

INTRODUCTION OF BRIDGE CONSULTANCY

Bridge Consultancy consists of a group of local, regional and international professionals dedicated to provide all the required services in attracting, assisting and setting foreign business individuals and corporate clients with strategic planning/tactical decision making and business development, as well as advising on how to enter and position their brand in the UAE and GCC market.

Bridge Consultancy brings to the business community in the Middle East a deep understanding and sharp insight into the complexities of the region to offer simple solutions business development and market entry practices.

Bridge Consultancy team has a remarkable experience in Government and Corporate Affairs, Corporate Communications, International Business Development, Marketing and Market entry strategies, leveraging its local founder's strong background and relations with local and regional government institutions and officials as well as International Governments and Associations and Chambers of Commerce.

Our services are focused on facilitating companies' entry into the U.A.E and GCC markets:
"We assist companies from concept to achievement, by building enterprises and creating value"

The Middle East and North Africa (MENA), which represents one of the most dynamic business and marketing opportunities in the global marketplace, has boomed in recent decades, and despite the recent global financial crisis, is continuing to grow. Mature markets have become stagnant and leading businesses and governments are waking up to wealth of opportunity in the MENA region.

International businesses see a chance to grow markets – but needs guidance to approach communities where tradition is as important as innovation.

The wealth and complexity of the MENA region, so often misunderstood and misrepresented in the world media, has led to global scrutiny which has left many businesses daunted by the challenges of breaking the Middle East Market.

At Bridge Consulting we assist with all aspects of setting up businesses in the MENA region and will work with companies to develop and implement a realistic strategy to tap into this vibrant market.

At Bridge Consulting we work with our clients to assess the market conditions, the market potential for their product or services and develop a clear and direct implementation strategy.

Our major fields of operation are:

- Maritime & Marine Industry
- Shipments
- Oil & Gas
- Petrochemical – Chemical- Plastic
- Constructions (technologies- materials)
- Technologies (water, electricity etc...),
- Environmental & Green Technologies
- Renewable Energy
- Logistic Management
- Health & Medical
- Military Industry
- Tourism
- Food
- Design- Fashion

INTERNATIONAL BUSINESS CONSULTANCY

Ideals/ pillars

Our mission is focused on:

- Making space for opportunity
- Creating a balance between profits and ideals
- Build lasting relationships
- Produce monetary worth
- Create value

We have equipped ourselves with a thorough understanding of the UAE and regional markets and have our contacts go deep into its business network making your business initiation, settlement and growth phases smooth, successful and continuous as per predetermined plans.

Bridge Consultancy provides companies with comprehensive proposals for assisting in Marketing entry strategy, familiarizing with the Middle East Market' s capacities and finding opportunity of economic cooperation and investments with the Government Authorities, potential investors and private companies.

Bridge is based in Sharjah, UAE, one of seven emirates and from Sharjah and using Sharjah's infrastructures, companies can access key markets of the GCC such as the UAE and Saudi Arabia. They can also access key middle east markets such as Syria, Iran, Iraq. Furthermore, they can also target Africa and especially east Africa and countries such as Kenia, Namibia, Ughanda etc...

In addition:

Bridge works in very strong relation with International and GCC Chambers of Commerce and UAE Government.

Bridge has business partners all over the GCC and MENA, which enables to access and maintain an updated control over the data collection process regarding tenders and projects going on in the whole area.

Bridge design a personalized solution package based on the company needs, seeking to ensure the company success.

Bridge utilizes a systematic process to assess the needs of the companies.

The architecture of Bridge work stands on the following pillars:

- A clear understanding of today's environment
- A perfect knowledge of the GCC Economy
- The ability to help companies to make fact based, strategic and tactical decisions
- The ability to plan, coordinate and support business meeting with chairmen and decision makers of top class companies and with Senior and officials of Governments, Authorities and Institutions

BUSINESS SERVICES LIST

Bridge Consultancy services include:

- Company registration & formation
- Active sponsorship
- Business Development
- Market Analysis
- Entry Strategies
- Companies and Products Representation
- Joint Venture facilitation
- other related services
- Products distribution

Subsequently, we also provide all the support required for the smooth operation and management of the UAE office till the client is confident to take over.

