

## ShopUp enters Saudi market with Makkah Municipality JV

- A Monitor Report

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Dhaka : ShopUp, a business-to-business commerce platform, on February 7, announced a landmark expansion of its global footprint through a strategic partnership between its Saudi-based brand, Sary, and Al-Balad Al-Amin Technologies, the investment arm of the Holy Makkah Municipality.

The partnership establishes a new joint venture dedicated to activating a unified digital platform designed to organize and stabilize food supply chains within the city of Makkah, according to a press release.

The initiative marks a critical step in ShopUp's parent platform, SILQ's mission to build global trade infrastructure by applying ShopUp's deep expertise in business-to-business (B2B) supply chains to one of the most time-critical logistics environments in the world \_ the Hajj and Umrah seasons.

Under the joint venture, an integrated digital ecosystem will be deployed to manage food supply operations, enabling catering contractors and suppliers to handle orders within a structured and transparent framework.

By enhancing traceability and operational discipline, the platform will help ensure the continuity and quality of food services provided to millions of pilgrims each year.

Founded to digitize and simplify procurement for small businesses in Bangladesh, ShopUp has scaled by building robust on-the-ground operating capabilities.

Through its integration within the broader SILQ platform, ShopUp is now exporting this technical and operational know-how to enable mission-critical trade flows beyond South Asia.