

**MERSIHA LISICA**

**Legal regulations and rules for  
company registration and  
expanding business in the  
UAE/GCC & Kingdom of Saudi  
Arabia (KSA)**



**EUROPEAN ELITE**

**B U S I N E S S H U B**

# Mersiha Lisica

Founder of Elite Legal Consultancy

Founder of European Elite Business Hub

Mersiha believes mindfulness in the workplace is key to success. A tenet she lives out through her interests in social media networking, problem-solving, negotiations and drafting contracts.

She has 20+ years of experience in legal affairs, Journalism, contracts, property management and business networking. Self-motivated with the desire to succeed, Multi-tasked-oriented person who loves working with a team.



# Our Services

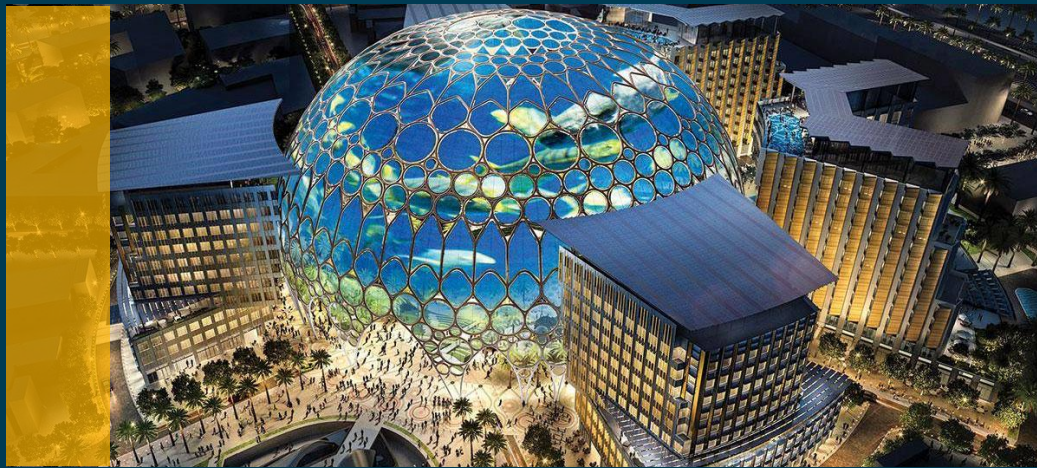
Here at European Elite Business Hub, we understand how to help you grow your business and build a relationship with a trusted Gulf & European network of professional entrepreneurs, SMBs, and enterprises. Join us now to break through a completely new level of success.

- Company Setup
- Legal Services
- Digital Marketing
- Media Production
- Business Networking





# UAE - THE POST COVID ECONOMIC BOOM COUNTRY



## EXPO 2020

- ✓ 10 Million Plus visits
- ✓ 192 pavilions
- ✓ Opened huge investment opportunities



## INCREASED INVESTMENTS

The UAE's non-oil foreign trade achieved a growth of 27% in the first half of 2021 compared to the same period in 2020



## STILL A TAX-FREE COUNTRY

- ✓ No Income Tax
- ✓ No Sales Tax on majority of goods and services
- ✓ VAT is only 5% comparing to other countries



# IMPORTING GOODS IN UAE

## THE SAFEST WAYS

### AGENT OR DISTRIBUTOR

Appoint local agents or distributors who have the potential and resources to sell and distribute their products

### COMPANY REGISTRATION

Foreign companies can establish a formal presence in the UAE

- Main Land
- Free Zone

### DIRECT SALES

Selling directly to end users in lower quantities. End users are companies not necessarily to be distributors.



# AGENT OR DISTRIBUTOR

To sell in the UAE without opening an office or a subsidiary, many companies choose to appoint local agents or distributors (companies, groups, or individuals) who have the potential and resources to sell and distribute their products. This enables foreign companies to leverage domestic expertise and avoid some of the costs associated with establishing a physical presence in the UAE.

The agreement may or may not be registered with the UAE Ministry of Economy (MoE). Under registered agreements, the agent is protected under the UAE Commercial Agencies Law (which is favorable to agents) including terms covering:

- Exclusivity – exclusive right to import goods covered under agency agreement.
- Commission – entitled to receive commission as agreed upon.
- Termination – agreed mutually (amicably) or with UAE MoE approval. Termination of an agent agreement can be a very difficult process.



# COMPANY ESTABLISHMENT

Foreign companies can establish a formal presence in the UAE such as:

- Incorporating a Limited Liability Company (LLC).
- Establishing a branch office of a foreign company.
- Establishing a company or office in a free trade zone.
- Establishing a civil company.





# DIRECT SALES

Direct selling in the UAE has existed for many years as a traditional model, catering to remote and desert areas, where water and other necessary items were directly supplied to consumers. In recent years, the financial sector and insurance companies have seen a boom in direct marketing for their services, and there has been growth in one-on-one contact sales.

The Department of Economic Development (DED) consented to the formation of the Direct Selling Association in UAE (DSA), an official member of the World Federation of Direct Selling Associations, in order to promote transparency and to regulate the sector.

Foreign companies are expected to conduct direct transactions only with importers and agents who are already established in the UAE market.





