

A Swiss technology company in the Gulf

From the work of Delal Iscan-Stamate, founder of D.I.S. Advisory, as member of the Board of Directors

Starting point

A cybersecurity company headquartered in the Canton of Zug builds its client base in Qatar. Entering the Gulf requires a clear structure between the Swiss parent company and the business on the ground.

Approach

1. **Structure:** Swiss AG as parent company, a dedicated company in Doha for local business.
2. **Partnerships:** collaboration with one of the world's leading technology groups as access to major clients in the region.
3. **Governance:** the Board of Directors oversees contracts, compliance and the build-up of the presence in Qatar.

Role of the founder

As a member of the Board of Directors she co-steers the strategic direction, accompanies contracts and structure and is regularly on site in Qatar.

Outcome

The company has won major corporations in Qatar as clients and is present with its own company in Doha. The Swiss parent company and the Gulf business work hand in hand.

Key takeaways for entrepreneurs

- A Swiss parent company and a local entity complement each other ideally.
- Major clients in the Gulf are reached through strong partners and personal presence.
- Clear contracts between parent company and local entity, set up early, create calm for growth.

Names of companies, clients and service providers are anonymised for confidentiality. This case study describes the work of the founder of D.I.S. Advisory as a member of the Board of Directors.