



**MUNDO**  
BUSINESS CONSULTANCY



**Unlocking Your Business Potential  
in The World**



Mundo is a world-class business consultancy firm located in the heart of Dubai. Our aim is to help international companies establish a strong presence in this dynamic city and succeed in their business ventures.

Dubai is a hub of business opportunities, and with our expertise and experience, we can help you navigate this exciting market and achieve your goals. Whether you're looking to expand your business, enter new markets, or simply connect with other industry leaders, Mundo has the solutions you need.

We offer a range of services, including company registration consultancy, business set up, marketing and sales support, and much more. Our team of experts is dedicated to providing personalized support and guidance to ensure your success.

Join us at our upcoming event and experience the benefits of being a part of the Mundo community. Network with other industry leaders, learn from our expert speakers, and discover the latest business opportunities in Dubai.

Don't miss this chance to take your business to the next level - with Mundo, success is within reach.



## **Unlocking Global Prosperity: The Role of Export and Import Consulting Services**

quality goods worldwide and the influx of numerous commercial enterprises intensifying competition, relying on antiquated methods for export and import operations is an inadequate approach. Neglecting the nuances of international trade may lead to misconceptions in global markets. Engaging in export and import consulting services, however, yields manifold advantages for business owners, traders, and merchants. Some of the pivotal benefits include:

- Enhancing Profitability and Effective Cost Management:  
Implementing strategies to optimize company profits and manage costs and liquidity effectively.
- Scientific Solutions for Global Expansion:  
Providing innovative solutions to facilitate the export of domestic goods to foreign markets.
- Facilitating Import Operations:  
Offering trade solutions and acting as a conduit for the importation of foreign goods into the home country.
- Micro-Economic Impact:  
Exerting a significant influence on the micro-economy of enterprises.
- Leveraging International Business Experience:  
Tapping into existing experiences in the realm of international business.
- Boosting Domestic Market and Demand:  
Employing export strategies that concurrently fortify domestic sales.
- Global Branding and Positive Corporate Image:  
Positively influencing corporate brand image and global branding efforts.
- Integration into International Value Chains:  
Participating in the international value chain for comprehensive business growth.
- Global Marketing and Branding Approach:  
Executing marketing and branding initiatives with a global perspective.
- Collaboration with Export Management Companies (EMCs):  
Engaging in partnerships with EMCs to streamline export processes.

- Expert Guidance on Direct and Indirect Exports:  
Providing counsel on both direct and indirect export methodologies.
- Legal Contract Consultation:  
Offering expertise in legal contracts associated with international trade.
- Pricing Strategy and Export Licensing:  
Consultation on pricing strategies, selection of sales conditions, payment methods, and securing export licenses for GCC countries.

### **Roles and Responsibilities of Export and Import Consultants:**

An export and import consultant is a seasoned professional in commercial affairs, proficient in contemporary concepts and strategies of global trade. Their primary duties encompass:

- Market Surveillance:  
Monitoring domestic and foreign markets in the targeted sector.
- Export Market Development:  
Offering consultancy to establish or enhance export markets.
- Investor Attraction for Export:  
Identifying potential investors interested in supporting export initiatives.
- Consumer Country Identification:  
Determining target countries for the export of goods.
- E-Commerce Export Expertise:  
Providing specialized advice in the realm of online exports.
- Comprehensive Export Planning:  
Creating meticulous plans to control the company's budget during export processes.
- Business Intelligence and Process Improvement:  
Providing insights into business plans, records of exporters, and strategies for continuous improvement.
- Global Marketing Strategies:  
Implementing robust marketing strategies both domestically and internationally.
- Establishing Strong Business Relationships:  
Forging strong ties between domestic and foreign enterprises, facilitating the negotiation of commercial contracts.
- Introduction to Efficient Transport and Insurance Solutions:  
Recommending suitable transport and insurance partners.

For businesses seeking profitability and minimized financial and commercial risks, export and import consulting services within the Mondo business network offer a dual opportunity, available both online and in-person. Step into the world of Mondo and unlock the full potential of your global trade endeavors.

