



TALREJA & TALREJA LLC
Chartered Accountants & Business Advisors

HOW TO GROW YOUR PRACTICE IN DUBAI U.A.E

GET TO KNOW IN THIS 2 HOURS LIVE EVENT
SPECIFICALLY DESIGNED FOR TAX & CORPORATE PROFESSIONALS

HOST & SPEAKER – CA KAPIL TALREJA

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INCORPORATED IN YEAR 2012

Good Morning | Good Afternoon | Good Evening





SIMPLE QUESTION IN MIND OF ALL -

1

**IS IT REALLY POSSIBLE TO START
OUTSOURCING PRACTICE IN DUBAI ?**

2

**IT DEPENDS ON VARIOUS FACTORS,
WHICH YOU NEED TO UNDERSTAND AND THEN DECIDE**

3

U.A.E MARKET, SUPPLIERS, KNOWLEDGE AND CUSTOMERS



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SEMINAR TOPICS – 2nd HALF

Let us Quickly See Now What are we going to Learn in Today's Session –

1. Understanding the Basics of U.A.E Market.
2. List of Services that you can offer to Customers / Entities in UAE
3. How to begin & Options & Methods available with you for doing Practice
4. How to Gain Knowledge & Experience
5. How to Get Customers
6. How to do Networking & Marketing

How to Grow your Practice in

Dubai UAE?





Understanding the UAE Market

Target Audience

In UAE, majority of people are from outside UAE. like from Asia, US, UK, Europe.

Majority from Asia and then from other Countries and Continents.

Investment in Properties and Business wise – Developed Nations like UK & USA are on top, and India on 3rd Number.

Properties can be bought in cash

UAE has 7 Emirates (States).

Sheikh of Abu Dhabi, President

Sheikh of Dubai, Prime Minister

No Citizenship

Majority of the working people are residing on Rent there, as UAE doesn't give Citizenship. UAE Provides VISA Schemes from 2 years to 10 Years.

So all Job people are on Employment Visa allotted by their Employers (2 years Visa) &

All Business people are on Business Visa (2 years Visa).

Low class workers reside in a single room with 10-15 people

Ways of Communication & Commuting

1. Internet is very Costly there. There is no Unlimited Data Package like we have in India. People residing there doesn't keep the DATA on DATA on for the full day. They use it for limited limited time only.

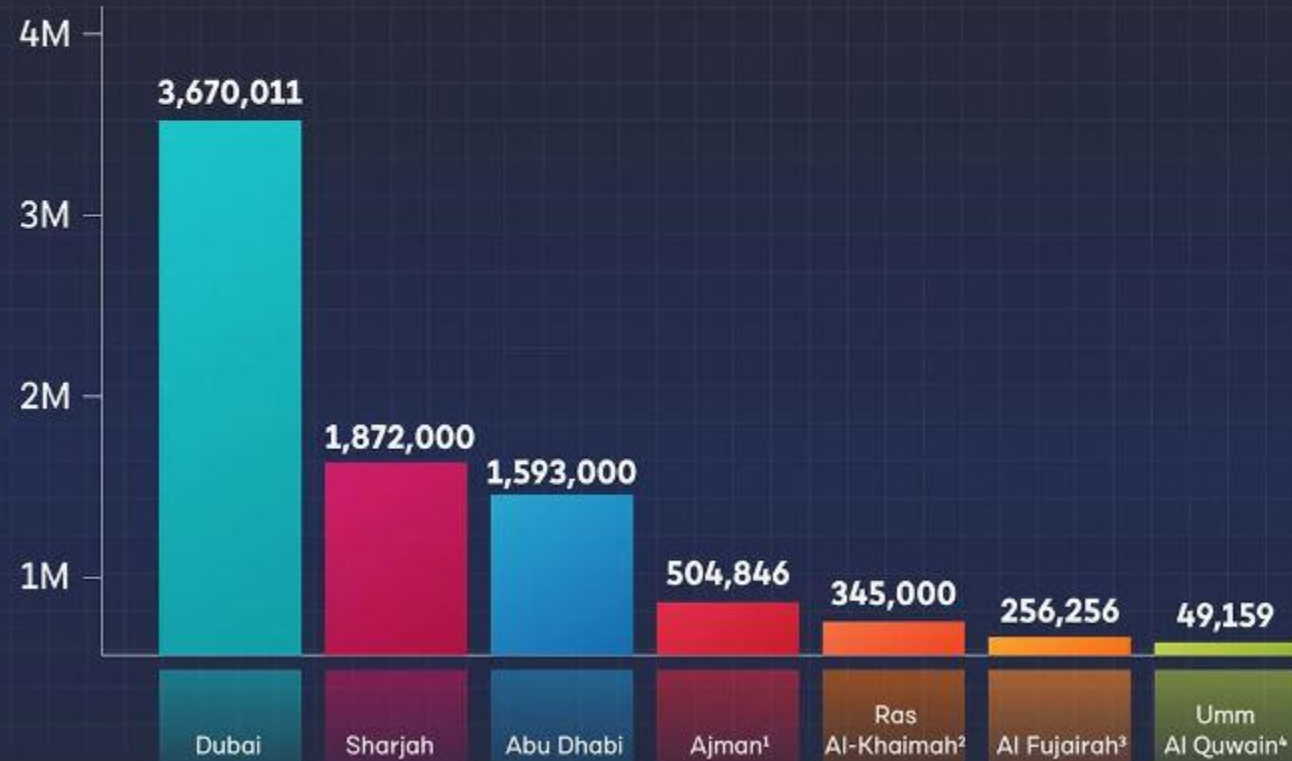
2. Whatsapp Calling is not allowed there. You can use BOTIM or such other apps

