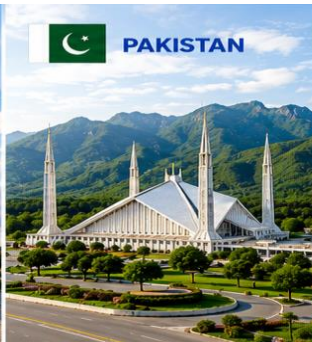


MEENA BUSINESS CONSULTANCY SERVICES

YOUR ONE-STOP SHOP FOR SEAMLESS CROSS-BORDER BUSINESS

Meena operates in 6 languages: English, Arabic, German, Kurdish, Urdu, and Japanese.



20+

YEARS EXPERIENCE

12,000+

GLOBAL NETWORK

10+

SPECIALIZED SERVICES

4+

MAJOR ACCREDITATIONS

Accreditations, Listings & Recommendations

Verified by Leading International Authorities

BAFA (Germany)

Federal Office for Economic Affairs & Export Control.

Consultancy No. #225330.

<https://www.bafa.de/EN>

Switzerland Global Enterprise

Official Swiss Trade Promotion Expert Directory. Listing No. 22399. Supporting Swiss SMEs in the MENA region.

<https://expertdirectory.s-ge.com/en/experts/MBCS/>

UK Dept for Business & Trade

Listed Provider in the Export Support Directory. Verified Partner for UK Exporters navigating emerging markets.

<https://www.esd.businessandtrade.gov.uk/s4s/CustomPage/Index/4?q=2822969a-0bed-4d90-a2dc-b14700b0e2d9>

BVMW Network

Bundesverband mittelständische Wirtschaft. Part of a 30,000+ Member Network connecting German SMEs globally.

<https://www.bvmw.de/en>



GreenSign Office Certified

First organization in MENA to hold the certification for Environmental & Social Excellence (ISO-14001 · ISO-26000 · GSTC).

Client Testimonials

Trusted by Global Leaders and Industry Experts



Nisrin is extremely well connected in the Middle East and experienced in developing cross-border transactions. I highly recommend her to anyone looking to establish or expand their business in the region. Her deep understanding of financial institutions and development agencies allows her to leverage her network effectively

Christian Etzel

Co-Founder – FIB Frankfurt
International Bank AG



Nisrin and her team organized our BVMW delegation visit to Saudi Arabia. She did an excellent job organizing everything and delivering a very interesting program covering quantum computing to 3D concrete printing and AI. To be able to juggle between different solutions and companies is a real skill, which she mastered very well.

Jani Heikkinen

Vice President of Business
Development Qudora Technologies



I highly recommend Nisrin. She represents BVMW in Saudi Arabia and the region with great dedication and professionalism. Her company is exceptionally well connected, and she excels at building bridges between German and local partners. Anyone looking to engage in the region will find Nisrin to be a knowledgeable and reliable contact.

Matthias Hartmann

Managing Director – MAindTec
GmbH



Nisrin & Team arranged our trip to WAM Saudi Arabia — including visits to the Ministry of Finance, the Ambassador of Germany, and key industry players. A masterclass in access, logistics, and relationship management across the Kingdom.

Georg Schulze-Dürr

CEO – 3R Solutions GmbH

Client Testimonials

Trusted by Global Leaders and Industry Experts



During the past years ABB Energy executed several multi-million USD projects in Northern Iraq. Mrs. Nisrin Khalil was invaluable her knowledge and local network helped us overcome various business challenges.

Oswin Möller

Director of Sales, Energy Industries
– ABB Energy



I was deeply impressed by Meena's ability to manage complex systems and quickly find simple, straightforward, and affordable solutions. Exceptional service for customers with the most demanding needs.

Ali Mahli

Medical Director – Danone Iraq



Meenas Online expertly guided us through documentation, legal procedures, and government contacts for digital currency tenders in Iraq. I would recommend this service to any company.

Hermann Sterzinger

Chairman, Advisory Board –
AUGENTIC GmbH



I have known Nisrin and her team for 5 years. Their due diligence reports were highly professional, quick, responsive, and packed with relevant background intelligence across multiple sectors.

Dr. Stavros Kyrimis

Diplomat



Nisrin Khalil

Managing Director & Co-Founder

✉ nisrin.khalil@meenasonline.com

🌐 www.meenasonline.com

📍 UAE / Saudi Arabia

Managing Director Profile

As the Managing Director and Co-Founder of Meena Business Consultancy Services, I lead our mission to connect international businesses with the world's most dynamic emerging markets.

With nearly 20 years of experience across the EU, Iraq, Pakistan and the GCC, and a lifelong passion for building bridges where others see barriers, I have had the privilege of working across cultures, industries, and continents.

I founded Meena in 2022, and since then we have grown into a trusted one-stop shop operating across the EU, Iraq, Pakistan, Saudi Arabia, the UAE, and Qatar. My career has taken me from researching market entry strategies at Mercedes-Benz Japan, to establishing global project coordination at Minebea Intec, to leading the German Liaison Office (AHK) in Iraq for nearly six years shaping trade policy and facilitating investments between Germany and Iraq at the highest levels. I also served years as Country Representative for Iraq and Pakistan at BVMW, Germany's largest SME association. I speak six languages, because real partnership starts with understanding. My work is not just a career it is my way of making emerging markets work for everyone.

