



**MARKETING AND
COMMUNICATIONS TIPS FOR
THE UNITED ARAB EMIRATES**



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INTonomous (Internationalisation for Autonomous Driving Actors) is a project that aims to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. The strategic cluster partnership offers European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.

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of the European Union





DOING BIZ IN THE UNITED ARAB EMIRATES

SALAM! (or Marhaba hello!) Doing business in the UAE can be a very exciting step for an European company. Talented professionals from overseas are highly appreciated by businesses in the UAE. The thoughts of low taxes attract the people in Europe and of course - the thought of a new thrilling experience.

The vibe is international and very cosmopolitan, the foreign workers now outnumbering the local Emiratis.

Hot weather. The temperature out in the desert is more than 40 °C in the Summer and the humidity is quite noticeable. It is a must to consider the weather in order to keep your head cool while thinking and doing business in UAE.

Embrace the difference! The cultural shift can be bigger than other places in the world and you have to give it some time to adjust.

Through this guide, we want to give you tips and advice for meeting the United Arab Emirates environment with your company. ¹

FACTS & FIGURES ABOUT UAE

- » The UAE population is made up of over 200 nationalities. 9,89 million people lives in UAE and just 20% of the population are inhabitants, the most expats comes from India, Paktistan, Bangladesh and Philippines.
- » Abu Dhabi is the capital. It is also ranked as the safest city in the world according to Numbeo (4 years in a row!).
- » UAE has a Minister for Artificial Intelligence - it is the first country in the world that appointed this position.
- » The country is young. In 2022 it will celebrate its 51st birthday.
7 emirates in the United Arab Emirates: Abu Dhabi, Ajman, Dubai, Fujairah, Sharjah and Umm Al Quwain. Ras Al Khaimah.
- » Tall hotels in Dubai. Six of the world's tallest hotels are in the UAE. The tallest hotel is 365 metres high.
- » The world's busiest airport for international passenger traffic is based in Dubai. Across the UAE, there are 10 airports for commercial services.
- » The UAE is the third-richest country in the world, below Luxembourg at number two and Qatar at number one.
- » Offical Language is Arabic, but English is widely spoken. Traffic signs are both in Arabic and English. ²



DO's AND DONT's

The United Arab Emirates is an Islamic Country and followed by a tolerant version of Sharia Law. If you respect this, your stay will be much more pleasant.

Dress respectfully. Woman: Loose-fitting clothes and skirts below the knee. Men: Jeans or pants, and tops with long sleeves. Dubai is more liberal than elsewhere and woman don't need to wear head scarves here, but if you bare your shoulders you might get a warning.

If you enter someone's home, leave your shoes at the door, and avoid showing the soles of your feet. Avoid eating with your left hand.

About drinking alcohol. It is hard to buy. It is illegal to be intoxicated in public. It is also an offence that both can give you a fine or get you in jail. Have this in mind.

Opening and closing hours. Many shops and other venues close for at least part of the day, so remember to check times in advance. The weekend is Friday and Saturday. Friday is the equivalent of Sunday in the West.

Emirati women and shaking hands. Only shake hands with a woman if she offers her hand first. You cannot take any pictures without permission.

No affection in public! You can hold hands, but doing more is an offence to Emiratis. You can also end up in arrest if you stay in the same hotel room as someone of the opposite sex if you aren't married.

Don't swear in public. Don't make rude hand gestures. It will get you in trouble if the wrong person sees it. Don't lose your temper in other words.

Bargain is a must! Never pay face value. You are expected to haggle and the vendors will enjoy your attempts to lower the price.





ECONOMY

The UAE is a member of the World Trade Organization and OPEC and it is the 5th largest economy in the Middle East after Turkey, Saudi Arabia, Egypt and Iran with a GDP of USD 21 billion in 2020. A third of the GDP comes from oil revenues and it is famous to have one of the most open worldwide economies. On international business UAE is ranked to be among the top 20 for global service business. New sources of economic development are up and coming - an emergence of local manufacturing as well as small scale entrepreneurial ventures is increasing. The automotive industry is one of the new growing sources.

