



# Square Strategy

Seize business opportunities and secure your assets

## Eyes on the Middle East

### SQUARE STRATEGY

Strategy consulting company supporting international clients' decision-making processes and operational strategies implementation on emerging markets.

### PARTNERSHIPS

Square Strategy develops partnerships with international and local experts all around the world to support its international operations.

### PROJECT SUPPORT

Market and risks analysis, Power Mapping, identification and vetting of local partners, influence leveraging through our local networks, strategic recommendations and support for projects implementation.



### MENA GROWTH AND BUSINESS OPPORTUNITIES

The MENA region (Middle East North Africa) is a true cultural mosaic full of business opportunities for foreign investors. In the Gulf, oil monarchies have undertaken an economic diversifications strategy, after decades of dependence on sole hydrocarbons. In North Africa, trade is increasing and all local governments implement policies aiming to promote the arrival of foreign investors.

### BUSINESS RISKS

However, the Arab Spring has demonstrated how much political, economic and social risks could be sources of instability. In addition, the cultural characteristics of the region should not be overlooked.

### SECTORS

The business environment contributes to the economic growth of the MENA region. It opens market opportunities for foreign players in sectors including energy (water, electricity, oil & gas, renewable energy, waste management), mining, healthcare, education, consumer goods, transports & logistics, infrastructure, etc.

### SQUARE STRATEGY IN THE MENA REGION

International strategy, security engineering and social media strategy.

