



شركة دبي للاستشارات  
DUBAI CONSULTANCY

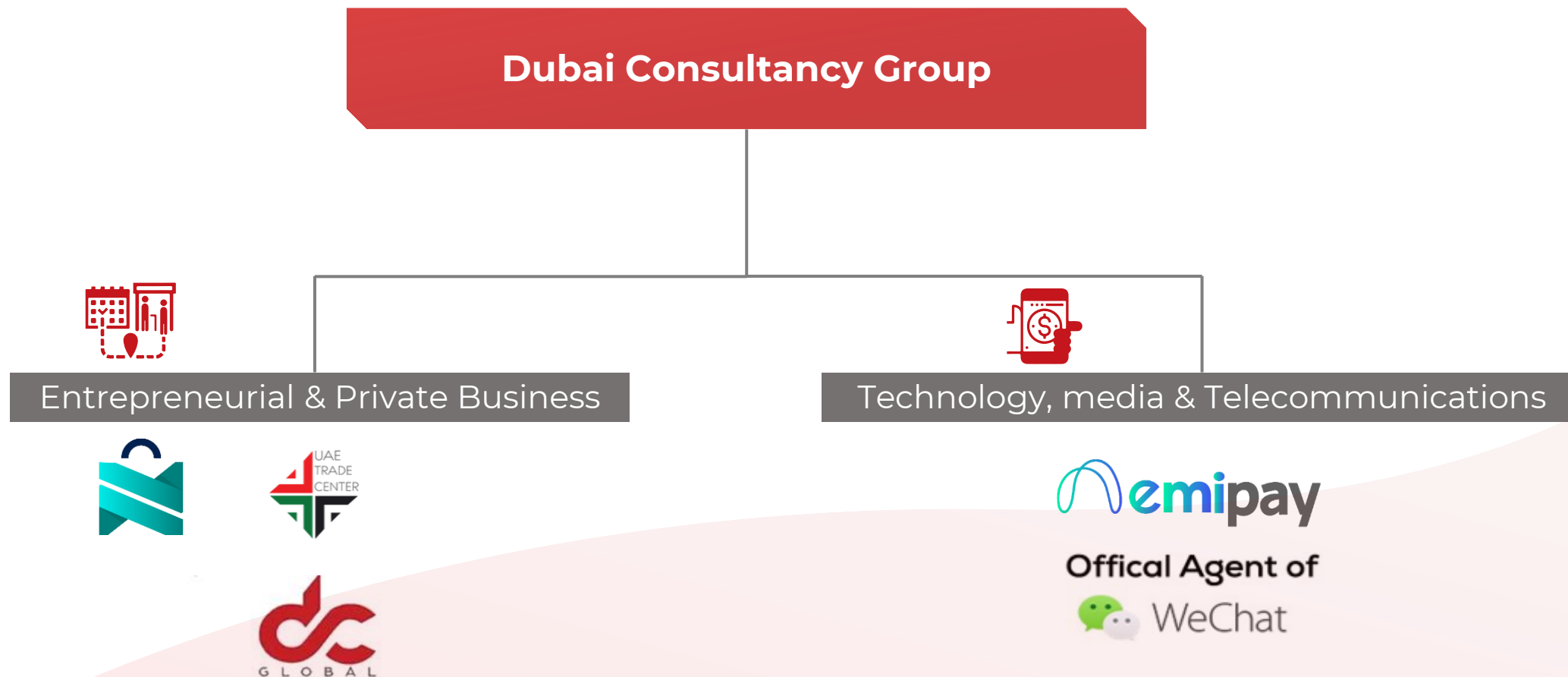


Established in 2005, **Dubai Consultancy** is an Emirati owned and operated consulting firm. We create value for our clients by:

- Government & Business Advisory
- Establishing market entry
- Connecting business to the right investors
- Match making with verified companies
- Delegation Visit - end to end services

# Structure

FOCUS  
GOVERNMENT & PRIVATE ADVISORY  
MANAGEMENT CONSULTANCY  
NEW INITIATIVES



# What We Do?



## **Business and Government Consultancy :**

specializing in establishing bilateral government relationships & helping businesses find their product fit locally & internationally



## **Concept & Project Development:**

Developing a new concept is a collaborative process that connects your vision with our experience and industry expertise.

