



# Kent Consulting & Events

Case Studies

# Our teams reference projects: Barboleta

## Project Overview

### Markets:

UAE

### Overview:

Barboleta is a Latvian based company that develops Eco-friendly wooden SEN resources including balance platforms for motor coordination development, digitized learning, neuroactivation and faster learning achievements. The board uses a sensor to communicate with the Barboleta app, converting the user's movements on the board into the input for the learning games.

The objective of the company is to create an efficient environment for child development.

## Project

Kent Consulting & Events provided tailored market entry services for Barboleta in the GCC region. The project began with an in-depth needs assessment to understand Barboleta's requirements and target sectors.

The team then conducted thorough research to identify potential partners, followed by a qualification process to ensure they align with the client's goals. This methodology includes outreach campaigns, meeting facilitation, and ongoing follow-up to ensure a successful partnership.

## Outcomes

- A long list of 100 potential clients and strategic partners was developed and narrowed down to 50 high-potential companies in the Education and Rehabilitation sectors.
- 10 B2B meetings were arranged during the Expand North Star (GITEX) exhibition in Dubai, with tailored outreach strategies being implemented to secure potential partnerships.
- Meetings were arranged with potential partners, edtech companies, rehabilitation companies, investors and rehabilitation and healthcare specialists.

# Our teams reference projects: Piemonte Agency Cleantech Delegation

## Project Overview

### Markets:

UAE & KSA

### Overview:

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.

## Project

Kent Consulting & Events was contracted by the Piemonte Agency under the Cleantech & Green Building Project (PIF) to deliver a targeted Business Matchmaking Service for small and medium-sized enterprises (SMEs) from the Piemonte region. The goal was to support these SMEs in expanding their business into the Middle East, with a particular focus on the UAE and KSA.

The main objective was to identify and connect high-potential partners, buyers, and distributors within the environment, energy, sustainable building, and smart city sectors.

The project was executed over a defined timeframe, with regular reporting to the Piemonte Agency and the participating SMEs to ensure transparency, alignment, and timely delivery of results.

## Outcome

- Kent Consulting arranged 14 qualified B2B meetings, connecting the Italian companies directly with senior decision-makers from potential buyers, distributors, and partners across the UAE and KSA.
- Each participating SME received between 3 and 5 well-vetted business matches, with partner selection based on sector alignment, market potential, and mutual business interests.
- Kent Consulting delivered comprehensive company profiles for all identified prospects, detailing their sector of activity, relevant client/project references, and verified contact details.
- Kent Consulting enabled the Piemonte SMEs to gain direct access to credible international partners, position themselves as competitive suppliers, and lay the foundation for long-term commercial relationships in the region.

# Our teams reference projects: Piemonte Agency

## Project Overview

### Markets:

UAE & KSA

### Overview:

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.

### Project

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 interested about the jurisdiction and offer.

At Big 5 in KSA, Kent Consulting supported the entity to arrange B2B and B2G meetings for Piemonte companies with leading KSA based organizations. The aim of this engagement was to source partners and clients for private sector companies, participating in the Cleantech, Construction and Architecture delegation.

### Outcome

- Arab Health Exhibition: Kent Consulting successfully facilitated 17 high-value B2B meetings with carefully selected investors, enhancing Piemonte Agency's networking opportunities and potential partnerships in the health and wellness sector.
- Big 5 Exhibition KSA: Kent Consulting arranged 40+ significant B2B meetings in Big 5 Construct KSA for 7 Italian companies, strengthening their foothold and fostering collaborative ventures within Saudi Arabia's market.
- B2B Meetings were arranged for Italian companies in the engineering, construction, architecture sector including companies specialising in sustainable construction materials, architectural services and fireproof building materials and polycarbonate sheets and systems for architectural and industrial applications.

# Our teams reference projects: Investment and Development Agency of Latvia (LIAA)

## Project Overview

### Markets:

UAE

### Overview:

The Investment and Development Agency of Latvia (LIAA) is a government agency that supports foreign investment, export growth, innovation, and tourism by helping businesses enter global markets, develop high-value products, and benefit from Latvia's strategic EU location, digital infrastructure, and pro-business environment.

## Project

The Investment and Development Agency of Latvia (LIAA) supported 20 Latvian companies to exhibit at GITEX and Expand North Star, two of the world's leading technology and startup exhibitions that took place from 12–17 October 2025 in Dubai. The exhibitions brought together global innovators, investors, and industry leaders to showcase cutting-edge solutions and explore new business opportunities across the digital and tech landscape.