The UAE is also placed among the 16 largest exporters and 20 largest importers of commodities for foreign trade which makes this land one of the world's most dynamic markets in the world. In 2021 the Emirates decided to make a plan to be one of the world's ten biggest investment nations. Saudi Arabia is a big competitive though and it will be a strong competition. The Emirati minister of state for foreign trade said, "Let the Saudis increase the competition. It means the pie is going to be bigger and having a bigger pie means that the UAE share out of this pie is going to be bigger."³

GOOD CONDITIONS FOR SUCCESS

Challenges to keep in mind while doing business in UAE:

- » Getting known. Personality matters. Before people form a business relationship - they want to know about you on a personal level. It is a vibrant networking pot and you need to get known. Connections will come if you make some efforts here and listen to the people that are already in the networks you want to enter - people are interested in themselves and if you consider what worth you can bring people you will see that your network is expanding quite easily.
- » Don't get swept up in the work mania. It is important to find a work/life balance since it is very easy to get swept up in the fast pace. UAE is very different from Europe and it is important to keep in mind that you should work only a reasonable amount of hours per day, even when it is easy to get excited about all the things one can do.
- » Managing your money. To spend money in Dubai is a natural default position, it is known as "the city of money" for dining, cars, watches, fashion and many of new started businesses fail due poor cash flow management. Many overwhelming office spaces are also quite common, and one should make a plan on what to spend the money on if you want to extend the stay.
- » Workflow management. Organization and systems help your business! If you are entering a new market, it helps if you invest both in time and smart systems such as CRM's and smart software to organize your work and strategies on moving forward with your business, especially in a market where everything moves fast. The American businessman Harold Geneen once said: "The five essential entrepreneurial skills for success: Concentration, discrimination, organization, innovation and communication."
- » People management. People come first, all over the world. The diversity in UAE is extremely big and you will meet people from all over the world. Engage with the people you meet, hire the right people, build relationships. To invest in the right people will pay off in good results, just as always. Many people in UAE are known to have a workforce that is devoted, passionate, smart and hard working which also sums up as one of the best places in the world to do business. ⁴

DIGITAL MARKETING TRENDS TO HAVE IN MIND IN UAE

Trends come and go, evolve and change into something else. It is important to keep up, and especially when you are going into a new country with your business exciting and challenging.

» **The double bottom line**

Environmental shifts. Investors now like both thought and action to take care of the world, see what impact companies give the world and how much impact companies have on the earth's resources. The double bottom line is thus an approach giving equal weight to profits and ecological impact deriving from a company's activity. The entire company's operations and product life cycle are included in the environmental bottom line.

» **Closing the effectiveness gap**

You might need to use a set of different tools to measure the results of your marketing. Measurement is key to the success of your marketing, digital or not. To establish long-term effectiveness you need good infrastructure.

» **The post-lockdown consumer**

The COVID-19 pandemic has accelerated the speed towards digital platforms and services. Over the last two years, the E-commerce industry and adoption has grown exponentially. This has a great impact on strategies for your marketing. You have to make sure your brand is there whenever people need it.

» **Connecting with consumers**

Dedicated customers or followers have begun to interact and connect in communities to share their interest and have conversations. The pandemic has made some platforms grow even stronger. It is important to be present, to be part of the conversations and take action on what is said to be important for customers today. ⁵

CULTURAL DIFFERENCES & BUSINESS ETIQUETTES

The culture is more conservative culture than in Europe, communication is more formal here.

Meetings are key to business culture in the United Arab Emirates. Senior people will be presented in formal meetings to both discuss and negotiate. Casual lunches and coffees might also occur and dinner at someone's house isn't that uncommon either.

