



# Artificial Intelligence Webinaire K4DU 2.0

May 2022

# Overview of Middle East Region



# Overview of Middle East Region

HERE IS THE WORLD ...



# Overview of Middle East, Levant & North Africa Region

With a strong market of **218 Million** consumers, the Middle East, Levant & North Africa Region should really be considered by different companies. Below an overview of each country:

## GCC Countries



**United Arab Emirates**  
Population: 10,1 M



**Qatar**  
Population: 2,9 M



**Kingdom of Saudi Arabia**  
Population: 35,8 M



**Bahrain**  
Population: 1,8M



**Oman**  
Population: 5,3 Mio



**Kuwait**  
Population: 4,3 Mio

## Levant & North Africa



**Egypt**  
Population: 105,8 Mio



**Iraq**  
Population: 41,8M



**Jordan**  
Population: 10,3 M



**Lebanon**  
Population 6,7 M

# Overview of Middle East Region



## Statistics and Trends

**Foreigners**  
now account for around  
**48.1%** of total population in GCC  
countries

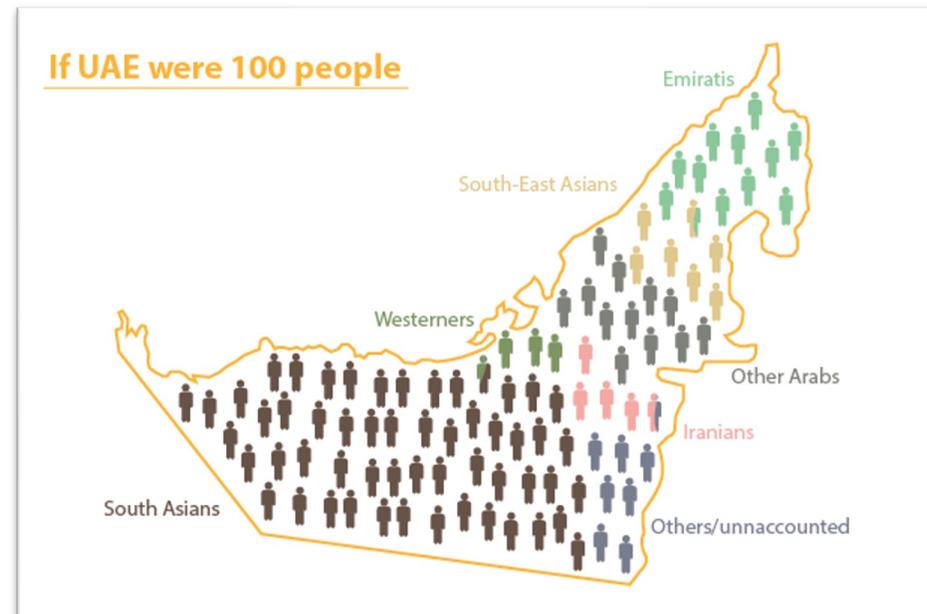
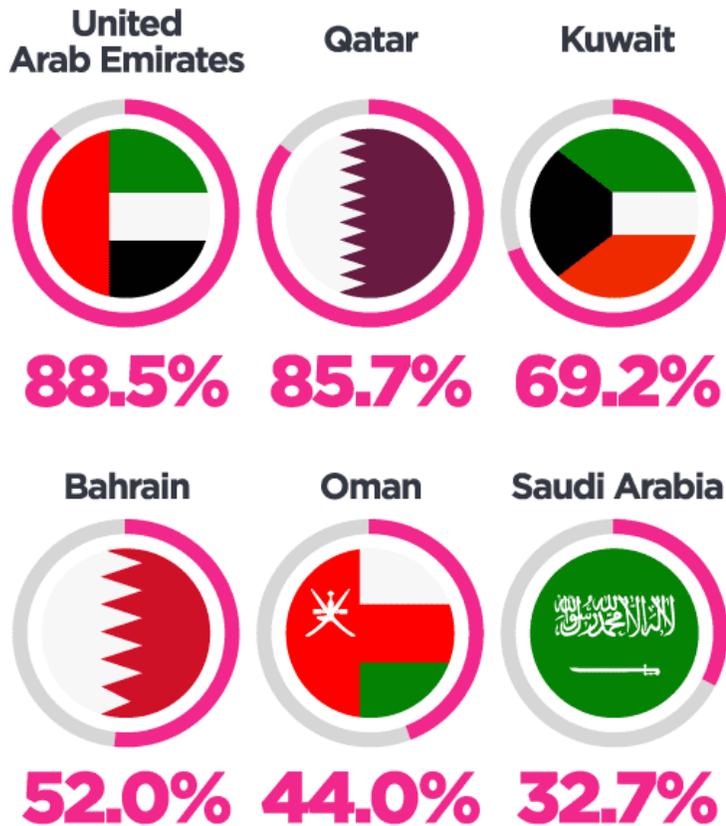


More than **46%** of Foreigners in Middle East think they are earning a lot more than they would back home.



