

# Exporting to THE GULF STATES

A guide for clients



#GlobalAmbition

Going Global

Home The Gulf States at a Glance Why Export to The Gulf States? Get Ready To Do Business in the Gulf **States Factors to Consider Key Opportunities Contact Us** References

### **Gulf States**

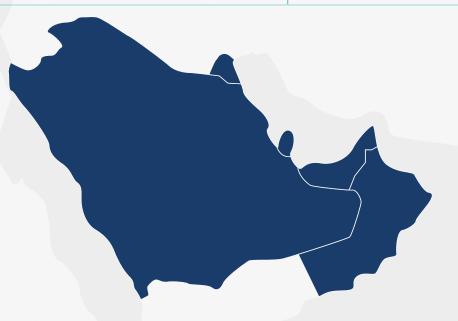
Population	58,801,848
Annual GDP Growth (2019)	0.8%
Unemployment (2019)	4.5%
GDP per capita average in USD (2019)	\$29,700
Total Global Exports (2019)	\$742.22bn
Predicted economic growth by 2021	2.5%
Enterprise Ireland Client Exports (2021)	€402.4m¹

### **Kuwait**

Population	<b>4,280,371</b> <sup>9</sup>
Annual GDP Growth (2019)	<b>0.7%</b> 10
Unemployment (2019)	<b>2.17%</b> <sup>11</sup>
GDP per capita average in USD (2019)	<b>\$32,697</b> <sup>12</sup>
Global Exports (2019)	\$54.6bn <sup>13</sup>
Predicted economic growth by 2021	<b>2.6%</b> <sup>14</sup>
Enterprise Ireland Client Exports (2021)	€39.7m¹⁵
Currency (Kuwaiti Dinar)	1.00 KWD = 3.25 EUR
VAT Rate	5%

### **Bahrain**

Population	1,708,7752
Annual GDP Growth (2019)	<b>1.58%</b> <sup>3</sup>
Unemployment (2019)	<b>3.9</b> % <sup>4</sup>
GDP per capita average in USD (2019)	\$20,9135
Global Exports (2019)	\$13.22bn <sup>6</sup>
Predicted economic growth by 2021	<b>1.5%</b> <sup>7</sup>
Enterprise Ireland Client Exports (2021)	€26.9m <sup>8</sup>
Currency (Bahraini Dinar)	1.00 BHD = 2.66 EUR
VAT Rate	5%



### **Oman**

Population	<b>5,125,904</b> <sup>16</sup>
Annual GDP Growth (2019)	<b>0.5%</b> <sup>17</sup>
Unemployment (2019)	<b>3.1%</b> <sup>18</sup>
GDP per capita average in USD (2019)	\$14,992 <sup>19</sup>
Global Exports (2019)	\$35.9bn <sup>20</sup>
Predicted economic growth by 2021	<b>3%</b> <sup>21</sup>
Enterprise Ireland Client Exports (2021)	€17.9m <sup>22</sup>
Currency (Omani Rial)	1.00 OMR = 2.60 EUR
VAT Rate	5%

### **Qatar**

Population	<b>2,888,073</b> <sup>23</sup>
Annual GDP Growth (2019)	<b>0.1%</b> <sup>24</sup>
Unemployment (2019)	<b>0.1%</b> <sup>25</sup>
GDP per capita average in USD (2019)	\$62,021 <sup>26</sup>
Global Exports (2019)	\$69.8bn <sup>27</sup>
Predicted economic growth by 2021	<b>2.2%</b> <sup>28</sup>
Enterprise Ireland Client Exports (2021)	€28.2m <sup>29</sup>
Currency (Qatari Riyal)	1.00 QAR = 0.27 EUR
VAT Rate	0%

### Saudi Arabia

Population	<b>34,892,972</b> <sup>30</sup>
Annual GDP Growth (2019)	<b>0.3%</b> <sup>31</sup>
Unemployment (2019)	<b>12.7%</b> <sup>32</sup>
GDP per capita average in USD (2019)	\$20,54233
Global Exports (2019)	\$251.8bn <sup>34</sup>
Predicted economic growth by 2021	<b>2.9%</b> <sup>35</sup>
Enterprise Ireland Client Exports (2021)	€157.8m <sup>6</sup>
Currency (Saudi Arabian Riyal)	1.00 SAR = 0.26 EUR
VAT Rate	15%

