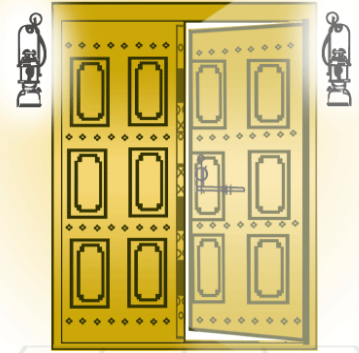


سسام  
SESAM  
BUSINESS CONSULTANTS



OPENING *the* DOOR...

Sesam Business Consultants

# REFERENCES AND SAMPLE PROJECTS

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- ✘ Sesam Business Consultants is a leading German-Emirati business consultancy active in the Gulf region since 1999, providing market knowledge, valuable contacts and B2B platforms to accelerate local and foreign companies' business success.
- ✘ We have five business divisions providing cross-border services in the Gulf region. Our focus markets are the United Arab Emirates, the Kingdom of Saudi Arabia, Qatar and Oman.
- ✘ Since 2008, more than 3,000 delegates have participated in 18 conferences in Dubai, Abu Dhabi, Sharjah, Doha, Muscat, Jeddah and Riyadh that Sesam has organized over the years.
- ✘ Through our establishment in the region and our longstanding collaboration with international law firm Meyer-Reumann & Partners we offer profound market know-how and access to the right contacts. We accompany and advise our clients in all important steps of the implementation of their business endeavours.
- ✘ We provide a comprehensive set of cross-border services for local and international clients to explore the GCC markets.
- ✘ To round up our offer and give clients the ease of mind to fully concentrate on their business development we also provide the outsourcing services Accounting and Corporate Immigration.

# SAMPLE PROJECTS – EXHIBITIONS AND TRADE DELEGATION PARTICIPATIONS

- ✘ German Country Pavilion at Saudi Medicare 2011 (Riyadh)
- ✘ Turkish Country Pavilion at SIAL Middle East 2010/2011 (Abu Dhabi)
- ✘ German Ministry of Health Delegation to Oman 2011 (Muscat)
- ✘ Canadian Delegation to Saudi Arabia and Qatar 2009/2011 (Jeddah, Riyadh, Doha)
- ✘ Bavarian Delegation to the UAE 2009 (Dubai, Abu Dhabi)

## ✘ German Country Pavilion at Saudi Medicare 2011

- ✘ Sesam Business Consultants, in cooperation with Hamburg Health Consultants, are the official agents of Saudi Medicare (the largest healthcare exhibition in Saudi Arabia) for the German, Swiss, Austrian and Canadian market.
- ✘ In this function, Sesam has been organizing the first German Country Pavilion at Saudi Medicare 2011 (held in Riyadh from April 10 – 13) and has quadrupled the number of German exhibitors compared to previous years.
- ✘ Added value has been provided to exhibiting companies through the organization of a well-received lunch reception at the German Country Pavilion and meetings with hospitals and government health entities outside the exhibition.



Mr. Boris Ritter, General Manager Sesam Business Consultants, presenting the German Country Pavilion to H.E. Dr. Abdullah Bin Abdul Aziz Al Rabeeah, Saudi Minister of Health



Representatives of Sesam Business Consultants and Hamburg Health Consultants with H.E. Dr. Ahmed Mohammed Alsaidi and H.E. Dr. Philipp Roesler



# EXHIBITIONS AND TRADE DELEGATION PARTICIPATIONS

- ✘ **Turkish Country Pavilion at SIAL Middle East 2010/2011**
- ✘ SIAL Middle East, a subsidiary industry platform of the renowned SIAL Paris, was the first edition to this food & beverage exhibition in the region, held in Abu Dhabi at the end of November. The exhibition hosted a Turkish Country Pavilion with 35 exhibiting companies, organized by the Istanbul Chamber of Commerce.
- ✘ Sesam Business Consultants contributed significantly to the success and satisfaction of the Turkish exhibitors through the organization of a business breakfast with marketing lectures. Furthermore, Sesam set up 120 individual business meetings for the Turkish exhibitors to maximize their exposure to the local business community and buyers.