# Overview of Middle East Region - Diversity Challenge

Estimated Number of Foreigners of total population





# Middle East – United Arab Emirates

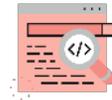
Country	Evaluation Coface	Pros	Cons
United Arab Emirates	COUNTRY A3	<ul style="list-style-type: none"> <li>Higher and growing degree of economic diversification compared to neighboring countries</li> <li>Trade hub of the region</li> </ul>	<ul style="list-style-type: none"> <li>Growing regional challenges to UAE's privileged position as a trade hub</li> <li>High dependence of fiscal revenues on hydrocarbons</li> <li>Gradual increase in public debt</li> <li>Dependence on foreign labor (85% of the population is foreign)</li> </ul>
	BUSINESS ENVIRONMENT A2	<ul style="list-style-type: none"> <li>Large financial reserves</li> <li>Political stability</li> </ul>	

Source : Coface 2022

# ARTIFICIAL INTELLIGENCE IN THE UAE



# ARTIFICIAL INTELLIGENCE IN UAE



## Fundamentals

UAE Council for Artificial Intelligence and Blockchain was formed in 2018

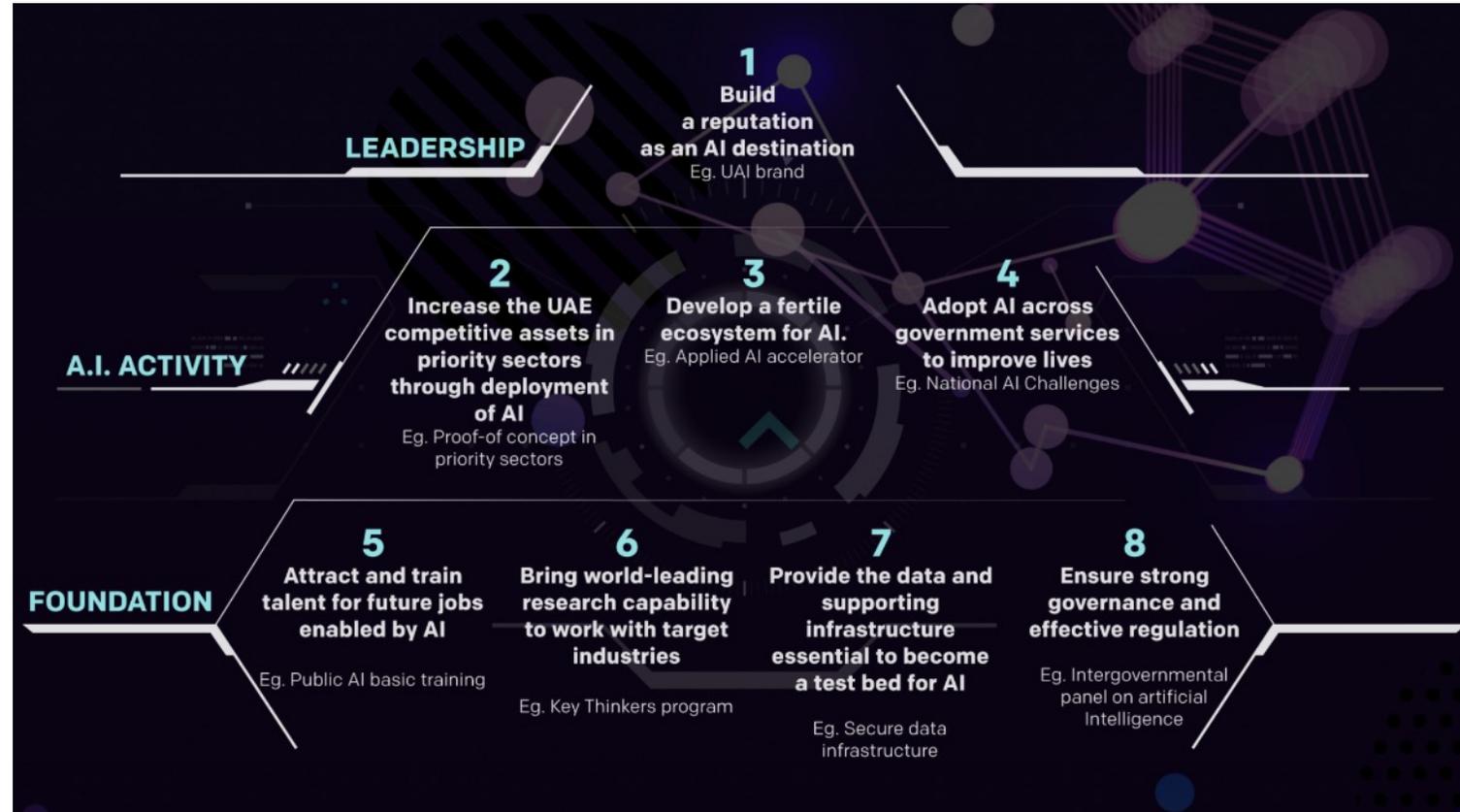
UAE Council for Artificial Intelligence and Blockchain is tasked with proposing policies :

- To create an A.I.-friendly ecosystem;
- To advance research in the sector;
- To promote collaboration between the public and private sectors, including international institutions;
- To accelerate the adoption of A.I.