TITLES AND HIERARCHY

Difference on how to interact in Europe vs UAE on a work level. When you first meet people, you need to address them as "Mr" or "Ms". It is important to greet the eldest person first, and work down through seniority. It is a very hierarchical society, which is important to respect. Learning how the business hierarchy works can facilitate understanding of how the business world works. Take a moment to learn about the differences, and it will help you navigate more easily.

BUSINESS CARDS

Are business cards still relevant nowadays? There are divided opinions on whether it is necessary to have a business card or not, but if you choose to have it, keep in mind that your business card conveys the value of your company, so make sure it reflects your company brand and that you have the right info and contact information. Your business card can be a sharp direct marketing tool and can help you out on networking and lasting relationships.

In UAE, the usage of business cards is quite common. They are exchanged freely and frequently. It is a nice gesture to have your business card translated into Arabic and when you present it to a new client or business partner you should face the Arabic written side of the card face-up.



This diagram⁷ shows several ways to enter a market. Try to find a method that suits you and your business, although it can be tempting to try all the different marketing channels at once. You can find out what gives the best effect by going through some methods that you think fit your company's profile. Your communication strategy will create a coherence if you use the emotionally-rational axis and the consciousness-buying axis as a reference when making your decisions.



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ABOUT BRANDING

Of course, it is important to brand your business in all parts of the world. Without thinking about how your company will be perceived, talked about and - yes - potentially even criticized in your chosen market, you will lose momentum and risk lagging behind your competitors.

Further, branding creates a unique image for your small business that distinguishes you from the rest of your competitors. With effective branding techniques, creating brand awareness, conveying your brand message, and improving your reputation becomes a piece of cake!



TIPS TO CREATE A GREAT IDENTITY FOR YOUR BUSINESS:

- » Find out the interest of your stakeholders.
 - » Make an analysis of your competitors' brand strategies.
 - » Your brand needs to use the right tone.
 - » Show off your brand with the right visual identity when it comes to logos, colors, typography and anything else that presents the focus of your business.
 - » The content you create should be unique, for example when it comes to social media, videos, blogs and podcasts.
 - » Be consistent when upgrading your identity.
 - » Giving a product a review from the subconscious usually takes 90 seconds, according to statistical facts. If the brand identity is attractive, you can speed up the process of capturing customers' interest.⁶
-

It is better to be transparent about your products and services than to complicate your brand in an unnatural way. Do something that your competitor failed to do instead of copying the same techniques. If you find it difficult to maintain both your brand and your core business, then hire a professional team that can take care of your branding activities.

Do not complicate things. Be transparent in your way of telling about your services and products.

Do not copy your competitors' strategies, do something unique and unique instead.

There are professionals in branding and visual identity. If you want to focus on your core business, be sure to hire teams that are good at that business part of your business.

BRANDING STRATEGY

Research clearly shows that companies that have invested in creating reputable brands tend to provide higher profits and sales. Enormous competitive advantage can be gained by investing time and effort to build a brand.⁷

- » **Market research - make an effective one!**
- » **Unique value proposition - keep your focus right**
- » **The brand - let it convey a clear message**
- » **Emotional connection always wins**
- » **Consistent communication over time** ⁷



PROTECT YOUR BRAND

Protecting your brand and the products and services it stands for, is critical to your future sales. Your trademark is an important part of your brand, and registering it gives you the exclusive right to use it to sell your products and services.

Trademarks include letters, words, logos, product and service names, slogans and more. If you do not protect your trademark, a competitor could use it or something similar, which could confuse your customers.

The Ministry of Economy is the competent authority to register and protect intellectual property in the UAE. You can register a trademark, copyright and patent through the ministry's website.

