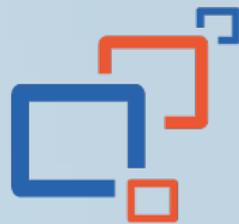


# CORPORATE PROFILE



**CREATIVE ZONE**  
Business Setup... Simplified

# CREATIVE ZONE – HISTORY AND OVERVIEW

Mahesh Dalamal and Steve Mayne launched **CREATIVE ZONE** in **September 2010**. By building upon Mahesh's years of experience in Free Zone company formation along with Steve's business centre and local onshore company setup knowledge, **CREATIVE ZONE** was created with a simple yet revolutionary model for the UAE marketplace; to serve as a one-stop shop, with flexible payment plans, for easy company incorporation and added business support services that entrepreneurs and SMEs require.

The firm started out with just **5 staff members**, dealing solely with company setups in **Fujairah Creative City Free Zone** and only being able to accommodate clients looking to start up a consulting or service related company. Anticipating that the industry was growing exponentially, **CREATIVE ZONE** ventured to establish a more dominant position in the market place by strengthening its team, taking larger and more prestigious offices, forming strategic alliances with business support services providers and expanding its range of company setup solutions.

In the 8 years since inception, **CREATIVE ZONE** has moved to Dubai's premier business district and has grown to a team of some **200 highly qualified professionals who speak 14 different languages**. **CREATIVE ZONE** has well staffed and highly experienced **Sales, Marketing, PRO, Operations and Finance teams**. It has turned itself from a relatively small player in the business setup marketplace, to one of the most well known and respected company setup firms in the UAE, having successfully incorporated over **12,000 new companies**.

**CREATIVE ZONE** now offer a wider range of **Free Zone company setup options and also local Dubai DED (Department of Economic Development) formations for those looking to take permanent offices in Dubai and trade actively onshore**.



**BEST BUSINESS START UP  
CONSULTANCY FIRM DUBAI - 2015  
MIDDLE EAST MARKET**

**FINALIST 2016 SME OF THE  
YEAR ARABIAN BUSINESS  
STARTUP ACADEMY**

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In addition, **CREATIVE ZONE** entered into an agreement with a prestigious Dubai business center located in the heart of **Downtown Dubai, Marina and Business Bay** areas where **CREATIVE ZONE** clients have exclusive use of the center's professional services and stylish facilities e.g. meeting rooms, lounges, work stations and phone answering services. **CREATIVE ZONE** has also aligned with an extensive range of network partners across a variety of sectors (Accountant, Lawyers, Insurance Companies, Real Estate Agents, Recruitment Companies and others) and along with regular networking sessions, provides clients with an infrastructure that supports their business from inception into the future.

### **We provide various company setup options like:**

- Fujairah Creative City Free Zone
- Dubai LLC
- Dubai Multi Commodities Centre (DMCC)
- Dubai South (DWC)
- Dubai Design District (D3)
- Abu Dhabi LLC
- Dubai World Trade Centre (DWTC)
- Ajman Free Zone
- JAFZA Offshore
- BVI Offshore
- Ajman Offshore
- UAQ Free Trade Zone
- Shams Free Zone

**WE NOT ONLY CONTRIBUTE TO,  
BUT ARE ALSO WITNESS TO, THE  
SUCCESS OF OUR CLIENTS  
BUSINESS AS IT GROWS.**

# CORE COMPETENCIES



## CARE & ATTENTION

Above all, **CREATIVE ZONE** cares about providing the best service and advice. **CREATIVE ZONE** works closely with its customers throughout the entire setup process, acting as a solutions partner. This combined with **CREATIVE ZONE's** expertise, has led to **72% renewal rate** and an astounding **60% referral rate**. This care is also demonstrated with their transparency throughout the process. There are no hidden fees or surprises.



