



UAE President and UK PM Champion Peaceful Diplomacy

Guest Article



H.E. Edward Hobart

British Ambassador
to the United Arab Emirates

**The UK-UAE Partnership: Building a
Financial Service Future Together**

Guest Article



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Managing Partner
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EDITOR'S NOTE



RAJU MENON

The UAE's non-oil economy is poised for stronger growth this year, fuelled by the continued growth of the tourism, real estate, and retail sectors. As oil output will be on the rise over the coming months, the UAE is on track to retain its position as the fastest-growing economy in the Gulf.

Meanwhile, in the UK, recent international trade developments are offering a cautiously optimistic outlook. Buoyed by trade agreements with the United States, European Union and India, exports are now projected to grow by 2% in 2025 — a notable improvement from the earlier -0.5% projection. Steady growth is expected to continue, with export increases of 2.1% in 2026 and 2.4% in 2027.

In this edition's guest article, H.E. Edward Hobart, the British Ambassador to the UAE, talks about UK's Modern Industrial

Strategy, which is a long-term initiative designed to drive business investment and foster industries of the future. It is to be noted that Financial Services and Professional & Business Services are two of the eight priority areas for Industrial Strategy along with life sciences, advanced manufacturing, clean energy and digital & tech.

In this UAE-UK trade focused edition, we also have Alex Peal, Managing Partner at James Cowper Kreston, UK expressing his confidence on the ongoing efforts to establish a free trade agreement with the GCC, that will play a pivotal role in the growth by enhancing market access, reducing trade barriers, and creating new opportunities for businesses in both regions.

Kreston Menon and the Kreston UK firms are already collaborating to provide the best investment and business support to their clients to extend their footprint beyond the regions they operate.

Ennogen Healthcare, a UK-based pharmaceutical company, is among the many international companies that have expanded their operations to the UAE. Jason Tate, Chief Financial Officer of Ennogen Healthcare, shares his insights on why the UAE was chosen as their base for expansion and how their journey was facilitated by Kreston Menon. Jason Tate states that the pro-investor environment coupled with the UAE's continuous efforts to streamline business operations, has made it an attractive destination for companies looking to establish a presence in the region.

My colleague Ravishankar, Director – Taxation details the critical considerations businesses should take while navigating their first UAE Corporate Tax Return. Though the UAE's corporate tax framework is often praised for its simplicity, the Corporate Tax Law is supplemented by numerous Cabinet and Ministerial Decisions and detailed FTA guidance, which add important technical rules that businesses must not overlook. Ravi believes that the inaugural CT return is not just a formality, but it sets the tone for tax compliance going forward.

I want to reiterate our commitment to partner with our clients to navigate the evolving economic landscapes. As markets shift and new opportunities emerge, our focus stays firmly on providing the clarity, expertise and confidence to our clients to make informed, future-ready decisions.



Kreston ME Consulting, the advisory arm of Kreston Menon, provides specialized consulting solutions to address the complex challenges businesses face in today's dynamic environment.

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The UK-UAE Partnership: Building a Financial Service Future Together



H.E. Edward Hobart

British Ambassador to the United Arab Emirates

The United Kingdom has long promised to be the best country in the world to do business, and I am proud to say we are delivering on that. Recent months have seen our economy receive two significant votes of confidence: a landmark Free Trade Agreement with India—the fastest growing economy in the G20 — and becoming the first country to secure an economic deal with the Trump administration. These achievements underscore the UK's position as the most open, stable, and connected economy in the world. But what truly sets us apart is our approach to growth — one that we are building not just for you, but with you.

My initial appointment to the United Arab Emirates, as Consul General to Dubai and the Northern Emirates in 2012, afforded me a profound appreciation of the intertwined

historical relationship between the United Kingdom and the United Arab Emirates. It is a rare privilege in diplomatic service to return to a nation in a more senior capacity, and I am honoured to now serve as His Majesty's Ambassador to the UAE.

Today's UK and UAE relationship reaches back more than two hundred years. Those original agreements to secure vital trade routes have flourished into a thriving partnership which is about far more than the exchange of goods and services.

The ever growing, British community in the UAE is proud of its contribution to the UAE's story, and personal and cultural ties are critical to this across numerous sectors, nowhere more so than in the field of financial services.