3. Mailing and Normal calling is preferred for communication.

4. Transportation is Time Consuming and also also very costly there. In Dubai, there is a metro metro connection, but in other emirates, no such option. Kids / people leave at 5:30 or 6 am am to avoid traffic. Need to use CAB or Bus facility.



UAE POPULATION BY EMIRATES



Emirati Population
11.48%
1.18M

Expat Population
88.52%
9.06M

EXPAT POPULATION IN THE UAE

-> **DUAL COUNTRY BENEFIT - EXPATS MAY NEED SERVICES FOR UAE AS WELL AS FOR HOME COUNTRY (Ex – INDIA in case of Indian citizen).**

SO IT'S A DOUBLE BONUS FOR YOU AS A CONSULTANT if you can provide services for both countries to him.

-> **VAT Returns – Period is Dynamic. Corporate Tax - Financial Year is Dynamic. Free options given to public as per their Home Country Convenience**

-> **Dynamic industries of All Customers – Unlike India wherein we get bulk customers from a Single Industry like Garment.**

-> **Day starts early there – Government offices open between 7 am to 8 am. UAE – 2 days off. & Sharjah – 3 days off**

Compliance Services - Earlier these fields were not in demand as there was no corporate tax and vat, but in the coming time, these services will be in demand even for small businessman in UAE. If you get good level of High End Customers, then sky is the limit as there are major law loopholes and non-compliances also in high end customers. So this is the good stage for developing practice in the coming years. As and when non-compliances increase in companies, companies will start searching for good consultants in market.

Earning Potential & Service Focus



1

1st Scope of Services

Assess the significant revenue potential from

- VAT, Corp tax, ESR, AML, **Assessments**
- Bookkeeping services
- **Internal** & External Audits & Control

as these fields gain prominence among UAE businesses Like

Corporate Tax Registrations – we charge from AED 750 to AED 1500.

VAT Returns – Start with 750

Audits – Start with AED5000

2

2nd Scope of Services

-> For company formation also, there is a good scope of earning.. with

-> bank account assistance and

-> physical assistance required for completing the visa requirements & EID.

3

3rd Scope of Services Dual Country Adv.

1. Fema Reporting, ODI , Advisory and Compliances
2. DTAA, International Taxation , NRI Taxation and Trans Pricing Practice
3. Structure Planning & Ideation. Branch v/s Subsidiary
4. Yours Brand Recognition with Pride - between all Big Unlisted and Listed Entities like we are having.

We already have few listed companies in our portfolio who have opened companies through us.

5. Real Estate Business in UAE



Initial Steps for Expansion

People come here to settle down or for doing business from many developed countries as well like US UK Europe etc.

