



SERVICES & REFERENCES

Our expertise covers a wide range of industries and international business related to the Middle East and Europe. The countries of the Middle East have a very unique culture and tradition which integrate the state, religion and economy into everyday life. Every government in the Middle Eastern region has a **unique, long-term vision** for its country and seeks to have diversified industries and partners that will allow constant growth that leads to a sustainable economy for generations to come. Therefore we advise European clients on their international business in the Middle East and Arab investors on their international investments in Europe with a special emphasis derived from deep cultural knowledge.

DEVELOPING A THOROUGH UNDERSTANDING OF OUR CLIENTS' REQUIREMENTS TO ADDRESS NEW VALUES PLAYS AN EQUALLY IMPORTANT ROLE AS ACHIEVING TANGIBLE RESULTS.

Without geographic barriers, we are able to respond quickly to our clients needs, bringing together the right mix of skills, experience, industry knowledge, cultural understanding and best practice to serve our customers and fulfil their needs for their successful businesses. Strict confidentiality is assured. Therefore we would be pleased to provide you with selected references upon request.

We recognise that our clients expect their investment in us to produce rapid and sustained value. We believe our personalised expertise and experience will be valuable to our clients to commonly develop their businesses within a partnership across national borders and industrial sectors. By virtue of this broad experience, we have established a wide range of global contacts in the Middle East. While some of these are our partners and clients, others are a valuable source of support for our business activities for the benefit of our clients. We believe this emphasis on building relationship and trust sets us apart. Our management also has **extensive experience with international development organisations** and our understanding of the required coordination between the public and the private sectors. These are also keys to SBS international's professional success. Our experience with both business and governments provides us with a unique perspective on how to assess and structure projects, design corporate strategies and propose policies and regulations. We are aware that the fee that we charge for our service should be both competitive and realistic, reflecting our enthusiasm for working with our clients according to the nature of the work and our assessment of the time and resources required.



Strategic Consulting – Middle East: Barbara Splitthoff and Lars Anders, Managing Director of Priedemann Fassadenberatung GmbH, Großbeeren/Berlin

References

Selected references upon request