



GTV Global

Your business partner in UAE

Sales Expert

www.gtv-global.com

Sales Expert Concept



Table of Contents

Sales Expert	3
Key Advantages	4
Sales Structure and Activities	6
Marketing Activities	7
Administrative Activities	7
Investment Framework	8
Feasibility Study	8
Market Potential UAE	9
Market Potential GCC	10
Product Divisions	11
Project References UAE/GCC	12

Sales Expert

In our Sales Expert Concept, we offer a structured and efficient approach to establishing and executing sales and marketing initiatives in the UAE and GCC markets. A dedicated management team based in Dubai oversees the process, assigning highly skilled sales professionals with extensive experience in the product range and deep knowledge of local market dynamics.

The primary objective is to achieve and surpass the defined sales and marketing targets through a focused and results-driven strategy.

The concept includes direct sales activities led by an experienced outdoor salesperson, supported by an indoor sales team that ensures comprehensive customer engagement. Key elements include product registration with major developers, specification in large-scale projects, and securing approvals as a preferred supplier with leading architects.

Marketing support is provided by an experienced team working with a database team to boost market presence. The investment, based on market potential, sales targets, and personnel needs, is shared between GTV Global L.L.C. and clients. Once initial sales targets are met, the investment is no longer required, and future operations are sustained through ongoing sales.

The Sales Expert Concept provides a strong local presence, access to a professional and specialized sales team, comprehensive back-office support, and an established UAE-based office with marketing expertise. This approach maximizes sales potential while reducing overall investment requirements, ensuring an efficient and results-driven market entry strategy.

Key Advantages

This model streamlines market entry by combining sales, marketing, and operational support - offering a strong, agile presence in the GCC with measurable results. Key benefits include:

- Local presence through a powerful sales team: Benefit from a dedicated sales team based in the UAE who understand local dynamics and client expectations. Their on-the-ground presence ensures faster engagement and better project access.
- Assigned concentrated professional salespeople: You'll work with experienced professionals selected specifically for your product segment. Their expertise ensures more precise targeting and meaningful client conversations.
- Support through a professional back office: Our back-office team ensures all administrative, reporting, and coordination tasks are handled efficiently. This allows your sales activities to remain focused and uninterrupted.
- UAE-based office with marketing specialists & specialized divisions: Gain access to an established office with in-house marketing experts and divisions dedicated to sales, admin, and operations. This local infrastructure strengthens your brand's credibility and capability.
- Developed and more active sales: With focused activity and goal-oriented strategies, your sales efforts are enhanced from day one. This approach generates faster traction and better long-term pipeline development.

- Maximized sales results: Through our structured and consistent support, your brand is positioned to achieve optimal sales outcomes. Every aspect of the strategy is designed to convert opportunities into measurable success.
- Reduced investment for your company: Costs are shared until the business becomes self-sustaining, minimizing your initial financial burden. You gain a full regional operation without having to build it from scratch.

Sales Structure and Activities

Our sales team focuses on generating leads, building strong relationships, and securing project involvement across the construction and design sectors. Through a combination of field activity and support from our indoor sales staff, we ensure proactive communication and professional representation of your brand.

- Direct sales activities through a specialized outdoor salesperson: A skilled outdoor salesperson is assigned to directly engage potential clients, conduct meetings, and drive project acquisition. Their efforts are focused on generating leads and closing sales efficiently.
- Sales support through a concentrated indoor salesperson: An indoor sales representative provides continuous assistance with inquiries, quotation preparation, and client follow-ups. This ensures professional communication and responsiveness throughout the process.
- Product registration with developers: We handle the official registration of your products with leading developers. This is a key requirement for visibility and eligibility in construction-related projects.
- Product specification in main projects: We collaborate with consultants and planners to specify your products in project designs. This ensures early-stage consideration and increases chances of inclusion in procurement.
- Approval with main architects as a product supplier: We assist in presenting your products to top architectural firms to secure approval as a listed or recommended supplier. This boosts your reputation and access to high-profile projects.
- Active site installation supervision: Our team monitors installations on site to ensure product application is carried out correctly and to address any on-site needs. This enhances quality assurance and client satisfaction.

Marketing Activities

Our marketing team ensures your brand is continuously present in front of the right audience. Through targeted campaigns and strategic use of our regional database, we support your sales efforts with consistent and relevant outreach.

- Marketing support through the marketing team: Our in-house marketing team assists with localized campaigns, product visibility, and promotional efforts tailored to your target sectors. This ensures ongoing exposure in the right channels.
- Marketing support through the marketing and database team: We utilize our established database and marketing tools to support targeted outreach efforts. This helps in reaching relevant professionals and decision-makers across the region.

Administrative Activities

Back-office support ensures smooth day-to-day operations. From preparing offers to managing reports and coordinating basic accounting tasks, our team handles essential processes so you can focus on growth.

- Offer creation, filing and reporting responsibility through the indoor sales team: Our indoor team manages documentation, including proposals and reporting. This ensures proper record-keeping and timely communication with clients.
- Administration support through the accounting division: Financial tasks such as invoicing and payment coordination are supported by our internal accounting staff. This ensures smooth back-office operations.