## What are the duties of export and import consulting?

An export and import consultant is an expert in the field of commercial affairs who, by mastering the new concepts and strategies of exporting and importing goods, is able to multiply your ability to compete in domestic and foreign markets. One of the main duties of a consultant in export consulting The previous scientific and operational goods and trade can be mentioned as follows:

- Monitoring domestic and foreign markets in the desired area
- Consultancy to create or develop the export market
- Export consulting in the field of attracting investors
- Identification of consumer countries for the export of goods
- Providing expert advice in the field of Internet export
- Accurate and comprehensive planning with the aim of controlling the company's budget in export processes
- Information about business and business plans of companies and previous records of exporters in order to improve current and future processes
- Applying domestic and international marketing strategies
- Establishing strong relationships between domestic and foreign commercial companies and requiring the conclusion of commercial contracts in commercial relations
- Introducing the right transport and insurance company

**Among the most important duties of a consultant in the matter of advice on the import of goods, the following can be mentioned:**

- Accurate identification of imported goods for profit
- Import consulting in the field of investment and budget control
- Identification of producing countries for importing goods
- Providing expert advice in the field of import
- Clearance of goods and presentation or introduction of suitable transport and insurance company
- Applying internal marketing strategies with the aim of injecting profit into the company
- Market analysis of importing companies
- Building strong relationships between domestic and foreign business companies

As stated, the export and import consultation of goods has a significant contribution to the company's profitability. In fact, with the help of export and import consultation, you can see the company's financial and commercial losses being minimized. It is possible to use export and import consultation in the Mondo business network Two ways online and in person are possible



## Developing MUNDO Strategic Management

MUNDO said that in strategy everything is simple, but nothing is easy. At present times of economic turbulence, environmental uncertainty and growing complexity, the question of how MUNDO can best set their direction for the future remains an enduring subject of debate and interest. In the past most organisations took a highly structured approach to strategy development known as strategic planning. This involved an annual process of putting plans in place for the coming year and beyond. However, in today's complex and turbulent business environment, it is impossible to plan for every eventuality and strategy making needs to be a more flexible and dynamic process which reflects a way of thinking strategically about the business and the environment in which it operates. Organisations that fail to think strategically will be vulnerable to threats and ill-prepared to take advantage of fresh opportunities. A flexible but focused approach will put MUNDO in a better position to deal with setbacks and to respond to new opportunities as they emerge. Nonetheless, MUNDO'S partners still need to gain a clear understanding of the marketplace and their strategic position within it. Analysis and planning remain important for the MUNDO and her partners. There are many models of and approaches to strategy and a plethora of tools and techniques which can help strategy makers to assess their current position and evaluate options for the future. Such tools should not be regarded as recipes for success but used with careful thought to help in analysing and understanding the strategic context in which the organisation finds itself. Failing to think strategically will mean that an organisation will become reactive, vulnerable to threats and closed to opportunities. MUNDO'S Organisational strategy needs to be:

- Fast – Fast response to the entire MUNDO's supply chain
- Flexible - adaptable to change, but in line with MUNDO's corporate mission and vision
- Responsive - taking account of market, economic and environmental conditions
- creative - to inspire commitment and ensure the MUNDO stands out from the crowd
- Challenging - so that it acts as a source of inspiration and motivation
- Realistic – so that it can be seen to be achievable, and people can get to grips with it
- Focused - clear, defined, and understandable to all stakeholders, especially employees and customers
- Engaging - in line with organisational culture and values.

This checklist provides a framework for thinking about and developing organisational strategy. It is based broadly on established processes of analysis, choice, and implementation. Implementation is covered more fully in a related checklist. Strategy development is often seen as predominantly the responsibility of MUNDO's Chief Headmasters, Headmasters, Master, and group Leaders and Coaches.





## **MUNDO's Vision:**

Exploring secrets of business partners for the benefit of all

## **MUNDO's Mission:**

MUNDO explores the unknown in business partners internal and external environment, innovates for the benefit of business partners' success, and inspires the MUNDO's development and success through business talent discovery

## **MUNDO's Core Values**

MUNDO's existing Core Values of Business Partners Sustainability Safety, Integrity, Inclusion, Teamwork, and Excellence mandate individual and organizational behavior



## CO-FOUNDER OF MUNDO

### Dr. FARSHID FARZANEGAN

Dr. Farshid Farzanegan, With a bachelor's and master's degree in applied chemistry and postdoctorate in strategic management from TMU, has over 22 years of along with experience in various of chemical industries such as oil, gas, petrochemicals, agricultural fertilizers, skin care products . During the Expo Dubai event, he was elected as the chairman of the Joint Chamber of Commerce between Iran and the UAE for more than two years Through establishing excellent relationships and desirable networking. he has been able to create suitable relationships between this chamber and Dubai chamber of commerce by utilizing his experience. In this regard, in collaboration with Dr. Behnam Najafi, he created the Mundo brand to provide counseling and start-up services. Now, Mundo, with a cohesive network of producers and traders, offers different and desirable services to those interested in exporting Iranian products to the GCC country especially UAE.



