

BUSINESS OPPORTUNITIES UAE

Ruedi Büchi, Senior Consultant Middle East, Switzerland Global Enterprise

GLOBAL NETWORK

Swiss Business Hubs

- 1 United Kingdom / London (Ireland)
- 2 Spain / Madrid
- 3 France / Paris
- 4 Germany / Stuttgart
- 5 Italy / Milan
- 6 Austria / Vienna
- 7 Poland / Warsaw
- 8 Russia / Moscow
- 9 Turkey / Istanbul
- 10 Southern Africa / Pretoria (Botswana, Lesotho, Mauritius, Namibia, South Africa, Swaziland)
- 11 Middle East / Dubai (Countries from the Gulf Cooperation Council (GCC): Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)
- 12 India / Mumbai
- 13 Hong Kong
- 14 China / Beijing
- 15 South Korea / Seoul
- 16 Japan / Tokyo
- 17 ASEAN / Singapore (Malaysia, Vietnam)
- 18 Indonesia / Jakarta
- 19 Canada / Montreal
- 20 USA / New York City

- 21 Mexico / Mexico City
- 22 Brazil / São Paulo

Additional Offices

- Riyadh
- Doha
- New Delhi
- Shanghai
- Guangzhou
- Osaka

- Hanoi
- Ho Chi Minh City
- Kuala Lumpur
- San Francisco
- Atlanta
- Houston

Trade Points

- Nordics / Stockholm (Denmark, Finland, Iceland, Norway, Sweden)
- Nigeria / Lagos
- Kazakhstan / Astana
- Australia / Sydney
- Chile / Santiago

- Swiss Business Hubs
- Cooperation with Bilateral Chambers of Commerce



Trade Figures

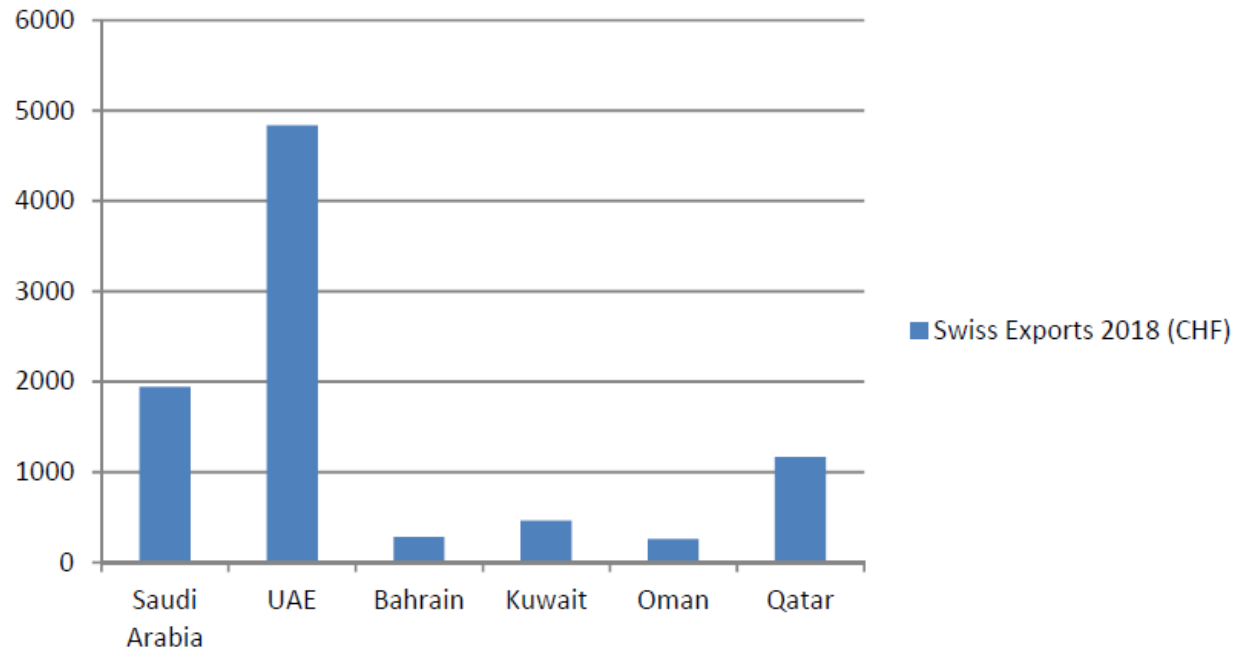
Additional info on Swiss Exports to other GCC countries (mill. CHF)

Country	Saudi Arabia	UAE	Bahrain	Kuwait	Oman	Qatar
Popl. in mill	32	9.4	1.4	4.5	4.7	2.3
2016	2'765.89	4'291.85	287.27	454.23	277.18	823.95
2017	1'834.39	4'042.05	278.37	465.46	331.02	677.41
2018	1'940.76	4'836.19	277.77	464.37	258.10	1'166.56