# UAE

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THE COUNTRY OF OIL AND THE COUNTRY  
OF TOURISM



# IMPORTING GOODS IN KSA

## THE SAFEST WAYS

### AGENT OR DISTRIBUTOR

Appoint local agents or distributors who have the potential and resources to sell and distribute their products

### COMPANY REGISTRATION

Foreign companies can establish a formal presence in the KSA

- Main Land
- Free Zone



**HUB2CONNECT**

**HUB2CONNECT INTERNATIONAL BUSINESS CONFERENCE**

**GRAND MILLENNIUM BARSHA HEIGHTS DUBAI**

**SAVE THE DATE!**

**12.11.2022**

## ABOUT THE EVENT

12.11.2022

SAVE THE DATE



SCAN ME

**“Hub2Connect International Business Conference”** by the European Elite Business Hub aims to gather investors, entrepreneurs, business owners, and freelancers to expand brand awareness and connect businesses.

The idea of the “Hub2Connect Business Conferences” is to generate a positive B2B atmosphere where the members can interact, exchange information, and generate new leads. After getting positive feedback and successful results from the previously organized conferences, the organizers decided to host three events per year.

Thanks to this event, many deals were closed during the B2B sessions, and the participants presented many investment opportunities. So, what are you waiting for? Grab this opportunity to grow your business and expand your network globally. The event will also support businesses joining the new digital B2B private platform under “Hub2Connect”. The European Elite Business Hub team will present a detailed overview of the platform during the event.



### PACKAGE 1

Full-Day Event  
Entry including:

- Morning Snacks
- Lunch
- Afternoon snacks
- All-day coffee

**370 AED**

### PACKAGE 2

FOR 1 PERSON

- 2-day Event
- Hotel 3 nights single room w/ Breakfast
- Dubai Half Day tour
- Desert Safari

**2,490 AED**

### PACKAGE 3

FOR 2 PEOPLE

- 2-day Event
- Hotel 3 nights double room w/ Breakfast
- Dubai Half Day tour
- Desert Safari

**3,390 AED**

### PACKAGE 4

FOR 1 PERSON

- 3-day Event
- Hotel 4 nights single room w/ Breakfast
- Dubai tour
- Desert Safari
- Abu Dhabi Tour

**3,070 AED**

### PACKAGE 5

FOR 2 PEOPLE

- 3-day Event
- Hotel 4 nights double room w/ Breakfast
- Dubai tour
- Desert Safari
- Abu Dhabi tour

**4,220 AED**

### PACKAGE 6

FOR 1 PERSON

- 4-day Event
- Hotel 5 nights single room w/ Breakfast
- Dubai tour
- Desert Safari
- Abu Dhabi Tour
- Global Village tour
- Miracle Garden Tour

**3,580 AED**

### PACKAGE 7

FOR 2 PEOPLE

- 4-day Event
- Hotel 5 nights double room w/ Breakfast
- Dubai tour
- Desert Safari
- Abu Dhabi Tour
- Global Village tour
- Miracle Garden Tour

**4,900 AED**

**\*\*THE PRICE OF THE PACKAGE DOES NOT INCLUDE AIRFARE, VIZA & HOTEL TRANSPORT**



**BUY  
ONLINE**

For transport from the airport to the hotel, fill out the form on the page from the QR code.

**VISITORS  
PACKAGES**



# SPONSOR PACKAGES

	EVENT SPONSORSHIP BENIFITS	BRONZE	SILVER	GOLD	DIAMOND	GALA DINNER	MEDIA
	Availability	7	7	3	2	1	2
FREE Membership	HUB2CONNECT Annual Bronze Membership	1	x	x	x	x	1
	HUB2CONNECT Annual Silver Membership	x	1	x	x	x	x
	HUB2CONNECT Annual Gold Membership	x	x	1	2	2	x
Company Presentation	No. of event registered representatives	1	2	3	4	4	4
	No. of sponsor visitors free invitation	x	1	2	3	3	x
	Allocated desk / booth for marketing material & Products placement and meetings desk	✓	✓	✓	✓	✓	✓
	Interactive screen display placement by sponsor	x	x	x	✓	x	x
	Roll up banner placement	✓	✓	✓	✓	✓	✓
Conference	Keynote speech	x	✓	✓	✓	✓	✓
	Gifts for visitors (by sponsors)	✓	✓	✓	✓	✓	✓
	Special thanks during welcome note	x	✓	✓	✓	✓	✓
Multimedia	Company interactive video during the event	x	✓	✓	✓	✓	✓
	Recorded Video interview at the event	x	✓	✓	✓	✓	✓
	Special photo session	x	x	✓	✓	✓	✓
	Sponsor logo on main screens	x	x	✓	✓	✓	✓
	Podcast recorded scheduled session	x	x	✓	✓	✓	✓
Online	Sponsors logo on #eebhub website	✓	✓	✓	✓	✓	✓
	Company description on #eebhub website	x	✓	✓	✓	✓	✓
	Company promotion on #eebhub social media	x	✓	✓	✓	✓	✓
	Company article on EEBHUB Blog pages	x	✓	✓	✓	✓	✓
	#eebhub YouTube channel recorded video	x	x	✓	✓	✓	✓
	Live webinar/presentation on social media	x	x	1	2	2	1
	Annual newsletters with sponsor advertisement	x	x	1	2	2	1
Print	Logo on entry badges	x	x	✓	✓	✓	✓
	Logo on agenda for visitors	✓	✓	✓	✓	✓	✓
	Company Brouchure on visitors tables (by sponsor)	x	x	x	✓	✓	✓
	Logo on press backdrop	x	x	✓	✓	✓	x
Add-ons	Ship cruise dinner for sponsors (TBA)	1	2	3	4	4	2
	Support to contact all participants through email	x	x	x	✓	✓	x
Sponsorship Price (AED)		3,000	6,000	8,000	12,000	10,000	N/A

**#ASKMERSIHA**