

***Middle East and Germany  
gearing up – be part of it***  
Middle Eastern/German  
Business Group

***Seize your  
opportunities***

*The network of our  
Middle Eastern/  
German Business  
Group provides  
valuable and  
comprehensive support  
for your investment.*



# *It's more than oil, gas and real estate – it's a dynamic and sustainable success story*

## **The Middle East**

### **Double-digit growth rates**

The Middle East region contains some of the world's most diverse, challenging and rewarding markets. For German companies used to structure, order and single-digit growth rates of mature markets, the Middle East represents a fascinating but daunting prospect.

In aggregate, the region has a population of over 400 million, approximately the same as Western Europe. However, its attractions go beyond its size.

Demographically, the Middle East has some of the wealthiest consumer segments in the world, as well as a rapidly growing middle class with a strong international outlook.

Governments are investing in social and economic infrastructure, and the corporate sector is supported by a young generation workforce, the members of which are educated, connected, mobile and bilingual.

We believe there are opportunities for German businesses to look at the Middle East, both at the developed markets in the Gulf Cooperation Council, and also at some of the 'frontier' markets that have great long-term potential. However, a word of warning – markets are more competitive than some years ago, customers are more astute and local companies are stronger. It takes patience and resilience when you come to the Middle East and the return on investment might take longer than you expect, but the long-term rewards are significant.

## **Germany**

### **Attractive and stable investment climate**

For decades, Germany has been a country with a highly-developed economy. The opportunities for German investment are numerous, real and calculable. Germany offers Middle Eastern investors exciting national and international marketing and business prospects. The cultured, highly trained and educated population provides the medium for turning these perspectives to practical advantage.

Germany is fortunate to have emerged from the economic crisis largely unscathed. It is now called upon to lead the return to growth in Europe. This itself generates new investment opportunities. But, again, a word of caution – Germans are organised, punctual and like efficiency. Whilst being on time might be seen as a cultural difference compared to the Middle East, "German efficiency" might be an opportunity for Middle Eastern businessmen.

## **Your business**

### **Growing and expanding**

You are based either in Germany or in the Middle East and you plan to expand your business activities to the other region, or you are already active outside your home.

You would like to find an advisor who is familiar with the local requirements, who understands your concerns and in whom you can trust.

You are looking for an expert that supports your new, or improves your existing, business operations and aligns your business with the local market to realise your potential and new business opportunities.

You are seeking advice with respect to accounting practices and compliance regulations in the other country, have questions about tax implications of



*“The Middle East is a diverse market with an increasing importance for the global economy.”*

## **Dr. Lars Lawall**

Leader of the Middle Eastern/  
German Business Group

cross-border revenues or social security contributions for employees abroad.

Whichever scenario is appropriate to your situation, PwC's Middle Eastern/German Business Group is on your side and can support you.

### **Our commitment**

#### **Deliver value to you, every day**

PwC's Middle Eastern/German Business Group belongs to a dedicated network of German Business Groups at strategic points around the globe and has many years of experience in providing you with fast local access to a seamless cross-border service. With frequent partner and staff exchanges between Germany and the Middle East, and a deep appreciation of the cultural, regulatory and business differences, we are positioned to provide the specialised support you need to ensure that doing business abroad is only a short step from home.

### **Our services**

#### **Success is all about value and trust**

Value is a product of trust, the trust your clients have in you, the trust you have in your people, strategies and systems and the trust you have in your business advisors.

As the world's leading professional services firm, we know that value and trust are also the ingredients for a quality relationship – and that they are earned during more than a single engagement.

No matter how big you are, public or private, and in which industries or sectors you conduct business, we can help you work more efficiently to reach your goals. Have a look below at the services we offer as your Middle Eastern/German Business Group and let's talk.

### **Your benefits**

#### **How we provide value to you**

International coordination with a single point of contact – simply contact us at the Middle Eastern/German Business Group. We will do the rest, taking care of all the coordination between the Middle East and Germany as well as within the Middle East, and, if need be, in the rest of the world.