Investment Framework

To ensure a solid and cost-effective market entry, the Sales Expert concept is based on a shared investment model. This structure allows both GTV Global and the client to co-invest in resources and activities, with the goal of achieving self-sustained operations once the initial sales targets are met.

- Equal investment between GTV Global and the client: The initial investment is calculated based on your market goals, target turnover, and operational requirements. This cost is shared equally, minimizing your initial financial exposure.
- Self-sustained model after reaching first sales target: Once the agreed sales target is achieved, no further investment is required. Ongoing activities will be sustained by the revenue generated through sales.

Feasibility Study

Before initiating any sales and marketing activities, we strongly recommend undertaking a comprehensive feasibility study.

This process provides a clear analysis of the potential opportunities and challenges specific to your business within the UAE market. It evaluates key factors such as competitive positioning, market demand, regulatory considerations, and local business dynamics.

The insights gained will help determine the strengths and weaknesses of your product or service offering, allowing for more informed decision-making and strategic alignment before any significant investment is made.

Market Potential UAE

The United Arab Emirates (UAE) is set for robust economic expansion, with the Central Bank projecting a 6% GDP growth in 2025, up from 4% in 2024. This positive outlook reflects the UAE's resilience and strategic economic policies focused on long-term development and diversification.

A key driver of growth is the UAE's push to reduce oil dependency, with the non-oil sector expected to grow by 5% in 2025. This expansion is supported by advancements in technology, manufacturing, trade, and real estate, alongside government initiatives like the 'We the UAE 2031' vision and the Dubai Economic Agenda (D33), which focus on attracting investment and fostering innovation.

The construction and infrastructure industries continue to be central to the UAE's growth trajectory. Projections indicate that the sector will expand at a compound annual growth rate (CAGR) of 5% from 2025 to 2030, with over \$772 billion allocated to ongoing and upcoming projects. These include smart city developments, renewable energy, transportation infrastructure, and luxury real estate. Such investments further cement the UAE's position as a leading global business hub, attracting investors from around the world.

Additionally, the UAE's strategic location as a gateway between East and West, complemented by its world-class logistics network, modern infrastructure, and business-friendly regulatory environment, makes it an ideal destination for companies seeking to establish or expand their operations in the Middle East.

Competitive Landscape: GTV Global stands out in the UAE and GCC markets with a tailored, results-driven approach that helps international companies navigate market complexities. Unlike traditional consultancies, we offer comprehensive support, providing businesses with the tools, insights, and networks needed for sustainable growth. Our deep market knowledge, local partnerships, and expertise ensure clients receive personalized solutions to accelerate their success in this dynamic region.

Market Potential GCC

The Gulf Cooperation Council (GCC) economies are projected to experience steady growth in the coming years. The World Bank forecasts a 3.4% growth rate for Gulf countries in 2025, with an expected increase to 4.1% in 2026, slightly below the earlier projection of 4.2% for 2025-2026. This adjustment is primarily due to extended voluntary oil production cuts by major oil exporters.

Non-oil sectors are expected to be crucial drivers of this growth. The World Bank estimates the non-oil economy will grow at a robust 3.7% in 2024, supported by ongoing diversification efforts and ambitious regional reforms. These efforts are shifting the region towards a more sustainable and diversified economic model, creating opportunities in various industries, including technology, manufacturing, and services.

In the construction industry, significant investments are underway. The GCC cement market for residential use is valued at approximately \$8.57 billion in 2025, with growth driven by urbanization and rising infrastructure demands. Additionally, the modular construction market is projected to grow from \$2.0 billion in 2024 to \$3.3 billion by 2033, reflecting a 5.7% compound annual growth rate (CAGR) during 2025-2033. This growth is fueled by the demand for durable buildings capable of withstanding extreme weather conditions.

Technological advancements are also reshaping the construction sector. Over 60% of GCC construction firms are expected to increase their investment in digital tools by 2025, signaling a shift toward more efficient, data-driven operations. This trend reflects the broader technological transformation across industries in the region.

Overall, the GCC region offers a dynamic and evolving market landscape, providing substantial opportunities for businesses, particularly in construction, technology, and infrastructure. With strategic investment and a focus on diversification, the region is poised to remain a key player in the global economy.

Product Divisions

Our success is built on a strong foundation of strategic sales and marketing, combined with a meticulously curated product selection. Every product we offer has been carefully evaluated for its market potential, backed by in-depth feasibility studies and years of industry expertise.

To ensure the highest quality and innovation, we partner with leading manufacturers from Germany and across Europe, bringing exceptional solutions across five key divisions:

Laminates & Boards	High-performance surfaces designed for durability and aesthetic appeal.
Floor & Wall Coverings	Premium materials that enhance interiors with style and functionality.
Furniture	Thoughtfully designed pieces that combine comfort, elegance, and practicality.
Fit-out	Comprehensive solutions tailored to meet diverse interior and architectural needs.
Windows, Doors & Gates	Precision-engineered products that elevate security, efficiency, and design.