These support services include accounting services, public relation officer assistance, provision for staff management/recruitment and general office administration services, custody of documents, preparation of corporate documentation, secretarial services and a range of further ancillary services.

A- INTERNATIONAL BUSINESS DEVELOPMENT & CONSULTING

Bridge Consultancy team has a remarkable experience in Government and Corporate Affairs, Corporate Communications, Business Development, Marketing and Market entry strategies leveraging its local founder's strong background and relations with local and regional government institutions and officials as well as International Governments and Associations.

Bridge Consulting offers a variety of marketing tools that should be taken into consideration to fully optimize business activities in foreign markets.

Our services are focused on facilitating companies' entry into the U.A.E and GCC markets. We assist companies from concept to achievement, by building enterprises and creating value.

Because of our strong alliances, we are able to build an interactive platform to coordinate international cooperation and exchange among Companies and Countries and develop their potentials.

We assist Companies from A to Z, in identifying business prospects and individual opportunities as well as in taking the right steps towards a market entry in the UAE countries.

Bridge is able to support your company by identifying potential clients or distributors, providing business matching activities, government/private sector project tendering information, as well as facilitating meetings if required with top government officials in the UAE.

By taking into account the social and political circumstances, the legal framework, the market entry barriers as well as your company structure and philosophy, we help you to gain a foothold in your target market

Business development and mixed marketing support as follows:

- Provide business development advices and find the best personalized strategy to penetrate the market
- Coordinate the best strategy to penetrate the market;
- Introduction to key market players in the relevant industry;
- Assisting in visiting companies facility;
- Offering support during negotiations with vendors and clients
- Assisting on finding new market opportunities
- Assisting on the feasibility study

B- MARKET, BRANCH, PRODUCT SPECIFIC ANALYSIS

Bridge Consulting conducts individual market studies that are tailored to your company's profile. We provide you with comprehensive analysis on an entire market, a specific branch or a product. A market analysis is viewed as an essential instrument to examine and evaluate the current market structure and attractiveness.

Thus we provide you with a high degree of market transparency. The market snapshot comprises major parameters such as market opportunities and risks mainly determined by the supply and demand structure, a competitive analysis as well as the market prospects.

The description of these criteria will help you assess the potential for your company.

C- MARKET ENTRY- PENETRATION STRATEGIES

A successful market entry requires an individual strategy in accordance with your qualities, product range, profile and expectations.

A company-related situation analysis, encompassing a strengths-weaknesses profile coupled with a comprehensive marketing plan, elaborates factors such as distribution channels and communication tools that play a major role in the development of a suitable market entry strategy.

Furthermore, you can count on our services for the development of a market penetration strategy. Businesses that have already successfully sold their goods on a UAE market but are eager to increase their sales figures and boost their market share can ask for our assistance.

D- TARGET MARKET AND TRANSLATION

Companies planning to enter into a UAE market but are unfamiliar with the cultural aspects and lack market knowledge can turn to us and rely on our country-specific expertise.

We also offer on-site support for your representatives in the target country in order to facilitate communication between the parties.

If you face difficulties in translating documents or if you plan a business trip to a UAE country but are short of personnel speaking the required language you may consult us for translation services in Arabic, English, German, French, Russian and Italian.

E- AGENT MIDDLEMEN AND JOINT VENTURES

- Tenders
- Projects
- Project management
- Orders
- Contacts

The economic growth in the promising GCC markets presents lucrative business opportunities for manufacturers of high-scale and reliable technology as well as other industries. A permanently occurring obstacle for UAE -based businesses is the lack of an adequate supplier network.

We arrange the contact between the UAE companies looking for the technologies, equipments and utilities as well as advanced services and European businesses able to meet their expectations and requirements. A business relationship can be established in different forms, e.g. through a tender, a joint venture or a direct order placed by a UAE - based company.

It is widely recommended to establish the connection with local decision makers on the earliest occasion if you intend to build up a sustainable export platform in the GCC, a region where interpersonal understanding plays a dominant role in the business world. You may turn to us to assist you in identifying key contacts or decision makers for your company in the target country, allowing you to gather valuable on site information that will facilitate your preparation for a possible future market entry.