H.E. Omar Sultan Al Olama

Minister of State for Artificial Intelligence, Digital Economy and Remote Work Application



Source: <https://ai.gov.ae>

# 2 STEPS FOR THE STRATEGY OF AI IN THE UAE

The first step of the strategy is for the UAE to be an **early adopter** of AI technology, primarily in government and **five more priority sectors**:



1-Resources & Energy



2- Logistics & Transport



3- Tourism & Hospitality



4- Healthcare



5- Cyber security

The second step is to develop **regional capabilities** so the country will be a net exporter of AI.

The government wants to initially *“build a reputation as an AI destination”*.

The State Ministry for AI identified uses cases in each of the priority sectors and began funding pilot projects.

The government also provides incentives to local companies to partner with global players to bid on projects, hoping that some of the outside experts will set up an office in the UAE.



# FIRST SECTOR OF PRIORITY: AI - RESOURCES & ENERGY

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

Some examples:

Government research :

In the resources and energy sector, the state ministry is particularly interested in **Demand Side Response (DSR) systems**, which **facilitate communication** between businesses and the **power grid** to adjust motors and pumps based on changes in power frequency.



As another example, Abu Dhabi is actively pursuing AI solutions to **help residents to know exactly where water and electricity are being wasted in their homes**, so they can reduce consumption and save money.



Source:  
<https://midwestmachinery.net/armstrong-pump-manager/>

Source: <https://www.computerweekly.com/news/>

# SECOND SECTOR OF PRIORITY: AI - LOGISTICS & TRANSPORTATION

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

The UAE is a globally competitive transit hub :

- **90 million people** pass through Dubai Airport each year;
- **26 million pass** through Abu Dhabi Airport;
- Jebel Ali port is the largest marine terminal in the Middle East and provides market access to over 2 billion people.

Airport and port management companies from the UAE continue to expand their management of overseas facilities.

The UAE's peninsular **location between South Asia and East Africa** provides an enduring advantage.

There is an opportunity to make the most of these assets facilitating test beds for new technologies in these locations by deploying AI solutions :

- For **air traffic management**;
- **Baggage handling**;
- **Airplane boarding**.

*Demonstrator projects that make the most of these physical and digital assets in logistics and transport will be funded.*



# SECOND SECTOR OF PRIORITY: AI - LOGISTICS & TRANSPORTATION

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

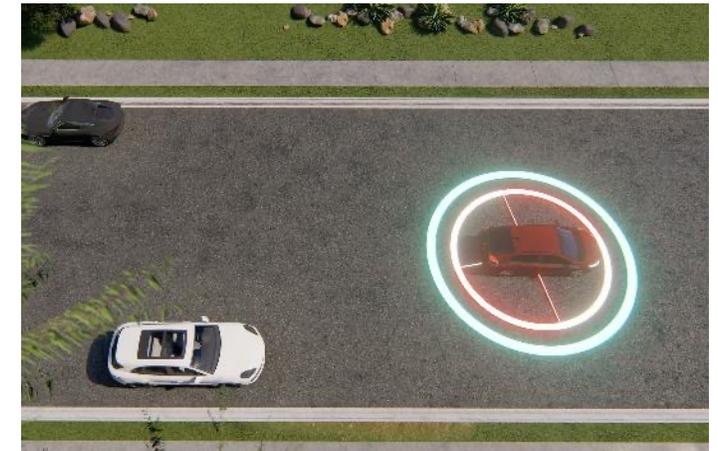
4- Healthcare

5- Cyber security

Now, the key east-west transit hub is rolling out another addition from the realm of science fiction — **an iris-scanner that verifies one's identity and eliminates the need for any human interaction when entering or leaving the country.**

It's the latest artificial intelligence program the United Arab Emirates has launched amid the surging coronavirus pandemic, **contact-less technology** the government promotes as **helping to stem** the spread of the virus.

Dubai's airport started offering the program to all passengers in 2021. Travelers stepped up to an iris scanner **after checking in**, gave it a good look and breezed through passport control within seconds. **Gone were the days of paper tickets or unwieldy phone apps.**



**The UAE plans to make 25% of vehicles on the road autonomous by 2030.**

As discussed in our previous webinar with OPTITEC and Pole Mer: Autonomous vehicles will soon become a reality in UAE, with the country **becoming the first in the Middle East** and the second globally to **test self-driving cars on the streets with the approval of a temporary license** to test self-driving vehicles on the roads.

# THIRD SECTOR OF PRIORITY: AI - TOURISM & HOSPITALITY

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

Tourism is a highly visible, successful export sector for the UAE.

There is a particular opportunity to **integrate services attracting tourists** to the UAE and **the packages that are offered once they are here**, including business travelers and those on short stopovers.

The greatest opportunity in Tourism & Hospitality comes from innovations that have potential for spillover into other customer service sectors.

**AI can be utilized to predict tourist's needs and provide customized services.**



# THIRD SECTOR OF PRIORITY: AI - TOURISM & HOSPITALITY

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

To address other challenges in the sector, *Abu Dhabi's Department of Culture and Tourism* has partnered with *Sojern*, a leading provider of digital marketing solutions for travel an extension of their partnership to **drive further traveller demand into the Emirate using its Co-Op Marketing Programme.**

Following a successful pilot of the joint marketing programme, which has reached more than 3 million people so far, **Abu Dhabi hotels have been able to increase direct bookings through a highly targeted, digital display and social media advertising campaign.**



**Two UAE based technology pioneers have agreed to form a strategic partnership that will help accelerate the revival of the global travel and tourism sector.**

Tratok, a blockchain-powered travel ecosystem, and Hotel Data Cloud, a content distribution channel for the hospitality industry, have joined forces to extend the services of both companies to their respective client bases.

