



- Projekt Category:** HPN Human Development
- Projekt:** ***The desert is alive - Networking in the United Arab Emirates***
- Goal:** The United Arab Emirates offer great business opportunities. But when there are chances, the risks are not far away. To support companies and staff for business in the country, the High Potential Network shall be build up as a widespread consultancy and business network.
- Description:** The members of the High Potential Network already have experience in the field of consultancy and networking for foreigners in the UAE. But the run of this service needs to be answered by additional resources. A local team needs to be set up and equipped.
- Timeframe:** 6 months.
- Milestones:** 1. Planning of project details in cooperation with the investor; 2. local teambuilding, 3. implementation of communication strategy, 4. community building and lobbying.
- Expected project costs:** Minimum investment 50,000 Euro.
- Geographical focus:** United Arab Emirates.
- Projektsponsoring:** This is a non-exclusive project in cooperation with an investor group. Beside financial support marketing- and media support is requested.
- Projektleader:** Isabell A. Claus
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