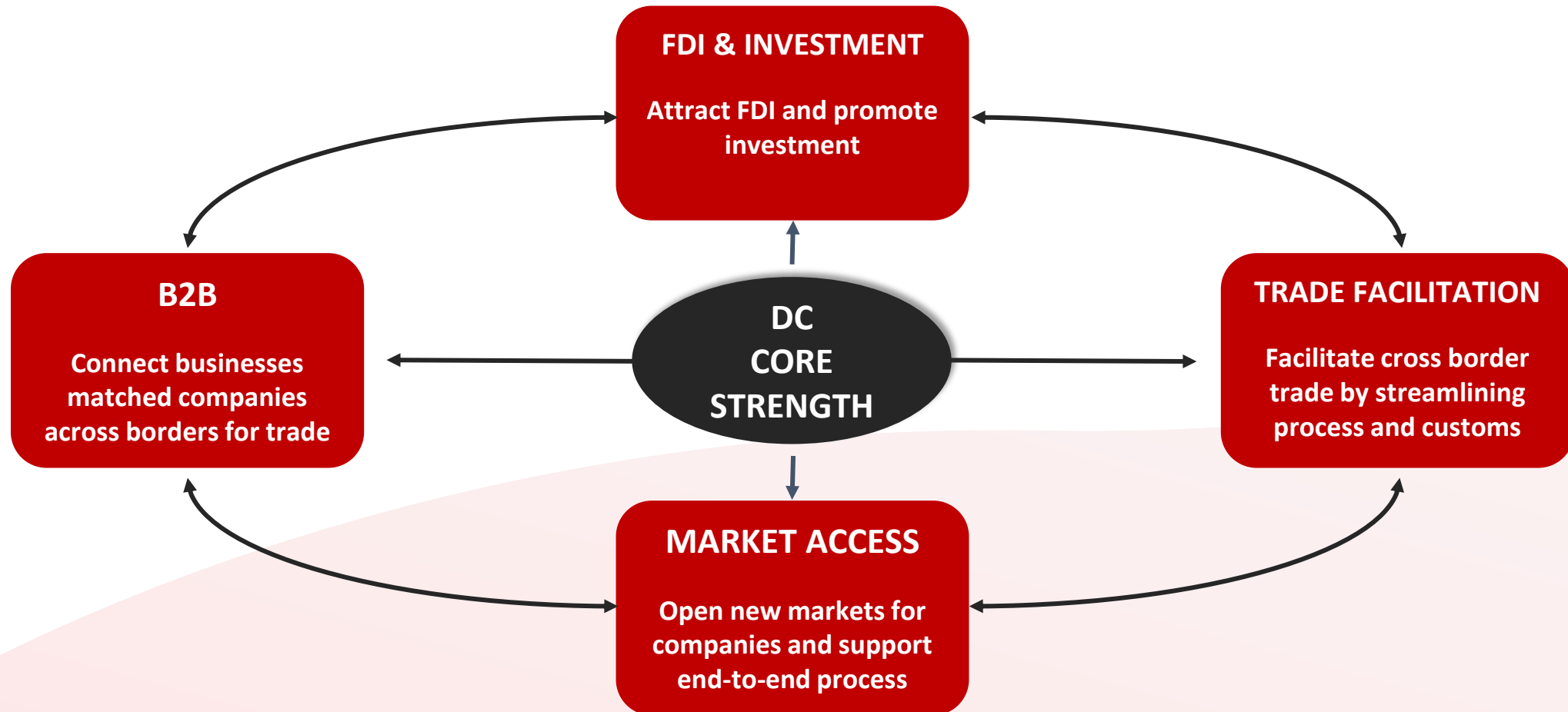


## **Corporate and Business Setup Services:**

Providing professional PRO services, company formation, visa services, government approvals, bank account, and business centers.

