



Sesam Business Consultants



Let us support your
SMART MISSION

How to make the best out of your Trade Mission

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1. The Challenge

Fairs and exhibitions in the UAE are getting increasingly complex which creates new challenges for exhibitors to generate their share of visibility and eventually viable business contacts in the market.

How to stand out and distinguish your presence from the competition? How to get in contact with the right target audience?

Addressing these key issues will be of paramount importance to all future marketing considerations, especially in the current economic situation with tight budgets.

The same is to be said about trade missions: Due to the favorable market conditions the UAE and the neighboring Gulf states have been attracting an unprecedented inflow of delegations and missions from all over the world in the past years. This is going to continue. It is hard to make a difference and to stand out from crowd with your company, even if your products are unique.

Even though the number of exhibitors and trade missions carried out are rapidly increasing; the number of decision makers to meet is not.

That is where the Sesam Smart Mission concept jumps in and can provide much added value to the exhibition participation or trade mission of your companies:

2. Sesam Introduction

Sesam Business Consultants (Sesam), with long-term experience in the UAE market since 1999, offices in Dubai and Abu Dhabi and with German Management, offers professional services at high standards for building and strengthening business relations with the United Arab Emirates. Sesam has established a wide-reaching network of business contacts in the region to draw on. While in the beginning activities were focused on providing outsourcing services to local new and established enterprises, Sesam has expanded its activities to consulting and marketing services, both for foreign and local companies in the Gulf region and abroad and has gained far reaching experience in this field. Thereby, Sesam opens doors (Arabic: "Iftah ya simsim" "Open Sesame") in both directions. Sesam can also rely on the partnership with Roedl, Meyer-Reumann Legal Consultancy (www.roedl.ae) and their extensive network and presence in 14 countries in the Middle East.

Sesam's strategic consulting approach builds on its long-standing local knowledge and ability to understand the market requirements and cultural background. This helps Sesam to identify

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mutual business opportunities and build “bridges” between the Gulf and Western countries. Thereby Sesam places high importance on commitment and expertise for every individual assignment.

In this, Sesam considers its strength to be less in the political sector but in the constructive and active support in achieving economic goals and therefore focuses its efforts specifically on the business interests of the accompanying business representatives in trade missions.

Sesam’s scope of services includes the following tailor-made approaches:

Conferences / forums	One-on-one meetings	Market research
Feasibility studies	“Round Table” events / Networking	Seminars / workshops / trainings
VIP receptions	Fact Finding Tours	Outsourcing services

For additional information on Sesam and its [Project Team](#), kindly refer to

www.sesam-uae.com

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3. Sesam's support concept for Trade Delegations – Smart Mission

Sesam offers a comprehensive range of services to make your Trade Mission a Smart Mission and therefore a business success for the participating companies.

Whether you are looking for a one-stop-shop organization of your business trip or you simply want to upgrade e.g. the companies' exhibition participation with additional one-to-one meetings to establish personal contacts and create business ties, Sesam has got the right solution for you and will put together an individual package catering to your specific needs.

This paper serves to outline the particular modules in Sesam's support concept for Trade Delegations of which your individual package may consist.

3.1. Upgrade of the exhibition participation

Dubai and Abu Dhabi are high-profile exhibition venues in the Middle East and geographically connect the West (Europe and the Americas) with the East (Asia).

To make your fair presence more valuable we offer you the following options to make it a Smart Mission:

3.1.1. Individual one-to-one meetings

For companies from abroad participating in exhibitions and fairs in the UAE Sesam offers to arrange individual one-to-one meetings with local counterparts alongside the exhibition.

According to the business profile and meeting requirements of your company Sesam will set up a shortlist of possible meeting partners from which the client may then choose whom he would like to meet. In close cooperation with the client we will create a profile of the relevant target group from which the target list will be derived. Sesam organizes individual meetings between the business people and the local counterpart at a meeting point of their choice (office, restaurant, etc).

Through these one-to-one meetings in a confidential atmosphere, the exhibition participants get acquainted with their counterparts and their business organization and can have focused and constructive discussions on potential co-operations.



Intensive exchange in a one-to-one meeting

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On request, the Sesam support also includes accompanying and assistance in the meeting, interpretation and translation services as well as the preparation of Minutes of Meeting in English.

Sesam will thoroughly prepare the selection of local meeting partners in close consultation with the client. The main difference in Sesam's approach to one-to-one meetings is the pointed preparation and the focus on specific needs of our clients. We do not just pick your local counterparts from the "Yellow Pages" but investigate them and examine them thoroughly with regard to their suitability.

Sesam will initiate the systematic preparation of the one-to-one meetings with a telephone conference call and will provide the client with regular update reports (via email / telephone). The company will receive a comprehensive agenda of the meetings including the profiles of the local contacts and their particular business interests.

You choose how many one-to-one meetings you would like to carry out during the exhibition participation respectively the company representative's stay in the UAE. A number of two to four meetings per day (depending on the timely involvement in the fair and meeting locations) is realistic.

3.1.2. Round Tables and Networking Events

Another possibility to upgrade the stay of companies in the UAE is to organize networking events for a certain number of firms combined or an entire country's trade delegation.

Sesam also offers to professionally and completely prepare such events.

In this version, the local dialogue partners are centrally invited to lunch / dinner or a cocktail reception. Dedicated seating arrangements are no coincidence but the result of detailed preparation. The companies will have a carefully selected dialogue partner as their neighbour at the table. This selection process will follow the same pattern as the one-to-one meetings (see section 2.1.1.).



Round Table Networking

Networking or Round Table events add considerable value and prestige to the Smart Mission and can also be used to make company presentations or host speeches to the group. The

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Round Table creates a pleasant atmosphere and effective communication between partners with shared interests.