## **CO-FOUNDER OF MUNDO**

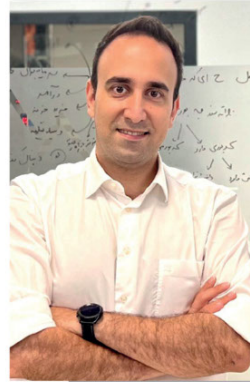
Dr. BEHNAM NAJAFI

Dr. Behnam Najafi with PhD in Strategic Marketing, Master and Bachelor's degree in Petroleum Engineering has amassed over two decades of experience in the fields of advertising, marketing, printing, and packaging. Leveraging his expertise, he has successfully established a robust network of connections in Iran. In collaboration with Dr. Farshid Farzangan, Dr. Najafi launched the brand "Mundo" with the aim of creating a high-powered global business network capable of generating commercial opportunities and increasing profitability for its members. Through their collective efforts, they seek to facilitate the growth and expansion of businesses worldwide.

**ALI MONIRI**  
**Board Consultant**

Ali Moniri is a marketing graduate with two decades of consultancy and experience in this field.

During this period, he has taught more than 3,000 hours and has advised dozens of domestic and foreign companies in various industries, including food and beverage, home appliances, and retail. Since 2021, he has been working as a national marketing consultant in the value chain analysis projects with the United Nations Development Program (UNDP) and is interested in identifying and introducing Iran's economic, commercial and Industrial potentials.



**ROJAN GHIYAEI**  
**Specialist in communications and branding**

She graduated majoring in graphics and electronic public relations with years of experience in the field of planning and implementing advertising campaigns in the capital market, PSP companies, automotive, pharmaceutical, food, and packaging industries. She is a professional in communication and branding . She manages the planning of various events including holding conferences, gatherings, product introductions, organizational celebrations, and press conferences which are implemented in the most prominent locations in Iran and the UAE. Co founder of kava group Iran and advertising company Royal Mactis Emirate to provide a synergistic platform for Iranian businessmen. Business networking Kurdistan region specialist



**REZA SABOURI**  
**Business Development Manager**

Reza Sabouri is a dynamic expert specializing in international commerce and business consulting. With a stellar track record in establishing successful enterprises in Kenya, UAE, and Turkey, Reza is well-versed in global business landscapes. His multilingual proficiency in English, Turkish, and German, combined with his native Farsi language, empowers him to connect and communicate effectively across diverse markets. Reza's ability to leverage cutting-edge technologies in the industry and stay updated on the latest marketing trends sets him apart. Reza's sharp market insights, coupled with his passion and unwavering commitment, enable him to uncover opportunities and achieve remarkable results. His dedication to delivering high-quality outcomes makes him an indispensable resource for organizations seeking triumph in today's competitive business arena.