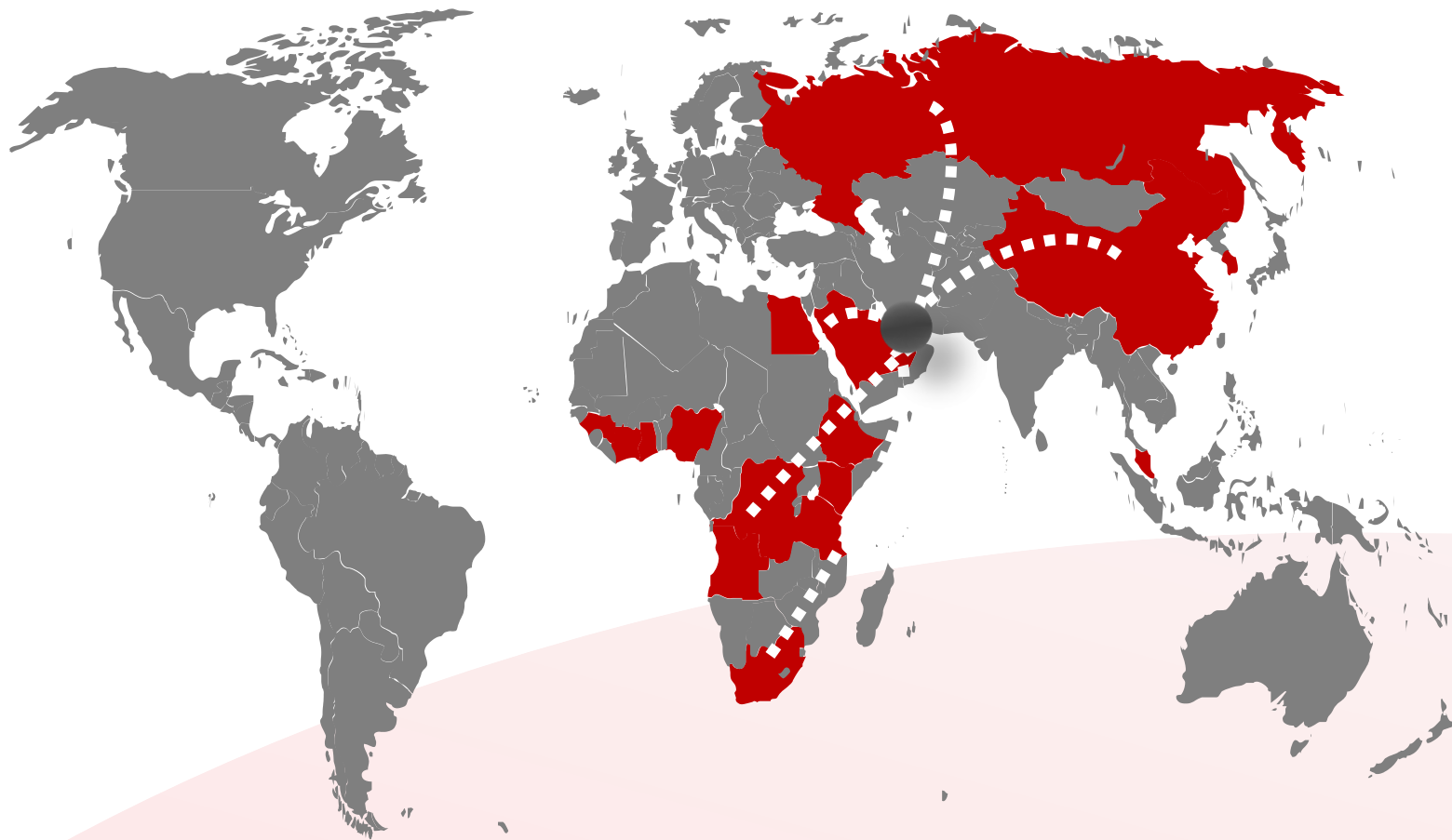
# Our Core Strengths

Dubai Consultancy focusses on specific needs to clients in each market. Customized solutions are developed based on client needs and supported on the ground in execution and monitoring





