



PROGRAMS FOR ICT COMPANIES 2011

United Arab Emirates

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

The Middle East is expected to invest 20 billion USD in information technology in 2011 (hardware, software and services) The latest outlook for 2011 from global research firm International Data Corporation show that top spending in terms of IT-technology will be in virtualization, business intelligence and analytics, and unified communications.

Some of the trends that will shape the ICT market include government project roll-outs that will boost spending, with Qatar among the top countries in the region as it prepares for an economic boom in the lead-up to the FIFA World Cup 2022.

Exigo and its local partners will help Finnish companies to launch their products and services successfully in the fast growing markets of the Persian Gulf. After several successful assignments during the past years, we know what it takes for Finnish ICT-companies to succeed in the region.

Our services are always tailored to meet specific requirements of each company. Approach can be either sales driven or more analytical and market research oriented. We will train ourselves to products and sales process of our customers and take the responsibility for the critical early stage internationalization.

We can offer effective market research packages or long term co-operation for outsourced sales and consulting services.

Examples of packages:

Scouting 3

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

Scouting 3 will provide clear answer to most open questions and results can be used to create best business acceleration strategy for Gulf markets.

Scouting 6

is 6 month long service package is most suitable for companies who are entering the market for a first time and are seeking low risk market entry strategy.

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.

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An alternative approach to direct exporting is the use of an export management and consulting company. This approach requires limited use of a firm's time and resources in building international business.