Financial services at the heart

The UAE-UK financial relationship is built on deep historical foundations pre-dating the UAE's Union in 1971. British banks were among the first international financial institutions to establish operations in the UAE, creating a foundation for cross-border banking relationships that continue today. Investment quickly started to flow in both directions. The financial centres of Abu Dhabi Global Market and Dubai International Financial Centre were built on a UK model, with English Common Law at their core.

Earlier in May, the Lord Mayor of London visited the UAE with a delegation which included representatives from Howden, Aberdeen, KPMG and Guavapay, a global fintech company. Capital markets and professional services continue to provide a promising area for UK-UAE financial cooperation, with the London Stock Exchange positioned to attract more landmark UAE listings beyond Masdar's green bonds and ADQ's multi-billion-dollar offerings. The UAE's introduction



Photo Credit: © www.wam.ae

of corporate tax and evolving sustainability requirements increase demand for specialised UK accounting expertise, particularly in ESG reporting and AI-powered financial management.

Both the UK and UAE are leaders in the fintech revolution with British innovators like Smart, Checkout.com, and Wise engaged in modernising banking solutions throughout the Emirates, with the UK's fintech expertise complementing the UAE's digital transformation agenda.

Growth means growth for all

Growth is the UK government's top priority. The UK has major strengths to build on, such as world leading research institutions, a strong and predictable regulatory system with a world respected judiciary, a pro-entrepreneurial environment, a highly skilled workforce, and an historic openness to investment. The UK's tech-driven, innovative economy has more unicorns than Germany and France combined. There are more people working in the finance

and professional services sector in London than live in Frankfurt.

In May this year, the UK and India signed a free trade deal that cut levies on 90% of British products sold in the country and is expected to increase bilateral trade by \$34 billion a year from 2040. Days later across the Atlantic, the story of our success continued with the UK securing the first US trade deal protecting British businesses and British jobs. Two weeks later a third major deal, with the European Union, was struck supporting British businesses, British jobs, and increasing the attractiveness of the UK as an economic partner. Here in the Gulf, we hope to continue this success and remain committed to completing a Free Trade Agreement with the Gulf Cooperation Council.

A new era of opportunities

Financial Services and Professional & Business Services are two of the eight priority areas for our Modern Industrial Strategy which also includes life sciences, advanced manufacturing, clean energy and digital & tech. The aim is to fundamentally shift how the government works with businesses to drive economic growth.

We will work directly in partnership with businesses, including the 5,000+ British companies operating here in the UAE and Emirati investors with interests in the UK. For UAE investors and businesses these sector plans offer clear pathways, developed in collaboration with industry experts who understand their needs and priorities.

This is a moment of opportunity. As we implement our Industrial Strategy, we invite UAE businesses to join us in shaping the future of our economic relationship.



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Strengthening the UK-UAE Business Corridor: A Vision for the Future



Alex Peal

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Over the past few decades, the UAE and the UK have built a robust partnership, and we are now eagerly anticipating the future.

At James Cowper Kreston, we are proud to be part of the thriving business relationship between the UK and the UAE. Our firm has been dedicated to providing exceptional services to UAE investors looking to expand their presence in the UK as well as supporting companies looking to move into the UAE. With our extensive experience and deep understanding of both markets, we have successfully facilitated numerous investments, supporting growth and collaboration between these two dynamic regions.

Trade and Investment

The latest statistics on trade and investment between the UK and the UAE highlight the strength of this partnership. At the end of 2024, total trade in goods and services between the UK and the UAE amounted to £24.3 billion, an increase of 11.1% from the previous year. Of this, UK exports to the UAE were £15.5 billion, while imports from the UAE were £8.9 billion.

The UAE and UK are actively working towards a free trade deal with the GCC, which has the potential to increase bilateral trade by 16%, adding an extra \$10.85 billion per year to the trade between the UK and GCC countries in the long run. This effort underscores the deep-rooted economic relationship between the UAE and UK, which continues to evolve and expand, reflecting their shared vision for a dynamic and sustainable global economy.

