

DIGITAL TESTIMONY

BUSINESS SCENARIOS AND OPPORTUNITIES IN THE UNITED ARAB EMIRATES

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IICUAE WEBINAR



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A FEW WORDS ON DRACULAPP™

DraculApp is the first Italian brand that operates as Digital Integrator. Founded in Turin in 2008, it worked passionately and tenaciously at developing mobile phones and digital marketing. It started off creating e-Books with a soundtrack, acquiring know-how and expertise in developing Apps and conquering, with time, British and Middle Eastern markets. DraculApp can find customized solutions thanks to a multicultural team of creatives, developers and business coaches although its principal activity consists in benefiting customers with advise to achieve the best results with existing and certified digital products.

DraculApp is the evidence that technology can be an advantage for everybody and can turn the world into a smarter and more efficient place, changing people's mentality and their way of doing business. Are you ready for a digital transformation?



DraculApp
draculapp.com



Digital Internationalization

This is the possibility of making your business also known abroad through digital communication channels.

What are these channels?

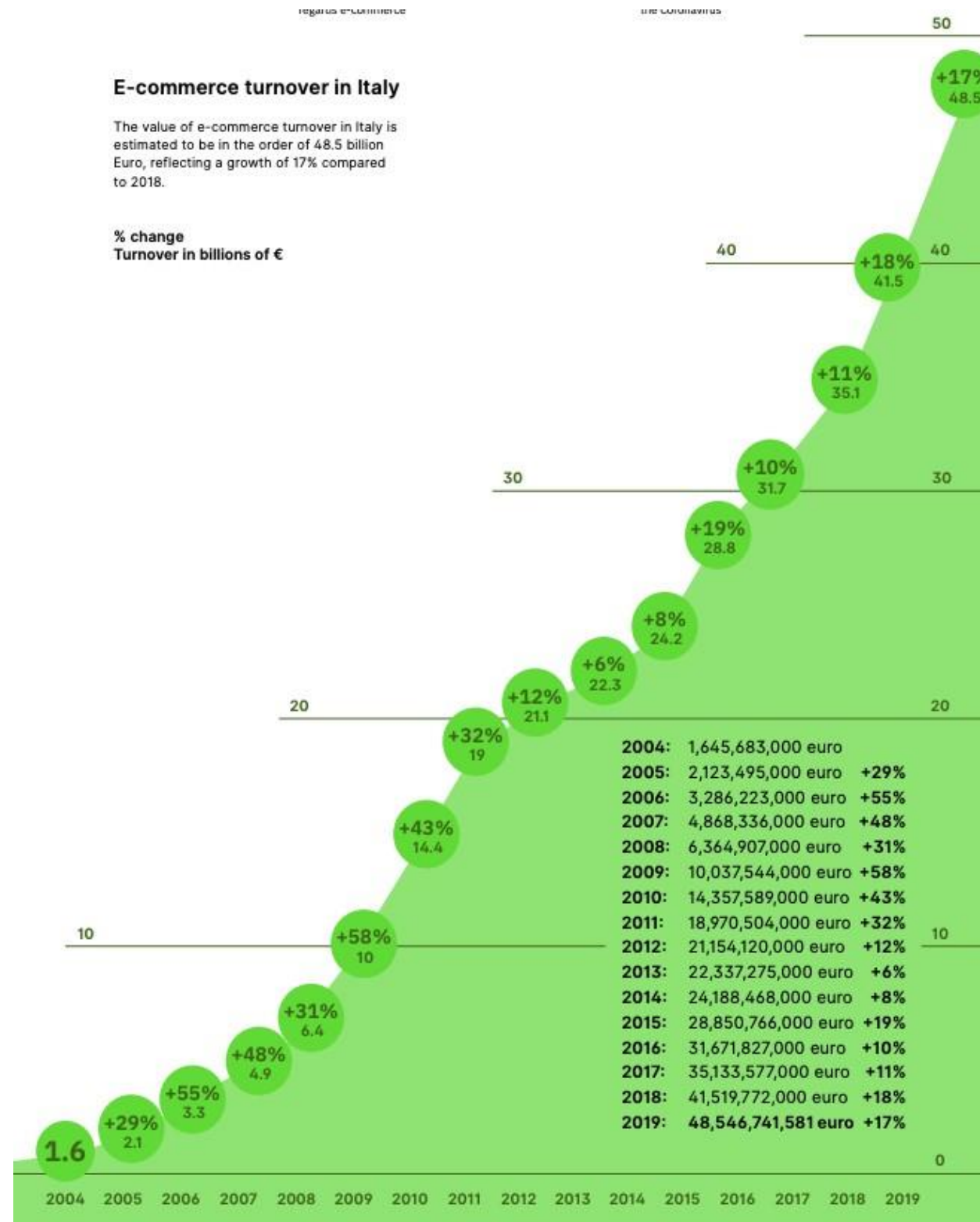
Website, social networks and sponsoring campaigns to promote basic tools (or more advanced tools like e-commerce or portals pooling together sector-specific companies..).