## COMPETENT ADVICE & EXPERTISE

The **CREATIVE ZONE** team is second to none. The team's experience and understanding of complex setup procedures will always be used to the advantage of each and every customer to find the best solution for them. The team is headed by two experienced and knowledgeable experts in the field (Mahesh Dalamal & Steve Mayne) and all team members have extensive understanding of the **cultural and financial landscape of the UAE.**

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### EFFICIENCY & CONVENIENCE

**CREATIVE ZONE** makes the process of setting up a business phenomenally simple and will arrange for the **processing of all documents, licenses and permits in an efficient and cost-effective manner.** This leaves customers with time to focus on organizing their business, rather than the legalities of their business. Because **CREATIVE ZONE** regularly processes and handles around 100 setups per month, they can perform the process more quickly than an individual would.



### VALUE

The value that **CREATIVE ZONE** provides its clients, extends beyond affordable pricing plans, including packages with business center services and a number of premium support services. For SMEs and entrepreneurs, this help reduce **overheads like rent, design services and time spent arranging all activities.**



## CUSTOMIZATION & OPTIONS

With so many licensing and registration options available to UAE entrepreneurs and startups, **CREATIVE ZONE** knows how to advise on the best options for each customer. **CREATIVE ZONE** has established strong relationships with many local entities to provide advice with confidence. From his Highness Sheikh Manaa bin Hasher Al Maktoum to their working partnerships with **Fujairah Creative City, Dubai Department of Economic Development, DTCM and many more jurisdictions, CREATIVE ZONE** has the right connections to provide the best options. When global companies need the most professional on ground support they turn to **CREATIVE ZONE**.



# CREATIVE ZONE – MARKET POSITIONING

In these evolving times, a new start up needs more than just your everyday business setup provider. They require someone to initially help them **navigate their way through the maze of bureaucracy and red tape** to establish their new company, as well as process their residency visa, and provide flexible payment terms.

After which, they require the tools to give their new business a strong launch and ongoing support as their business grows and evolves and a helping hand to guide them through the difficulties they may face along the way.

**CREATIVE ZONE** has been designed to respond to these very needs that every new company requires. We provide the client with **complete transparency in terms of timelines, costs and documentary requirements** when establishing their company and applying for their residency visa.

The client is then appointed a dedicated account manager as their single point of contact for all updates and requirements throughout their time with us. Furthermore, they are given access to prestigious business centers in Dubai's premier business districts to work from as well as hold important client meetings to create that important first impression when seeking out new business opportunities.



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**CREATIVE ZONE** actually assists their clients to open their bank accounts, provides them with complimentary business cards, a domain name and even set up their corporate email and a web splash page. Within a short space of time the client is armed with all the tools to go out into the market and focus on making their business a success.

**CREATIVE ZONE** also maintains an open door policy for any of their clients to visit them, should they run into any difficulties with their business along the way, be it financial or with their staff or they just need some general assistance and advice on the multitude of issues facing business on an ongoing basis in this country. **CREATIVE ZONE** is always on hand to lend an ear and assist where they can, be it in house or putting them in touch with the right people who can help solve whatever problem they may have.

**CREATIVE ZONE** REALLY IS A BUSINESS SETUP COMPANY WITH A DIFFERENCE. UNLIKE OTHER BUSINESS SETUP COMPANIES, OUR WORK DOESN'T END WITH YOUR TRADE LICENSE AND RESIDENCY VISA, **IT STARTS HERE.**

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# CREATIVE ZONE – FOUNDERS AND MANAGING PARTNERS



**Steve Mayne** brings more than 21 years of experience of management, business consultancy and corporate leadership to his role as Managing Partner of **CREATIVE ZONE**. Additionally, he is responsible as Company Director to five other UAE start-up organizations, of which, he manages and runs at a board level.

Prior to **CREATIVE ZONE**, he worked with a number of global organizations specializing in logistics and process engineering. With his industry experience in workspace solutions, he has played an integral role in establishing some of the region's leading business centers as well as many serviced office providers.

His global experience combined with his natural ability to unite and mould successful teams has taken him to over 10 countries across the Middle East, North Africa and the Mediterranean.

With his extensive experience, he brings a wealth of knowledge and understanding of the regional business environment as well as strong operational expertise. He holds an MBA from Charles Sturt University in Australia.