Expanding the Partnership

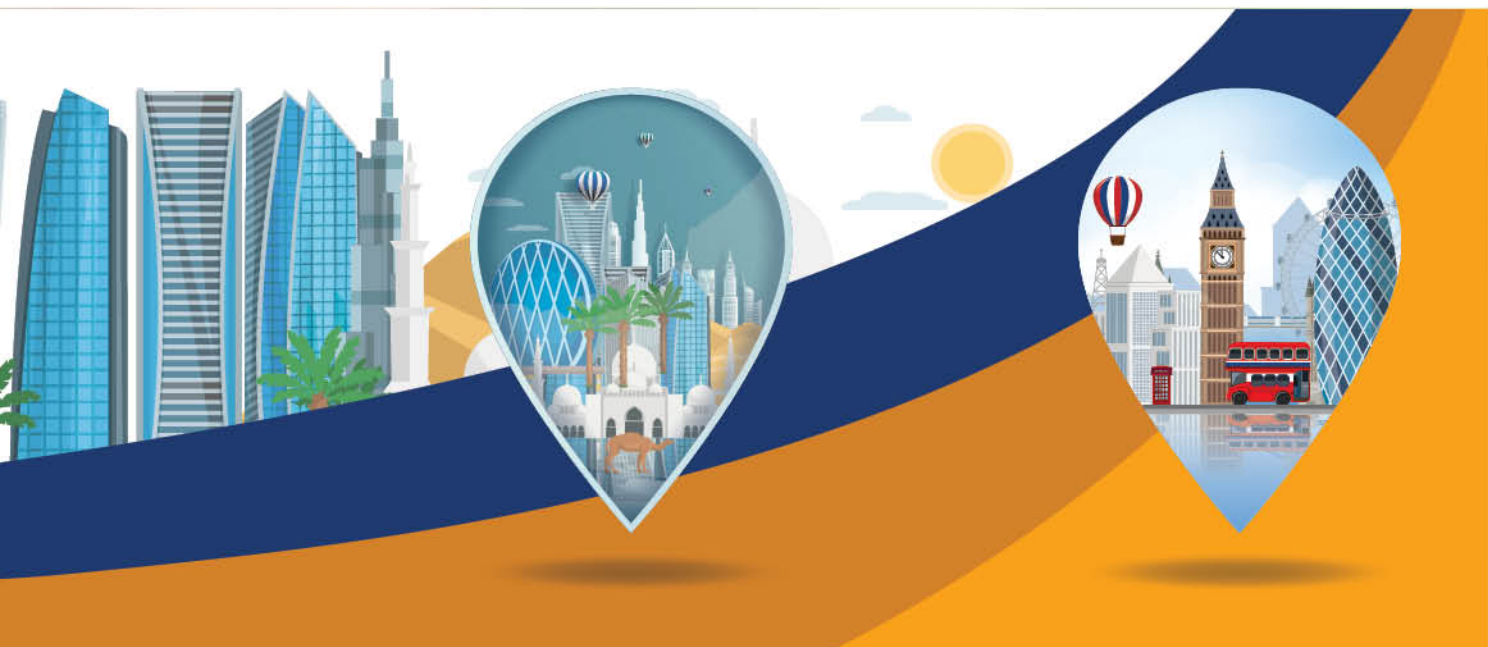
The UK-UAE business corridor is not just about economic transactions; it is about building a partnership that benefits both nations. The UAE's strategic location as a gateway between the East and the West makes it an ideal partner for the UK. The presence of over 5,000 British businesses and more than 100,000 UK nationals operating and living in the UAE demonstrates the strong ties and collaboration between the two regions. This partnership is further strengthened by the UAE's commitment to openness, connectivity, and the free flow of trade, capital, and people. These principles align perfectly with the UK's vision for a global Britain, making the UK-UAE corridor a vital link in the global economic landscape.

Technological Collaboration

One of the key areas of collaboration between the UK and the UAE is technology. Both nations are at the forefront of technological innovation, and this partnership provides a platform for sharing knowledge and expertise. The UAE's ambitious plans for smart cities, renewable energy, and artificial intelligence present numerous opportunities for UK businesses to contribute to these transformative projects. By working together, the UK and the UAE can drive technological advancements that benefit not only their economies but also the global community.