But in order to do this, we have to digitalize the company's approach to communication.























DraculApp

DATA AND STATISTICS



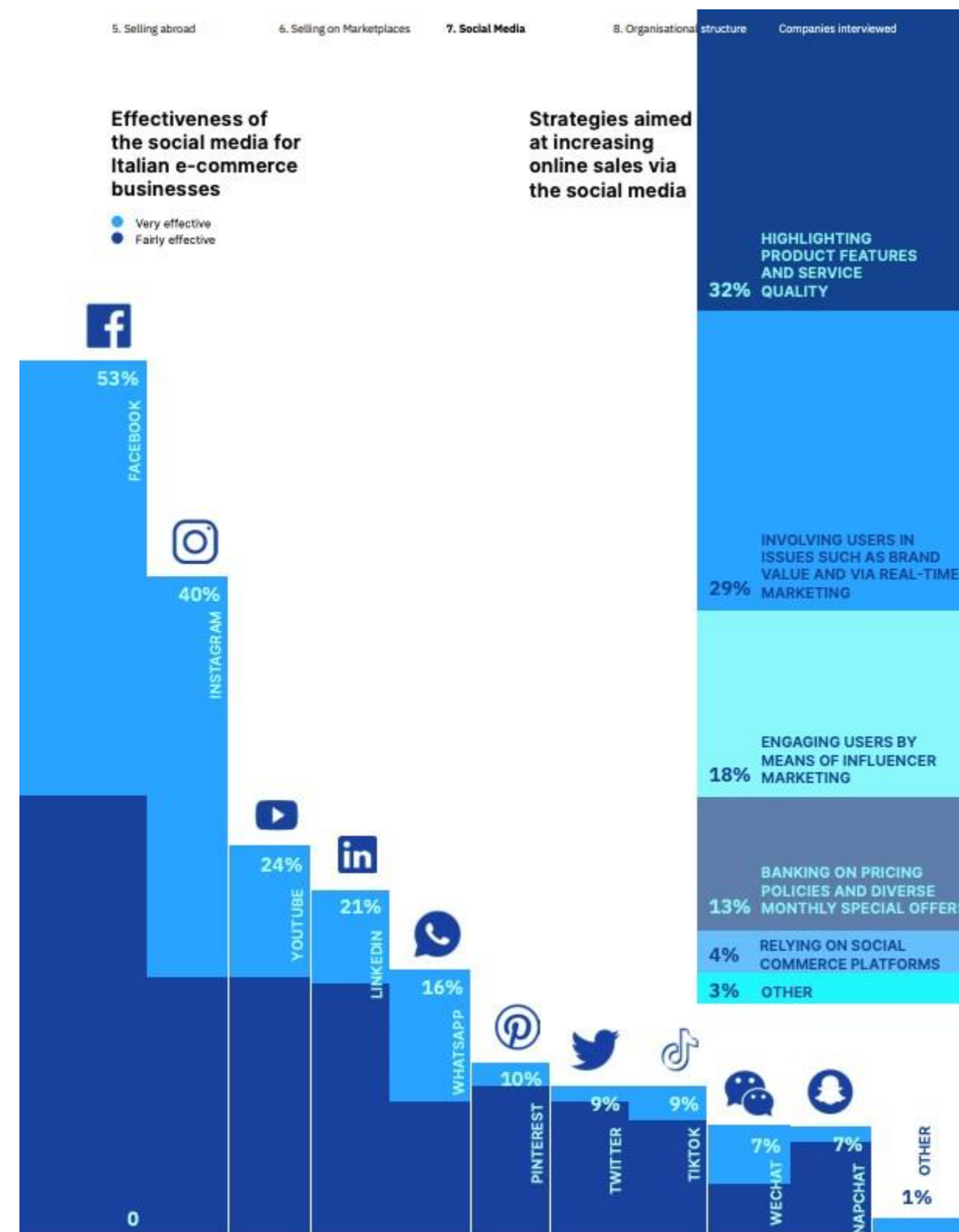
Sector prospects for 2020

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   <p>CONSUMER ELECTRONICS</p> |   <p>FASHION</p> |
|   <p>FOODSTUFFS</p> |   <p>HEALTH AND BEAUTY</p> |
|   <p>HOME AND FURNISHINGS</p> |   <p>INSURANCES</p> |
|   <p>LEISURE</p> |   <p>ONLINE SHOPPING MALLS</p> |
|   <p>PUBLISHING</p> |   <p>TOURISM</p> |

DATA AND STATISTICS



DATA AND STATISTICS



THE CHANGE

What is at the basis of digital internationalization?

