



UAE Entry to DACH Region

Market Potential Analysis for Effective Launch Strategy

United Arab Emirates (UAE) is emerging as a preferred 'startup and investment hub' in the global entrepreneurial landscape, many new businesses that have their origin in the UAE are now expanding beyond the Middle East – for example, Telegram. Given the growing trend of Arabic culture in European countries, traditional Arabic companies can profit from this additional consumer base.

While Western expansion might be the right next step to grow your business, this strategic move requires proper planning, taking the challenges of a different legal environment, consumer mindset and logistics into account.

enable2grow provides local market experts to support 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 UAE is a big step. DACH (Germany, Austria, Switzerland) includes the largest economy in Europe and is a crucial linchpin for your European entry strategy. With the right support, you can make a successful move to expand your business in the DACH region.”



Susanne Kraus | Senior Enabler & MENA Representative

Susanne has extensive experience in Europe and MENA, implementing successful market entry strategies. 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 our 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](#).