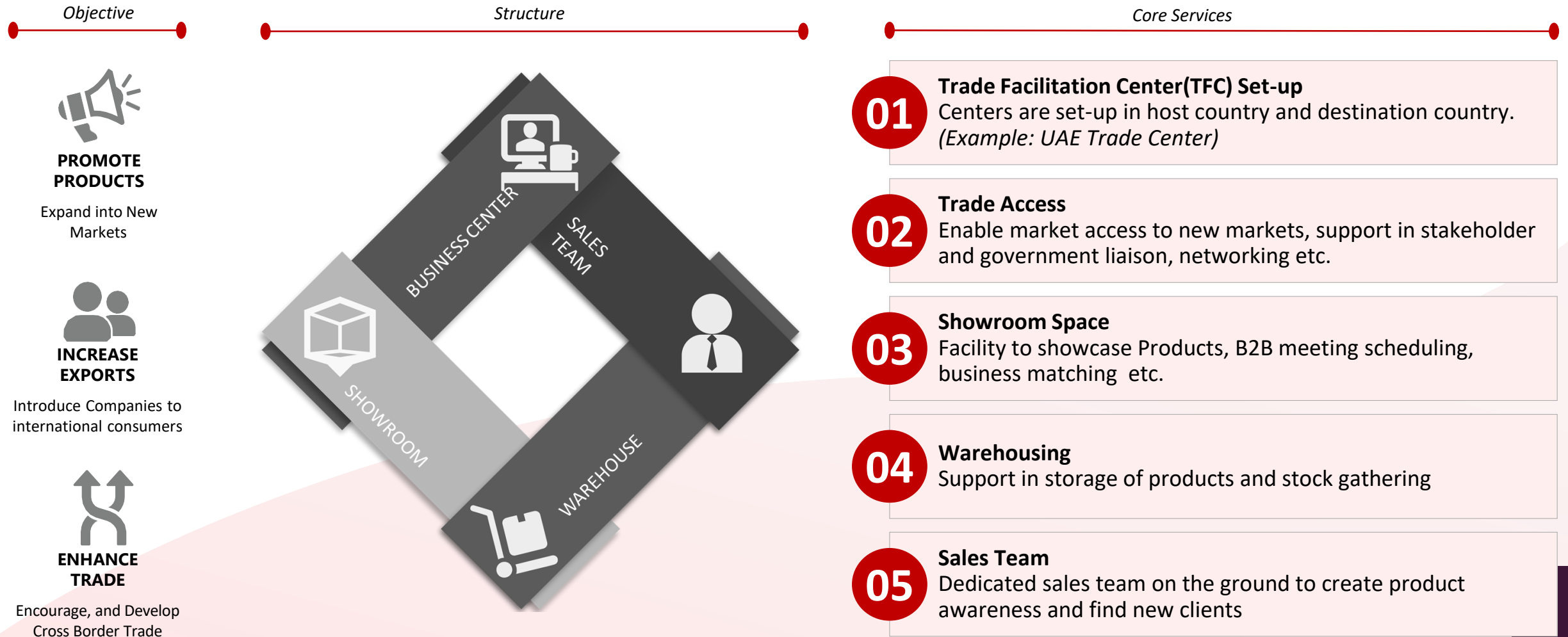
# Connectivity & Network



- GCC
- Egypt
- Kenya
- Russia
- China
- Nigeria
- Uganda
- Tanzania
- Malaysia
- Singapore
- Rwanda
- Angola
- Ghana
- Senegal

# Trade Facilitation Center

In order to facilitate trade with emerging market (Africa), Dubai Consultancy set out an ambitious program to set-up trade facilitation centers in respective countries that would promote two-way trade and enhance imports/exports and attract FDI.



# Trade Facilitation Center – UTC

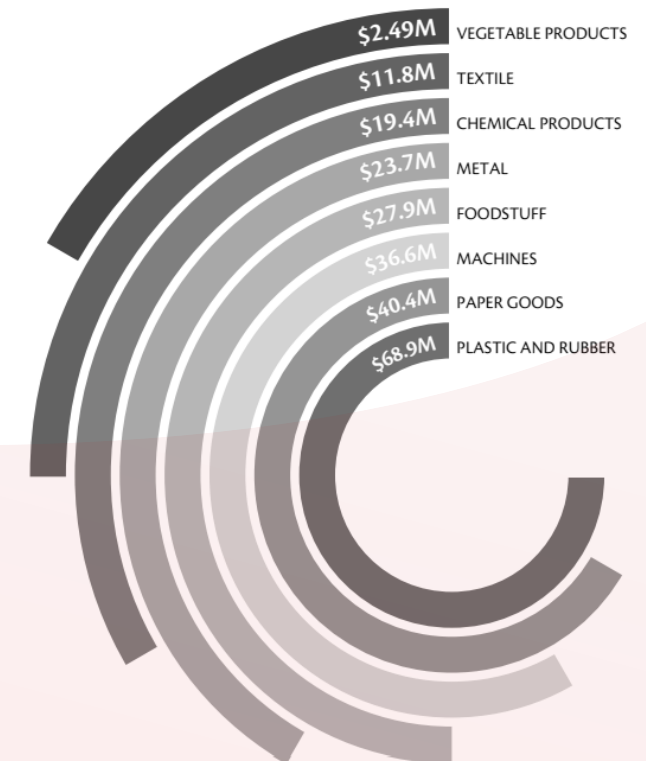
Dubai Consultancy setup trade facilitation centers in Kenya named UAE Trade Center (UTC) which facilitates UAE companies to have market access into Kenya.