At the basis of everything there is *change*



technology defines the company and makes it what it is

UNITED ARAB EMIRATES

THE OPPORTUNITY TO BE GRASPED




























DATA AND STATISTICS

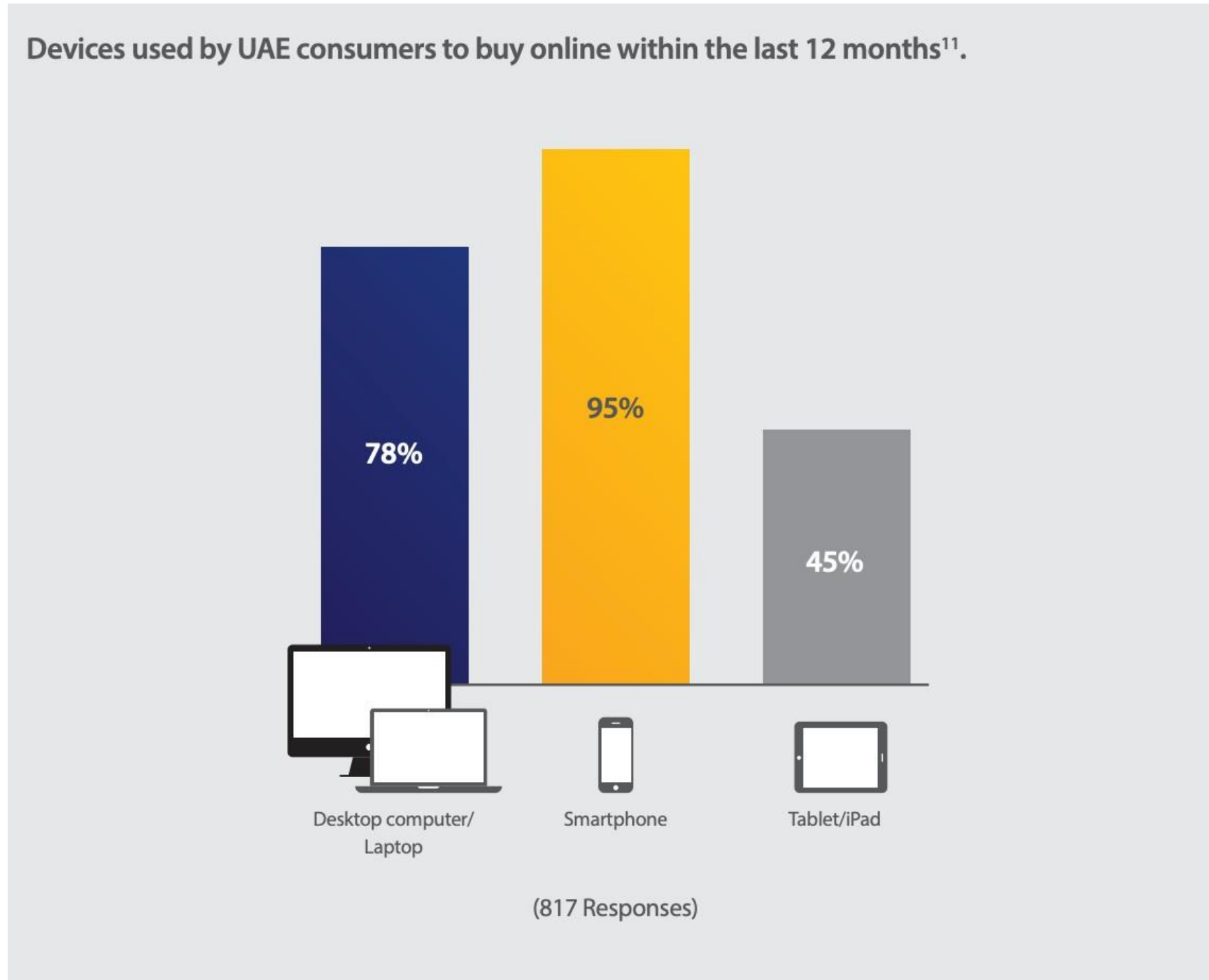
UAE eCommerce Sales



Internet, Smartphone and Social Media Benchmarks⁷

| | Internet penetration | Time spent online daily | Smartphone penetration | Social media penetration |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
|  UAE |  91% |  7 hours, 49 minutes |  66% |  99% |
|  Saudi Arabia |  73% |  6 hours, 45 minutes |  62% |  75% |
|  Egypt |  43% |  8 hours, 10 minutes |  28% |  40% |
|  US |  85% |  6 hours, 30 minutes |  69% |  71% |
|  China |  59% |  6 hours, 30 minutes |  49% |  65% |

DATA AND STATISTICS



eCommerce share of category spends in the UAE

| Category | May 2018 to Apr 2019 Year-on-year change | May 2019 to Apr 2020 Year-on-year change |
|---------------------------|---------------------------------------------|---------------------------------------------|
| Telecom/Utilities | +6% | +9% |
| Retail Goods | +3% | +5% |
| Quick Service Restaurants | +7% | +6% |
| Apparel and Accessories | +0% | +5% |
| Entertainment | +2% | +5% |
| Electronics | +3% | +7% |
| Transportation | +7% | +1% |
| Fuel | +6% | +0% |
| Food and Grocery | +0% | +1% |
| Restaurants | +2% | +2% |

DATA AND STATISTICS

Many eCommerce buyers are first-timers and are likely to continue post the pandemic