We understand ourselves as the link between potential vendor and buyer as we assist you throughout the entire business process, i.e. the arrangement of the contact, the negotiations and the conclusion of the deal. Our continually updated database for commodity needs of UAE -based businesses enables us to notify you first on business opportunities in that region, hence helping you to be a step ahead of your competitors.

F- BUSINESS FACT- FINDING TOURS

- Planning, coordination and support of business trips.
- Arrangement of contacts with local
 - companies
 - authorities
 - institutions
 - Follow-up

Most entrepreneurs look for an early insight into the market structures of the target country before evaluating its market potential. The most appropriate tool to assess market structures and prospects is a fact-finding tour, i.e. a business trip to your target country which gives you on site impressions and directly connects you with multipliers, potential business partners, state institutions and authorities.

The fact-finding tour is also the perfect occasion to get to know a potential business partner on a personal level, which is a major component for a sustainable business partnership with Arab entrepreneurs.

We will establish the contacts and coordinate your business trip throughout which we will stand by your side to ensure the best possible communication between the parties upon discussing your expectations for the tour.

Besides the business perspective, the tour will also allow you to get insights into the living conditions and the culture as a whole if your company is considering long term activities that go beyond a single business transaction. The average duration for a fact-finding tour is 3-4 days and is concluded by a joint evaluation of the information gathered during the trip.

G- COACHING (INDIVIDUAL AND GROUP WORKSHOPS)

- Information on society, culture and code of behavior
- Preparation for stays in the target countries

The personal interrelationship constitutes a major component of a successful and sustainable partnership in the Arab business world. Many companies report that business relations with UAE -based businesses often come to a halt after completing the first deal due to barriers like communication problems or social misunderstandings.

The contributions of our locally experienced experts are an integral part of our workshops and will advise you on daily matters like visits to local authorities and important contact points. In our individual and group workshops we impart intercultural skills and must-knows regarding the code of behavior in the Arab business world that will help your representatives prepare appropriately for a short-term or long-term stay in the target country and make successful communication possible.

H- COMPANY REGISTRATION – COST EFFECTIVE OPTIONS

- a- Classic full set up of the company following the entire process. The company will be independent and fully operative.

Methodology

As an option Bridge can help the company with services of marketing strategy to build an open, efficient, effective and globally integrated business activity and assist with business development advices to drive significant improvement in the efficiency of the company core business activity.

- b- We Assist the company with a preopening services as following:

Bridge will assist the company from concept to achievement, by building enterprises and creating value.

The company will operate under Bridge Consultancy umbrella, using our business center (smart business space) and administration support (basic and advanced) and utilities.

The Company could benefit as an option of our services of business development and marketing which includes assisting the company to coordinate the right marketing strategy.

Bridge will put the company in the condition to achieve a platform of strong business alliance through Bridge clients and partner

LLC Set up

When setting up an LLC company in the UAE, by law, you are required to appoint a Sponsor for your company.

The sponsor MUST be a UAE national. A strong sponsor with lot of contacts and influence can be very useful for the business to start and run, therefore you have to choose your sponsor wisely as well as he will become your UAE business partner.

It is important that you find someone trustable and who is suited for your business type, activities and long term plans in the UAE.

By law, along with the sponsorship, to register the company, you are required to have an office base.

Bridge can provide you sponsorship and assist you through gathering all the required paperwork, approvals and following the procedure to set up your branch/business and with the office base.

You have to know as well:

There is no tax in Dubai.

Arabic is the common language used in all government offices. Therefore every company has to have an Arabic speaking employee or higher someone temporary to deal with government institutions for various business matters. This is a MUST.

The other important thing is the working visa for employees. This is not easy and your sponsor's influence is very important in this matter.

I- ACTIVE SPONSORSHIP

When setting up an LLC company in the UAE, by law, you are required to appoint a Sponsor for your company.

The sponsor MUST be a UAE national. A strong sponsor with lot of contacts and influence can be very useful for the business to start and run, therefore you have to choose your sponsor wisely as well as he will become your UAE business partner.