Total Exports to GCC 2018

CHF 9 Billion

Swiss Exports 2018 (CHF)





UAE - Beyond the 3T's (Tourism, Trade, Transport)

- Logistics & transportation
- Food processing / - manufacturing
- Food & bev
- Healthcare & medical devices / medtech
- Aviation & aerospace technologies





UAE - Beyond the 3T's (Tourism, Trade, Transport)

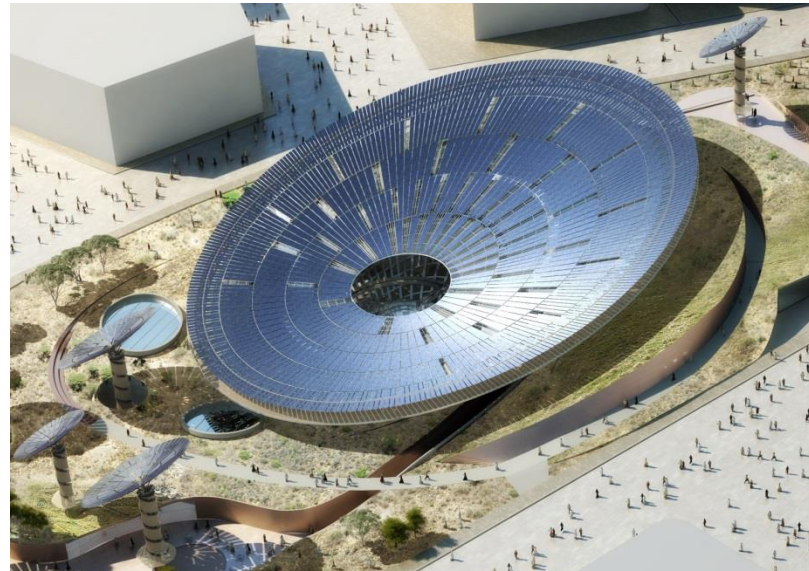
- Cleantech & renewable energies
 - Waste to energy
- ICT
 - Cyber security
 - Fintech
 - E-commerce



enabling new business



+ SWITZERLAND
GLOBAL
ENTERPRISE



Facts and Figures of the Expo 2020 Dubai

Topic:
«Connecting Minds,
Creating the Future»

Universal Exhibition
20 October 2020 to 10 April 2021
Dubai, United Arab Emirates

196
participating
countries

4.5 km²
Expo site

25 million
visitors expected, 70% from abroad:
India, GCC, China, Russia and Europe

Facts and Figures of the Swiss Pavilion

Topic:
«From Tradition
to Innovation»

15'000
visitors per day

**Swiss
Voyage**

**Exhibitions,
Immersive
experience,
Food, Events and
Retail**

Target audience of the Swiss Pavilion

- General public, local and international
- High-income earners
- High level international and Expo delegations
- Opinion leaders and decision makers
- International media

Thematic weeks (Water, Energy, Waste Management, Innovation)

Gastronomy and lounges

During the entire Expo 2020 we offer Event space:

- **These mornings from 10:00 to 15:00 are already reserved for you (first come, first served) :**
- **17. November 2020**
- **17. January 2021**
- **9. February 2021**
- **31. March 2021**
- **6. April 2021**

During the entire Expo 2020 we offer Event space:

- **These evenings from 17:00 to 24:00 are already reserved for you (first come, first served) :**
- **21. October 2020**
- **27. October 2020**
- **10. November 2020**
- **16. February 2021**
- **1. March 2021**

 Contact us!



THE WAY TO SUCCESS?



SWISS COMPANIES' SUCCESS IN THE GCC



«Dopo aver condotto un'un'analisi di mercato approfondita, abbiamo deciso di espandere la nostra attività nella regione del Golfo.»

STEFANO ZOIA
CEO Tinext SA



INFORMATICA TICINESE PER AL-ARABIYA

La Tinext SA si afferma sull'agguerrito mercato informatico internazionale

«Fornitore dell'anno, con 9,8 punti su 10»: è questo il riconoscimento conferito alla Tinext SA di Morbio Inferiore dal canale d'informazione Al-Arabiya, il suo primo cliente in Medio Oriente. Si è trattato del punto più alto di un progetto di successo, che Stefano Zoia, CEO dell'azienda ticinese, riassume così: «Il nostro compito era quello di ricostruire interamente il sito web di Al-Arabiya, affinché le notizie della newsroom potessero essere trasferite su pagine di notizie pubblicate in arabo, urdu, farsi e inglesi, e dunque risultare compatibili con queste lingue.»

FACTS

PAESE DI ESPORTAZIONE
Emirati Arabi Uniti

SETTORE
Informatica

MERCATO TARGET
Istituti finanziari, industria,
commercio

TINEXT SA

The way to success

- **Be unique**
- **Communication**
- Select the «right» partner and support them
- Follow up
- Use door openers
- Be flexible and be ready

The S-GE & SBH Middle East Team

**THANK YOU!
SHUKRAN!**



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