*The partnership will ensure that the data from Hotel Data Cloud's portfolio of over **11,400 hotels in 153 countries** which feature more than **1.2 million rooms**, will be utilized by Tratok's ecosystem and its 1.3 million verified users.*

# FOURTH SECTOR OF PRIORITY: AI - HEALTHCARE

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

Dubai Health Authority's new Dubai Genomics program hopes to bring population-scale whole-genome sequencing to the Emirate.

The aim is to use the diverse genetic community in the UAE as a resource for new scientific studies, which make it easier to **predict risks associated with genetic-related illnesses**. This kind of study, and similar uses of patient data from UAE hospitals, could lead to novel opportunities for digital health innovation based in the UAE.

The AI Office is most interested in providing access for companies and researchers to hospital and national databases, where their work **could develop specialist capability in diagnostics that use AI, particularly for common diseases in the region**.

The AI Office has funded research into developing **an AI algorithm for detecting Tuberculosis** in patients via diagnosis of X-ray data and the pilot was launched at the United Nations World Data Forum 2018.



# FOURTH SECTOR OF PRIORITY: AI - HEALTHCARE

1-Resources & Energy

2- Logistics & Transport

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5- Cyber security

The largest healthcare network in the United Arab Emirates (UAE) has partnered with the world's first graduate-level and research-based artificial intelligence (AI) university, to integrate the use of AI in healthcare.

Abu Dhabi Health Services Company (SEHA) announced it has signed a Memorandum of Understanding (MoU) with the *Mohamed bin Zayed University of Artificial Intelligence* (MBZUAI) with the aim of exploring and introducing “**AI-driven solutions that solve prominent healthcare challenges and uplift the provision of patient-led services.**”

Gareth Goodier, Group CEO of SEHA explained: “**The integration of technology in the administrative and medical elements** of healthcare is paving the way for a **stronger healthcare ecosystem**, introducing **opportunities** for **streamlined processes, transformative research, elevated patient experience**, and ultimately, a more **cost-effective industry.**”

The potential for AI in healthcare is vast, and by partnering with MBZUAI, we are committed to exploring its limitless possibilities in medical research, early detection and diagnosis, decision making, and treatment, as we strive towards fostering the foundations of a robust healthcare sector that meets the UAE's community's every need with world class, unparalleled expertise.”



# FIFTH SECTOR OF PRIORITY: AI - CYBERSECURITY

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

Historically, the UAE has attracted the regional hubs for large technology companies like SAP or Microsoft, which often locate to free zones within the city.

There is significant potential benefit for government in developing better cybersecurity **for their own services and for making the UAE a secure environment for business**. There is also a strong entrepreneurial segment in cybersecurity, which the government wants to encourage.

There will be more than 7.5 billion Internet users by 2030 (90% of the projected world population of 8.5 billion).

Hence, **cyber security is a big investment that requires a priority considering the global shift towards maintaining safety.**

Supporting pilots that demonstrate new cybersecurity approaches in the UAE first. There is also interest in community-building and skills-building programs for SMEs and local talent that focus specifically on AI as a risk or opportunity for cybersecurity.

Cybersecurity market in the Middle East & Africa was valued at **USD 1.9 Billion in 2020**, and it is expected to reach **USD 2,893.4 million by 2026** and register a **CAGR of 7.92% during the forecast period of 2021-2026**.



# FIFTH SECTOR OF PRIORITY: AI - CYBERSECURITY

1-Resources & Energy

2- Logistics & Transport

3- Tourism & Hospitality

4- Healthcare

5- Cyber security

In the area of cybersecurity, the department is looking for ways to apply AI to counter a **growing number of threats**.

The department is encouraging local companies to partner with global players to help them address challenges.

One example of this trend of bringing in outside expertise is the case of *Spectrami*, a leading cybersecurity services company based in Dubai, which has partnered with *CYR3CON* to use AI-based predictive software to counter threats in the Middle East.



Source: <https://www.mashreqbank.com/>

**Israeli cyber security firm ThetaRay seals first Emirati contract**

Israel technology firm ThetaRay will license a financial crime detection tool that monitors transactions for correspondent banking to **Emirati bank Mashreq (MASB.DU)**.

It is ThetaRay's first direct licensing agreement with a bank from the United Arab Emirates, Chief Executive Mark Gazit said, declining to disclose the annual fee.

The Israeli-developed tool uses artificial intelligence to identify financial cyber threats like money laundering or fraud so users can take action against suspicious transactions.



Source: <https://ai.gov.ae/>

# AGREEMENT OF AI BETWEEN UK AND UAE

The UAE & the U.K. signed in september a memorandum of understanding on artificial intelligence that would see the transfer of related knowledge, investment and standards.

