

# Targeting exports in United Arab Emirates and Kingdom of Saudi Arabia?

Join the ISMEF export support program for Estonian and Finnish SMEs.

This is an open call for Estonian and Finnish SMEs that plan to expand their business to the UAE and/or the KSA markets. The services and activities to support SMEs exports are carried out as part of the ISMEF project by ITS Finland and ITL/ITS Estonia.

## Who are we looking for?

We are looking for Estonian and Finnish SMEs operating within the **smart mobility and logistics sector** and related ICT service providers that plan to expand their business to the UAE and/or the KSA markets.

## You have

-  Previous export experience
-  Time and resources to pursue new markets
-  Willingness to explore synergies with other Estonian and Finnish counterparts

## Our services for SMEs

### Workshops

We facilitate finding synergies between Estonians and Finnish SMEs and creation of joint offerings for the target markets.

### B2B and B2G meetings

With the support of an external expert, we secure you with meetings with the relevant clients and partners in the markets.

### Joint market visits

We prepare target markets visits and arrange opportunities for networking and meeting new partners and clients.

### Market information and training

We delve deep into the local market dynamics and opportunities to equip companies with essential insight for effective market entry.

### Marketing support

We assist companies in introducing their products or services, facilitating market penetration and brand awareness.

Get to know us:

[ISMEF project](#)

[ITL](#)

[ITS Finland](#)

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# Our roadmap for SMEs



Apply to the program by 31.08.

## B2B and B2G meetings

UAE-based Glasgow Research & Consulting will support you with shortlisting potential cooperation partners and clients in the UAE/KSA markets. As result, you get:

- ✓ List of 5 – 7 potential partners and clients
- ✓ 3 meetings (f2f or online) arranged for you

Additionally, the local experts will advise Estonian and Finnish SMEs on joint offerings to further enhance competitiveness on the UEA and the KSA markets.

**Service cost for arranging meetings:** €975 incl. tax

SMEs are eligible to receive financial support up to 50% from the total cost. Service available until end of 2024.

## Market information

Market information webinar **22.8.2024** that will cover Smart Mobility, Logistics and ICT related opportunities in the UAE and the KSA.

## Joint visits

**ITS World Congress Dubai 16. – 20.9.2024**

The annual ITS World Congress gathers experts in mobility and transportation for a week-long congress and exhibition in Dubai. SMEs are offered to join the visit for pre-arranged meetings and various networking opportunities.



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