

A portrait of Yerden Mukhametov, a man with a beard and mustache, wearing a dark blue double-breasted suit, a light blue shirt, and a dark tie with small white dots. He is standing in an office environment with blurred background elements like a plant and a wall.

YERDEN
MUKHAMETOV

FOUNDER & CEO
SASSA GROUP



Yerden Mukhametov is the Founder and Chief Executive Officer of SASSA GROUP, an international commodity trading company headquartered in Dubai, United Arab Emirates.

Main Focus

- Cross-Border Commodity Trading
- Strategic Partnerships
- International Business Development
- Investment Facilitation
- Institutional Relations

He focuses on cross-border commodity trading, international business development, and strategic partnerships across Asia, the Middle East, Latin America, and the CIS region.

Throughout his career, he has contributed to projects involving commodity trading, mining, industrial supply chains, logistics, and business development. His approach combines disciplined execution, long-term relationship building, and institutional cooperation.

Under his leadership, SASSA GROUP continues to expand through carefully selected commercial opportunities and strategic partnerships, emphasizing responsible execution, transparency, and sustainable business relationships.

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Career Highlights

- Founder & CEO, SASSA GROUP
- Based in Dubai, United Arab Emirates
- Cross-Border Commodity Trading
- International Business Development
- Strategic Partnerships
- Commodity Supply Chains

Geographic Experience

- Middle East
- Central Asia
- Latin America
- China
- Southeast Asia
- CIS

Yerden Mukhametov is an international business executive specializing in cross-border commodity trading, strategic business development, and commercial execution across emerging and established markets.

Core Industries

- Commodity Trading
- Mining
- Logistics
- Industrial Supply Chains
- Strategic Advisory

Over the course of his career, he has been involved in projects spanning commodity trading, mining, industrial operations, logistics, and international business development.

His experience includes building commercial relationships, coordinating multi-jurisdictional transactions, and supporting business expansion across Asia, the Middle East, Latin America, and the CIS region.

In 2025, he founded SASSA GROUP in Dubai to establish an independent international platform focused on commodity trading and cross-border commercial cooperation. Today, the company develops long-term partnerships with producers, industrial consumers, investors, and strategic counterparties, emphasizing disciplined execution, transparency, and responsible business practices.

Executive leadership focused on building international commercial relationships, executing cross-border transactions, and developing long-term strategic partnerships.

LEADERSHIP

- Executive Leadership
- Business Development
- Commercial Negotiations
- Strategic Decision-Making
- Institutional Relationship Management

COMMERCIAL EXPERTISE

- Commodity Trading
- Mining & Natural Resources
- Industrial Supply Chains
- International Logistics
- Cross-Border Trade Execution

STRATEGIC CAPABILITIES

- Partnership Development
- Investment Facilitation
- Market Expansion
- Opportunity Structuring
- Commercial Coordination

CORE PRINCIPLES

- Transparency
- Accountability
- Long-Term Partnerships
- Disciplined Execution
- Responsible Business Practices



Primary Business Regions

- Middle East
- Central Asia
- Latin America
- China
- Southeast Asia
- CIS

Current Focus

- Commodity Trading
- Strategic Partnerships
- Business Development
- Investment Cooperation

Cross-border commercial activities focused on international commodity markets and strategic business development.



SASSA GROUP is an international commodity trading company headquartered in Dubai, United Arab Emirates.

The company focuses on cross-border commodity trading, commercial execution, and long-term partnerships connecting producers, industrial consumers, investors, and strategic counterparties across multiple international markets.

Its activities are built on disciplined execution, responsible business practices, and transparent commercial relationships.

Core Activities



Commodity
Trading



International
Trade
Execution



Strategic
Partnerships



Commercial
Development



Cross-Border
Business



The examples below represent selected areas of cross-border professional experience and are presented for illustrative purposes only. They do not constitute a comprehensive list of professional activities, engagements, or transactions.

Metals & Minerals

Cross-border experience in metals and minerals, including commodity trading, international sales, logistics coordination, export execution, and commercial structuring across multiple jurisdictions.

International Commodity Trading

Experience across multiple commodity sectors, including energy products, agricultural products, chemical products, and industrial raw materials, with a focus on cross-border trade execution, commercial coordination, and international counterparties.

Finance & Investments

Experience supporting transaction structuring, M&A coordination, fundraising initiatives, strategic investment opportunities, and commercial negotiations involving multiple stakeholders and jurisdictions.

Strategic Advisory

Strategic advisory in market entry, business development, partnership facilitation, commercial mediation, and cross-border coordination across multiple jurisdictions.

Guiding Principles

Sustainable international business is built on trust, disciplined execution, transparency, and long-term relationships.

Professional Values

- Integrity
- Accountability
- Long-Term Thinking
- Commercial Discipline
- Respect for Partners

Executive Approach

- Build relationships before transactions
- Prioritize execution over promises
- Think across borders
- Protect long-term reputation
- Create sustainable commercial value

PROFESSIONAL
PORTRAITS



Official executive photographs approved for institutional, media, conference, and corporate use.





Official Channels

Corporate Website
www.sassa-group.com

LinkedIn



Facebook



YouTube





YERDEN MUKHAMETOV

Founder & CEO

SASSA GROUP

International Commodity Trading
Strategic Partnerships
Responsible Commercial Execution