CASE STUDY

Helping a Singaporean Tech and Cable Testing Business Expand Its Middle Eastern Presence

Client

A $1+ billion Singapore-based IT company

Industry

Tech and cable testing business

Headquarters

Singapore

People

200 +

Challenge

The company sought to have a greater understanding of the local market to develop a network of local buyers and develop relationships with key decision-makers.

CLIENT BACKGROUND

A $1+ billion Singapore-based IT company, specializing in high-tech cable testing equipment, approached Factum Global for support in growing its brand recognition and presence across the Middle East and Northern Africa (MENA) region. Navigating local regulations and having a local, working knowledge of the MENA landscape to attract potential partners requires in-market networking and local intelligence gathering. With decades of experience, the company sought a greater understanding of local market conditions and practices, paired with on-the-ground business development support.

CHALLENGES FACED BY THE CLIENT

As they attempted to achieve a long-standing foothold in the MENA region, the company faced several challenges, including a lack of local market knowledge and sales force, and the absence of an existing network with local buyers. It also faced difficulties in identifying potential customers, understanding local regulations, and developing relationships with key decision-makers. As a result, the company struggled to gain market share and establish a meaningful presence amongst its well-known competitors.

OUR APPROACH

Factum Global recognized the challenges faced by the Singaporean company and devised a comprehensive approach to address them head on. This involved conducting thorough market research, providing on-the-ground business development support with a dedicated team from Dubai, organizing events across the Middle East, and securing speaking engagements for corporate executives.

MARKET RESEARCH

Seeking data to drive strategic decision-making, Factum Global conducted a comprehensive, industry-specific market research analysis of the MENA region. The study involved identifying potential customers, key competitors, and regulatory requirements in the target markets. The research also provided the Singapore-based company with insights into the local culture, business practices, and regulatory environment in the region.

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Based on the findings, Factum Global recommended that the Singaporean company focus on expanding its presence in the UAE, Saudi Arabia, and Egypt, as these countries proved to have the greatest potential for successful short- and long-term sales for its product offerings. Factum Global provided the company with detailed reports which provided insights into the local market landscape, including potential customers, local competitors, and regulatory requirements in these countries.

BUSINESS DEVELOPMENT SUPPORT

To support the Singapore-based company's market entry into the MENA region, Factum Global provided on-the-ground business development support from Dubai. The team in Dubai helped the company identify potential partners, distributors, and customers, and scheduled meetings and organized events on its behalf to showcase the company's products and services.

OUR SUPPORT INCLUDED:

- **Market Research**
- **Business Development**
- **Network Building**
- **Conference and Event Management**

SECURING SPEAKING ENGAGEMENTS

Factum Global also secured speaking engagements for corporate executives at high-profile industry conferences and events. These opportunities for greater, mass exposure provided the company with an opportunity to connect with potential customers and partners, and establish itself as a thought leader in the industry. Also, by attending the events, company representatives gained a greater understanding of the local market landscape and developed relationships with key decision-makers in the region.

OUTCOMES

As a result of Factum Global's efforts, the client made significant progress in establishing a strong presence for its brand in the UAE and across the MENA region, leading to several contracts with new, local partners. The company has since received accolades from customers and partners on its products and services, which has helped it continue to build its regional reputation. Today, company executives are better equipped to understand the local market landscape, including how to identify new customers, navigate regulatory requirements, and appreciate cultural nuances, which have all been critical to their long-lasting success.

For more information, visit www.factumglobal.com

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