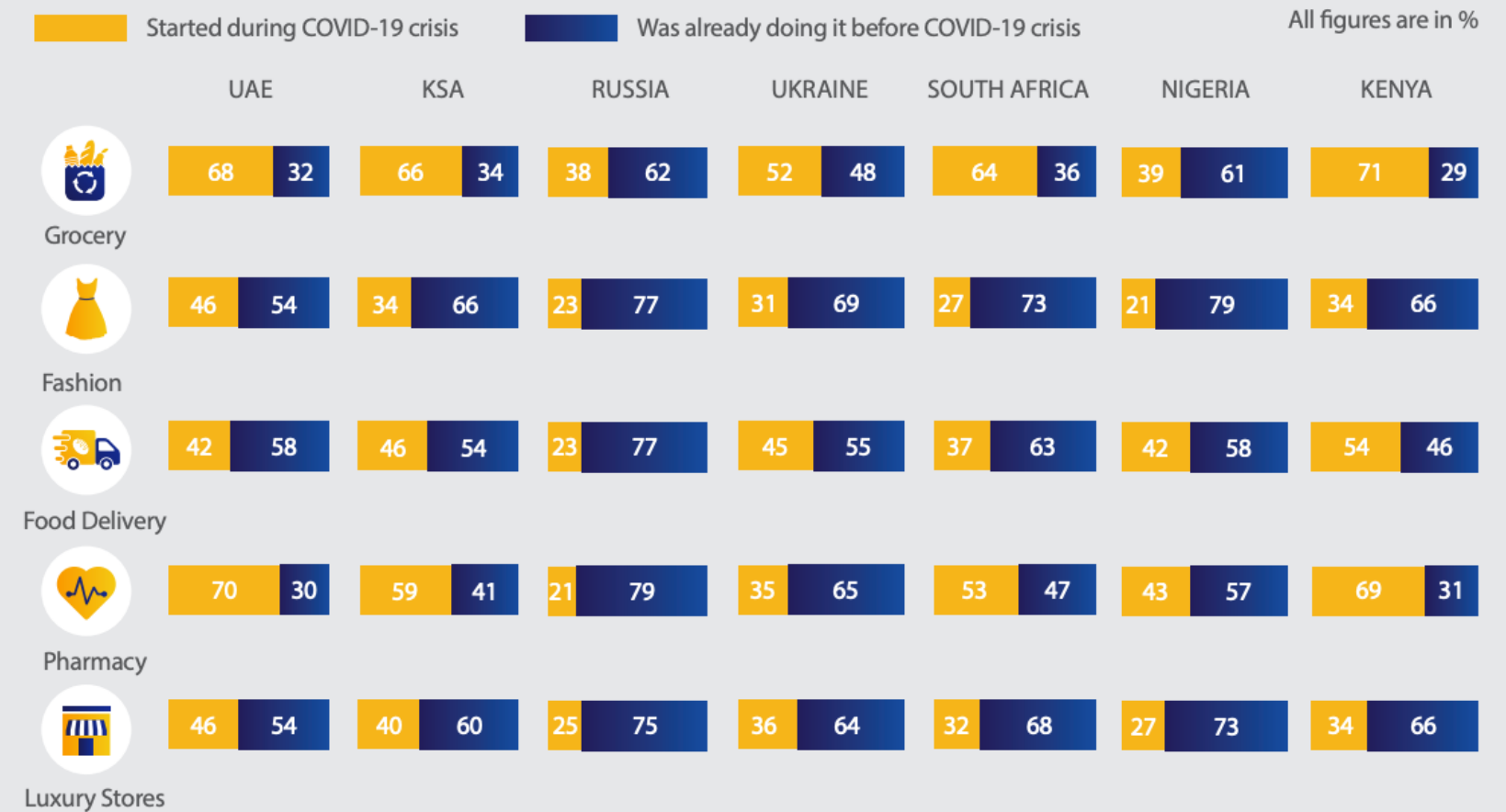
Many eCommerce buyers during this pandemic are first-timers in different spend categories

Survey: In March '20, I made a purchase of this online for the first time in my life.



SOURCE: Source: Kantar COVID-19 Barometer, fieldwork 27-31 March 2020; 12,000 respondents across the world

Online shopping by categories



Q8 Which of these products/services have you started shopping online due to the COVID-19 (Coronavirus) crisis, and which ones were you already shopping online, even before this crisis?

SOURCE: Visa Study 2020. Base: Consumers (UAE n=315, KSA n=315, RU n=323, UA n=311, ZA n=323, NI n=308, KN n=321)

Flies high, different views



Expo 2020



Dubai 2040



Arabs on Mars



**Pope Francis
and the Grand
Imam of Al-
Azhar
Ahmad Al-Tayeb**

*To improve is to change, so to be perfect is
to change often.*

Winston Churchill

Claudia Marino
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<https://www.casaleggio.it/focus/rapporto-e-commerce-in-italia-2020/>

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