It is important that you find someone trustable and who is suited for your business type, activities and long term plans in the UAE.

By law, along with the sponsorship, to register the company, you are required to have an office base.

Bridge can provide you the most suitable sponsorship and assist you through gathering all the required paperwork, approvals and following the procedure to set up your branch/business and with the office base.

J- COMPANY REGISTRATION & LEGAL CONSULTING

We have years of experience in helping companies take roots in UAE and have the required legal exposure in all aspects of business setup processes and legal mediation in all the GCC countries.

Our experts can help you in decisions regarding FDI and in all other.

- Information on society, culture and code of behavior

- Legal Company formation and Helping in Organization built-up (Space & Location) and Staff Management (Recruitment Management).
 - First advice
 - Providing service material concerning the different zones within the UAE
 - Listing of the required documents
 - Submission of the documents
 - Follow-up with the authorities until the registration

We provides legal services to foreign and local companies and businessmen in all sectors of commercial law of the Middle East including but not limited to

- Creation evaluation and implementation of regional business concepts and strategies;
- Commercial Law of Contract, preparation of draft contracts in civil and commercial transactions;
- Company Law, including formation, incorporation and restructuring of companies, including joint venture companies, partner evaluation, due diligence studies;
- Representative offices, branches;
- Banking, investments, financial concepts / arrangements;
- Reinvestments, bilateral investments;
- Off-set, barter;
- BOT-projects;
- Construction Law;
- Commercial Agency and Distributorship Law, contracting, termination;
- Labor Law;
- Tax matters;
- Regional Environmental Law;
- Maritime Law, C/P disputer, cargo claims, maritime claims & liens, arrest, ship registration, ship building, ship repair;
- Energy Law, Oil & Gas contracts;
- Trademark Law, regional wide registration of TMs, TMs research;
- Intellectual property including patent, design model, regional copyright;
- International and local arbitration;
- Preparation and coordination of litigation and legal statements including legal issues of the Shari'a Law;
- Governmental tenders and contracts;
- International Private; Administration Law.
- Provide tailor-made administration and business concepts, covering almost every aspect of our Clients regional business activities.

- The Legal office supporting Bridge Consultancy has been approved by the Jebel Ali Free Zone Authority and Ras Al Khaimah Investment Authority to serve as registered agent for offshore companies formed in the Jebel Ali Free Zone and/or the Ras Al Khaimah Investment Authority

K- COMMERCIAL CONSULTING- accounting and auditing services

Business success depends on the correct planning and implementation of the company structure through an efficient and precise administration and accounts management.

Some of our standard services are:

- Expense reports/ Bookkeeping and Payroll Management/ Compilation of a monthly or quarterly report
- Drawing of commercial agreement
- Auditing services
- Cash Flow/Fund Flow Statements
- Monthly disbursement (cash or transfers)
- Debtor and payables surveillance
- Contact to banks

In general:

- Offering business friendly information
- Conducting Product/Service launches.
- Offering support during negotiations with vendors and clients.
- Corporate Finance Transactions (merges, acquisitions, share and asset sales, company migrations and restructuring);
- Registration and management of intangibles (patents and royalties);
- Management of banking relationships and control of banking transactions
- Domestic tax and regulatory compliance
- Tax advices
- Accounting and management control

- Tailored banking services
- Day to day management

TAX ADVICES

Bridge has the necessary experience in dealing with domestic and international tax aspects and can therefore act as a problem solver in respect of corporate and individual tax issues.

Bridge Consultancy firmly believes that a correct tax strategy is an integral part of the successful growth of a business.

Bridge Consultancy assists its clients with the preparation and submission of all necessary documents, to benefit from the advantages deriving from the resident status in the UAE.

ACCOUNTING CONTROL

Bridge Consultancy can assist the client in monitoring its business activities and ensuring that these are properly accounted for. Periodic reports can be prepared on request in order to facilitate the monitoring of results by the client. This service also comprises payroll management and the associated tax and social security compliance.