So they are already in your checklist of probable customers as and when you plan to visit UAE for official purpose.

1

1st Option – Risk Free & Safe Option – NO INVESTMENT REQUIRED

If you are a professional based in India & wish to start practice from India without opening physical office in UAE, then start with providing the services initially to the **local Indian Customers in your Home Country** looking to open companies in UAE. Then you can also provide the book keeping services and tax compliance services to the **same customers.**

2

2nd Option Aggressive & Risky Option – FIXED EXP. & INVESTMENT

Once you have done the 1st option, after then you shall plan to go with second option of Coming to UAE physically to add more customers & for targeting local customers in UAE not only for companies set up, **but also for Tax compliance, Book keeping & Auditing services Onsite and Offsite. Going Directly for 2nd option would be a riskier one as there shall be fixed expenses**

3

Customer Outreach

Implement diverse outreach strategies such as seminars, webinars, and digital advertising to advertising to reach potential clients in India seeking overseas business support.



Expanding Your Knowledge & Expertise

How to gain knowledge to serve to customer?

1

Continuous Learning

Commit to ongoing education, training, and collaboration to enhance your skill set and knowledge base for providing top-tier services to clients. Gain in-depth knowledge of UAE business laws, regulations, and market trends through dedicated study and local collaboration for comprehensive customer support.

- Read Books published by ICAI / Taxmann/ publisher
- Checkout Updates by ICAI Dubai on regular basis
- Attend Seminars & Webinars related to Topics
- Take Certification Courses provided by ICAI
- Discuss your Queries with Experts
- Collaborate with Experts for local support
- Discuss with Corporate Tax Authorities, Mainland & FZ Authorities directly for any issues or doubts

2

Learn while Sharing Customers practically

One of the common Methods of Learning is to Share your Complex Clients to the Experts and Learn while watching how the experts serve to the customers **instead of you handling the customer and creating Mis-Communication and becoming a Hurdle in closing the deal due to data insecurity & curiosity of knowing everything of 2-3 years of learning and experience in just few hours.**

Have Faith in Professionalism & Have Patience.

- Support from Local Professional Colleague / Friend benefits a lot.
- Try to find such contacts in UAE or create such type of



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PROBLEM - CUSTOMERS DATA IS NOT AVAILABLE ONLINE PUBLICLY ON GOVERNMENT SITES.UNLIKE INDIA.
ALSO MOST OF THE CUSTOMERS ARE FROM OUT OF UAE. HOW TO GET DATA THEN

ONLINE PRESENCE

Website, Google, YouTube, LinkedIn
Facebook, Instagram, TikTok

Aggressive Online Presence Required

COMPETITION in UAE is very high on Google & other Search Engines & PHYSICAL OFFLINE as well

But its worth if you get a Single Customer as well

MOUTH OF WORD

Mouth of Word is more effective when you have Physical presence in the country wherein you are working (UAE) as well as wherein you are marketing as well (Eg- India, Singapore etc)

We get Internal Audit work due to Physical presence in UAE & Mouth of words

DATA EXTRACTION & COMMUNICATION TOOLS & NETWORKING

if first both options you can't do

Implement sourcing applications and data extraction tools to gather valuable market insights and potential client data for targeted outreach and partnerships.

Think in a way as we are doing in our routine Practice.. Customers go to their own tax consultants or professionals for taking advise, or they search on google, other search engines and social media platforms for the services they look for. Conduct seminars, webinars, advertise through mail, google ads, social medias, whatsapp etc to all of them. Be a Sponsor and Put stand in Exhibitions



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ADDITIONAL PART

ONLY FOR INTERESTED VIEWERS

Those who wish to understand in detail how to get [UAE Customer's Data](#) and the Networking Tools to contact and convert leads



How to do Networking ?

MASTERING ANY OR ALL SOCIAL MEDIA PLATFORMS ON YOUR OWN V/S HIRING AN EXPERT

TRY

Networking will need efforts from your side. **Either you need to master yourself in some of the social media media fields and search engines** like Google SEO and Ads, Youtube, LinkedIn, Face book or Instagram or all.
or all.

Take out time to understand Webinar software Features & Image creation software by own.

Eg - When I created my 1st LinkedIn Event, it took me the entire day to understand and make changes..... changes.....