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FIVE REASONS TO REGISTER YOUR TRADEMARK:

- » **It shows that the trademark is yours.**
- » **It gives you exclusive rights to use the trademark for 10 years.**
- » **It stops others from using a confusingly similar trademark.**
- » **It allows you to flag infringements by others.**
- » **It helps you license your trademark, which you can use to make money and increase your brand's popularity.**



It is also important to remember that a few things can't be included for your trademark in the UAE. The official authorities or a local trademark attorney can help out if there might be even additional restrictions. For a start, don't include this:

- » **Violations of public morals and beliefs**
- » **Symbols in the public eye (such as flags)**
- » **Red Cross and Red Crescent symbols, for example.**
- » **Third-party names and titles**
- » **Other well-known trademarks translated directly**
- » **The time frame to register a trademark is about 4 months.** ⁹

Note: Once you have your trademark authorized, make sure to publish the announcement in two local arabic-language newspapers. It is the Ministry that will publish it, but you have to pay for it.¹⁰



TIPS FOR TAKING YOUR BRAND ABROAD

Figuring out how to stand out in a new market such as this, is critical and largely depends on the thought and consideration you put into navigating this space. The key is to recognize cultural differences and plan for them. Here's how:

- » **The essence of your brand - this is where you should keep your focus!**
- » **Global compliance - make sure that your product is compliant with your new market.**
- » **Study the basics: demonstrate intellectual curiosity.**
- » **Engage in local events. Familiarize yourself with the media.**
- » **Define your goals and tactics: Plan for both the long term and the short term. Your marketing plan should be comprehensive and involve everything from target audience, social media, stakeholder generation and more.**
- » **Raise awareness: Be consistent in informing your existing and new stakeholders such as customers, journalists and others about your corporate news to drive and increase awareness of your brand...**
- » **Join the national conversation: Be active on social media and make sure to participate in discussion forums so that you show your interest in what Americans talk about and are interested in.**
- » **Track your results: Stay up to date and make sure you have knowledge of the most current and latest marketing tools so that you can adjust your efforts in the best way.. ^{11 & 12}**



MIDDLE EAST - TIPS FOR DOING BUSINESS IN THIS PART OF THE WORLD

- » Choose your local partners carefully.
- » Arabs prefer to do business with people they like and know, personal friendship and business tend to be the same.
- » The language is a source of pride - it is a strong united bond across the Arab world.
- » It can be hard to penetrate gulf-based organizations and they can be many-faceted.
- » You need to be aware that decisions can take longer than you are used to.
- » The spoken word is just as important to the written word.
- » During negotiations - have in mind that Arabs often will speak in vague terms, stories, metaphors and generalities.
- » Face to face is the best way to communicate.
- » Get to know your host.
- » Small quick deals first, and then start to build relationships to figure out which companies are serious about doing business with you.
- » Warm hospitality and civilized negotiations might get you lulled into a false sense of security. Watch out.
- » "Saudi Arabia is the Golden Goose, but Saudi is a challenging place to sell your wares and deal making in general."¹³

BUSINESS INTELLIGENCE

For organizations to be able to make more data-driven decisions, a combination of best practice, business analysis, data mining, data visualization, data tools and infrastructure is needed. That is - when you have an overall picture of the organization's data and use it, you will be able to drive and implement changes to be able to better adapt to the market. This is what Business Intelligence is about.

It is very important for a company to know how the company is perceived from the outside. It is also very important to know what the large field looks like, and how it behaves. Who are your competitors? What are they doing? How do they stand out? What is new and trendy? What are the needs and challenges? Is there anything that is not done?

How does your company compare to everyone else? Make sure you identify the answers to these important questions regularly. Take part in and read current news on social media and make sure that you do a good analysis of the world around you continuously. In this way, you can both protect your company, but also keep track of a market that is constantly changing.

Make sure to keep an eye on companies, startups, manufacturers, laws, policies, local urban planning committees and other stakeholders. You do not have to do what they do, but it is important for you to have an insight to be able to better understand the market and decide where you yourself should be in this field. It is also important to keep track of sociopolitical developments and public discussions.¹⁴

SO AGAIN, WHAT IS BUSINESS INTELLIGENCE (BI)?