Kent Consulting & Events was requested to support LIAA in organizing hand-selected, high-quality B2B meetings for the 21 participating companies in both GITEX and Expand North Star. Kent Consulting arranged 3 tailored B2B meetings per Latvian company, targeting relevant GCC-based buyers, investors, partners, and distributors aligned with each company's sector and business objectives.

## Outcome

- Kent Consulting & Events arranged a total of 81 meetings for the 21 Latvian SMEs.
- Meetings were arranged with industry players, investors, potential partners and clients interested in the Latvian companies' offerings.

# Our teams reference projects: Swiss Business Hub

## Project Overview

### Markets:

MENA

### Overview:

The Swiss Business Hub Middle East is the Dubai-based representative of the official international trade and investment promotion agency Switzerland Global Enterprise (S-GE). Part of the Consulate General in Dubai it is responsible for implementing Swiss export strategies in the Middle East.

### Project

As an official SGE delivery partner, Kent Consulting & Events support private sector clients across various sectors with their market entry to the Middle East.

As part of the SGE delivery partner Kent Consulting & Events supported Truvami with partner identification during the 2024 GITEX Exhibition. Truvami® offers flexible end-to-end tracking solutions and specializes in safeguarding workforces and valuable assets with their cutting-edge, compact tracking technologies. The project aim was to identifying relevant clients and partners interested in Truvami's cutting-edge tracker technology in the logistics, construction and transport sector.

Kent Consulting & Events conducted thorough research to identify potential partners in the UAE. This involved working with our extensive networks and intelligence databases.

Kent Consulting & Events supported AVA-X, a Swiss AI company specializing in facial recognition and natural language processing, by identifying and connecting key decision-makers from 27 priority companies across sectors including aviation, law enforcement, maritime, security, and defence for an exclusive event at the Swiss Residence.

Kent Consulting & Events supported Sonneville, a Swiss company globally recognized as a leader in the development and licensing of the Low Vibration Track (LVT) system for use in railways. KCE conducted thorough research to support Sonneville's market entry into the UAE. Meetings with potential partners interested in Sonneville's technology is in arrangement

# Our teams reference projects: Swiss Business Hub Continued

## Project Overview

### Markets:

MENA

### Overview:

The Swiss Business Hub Middle East is the Dubai-based representative of the official international trade and investment promotion agency Switzerland Global Enterprise (S-GE). Part of the Consulate General in Dubai and with offices, it is responsible for implementing Swiss export strategies in the Middle East.

### Project

Kent Consulting & Events supported LNS Sarl Switzerland, a globally recognized Swiss manufacturer of machine tool peripherals delivering integrated solutions such as bar feeding systems and automation technologies. KCE conducted in-depth market research to provide LNS with a comprehensive understanding of the machine-tool peripherals sector in the UAE, forming a strong foundation to map the market and identify opportunities for its core services.

Kent Consulting & Events supported Witschi Electronic AG, a Swiss company that develops high-precision testing and measurement instruments for the watchmaking industry. KCE conducted thorough market research to provide Witschi with an initial assessment of the opportunities for its products in the target market, answering client-specific questions through the collection and analysis of predefined market information.

# Our teams reference projects: Truvami

## Project Overview

### Markets:

UAE & KSA

### Overview:

truvami® offers flexible end-to-end tracking solutions and specializes in safeguarding workforces and valuable assets with their cutting-edge, compact tracking technologies. Their products cater to various sectors, including transport, logistics, industrial, construction, fleet, and cattle tracking, with seamless in- and outdoor tracking capabilities.

## Project

Kent Consulting & Events supported Truvami with partner identification during the 2024 GITEX Exhibition. The project aim was to identifying relevant clients and partners interested in Truvami's cutting-edge tracker technology in the logistics, construction and transport sector.

Kent Consulting & Events conducted thorough research to identify potential partners in the UAE. This involved working with our extensive networks and intelligence databases. Over 50 companies across the target sectors were contacted and the interest companies were qualified prior to meeting being set.

Kent Consulting & Events worked alongside the Swiss Business Hub to support Truvami with making valuable connections during the exhibition.

## Outcomes

- Kent Consulting & Events arranged high level B2B meetings for the founders of Truvami with potential partners and buyers in the UAE.
- The meetings generated strong interest and resulted in ongoing partnership discussions.