FAIL

Eg – Creating a Template on Whatsapp or Email Tool also took the entire day. Need to think customer wise. wise.

MASTERING OFFICIAL COMMUNICATION PLATFORMS ON YOUR OWN V/S HIRING AN EXPERT

LEARN

Also you need to master in **Communication applications like SMS, Whatsapp and Mailings** & also in **sourcing applications for gathering the data.. like LinkedIn data extraction tool for extracting data.**

Either you do all this work by yourself or do some and hire for some fields like we do.
Like Mailing Professionals **will charge you from INR 25000 to 70000 per month** if you outsource it. In our office, we do it in-house after learning the ways of mailing. Each & Every platform is having a cost. So So you need to decide how to manage and control these costs in a proper manner, being a beginner in this



How to do Networking ?

TRY AND TEST IS THE MOOL MANTRA

Try and test.. even if you go wrong and send bulk mails in 5000-10,000 then also it has hitten to some of the of the right customers and we got the succesful leads even by trying wrong in the initial level.. Had i been been going in the right manner from beginning, then i wouldn;t have been to reach to these customers till customers till now and these customers would have gone through any other consultant. All things take take time..

TRY

DUAL ADVANTAGE

You have **added advantage of having presence in India and in UAE as well..** so customers will prefer you you rather than going to consultant sitting in uae.

FAIL

ASSISTANCE FROM SENIOR MEMBERS

Ask **your senior Members to assist you in fetching clients.** I have seen such helping seniors as well with with whose support, professionals have developed their outsourcing practice tremendously. Similarly you you also shall assist and help others.

