

Global Expansion Guide to the Middle East

The Benefits of Expanding Your
Business into the Middle East

THOUGHT LEADERSHIP

**GLOBAL
EXPANSION**



Table of Contents

01	Current Market Outlook	P1
02	The Potential for Growth	P2
	Foreign Ownership Laws	
03	The Challenges of Expansion	P4
	Language Barriers	
	The Culture Gap	
04	Overcome These Challenges with a Global EOR	P5

01

CURRENT MARKET OUTLOOK

The Middle East holds a significant global presence, with thriving industries like oil, manufacturing, and logistics. However, there's a notable shift towards technology, as seen in events like the [Future Investment Initiative](#). Forward-thinking governments are fostering innovation and investment, indicating a shift away from traditional sectors.

This transition presents opportunities for international businesses, especially in the tech sector. Establishing local partnerships is key to success. A [Global Employer of Record \(EOR\)](#) can help support these ventures.

For investors and business leaders, the Middle East offers abundant opportunities for expansion. In the next section, we'll explore the potential benefits of expanding into this booming region.



02

THE POTENTIAL FOR GROWTH

The Future Investment Initiative underscores the rising significance of technology in the region. This annual summit emphasized investment to fuel growth, spur innovation, and embrace change—a shift actively encouraged by forward-thinking governments.

While this transformation is still unfolding, it signals positive developments for the Middle East. Countries like Saudi Arabia, Egypt, Jordan, and the UAE have made significant strides in bolstering their technological capabilities and infrastructure. They're positioning themselves as attractive markets for international investors and businesses.

These governments have enacted clear foreign ownership laws, robust regulations, and improved access to funding. They've also enhanced their education systems to meet the demands of a rapidly changing world.

In essence, the Middle East is fully committed to the technology sector and shows no signs of turning back.



Foreign Ownership Laws

Traditionally, foreign ownership laws in the Middle East were not very welcoming to investors. They were strict, keeping interested businesses and investors at bay.

However, there's been a recent push to relax these rules and open up new markets to international businesses and investors.

For example, the UAE removed its 49% ownership limit for foreign owners in certain industries, allowing them to own 100% of companies. Similarly, Saudi Arabia is lifting restrictions in many sectors as part of its Vision 2030 agenda to attract foreign investment.

This presents a golden opportunity for international expansion into the Middle East. With doors opening up and plenty of opportunities available, now is the time to explore what the region has to offer. It's wise to seize these opportunities while they're at their peak— and right now, the potential in the Middle East is shining brightly.



03

THE CHALLENGES OF EXPANSION

Expanding into the Middle East poses unique challenges. In this last section, we'll highlight key concerns for savvy business leaders and investors.

While these challenges aren't insurmountable, they're important to address in your expansion plans. Conducting thorough due diligence should include considering these factors.

Language Barriers

The Middle East is a diverse region with various countries, languages, and dialects. This diversity poses a significant challenge for businesses looking to expand into the region due to language barriers. Unlike Europe, where English is widely used as a business language, each Middle Eastern country has its own language.

This emphasizes the importance of careful planning for expansion. Connecting with a local partner in your target region is crucial to understanding the language, culture, traditions, and norms. Without this understanding, gaining a foothold in the market becomes nearly impossible.

The Culture Gap

In the Middle East, each country has its own unique culture, vastly different from Western norms. To bridge this gap, consider hiring local talent.

These employees understand both local customs and Western business practices, offering valuable insights.

But where do you find such talent?



04

OVERCOME THESE CHALLENGES WITH A GLOBAL EOR

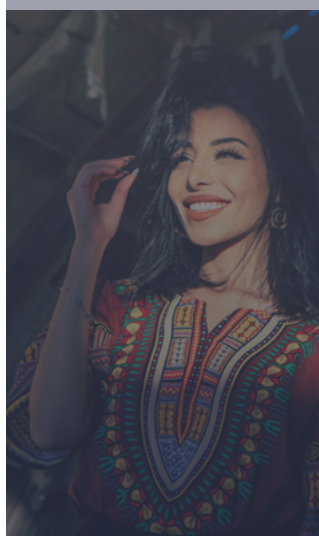
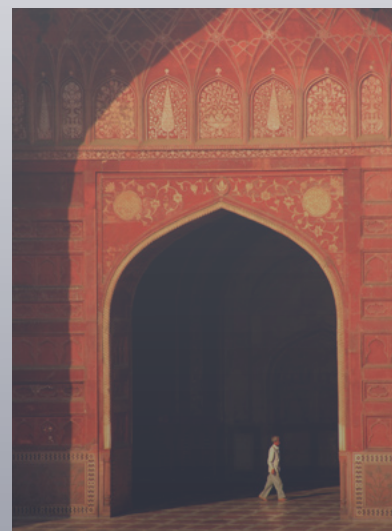
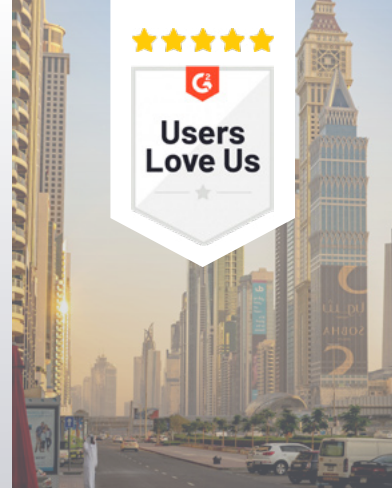
You have a few options to find local talent for your Middle East expansion: regional recruiters, local HR outsourcing firms, or an [Employer of Record \(EOR\)](#) company.

Partnering with an EOR could be the solution you need. EORs are equipped to work with international businesses, breaking down language barriers and bridging cultural gaps between the Middle East and the West.

A Global EOR offers access to a vast pool of local talent and experts, streamlining your overseas human capital setup. They also handle employment compliance, saving you time and ensuring your workers' rights are protected.

By entrusting your hiring to an EOR, you focus solely on your international business success.

[Talk to our expert team](#) about how we can grow your team faster, smarter, and more efficiently.





©2024 Global Expansion. All rights reserved.