#### **Time-saving and cost-efficient**

Support from our Middle Eastern/German Business Group ensures that you only need to select your consultant once. There is no need for time-consuming, expensive and worrisome searches for the right authority or adviser in the other country. Efficient communication and cost experience leads to efficient solutions.

#### **Simple and easy communication**

Our Middle Eastern/German Business Group speaks your language and understands your business and culture. We are familiar with legal, organisational, tax, financial and accounting challenges which you face in the Middle East or elsewhere. Simple and easy communication without any misunderstanding comes naturally to us.

#### **Quick solutions**

We are in constant contact with a range of influential institutions in the Middle East and in Germany, including important companies, ministries, financial institutions and business development corporations as well as associations. This network is of direct benefit to you: it allows us to communicate directly to the relevant institutions and offers solutions to the challenges you face as quickly as possible.

PwC's Middle Eastern/German Business Group is your business enabler and accelerator in the dynamic and fascinating Middle East market. We are your right hand in increasing your success.

### **Services of the Middle Eastern/German Business Group**

#### **Tax and legal**

- All kinds of legal services, including labour law and commercial/corporate legal services
- Tax compliance services
- Reorganisations/M&A
- VAT and customs advice
- Transfer pricing
- Income tax and social security
- International tax planning and structuring

#### **Advisory**

- Strategic and operational growth
- Financial controlling and compliance
- Shared services and outsourcing
- Corporate performance management
- IT consulting

#### **Assurance**

- Financial statement audit
- Regulatory compliance and reporting/ IFRS, US GAAP and domestic reporting
- Capital market transactions
- Financial accounting
- Sustainability reporting
- Internal audit



## Your Middle Eastern/German Business Group

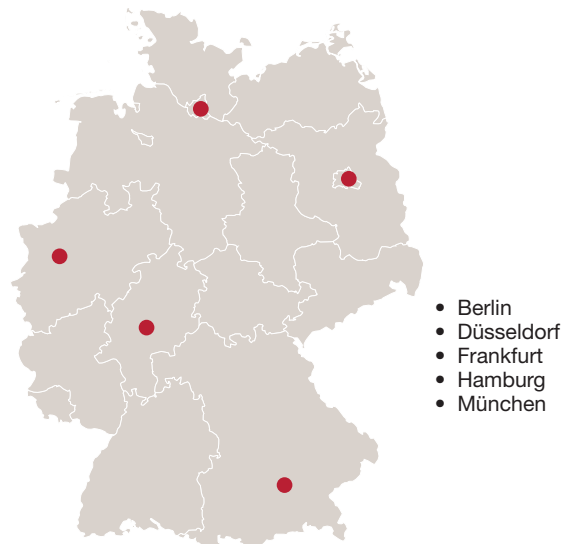
The Middle Eastern/German Business Group consists of German, local and regional experts. We provide comprehensive support to enable and accelerate your business activities in the Middle East, in Germany and in the rest of the world. We are based in the Middle East as well as in Germany.

Established in the Middle East region more than 40 years ago, PwC has more than 3,000 people in 12 countries across the region: Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Qatar, Saudi Arabia, the Palestinian Territories and the United Arab Emirates.

### Main offices in the Middle East



### Main offices in Germany



## Your contacts

If you have further questions or would like a personal consultation, do not hesitate to contact us. We at the Middle Eastern/German Business Group would be pleased to meet with you. Our main contacts are listed below.

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## About us

Our clients face diverse challenges, strive to put new ideas into practice and seek expert advice. They turn to us for comprehensive support and practical solutions that deliver maximum value. Whether for a global player, a family business or a public institution, we leverage all of our assets: experience, industry knowledge, high standards of quality, commitment to innovation and the resources of our expert network in 157 countries. Building a trusting and cooperative relationship with our clients is particularly important to us – the better we know and understand our clients' needs, the more effectively we can support them.

PwC. 9,400 dedicated people at 29 locations. €1.55 billion in turnover. The leading auditing and consulting firm in Germany.