Turkish exhibitors showcasing their products at SIAL Middle EAST

- ❖ **German Ministry of Health Delegation to Oman 2011**
- ✘ Sesam Business Consultants, in cooperation with Hamburg Health Consultants, have been commissioned to organize all trade delegation visits of the German Ministry of Health to the Arab World in 2011.
- ✘ Under this assignment, a 30 member delegation consisting of leading German healthcare providers and led by the German Federal Minister of Health, H.E. Dr. Philipp Roesler, visited the Sultanate of Oman in January 2011.
- ✘ The three day program included visits to the Omani Ministry of Health, Muscat Chamber of Commerce, Royal Oman Police, universities and leading local hospitals.

# EXHIBITIONS AND TRADE DELEGATION PARTICIPATIONS

- ✘ **Canadian Delegation to Saudi Arabia and Qatar 2009/2011**
- ✘ Led by H.E. Assistant Deputy Minister Mr. Francois Bouilhac, the Ministry of Economic Development, Innovation and Trade from Quebec, Canada carried out a trade mission visit to Jeddah, Riyadh and Doha in November 2009 and November 2011.
- ✘ The five-day tours were attended by 15 company and government representatives from various industries including medical devices and pharmaceuticals, engineering, architecture, mining and law.
- ✘ Sesam Business Consultants took care of the logistic matters including flights, hotels and ground transport, organized group activities like site visits and meetings with government officials and arranged more than 100 individual business meetings with local counterparts for the participating company representatives.



H.E. Mr. Francois Bouilhac introducing himself to Saudi businessmen

- ✘ **Bavarian Delegation to the UAE 2009**
- ✘ The German-Arabic Friendship Society and the Bavarian Business Association led a 27-member trade delegation to Dubai and Abu Dhabi including companies from the infrastructure, aerospace and scientific cooperation fields.
- ✘ Over the span of five days, the multi-disciplinary delegation visited government entities, the Chamber of Commerce and local companies, showcasing high ranking projects under development like the Burj Khalifa in Dubai.
- ✘ Sesam had been commissioned to support the delegation through initiating contacts and setting up meetings with government officials and by taking care of the overall organization and logistical execution of the visit.



Bavarian delegation at Abu Dhabi Airports Company reception

# SAMPLE PROJECTS – MARKET RESEARCH

- ✘ Higher Education KSA Market Research 2012
  - ✘ Cleantech Market Research UAE 2011
  - ✘ Healthcare Marketing Research & Strategy KSA 2011
  - ✘ Company profiling KSA 2010/2011
  - ✘ Machinery Market Research UAE/KSA 2010
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- ✘ **Higher Education Market Research KSA 2012**
  - ✘ Sesam was commissioned by the Canadian Embassy in Riyadh to undertake an extensive market research project of the Higher Education market of Saudi Arabia. The project was aimed to provide in-depth analysis of the complete educational system of Saudi Arabia for Canadian Higher Education institutions.
  - ✘ Sesam developed an encompassing questionnaire and distributed this to different channels of the educational field in Saudi Arabia.
  - ✘ The report included primary research which entailed questionnaire responses from leading individuals in the education sector of Saudi. The primary research was backed up with secondary research and in-depth statistical analysis and recommendations.





# MARKET RESEARCH

## ✘ Cleantech Market Research UAE 2011

- ✘ Sesam Business Consultants has been engaged by Sustainable Development Technology Canada (SDTC), a semi-governmental non-profit organization, to carry out an in-depth market research on the clean-tech sector in the United Arab Emirates and to assess the market potential for small and medium sized Western enterprises in the coming years.
- ✘ For this, Sesam performed extensive primary research through comprehensive face-to-face interviews with leading representatives across a variety of industry fields including architecture/construction, oil & gas, industrial manufacturing/heavy industry, municipalities and utility providers.
- ✘ The profound primary research of more than 50 personal interviews was combined with secondary research and data analysis to give a holistic image of the industry and provided SDTC with all necessary information for future proceedings in the market.



