



As the founder of Nui, Kevin O’Sullivan has always held the vision that we have the potential to build a significant ecosystem for trading of physically delivered commodities.

We targeted dairy as our first vertical as we had experience and knowledge in the sector and could see growth in volumes. Volume growth was driven by increasing demand and the increasingly wealthy Asian market. Added to that was the decision from the EU to remove production caps for dairy production, which had been in place since 1984.



We believe, to have a successful and meaningful ecosystem for trading of physically delivered agri-products, you need to be able to address and solve the problems for the various participants involved. That’s why we work to empower our customers to transform the way they do business by providing tailored digital B2B marketplaces, together with valuable strategic insights on how to use them. We love building a great product that is changing the market and making it efficient for all.

As we look to the future, we have identified the opportunity both for Nui to expand our product offering as well as getting closer to our customers, to leverage the industry-specific knowledge we have acquired over the years of serving particular markets such as dairy, meat and ethanol. We see a future where Nui grows beyond our current regions and supplier-focused partnerships to become an independent international marketplace operator, and reference source of market data, within our industries of expertise.

Nui has big ambitions, and we would love you to be part of our ‘wairua’ – our spirit or essence, and look to create the way for trading for a new world.