Features of UTC includes:

- A dedicated office space with showroom capability to showcase products
- Dedicated team working to identify businesses in the market wanting to import/export
- Connect verified and business matched companies
- Arrange for virtual meets and physical meets as required
- Provide aftercare support and follow-ups

- ✓ Food and Beverage
- ✓ Consumer Goods
- ✓ Building Materials
- ✓ Equipment's
- ✓ Auto Spare Parts
- ✓ Services



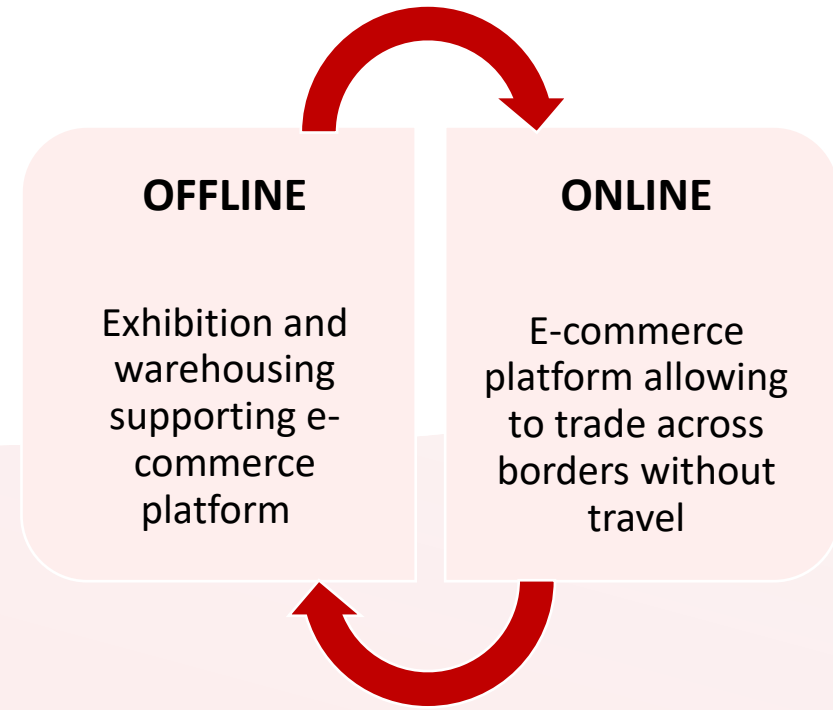


# Online – Offline Model of Trade

Cross border trade is driven predominantly by offline model (*having physical presence for driving sales*). However, in Africa the clients demand a model wherein its easier for them to trade across borders without wanting to travel but still have the level of comfort in buying products.

