



ITALIA

LA BELLEZZA UNISCE LE PERSONE
BEAUTY CONNECTS PEOPLE

الجمال يجمع الناس

Partner of the Italy Pavilion at Dubai 2020 Expo

THE LAZIO REGION IN THE RUNUP TO EXPO2020DUBAI

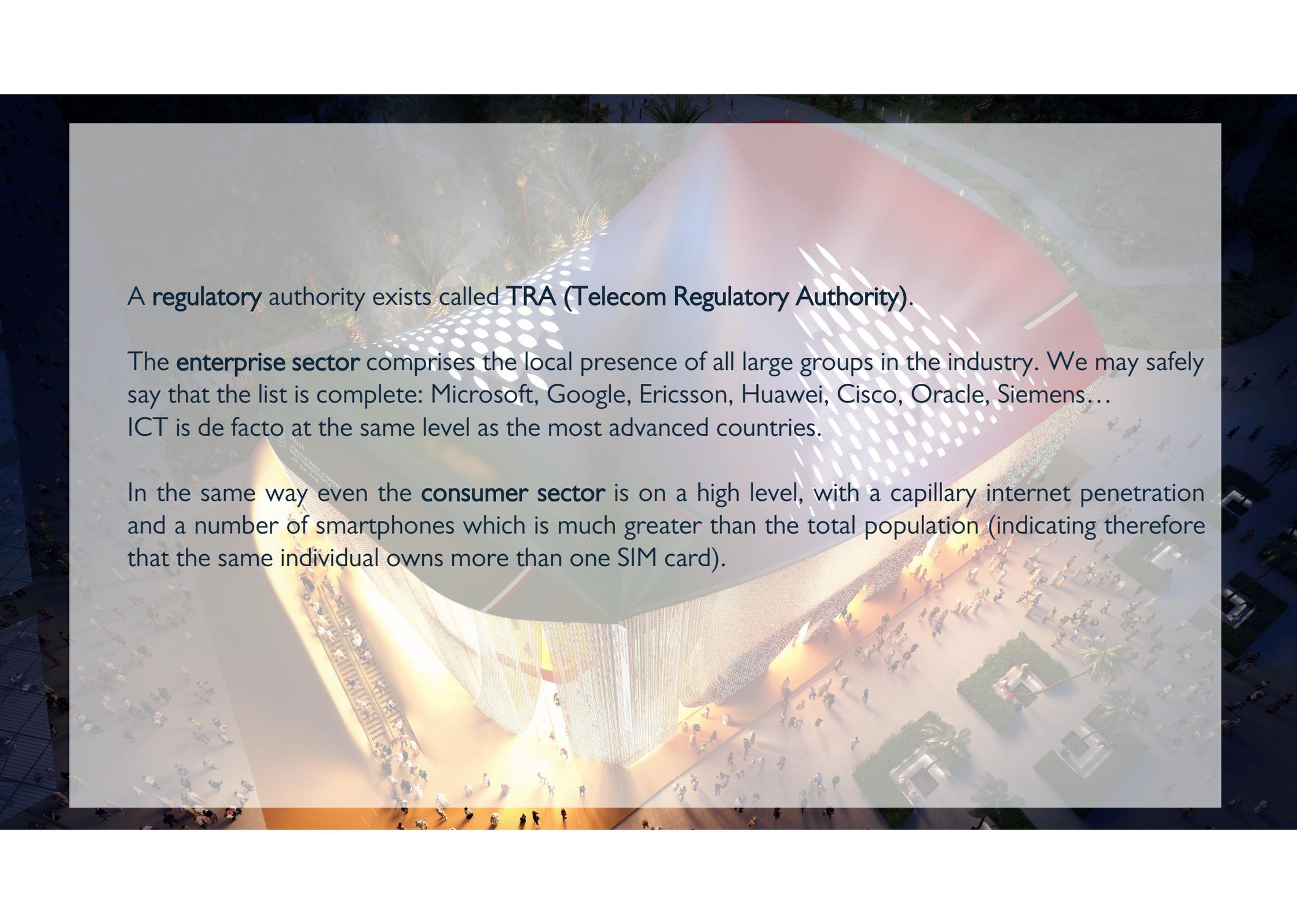
“INFORMATION AND TRAINING 4.0” - DIGITAL MEETINGS CYCLE

THE CURRENT PICTURE IN THE ICT MARKET

The Information and Communication Technology market in the United Arab Emirates is very mature.

There are two operators: **Etisalat**, the incumbent, which has completely cabled the country, and **DU**, the second operator. **Virgin** is also present, but this is mainly a marketing operation orchestrated by DU.

Data transit traffic is also managed by other players such as Vodafone, Batelco, Tawasul Telecom, Singapore Telecom. But these do not provide services to consumers.



A regulatory authority exists called TRA (Telecom Regulatory Authority).

