

COMPANY OVERVIEW

AquaStore is a Dubai-based vertical B2B marketplace created for the pool, spa and wellness, water filtration and treatment, irrigation, water infrastructure and related professional-service industries. The platform connects manufacturers, distributors, wholesalers, contractors, service providers and professional buyers in one focused digital ecosystem.

THE INDUSTRY PROBLEM

Water-related B2B trade remains fragmented across supplier directories, exhibitions, personal networks, messaging applications and disconnected websites. This slows supplier discovery, limits cross-border visibility and makes early-stage sourcing more manual than it needs to be.

PLATFORM SCOPE

Supplier discovery Structured company profiles and category-based search.	Products & services Focused listings for technical and professional solutions.
RFQ workflows Buyer enquiries and requests for quotation.	Projects & tenders Visibility around project-based commercial demand.
Trust framework Verified Supplier processes and clearer business identity.	Growth tools Premium visibility, promotion, analytics and advertising.

CORE SECTORS

Pools & equipment · Spa & wellness · Water filtration & treatment · Irrigation · Water tanks & infrastructure · Installation, maintenance and specialist services

WHY THE STORY MATTERS

- **Vertical-marketplace thesis.** A sector-specific platform designed for the complexity of professional water-industry trade.
- **Dubai-to-GCC positioning.** A UAE corporate base with initial focus on the UAE and Saudi Arabia, connecting regional demand with international suppliers.
- **Founder-market fit.** The company was built from direct operating experience in pool construction, distribution and cross-border sourcing.
- **Long-term infrastructure vision.** The ambition extends beyond listings toward trust, structured demand, market intelligence and professional identity.

QUICK FACTS

PLATFORM	AquaStore
LEGAL ENTITY	Aquamarket FZCO
CORPORATE BASE	Dubai, United Arab Emirates
FOUNDER & CEO	Aydin Malikov
CATEGORY	B2B marketplace / water technologies
STAGE	Market launch / early GCC expansion
GEOGRAPHIC FOCUS	UAE and Saudi Arabia first; GCC and global supplier reach
BUSINESS MODEL	Supplier subscriptions, premium visibility, promoted listings, advertising and analytics

AUDIENCE

Manufacturers, distributors, wholesalers, suppliers, contractors, consultants, service providers, developers, hotels, facility operators, project buyers and procurement teams.

FOUNDER PROFILE

Aydin Malikov is an Azerbaijani entrepreneur whose background includes swimming-pool construction, water-industry distribution and international sourcing. AquaStore was developed from operating experience inside the sector rather than from a generic marketplace concept.

MEDIA AVAILABLE

Founder interview · High-resolution photography · Logo files · Platform screenshots · Corporate background · Media release · Product-demo materials

"The market did not lack companies. It lacked connection."

— Aydin Malikov

EDITORIAL STORY ANGLES

01 DIGITAL TRANSFORMATION How a Dubai-based vertical marketplace is modernising supplier discovery and early-stage procurement across GCC water-related industries.	02 SPECIALISED B2B Why category depth, trust and professional identity may matter more than product volume in complex B2B marketplaces.	03 FOUNDER-MARKET FIT How direct operating experience in distribution, projects and cross-border sourcing shaped AquaStore's product thesis.
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POSITIONING: AquaStore is not a general e-commerce catalogue; it is being built as specialised commercial infrastructure for the companies that supply, build, maintain and operate water-related systems.

MEDIA CONTACT

Aydin Malikov · Founder & CEO

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