**“We believe in building a strong company culture based on trust and mutual respect which, in turn, drives customer service. Our clients are the heart and soul of our business and supporting them in their success is our highest priority.”**



**Mahesh Dalamal** comes from a strong global management, investment and entrepreneurial background. Since moving to Dubai from London in 2005 he has established and managed two highly successful businesses in the UAE. His vast experience, both here and abroad, made him quickly adaptable to paradigm shifts in the local and global business landscape.

Prior to **CREATIVE ZONE**, he founded Gulf Relocation Services; a Dubai based firm providing relocation and company setup assistance to individuals and corporations moving to the UAE. He developed the company into the leading player in the industry boasting an impressive client list of the likes of Siemens, Tetrapak, Clyde and Co, Grey Advertising, Generali Insurance, and Six Senses Resort and Spa.

Mahesh was born and raised in the UK and studied Business Management and French at King's College, University of London. He is fluent in French and Hindi and has travelled throughout Europe, USA, Asia and Africa both for leisure and business.

**“The success of CREATIVE ZONE is built upon a truly exceptional team combined with a strong ethos of professionalism, honesty, transparency and always putting the needs of the client first.”**

# CREATIVE ZONE – SENIOR MANAGEMENT TEAM



**Jigar Sagar**  
Group General Manager

Born and raised in the UAE, **Jigar Sagar** is the 3<sup>rd</sup> generation member of his family living in the UAE. After completing his post-graduate Masters in Finance from The University of Melbourne, Australia, he returned to the UAE and joined CREATIVE ZONE as Finance Director in March 2011.

With his experience in managing Finance functions for multiple SMEs in Sharjah from 2003-2006 to currently being responsible for managing an annual turnover of over AED 200 million, Jigar oversees a team of 16 employees at CREATIVE ZONE. Given his expertise in corporate finance, financial planning and budgeting and risk management, his skills are highly valuable in the current economic environment.

**Raquel Luy Decena** is a founding member of the CREATIVE ZONE team. She is now responsible for the business development activities of the organisation, driving new sales business and playing a key role in the company's bottom line. Managing a team of eight business set up advisors, Raquel's role is to drive and increase revenue and profits, meeting monthly, quarterly and yearly targets for the company and individual team members.

She has also been pivotal in implementing of a CRM, providing comprehensive reporting and positively reinforcing customer and consultant relationships.



**Raquel Luy Decena**  
Business Setup Director



As a founding member of CREATIVE ZONE **Lourds Adalia-Evertse** has been instrumental in developing and managing both the Operations and Admin team and processes. Furthermore, Lourds manages key relationships and the team knowledge base for several key Free Zones and Department of Economic Development.

Her detail orientated approach and flexibility to adapt as the company has grown has been integral to our success.

**Lourds Adalia Evertse**

Operations & Client Relations Director

**Paula Statham** is a B2B and B2C marketing and communications professional with proven results driven expertise across all marcoms. She has brought a diverse range of skills to her role with CREATIVE ZONE including cross sector marketing, digital and social media management, SEO, PPC, corporate identity development, brand enhancement, PR, CRM and project management.

Paula was recently awarded Employee of Year 2016 in recognition of the outstanding growth achieved within her department.



**Paula Statham**

Marketing & Communication Director





**Khalid Al Huda**

Senior Government Relations Manager

**Khalid Al Huda** has over 12 years of customer service and public relations experience in the industry, as Senior Government Relations Manager at CREATIVE ZONE.

Born and raised in the UAE by his Jordanian family, Khalid has fostered multi-level contacts with various Government Departments and members of Royal Family in the UAE (Maktoum Family and members of the Royal Family in Abu Dhabi and Dubai). He is strategically positioned to assist with any challenge that is presented.

Having lived in the UAE for over 20 years, **Amer Mohammed** has successfully worked his way to Government Relations Manager at CREATIVE ZONE.

He has a profound knowledge and works closely with the Ministry of Labour and Immigration. His ability to understand the different situations clients face coupled with his excellent problem solving skills on an everyday basis has seen him been voted as one of the most valuable employee every year since he has been with us.