In order to address this need in the market, Dubai Consultancy

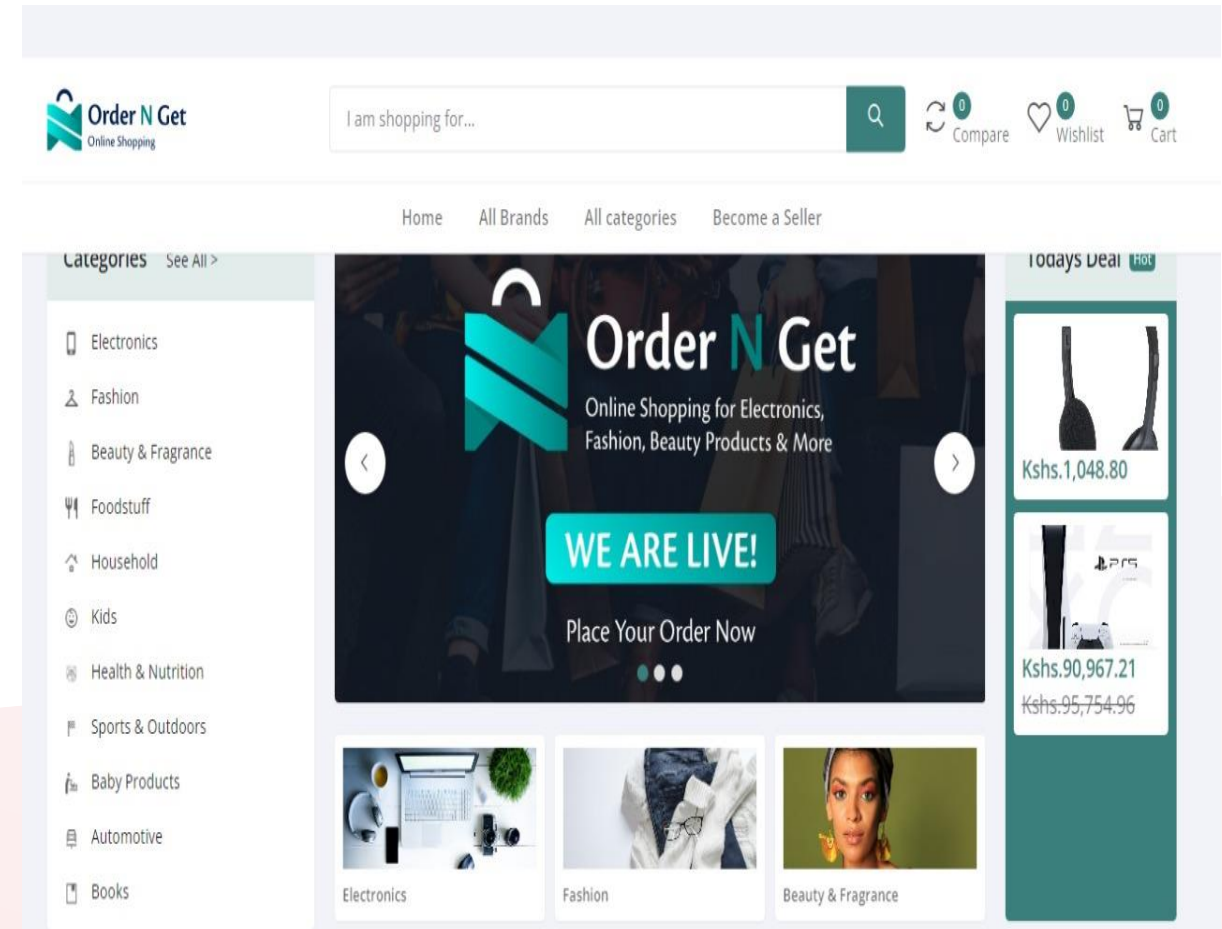
- Implemented an inline/offline hybrid model to facilitate trade named *OrdernGet*
- An online B2C portal was developed specifically for Africa market which would enable customers shop online and have them delivered to their doorstep in Africa
- Offline model will be “Dubai Trade Fair” in Kenya where UAE companies/exporters exhibit in Kenya and enter the market for business



Order N Get (OnG) is a unique ecommerce platform that facilitates online sales of products by verified businesses, offering wide range of products at unbeatable price with an exceptional experience for both **sellers and shoppers** in the UAE and Africa region.

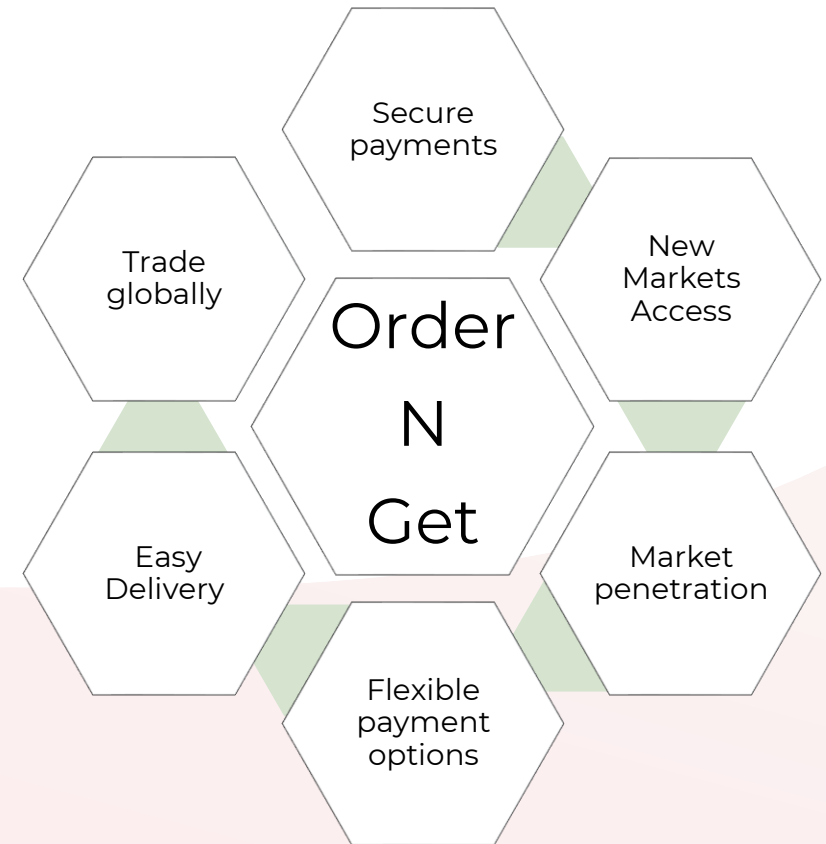
The **B2B-B2C online trading platform** is an initiative that will facilitate all types of businesses to sell products online and provide customers a unique and pleasant online shopping experience. More importantly, this initiative aims to **support large- and small-scale businesses** by giving them wider market access and visibility for their products in the online marketplace.

