



Workshop Objectives:

- Share knowledge about the most important legal aspects of doing business in the UAE.
- Address most common legal questions related to entrepreneurship in the region.
- Understand possible ways of resolving legal issues every business may face.
- Establish relations with legal professionals providing support and assistance to SMEs.
- Get an opportunity for networking with members of a business community and legal fraternity.



Agenda :

8:15AM - 9:00AM	:	Registration and Networking
9:00AM - 9:40AM	:	Negotiating in a Multicultural Environment by Helene Mathieu
9:50AM - 10:30AM	:	Brand Protection in the UAE by Maria Khan
10:40AM - 11:00AM	:	Coffee Break
11:00AM - 11:40AM	:	The Fundamentals of Value Added Tax in the GCC by Aws. M. Younis
11:50AM - 12:30PM	:	Introduction to the UAE Limited liability Companies by Ahmed Elnaggar
12:40PM - 1:20PM	:	Break
1:20PM - 2:30PM	:	Panel discussion and Q & A
2:30PM - 2:45PM	:	Coffee Break
2:45PM - 4:00PM	:	Roundtables: <ul style="list-style-type: none">-The Fundamentals of Value Added Tax in the GCC by Aws. M. Younis-Negotiating in a Multicultural Environment by Helene Mathieu-Introduction to the UAE Limited liability Companies by Ahmed Elnaggar-Brand Protection in the UAE by Raka Roy



Suzanna Kalendzhian

Founder & CMO of LegalAdviceME.com International
Speaker and Legal Tech expert.

Suzanna Kalendzhian is the Founder of LegalAdviceME.com - an award-winning online legal services platform connecting consumers and lawyers across the Middle East by allowing them to find, communicate and transact with each other online.



Aws M. Younis

Managing Director of Abdulla Al Suwaidi Advocates & Legal Consultants

Aws. M. Younis is qualified Senior Legal Consultant with more than 25 years' experience in the United Arab Emirates and whose practice area covers Corporate, Real Estate, commercial, Banking, and Civil Law. Aws Possesses legal consulting, writing-drafting legal documentation and client coordination skills. Aws has presented to most effective leaders and business developers and variety of financial planning organization on key issues, he has also made presentations on financial and managerial topics to numerous professional groups.

Aws is has a dedicated personality, a motivational speaker with critical thinking, judgment making, presentation, negotiation, communication, speaking and active listening skills.

Title: The Fundamentals of Value Added Tax in the GCC

List of Main objectives:

- - VAT legislative development in the GCC;
- - VAT implementation: agenda and timelines;
- - Background and impact of VAT introduction on the economy etc.



Helene Mathieu

Founder of Helene Mathieu Legal Consultants

Helene Mathieu is the founder of Helene Mathieu Legal Consultants, commonly known as HMLC. In 1997 Ms. Mathieu helped pave the way for many others being one of the first Western women to successfully obtain a professional trade license for a legal consultancy in Dubai, United Arab Emirates. Over the years, HMLC has assisted in the establishment, relocation, and settlement of hundreds of international and regional companies. HMLC is globally known for its abilities to creatively and professionally help an array of international businesses and private clients. Business support, settlement, arbitration and specialized legal services are amongst the core activities of the firm today.

Topic: Negotiating in a Multicultural Environment

List of Main objectives:

- Learn to recognize and manage cultural issues in multicultural negotiations;
- Better understanding of the major cultural differences in styles of negotiations i.e. Western, Middle Eastern and Eastern approach to negotiations;
- Provide pragmatic advice as to how to successfully negotiate in a multicultural environment.



Ahmed Elnaggar

Head of Corporate Structures Dept at Dar Al Balagh
Advocates and Legal Consultancy

Ahmed Elnaggar is an experienced Legal Consultant & Corporate Structures Specialist, with a decade of experience in Corporate Structures.

His main expertise is in company formation and company formation regulations throughout all the Free Zones in the UAE as well as with the UAE Economic Department Authorities in addition to all the Offshore Jurisdictions worldwide and local structures within jurisdictions like Qatar, Bahrain, Egypt, Jordan, Switzerland, Germany, and Mauritius.

Ahmed has extensive practice expertise and expert knowledge of UAE commercial, corporate and labor laws, company formation, administration, and management. Ahmed and his team provide continuing services such as assistance with general corporate structures advisory, compliance and management / accounting services and administration, liquidation of companies, advisory related to real estate matters, ensuring compliance of companies by regulating corporate governance according to federal laws, Economic Department laws and regulations as well as to each of the Free Zones regulations.

Title: Introduction to the UAE Limited Liability Company Structure



Raka Roy

Head of Trademarks Department – Dubai
United Trademark & Patent Services

After qualifying as a lawyer in India from Calcutta University, Raka gained extensive experience in the field of Intellectual Property law with few of the well-known law firms in India. Raka is also registered as a patent agent with the Indian Patent office and holds a bachelor's degree in Commerce. She has also completed specialized courses in Patents, Copyright and E- Commerce from World Intellectual Property Association in Geneva.

In 2006, Raka relocated to Dubai and joined an UK based Intellectual Property law firm as a dispute resolution consultant. Thereafter, she joined United Trademarks and Patents services(a MENA law firm having 14 office across the region), as a senior associate in 2010. Raka is presently heading the Trademarks Department in Dubai office, and is primarily responsible for the IP portfolio management for few of the renowned industry giants. The portfolio management encompasses Trade mark/copyright prosecution, brand clearance and opposition, anti-counterfeiting, court issues and all the related contentious issues. In addition, Raka also deals with commercial corporate issues related to IP including Franchising, licensing , technology transfer, distribution etc.

Raka has developed extensive knowledge of the laws and practice in the MENA region in the last 11 years. Her exposure to such a broad field has provided her with the ability to consider more than one aspect of law when approaching any task.

She is presently also the chair person for the Subcommittee of International trademark association/INTA (USA) for parallel imports representing entire Asia Pacific and Africa.

Raka has been guest lecturer at Institute of Management technology in Academic city in Dubai. She has been a moderator/speaker in several IP forums, including the recent World IP forum in Bangalore, India. Raka has also contributed to several articles in various legal publications like that of INTA's publications and that of Thompson Reuters's guide on copyright infringements.