### **United Arab Emirates**

Population	9,905,75337
Annual GDP Growth (2019)	<b>1.3%</b> <sup>38</sup>
Unemployment (2019)	<b>2.6%</b> <sup>39</sup>
GDP per capita average in USD (2019)	\$41,42040
Global Exports (2019)	\$316.9bn <sup>41</sup>
Predicted economic growth by 2021	<b>3.3%</b> <sup>42</sup>
Enterprise Ireland Client Exports (2021)	€131.9m <sup>43</sup>
Currency (Emirati Dirham)	1.00 AED = 0.27 EUR
VAT Rate	5%

# Why Export to The Gulf States?

The Gulf States represent a significant market opportunity for export-focused Irish companies. They are rich in natural resources but heavily reliant on imports and with growing populations allied to plans for significant infrastructural development. More commonly recognised as the Gulf Cooperation Council (GCC), the Gulf States are united through an intergovernmental, political, and economic union consisting of all Arab states on the Arabian peninsula

(except Iraq). The member states are Bahrain, Kuwait, Oman, Qatar, the Kingdom of Saudi Arabia, and the United Arab Emirates. While this union has standardised some aspects of doing business across its member states, there are also important differences which Irish companies should consider carefully.



#### The United Arab Emirates

In just a few decades, the United Arab Emirates (UAE) has established itself as the financial heart of the Middle East and is regarded as a prime business and tourism hub in the region – principally the emirates of Dubai and Abu Dhabi<sup>44</sup>. Having built an open economy which is known for its ease of doing business, the UAE is a magnet for expatriates: of the 9.9 million people living in the seven emirates, more than 80% hail from outside the country<sup>45</sup>. The UAE is a significant consumer of Irish goods and services. While still a strong exporter of oil, the UAE has successfully managed to diversify from relying solely on hydrocarbons, resulting in more than 80% of its GDP now coming from non-oil activity<sup>46</sup>.

#### Qatar

Qatar's miniscule size and its population of just 2.8 million belies its considerable financial might<sup>47</sup>. It is the region's fastest growing economy with a place in the world's top 10 highest GDP per-capita countries (more than \$60,000)48. Irish firms have built a presence in the construction, oil & gas, and aviation sectors in Qatar, yet new sectoral opportunities are unveiling themselves as low oil prices call for economic diversification. Considered to be one of the more progressive states in the region, Qatar's profile has been boosted significantly by winning the rights to host the 2022 FIFA World Cup commencing this November, which alone will cost an estimated \$200 billion-plus to stage. Qatar's ambitious development plans for its non-energy sector is creating a broad range of opportunities in infrastructure, education and health49.

#### Kuwait

Like Qatar, Kuwait is also small geographically but with a population of just over 4 million<sup>51</sup>, and a GDP of \$120 billion, it is an important market and a significant consumer of Irish exports in the region<sup>52</sup>. Kuwait is undergoing significant expansion in the infrastructure and construction industries. The government has approved a National Development Plan that includes construction of major roadways, a new airport, new hospitals, new residential developments, a new Kuwait University campus, a new oil refinery, oil exploration, new power projects, and a new railway and metro<sup>53</sup>. The traditional import sectors of automotive, oil and gas, computers/ ICT, telecommunications equipment, and construction equipment remain firm. However, there is a shortage of high-quality health care facilities, and most building materials are imported<sup>54</sup>. Altogether, these translate into opportunities which bode particularly well for high-end exports that already have GCC exposure. Concisely, Kuwait is a thriving nation with distinguished expertise present in its private sector. The predominant public sector moves slowly however, and necessitates patience, persistence, and a strong local partner to succeed.