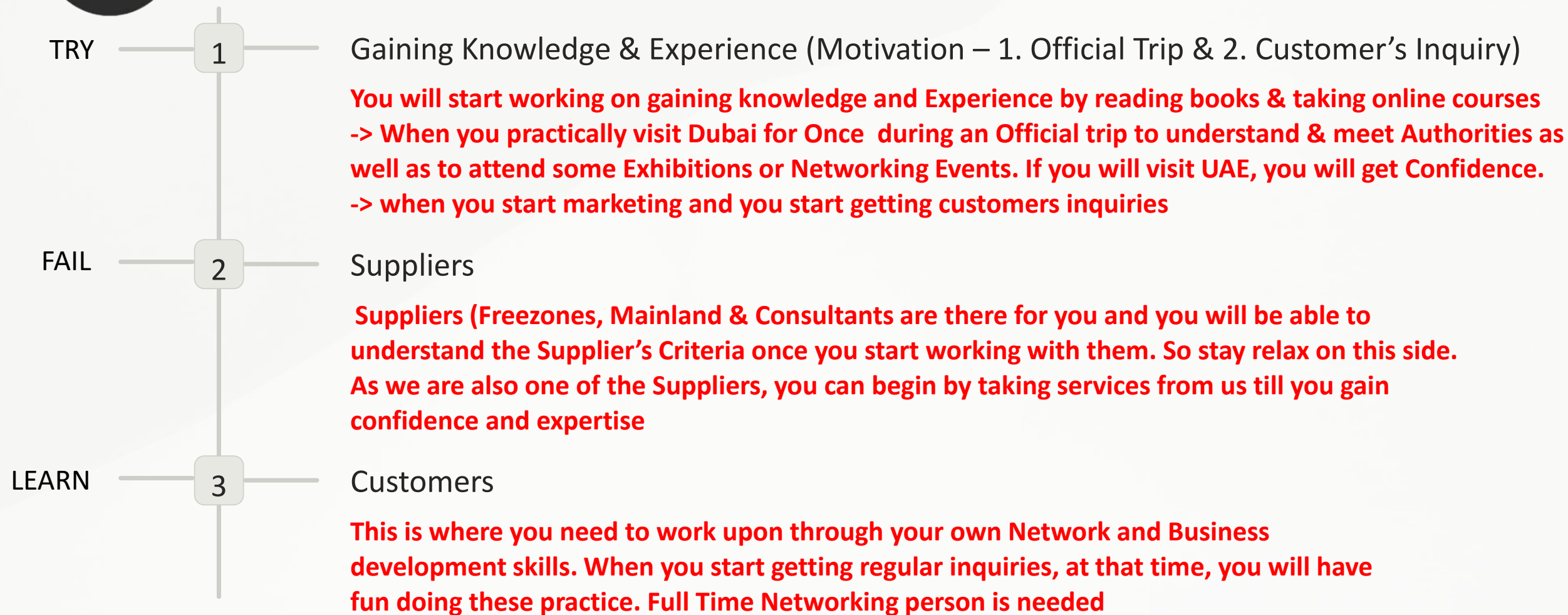
LEARN

UNDERSTAND AUDIENCE PREFERENCE OF MODE OF COMMUNICATION & SOCIAL PLATFORM ACCESS FOR YOUR BUSINESS.

India – Whatsapp Marketing, Email Marketing & TeleCalling – All things work. **Europe** – GDPR Guidelines Guidelines



SUMMARY





NETWORKING PRACTICES THAT WE DO AT OUR OFFICE **(CODE OF ETHICS)**

- ❖ DATA COLLECTION & DATA BUYING FROM DIFFERENT SOURCES (EX – GROW ME ORGANIC for LinkedIn, FB scrapers)
- ❖ BULK MAILING – COLD MAILING – (EX – MAIL CHIMP OR Lemlist) you can search on google for other websites as well
- ❖ WhatsApp Marketing (Using API Feature) – Recently Started
- ❖ Whatsapp Marketing (Normal Number – Without API)
- ❖ LinkedIn Network Growing with Connections along with Messaging option wherein you introduce yourself with service
- ❖ You can use LinkedIn Premium for increasing your network or (you can also use Sales Navigator-Costlier & Less effective)
- ❖ Live Webinars on regular basis. We use Teams for Meeting and now a days LinkedIn Live and Youtube Live as well.
- ❖ Seminars (Recently in Hisar & Noida Branch of ICAI)
- ❖ Participating in Exhibitions as a Sponsor and take Stand there (like we did in Vibrant Gujarat)
- ❖ Visit Big Events and meet the sponsors there, if you haven't taken a stall (Ex – GulFood in Dubai and SaudiFood)
- ❖ Collect the data of sponsors of all big events and start mailing them or messaging them on their social platforms.
- ❖ Website Traffic Increase & Ranking Increase
- ❖ SEO – We have hired an SEO Consultant
- ❖ Blogs Write up with an task of bringing traffic to the blog and website so that our ranking improve on Search Engines
- ❖ Google Ads (Recently started), Other Social Media Ads not doing right now.. Like Facebook Ads, Instagram Ads etc.
- ❖ Learned Graphics Software so that we can create images on our own without hiring the graphics consultant.
(Eg – Canva, Pixlr, Figma etc) Search on Google.. And master for basic image creation in atleast one software.
At-least you need to learn to download copyright free images and add the text and logo on that images
- ❖ We haven't started with Facebook, Instagram and Youtube.. As these need the Video Related Content

- ❖ Cost of Residence and Cost of Office differs from area to area in UAE.



- ❖ DUBAI (UAE) & Gulf Countries Strong Presence – Qatar, Saudi, Kuwait etc.
- ❖ Gift City (INDIA)
- ❖ U.S.A (CPA License Holder)
- ❖ United Kingdom U.K.
- ❖ Singapore, Malaysia, Mauritius
- ❖ Europe
- ❖ Australia, Nigeria & many more countries

UAE & Gulf Countries

Strong presence with corporate services, audit, and compliance in Dubai, Qatar, Saudi, and Kuwait.

Global Reach

Extended service coverage in Gift City (India), (India), USA, UK, Singapore, Malaysia, Europe, Europe, and other international markets.

OUR SERVICES ACROSS THE GLOBE



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OUR SERVICES

- Audit & Book Keeping
 - CFO Services
 - Corporate Tax & VAT Consultancy
 - Tax Compliance
 - Impact Assessment & Restructuring guidance for Corporate Tax
- Business Set up in:
 - Free Zones
 - Mainland
 - KSA, Qatar & All Middle East Countries
 - Business Liquidation
 - Corporate Service Provider:
 - Corporate Amendments
 - Visa Services
 - Golden Visa Services



Time for Q&As. (COInterest)

THANK YOU

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