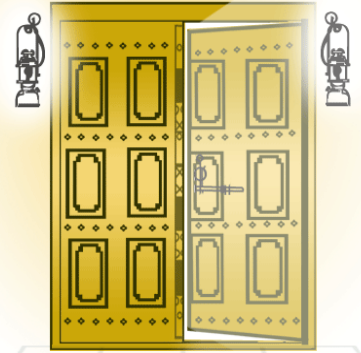


سسام
SESAM
BUSINESS CONSULTANTS



OPENING *the* DOOR...

Sesam Business Consultants

REFERENCES AND SAMPLE PROJECTS

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- ✘ Sesam Business Consultants are 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.
- ✘ Today, 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.
- ✘ Through our longstanding experience and establishment in the region we offer profound market know-how and access to the right contacts. We accompany and advise our clients in all the important steps of implementation of their business endeavours.
- ✘ We provide a comprehensive set of cross-border services for local and international clients to explore the GCC markets.
Whether a client is looking for classic services like extensive market studies, trade fair participations and trade mission support or innovative approaches to new business opportunities like our B2B platforms, we hold the proverbial key to open the door. To round up our offer and give clients the ease of mind to fully concentrate on their business development we also provide outsourcing services like Accounting and Corporate Immigration Services.

SAMPLE PROJECTS – TRADE DELEGATIONS AND EXHIBITION PARTICIPATIONS

- ✘ Turkish Country Pavilion at SIAL Middle East 2010 (Abu Dhabi)
 - ✘ German Country Pavilion at Saudi Medicare 2011 (Riyadh)
 - ✘ German Ministry of Health Delegation to Oman 2011 (Muscat)
 - ✘ Bavarian Delegation to the UAE 2009 (Dubai/Abu Dhabi)
 - ✘ Canadian Delegation to Saudi Arabia and Qatar 2009 (Jeddah, Riyadh, Doha)
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- ✘ **Turkish Country Pavilion at SIAL Middle East 2010**
 - ✘ SIAL Middle East 2010, a subsidiary industry platform to the well-established SIAL Paris, was the first edition of this food & beverage exhibition in the region, held in Abu Dhabi from November 22 – 24. 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 a total of 120 individual business meetings for the Turkish exhibitors to maximize their exposure to the local business community and buyers.



Turkish Country Pavilion at SIAL Middle East 2010

TRADE DELEGATIONS AND EXHIBITION PARTICIPATIONS

- ✘ **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 leading 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 Alsaïdi and H.E. Dr. Philipp Roesler

- ✘ **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.
- ✘ 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.

TRADE DELEGATIONS AND EXHIBITION PARTICIPATIONS

✘ 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, 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 logistic execution of the visit.



Bavarian delegation at Abu Dhabi Airports Company reception

✘ Canadian Delegation to Saudi Arabia and Qatar 2009

- ✘ 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.
- ✘ The five day tour was 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 logistical 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

SAMPLE PROJECTS – MARKET RESEARCH

- ✘ Cleantech Market Research UAE 2011
 - ✘ Healthcare Marketing Research & Strategy KSA 2011
 - ✘ Company profiling KSA 2010/2011
 - ✘ Machinery Market Research UAE/KSA 2010
 - ✘ Hospitality Sector Research UAE/Oman 2009
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- ✘ **Cleantech Market Research UAE 2011**
 - ✘ Sesam Business Consultants has been engaged by Sustainable Development Technology Canada (SDTC), a semi-governmental not-for-profit organization, to carry out an in-depth market research on the cleantech sector in the United Arab Emirates and to assess the market potential for Western small and medium sized enterprises in the coming years.
 - ✘ To this end Sesam performed extensive primary research in the form of comprehensive face-to-face interviews with leading representatives across a variety of industry fields including architecture/construction, oil & gas, industrial manufacturing/heavy industry and municipalities and utility providers.
 - ✘ The profound primary research of more than 50 personal interviews was combined with a rigorous secondary research and data analysis to provide an encompassing image of the concerned industries and furnish the client with all necessary information for future proceedings in the market.



MARKET RESEARCH

✘ Healthcare Marketing Research & Strategy KSA 2011

- ✘ On behalf of the Embassy of Canada to 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) and leading hospitals and medical supplies providers have been interviewed to gain first-hand information about market demands, opportunities and challenges in the critical environment of Saudi healthcare.
- ✘ 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 wound up the report.