The UAE's Tawazun Economic Council sign a memo with the U.K. Ministry of Defence to strengthen cooperation in defense-related research and development.

Mohamed bin Zayed, the crown prince of Abu Dhabi and deputy supreme commander of the armed forces, met British Prime Minister Boris Johnson in the U.K., when the two parties launched a "Partnership for the Future" between the two nations, which involved the AI effort.

An industry source with knowledge of the deal told Defense News that the two parties are still in the exploration phase but will eventually concentrate on four areas:

- Aligning existing R&D programs.
- Aligning supply chains.
- Maintenance, repair and operations.
- Further securing supply chains.



# ONE EXAMPLE OF UAE REGIONAL HUB

Dubai: The UAE and India signed an agreement to discuss and explore options for both countries to grow their artificial intelligence economies.

The **UAE Minister for Artificial Intelligence** and **Invest India** signed a Memorandum of Understanding for the India-UAE Artificial Intelligence Bridge.

The partnership will generate an estimated **\$20 billion (Dh73.4 billion)** in economic benefits during the next decade.

The UAE-India collaboration will seek to evaluate the dynamic nature of innovation and technology by convening a UAE-India AI Working Committee between the UAE Ministry for Artificial Intelligence, Invest India and Startup India.

Omar Sultan Al Olama, UAE's Minister of State for Artificial Intelligence, said **how a country chooses to embrace Artificial Intelligence will have a tremendous impact on a country's ability to innovate and prosper.**

Deepak Bagla, Managing Director and CEO of Invest India, said **India's assets in this field makes the country a strong partner of the UAE.**



# AGREEMENT G42 AND ICEYE IN THE UAE

The partnership builds on a recent agreement between G42 and Yahsat to develop geospatial analytics-as-a-service and data fusion of different sensor modalities.

Last November 2021, G42, the leading Abu Dhabi-based artificial intelligence and cloud computing company and ICEYE, a Finnish Synthetic-Aperture Radar (SAR) satellite and analytics provider, have signed a Memorandum of Understanding (MoU) to collaborate on developing advanced SAR products.

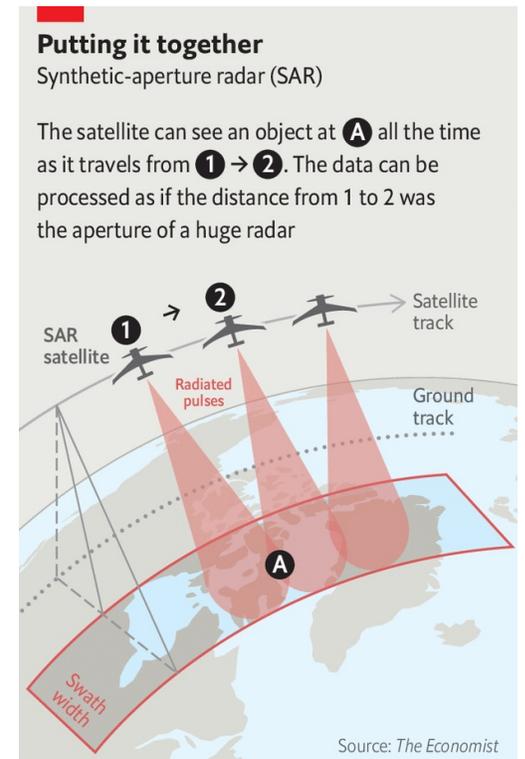
The agreement between the companies will bring together ICEYE's existing satellite constellation and solutions and G42's geospatial analytics, cloud computing, and AI capabilities for customers in the UAE and beyond.

ICEYE's provision of both historical and future SAR imagery and G42 through its AI research arm, the Inception Institute of Artificial Intelligence (IIAI), will jointly develop advanced algorithms and analytics with ICEYE to serve local customers in various fields.

Bayanat, G42's geospatial products and services company will benefit by providing these solutions to customers in various domains including oil & gas, municipalities, maritime, environment, disaster management, public safety, and other areas.



Image Courtesy: Synertone Communication Corporation



The Economist

# ACTUALITY OF AI IN THE UAE



# AI ACTUALITY IN THE UAE

## UAE Government focuses on building new generation of coders

Students were introduced to the experiences and **projects of the Dubai Future Labs and the National Programme for Coders.**

They were further briefed on the Museum of the Future, recently inaugurated by His Highness Sheikh Mohammed bin Rashid as a global scientific platform and an integrated institutional framework to shape a **better future for Dubai** and the whole world, and a **headquarter that gathers futurists to design innovative solutions for future challenges.**

Students were also introduced to the latest technologies, the "Metaverse" virtual world, and the role of coding in the digital transformation of the UAE.



Source: <https://ai.gov.ae/news/>

# AI ACTUALITY IN THE UAE

## Mohammed bin Rashid honours 240 graduates of Artificial Intelligence Programme

The honouring ceremony was held at Expo 2020 Dubai in the presence of H.H General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior and H.H. Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs.

**His Highness Sheikh Mohammed bin Rashid was briefed on several Artificial Intelligence (AI) projects developed by the graduates during their training to enhance government performance and efficiency.**

Sheikh Mohammed highlighted the importance of empowering **future generations with the latest technologies to achieve the UAE's objectives** for the next 50 years.