# Why Export to The Gulf States?

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#### **Bahrain**

Similar to the UAE and Qatar, Bahrain is home to a diverse and multicultural population, with approximately 50% expatriates<sup>55</sup>. It also has complimentary visa policies, regarded as one of the most flexible in the Middle East<sup>56</sup>. The state's strategic position attached to the Arabian peninsula by a land bridge permits easy access to every market in the Middle East. Though oil revenues remain the largest components of GDP, the Bahraini government continuously endeavours to diversify its economy. The non-petroleum portion of its economy continues to grow at rates above historic trends. Areas in which this growth has been most significant include: manufacturing and industrial services, information and communications technology, health care and medical equipment, construction, ports, professional services, renewable energy, and tourism<sup>57</sup>. More recently, the government has begun allocating private investment to improve infrastructure such as, quadrupling the size of Bahrain International Airport<sup>58</sup>, building a second causeway to Saudi Arabia<sup>59</sup>, and connecting all citizens to the fibre-optic network. In comparison to other GCC members, Bahrain continues to be the state with the lowest costs for office rent and industrial land60.

#### The Kingdom of Saudi Arabia

The Kingdom of Saudi Arabia (KSA) is the largest state in the GCC and has a proportional population of 34.8 million<sup>61</sup>, of which 22 million are KSA nationals and approximately 11 million are expatriates<sup>62</sup>. Its economy is the largest in the Gulf region, and the country is the only nation in the GCC that is a member of the G-20 group of major economies. KSA is predominantly known for possessing the largest crude oil reserves in the world (16% of the world's total proven petroleum reserves)63, and naturally, it is the largest exporter of this commodity. However, this has resulted in an overdependence on petroleum as it presently accounts for approximately 65% of the country's export revenues<sup>64</sup>. Acknowledging that this is not sustainable, the government of KSA is seeking to bolster its resolve to rely less heavily on a primarycommodity based economy. It is continuously utilising the revenues from the oil and gas sector to support the growth of non-oil sectors, such as infrastructure, construction, education, tourism and manufacturing. Real estate, hospitality and construction are the key areas of opportunity in KSA. With a growing population, increasing urbanisation, stable inflows of religious tourism, and a sharp focus on economic diversification, there is certainly increased investment potential in the country. The government further plans to construct

multiple schools and hospitals in the Kingdom over the next few years. Moreover, there is a significant focus on developing industrial hubs and healthcare facilitates that offer investment and business opportunities.

#### **Oman**

Located in the south-eastern quarter of the Arabian Peninsula. The Sultanate of Oman is the only member of the GCC passed the Strait of Hormuz facing into the Indian Ocean. It is an oil rich state with an estimated population of 5.1 million<sup>65</sup>, of which almost 44% are expatriates<sup>66</sup>. Over the years Oman has sought to diversify its economy. particularly in tourism, logistics and industrial manufacturing - mainly through their Vision 2020 & Vision 2040 plans. Historically, Oman has always been a trading nation as it benefits from a strategic geographic position and now has the goal of becoming a global logistics hub. The Omani government has set out priority targets for economic development and have appropriately bestowed attractive opportunities in areas including agriculture, fishing, industrial manufacturing, public infrastructure, education, health and tourism.

# Get Ready To Do Business in the Gulf States



In the Gulf, Islamic principles and social customs are widely observed, with some divergence in religious observance and customs between the different States. Irish business people should approach the Gulf market with respect for that culture, and a clear understanding that it is different to that of the West. Locals won't expect first-time visitors to fully understand all the nuances, and the differences shouldn't be seen as intimidating. Respect and patience will take you far, and in many ways the style of doing business is more similar to Ireland than you might think. The ability to strike up a personal rapport and build a relationship is a key part of doing business in the Gulf. Personal relationships are valued above all in business. Conducting yourself properly and in a formal manner will help you to make progress, as will showing a healthy inquisitiveness about your potential business partners culture.

Given the importance of relationships, regular presence in the market by senior members of a company's management is essential to winning business in the Gulf. Over 15,000 Irish live in the Gulf; with between 10-11,000 residing in the UAE, 3,000 to 3,500 in Saudi Arabia and over 2,000 living in Qatar.<sup>67</sup>

#### **Travelling**

Travel to the Gulf States from Ireland has become much easier in recent years, thanks to direct flights from Dublin through several carriers including Emirates, Etihad, and Turkish Airlines. There are regular daily flights from Dublin to the UAE and Qatar and more are planned. The UAE and Qatar are served by daily flights from Dublin direct to Abu Dhabi, Dubai and Doha. All other destinations require a change of airplane at one of these major hubs. From the 1st September 2022, Emirates are recommencing their double daily flights between Dublin and Dubai.



