



GROWING BIG:
HOW AN EVENTS MANAGEMENT
COMPANY EXPANDED TO UAE!





Introduction

Our client, a local event management company, envisioned a global expansion to enhance their reach and capitalize on international opportunities. The chosen destination was the United Arab Emirates (UAE). Auctus Advisor took on the challenge of facilitating the client's transition to the global stage by obtaining a business license in the UAE and managing all the necessary paperwork.



Challenge

The client faced a dual challenge. Firstly, being involved in organizing international conferences and events, they needed a location that was not only vibrant but also a prominent hub for business tourism. UAE, with its thriving business ecosystem and global appeal, emerged as the perfect choice.

Secondly, the client struggled with the complexity of handling global clientele while managing payments in Pakistan. Limited payment channels made both receiving and giving payments a worrying process.

Solution

Auctus Advisor strategically recommended setting up a business in a free zone in the UAE. This approach streamlined international payments and provided a hassle-free solution for the client's specific payment challenges.

With a bank account in the UAE, the client gained access to a broader spectrum of international payment options, making both paying vendors abroad and receiving payments from global clients a much smoother process.





Additionally,

Auctus Advisor assisted in obtaining a resident visa, leading the way for the client to explore business development opportunities and immerse themselves in the UAE market. The prospect of hosting conferences in this global business hub added another layer of appeal to the client's expansion strategy.

Outcome

The outcome of this strategic move was transformative for the event management company. By establishing a presence in the UAE, the client not only overcame the challenges associated with global payments but also gained access to a wealth of business development opportunities.

The decision to set up in a free zone allowed for a smooth flow of transactions, reducing the complexities of payment processes. Moreover, the ability to explore the UAE market, with the convenience of a resident visa, provided the client with a solid foundation for future growth.

The international conferences and events hosted in the UAE brought the company into the global spotlight. The accessibility to a dollar account further facilitated financial transactions and positioned the client strategically in the global market.





Conclusion

In conclusion, the strategic decision to expand to the UAE proved to be a pivotal moment for our client. Auctus Advisor's expertise in international business setups and payments played a crucial role in the successful transition. The UAE's vibrant business environment enabled our client to overcome existing challenges and to thrive on the global stage. This case exemplifies how a well-executed expansion strategy, backed by knowledgeable consulting, can lead to significant business success and open doors to new opportunities in the international arena.




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