

Fresh Bio AB

Importer & trader of fresh vegetables and fruits for the Swedish market

Document: Company presentation

Date: August 2026

Prepared for: ICA supplier onboarding

Company presentation

Fresh Bio AB is being established in Sweden to import and supply high-quality fresh vegetables and fruits to Swedish retailers. We operate as a trading company: we source directly from harvest and certified production in Algeria and coordinate export, documentation, and delivery for the Swedish market.

1. Company overview

Legal entity (planned)

Fresh Bio AB
Registration in progress — awaiting final company documents in Sweden

Swedish contact address

Heklagatan
164 55 Kista, Stockholm
Sweden

Contact

Phone: +46 73 945 22 73
Contact person: Ahmed ZEKKOUR
Email: freshbio46@gmail.com
Website: <https://freshbio.dedyn.io>

Business model

Importer / trader — two partners (Sweden + Algeria)
Annual turnover: less than 15 million SEK (planned)

2. Why Fresh Bio for ICA

- Strong demand in Sweden for premium fresh vegetables with stable quality and competitive pricing
- Direct sourcing from a major certified farm operation in Biskra, Algeria (see Section 3)
- Products harvested, sorted, and packed for export with full certificate documentation available
- Swedish-based contact for communication, onboarding, and future customer service
- Roadmap of additional product proposals (peppers, dates, and further assortments) submitted step by step

3. Production partner — Novaprim (Biskra, Algeria)

Fresh Bio sources its vegetables from **Novaprim**, a well-known agricultural producer in Biskra, Algeria. Novaprim operates on more than **35 hectares** of production dedicated to vegetables and fruits, with harvesting, sorting, cold storage, and export packing capabilities.

- Location: Biskra region, Algeria — one of Algeria's key agricultural areas

- Production: greenhouse and open-field cultivation of tomatoes, peppers, and other vegetables
- Certification: GLOBALG.A.P. and related quality/traceability documentation available on request
- Export readiness: cold-chain handling, grading, and export-oriented packaging

Fresh Bio acts as the Swedish trading partner. ICA contracts with Fresh Bio AB; product traceability and certificates are provided from harvest through export.

4. First product proposal — cherry tomatoes (November 2026)

Availability: Cherry tomato supply targeted from **November 2026** for the Swedish market, subject to final assortment confirmation with ICA.

Proposed cherry tomato assortment:

- **Yellow** cherry tomato
- **Red** cherry tomato
- **Chocolate** cherry tomato

Products are harvested fresh, graded, and packed according to agreed retail or food-service specifications. Full documentation (certificates, traceability, and quality records) is available from the production source.

5. Additional proposals (coming separately)

Fresh Bio will submit further proposals to ICA one by one, including:

- **Long peppers** (fresh) — separate proposal to follow
- **Dates** — separate proposal to follow
- Additional vegetables and fruits based on season and ICA assortment needs

6. Quality, certificates & compliance

- GLOBALG.A.P. certification and supporting quality documentation from production source
- Harvest lot traceability and export documentation available on request
- Cold-chain handling from packing to shipment
- Compliance support for Swedish/EU import and retailer requirements

7. ICA Levnet supplier form — field reference

Values below match the ICA supplier registration form field by field.

Form field	Value for Fresh Bio AB
Company name *	Fresh Bio AB
Address *	Heklagatan
Postal code *	164 55
City *	Kista
Country *	Sweden
GLN IP *	13-digit GLN from GS1 Sweden (required — see Section 8)
GLN PU *	Same as GLN IP unless a separate purchasing GLN is assigned
VAT no *	Swedish VAT when assigned (SE + org number + 01)
Contact person *	Ahmed ZEKKOUR
Email *	freshbio46@gmail.com
Website	https://freshbio.dedyn.io
Registered in Sweden?	No — registration in progress
On Swedish market today?	No
Sales agent in Sweden?	No — co-founders, not an external agent
Invoice via EDI?	No (can be set up after approval)
Main product category *	Fresh fruit & vegetables
All categories *	Fresh fruit & vegetables
Annual sales *	Less than 15 million SEK

8. Swedish onboarding status

Item	Status	Planned action
Swedish company registration (Fresh Bio AB)	In progress	Complete upon receipt of coordination number / company documents
VAT number	Not yet assigned	Registered after company formation
GLN IP (Information Provider)	Apply via GS1 Sweden before ICA submit	13-digit GLN; address in My Places = Heklagatan, 164 55 Kista
GLN PU (Purchasing)	Same as GLN IP	Enter identical GLN in both IP and PU on the ICA form
EDI invoicing	Not yet active	Setup aligned with ICA requirements after approval
On Swedish market today	No — new supplier	Launch planned with ICA as key partner

9. Sales plan for Sweden

Fresh Bio AB is founded by two partners: one in Sweden (Kista, Stockholm) responsible for retailer onboarding and market launch, and one in Algeria who coordinates harvesting, packing, and export from Novaprim in Biskra.

We will serve Swedish retailers with a focus on premium fresh vegetables at competitive prices. Our initial launch product is multi-colour cherry tomatoes (yellow, red, chocolate), available from November 2026. We will expand the assortment with long peppers, dates, and additional proposals submitted individually to ICA procurement.

Fresh Bio AB · Heklagatan, 164 55 Kista, Stockholm, Sweden · +46 73 945 22 73

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Confidential — prepared for ICA supplier application. GLN IP/PU and VAT must be added on the form before ICA will process the application.