Sustainable Development

Sustainability is another critical area where the UK and the UAE can collaborate. Both nations have set ambitious goals for achieving carbon neutrality by 2050, and they are already working together on a range of projects aimed at reducing carbon emissions and promoting sustainable development. These include the development of renewable energy sources, the expansion of green infrastructure, and the promotion of sustainable business practices. By combining their efforts, the UK and the UAE can lead the way in creating a sustainable future for all.



Cultural Exchange

The UK-UAE partnership is not limited to economic and technological collaboration; it also encompasses cultural exchange. The rich cultural heritage of both nations provides a unique opportunity for mutual learning and appreciation. Cultural exchange programmes and joint educational initiatives help to strengthen the bonds between the UK and the UAE, building a deeper understanding and respect for each other's traditions and values.

Supporting UAE Investors in the UK

At James Cowper Kreston, we provide a comprehensive range of services tailored to meet the needs of UAE investors looking to expand their presence in the UK. We offer advice on tax planning, regulatory compliance, and business structuring, ensuring that our clients navigate the complexities of the UK market with ease. From the initial stages of creating a market entry strategy and company formation to ongoing support with accounts, audits and global mobility tax, we provide personalised solutions that align and support the strategic goals of our clients throughout their business lifecycle. Our experience and deep understanding of both markets enable us to facilitate successful investments for investors looking to expand into the UK.

Helping UK Companies Expand into the UAE

For UK-based clients looking to expand their operations into the UAE, James Cowper Kreston works closely with our Kreston Menon colleagues to offer a range of services designed to support every stage of the expansion process. We provide ongoing support to our clients focusing on their business strategy, helping to ensure a smooth and successful expansion into the UAE is achieved. With our network and local expertise, we are well-positioned to help UK companies maximise their potential in the dynamic UAE market.

Case Study: Supporting a UAE-Based Group Company's Expansion into the UK

Client Background

A prominent investment group based in the UAE sought to expand its operations into the UK and was referred to us by Kreston Menon. The group company operates

in the investment industry, focusing on various sectors including real estate, technology, and financial services.

Challenge

The group company needed urgent advice on forming a business in the UK, along with VAT advice for trading. Additionally, they required a comprehensive suite of audit, accountancy, and tax services to ensure compliance and smooth operations once in the UK. The client was referred to us on short notice and had a tight deadline to meet their expansion goals.

Solution

Kreston Menon played a crucial role in this engagement by sitting on all the calls and referring the client directly to us. They respected our knowledge, service, and fees, which facilitated a seamless collaboration. Our team provided the group company with advice on all aspects of forming a company and remaining compliant. The client appreciated our expertise and the high level of service. The collaboration with Kreston Menon was highly effective, and their involvement ensured that the client's needs were met efficiently and effectively.

Vision for the Future

Looking ahead, we see opportunities for further collaboration between the UK and the UAE. The business corridor between these two regions is ready for significant growth, driven by advancements in technology, infrastructure, and sustainable development. The ongoing efforts to establish a free trade agreement with the GCC are expected to play a pivotal role in this growth. Such an agreement would enhance market access, reduce trade barriers, and create new opportunities for businesses in both regions.

At James Cowper Kreston, we are committed to being at the forefront of this growth, providing our clients with the insights and support they need to succeed. Alex Peal, Managing Partner at the firm, shares his vision for the future: "The collaboration between the UK and the UAE is already strong, but with the potential trade agreement, this relationship could be deepened driving economic growth. We are excited about the future and the opportunities it holds for our clients and partners working within the business corridor between the UK and UAE."

Navigating Your First UAE Corporate Tax Return: A Few Critical Considerations



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With the introduction of Federal Decree-Law No. 47 of 2022 on the Taxation of Corporations and Businesses (the UAE Corporate Tax Law), the UAE's new Corporate Tax (CT) regime is now in effect. Many businesses will be filing their first CT returns for the financial year 2024. Corporate tax is levied at 0% on the first AED 375,000 of taxable profits and 9% on profits above that threshold. Tax returns are due within 9 months after the year-end (for example, by 30 September 2025 for a calendar-year 2024 taxpayer). As the first filing deadlines approach, businesses should pay special attention to several critical tax issues, some of which are discussed below.