The **enterprise sector** comprises the local presence of all large groups in the industry. We may safely say that the list is complete: Microsoft, Google, Ericsson, Huawei, Cisco, Oracle, Siemens... ICT is de facto at the same level as the most advanced countries.

In the same way even the **consumer sector** is on a high level, with a capillary internet penetration and a number of smartphones which is much greater than the total population (indicating therefore that the same individual owns more than one SIM card).



Considering that the **United Arab Emirates** are both an internal market but also a **very opportune springboard to operate in the entire middle-eastern area** and east Africa, it is in the interest of companies to operate locally in line with one of the various forms of incorporation (**main land, Free Zone**).

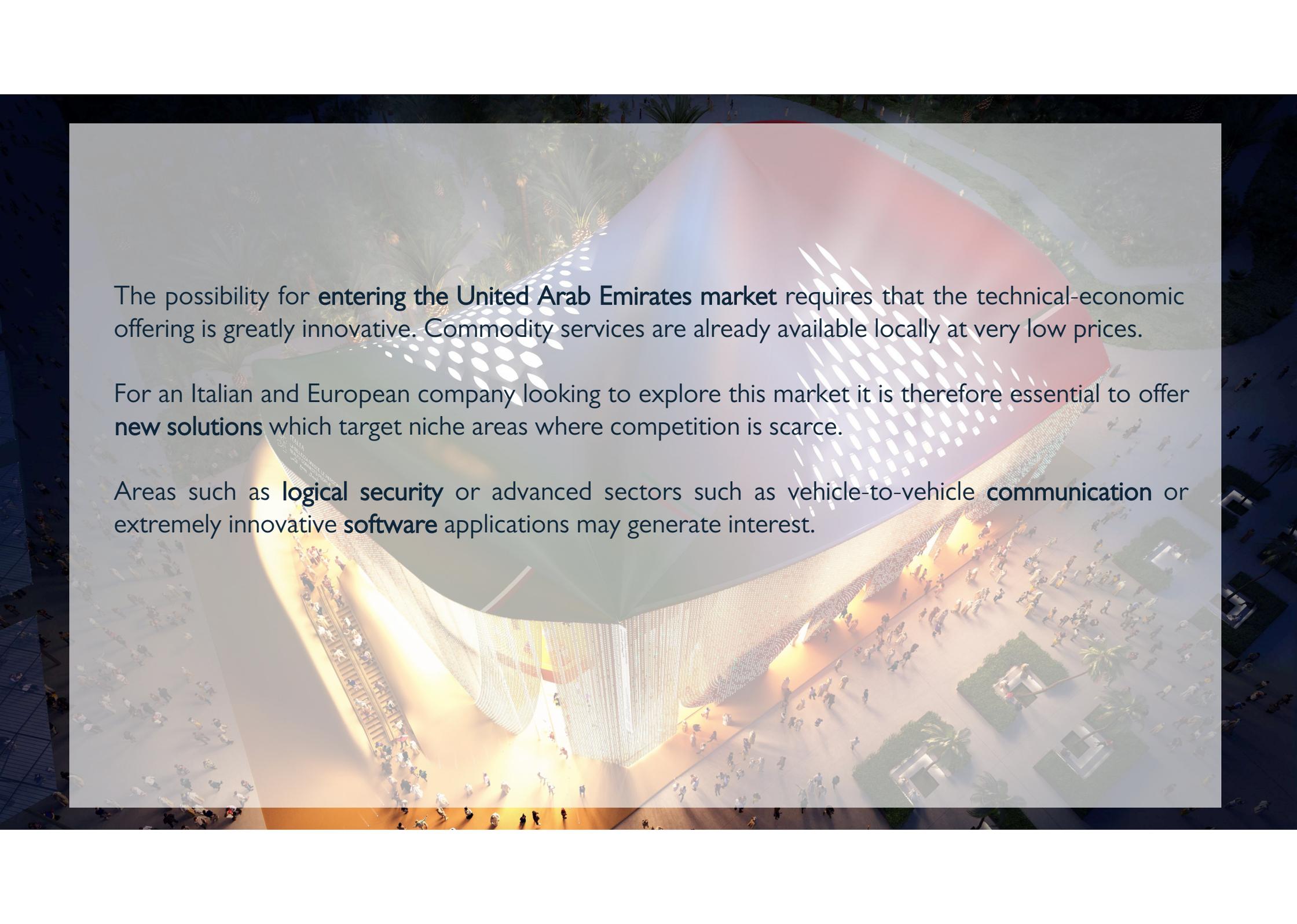
It is essential to validate **one's technical-commercial offering** as different products and services bring about different considerations.

For example, to operate in the oil and gas sector it is necessary to obtain sponsorship from the emirate of Abu Dhabi as well as to seek inclusion in the employer's vendor list.

OUTLOOK OF THE ICT MARKET

Access to the Gulf market and that of the Arab Emirates specifically may require longer time frames. This depends on many factors, not least the **cultural perception** of time, which certainly differs from what Italian and European companies generally consider average and sustainable in terms of start-ups.