# Our teams reference projects: AVA X

## Project Overview

### Markets:

UAE

### Overview:

AVA-X is a Swiss-based AI company specializing in facial recognition and natural language processing.

Their in-house technology enhances security and operational efficiency for governments, NGOs, and private sectors.

## Project

As an official delivery partner of Switzerland Global Enterprise (S-GE), Kent Consulting & Events was engaged to support AVA-X. The objective was to identify and connect AVA-X with key decision-makers across 27 priority companies in sectors such as aviation, law enforcement, maritime, security, and defence.

The goal was to invite relevant stakeholders to a curated event at the Swiss Residence. Kent Consulting's focus was on identifying C-suite executives, as well as senior professionals in procurement and business development, providing full contact details to enable meaningful outreach and engagement.

## Outcomes

- Kent Consulting & Events successfully identified 66 qualified contacts across the 27 target companies.
- Supported the organization of a targeted event to promote AVA-X's offerings

# Our teams reference projects: Sonnevile

## Project Overview

### Markets:

UAE

### Overview:

Sonneville develops and implements the Low Vibration Track (LVT) system, a slab track technology that reduces vibration and noise in railway infrastructure. They offer end-to-end services from design to installation, delivering durable, cost-efficient solutions used worldwide in high-speed rail, metro, and tunnel projects.

## Project

As an official delivery partner of Switzerland Global Enterprise (S-GE), Kent Consulting & Events was engaged to support Sonnevile in expanding into the UAE by identifying local partners in the railway sector.

Kent Consulting & Events conducted thorough market research covering target group analysis, market access, and insights into the railway infrastructure and track industry, forming the foundation for Sonnevile's successful expansion. This included analysing market size, growth trends, key players, regulatory compliance, environmental standards, and ongoing monitoring of regional updates.

Kent Consulting & Events also researched competitors' strengths and weaknesses to identify opportunities for differentiation, while providing expert guidance and strategic insights throughout the project to help Sonnevile make informed decisions at every stage.

## Outcomes

- Kent Consulting delivered a detailed market report covering industry insights, regulatory requirements, and competitor analysis. Over 30 potential partners were identified, including design and engineering consultants, contractors, owners, operators, and manufacturers.
- Five targeted B2B meetings were organized with key stakeholders, offering ongoing support and sharing final reports with recommendations.

# Our teams reference projects: LNS Sarl Switzerland

## Project Overview

### Markets:

UAE

### Overview:

LNS Sarl Switzerland, headquartered in the Bernese Jura, is a globally recognized Swiss manufacturer of machine tool peripherals, delivering integrated solutions such as bar feeding systems, chip conveyors, coolant and air filtration systems and connected automation technologies.

## Project

As an official delivery partner of Switzerland Global Enterprise (S-GE), Kent Consulting & Events was requested to conduct in-depth market research to provide LNS with a comprehensive understanding of the machine-tool peripherals sector in the UAE market. The aim of the research was to form a strong foundation for LNS to map the UAE market and identify opportunities for LNS core services.

## Outcomes

- Kent Consulting provided LNS Sarl with a validated market-entry strategy, combining a comprehensive analysis of the UAE's high-growth industrial sectors with a targeted breakdown of regulatory requirements and competitive dynamics for CNC peripherals.
- The Market Flash equipped LNS Sarl with an actionable expansion roadmap, offering clear strategic priorities and partnership pathways to penetrate key sectors including Oil & Gas, Aerospace, and Green Energy.
- The research delivered targeted competitive intelligence, profiling major market players and evaluating strategic gaps to differentiate LNS's Swiss-engineered solutions and accelerate commercial entry.

# Our teams reference projects: Witschi

## Project Overview

### Markets:

UAE

### Overview:

Witschi Electronic AG is a family-owned Swiss company, founded in 1947 and headquartered in Büren an der Aare. It develops and manufactures high precision testing and measurement instruments such as timing machines, waterproof testing rigs and quartz counters for watchmakers, service centres and production lines worldwide.

## Project

As an official delivery partner of Switzerland Global Enterprise (S-GE), Kent Consulting & Events was requested to conduct in-depth market research to provide Witschi Electronic AG with an initial assessment of the opportunities that exist for the products services in the target market. The research answered client specific questions and included the collection and researching of information on areas they defined in advance.