Unrealised Gains and Losses: The Realisation Basis Election

A critical one-time choice in the first CT return is whether to elect the "realisation basis" for unrealised gains and losses. Under normal accrual accounting, certain assets or liabilities can have unrealised gains or losses (for example, a rise in value of an investment property or securities portfolio) that are recorded in profit before any actual sale or settlement. By default, such unrealised gains would be included in accounting income and thus taxable. The realisation basis election allows a company to defer tax on unrealised gains and losses until they are actually realised.

This election is only available in the first tax period, and once made, it applies to all future periods unless exceptionally revoked with Federal Tax Authority (FTA) approval. The election can be applied in one of two ways: either to (a) all assets and liabilities that are measured at fair value through profit (or subject to impairment accounting), or (b) to all assets and liabilities held on capital account. For example, if an investment property's fair value increased by AED 2 million during 2024, electing the realisation basis would mean this AED 2 million unrealised gain is not taxed in 2024 – instead, tax will only be due when the property is actually sold and that gain is realised.

Businesses with significant fair-value adjustments should strongly consider making this election in their first return, as it can defer the tax on such unrealised gains until a future sale, improving cash flow.

Transitional Provisions: Stepping Up Pre-CT Assets

The UAE CT Law also provides transitional rules to ensure that profits earned before corporate tax was introduced are not inadvertently taxed. If a business owns assets that were acquired before CT became effective (i.e. before the start of the first tax period) and those assets have gained value by the time CT begins, a one-time transitional election can be made to exclude the pre-CT portion of the gain (or loss) on those assets from taxable income. This prevents retroactive taxation of gains that accrued before the law was in force.

This transitional adjustment applies only to qualifying assets held on a historical cost basis. Qualifying assets include, for example, immovable property held before the first tax period, intangible assets existing before CT, and financial assets or liabilities from before CT – provided

these were carried at cost and not at fair value in the opening balance sheet of the CT period. If the election is made, the company will need to report details for each such asset and its stepped-up value in a special schedule of the tax return. This election is only available in the first return and is irrevocable thereafter - it must be exercised in the first tax period or not at all, per Ministerial Decision No. 120 of 2023.

For instance, suppose a company bought land in 2018 for AED 10 million, and by 1 January 2024 (the start of its first CT period) that land's market value had risen to AED 15 million. If the company sells the land in 2025 for AED 16 million, without the transitional relief the entire gain of AED 6 million (from AED 10m to AED 16m) would be subject to tax. With the transitional election, the asset's tax basis is stepped up to AED 15 million (value at CT commencement), so only the AED 1 million post-CT gain is taxed, while the AED 5 million of pre-CT appreciation is exempt. Thus, the pre-2024 increase in value is not taxed. The Decision also prescribes an alternate time-apportionment method to reasonably allocate gains between pre-CT and post-CT periods.

Free Zone Companies: Maintaining Qualifying Free Zone Person (QFZP) Status

For companies operating in a UAE Free Zone, the corporate tax regime offers a potential 0% tax rate on qualifying income, provided the entity qualifies as a "Qualifying Free Zone Person" (QFZP) under the law. Article 18 of the CT Law sets out, and subsequent Cabinet and Ministerial decisions clarify, the conditions for QFZP status. This is a major benefit, but the onus is on companies to ensure they meet all the conditions to maintain the 0% rate.

The key conditions for QFZP status include: (1) maintaining adequate substance in the UAE (the free zone entity must have sufficient presence – offices, employees and expenditures – and conduct core income-generating activities in the Free Zone); (2) deriving only "qualifying income" as defined by Cabinet Decision; and (3) compliance with a de minimis limit on any non-qualifying income. In particular, any non-qualifying revenue must not exceed the lower of 5% of total revenue or AED 5 million in the tax period. This small allowance is to enable incidental income – exceeding that threshold will disqualify the Free Zone entity from the 0% regime. Additionally, the company must not have elected to be taxed at the standard rate (since a Free Zone person can irrevocably opt out of the 0% regime), and it must comply with transfer pricing rules and maintain audited financial statements as required by the law and regulations.

If a Free Zone company fails any of the QFZP conditions at any time during a tax period, it is treated as non-qualifying from the start of that period – meaning its income for the entire year becomes fully taxable at 9%, and the company will be treated as a normal taxpayer for that year and for the subsequent four years. The 0% tax incentive comes with strict conditions, so proactive compliance is critical. The 0% tax benefit is valuable, but it can be forfeited without strict ongoing compliance.