Customers can order **electronics, beauty & fragrance, home & kitchen products, baby & kid's products and fashion accessories** through this multi-category site, with more categories to be added eventually.



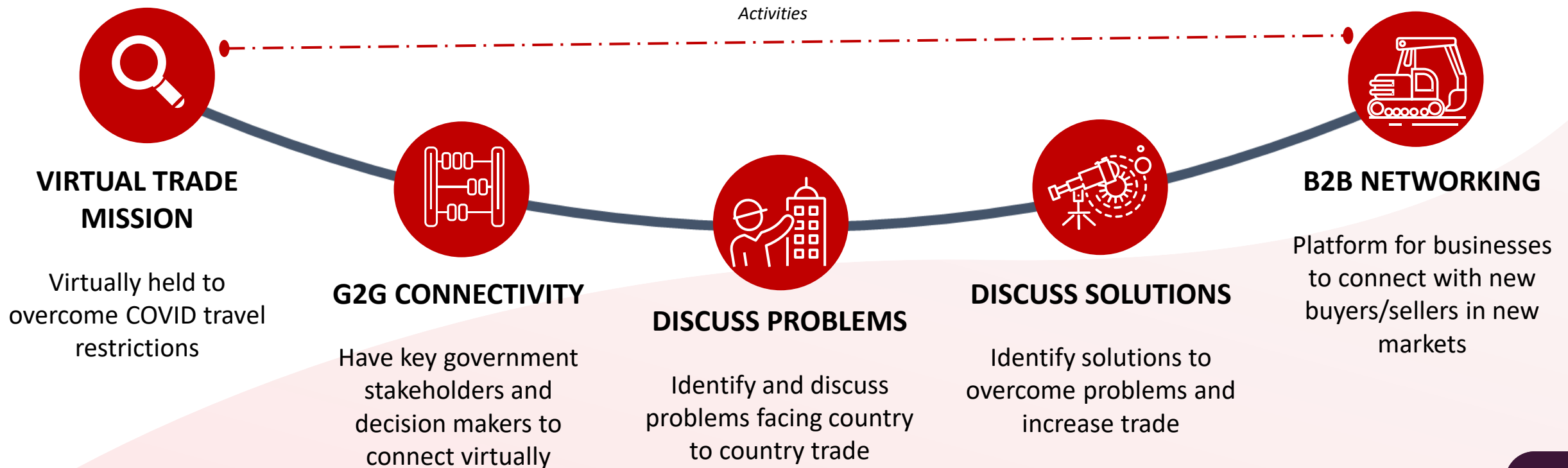
The benefits of this business platform is as follows:

- Quick buying process
- Easy product listing and catalogue creation for vendors
- Cost effective and secure shopping
- Affordable marketing and visibility for vendors in new markets
- End-to End delivery for customers
- Flexible payment options
- Trading globally within UAE and Africa countries



# Trade Promotion Strategy

Dubai Consultancy also did multiple trade promotion drives to enhance trade between UAE and Africa. These trade promotion drives were catered to government liaison, entities, key stakeholders and businesses wanting to expand. In a pandemic world, DC embarked on a virtual trade mission aimed at connecting business owners, governments, and policymakers from the UAE, and African countries to discuss the challenges and opportunities for boosting bilateral trade and investments.