AI solutions are key to building the UAE's technological expertise and supporting its goal of achieving technical, digital and scientific excellence, he said.



Source: <https://ai.gov.ae/news/>

# AI ACTUALITY IN THE UAE

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- [Are you ready for the speed of change? A conversation with the Minister of Artificial Intelligence in the United Arab Emirates](#)
- [Three ways how AI can help decarbonise the oil & gas sector](#)
- [AI played 'big role' in approach to pandemic, says UAE artificial intelligence minister](#)
- [UAE Strategy for Artificial Intelligence](#)
- [AI is an accelerator of change in the UAE](#)
- [UAE vows 'responsible' artificial intelligence rollout](#)
- [AI in the United Arab Emirates](#)
- [Why the Middle East is fast becoming a hub of artificial intelligence](#)
- [AI: The way forward for automation in the Middle East](#)
- [Arab Narratives About Artificial Intelligence Are Explored in New Report](#)
- [AI in UAE: How Artificial Intelligence Will Shape UAE's Future](#)
- [Artificial intelligence in government policies](#)

# EVENTS IN THE UAE



# Some events in Resources and Energy in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <b>WETEX</b>	Water management, environmental and energy technologies exhibition. WETEX will focus on the advanced Technologies in the areas of Energy such as Fossil Fuel, Nuclear, Renewable, Power Generation, Smart Grids, Efficiency, Conservation	27 to 29.09.2022	Dubai Dubai World Trade Center
 <b>The BIG 5</b>	International Exhibition for Building, Water Technology & Environment, Air Conditioning & Refrigeration, Cleaning & Maintenance, Glass & Metal	05 to 08.12.2022	Dubai Dubai World Trade Center
 <b>WORLD FUTURE ENERGY SUMMIT</b>	Renewable Energy and Environment Industry International Trade Show	16 to 18.01.2023	Abu-Dhabi National Exhibition Center - Adnec
 <b>Intersolar Middle East</b>	Renewable Energy and Environment Industry International Trade Show	14 to 16.03.2023	Abu-Dhabi National Exhibition Center - Adnec

# Some events of Logistics in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <b>LogiSym MENA</b>	Logisym offers pragmatic, real-world insights that transcend Logistics & Supply Chain sectors	08.2022	Dubai Heriot-Watt University
 <b>Hypermotion</b>	Hypermotion Dubai brings together providers and users who set new standards for tomorrow's mobility and logistics	13 to 15.09 2022	Dubai Dubai World Trade Center
 <b>Gulf Traffic</b>	Traffic and Transport Industries Trade Show	13 to 15.12 2022	Dubai Dubai World Trade Center

# Some events in Healthcare in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <b>GCC HEALTHCARE INNOVATION CONGRESS</b>	<p>Medical Congress. GCC Healthcare Innovation Congress will provide innovative strategies to improve the quality of healthcare delivery whilst reducing costs and assessing the latest medical and management technologies for improving patient care</p>	09.2022	Millennium Airport Hotel Dubai
 <b>DUPHAT</b>	<p>Dubai International Pharmaceuticals &amp; Technologies Conference &amp; Exhibition</p>	10 to 12.01.2023	Dubai Dubai world trade center
 <b>Arab Health</b> By Informa Markets	<p>Dubai International Pharmaceuticals &amp; Technologies Conference &amp; Exhibition</p>	30.01 to 02.02.2023	Dubai Dubai world trade center

# Some events in Cybersecurity and Defense in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <p><b>AFCS</b></p>	AFCS Dubai is UAE's leading smart city event. Over 400 senior executives from municipalities & government, developers, technology and sustainability experts, designers and architects	14 & 15.09.2022	Dubai Jumeirah Emirates Tower Hotel
 <p><b>E-CRIME &amp; CYBERSECURITY ABU DHABI</b></p>	Congress on cybercriminality and online-protection. E-Crime congress designed to meet the needs of professionals from the private sector & government enterprise IT departments, delivers critical information, examples of practice & practical case studies	21.09.2022	Abu Dhabi The St. Regis
 <p><b>Info Security</b></p>	International Cyber Security Exhibition for the MENA region. INFOSECURITY MIDDLE EAST features crisis management, border & transport security, intelligence & threat assessment, cyber security, emergency response & critical infrastructure	10 to 12.10.2022	Abu-Dhabi National Exhibition Center - Adnec
 <p><b>INTERSEC</b></p>	International exhibition of security, safety and fire protection	17 to 19.01.2023	Dubai International Convention and Exhibition Centre

# Some events in Security and Defense in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <b>Navdex</b> نافدكس	The region's leading naval defence and maritime security event	19.02 to 23.02.2023	Abu Dhabi National Exhibition Centre - ADNEC
 <b>IDEX</b> ايدكس	IDEX is the most strategically important Tri-service defense in the world.	20.02 to 24.02.2023	Abu Dhabi National Exhibition Centre - ADNEC
 <b>IDEX</b>	International Defense Conference & Exhibition	20 to 24.02.2023	Abu-Dhabi National Exhibition Center - Adnec

