



# DACH Entry to UAE

## Market Potential Analysis for Effective Launch Strategy

The Middle East is becoming an extremely attractive marketplace for western industries. The United Arab Emirates (UAE) in particular has evolved to international standards with a consumer base that is multi-cultural, young and possesses purchase power.

The UAE has a well-established infrastructure that makes it easy to set up a business. Favourable tax conditions support the positive economic climate and encourage market entry for DACH companies with great growth opportunity.

enable2grow provides local market experts to support the business set-up as well as the development of the market entry strategy. Amongst other activities we:

- Evaluate possible business setup options
- Calculate new market potential and investment
- Develop local launch strategy including potentially required local adaptations

**“Growing your business beyond Europe is a big step. The UAE is an attractive market based on logistic strengths, business climate and digital readiness. With the right support, you can make a successful move to expand your business in UAE.”**



**Susanne Kraus** | Senior Enabler & MENA Representative

For the past 15 years, Susanne has built the Eucerin brand across the MENA region. This involved distributor selection and cooperation, the local team set up, localisation of marketing strategy and campaign, and regional expansion from 6 to 13 markets. She is the market expert for the Middle East. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).