## ✘ Healthcare Marketing Research & Strategy KSA 2011

- ✘ On behalf of the Embassy of Canada in Saudi Arabia, Sesam Business Consultants carried out a comprehensive market assessment of the Saudi Arabian healthcare sector.
- ✘ In the course of the assignment, various industry leaders from the public and private sector, including the Ministry of Health, National Unified Procurement Company for Medical Supplies (NUPCO), major hospitals and medical supplies providers were interviewed to gain first-hand information about market demands, opportunities and challenges regarding the challenging environment of the Saudi healthcare market.
- ✘ The study matched the value proposition of Canada's healthcare industry to the needs and demands of the Saudi market and gave detailed recommendations on how to leverage its opportunities to the success of Canadian exporters. A hands-on action plan for the near to medium term was also integrated in the report.

# MARKET RESEARCH

## ✘ **Company Profiling KSA 2010/2011**

- ✘ The Embassy of Canada in Saudi Arabia commissioned Sesam Business Consultants to profile several Saudi Arabian conglomerates from the oil & gas, chemical, industrial and construction industry and to prepare comprehensive reports for Canadian exporters who are interested in doing business with these companies.
- ✘ The reports included information about the companies' history, activities and market positioning. The main focus of the studies was the understanding of the supply chain management of the target companies in order to provide interested Canadian exporters with all necessary information to approach the conglomerates and their subsidiaries effectively as suppliers of advanced products and services.

## ✘ **Machinery Market Research UAE/KSA 2010**

- ✘ In spring 2010 the Italian Trade Commissions in Dubai and Riyadh engaged Sesam Business Consultants to carry out extensive primary research in the machinery utilizing industry of UAE and KSA. The research was mandated on behalf of Italian industry associations with members interested in the markets.
- ✘ More than 100 personal interviews were conducted in each of the target markets, based on detailed questionnaires tailored to the needs of the instructing associations.
- ✘ The interview results were backed up by secondary research and extensive statistical data analysis and combined in comprehensive reports providing a clear image of the target markets' current positioning and near to midterm future demands.





# SAMPLE PROJECTS – CONFERENCES AND SEMINARS

- ✘ Opportunities of the Libyan Healthcare Sector 2012 (Dubai)
  - ✘ Architectural Design Days Riyadh KSA 2012 (Riyadh)
  - ✘ Diabetes Seminar German Federal Ministry of Health 2012 (Dubai)
  - ✘ Healthcare Seminars Germany – GCC 2011 (Dubai, Doha)
  - ✘ Sustainable Building Materials Conference 2011 (Dubai)
  - ✘ Healthcare Seminar Ontario/Canada – KSA 2011 (Riyadh)
  - ✘ Architectural Design Days Jeddah 2011 (Jeddah)
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- ✘ **Opportunities of the Libyan Healthcare Sector 2012 (Dubai)**
  - ✘ Four Libyan Ministry of Health delegates including Deputy Minister of Health H.E. Dr. Omran Turbi, entertained around 70 regional and international healthcare professionals at a seminar promoting the Libyan healthcare sector and educating the attendees on the current state of the Libyan healthcare sector.
  - ✘ The event took place in Dubai Raffles Hotel on May 15<sup>th</sup> 2012.
  - ✘ The audience was very impressed with the information content of the seminar. Libya has become and increasingly important market for businessman. Professionals from the pharmaceutical, educational and medical equipment sectors all convened for this seminar and were rewarded with valuable networking opportunities.