# Trade Facilitation Centers – MOU Signoff

An MOU was signed between Dubai Consultancy & KNCCI to collaborate in areas to improve mutual trade and to enhance business opportunities between two countries



# Dubai Week in Africa

Dubai Consultancy concluded successfully a virtual event called **Dubai Week in Africa – Kenya** in **February 2021**



# 4099

NUMBER OF  
ATTENDEES



MINISTERS &  
HIGH LEVEL  
SPEAKERS



# 18

# B2B & G2G MEETINGS



BRINGING BUSINESSES, GOVERNMENTS AND  
OPPORTUNITIES TOGETHER

# 12



GOVERNMENT  
PARTNERS

# UAE



# KENYA



# 4 DAYS



# 38

# PANELIST

# MAIN SECTORS



TRADE &  
EXPORTS



FREE ZONE  
& INVESTMENT  
(LOGISTICS)



E-COMMERCE

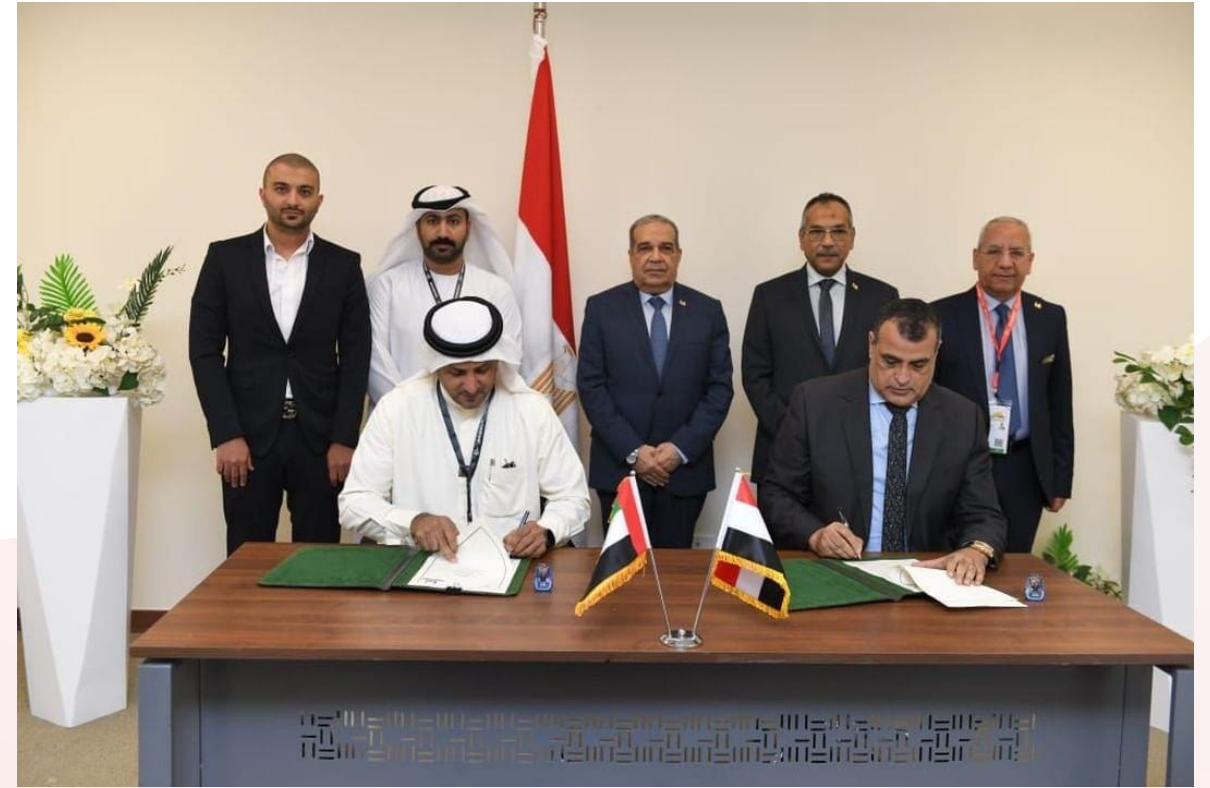


ISLAMIC  
ECONOMY



# Trade Promotion - Ministry of Military Production (Egypt)

Dubai Consultancy signed an MOU with Ministry of Military Production (Egypt) to promote civilian products in Kenya and UAE.



# Trade Promotion - Investment Promotion (Ghana)

Dubai Consultancy signed an MOU with Ghana Investment promotion center to set up an office in UAE. Aim is to promote Ghana as an investment destination and to promote bilateral trade





# THANK YOU



Tel: +971 4 554 2020  
[info@dubaiconsultancy.ae](mailto:info@dubaiconsultancy.ae)  
[www.dubaiconsultancy.ae](http://www.dubaiconsultancy.ae)



The Bay Gate, 7<sup>th</sup> Floor,  
Business Bay, P. O. Box 88007  
Dubai, United Arab Emirates