## Outcomes

- Kent Consulting delivered a detailed Market Flash report, providing a comprehensive initial assessment of the UAE watchmaking market. The research included a quantitative and qualitative analysis of the luxury watch sector, addressing Witschi's specific questions on market opportunities for its precision testing and measurement instruments.
- Kent Consulting successfully mapped the key market players and service structure, identifying major agents, distributors, and retailers. The report provided in-depth insights into the organization, processes, and equipment levels within the service and repair structures of leading luxury watch brands in the region.
- The final deliverable provided a strategic market entry overview, highlighting critical industry touchpoints such as relevant exhibitions, events, and future projects within the UAE watch industry. This analysis supplied Witschi with a clear foundation of market intelligence to inform its expansion strategy and next steps.

# Our teams reference projects: Falck

## Project Overview

### Markets:

UAE

### Overview:

Falck Fire Services UK Ltd, part of the Danish Falck Group, offers expert fire hazard management and active fire protection consultancy across public and private sectors in the UK and internationally. They specialize in high hazard industrial operations, providing tailored consultancy and on-site fire brigade services based on client needs and risk profiles.

## Project

Kent Consulting & Events supported Falck Fire Services UK in their aim to expand their fire consultancy services into the GCC. Kent Consulting & Events supported the entity to understand the Fire Sector in the GCC market by developing a comprehensive market research and market entry strategy which included a study into the entity's competitors, target audience, potential avenues for expansion and key market entry points to consider for GCC expansion.

Kent Consulting & Events focused their efforts on high-risk sectors like petrochemicals, aviation, and automotive and developed a comprehensive database of 100 relevant contacts to approach for partnership and project opportunities.

## Outcomes

- Kent Consulting successfully delivered in-depth market research, including studies on the GCC Fire Hazard sector, Falck's current and potential regional competitors, sector specific target outlook and market entry opportunities.
- A refined database of 100 qualified companies was developed to approach during the second phase of the project.

# Our teams reference projects: Therapix

## Project Overview

### Markets:

UAE

### Overview:

Therapix, an AI-enabled app designed to assist parents, teachers, and caregivers in helping children with learning and cognitive disabilities.

Originating from Ireland, Therapix provides tailored support for children in mainstream and Special Education Needs (SEN) settings through short videos and animations. The platform is developed by experts and supports multiple languages, including Arabic and French.

## Project

Kent Consulting & Events supported Therapix with its market entry into the UAE through a structured two-phase approach. The first phase focused on in-depth market research to understand UAE market dynamics in the Education sector including relevant regulations, and regional edtech competitors, to ensure that Therapix's strategy was tailored to local needs. Kent Consulting & Events also provided valuable regional feedback and advice to support the company's adaptation and growth in the GCC market.

The second phase involved the identification of key stakeholders in inclusive education and rehabilitation, including therapy centres, SEN-inclusive schools, government organisations, and edtech providers. Kent Consulting & Events facilitated introductions and arranged strategic on-site and B2B meetings at the Therapix stand during the GESS conference to explore meaningful collaboration opportunities.

## Outcomes

- Arranged 5 high-level B2B meetings and built a pipeline of 8 qualified leads with key UAE-based education and inclusion stakeholders.
- The meetings generated strong interest and resulted in ongoing partnership discussions.

# Our teams reference projects: Kamjo Phase 1 & 2

## Project Overview

### Markets:

UAE

### Overview:

Kamjo is an exclusive Estonian manufacturer of premium beds and mattresses, renowned for its handcrafted designs and patented Sensowell® technology. Kamjo specialises in high-quality, handmade beds tailored for luxury hotels, upscale furniture stores, and mattress retailers. Kamjo's products are crafted from natural materials such as soft cotton, warm wool, Vita Talalay® latex, and temperature-regulating horsehair offering superior comfort and a healthy sleep environment.

### Project

Kent Consulting & Events provided Kamjo, and their Sensowell technology, with UAE in-market entry support and partner identification. The first phase of the project included in-depth market research into UAE market entry, with focus on understanding the local business ecosystem and regulatory landscape. Including providing a comparative analysis on these options in terms of pricing and strategic business locations tailored to the client's sector and customer base.

The second phase of the project included researching potential showrooms in Dubai for Kamjo's GCC market entry. Different showrooms were shared, and comparisons were made based on pricing, license cost and client traffic.