The dimension of these networking events is variable and, adjusted to your exact requirements, can reach from a private dinner with 20-30 participants to a large conference with up to 400 or 500 delegates. These previous Sesam events may serve as a reference: Sesam Networking Arab Health 2008 and the Abu Dhabi Green Building Conference.

Of course it is just as possible to combine the two above-mentioned options of upgrading a company's exhibition participation into a Smart Mission!

3.2. Full on-site organization of a Trade Mission

If you are looking for a general partner to take care of the on-site organization of your Trade Mission to the UAE and to turn it into a Smart Mission Sesam is the right choice for you!

Also in this case Sesam focuses on the business aspects. We will organize the one-to-one meetings (accompanied/non-accompanied by a Sesam consultant) for the participating companies (following the scheme outlined in 2.1.1.), the desired number of which will be individually agreed on. To round up the business program of the participants Sesam can prepare networking events (see 2.1.2.) for the whole or parts of the group and site or project tours showcasing developments of overall interest to the companies.

Being your full-fledged partner Sesam will ensure the success of the Smart Mission by thoroughly preparing every detail of the business program.

Additionally, we can also take care of your organizational aspects regarding the Trade Mission. We are ready to assist you in the booking of hotels, flights, chauffeur-driven cars and are also experienced in putting together a supporting program including leisure and sightseeing to make the sojourn in the UAE an overall delightful experience.

For fully organized business trips we also offer to set up a dedicated internet portal to feature all companies with their profiles and business requirements to give them the best exposure to



Sightseeing Sheikh Zayed Mosque Abu Dhabi

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the UAE market and their potential meeting partners. Additionally, the portal will contain useful information about the local market as well as the participants' home country.

3.3. Follow-up on generated contacts

Once you successfully carried out your business meetings, made valuable contacts and are on your way back home it is time to follow-up on these opportunities and to create prosperous relationships out of them.

It is very rare that you walk out of an introductory meeting with a new partner holding a signed contract in your hand. That is why one of the most important matters with regard to establishing sustainable business ties in the UAE is to stay in regular contact with your new-found acquaintances. That is why follow-up is an integral part of a Smart Mission!

Therefore a careful and focused follow-up is essential! Where most trade mission supports end is where the Sesam Smart Mission is just getting started! We can be your on-site partner in the UAE and secure a thorough follow-up to make the best out of your business opportunities.

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4. Why choose the Sesam Smart Mission service?

Sesam Business Consultants is an experienced consulting and business development firm that is approaching the setting up of your company or trade delegation participants with local meeting partners from a different angle.

We are dedicating our expertise to find not only “a” meeting partner for you but the “right” meeting partner(s)!

Therefore we are treating our assignments with the highest priority and apply our in-depth knowledge of the Emirian and Gulf markets for your success.

Our work for you is no mass production employing the “Yellow Pages” and sending out lists to local companies asking “Whom do you want to meet?”. We cater to each and every client firm individually and tailor-made.

The success of our clients is also our success! You only pay for successfully carried out meetings!

- ✓ Carefully selected contacts / meeting partners
- ✓ Tailor-made business program
- ✓ Thorough follow-up on generated contacts
- ✓ High value work at reasonable prices
- ✓ Important to stand out, make a difference and be **SMART!**

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5. References

We fulfilled our former assignments with great success and to the satisfaction of our clients and are extremely proud of being able to build long-term relationships with them.

Please note the testimonials below:



Malika Dehraoui, Développement économique, Innovation et Exportation Québec, Canada, Trade Mission Organizer:

"It was a real pleasure working with you. Thank you for the professionalism, support, and flexibility that you and your colleagues demonstrated from the beginning until the end of the trade mission."

www.mdeie.gouv.qc.ca



Marcelle Bourque, Jardin de Ville, Canada, Trade Mission Participant:

"Everyone was extremely efficient and dynamic and I greatly appreciated their efforts."

www.jardindeville.com



Maxime Jodoin, Laurentides International, Canada, Trade Mission Organizer:

"We, at Laurentides International, hired Sesam Business Consultants for a trade mission in the United Arab Emirates that was held in November 2008. Following our experience with them, we only have good words for the consulting firm as they did an excellent job of matchmaking our businesses with Emirians companies. The possible economic fallout from our association with Sesam Business Consultants is above what was expected when we first planned this trade mission. We must also add that the assistance provided with the logistical aspects of the trade mission was also very fast and reliable."

www.laurentidesinternational.com



Jens Aßmann, Hamburg Chamber of Commerce, Germany, Networking Participant:

"Through good research it was fortunately possible to conduct numerous meetings and several companies already plan counter visits and consequent meetings. Our delegation participants and we ourselves are very satisfied with the support of Sesam Business Consultants."

www.hk24.de

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ООО «АГЕНТСТВО ЭКОНОМИЧЕСКОГО РАЗВИТИЯ
КРАСНОДАРСКОГО КРАЯ»

Olga Andreeva, Krasnodar Krai Economic Development Agency, Russia, Mission Client :

"We are working with Sesam since August 2007 when the Governor of the Krasnodar Krai Region hosted a Krasnodar stand at the region's largest real estate exhibition Cityscape 2007. [...] We have further employed Sesam's services for support of our participation at MIPIM 2008 in Cannes, France and are going to cooperate with Sesam again at this year's Cityscape 2008 Dubai in October. We are very satisfied with the scope and quality of reliable services rendered to us and are looking forward to our future cooperation."

www.kkeda.com

6. We would like to support your success in the UAE as well!

You are planning to visit the UAE for business development? Interested in the Smart Mission? Contact us, we will be glad to assist you with the outlined support options and to make you an individual offer catering to your specific needs!

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