The MENA Market, your next opportunity for growth!

Eman Zabalawi, Marketing and Communications Professional



Abstract:
The MENA market is growing like never before, and more and more investors are being interested in penetrating it. It is becoming the hub for new startups and the place to grow your existing business. Today, the MENA market excels mainly at the following:

- **A diverse market in transition**
- **Huge market that has not been largely tapped into**
- **Very high social media penetration rate**
- **MENA consumers are willing to adopt new technologies**
- **MENA is transitioning into digital**
- **Unfilled gap**

MENA market is now the hub for new startups, and is actually attracting female investors and entrepreneurs more than ever, its one of the regions with the highest numbers of females in senior roles.
The key success today in the MENA region is localization and content, and being able to reach people where they are, this includes message and medium.
MENA region is considered to be the population of the Young, so entrepreunutrs need to learn how to communicate to a young MENA.
The digital shift is happening now in the MENA region, and companies can be part of this shift, and be on the forefront of this change, especially after covid.
The time to invest and start your business in the MENA region is now. And learning how and when and where to enter is the key to success.

Biography:

Eman Zabalawi, Marketing and Communications Professional

Eman is a passionate Marketing Communication Professional with over 9 years of experience in the field. Eman leads and oversees the implementation of communication campaigns for different brands, ensuring their success and effectiveness. Working

amongst multiple industries in both the agency and client side has given Eman a diverse experience in marketing different brands and industries, both online and offline.

Eman represented different companies and participated in different conferences as a speaker in different areas, including marketing, global marketing, penetrating the MENA region and communications for social good.

Eman led different projects including a communication project for UNICEF on Polio Eradication that made its way into the global markets, as well as a Soap Opera production in Lebanon on violence against women and children. She also led projects with Edraak, an initiative of Queen Rania Foundation in Jordan, to enhance the quality of online education in the Arab world and increase high quality educational Arabic content on the internet. Eman understands the MENA market and helps brands penetrate it in the best way possible.

Eman's expertise includes, but not limited to: Online and digital marketing, offline marketing, ATL, BTL, direct marketing, communications and public relations. She holds a Bachelor's degree from the American University of Beirut and a Digital Marketing Diploma. She is fluent in both Arabic and English.