BANKING SUPPORT

Bridge Consultancy can introduce its clients to prime financial institutions providing banking services tailored for the needs of the business, including corporate treasury, cash management, cash pooling, intercompany financing and netting.

DAILY MANAGEMENT

Bridge can assist the client with a daily management and administration by acting as a point of reference for most types of tax, accounting and administration issues.

L- L- P.R.O. & OUTSOURCING SERVICES

Setting up of a business has its procedural entanglements.

It can turn into a complex never ending labyrinth if not guided properly. We can do all the "running around" that is initially needed as you settle down and we prefer our P.R.O (Public Relation Officer) to do all these necessary paper work, freeing you from the mundane.

We also provide the required office management services that will keep you up and running till you are properly settled, which include accounting and management assistance. These services are available on an hourly basis and also on predetermined term periods.

M- BUSINESS NETWORKING

In business, it matters to know the right person at the right time. We help you get in touch with the right decision makers so that your valuable time can be saved and used for productive purposes.

As a player with long business exposure in the region we will network for you, bringing you the right leads without you spending valuable internal resources on them. As a region with strong cultural values it is very important to build personal contacts that can be developed into business possibilities based on mutual trust.

Our networking services extend to the whole GCC region focusing on UAE. It includes the following:

- Service /Product Fairs
- Business Workshops
- Seminars
- Idea/Service/Product Conferences
- One-To-One Meetings
- Project Tours with professional guides
- Investor Relation events
- Internet Portal Creation/Management

N- BUSINESS CENTER AND ADMINISTRATION SUPPORT

Bridge can assist the client with the day-to-day management and administration by acting as a point of reference for most types of tax, accounting and administration issues.

Bridge Consultancy assists the company with "preopening services" as following:

The company will operate under Bridge Consultancy umbrella, using our business center and administration support and utilities and benefit as an option of our services of business development and marketing which includes assisting the company to coordinate the right marketing strategy.

Bridge will put the company in the condition to achieve a platform of strong business alliance through Bridge clients and partners

SMART BUSINESS SPACE PACKAGE

(desk + basic administration) + optional (advanced administration)

We are committed to helping your business succeed and providing you a value- added solutions and support.

**Desk
space**

This is an effective way of enjoying the benefits of a professional, fully managed office whilst avoiding long term investments normally required when setting up a traditional office space.

Our smart Business Space is the ideal solution for the one / 3 business persons looking to avoid the time consuming hassles of managing a traditional style office and IT infrastructure.

Bridge provides you an executive business smart space with a premium address in the heart of the business district of Sharjah (CBI bank building- Al Mujira - Corniche Road- Heritage Area- Sharjah- U.A.E)

Including:

- reception- fully decorated reception to greet your guest;
- basic administration support- meeting room booking, assistance with clients...;
- business space- stunning view with equipped with one personal desk, one personal drawer;
- technology- one personal pc, telephone included the assistance;
- meeting room- suitable for 8 people;
- pantry kitchen- fully equipped (fridge, microwave, water boiler, cups, plates, glasses, cutlery);
- water/electricity/AC bills
- cleaning

**Basic
Admin.
support**

- assisting with a visa issue and information for labors and office staff (excluded the cost of the visa issue and documents);
- assisting with contact to banks;
- assisting with phone calls /answer;
- assisting in locating office and ware house
- assisting office/ labor staff recruitment (management excluded)

**Advanced
Admin.
support**

Business development and mixed marketing support as follows:

- Provide business development advices
- coordinate the best strategy to penetrate the market;
- introduction to key market players in the relevant industry;
- assisting in visiting companies facility;
- offering support during negotiations with vendors and clients
- assisting on finding new market opportunities
- assisting on the feasibility study

O- PERSONNEL SELECTION & MANAGEMENT- SPACE & LOCATION FINDING

Bridge Consultancy helps in:

- Organization built-up (Space & Location)
- Staff Management (Recruitment Management)

Sometimes the investor needs to transfer some personnel from the head office in order to manage the initial phases of the project. Bridge Consultancy assists the company to ensure the efficiency completion of this important first step.

Bridge Consultancy helps its clients by providing the following services:

- search and selection of managerial and administrative personnel;
- assist with employment law issues;