# Other events in UAE

SHOW/EXHIBITION	ABOUT THE SHOW	DATE	VENUE
 <b>Global Aerospace Summit</b>	Aerospace Industry Summit in the aerospace, aviation, defense and space industries.	24.05 to 26.05.2022	Abu Dhabi St. Regis Saadiyat Islan Resort
 <b>GITEX</b>	International exhibition of information technology, networks and telecommunications	10.10 to 14.10 2022	Dubai Dubai world trade center
 <b>UMEX &amp; SimTEX</b>	Conference and Exhibition dedicated for drones, robotics, components and unmanned systems.	18.02 to 21.02.2024	Abu Dhabi National Exhibition Centre - ADNEC

# HOW TO DO BUSINESS IN THE UAE



# Questions to ask yourself before exporting :

## I am launching my export business, how to prepare a successful strategy ?

- First time export?
- Knowledge of the market ?
- Do you have enough time and resources?
- Current business connections and local network?
- Financial supports available ?
- Differentiation factors and local requirements?

## Respond to specific issues of this period Covid 19:

- How to continue doing business remotely?
- When will I be able to physically move by plane?
- What options can help me continue to grow?
- How to respond to a tender without being present?
- How to have a local follow-up on site?

# Solutions for each stage of your international deployment

## I am in a discovery / prospecting phase

**Action 1**

Analyze your market entry strategy

**Action 2**

To be assisted in responding to a local or regional call for tenders

**Action 3**

Prepare to participate in a collective mission

**Action 4**

Remote prospecting / Choosing the right local partner

## I already have a business but how to ensure the sustainability of my activity?

**Action 5**

Hire an employee in the field or go through a local sales representative

**Action 6**

Create a local structure

**Action 7**

I fully outsource my export

**Action 8**

I outsource a resource platform

## I already have a business and I have a problem

**Action 9**

I need a punctual and urgent support to reactivate a distributor or supplier relationship

# Think about export aid!

**National Device**



**Regional Device**



**Assurance Prospection (AP)  
Assurance Prospection Accompagnement (APA)  
Services Export Externalisés**



Chèque relance export

**EXPORT PULSE &  
TTE GULF are  
authorized to issue  
« Chèque Relance  
Export »**



**Aid in addition to  
the national  
system**

**EXPORT PULSE &  
TTE GULF are  
accredited by BPI**

# OFFICES IN FRANCE AND THE MIDDLE EAST



# OUR LEADERSHIP TEAM



**JEAN-PIERRE LABRY**

*Managing Partner of TTE Gulf  
President of Export Pulse  
President of International Business  
Network - Globalians*

- French National with more than 25 years of experience in the Middle East market & Egypt.
- Spoken languages: French & English.

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**HASSAN AL REDHA**

*Partner of TTE Gulf & Member  
of the TTE Board*

- UAE national with more than 25 years of experience in the banking sector at international level
- Spoken languages: Arabic, German, English, Hindi, Urdu

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**RAMI KHALIFA**

*Director of TTE Gulf*

- Egyptian national with more than 15 years of experience in business development and consultancy in the Middle East market and Egypt
- Spoken languages: Arabic & English.

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Two companies at your service building a bridge between  
**Europe & The Gulf**



 **Strategy** 1

- ▶ 360° Strategic Diagnostic
- ▶ Road Map Strategy
- ▶ Elaboration of Key Performance Indicators
- ▶ Investor Search
- ▶ M&A / External Growth

 **Sales Opportunity Management Program** 2

- ▶ Lead & Opportunity Management Guide
- ▶ Digital & Communication Transformation
- ▶ Sales Forecast
- ▶ Implementing Sales Key Performance Indicators

 **Sales & Marketing** 5

- ▶ Market Study
- ▶ Mystery Shopping & Customer Survey
- ▶ Distributor, End-User & Partner Search
- ▶ Event Organization & Exhibition Support
- ▶ Commercial Development & Follow-up
- ▶ Local and Regional Franchise Development
- ▶ Test on offer

 **Company Setup** 6

- ▶ Business Setup Advice
- ▶ Company Setup in the Middle East (Mainland and Free Zone in selected countries)
- ▶ Sponsor Search
- ▶ Offices, Warehousing, and Industrial Rental

 **Soft Skills Training & Coaching** 3

- ▶ Intercultural / Diversity / Inclusion
- ▶ Leadership / Team Building
- ▶ Change Management
- ▶ Individual & Collective Coaching
- ▶ Middle East & Egypt Training Modules for Expatriates
- ▶ Organizer & Animator of International Growth Accelerator Program

 **International Growth Accelerator** 4

- ▶ Country Prioritization for Export Growth
- ▶ Sales Entry Market
- ▶ Support for International Tenders
- ▶ International Test on Offer
- ▶ Externalized Export Services
- ▶ International Incubation / Payroll services
- ▶ Recruitment Services
- ▶ Middle-East / Egypt Expertise

 **Distribution & Supply Chain** 7

- ▶ Administrative support for governmental permits
- ▶ Logistic and Storage Facilities
- ▶ Inventory and Order Management

 **Financial Services** 8

- ▶ Business Plan
- ▶ Feasibility Study
- ▶ Accounting and Auditing
- ▶ Bank Account Opening

