



**UNITED ARAB EMIRATES**  
**ABU DHABI - DUBAI 2021**

**FRENCH FAB BOOSTER MIDDLE EAST**

**ACCELERATE YOUR BUSINESS DEVELOPMENT IN THE MIDDLE EAST**

You provide a product or service in the Industry 4.0 – You want to scale internationally

- Prepare your go-to-market to the Middle East
- Build a network and generate BtoB leads
- Set-up a local presence in the Middle East
- Raise money in the Gulf

This event is proposed to you as part of the annual France Export programme supported by the government.

## THE UAE 4th INDUSTRIAL REVOLUTION

The UAE Strategy for the 4th Industrial Revolution aims to strengthen the UAE's position as a global hub for future technologies:

- ▶ Productivity of the future (additive manufacturing, 3D printed construction, intelligent grids, intelligent supply chains)
- ▶ Security of the future (water security, space data, defence manufacturing)
- ▶ Experience of the future (intelligent cities, NextGen mobility, commercialization of space).

**INDUSTRIAL  
DIVERSIFICATION  
DRIVES GROWTH  
IN THE UAE**

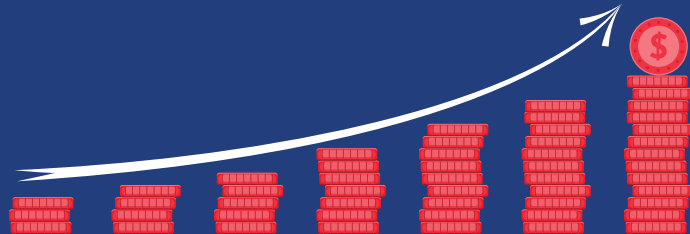
**5th**

worldwide  
Sovereign  
wealth  
fund



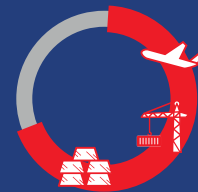
UAE GROWTH 2019

**+1,9%**



**70%**

ECONOMIC ACTIVITY  
FROM NON-OIL SECTOR



**1st**

TOP COUNTRY IN THE MENA  
REGION FOR ENTREPRENEUR



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## PROGRAM & BUSINESS PARTNERS

The French Fab Booster is a premium program dedicated to innovative and fast-growing companies in the areas of the Industry 4.0. It will give you the tools to develop your business in the United Arab Emirates, the hub between Middle East, Africa and Asia. The key performance indicators of the program are:

- ▶ Identify opportunities
- ▶ Build a network
- ▶ Launch a pilot project
- ▶ Raise money
- ▶ Open an office or local representation
- ▶ Hire a V.I.E or a local resource

Business France is sourcing 8 French innovative companies to accompany its business partners in their industrial transformation. The list of key accounts and opportunities below is not exhaustive. Contact us for more information.

**#energy** 6th worldwide Oil & Gas producer.

**#logistics** 3rd largest International port operator and busiest airport.

**#funds** 5th worldwide Sovereign wealth fund is looking to for series B fundings, sectors agnostic. Tickets from 10M USD.

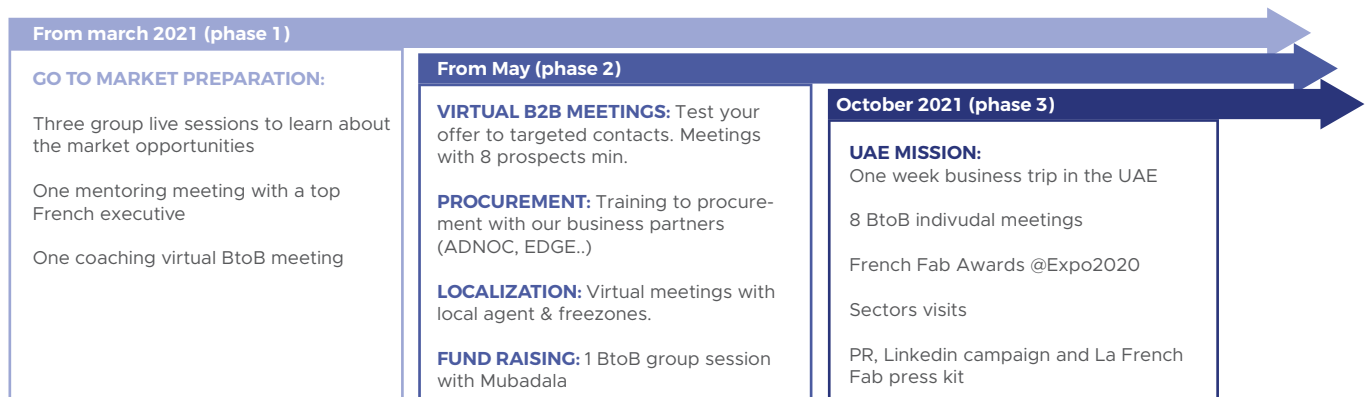
**#greentech** 79% of the installed solar capacity of the GCC in the UAE

**#construction** Projects valued at 40Bn USD

## HOW THE FRENCH FAB BOOSTER WORKS?

The selection will be made by Business France with the support of its local business partners (ADNOC, UPS, etc), under 2 criteria: Innovation and potential of success in the Middle East.

From March until summer, you will get prepared virtually to develop your business in the Middle East. In October, a mission in Abu Dhabi and Dubai will be organized during the opening of the World Expo.



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## APPLY HERE NOW



WITH THIS LINK

<https://forms.office.com/Pages/ResponsePage.aspx?id=gMtQNSzrmECJAKobUiv5ewFPWijaFKZKk6XVr3dkAMhUQlhBVldVVFZBMzdLR1pYRERSTU9VVVFVUi4u>

| OFFER PER PARTICIPATING COMPANY | PRICE Excl. VAT | PRICE Incl. VAT |
|---------------------------------|-----------------|-----------------|
| Selection fees                  | 325 €           | 390 €           |

### PARTICIPATION FOR SELECTED COMPANIES ONLY

Go to market preparation from March – June (phase 1)

|   |                        |       |
|---|------------------------|-------|
| Identify opportunities and meet BtoB contacts virtually from March - July (phase 2) | 2 655 €<br>phase 1 & 2 | 3186€ |
| Localization support and fund raising (phase 2)                                     |                        |       |

|   |                      |         |
|---|----------------------|---------|
| One-week business mission in Dubai and Abu Dhabi in October (phase 3) | 1 920 €<br>(phase 3) | 2 304 € |
|---|----------------------|---------|

### COMPLEMENTARY SERVICES

|   |                 |         |
|---|-----------------|---------|
| Individual meetings with qualified investors meeting  | 350 € / meeting | 420 € / |
| Tailor-made communication video for your company      |                 |         |
| Promotional video clip: storyboard, shooting, editing | 650 €           | 780 €   |

## CONTACTS

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