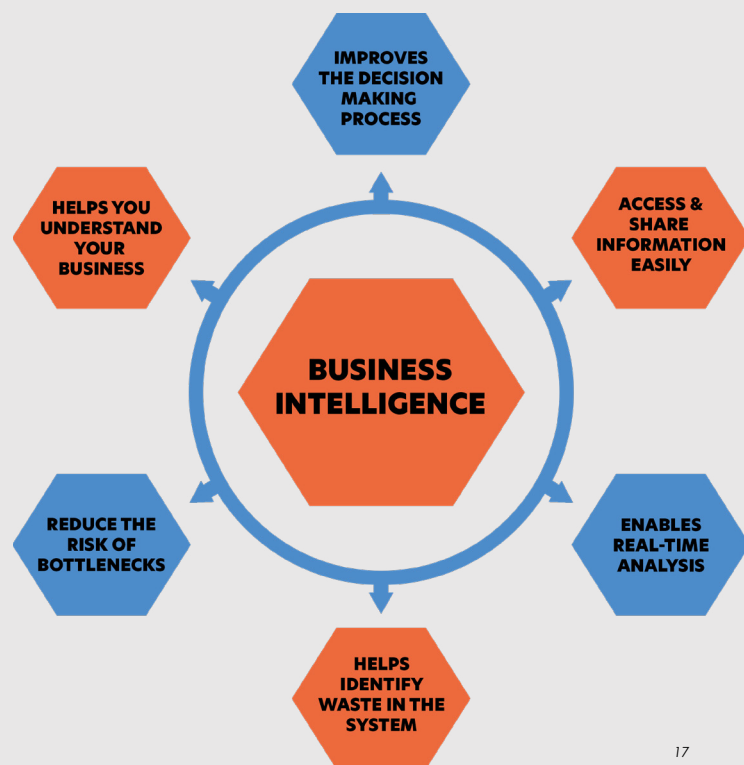
Literally, business intelligence means being more intelligent about your business. BI, is a collective term for skills, processes, methods, techniques and computer-based tools, for organizations to better understand their business or their business area through the collection of external monitoring and external analysis.¹⁵

WHY IS BUSINESS INTELLIGENCE IMPORTANT?

Business Intelligence can help companies make better decisions by displaying current and historical data within the current business contexts. Analysts can use BI to provide benchmarks for results and competitors so that the organization can be run in a smoother and more efficient way. It will also be easier for analysts to spot trends to increase sales or revenue. When used effectively, the right data can help with everything from compliance to hiring processes.¹⁶

Competitive environment in Dubai, Abu Dhabi and other cities in the UAE.

Especially in some cities in UAE you have to keep the immensely competitive corporate environment in mind. You will need good managerial instincts and you have to use your courage to make decisions and sometimes act fast in order to show that you are a player to count within the corporate hierarchy in the UAE.¹⁸



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¹⁵ https://sv.wikipedia.org/wiki/Business_intelligence

¹⁶ <https://www.tableau.com/sv-se/learn/articles/business-intelligence>

¹⁷ Dolci, 2018, MobiGoln-Action Webinar: "The US market segmentation for Smart Mobility"

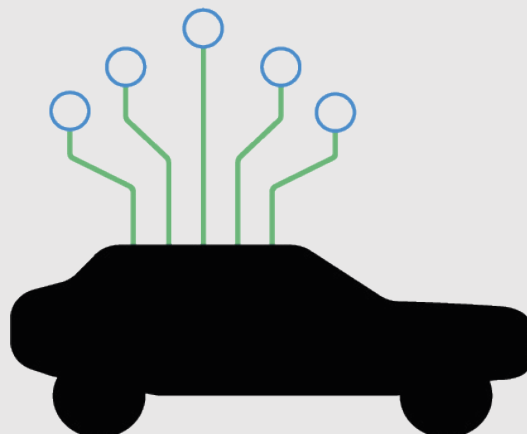
¹⁸ <https://www.bemea.com/business-intelligence/>

RESOURCES - USE YOUR NETWORK

Be sure to use ALL the contacts you can when you want to expand your business. Investors, local authorities, press and media, friends and other contacts in various industries and areas can be used. They can give you a great advantage! Combine your efforts and coordinate them in a smart way. It is important to note that these types of networks should not be underestimated - they can add a huge extra value to your business.