**ALI VADOUDI**  
KURDISTAN REGION



**NASIR KAZEROON**  
CHINA



**LIDA SAYAHI**  
OMAN



**HASAN REZAEI**  
CAMEROON



**ZEYNAB SAEEDI**  
UZBEKISTAN



**FARZANEH AIGLON**  
FRANCE



**PHOSTINE MOGA**  
KENYA





**A.AL BALOOSHI**  
ADVOCATES AND  
LEGAL CONSULTANTS



**ALTAFKEER ALHADETH**  
OIL TRADING L.L.C



**SAEID ZARGHAM**  
MOND AGENCY  
MARKETING  
CONSULTANT



**BEHZAD ZARANDI**  
CASPIAN BRANCHES



**MOSIAD**  
INDUSTRIAL AND  
BUSINESSMEN  
ASSOCIATION



**EBRAHIMI**  
SHAMIRA  
SYRIA



**MAIKO OWADA**  
JAPAN



**NEDA LASHKARI**  
UAE





**BABAK MORADI**  
MANAGEMENT  
CONSULTANT



**RASOUL  
KOOHPAYEHZADEH**  
TOP IRANIAN LEGAL ATTORNEY  
SPECIALIZING IN ECONOMIC  
SECTOR



**AMIN ASADOLLAHI**  
SENIOR CONSULTANT  
IN MARKETING



**ALI JAMSHIDI**  
ASIA BUSINESS MEDIA  
SENIOR JORNALIST  
BUSINESS MEDIA  
SPECIALIST



**MEHDI CHATA**  
BUSINESS COACH



**SHADI PARVAREH**  
BUSINESS COACH



**REZA ABIK**  
UNIVERSITY LECTURER  
SENIOR MARKETING  
CONSULTANT



**MOJTABA PIRZAD**  
HERMES BUSINESS  
CONSULTANTS GROUP  
MARKETING MANAGEMENT  
FROM UK





**REZA KARCHI**

ASSOCIATE PROFESSOR  
AT UNIVERSITY  
PROFESSOR OF  
SOCIOLOGY, SCIENCE  
AND RESEARCH - PHD



**PEYMAN MOLAVI**

CONSULTING FOR  
INVESTMENT,  
FINANCE, BUSINESS  
STRATEGY , FINANCIAL  
MARKETING EXPERT.



**HOMA ESMAEILI**

ADVERTISING STRATEGY  
ANALYSING  
CONSUMER  
BEHAVIOUR RESEARCH,  
ANIMATION PRODUCER,  
GRAPHIC DESIGNER.



**MAHYAR  
BABAZADEH**

MANAGEMENT  
CONSULTING,  
BUSINESS  
STRATEGY, FUTUR-  
OLOGY COACH



**ALI AVAZZADEH**

PUBLIC RELATIONS  
MANAGER EXPERT,  
PLANNER AND  
EXECUTOR OF MAJOR  
EXHIBITION, EVENTS  
AND CEREMONIES IN  
POLITICAL AND  
ECONOMICAL SECTOR.



**MOHAMMAD  
SHIRKAVAND**

FACILITATING  
INTERNATIONAL  
RELATIONS, TALENT  
COACH, BUSINESS  
TOURIST TEACHER.



**REZVAN SOLTANI**

SECRETARY GENERAL  
OF MUNDO







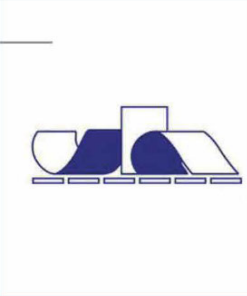
**SOHEIL SALEHI**  
CYBERSPACE EXPERT  
ESPECIALIZED IN  
ACCOUNTING SOFTWARE



**ANDISHEH MOEIN  
ACADEMY**




**UNION PRINTING  
TEHRAN**



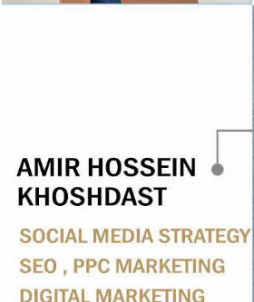
**MOHAMMADMEHDI  
SAMAVATI**  
**EBRAHIM ALIZADEH**  
FINANCIAL MARKETS  
PORTFOLIO MANAGER,  
STRATEGIST, ECONOMIC TREND  
FORECASTER



**HAMED JAMALI**  
ADVERTISING MARKETING  
OUTDOOR, ADVERTISING  
CONTRACTOR



**ARSALAN  
MONFARED**  
ORGANIZER OF  
INTERNATIONAL FAIR AND  
EXHIBITION , COACH ,  
EXHIBITION BOATH  
CONTRACTOR



**AMIR HOSSEIN  
KHOSHDAST**  
SOCIAL MEDIA STRATEGY  
SEO , PPC MARKETING  
DIGITAL MARKETING



**ALI SOLEYMANI**  
EXHIBITION AND INTERIER  
DESIGN , DESIGNER AND  
EXECUTER OF VIRTUAL  
EXHIBITION, APPLICATION  
AND GAMES





