



PROGRAMS FOR ICT COMPANIES 2010

United Arab Emirates

UAE and other Gulf countries offers great potential for Finnish ICT companies!

The opportunities available in the UAE's Information and Communications Technology (ICT) industry are growing quickly. The value of the local market is expected to reach \$2.4 billion by 2011 from \$1.5 billion in 2006. The country is expected to become the region's premier ICT hub due to its heavy investments, which are aimed at boosting the technological potential of the country.

In terms of future growth in the Gulf countries, ICT market by 2010:

(Country - Value) Kuwait - \$875m, Qatar - \$398m, Oman - \$400m, Bahrain - \$375m.

Scouting 3

is 3 month long intensive service package with the explicit aim of making first local contacts to potential end customers or reseller partners and system providers.

Scouting is most suitable for companies who are in the first phase of internationalization and seeking to validate market opportunities for their products or services. Approach can be either sales driven or more analytical and market research oriented.

Scouting will provide clear answer to most open questions and results can be used to create best business acceleration strategy for Gulf markets.

For companies with products in high demand, Scouting can be used to sign important reseller agreements with local companies.

Scouting 6

is 6 month long service package with the aim of making first local contacts to potential end customers or reseller partners and system providers.

Scouting 6 is most suitable for companies who are entering the market for a first time and are seeking low risk market entry strategy. Approach can be either sales driven or more analytical and market research oriented. Usual objectives are to win first commercial projects or sign value added reseller channels for the purpose of launching the product in the local markets.

Exigo's local partners will act as customer's business development resource on site and make sure key objectives are reached. They will train themselves to your products and sales process and take the responsibility for the critical early stage internationalization.

Extensive local contacts, on site presence and proven sales driven approach has helped many Finnish companies to launch their products and services successfully in the fast growing markets of the Persian Gulf.

Programs are tailored to meet specific requirements of each company.

Contact us and ask for more information!