**Amer Mohammed**

Government Relations Manager



**Majid Saqer Al-Marri**

Local Partner - CREATIVE ZONE

**Majid Saqer Al-Marri**, an Emirati with extensive experience in tourism, real estate investment, development and promotion, stakeholder relations, international operations, events, hotel classification and in the implementation of hotel standards and criteria in Dubai. Previous experience in strategy, banking and public relations locally and internationally.

Al-Marri heads up the department of Real Estate Promotion-Real Estate Investment Management & Promotion Center-Dubai Land Department, responsible for the promotion of the real estate market of Dubai and the gathering of developers under the umbrella of the Dubai land department in order to strengthen and enhance communication between stakeholders in the sector by focusing on real estate projects for the Emirate of Dubai and the Real Estate Investment Management & Promotion Center initiatives.

Previous roles and responsibilities; member of the Middle East Hotel Awards, member of the promotion committee for Dubai with the National Council of Tourism and Antiquities NCTA (visit UAE) also the, Chairperson Dubai Green tourism Award judging panel, Vice President of Dubai model for DTCM from the Executive Council, Vice President of the University of Dubai Alumni Association. In addition, he is the Chairperson Dubai Stars, chairperson of Dubai Midnight Marathon.

# CLIENT TESTIMONIALS



After extensive research, I chose to work with **CREATIVE ZONE** to expand our retail operation. They were simply the best; leaders in their field with fantastic end-to-end services, competitively priced packages with exceptional attention to detail. All-in-all, **CREATIVE ZONE** worked really well with us. It has been the perfect fit between our companies.

**Donna Benton | The Entertainer**



**CREATIVE ZONE** helped with all the steps along the way - not just the business side of things such as putting all the company side of things together or visas, but also the personal things such as schools and giving advice on where our children could or could not attend. I really felt it was a very balanced service and I was very happy with how everything felt so smooth and just made everything a little bit easier when moving to a new country and setting up a new business. I was really grateful to have the support of **CREATIVE ZONE**.

**Lisa Scott-Lee | Dubai Performing Arts Academy**



When we first launched our ecommerce business; Glambox in 2011, we chose **CREATIVE ZONE** to assist with the somewhat complicated process of company registration. Our company then grew substantially and the team at **CREATIVE ZONE** played a major role in providing professional advisory services throughout this period. They helped us shift our Free Zone company license to a Dubai Mainland jurisdiction. The dedicated account management team have been supportive and consistent, which has allowed us to focus on our business and grow Glambox to the number one online subscription portal that it is today.

**Matthieu Guinard | Glambox**



I did a fair amount of research before I closed with **CREATIVE ZONE**, but I must say **Oliver Brinsley (Business Setup Manager)** was one of the main reasons. The fact that his responses to my queries were instant showed me that we were dealing with a bunch of professionals. But I must say even **Rebecca Vangunster (Client Relations Manager)** was super helpful. She did help a great extent to ease the burden of this entire paperwork bit for starting our company. Definitely recommending **CREATIVE ZONE** and would come for any other license related needs!

**Jacob Alex | Laptop Lunch**



For a first time entrepreneur like me, **CREATIVE ZONE** has been a big help. During the process of company registration, we had several doubts on various issues but **Oliver Brinsley (Business Setup Manager)** and team at **CREATIVE ZONE** gave us a patient hearing all the time and resolved our issues in swift time. I'm happy to recommend **CREATIVE ZONE** as it offers people great convenience of a one stop shop with knowledgeable staff members providing you outstanding customer care. Gives you all the time to focus on your business and not worry about admin hassles. To sum it up, I would say outstanding experience so far in my entrepreneurial journey.

**Zac Thomas | HR 90Degrees Consulting Services**



In 2011 Myself and my two partners decided to start a small consultancy. After some research we decided to set up in the Fujairah Free Zone with **CREATIVE ZONE**. All the processes required to be performed were easily achieved and we commenced operation without much ado. The one thing that we would never have been able to research or plan for when considering where to operate was the support provided by the **CREATIVE ZONE** Team. For the four years that we have been working with **CREATIVE ZONE** we have had the support of **Vivian Maravillo (Client Relations Manager)**. In all this time nothing has been too small or big an issue for her. Everything we need to consider with regard to the licensing and operation of our business and our visas is just sorted. She is never further than a call or email away. For us the ease of dealing with **Vivian** is one of the reasons why we continue to work with **CREATIVE ZONE**.