Synergies between you and your network of contacts can be built quickly and have a quick effect. It is important to see the network as a win-win with exchange in both directions, it is important that all parties get something good out of a collaboration or exchange of partnership. Keep in mind that there are almost as many different partnerships and exchanges as there are people - all with unique values.

Sometimes there are project investments and incentives to take part in. It's just a matter of finding them! Sometimes even these organizations may receive government funding to encourage increased innovation and growth in the region. Make sure you have contact with organizations that know your industry and / or are active in them. Keep in touch with the local and public sector - they can often guide you in the right direction. Keep your eyes open!



THE ART OF STANDING OUT

European companies often stand out in the rest of the world and often benefit from their "European" tonality with a fine-tuned business culture, smart ideas for solutions and have a very high standard when it comes to language. Europeans both speak and write good English, which is appreciated in North America, for example. Feel free to use the good USP (Unique Selling Proposition) that Europe stands for, use it positively instead of seeing Europe as an obstacle - make sure to turn it into a positive competitive advantage instead.

Please note, in UAE, the majority of people come from all different parts of the world so have this in mind when you plan to stand out.

DISTRIBUTION & SALES CHANNELS

There are plenty of different methods and various ways of bringing your product to the United Arab Emirates. How products reach their final destination can vary and it may be worth reading a bit about how the distribution network and distribution centers work.

- » **Appointing a commercial agent. It is the most common way of selling in the UAE. Direct sales to the end-user, sales through informal re-sellers arrangement is another way.**
- » **Two forms of commercial agents - the registered and the unregistered commercial agent. The legal system distinguishes between these two forms. Some local companies prefer to work as registered agents because the law favors this arrangement. In order to accept unregistered agents it comes down to good faith.**

No difference between an agent or a distributor according to UAE law. The Ministry of Economy and Commerce handles the registration of commercial agents. It is an important decision to choose the right agent for your company so take some time to figure out what you need and what will help your company the best.

- » **Franchising.** It is very receptive to the use of franchising in the UAE. Franchise operations in the UAE are usually owned 100% by a single company or person.
- » **Direct marketing.** Due the marketing in the UAE is very competitive, direct sale to end-user approach is suitable for low volume exports and infrequent exports. Selling over the Internet provides of course plenty of possibilities too. It can be very effective in reaching the right audience if you are placing your advert right.
- » **Joint venture & Licensing.** Make sure to check out the legal system which imposes few restrictions. In a joint venture profit and loss distribution can be prescribed even though UAE majority ownership is mandatory.
- » **Establishing an office.** Representative office or branch offices? Public or private company? Sole proprietorship or partnership? There are plenty of ways to do it. You have to figure out what you like the best.
- » **E-commerce platforms.** Apple, Amazon, Noon, Sharaf GD, Namshi are big players that you can look into a little extra which are also offer distribution centers in many countries.¹⁹
- » **Express delivery.** The fastest form of shipping. The UAE has a big volume of trade each day and the providers are both many, experienced and reliable. Some companies offers free tracking & door-to-door delivery to UAE in as little as 2 days.
- » **Due diligence** is the investigation or exercise of care that a reasonable business or person is normally expected to take before entering into an agreement or contract with another party or an act with a certain standard of care.²¹

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¹⁹ <https://www.shubbaktech.com/top-ecommerce-platforms-for-dubai-uae/>

²⁰ <https://books.google.at/books?id=1AeuDwAAQBAJ&jpg=PP1&hl=sv&p-g=PP1#v=onepage&q&f=false>

²¹ https://en.wikipedia.org/wiki/Due_diligence

MARKETING CHANNELS

Social media is both simple and effective and helps you get a lot of attention. It's a common fact that channels like Facebook, Instagram, Twitter, or LinkedIn actually can make it or break it for any business. It doesn't really matter if it is big or small. Number of social media users in UAE 9,76 million users (penetration is 98,18% of the population! ²²

Social media plays a big role in your marketing strategy, just like in Europe. Facebook has a stronger market position in UAE compared to most countries in Europe, in total 79% Youtube is the leading social media website though, with 87,40% penetration.