✘ Company Profiling KSA 2010/2011

- ✘ The Embassy of Canada to 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 to the benefit of Canadian exporters that would be 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 understanding the supply chain management of the target companies in order to furnish interested Canadian exporters with all necessary information to approach the conglomerates and their subsidiaries effectively as suppliers of advanced products and services.



MARKET RESEARCH



✘ Machinery Market Research UAE/KSA 2010

- ✘ The Italian Trade Commissions in Dubai and Riyadh engaged Sesam Business Consultants in spring 2010 to carry out encompassing primary research in the machinery utilizing industry of the two countries. 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, but focused 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.

✘ Hospitality Sector Market Research UAE/Oman 2009

- ✘ Sesam Business Consultants were charged with carrying out a market research assignment in the hospitality sector of the United Arab Emirates and the Sultanate of Oman by the Italian Trade Commission, on behalf of the Rimini Chamber of Commerce. The report's aim was to present opportunities and challenges in the target markets and to analyze the image and market positioning of Italian hospitality products.
- ✘ The comprehensive primary research included personal interviews with leading players from the hospitality sectors of both countries, including hotels, restaurants, hospitality consultants, interior designers and hospitality supply dealers. The primary research consisted of over 60 interviews and was backed up with encompassing secondary research and industry intelligence in the final report.
- ✘ The report findings were presented by a Sesam representative at the International Hospitality Exhibition in Rimini in autumn 2009.



SAMPLE PROJECTS – CONFERENCES AND SEMINARS

- ✘ Healthcare Seminar Ontario/Canada – KSA 2011 (Riyadh)
- ✘ Sustainable Building Materials Conference 2011 (Dubai)
- ✘ Healthcare Seminars Germany – GCC 2011 (Dubai, Doha)
- ✘ Muscat Green Days 2010 (Muscat)
- ✘ Light & Design Days 2010 (Abu Dhabi)

- ✘ **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, bringing 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 beforehand.
- ✘ Following the seminar the delegates had the opportunity for professional exchange during a four hour session of individual business meetings on site.



Canadian and Saudi healthcare professionals in private exchange

CONFERENCES AND SEMINARS

- ✘ **Sustainable Building Materials Conference 2011**
- ✘ In cooperation with The Middle East Drymix Mortar Association MEDMA e.V. Sesam Business Consultants organized an industry-focused two-day conference in the prestigious Armani Hotel Dubai. The event was held under the patronage of Dubai Municipality.
- ✘ The conference and project site visit was 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

- ✘ **Healthcare Seminars Germany – GCC 2011**
- ✘ On behalf of BerlinPartner GmbH Sesam Business Consultants organized two healthcare seminars in Dubai and Doha alongside the exhibition Arab Health 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 was taking care of the invitation process, assurance of attendance and organizational execution on the event day.



Delegates at the healthcare seminar in Dubai

CONFERENCES AND SEMINARS

- ✘ **Muscat Green Days 2010**
- ✘ The two-day Muscat Green Days Conference, organized by Sesam Business Consultants, was held under the patronage of H.E. Sayyed Salim Musallam Al Busaidi, Undersecretary for Administrative Affairs.
- ✘ The event was attended by 136 Omani and regional professionals from the construction and architecture field and included architects, consultants, engineers, developers, government representatives and suppliers.
- ✘ Delegates were listening to technical lectures from Fraunhofer Middle East, the Omani Ministry of Regional Municipalities & Water Resources, the Public Authority for Water & Electricity, the Ministry of Housing and the Sultan Qaboos University, alongside experienced industry speakers.
- ✘ The second day was conducted by LEED Faculty Member Mr. Mario Seneviratne in a workshop on LEED rating systems.
- ✘ A cultural evening at the residence of German Ambassador H.E. Angelika Storz-Chakarji rounded off the event.



Mr. Ahmed Jahdhamy, Public Authority for Water & Electricity, speaking to delegates



Mr. Boris Ritter, General Manager Sesam Business Consultants, opening the conference

- ✘ **Light & Design Days Abu Dhabi 2010**
- ✘ The two-day conference and workshop organized by Sesam Business Consultants was strategically held at the design-savvy Yas Hotel Abu Dhabi in June 2010.
- ✘ Co-organized by EPOC Messe Frankfurt GmbH and Green Technologies, the event attracted over 130 professionals from the lighting and design industry, among them designers, consultants, engineers, architects, suppliers and government representatives.
- ✘ Presentation sessions on the first day were chaired by Fraunhofer Middle East and Abu Dhabi University. The second day consisted of in-depth workshops and project case studies for the lighting and design industry.

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