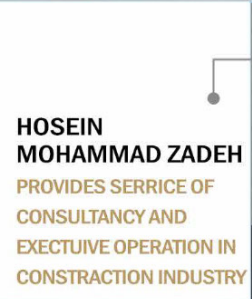
**MOHAMMAD  
CHERAGHI**

SERKAN FILTER HOLDING  
THE FIFTH BIGGEST  
PRODUCER OF FILTER IN  
THE WORLD



**SAEED REZAEI**

REZCO INDUSTRIAL GROUP  
PRODUCTION ,SUPPLY AND  
INTERIOR DECORATION  
FURNITURE



**HOSEIN  
MOHAMMAD ZADEH**

PROVIDES SERVICE OF  
CONSULTANCY AND  
EXECUTIVE OPERATION IN  
CONSTRUCTION INDUSTRY



**MEHDI RIYAH**

IRAN ACHIEVERS QUALITY  
CLUB, NETWORKING  
CLUB



**HAMED ESTIRI**

BACHELOR OF CHEMICAL  
ENGINEERING PROCESS  
DESIGN, SKIN CARE AND  
HAIR CARE PRODUCER,  
MEMBER OF IAACP IRAN



**MEHRI  
AHMADLOU**

EXIR PERSIAN CEO  
CONBIO PRODUCTS  
SKIN CARE PRODUCTS



**MOHAMMAD REZA  
NAJAFI**

KARINA PARS



**SARA OSOOLI**

ADVERTISING ,PRINTING  
AND PACKAGING  
INDUSTRY



# SERVICES

Our process applies techniques from a variety of disciplines, values distinction in detail and gives carefu



## Market Research

Navigating Dubai's Legal Seas with Confidence



## Legal Consultancy

Navigating Dubai's Legal Seas with Confidence



## Investment

Transforming Vision into Reality in Dubai's Business Playground



## Business Consultancy

Elevating Business Brilliance in Dubai's Skies



## Specialized Events

Crafting Unforgettable Business Experiences in Dubai



## Strategic Consultancy

Pioneering Strategic Triumphs in Dubai's Business Landscape



## Academy and Business Courses

Enriching Expertise for Dubai's Business Ascension



## Networking

Connecting Dreams to Reality in Dubai's Global Network



## Customer Club Services

Elevating Business Experiences in Dubai's Land of Opportunities



## MARKET RESEARCH

Unveiling New Horizons in Dubai's GlobalAren

Embarking on international business journeys demands deep insights. Our specialized Market Research service at Mundo equips you with the knowledge needed to conquer Dubai's dynamic markets. From consumer behavior to industry trends, we're your compass to informed decisions.

### ✓ Seizing Opportunities

In Dubai's thriving business ecosystem, staying ahead requires understanding the pulse of the market. Our Market Research service uncovers hidden gems, enabling you to tailor your strategies for maximum impact.

### ✓ Experience the Edge

Imagine having a crystal-clear view of Dubai's market nuances, enabling you to strategize with precision. With Mundo, that's exactly what we offer – an edge that transforms challenges into opportunities.



## Legal Consultancy

Navigating Dubai's Legal Seas with Confidence

The heart of international business often beats within legal frameworks. At Mundo, our Legal Consultancy service is your guiding light through Dubai's complex legal terrain. From contracts to courtroom strategies, we're your steadfast allies in the journey.

### ✓ Crafting Success

Dubai's business environment demands adherence to intricate legal norms. Our legal experts ensure your business sails smoothly, safeguarding your interests while navigating the legal currents.

### ✓ Your Strategic Anchor

Imagine having a crystal-clear view of Dubai's market nuances, enabling you to strategize with precision. With Mundo, that's exactly what we offer – an edge that transforms challenges into opportunities.



## Investment

Transforming Vision into Reality in Dubai's Business Playground

**Dreams of international expansion find their wings in smart investments. Our Investment consultancy at Mundo unlocks the doors to Dubai's investment prospects. From foreign funding to local partnerships, we're here to fuel your growth.**

### ✓ Powering Progress

Dubai offers a treasure trove of investment opportunities. Our experts identify the gems that align with your vision, ensuring your resources are deployed with precision.

### ✓ Catalysts of Growth

Imagine the thrill of turning investment visions into concrete realities, with Dubai's vibrant business landscape as your canvas. With Mundo, this is the journey we embark upon together.



## Business Consultancy

Elevating Business Brilliance in Dubai's Skies

In the realm of international business, excellence is non-negotiable. Our Business Consultancy service at Mundo is your launchpad to brilliance in Dubai. From strategic partnerships to industry insights, we're your architects of success.

### ✓ Building Triumph

Dubai's business opportunities are endless, but excellence requires the right blueprints. Our consultancy crafts the strategies that drive your business to the pinnacles of triumph.

### ✓ Your Guiding Constellation

Picture your business shining brilliantly in Dubai's constellation of success stories. With Mundo, you're not just a client – you're a partner in crafting your legacy.



## Specialized Events

Crafting Unforgettable Business Experiences in Dubai

In Dubai's bustling business landscape, every event is an opportunity. Our Specialized Events service at Mundo transforms occasions into unforgettable experiences. From conferences to product launches, we're your architects of impactful gatherings.

