

Dubai – Head Office

Dubai International Financial Centre,
Exchange Building 5 - Office 603,
P.O.BOX 41640 Dubai, U.A.E.

T: +971 4 233 8124
F: +971 4 233 8148

www.zawya.com



Lebanon

Markaziah Building, 4th Floor,
Umm Gelas Street,
Beirut Central District - Lebanon

T: +961 1 985 757
F: +961 1 985 753

Work **Smarter**, Compete **Harder**,
and Grow Your Business **Faster**



WHO IS ZBD FOR?

- ▶ Sales & Marketing Teams
- ▶ Business Development Professionals
- ▶ Consultants & Service Providers
- ▶ Government Agencies, Trade Organizations and Foreign Missions
- ▶ HR, Recruitment & Staffing Agencies
- ▶ Market Researchers & Analysts

HIGHLIGHTS

ZBD Will Help You:

- ▶ Quickly & Easily Research Companies, Competitors, Markets & Industries
- ▶ Find Out What Makes Your Customers Tick and Why
- ▶ Connect Directly to Decision Makers in the MENA region
- ▶ Build & Save Targeted Lists of Profitable Prospects
- ▶ Increase Productivity of Sales & Marketing Teams
- ▶ Capitalize on Emerging Trends & Opportunities
- ▶ Accelerate Performance & Drive Business Growth

NO MORE COLD CALLS, JUST HOT LEADS

In an era of constant change, business development professionals need to be smarter than ever. Organizations that grasp the value of fresh business intelligence will remain relevant and successful. Those that don't, will disappear.

Speaking directly to individual prospects is the key to successful business development, and you better have something good to say – a clear benefit or an inspiring proposition – otherwise you're wasting everybody's time. The better you know and understand your prospects, the better your chance of growing your business.

But how do you quickly and cost-effectively reach out to hundreds, even thousands of individuals? Zawya Business Development provides critical intelligence on more than 17,000 companies and 230,000+ senior officers, making it easy for you to find and connect to the right opportunities at the right time.

Our comprehensive approach to business development combines independent news, research, and analysis with Zawya's own team of industry analysts and experts, enabling organizations worldwide to understand their customers and use that understanding to engage prospects in highly relevant conversations. That means no more cold calls, just hot leads.

“ Zawya has always been providing leading regional data and supporting us in our work as strategy consultants. Looking forward for another year of prosperous membership. ”

TONY SAADE – *Consultant, Roland Berger Middle East*

FEATURES, ADVANTAGES AND BENEFITS

Research, analyze and target entire companies, industries, and markets through one single platform.

Generate Better Leads and More Sales

Make the right connections and build profitable relationships with critical intelligence on more than 17,000 companies in the MENA region, including the names and positions of 230,000+ senior officers, board members, and managers.

Stay Informed and Ahead of the Competition

With market moving news from over 200 regional and international sources, covering 19 countries, 18 sectors and 14 stock markets in the MENA region.

Make Better Strategic Decisions

Strengthen your understanding and gain fresh perspectives with company, sector, market and macroeconomic reports from over 120 leading research providers, such as the Economist Intelligence Unit (EIU) and Zawya's own team of researchers and analysts.

Be the First to Find New Opportunities

Improve your chances of winning bids with the latest non-construction related tender intelligence from the Middle East and North Africa.

Receive Industry Leading Support & Service

Leverage our extensive expertise with "Talk to Zawya Analyst", and exclusive service that puts our entire team of over 160 researchers, analysts and industry experts at your disposal, ready to assist you with all your intelligence needs.

Maximize Efficiency with Versatile Export Options

Fast and flexible data export options, such as download to excel, make it easy to extract and insert data wherever & whenever it's needed, eliminating the cost, complexity and delays associated with integration in to existing infrastructure and workflows.

Make it Personal

From building and saving company lists, to extensive customization options, Zawya provides a sophisticated range of productivity enhancing tools to maximize your return on investment, such as your very own portfolio manager, events calendar, RSS feeds, desktop alerts, and much more.

Think, Learn, Communicate, Collaborate

Share your knowledge and experience, gain valuable insights, and forge valuable relationships through the Zawya Network, an exclusive online community of Professionals focusing on the MENA region.