

Case Study 1: Italian Trade Agency

About the Company:

Italian Trade Agency (ITA) promotes Made in Italy throughout the world, supporting the growth of Italian companies and contributing to the attraction of foreign investments to Italy. ITA works closely with all the stakeholders appointed for the internationalization of the Italian market.

The Project:

As part of their international presence, we have led the ITA FDI Desk in the UAE, generating high level investments across sustainability, ICT, logistics, retail and other high growth sectors to Italy.

The mandate included supporting Italian companies source Family Offices, and VC investments from the UAE.

As part of this assignment, we have supported various public trade delegations to the UAE, during Expo 2020, Cop28, and other leading events in the UAE.

Our Approach/ Results:

As their official representative in the UAE, we have been embedded in ITA's infrastructure, being the first line address for any investment related queries and projects. We have represented ITA on leading trade shows across the UAE, to further promote the brand and strengthen the bilateral relationship of both countries further.

We have supported 10 UAE based high growth expand their operations to Italy.

Sectors: Life science & Healthcare, Renewable Energy and EV, Logistics-Tech, Retail, Aviation

Our extensive networks with UAE based Family Offices and venture Capital firms have been the catalyst for supporting 8 Italian companies to source investments from the UAE and assist with client and partner search.

Sectors: Renewable Energy, Aviation, Sports, F&B, ICT

Case Study 2: Piemonte Agency



About the Company:

Piemonte Agency is the first Italian agency dedicated to inward and outward internationalization. Piemonte has participated in several UAE based trade shows over the last years, and they have built a solid reputation in the market.

The Projects:

Kent Consulting & Events is Piemonte's exhibition partner in the region to support with attracting cross sector investment, as well as partnership search for Italian investors expanding to the GCC.

During Arab Health exhibition the Piemonte representatives visited the exhibition to meet with potential health and wellness investors that wanted to know more about the jurisdiction and offer.

Whilst at Big 5 in KSA, we supported the entity to arrange B2B and B2G meetings with leading KSA based organizations. The aim of this engagement was to source partners and clients for private sector companies, participating in the Cleantech delegation.

Our Approach/ Results

Kent Consulting & Events offered the Piemonte Agency the organisation of a minimum of 10 B2B / B2G meetings with potential hand selected investors facilitated during the Arab Health trade show. A dedicated project manager and project analyst have supported the entity throughout the project phases.

Results:

Kent Consulting & Events supported the Piemonte Agency with 17 B2B meetings with hand selected investors during the Arab Health trade show.

During Big 5 in KSA, we have arranged 7 high level B2B meetings with potential clients and partners.

Case Study 3: Kamjo / Sensowell

KAMJO
the art of handmade

About the Company:

Kamjo is a highly exclusive Estonian bed and mattress manufacturer integrated with patented Sensowell® technology. Their mattresses come with a unique technology, which is the revolutionary solution for sleep-time monitoring of the heartbeat, breathing and body movements. Sensowell® algorithms and artificial intelligence provide users with valuable feedback on balancing their body and mind.

The Project:

The entity is looking to generate awareness and introduce their products in the UAE market.

Our Approach/ Results

Kent Consulting & Events is providing Kamjo UAE in- market support. The scope of the project includes market and sector analysis, introductions to potential UAE based clients which are retail stores, mattress distributors, healthcare establishments and governments as well as PR activities to elevate the brand.

A dedicated project manager is supporting the entity throughout the course of the project, providing in market guidance, and one to one support to make their efforts a sustainable and long-term success.

Kent Consulting & Events is in the process of arranging 10 B2B and B2G meetings with potential buyers and partners. This project is ongoing.