#### Geography

The UAE are situated between the Kingdom of KSA and Oman, where the locally named Arabian Gulf narrows to the Straits of Hormuz. The two key emirates, Dubai and Abu Dhabi, are separated by 120km of good roads which are easily travelled by car. During Irish Summer time Qatar, Kuwait and KSA are two hours ahead of Irish time, while the UAE is three hours ahead. During Irish winter time the Arabian Gulf does not put its clock back and as a result an extra hour must be added to the time difference.



#### Language

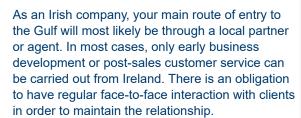
While Arabic is the official language of all the GCC states, the business language is English. With the proliferation of expats and Multinational Corporation's establishing themselves in the Gulf over the years, English has become the main form of communication. However, when doing business in the region there are several nuances and preferences when it comes to communication that are essential to know for any Irish company looking to establish presence in this market: face-to-face meetings are preferred over communicating by email, phone or letter, and at the start these encounters are about establishing a rapport and gaining mutual trust.

# **Get Ready To Do Business** in the **Gulf States**

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- Expect the early part of the conversation to be dominated by small talk as your host gets to know you better.
- Professionals like to be addressed by their official title
  - this may be 'doctor' or 'engineer'.
- If someone has an elevated position such as Ambassador, or Head of a Government Department, you would address them as 'Excellency'.
- Local customs tend to be quite relaxed when it comes to timekeeping. However, it is still important to arrive to a meeting with a structured plan and convey how you can add value to their organisation.
- It's good practice to make follow-up calls after a meeting. This is important in building the relationship.
- Be aware of the time difference of GMT+4, as well as the different working weeks. In the UAE the working week is Monday to Friday and in the wider GCC the working week is Sunday to Thursday.

# ROUTES TO THE MARKET



Keeping in touch with the market remotely offers several challenges, but these can be overcome provided you are willing to be flexible. The time difference of three hours in Qatar and Kuwait, and four in Abu Dhabi and Dubai, should be factored in to dealings between locals and your Irish base. Working weeks across the GCCI countries are Sunday to Thursday, with the exception of the UAE hich has adopted a Monday to Friday working week. For most Irish companies, supplying directly from Ireland is not a practical option and does pose certain challenges however it can be achieved.

In order to execute business locally, you can go indirectly by finding a local partner, and it is important to ensure they have the same values and characteristics to represent your brand locally. Considering the regions distance from Ireland and cultural differences, this arrangement will benefit your business if you ensure that you are working with an experienced partner who knows the territory and has the right contacts.

This is particularly important if you sell in a sector where your potential customers come from a large group, or in a company where the decision-makers are not so easily accessible without the right introduction. Partners can also assist with obtaining visas and work permits where necessary. If you are to go the direct to market route, you will need to set up as a local entity through a local partner or through a free zone entity.

The advantage to this arrangement is that the distance from Ireland and the cultural differences mean your business can benefit from an experienced partner who knows the territory and has the right cottacts.

In the Gulf States, it can be difficult and expensive to dissolve agreements, either written or implied. When partnering with a local agency or entity it is important to complete the correct due diligence to ensure your company value are aligned with the potential partner.

In some sectors, where it is easy to identify and engage with the decision makers at business development stage, you could ask if there is a preferred partner they would like to work with.



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# Get Ready to Do Business in the Gulf States

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#### When appointing a partner:

- Find out whether the partner can provide the levels of access to customers that they claim.
- Clearly define roles and responsibilities of each party before working together.
- Ensure to complete partner due diligence.
- Suggest a short-term engagement initially so you can more closely gauge the partner's effectiveness.
- Cautiously beware Beware of using terms like 'exclusive' in contracts.
- Engage with professionals to review legal contracts, as extricating yourself from a contract can be difficult and expensive.

#### Partner considerations checklist:

- ✓ Have you completed your due diligence?
- ✓ What will the percentage offering / resell rights be with this partner?
- ✓ Will they have re sell rights for all the GCC or per territory?
- ✓ Will you have biweekly or monthly forecast calls with said partner?
- ✓ What is the key market the partner will be aiming to grow for company?