### ✓ Igniting Connections

Dubai's business events are the epicenter of networking and growth. Our expertise ensures that your events are not just memorable but also strategically aligned, fostering connections that matter.

### ✓ Curators of Success

Imagine your business making waves through meticulously curated events, leaving lasting impressions. With Mundo, we orchestrate experiences that elevate your brand in Dubai's thriving marketplace.





## Strategic Consultancy

Pioneering Strategic Triumphs in Dubai's Business Landscape

**In the world of international business, strategy is the compass to success. Our Strategic Consultancy service at Mundo guides you through Dubai's intricate landscape, aligning your vision with actionable strategies.**

### ✓ Forging Pathways

Dubai offers a dynamic playground for innovative strategies. Our consultants collaborate with you to craft blueprints that transform challenges into stepping stones for success.

### ✓ Your Strategic Architects

Picture your business navigating Dubai's markets with unwavering precision, driven by strategies tailor-made for triumph. With Mundo, you're not just a client – you're a partner in pioneering progress.



## Academy and Business Courses

Enriching Expertise for Dubai's Business Ascension

International business demands continuous learning. Our Academy and Business Courses at Mundo provide the knowledge foundation to thrive in Dubai. From marketing to management, we're your partners in professional growth.

### ✓ Knowledge as Currency

Dubai's markets are dynamic, and so must be your expertise. Our courses, guided by renowned professors, empower you to navigate Dubai's challenges with confidence.

### ✓ Your Knowledge Arsenal

Imagine standing at the forefront of Dubai's business arena armed with cutting-edge insights. With Mundo, expertise isn't just an asset – it's a catalyst for growth.



## Networking

Connecting Dreams to Reality in Dubai's Global Network

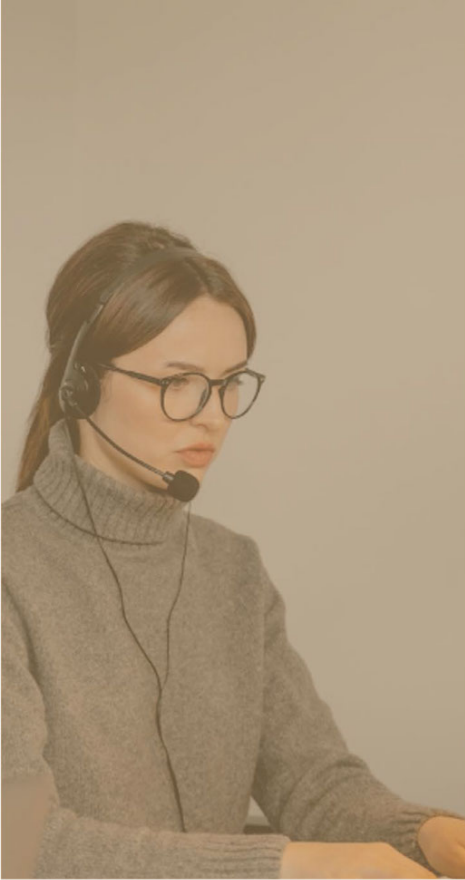
In Dubai's world of business, connections are the currency of success. Our Networking service at Mundo is your gateway to Dubai's vibrant network. From industry leaders to potential partners, we're your bridges to new horizons.

### ✓ Building Bridges

Dubai's networking opportunities are boundless. Our service ensures you're not just present but influential, forging connections that shape your business journey.

### ✓ Your Connective Force

Imagine your business being an integral part of Dubai's interconnected ecosystem. With Mundo, your network isn't just extensive – it's a driving force propelling your aspirations.



## Customer Club Services

Elevating Business Experiences in Dubai's Land of Opportunities

In Dubai's business tapestry, excellence transcends mere transactions. Our Customer Club Services at Mundo redefine business engagement. From exclusive discounts to recreational indulgences, we're your partners in enriching experiences.

### ✓ Unveiling Privileges

Dubai offers a world of luxury and comfort. Our Customer Club opens doors to unique offerings, making your business journey in Dubai not just successful, but also enjoyable.

### ✓ Your Passport to Luxury

Imagine your business being a part of Dubai's finest offerings, from gourmet delights to rejuvenating wellness experiences. With Mundo, every transaction turns into a memorable engagement.



**MUNDO**  
BUSINESS CONSULTANCY

**Thank You For  
Your Attention**

[www.mundoco.net](http://www.mundoco.net)