With this strong portfolio, we continue to drive innovation and deliver excellence to projects worldwide. Our commitment to quality, functionality, and design ensures that every product meets the highest industry standards. By continuously refining our selection, we provide architects, designers, and developers with solutions that enhance both aesthetics and performance, shaping inspiring spaces that stand the test of time.

Project References UAE/GCC



O-14 Tower, Dubai, UAE

Lightings, project (made in Germany)



Iris Bay Tower, Dubai, UAE

Drywall construction machines (made in Austria)



Stella Maris commercial & residential Buildings, Dubai, UAE

Wooden door panels, melamine faced boards, HPL (made in Germany)



Burj Al Arab, Dubai, UAE

Natural stone (from Scandinavia)



Jumeirah Beach Hotel, Dubai, UAE

Natural stone (from Scandinavia)



Mövenpick Hotels & Resorts, Dubai, UAE

Furnishing & fit-out (made in Italy)



Saudi German Hospital, Al Ain & Dubai, UAE

Wooden door panels, melamine faced boards, HPL (made in Germany)



InterContinental Hotels & Resorts, Dubai, UAE

Furnishing & fit-out (made in Italy)

Project References UAE/GCC

- Emirates City, Ajman, UAE
- Al Yah Tower, Dubai, UAE
- Sal Sabil, Dubai, UAE
- Max Boegl Business Tower Project, Dubai, UAE
- Al Attar Tower Sheikh Zayed Road, Dubai, UAE
- U-Bora Tower Business Bay, Dubai, UAE
- Mixed Use Development Project, Dubai, UAE
- Al Nakheel Tower, Riyadh, Saudi Arabia
- Khansaheb Civil Engineering, Dubai, UAE
- Arctic Co. L.L.C., Dubai, UAE
- Business Bay Towers, Dubai, UAE
- Cloisall Co. L.L.C., Dubai, UAE
- Iris Bay Tower, Dubai, UAE
- At Tecom Building, Dubai, UAE
- TDIC HQ Building Works Project, Dubai, UAE
- Civil Defence, Abu Dhabi, UAE
- Jumeirah Lake Towers, Dubai, UAE
- Shaheen Group, Manama, Bahrain
- Mangrove Palace Project, Dubai, UAE
- H.H. Sheikh Hamdan Awards Building, Dubai, UAE
- Al Nahyan Luxurious Residential Tower, Abu Dhabi, UAE
- Terrace Apartment, Dubai, UAE
- United Agencies, Kuwait City, Kuwait
- O-14 Tower, Dubai, UAE

- Al Bateen Hotel & Residence Project, Dubai, UAE
- White Rose Trading, Doha, Qatar
- P&Z Abu Dhabi Business Tower, Abu Dhabi, UAE
- H.H. Shaika Salama Bint Hamdan Bin Mohamed Building, Dubai, UAE
- Botanica Tower, Dubai, UAE
- Jumeirah Beach Hotel, Dubai, UAE
- The Ritz-Carlton International Financial Centre, Dubai, UAE
- Burj Al Arab Jumeirah, Dubai, UAE
- Mall Of The Emirates, Dubai, UAE
- Dubai Mall, Dubai, UAE
- Yas Mall, Abu Dhabi, UAE
- Princess Tower, Dubai, UAE
- Dubai International Airport, Dubai, UAE
- Al Zaher Palace, Dubai, UAE
- Victoria School International I, Sharjah, UAE
- Victoria School International II, Sharjah, UAE
- Victoria School International III, Sharjah, UAE
- Beach Villa, Doha, Qatar
- Al Diyaffah High School, Dubai, UAE
- Al Ansar Sharjah School Building, Sharjah, UAE
- Al Habtoor Residences, Dubai, UAE
- ACS (American School), Sharjah, UAE
- Australian School, Dubai, UAE
- Al Fujairah Rotana Resort & Spa, Fujairah, UAE

Project References UAE/GCC

- Dripko School Project 2&3, Dubai, UAE
- Al Ain Zoo, Al Ain, UAE
- Al Badia Business Park, Dubai, UAE
- Abu Dhabi Pocket Park I, Abu Dhabi, UAE
- Madinat Zayed Pocket Park 2, Abu Dhabi, UAE
- Al Riyadh Development Authority Project, Jeddah, Saudi Arabia
- Intercontinental Hotels & Resorts, Dubai, UAE
- Fairmont Hotels & Resorts, Dubai, UAE
- Dream Inn, Dubai, UAE
- Ramada, Abu Dhabi, UAE
- Radisson Blu, Abu Dhabi, UAE
- Dusit Thani, Dubai, UAE
- Steigenberger Hotels And Resorts, Dubai, UAE
- Swiss-Belhotel, Sharjah, UAE
- Mövenpick Hotels & Resorts, Dubai, UAE
- Saudi German Hospital, Al Ain & Dubai, UAE
- Al Khor Townhouses, Dubai, UAE
- Jumairah Port De Lamer, Dubai, UAE
- Stella Maris Commercial/Residential Buildings, Dubai, UAE
- Dusit Thani, Abu Dhabi, UAE
- New Dewa Headquarters, Dubai, UAE
- 2 GEMS Schools, Abu Dhabi, UAE
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