Transfer Pricing Compliance and Related-Party Disclosures

The UAE's corporate tax law introduces transfer pricing (TP) rules for the first time. Any transactions that a business has with its Related Parties must adhere to the arm's length principle – i.e. they should be priced as if

conducted between independent, unrelated parties. This means intra-group transactions – such as intercompany sales of goods, service fees, interest on loans, royalties for intellectual property, and even compensation or benefits provided to individual shareholders or directors (termed Connected Persons in the law) – all must be on arm's length terms.

The CT return contains dedicated schedules to report related-party transactions and Connected Person transactions. Businesses are required to fill out the detailed Related Party Transactions disclosure only if the total value of all related-party transactions for the period exceeds AED 40 million. If you cross that threshold, then for each Related Party you must disclose the aggregate amounts of transactions by category (e.g. sales, service fees, interest, etc.) but only if the amount for that category exceeds AED 4 million with that particular related party. Likewise, any benefits or payments to a Connected Person (such as salaries or perks to a shareholder or director) need to be disclosed in the Connected Persons schedule only if the total value exceeds AED 500,000 for that person.

Additionally, Article 55 of the law requires certain taxpayers to maintain formal transfer pricing documentation (Master File and Local File) in line with OECD standards. Specifically, businesses that are members of large multinational groups, or that exceed a revenue threshold of AED 200 million in a tax period must prepare these files.

However, regardless of size, every business must maintain proper documentation of its related-party transactions and be prepared to substantiate that the pricing is at arm's length. The law explicitly requires that transactions with related parties follow arm's length terms and allows the FTA to adjust taxable income if they do not - hence having supporting documents on file is essential.

Conclusion

The UAE's corporate tax framework is often praised for its simplicity and its low headline rate. However, the CT Law is supplemented by numerous Cabinet and Ministerial Decisions and detailed FTA guidance, which add important technical rules that businesses must not overlook. In fact, the FTA has published comprehensive guides on various topics to assist taxpayers. For example, the Corporate Tax Returns Guide (CTGTXR1), issued in November 2024, and the Determination of Taxable Income Guide (CTGDTI1), issued in July 2024, address many practical scenarios and elections that can arise in filing the first return. It is advisable for businesses and their tax teams to review these official resources to fully understand their options and obligations.

Filing the first UAE corporate tax return is a milestone that warrants careful preparation. By addressing the critical aspects above, UAE business owners and finance teams can approach their first CT return with confidence. The key is to be proactive and thorough – make the available elections judiciously, comply with the new reporting and disclosure requirements, and ensure that tax positions align with the actual substance of the business transactions. The inaugural CT return is not just a formality; it sets the tone for tax compliance going forward. With adequate preparation and a solid understanding of the rules, businesses can avoid surprises and make the most of any reliefs and preferential regimes available under the new tax system. ■

A gateway to global markets: Ennogen Healthcare on why the UAE is key to their expansion



Jason Tate

Chief Financial Officer
Ennogen Healthcare

The United Arab Emirates (UAE) has emerged as a premier destination for global entrepreneurs. The UAE's transformation into a hub for global business can be attributed to several key factors, including strategic location, government support, and a pro-business environment.

Ennogen Healthcare, a UK-based pharmaceutical company, is among the many international companies that have expanded their operations to the UAE. In a recent interview, Jason Tate, Chief Financial Officer of Ennogen Healthcare, shared his insights on why the UAE was chosen as their base for expansion and how their journey has been facilitated by Kreston Menon.

The strategic appeal of the UAE

Tate outlined the strategic appeal of the UAE, highlighting three primary reasons for their decision to expand into the region. First and foremost, the UAE's geographic location offers unparalleled access to key markets. Positioned as a gateway between Asia, Europe, and the wider Middle East, the UAE allows companies like Ennogen Healthcare to efficiently reach a broad spectrum of markets while maintaining proximity to their European base.

"The proximity of the UAE to other regions around the world, including Asia and the subcontinent, while remaining close to Europe, was a critical factor for us," Tate explained. This accessibility has made the UAE a preferred destination for companies seeking to expand their global footprint.