Create a communication plan that guides you in how and when to market yourself online. Be sure to continually evaluate your efforts and do not be afraid to change your contributions.

LinkedIn is also great and is a good tool for participating in dialogues, as well as strengthening your brand in properly selected groups. The business aspects can be clearly highlighted on LinkedIn, the platform is full of professionals.

Marketing campaigns, advertisements and media are also very useful in your efforts to present your company. Being represented at exhibitions, fairs and conferences can also be good, here you meet both customers, partners and competitors. Your way of communicating is determined by your budget, skills and direction where you want to go. After a while, you can evaluate how it goes and then change and refine.

SEO - SEARCH ENGINE OPTIMIZATION

SEO is a collective name for the various methods and techniques used to make a website in an organic way, in contrast to paid search engine marketing, appear as high as possible on as many lucrative keywords as possible among search engine results. It is important to spend some time improving the quality and quantity of your business SEO, as a part of your Internet strategy.

Hiring a local communications agency in the UAE can be smart. They have a good knowledge of the market and may have a network of key players that you want to get closer to. You can use their relationships with, for example, the media, various sectors and industries as a strategic advantage to get faster in your investment.



TIPS TO READ ABOUT MARKETING IN THE UAE

Guide to business culture in the United Arab Emirates | Expatica

<https://www.expatica.com/ae/working/employment-basics/business-culture-in-the-united-arab-emirates-72283/>

How to market to the UAE

<https://sigs.cim.co.uk/small-business-community/knowledge-hub/how-to-market-to-the-uae/>

Starting a Business | UAE Embassy in Washington, DC

<https://www.uae-embassy.org/business-trade/getting-started>

Five key techniques to market your way to success in the UAE

<https://seedgroup.com/2021/07/five-key-techniques-to-market-your-way-to-success-in-the-uae/>

Selling Factors and Techniques

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-selling-factors-and-techniques>

Strategic Marketing in UAE Business Environment

<https://business-essay.com/strategic-marketing-in-uae-business-environment/>

Trademark Law in the UAE

<https://abounaja.com/blogs/how-to-register-trademark-in-uae>

Presented by NextMove, Media Evolution, BWCON, Torino Wireless, Autoklastr and Zone Cluster.

“With every experience, you alone are painting your own canvas, thought by thought, choice by choice.”

Oprah Winfrey, Entrepreneur, Producer and Philanthropist

“The aim of marketing is to know and understand the customer so well the product or service fits him or her and sells itself.”

**is a valid and famous quote by the father of management thinking:
Peter F Drucker**

Here is also some advice and guidance from some of the clusters in Europe that can hopefully guide you further in your international venture.



“Innovation and cooperation are key drivers to enter the North-American mobility market, but a sound preparation of your meetings with potential partners is just crucial.”

Presented by

Marc Charlet, General Manager at NextMove



“It is of immense significance to think bravely when developing your business and innovation in a new market. Using stable platforms, networks and contacts in combination with curiosity and competitive instinct - will open your mind, your view of the world as well as your future company.”

Presented by

Magnus Thure Nilsson, CEO at Media Evolution

“Get to know the market you are entering with the support of strategic players from that ecosystem helps you to identify quicker challenges and opportunities for your company!”

Presented by

Valentina Grillea, Head of Scouting and Matchmaking at BWCON



“As an automotive cluster, we recommend finding and contacting the most related cluster to your business in the target country / region. We have learned that the excellent local cluster organizations can provide you with best contacts and arrange meetings with the competent people in the right place in a short time. Feel free to contact the cluster organizations”.

