a clear goal for the next steps in our progress, and that is all centred around the requirements of the many different nationalities of customers we enjoy serving, in the many different host countries they work with, work in, contribute to and live in.

We are proud to be trusted to serve these many customers, and our service is known for its reliability, transparency, punctuality and cost effectiveness. We always strive to find the best value option in whichever country we are sending goods to.

We are a financially strong independently owned company, run on solid values and principles. We have strong credit ratings with the key agencies and have an excellent reputation within our business community. We are proud of that reputation which has been built up over the years.

We support the UN Global Compact initiative and are working hard within 7 of the 17 Sustainable Development Goals where we can make a difference. We are especially proud of the work we do with the charities we support.

These are the reasons that we feel that we can honestly say:

IDS – Trusted to serve Diplomats worldwide.

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