#### Helping you win in the Gulf States

Enterprise Ireland's offices in Dubai and Riyadh can provide details of possible agents, distributors, resellers or representatives across the Gulf markets. In addition, we can also broker contract swith business accelerators, innovation labs and digital hubs across the region where experienced consultants with contact and expertise in a particular sector who provide services to companies looking to sell into the region.

Some funding may be available to retain the services of a business accelerator. However, this is usually for a fixed term and you should set aside sufficient funding to continue working with this consultant beyond the initial contract in order to keep up momentum in the market.





#### **Market validation**

The Gulf states are made up of several different countries taking up a large geographic region. These countries have varying entry channels which cannot all be targeted the same way. Irish businesses should carefully consider where and how to enter this market. Exercising efforts on one country at a time and allocating resources accordingly is key to success. Finally, having a local presence in the market is essential; meeting cancellations are common and being available to meet with business prospects within a moment's notice is vital. Commitment and patience are the main success factors in a market where decisions and deals take months to reach.



#### **Market trends**

What are the current market trends for the sectors you will be targeting? Depending on the country, it is important to know if its market is in line with global trends or is ahead/behind the norm. If there is an obvious gap in the market, find out why - it may exist for a reason.



#### Market research

Market research is imperative to the success of the organisation. Irish SMEs that fail in the Middle East fall in a common pothole – lack of market knowledge. Spending time conducting relevant market research will help you decide which Gulf State is a suitable target market for your product / service. It will also help develop your market knowledge which will enhance your credibility when speaking with buyers in the region. In addition, identifying competitors, understanding cultural nuances and refining your marketing messages for Arabic and local conditions is essential.

Enterprise Ireland's Market Research Centre offers client companies access to market intelligence in the form of company, sector, market, and country information to explore opportunities and compete in international markets. Enterprise Ireland's website is a good source of more detailed market information. The Market Research Centre section features a database of sector-specific information that will indicate whether there is research available for the market you wish to target.

For more information visit:

www.enterprise-ireland.com/en/Export-Assistance/ Market-Research-Centre/

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# Things to Consider

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#### **Market segmentation**

The Gulf States should be considered separate and distinct markets as they are culturally different, with the UAE, for example, having a particularly Westernised business environment. It is important that companies have a clear understanding of where their niche lies. Who are your most probable customers, where are they located, how and what else do they currently buy, who are their influencers and what "need" are you fulfilling?



#### **Market Intelligence**

Do you have existing contacts in-market across the GCC? How familiar are you with the business culture in this market? Do you feel confident to be able to adapt to the Middle Eastern approach to business? Have you undertaken a competitor analysis for the region? Are you familiar with local legislation and regulations to get your product or service into an overseas market?

While it is customary for initial introductions and discussions to be made via email/telephone/video call in most other markets, this is not always the way business is conducted in the Gulf States. It is essential to travel to the marketplace to develop relationships with potential buyers. Potential customers must be allowed to develop their trust in you and need to see commitment in the marketplace ideally through a local point of contact. An in-market visit and attending industry specific trade fairs is recommended to get an understanding of the opportunity and identify the right strategy for market entry.

# Key Growth Opportunities in The Gulf States



#### **Education**

The Gulf States have a long history of sponsoring students to travel to Ireland mainly for medical studies. However, over the years this has been extended to other disciplines such as architecture and engineering. There are over 3,000 Middle Eastern students sent to study in Ireland on a yearly basis. Of this figure, Saudi Arabia and Kuwait are the two main countries from which these students come from. A significant amount of these students are sent to study at the Royal College of Surgeons in Ireland (RCSI).



