



THE TOP BRANDED CONSULTANT



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The business set up consultant has been helping clients settle in the UAE with ease.

Being a renowned free zone consultant in the UAE for more than 12 years, Aurion offers trustworthy and transparent services to global investors. It primarily guides the overseas investors looking to set up companies in free zones or mainland and assists in all allied support services to grow the business and make huge profits.

There are a lot of free zone authorities in UAE issuing licenses for conducting various business activities. Investors often get confused with the deluge of offers announced by them. Each investor should thoroughly study the regulations of free zone under which their company will be constituted. Aurion takes up the role of educating potential investors by conducting regular business meets inside and outside UAE.

Why are global investors choosing the UAE for establishing their companies

The UAE is a favorite choice for foreign investors

mainly due to the security and safety of life (UAE cities are recorded with the lowest crime rate in the world), secure banking, stable government, and incentives offered to investors, zero income tax, and also seaport and airport connectivity to all parts of the world. Moreover, e-governance makes the administration efficient and transparent. The ultra-modern infrastructure and luxury life at an affordable cost make this country one of the favorite destinations of business tourists.

There are umpteen advantages for foreign investors in the UAE such as saving taxes in their home country by making the benefit of the Double Taxation Avoidance Agreement Treaty signed by the UAE and 117 countries in the world. The investors and their companies become eligible for obtaining a Tax Residency Certificate upon fulfilling the criteria. Team Aurion extends support in getting TRC for investors and their companies.

Latest offering from Aurion?

Aurion has announced a combo offer to investors while setting up companies through them. Investors will be able to obtain a business license and quality management certificate from approved certification bodies. This ISO 9001:2015 quality management standard is the benchmark accepted worldwide ensuring the quality of products or services. Investors can avail this ISO certificate after implementation of quality standards as per the manual provided by the Consultants at Aurion. The offer starts at Dh14,500 for the basic package and is valid until 31st December 2020.

What is the benefit to investors to opt for Aurion as their consultants?

- Associating with a trustworthy team with up to date knowledge in laws relating to companies
- Hassle-free incorporation and obtaining a business license from a fastest growing free zone
- Assistance in the UAE residence visa under the

CLIENT TESTIMONIAL



The Aurion Staff was so friendly and supportive for establishing company and setting up bank account in UAE, thanks to Syam and team.”

Benedetto D' Arrigo (Italy), Owner



We are very happy with the prompt services of Aurion Team, keep going!”

Carine Husni (France), Partner

company, sponsoring family and settling in the UAE

- Support for hiring employees and starting business operations
- Dedicated PRO for company and offering support services through-out the year
- Support and co-ordination in opening a bank account in any of the commercial banks in UAE
- Implementation of a quality management system to improve the business process and customer satisfaction
- Support in gaining global recognition and high profits by getting ISO Certified and adopting standard business practices

How has Covid-19 affected the business environment?

Business has to go on and people are already adapted to the new way of life. The UAE government and banks have extended amazing support to businesses and industries. With the advent of the post-Covid era, a new way of doing business has come to the forefront and new opportunities are on the horizon. The flow of new investors into UAE has not stopped despite the slight delay being experienced in the opening of a corporate bank account. The momentum is going to increase in 2021 since the Expo is scheduled towards the end of next year. There is tremendous hope and the business fraternity is eagerly waiting for the travel restrictions to be lifted across the globe.

For any queries visit www.aurionuae.com or email contact@aurionuae.com
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TIPS FOR INVESTORS

Before you make the decision to open a new firm in the UAE, we advise you to adhere to a few simple tips that will make it all the more easy to settle in.

Due to the incentives recently announced in various sectors by the government of the UAE, the confidence level of investors is at its peak. A surge in the incorporation of companies is expected at the beginning of 2021 when the travel restrictions in all countries are slowly lifted.

As there are several licensing authorities offering various license packages, an investor should do the basic homework to identify the right jurisdiction for the incorporation of the company.

LET'S GO THROUGH THE NECESSITIES

■ **Selecting the right jurisdiction viz: Freezone/ Mainland/ Offshore**

The Free Zones, Mainland, and Offshore have distinct characteristics of doing business and operational governance. The business activity, facility, legal structure, and cost of setup vary widely between jurisdictions. The right jurisdiction can be selected by analysing the objectives of setting up a company, the modus operandi of business, budget, and visa requirements.

Hence, the investor needs to do thorough research about the location to set up a business and decide on the right choice.

■ **Laws and regulations applicable to carry out business**

Companies in the UAE are generally governed by the Commercial Company law and each Freezone has specific rules and regulations. Several other laws are affecting the day to day activities of the company like labor law, customs law, VAT law, economic substances regulations, etc.

Hence, it's always advisable to seek the assistance of a reputed business consulting company for smooth business operations in the region.

■ **Value-Added Services**

Entrepreneurs will require several services connected to the setting up of a company. New companies will require a lot of PRO work, co-ordination with various government departments, trade finance consulting, logistics consulting, and a host of other support services.

A good consulting company can provide such value-added services to support the efficient running of the company at the initial stages.

■ **Applicability of VAT**

UAE companies are subjected to per cent value added tax (VAT) on products and services. However, the applicability of VAT depends on various factors

including but not limited to the method of operation of the business and turnover of the company. Each company that comes under VAT law will have to file returns regularly to the Federal Tax Authority.

Hence, clear know-how on VAT laws in UAE is needed to pay VAT on time and avoid huge penalties for any violation.

■ **Cheapest has its limitations**

The decision to set up companies shall be made depending on the investor's requirement and not based on the cheapest license package available. No doubt, the cheapest will always have its hidden disadvantages.

It is advised to compare the fees and facilities offered before taking any decision to set up a company in any jurisdiction in UAE.

Hence, when an investor takes the most important decision of establishing a business, it shall be based on intelligent analysis of various aspects. A seasoned business consultant will be able to guide perfectly in this regard.

– Syam Panayickal Prabhu is the Founder and Managing Director of Aurion Business Consultants.