### Outcomes

- Kent Consulting supported Kamjo to successfully obtain a trade license in the UAE mainland and open a showroom in the prestigious Art of Living mall.
- Kent Consulting supported Kamjo with their social media strategy to position them as a recognized luxury brand in the UAE, with a distinct and compelling brand voice and conducted a 6 months BD strategy for the clients.

# Our teams reference projects: Kamjo Phase 3

## Project Overview

### Markets:

UAE

### Overview:

Kamjo is an exclusive Estonian manufacturer of premium beds and mattresses, renowned for its handcrafted designs and patented Sensowell® technology. Kamjo specialises in high-quality, handmade beds tailored for luxury hotels, upscale furniture stores, and mattress retailers. Kamjo's products are crafted from natural materials such as soft cotton, warm wool, Vita Talalay® latex, and temperature-regulating horsehair offering superior comfort and a healthy sleep environment.

## Project

Following Kamjo's successful establishment in the UAE including obtaining a trade license and opening its first showroom in the prestigious Art of Living Mall, Kent Consulting & Events continued as Kamjo's on-the-ground team and official UAE representative. Building on the foundations laid in Phases 1 and 2, this phase focused on showroom visits and driving sales inquiries.

Kent Consulting actively supported Kamjo's brand positioning through targeted outreach and strategic visibility efforts. Key activities included engaging interior designers and consultancies through commission-based incentives, representing Kamjo at the INDEX Exhibition, and enabling the in-store sales team with practical tools and client-driven insights. Efforts were also made to enhance showroom visibility and improve product presentation based on real-time market feedback.

## Outcomes

- Kent Consulting successfully extended brand reach, fostered relationships with key stakeholders in the interior design, real estate and hospitality sectors, and generated qualified foot traffic to the showroom.
- 15 meetings were set between the Kamjo founder and interior designers, potential buyers, hospitality firms, mattress distributors and retail companies.

# Our teams reference projects: Zerene

## Project Overview

### Markets:

UAE

### Overview:

In a world of constant movement and change, Zerene introduces an enchanting aromatherapy product encouraging a voyage of self-discovery in a world of serenity and tranquility.

Recently registered in a UAE freezone, Zerene's aim is to enter the UAE market and find high end business partners looking to distribute their luxury room sprays and aroma rollers.

### Project

Kent Consulting & Events provided Zerene with UAE in-market support. The scope of the project included market and sector analysis, introductions to potential UAE based clients and partners including hotels, high-end boutiques, spas and therapy centers.

The initial project began in May, leading to the successful coordination of 10 B2B meetings in August for the Zerene team. Following the success of this initial phase, the Zerene project was extended to a monthly retainer, with Kent Consulting continuing as Zerene's on-the-ground team, providing comprehensive support in partner identification, event organization, and meeting representation. Kent Consulting promoted Zerene at the Sustainable and Wellness Event at In5 and the Emirati Women's day celebration at the Dubai Ladies Club with the aim of generating brand awareness and outreaching to valuable B2B and B2C connections.

Regional support has extended towards the KSA market with support to understand market entry options, market research into the target audience and regional partner identification.

### Outcomes

Zerene have recently been in discussion with the housekeeping and general management of leading high-end spas and hotels including Al Habtoor Palace, Voco Hotel, Anantara Spa and the Two Seasons Hotel with highly positive feedback being heard about the product.

# Our teams reference projects: Nimetal

## Project Overview

### Markets:

UAE

### Overview:

Nimetal battery recycling solutions aims to provide environmentally friendly recycling services for industrial nickel-cadmium batteries in the UAE.

Their goal is to reduce environmental impact, comply with regulatory requirements, and support the circular economy by recovering valuable materials.

### Project

Kent Consulting & Events provided Nimetal with UAE in-market entry support. The scope of the project includes in-depth market research into UAE market entry opportunities, with focus on the metal and battery recycling sector. Understanding the UAE recycling sector, rules and regulations and providing a comparative analysis of market entry options in terms of pricing and strategic business locations tailored to the client's sector and customer base.

Kent Consulting organized meetings between Nimetal and the chosen freezones and ensured communication was clear between the parties.

The Nimetal team visited the UAE and analysed the freezone options. Once the meetings were conducted, the Nimetal team chose the freezone that met their needs and Kent Consulting provided support during the documentation submission and follow up conversations.

### Outcome

Kent Consulting supported Nimetal to successfully obtain a trade and industrial license to open a recycling facility in Ras Al Khaimah, UAE.