H.E. Dr. Omran Turbi with some of the VIP's at the Seminar

# CONFERENCES AND SEMINARS

- ✘ **Architectural Design Days Riyadh 2012**
- ✘ The three-day conference held at the Al Faisaliah Hotel April 28<sup>th</sup>-30<sup>th</sup>, 2012 was held in collaboration with the American Institute of Architects Middle East.
- ✘ The event was attended by almost 80 regional and international professionals with construction and architecture background in particular architects, consultants, engineers, developers, government representatives and suppliers. Speakers at the conference included delegates from KEO Intl, Henning-Larsen and Schott Middle East.
- ✘ The first day was led by LEED faculty member Mr. Mario Senevirante in a workshop on LEED rating systems. The conference included a bus tour of Riyadh the second day which highlighted historical and also future projects of the city.



Dr. Abdulaziz bin Nasser AlDosari – CEO Uman Society

- ✘ **Diabetes Seminar German Federal Ministry of Health 2012 (Dubai)**
- ✘ The German Federal Minister of Health and the Minister of Economics of the German province Mecklenburg-Vorpommern entertained around 100 healthcare professionals from the GCC and Germany at a seminar educating about best practices and innovative solutions in diabetes patient management.
- ✘ The event took place alongside the Arab Health exhibition in Dubai in January 2012.
- ✘ The audience was very impressed with the information content of the seminar. Diabetes management is a highly important topic for endocrinologists and family medicine specialists in the GCC region as the prevalence of this disease is exceptionally high in these countries. The German solutions introduced will be a great tool to facilitate diabetes management more efficiently and raise the quality of life of patients.



H.E. Daniel Bahr, German Federal Minister of Health, opening the diabetes seminar

# CONFERENCES AND SEMINARS

## ✘ Healthcare Seminars Germany – GCC 2011

- ✘ On behalf of BerlinPartner GmbH Sesam Business Consultants organized two healthcare seminars in Dubai and Doha alongside the Arab Health exhibition in January 2011.
- ✘ The events were held in two streams, focussing on e-health/telemedicine and medical education. Leading German healthcare providers were given the opportunity to showcase their expertise to a local professional audience.
- ✘ The events were attended by more than 100 delegates from government entities, hospitals and other healthcare market players.
- ✘ Sesam took care of the invitation process, confirmation of attendance and organizational execution on the event day.



Delegates at the healthcare seminar in Dubai

## ✘ Sustainable Building Materials Conference 2011 (Dubai)

- ✘ In cooperation with the Middle East Drymix Mortar Association MEDMA e.V. Sesam Business Consultants organized an industry-focused two-day conference in the convenient Armani Hotel Dubai. The event was held under the patronage of Dubai Municipality.
- ✘ The conference and a project site visit were attended by more than 100 professionals from the building materials and construction industry, including engineers, architects, consultants and suppliers.
- ✘ The event was marked by the signing of a Memorandum of Understanding between Dubai Central Laboratories and MEDMA aiming to establish a Middle East Competence Center for Drymix Mortars.



Delegates listening to presentations at the conference at the Armani Hotel



# CONFERENCES AND SEMINARS

## ✘ **Healthcare Seminar Ontario/Canada – KSA 2011**

- ✘ Engaged by the Embassy of Canada to Saudi Arabia and the Ontario Ministry of Economic Development and Trade, Sesam Business Consultants supported the organization of a healthcare seminar in the Four Seasons Hotel Riyadh. The seminar brought together Canadian healthcare service providers and local market players as well as government representatives from both countries.
- ✘ Sesam created the database of the target audience, facilitated the invitation process and provided organizational assistance on the event day. The seminar was attended by more than 60 delegates from Canada and Saudi Arabia.
- ✘ A Memorandum of Understanding between the Saudi Ministry of Health and the Ontario Ministry of Economic Development and Trade was signed prior the seminar.



Canadian and Saudi healthcare professionals in private exchange

## ✘ **Architectural Design Days Jeddah 2011**

- ✘ This conference was the first in a series of conferences put together by Sesam with the collaboration of the American Institute of Architects Middle East (AIA ME). This conference was the launching event for the AIA ME and proved to be a successful event.
- ✘ The conference had an attendance of approximately 100 delegates who were regional and international professionals with construction and architecture backgrounds in particular architects, consultants, engineers, developers, government representatives and suppliers.



Delegates at the conference listening to the speaker

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