Another crucial factor is the UAE's talent pool, which is enriched by a diverse, multicultural workforce attracted by the country's high quality of life. "The talent pool that's available here is attracted by the lifestyle and the agglomeration of skills from around the world," said Tate. The ability to draw skilled professionals from various global markets has been instrumental in Ennogen Healthcare's success in the UAE, as the company operates in a highly regulated industry that requires top-tier expertise.

Lastly, the pro-business environment fostered by the UAE government has been a significant enabler. The UAE's regulatory framework is designed to be business friendly, reducing the bureaucratic barriers that often hinder international expansion. Tate noted, "The pro-business environment, which the government leads, helps us to drive forward our success." This environment, coupled with the UAE's continuous efforts to streamline business operations, has made it an attractive destination for companies looking to establish a presence in the region.

A trusted partner

The role of professional services firms like Kreston Menon in supporting international businesses cannot be overstated. When Ennogen Healthcare began considering its expansion into the UAE, the company evaluated several firms, including the Big Four, before deciding that Kreston Menon was the best fit for their needs. "Kreston Menon was introduced to me by a fellow professional, and we assessed their capability in the UAE compared to other firms," Tate recalled. "We considered that Kreston Menon was best placed in the UAE to give appropriate local advice for the region, which is important in the process of setting up and also expanding."

Kreston Menon's local expertise and understanding of the UAE's regulatory landscape proved invaluable as Ennogen Healthcare navigated the administrative complexities of establishing operations in the country. The firm provided tailored advice and support, ensuring a smooth transition for Ennogen Healthcare as they set up their UAE base.

Advice for new businesses

As the UAE continues to attract a growing number of international businesses, Tate offered some advice for those considering expansion into the region. He emphasised the importance of understanding the local market and leveraging the UAE's business culture. "The UAE provides a very dynamic environment for entrepreneurs, attracting talent and facilitating the sharing of knowledge," Tate observed.

He also highlighted the importance of being strategic in

selecting a location within the UAE that aligns with the company's business objectives. Proximity to key markets, access to talent, and ease of doing business should all be considered when making this decision.

Bright future

Reflecting on Ennogen Healthcare's journey, Tate rated their success in the UAE as 9 out of 10, acknowledging that while they have achieved significant milestones, there is still potential for further growth. "We've arrived here, set up the business, and begun to achieve some of our early goals," Tate said "But we're also beginning

to identify new opportunities that we didn't anticipate before we came here. As a consequence, I'll be moving larger parts of the business into the UAE in the coming months "

This positive outlook is indicative of the broader trend among entrepreneurs in the UAE. The country's ongoing efforts to enhance its business ecosystem and its commitment to creating a competitive and investor-friendly environment have positioned it as a global leader in attracting foreign investment.

As more international entrepreneurs discover the opportunities that the UAE has to offer, the country is poised to continue its ascent as a top destination for global business. With firms like Kreston Menon offering essential support, and the UAE government's unwavering commitment to fostering a pro-business climate, the future looks bright for entrepreneurs aiming to make their mark in the UAE.

We're beginning to identify new opportunities that we didn't anticipate before we came here. As a consequence, I'll be moving larger parts of the business into the UAE in the coming months.



Kreston Global Europe Conference 2025

Kreston Global Europe Conference 2025 held in Athens, Greece from May 13 to 16, 2025 brought together partners, directors, managers and future leaders from Kreston member firms based in Europe and globally to discuss key topics, including the evolving regulatory landscape, the digital transformation imperative on the road to 2030 and leading firms through cultural and digital change.

Sudhir Kumar, Senior Partner and Head of Corporate Communications - Kreston Menon, Director - Kreston Global Board and Chair - Kreston Middle East, attended the conference and interacted with fellow delegates on the importance of collaboration between Kreston firms in the Middle East and Europe. The Europe Conference also had technical sessions and discussions on M&A, accounting standards and on the use of technology in the audit practice.



Kreston Global Connected Leadership Programme 2025

Serene Mary Saju from Kreston Menon attended the Kreston Global Connected Leadership Programme 2025 held in London.

This programme led by Joanna Keeling focuses on developing strong, proactive leaders who embraced sustainable thinking and Kreston's purpose of being connected across the Network. The leadership programme aims to provide transformational learning to help participants lead confidently in an international environment.