The Middle East's rich abundance of crude oil, hydrocarbons and natural resources coincides with a region that is characterised by arid land, water scarcity and food insecurity. The region has a high dependence on food imports; the UAE alone imports approximately 90% of all its food. While traditional farming methods have not been straightforward to implement or to replicate in this region, the Gulf States remain determined to innovate and augment their agricultural capabilities. They are mainly turning their attention towards advancements and growing trends in sustainable

agriculture solutions and technologies. Significant investment and financial incentives are being pumped into domestic and international companies that bring with them agritech solutions. This combined with Ireland's rich knowledge and capabilities in agriculture has meant that Irish agritech companies have been highly successful in securing contracts in this region. Key areas of opportunity for Irish companies include:

- Adaptive Irrigation Solutions
- Animal/Crop Monitoring/Sensors
- Automation
- · Farm Equipment and Sheltering
- Feed Systems
- Veterinary Pharmaceuticals and Supplies
- Livestock Management



Significant investment across the region in port infrastructure, digitisation of ports and increased levels of seaborne trade make it an attractive sector for Irish companies to offer their innovative solutions. There is a wide array of Irish companies in this space covering:

Navigation and Safety

- Construction and Engineering Services
- ICT and IoT Solutions
- Marine Environment Monitoring
- Service Vessels and Equipment
- Security and Access Control
- Materials Handling

Ports are a major focus for policy makers in the Middle East. In all new strategic plans, which set out national objectives, there is a specific focus on increasing trade capacity for both national and international sea trade. Increasing efficiency is also a major focus as the Gulf States look to stay ahead of the curve internationally and take full advantage of their geographic location linking Europe, Africa and Asia.



#### Healthcare

Growing expat (and in particular, Western expats) populations are providing market impetus for higher standards of health care provision. Well documented in the local media is the impact of the rapid growth of diseases such as cancer and diabetes, the latter a root cause of many other afflictions. Additionally, the UAE, KSA and Qatar are in the top 10 most obese countries in the world. There is copious evidence that in Western societies where lifestyle diseases have led directly

# Key Growth Opportunities in The Gulf States

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by necessity to healthcare investment, the same factors are prevalent in the Middle East.



#### ICT

The regional governments of the Gulf States are investing heavily in their IT infrastructures and Irish products have a strong competitive edge. While all countries in the region are upgrading their IT infrastructure, they present several opportunities for Enterprise Ireland's ICT companies. The UAE and Qatar, despite their small populations, are among the highest per capita income countries in the world and have very ambitious development and modernisation plans presenting significant opportunities to ICT companies. Several of the Gulf States are employing e-government expansion initiatives which include the setting up of an integrated electronic portal linking family care, charity, medical and social welfare services alongside the implementation of security systems to safeguard individual data. In addition to these, other opportunities to Irish companies include:

- Unified Commercial Registration
- Consumer Protection Portal

- Compliance requirements for financial institutions
- Data security and training



#### **Aviation**

The growing number of airport expansions, planned and under way, opens up new opportunities to Irish companies. Key areas of opportunity and success for Irish companies are:

- Aircraft Maintenance and Overhaul
- Inventory Management
- Cabin Interiors
- Talent Management
- Ancillary Revenue Optimisation



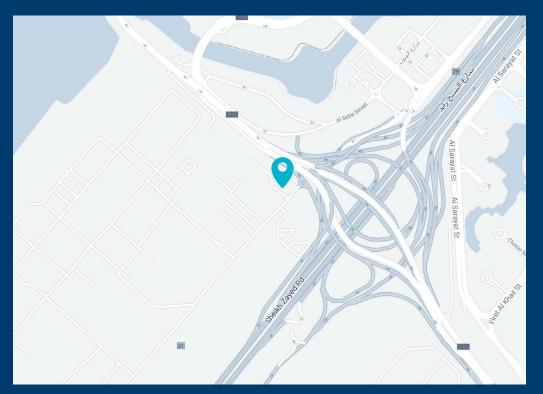
# Financial Services

The UAE, Qatar and Bahrain have significantly developed a Fintech ecosystem while the other Gulf States have begun developing their digital economies considerably over recent years. Qatar and the UAE are in constant competition to establish themselves as the Middle East's regional financial hub. The significantly large number of banks operating within these two countries and the wider Gulf region has led to constant competition around the area of fintech and efforts to increase competitive advantage.

Popular technologies in this field are:

- Payments systems
- Omni-channel banking software
- Aptitude & skill testing software for recruitment across sectors
- Identity assurance and authentication software for online, mobile and ATM banking
- Dynamic Currency Conversion for credit card
- Financial & Cash Management Systems
- eLearning & Knowledge Management platform

# **Contact Us**



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