 **HR Management** 9

- ▶ Immigration, Visa & PRO Services
- ▶ Payroll Solution & Incubation Services
- ▶ HR / Recruitment & Executive Search
- ▶ Employment Contract Assistance

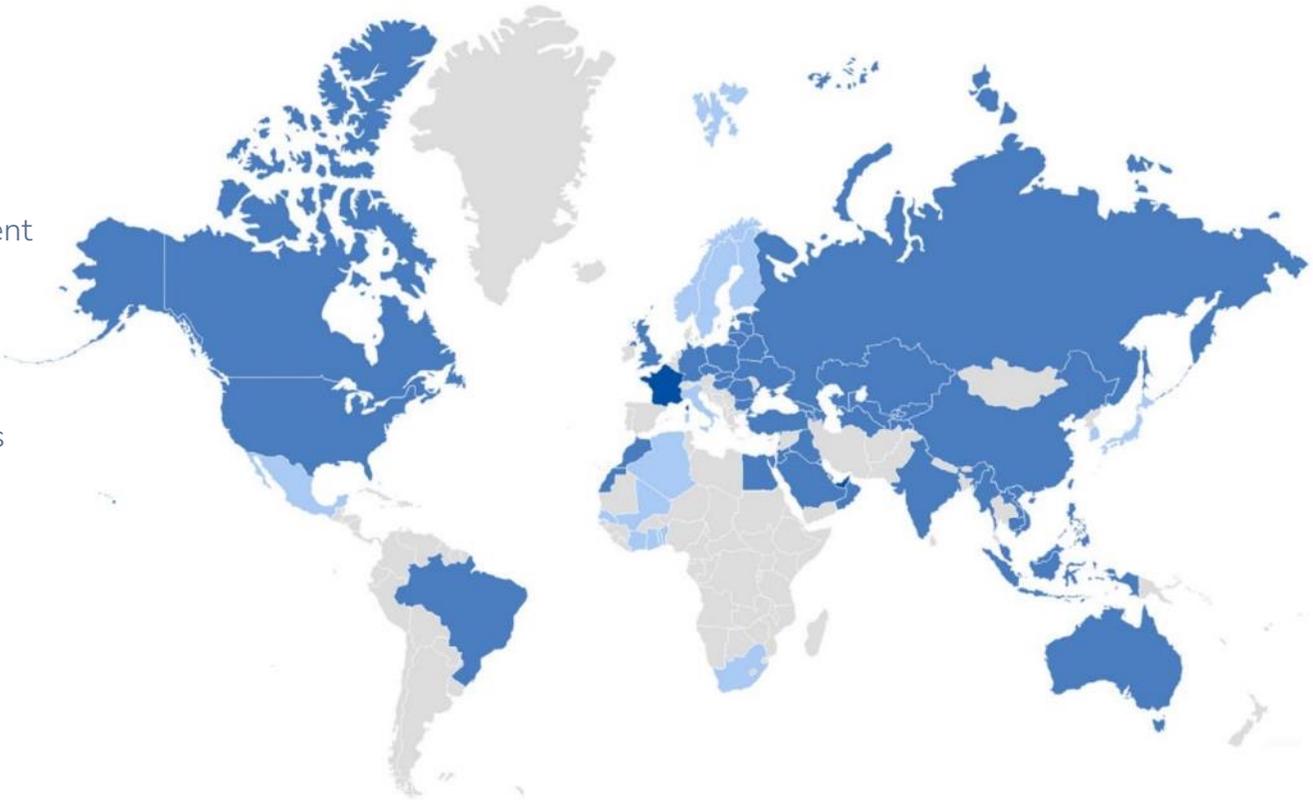
 **Legal Services** 10

- ▶ Product & Trademark Registration
- ▶ Debt Collection & Dispute Resolution
- ▶ Legal Support
- ▶ Drafting Distribution Agreement

# OUR GLOBAL PARTNERS



- Expertise in international accompaniment consultancy development
- A local presence in markets/countries with high growth potential
- More than 25 years of experience in business support services across the world
- More than 450 multilingual and multicultural collaborators across your target markets.



■ Countries Covered by our members    ■ Countries Covered by affiliated members



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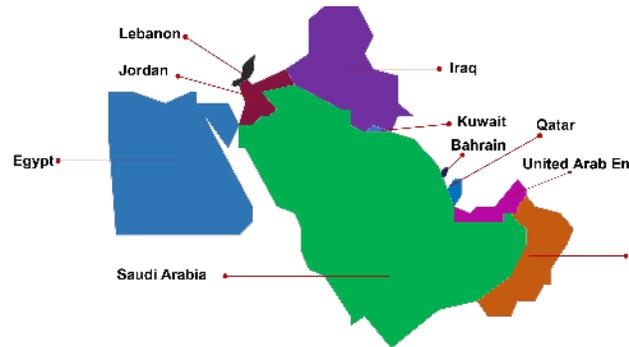
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A panoramic view of the Dubai skyline at night, featuring the Burj Khalifa as the central focus. The city is illuminated with warm lights, and a complex highway interchange is visible in the foreground. The sky is a deep blue, suggesting twilight.

# Questions / Answers