Presented by

Adam Priechodský, project manager at Autoklastr.



“To be successful in a foreign market, your solution or product has to add value: have something unique that differentiates it from the rest, so the definition of your Value Proposition and its effective communication are key for opening the doors at a global level”

Presented by

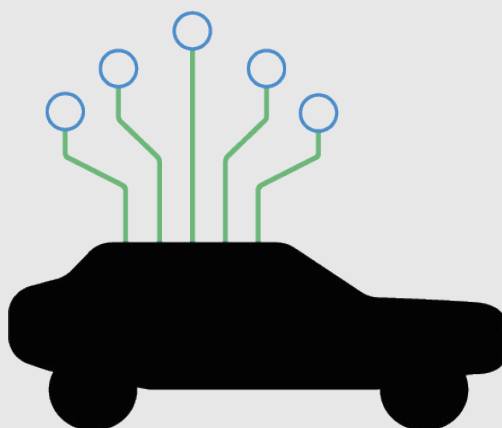
Laura Morgagni – CEO at Fondazione Torino Wireless

“As a small company, it is highly important to understand the local ecosystem and the business culture when entering a new market. Building new connections and trust with key players can significantly improve the success of your business idea.”

Presented by

Brigitta Balassi-Molnár,

Business Creation Project Manager at Zone Cluster



INTonomous PROJECT PARTNERS

The objective of the project INTonomous is to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. We will offer European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.



AUTOKLASTR

Autoklastr

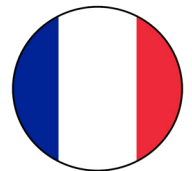
Together in Automotive! The Moravian-Silesian Automotive Cluster from Czech Republic supports innovation and increase the competitiveness and export capacity of interconnected companies, entrepreneurs and institutions. Autoklastr strives to build a common identity of companies in the cluster and wants to establish trust and positive attitudes towards the automotive industry and the entire region.



collaboration is the driver

NextMove

Collaboration is the driver! NextMove (former Mov'eo) is a French Automotive & Mobility Cluster that brings together 600+ members, including French automotive players: world class companies, SMEs and research organizations in order to generate collaborative projects, to create innovations and to develop research activities on its territories.



baden
württemberg:
connected

BWCON

Turning Ideas into Business! Baden-Württemberg: Connected e.V. (bwcon) is a business initiative for the promotion of the high-tech sectors in the region and Europe. 600+ members (amongst companies and research institutions) from energy, health care, manufacturing, mobility and creative industries sectors with a strong technology oriented (ICT, Artificial Intelligence, Blockchain, Cloud Computing) scope. We offer business support, access to finance, link to the most active investors and VC, strategy and access to international markets.



ZONE CLUSTER
NONPROFIT LTD.

Zone Cluster

The Connected and Automated Mobility Cluster of Zala was established by leading Hungarian infocommunication technology, electronics, UTM aviation, and automotive companies, with the goal of institutionally connecting research, development and innovation capacities in the field of intelligent transport systems. The cluster aims to become a significant European professional base for the future mobility solutions and infrastructure developments.



torinowireless
ICT e Innovazione in Piemonte

Torino Wireless

The regional and Italian innovation Network! Fondazione Torino Wireless contributes to competitiveness by accelerating organizations that use technologies as a strategic development factor and supporting institutions in planning and managing innovation. It coordinates 2 clusters with an in-depth knowledge of the ICT sector and its different application domains (mobility, smart cities, automotive, etc.).



MEDIA
EVOLUTION

Media Evolution

A community platform that fosters innovation and growth within the digital industries of southern Sweden, through collaborating, sharing ideas & knowledge. Media Evolution runs co-workingspace in Malmö, The Conference: exploring complexity in the digital era through multidisciplinary perspectives. Involved in international projects worldwide.





MARKETING AND COMMUNICATIONS TIPS FOR THE UNITED ARAB EMIRATES

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