**Garth Richard Gaenssler | APB**



On behalf of the Institute for Entrepreneurship & Business Excellence (IEBE) and Middlesex University Dubai, we would like to extend our sincere thanks in appreciation of exploring collaborative efforts to provide support in our program/s for students. Part of our objective to build a relationship with **CREATIVE ZONE** is in identifying a credible partner who can provide practical learning and assistance for would-be entrepreneurs. We believe this networking approach between Middlesex and **CREATIVE ZONE** is a simple but significant step in birthing future enterprise. We look forward to building these programs for students in cooperation with important partners such as **CREATIVE ZONE**.

**Rhoderick Romano | Institute for Entrepreneurship & Business Excellence**



CLUB FIT FOR BUSINESS



We would like to put on record the fantastic impact that **CREATIVE ZONE** having been making to the local business scene in the UAE, in particular the Start-Up/SME Sector. Since 2015 our international sports business network (Club Fit For Business) has been partnering with **CREATIVE ZONE** in Dubai. During this time we have organised a number of events, seminars and presentations specifically tailored for the local business community. The concept is to provide vital information, knowledge, contacts and resources that the SME sector in particular needs. **CREATIVE ZONE** have been passionate about providing innovative and sometimes expensive/time consuming resources for the local benefit of all. **CREATIVE ZONE** have now managed events with Club Fit For Business for well over 18 months and we have regularly achieved strong attendances. The platform created by **CREATIVE ZONE** not only benefits business locally, but provides a base to promote the business of Dubai to other key business hubs in the world. From our side, we can now provide a network whereby companies wanting contacts, market research or to invest/start up in the Middle East will often come to us for impartial guidance. We have been able to overlap the various cities we operate in to provide an international network to all. **CREATIVE ZONE** are vital to this.

**Liam Mooney | Blue Pencil and Fit For Business**



**CREATIVE ZONE** is one of the most active companies in the entrepreneurship eco-system. They provide flexible services for company formation, which suits entrepreneurs at any stage of their business and are also very active in supporting women entrepreneurs. One of the most striking aspects of working with **CREATIVE ZONE** was the ease and efficiency with which we managed to open our company with their support. Having established another company on my own a few years ago, I fully appreciate the service that **CREATIVE ZONE** provides. They have a very professional and friendly team which makes the whole process much simpler. Working with **CREATIVE ZONE** has been fantastic and they have our highest praise and recommendation.

**Mona Tavassoli | MOMpreneurs Middle East**

# CREATIVE ZONE – BY THE NUMBERS

**12,000** Total number of companies set up through **CREATIVE ZONE** since its **inception in 2010**.

**105** Average number of new companies **CREATIVE ZONE** incorporate **every month**.

**72** Percentage of **CREATIVE ZONE** clients who renew their trade **licenses every year**.

**200** Number of staff **CREATIVE ZONE** employs.

**60** **Percentage of new clients** who were referred to **CREATIVE ZONE** by existing clients.

**38** **Number of Operations personnel** and **Client Relations Managers** who look after the clients and operations process once the client has chosen to incorporate their company through **CREATIVE ZONE**.

**14** Number of **languages spoken** by **CREATIVE ZONE** staff.

**15** **Number of PROs** who are daily in the field at **Government offices** processing documentation for clients related to their trade licensed and employment visas.

**12** Number of **Business Setup Advisors** and **Marketing Personnel**.

**09** Average number of years **CREATIVE ZONE** Senior Management Team have been involved in the **UAE Company Setup Industry**.

**06** Company Drivers and Assistant PROs who drive clients in branded **CREATIVE ZONE** vehicles to various **Government departments** where they assist them with their **medicals, Emirates ID Card process, driving license** transfers and **dependent visas**.

**06** Number of offices in **UAE**.



# CONTACT US

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