

# QUICK GUIDE: HOW TO CONNECT WITH CONSUMERS IN THE UAE

Whether it's to visit, shop, work or live, the United Arab Emirates (UAE) is a hot spot for tourists and expats from all over the world. While Arabic - the UAE's official language - and English dominate business, you'll hear everything from French, Russian, German to Chinese, Hindi and Tagalog.

## 1.4 TRILLION AED

GROSS  
DOMESTIC  
PRODUCT  
(GDP)

SECOND  
LARGEST  
ECONOMY IN  
THE REGION  
AFTER  
SAUDI ARABIA

LARGEST  
CONSUMER  
MARKET IN  
THE REGION

The UAE's economy is booming, but it's also a very competitive market. In the last quarter of 2013, 4,573 new business licenses were issued in Dubai alone, with a 29% year-on-year increase in licensing activity in the thriving tourism and hospitality sector.

### EXPO 2020 DUBAI, UAE



His Highness Sheikh Mohammed  
bin Rashid Al Maktoum's Goals:

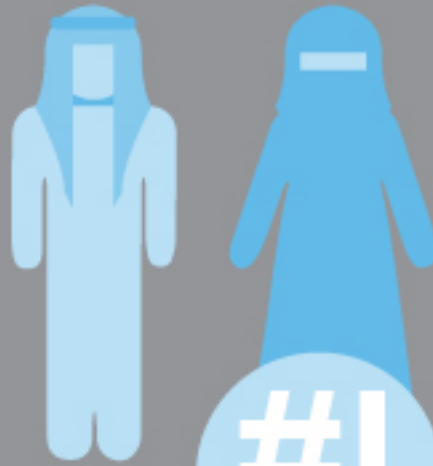
## 20 MILLION TOURISTS

## 300 BILLION AED IN TOURISM REVENUES



14  
MILLION

Hotel guests in  
Dubai and Abu Dhabi in 2013



#1  
SOURCE

Saudi Arabia is the  
#1 source of visitors to the UAE

With all the opportunities and challenges for businesses in the UAE, how can you connect with consumers to tap into this vast yet highly competitive market?

What do consumers really want?

## LANGUAGE IS THE KEY



72%

Prefer to buy a product or service accompanied by information offered in their mother tongue.



56%

Consider product or service information in their own language more important than price.



75%

Prefer to buy products or services featured in ads and on websites in their mother tongue.

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