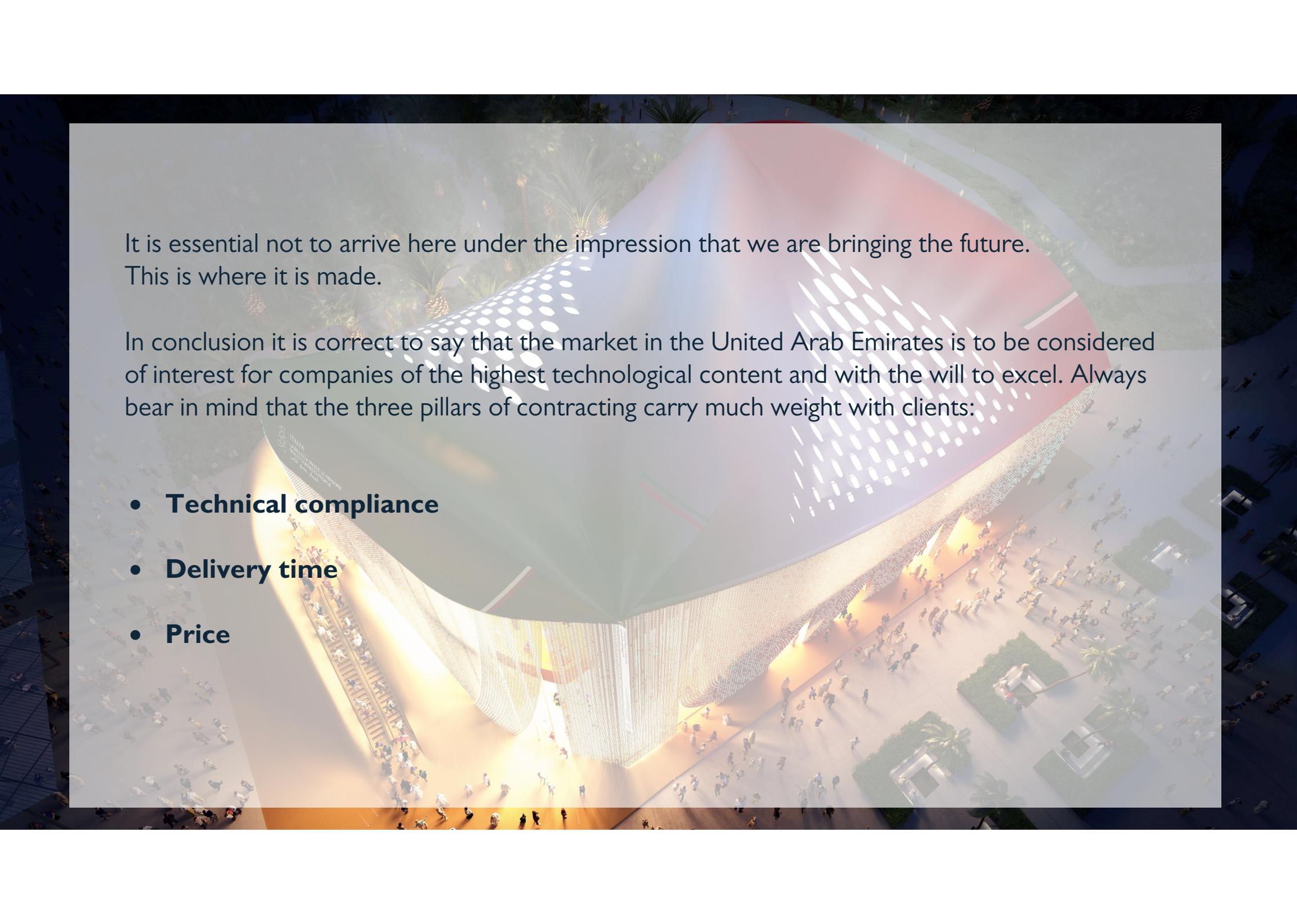
Personal relationships and local reputation in these Islamic-imprint countries are fundamental when presenting a new brand on the market, in order to be able to disrupt the logic where the “usual” players are assigned tenders for a given industry.



The possibility for **entering the United Arab Emirates market** requires that the technical-economic offering is greatly innovative. Commodity services are already available locally at very low prices.

For an Italian and European company looking to explore this market it is therefore essential to offer **new solutions** which target niche areas where competition is scarce.

Areas such as **logical security** or advanced sectors such as vehicle-to-vehicle **communication** or extremely innovative **software** applications may generate interest.



It is essential not to arrive here under the impression that we are bringing the future.
This is where it is made.

In conclusion it is correct to say that the market in the United Arab Emirates is to be considered of interest for companies of the highest technological content and with the will to excel. Always bear in mind that the three pillars of contracting carry much weight with clients:

- **Technical compliance**
- **Delivery time**
- **Price**