

SME EMPOWERMENT WITH SMART OFFICE SOLUTIONS



EMPOWERING SMEs WITH SMART SOLUTIONS

- Importance of SMEs
- The challenges faced by SMEs
- Serviced Offices: Empowering your business

> 99% of all European
businesses are SMEs

European commission – April 2013

9 /10 enterprises in the
EU-27' s non-financial business
economy were micro
enterprises

European commission – April 2013



SMEs In Europe

20.7 million firms: 99% of all
enterprises

*Annual Report on SMEs in the EU: European
commission – 2012*

- 99.9% of all UK private sector
businesses
- Employed 14.1 million people

Federation of Small Businesses – 2012

UAE

94% of the total projects are SMEs

Bahrain, Qatar & Oman

SMEs constitute 92% of businesses

SMEs In the Gulf

Kuwait

78% of the total projects are SMEs

Saudi Arabia

75% of businesses are SMEs

SMES In Bahrain

Unemployment rate rose by nearly 17% in Bahrain

March 2013: Total number of people classed jobless: **7,718**

June 2013: Total number of people classed jobless: **9,012**

SMEs in Bahrain

- Provide jobs for nearly **73 %** of private sector employees
- Contribute nearly **30 %** of nominal GDP

Sources:

*Benchmarking SME Policies in the GCC – Steffen Hertog - 2007
Bahrain News Agency – Dec 2013*

SME CHALLENGES

- Technology
- Global access
- Rising costs of operation
- Growing competition
- Human Resources issues
- Insufficient cash flow & lack of financing

Sources:

Global Competitiveness Index, 2012. (Lebanon)

Oxford Economics during Q2 of 2013

Arabian Business

OVERCOMING THE CHALLENGES SMART OFFICE SOLUTIONS

The Serviced Office & Virtual Office should provide:

- A competitive advantage
- Professional team
- Low operation costs
- Technology & IT services to help save time & money
- Global access to expand market reach

OVERCOMING THE CHALLENGES THE VIRTUAL OFFICE

The Virtual Office is Everything but the Office

- The corporate address
- Dedicated phone number
- Answering service
- Access to global meeting rooms
- As well as the technology and IT services

A SMART BUSINESS PLATFORM

SERVICED OFFICES

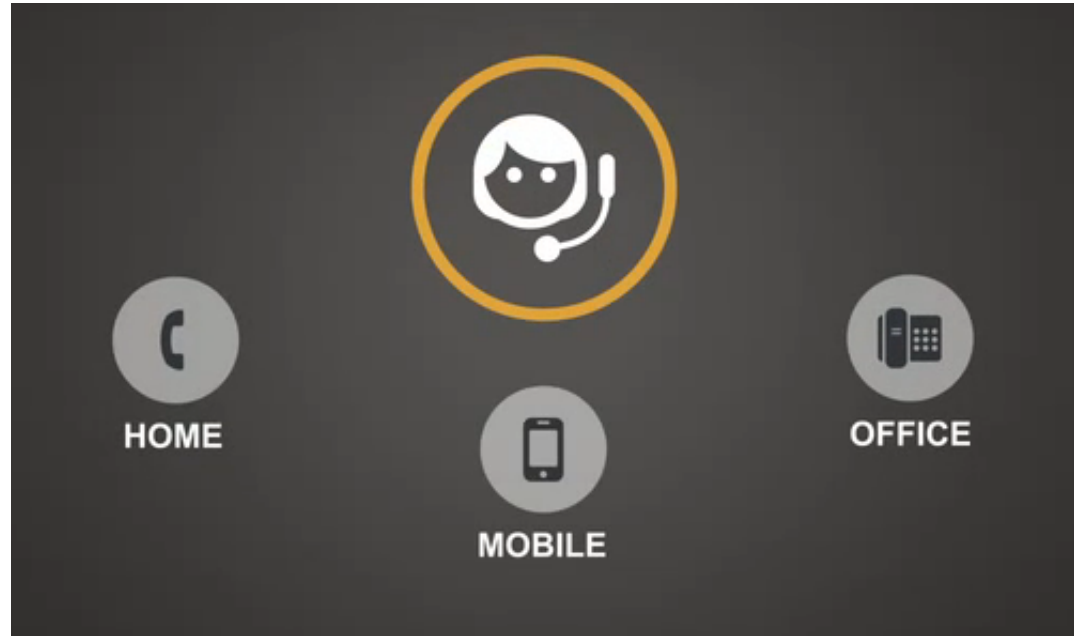
A Serviced Office should provide you with a fully furnished premium office suites with premium fit outs and:

1. Support team on hand to assist with all admin and day to day requirements
2. Access to fully equipped boardroom and meeting facilities
3. Flexible agreements with no long term commitments
4. Ability to operate in multiple markets with ease
5. A prestigious business address

A SMART BUSINESS PLATFORM

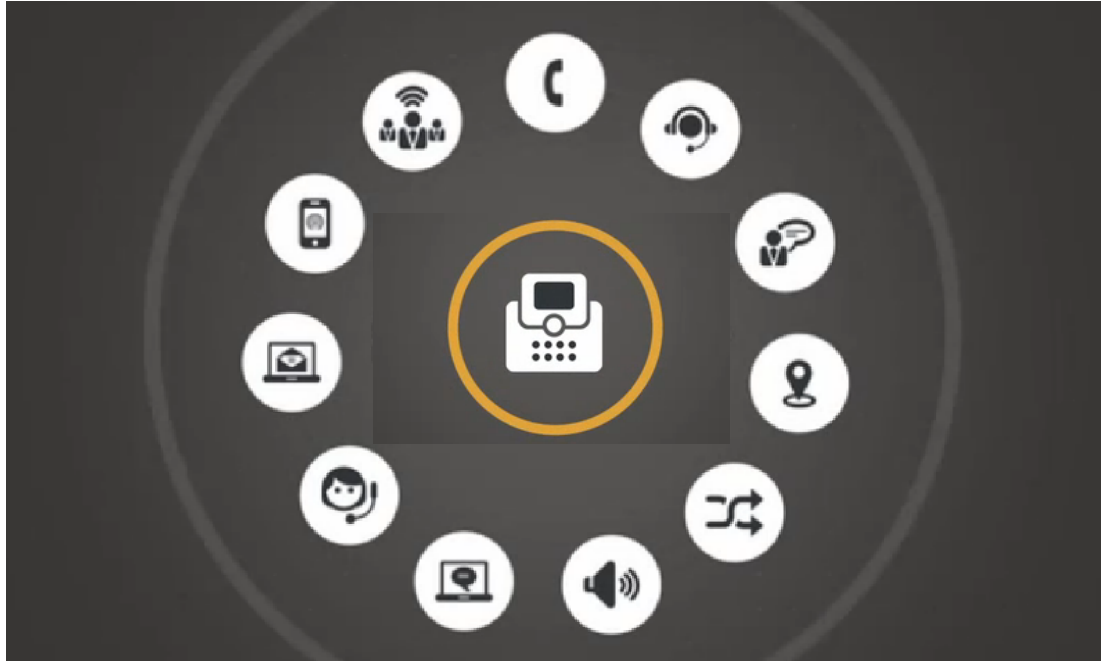
COMMUNICATION SERVICES

A Serviced Office should provide you with a dedicated receptionist managing your calls according to your instructions



A SMART BUSINESS PLATFORM

GLOBAL COMMUNICATIONS



A Serviced Office should provide you with an IP Phone supported by a global communications network

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INTERNET SPEED & ACCESS TO THE CLOUD



A Serviced Office should provide you with Super fast internet connection with 99.99% uptime and access to cloud computing services.

A SMART BUSINESS PLATFORM IT SUPPORT



A Serviced Office
should provide you
with access to 24/7
in-house IT team

SERVICED OFFICES: THE BENEFITS

IMPROVE

- ✓ Flexibility by having global access instantly
- ✓ Productivity by using professional support teams
- ✓ Company image with a prestigious office address
- ✓ Sales Conversions – Never having to miss that vital call

REDUCE

- ✓ Expenses with the support of a multi-national corporation
- ✓ Telecommunication costs by using an integrated global network
- ✓ Potential risks by utilizing highly effective, innovative technology
- ✓ Long term commitment with flexible agreements

THANK YOU

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