PMP® Certified

Former AHK Director

Trade and Investment

6 Languages





Kevin Steckel

Managing Director & Co-Founder

✉ kevin@meenasonline.com

🌐 www.meenasonline.com

📍 UAE / Saudi Arabia

Managing Director Profile

Building meaningful business bridges between the EU and Saudi Arabia is not just my role it is my calling.

As BVMW Country Representative for the Kingdom of Saudi Arabia, I connect German SMEs with one of the world's most ambitious economies, helping companies align with Vision 2030 and establish lasting partnerships across technology, renewable energy, and infrastructure. At Meena Business Consultancy Services, I lead our Saudi operations with a digital-first approach designing bespoke consulting engagements that reduce risk and accelerate measurable growth across the MENA region.

Besides MEENA, I also founded Brilliant Minds Events, now the GCC's leading part-time staffing provider, with active operations across Dubai, Saudi Arabia, and Qatar serving hotels, resorts, medical institutions, and major event venues.

With over 15 years of hands-on experience building and scaling businesses across the Gulf, I bring the regional relationships, investment growth expertise, sector depth, and execution capability to turn market opportunity into real results.

Serial Entrepreneur

Member of JazRock

15+ years experience

BVMW Representative



Our Global Team

Local Expertise, Global Vision



Rifat Pervaz

Sr. Government Relations Officer

Represents the organization in government affairs,
fostering strong relationships.



Fahim Khan

CLIENT SUCCESS MANAGER

Ensuring seamless market entry and sustained
growth for our clients.



Tahir Shehzad

CHIEF FINANCE OFFICER

Specialist in finance, trade finance, and regulatory
compliance.



Shahid Khalil

OPERATIONS MANAGER

Optimizing operations and logistics for practical
business solutions.



Muhammad Kashif

Full Stack Developer

Develops scalable, secure, and user-friendly web
applications by seamlessly

Mission & Core Values

"To be the definitive one-stop shop for international businesses entering high-growth emerging markets — delivering hands-on, expert-led solutions from a single trusted point of contact."



Local Market Knowledge

Deep on-the-ground expertise in Iraq, Pakistan, Saudi Arabia, UAE, and Qatar, enabling clients to navigate complex landscapes.



High-Profile Experts

A global network of multi-year international specialists and industry leaders working directly with clients to ensure success.



State-of-the-Art Tools

Leveraging AI-driven intelligence and a proprietary toolset to provide fast, accurate, and actionable business solutions.



Best Value

Delivering the highest quality consultancy at competitive pricing, with senior management directly involved in every project.

Global Services Portfolio I



Company Setup

Complete support for registering and setting up your company from business structure to licensing and compliance.



Employee Leasing

Professional outstaffing solutions tailored to your workforce needs. Flexible access to verified, skilled talent.



Legal

Comprehensive support covering contracts, compliance, intellectual property, M&A, and corporate annual processes.



Accounting & Payroll

Reliable services ensuring financial accuracy, regulatory compliance, and timely reporting. Fully managed and transparent.



Market Research

In-depth research and tailored entry strategies — quantitative & qualitative studies and data-driven decision support.



Business Visa

Complete assistance with visa applications and documentation for smooth, timely processing across borders.

Global Services Portfolio II



Export Loans & L/C

Expert support in securing export loans and managing letters of credit through a global partner network covering 50%+ of lending banks.



Due Diligence

Thorough independent investigations of target companies — covering operating status, management background, and compliance risk.



Security Risk

Comprehensive assessments to protect operations, people, and assets. Expert threat analysis and risk mitigation strategies.



Market Access Reports

Detailed analysis covering industry trends, customer behavior, competitor landscape, and regulatory environment.



Digital Marketing Services

Full-spectrum services: SEO, PPC, and social media management to deliver measurable growth and brand visibility.

Trade & Investment Promotion Desk

Establish a dedicated **Trade & Investment Promotion Desk** in your target country through Meena Business Consultancy Services.

Operate immediately from our high-profile office locations without the cost of building your own infrastructure. We provide local market representation, government engagement, business development support, and performance monitoring to help you expand efficiently.



1. STRONG LOCAL NETWORK & SUPPORT



Strong network of local companies and business partners



Dedicated support for trade and investment promotion



KPI-based performance measurement and reporting



2. IMMEDIATE MARKET PRESENCE



Immediate presence in high-profile office locations



No need to build your own local infrastructure



Access to relevant ministries through signing MOUs



3. MARKET ENTRY & REPRESENTATION



Market entry and business development assistance



Cost-effective expansion into new markets



Local representation by experienced professionals



4. ACCESS, NETWORKS & OPPORTUNITIES



Faster access to business opportunities and strategic partnerships



Participation in Trade Fairs & Exhibitions



Country-Specific Booths & Joint Pavilions



12,000+ Verified Business Contacts Across the countries



Access to Key Chambers, Ministries & Government Authorities

Meena Circle Platform

Smart, Intuitive, Effortless B2B Connections

Meena Circle is our digital platform that gives businesses fast and easy access to international markets. It helps SMEs explore new markets, find verified partners, access financing and tenders, and connect through intelligent B2B matchmaking and cross-border collaboration all in one digital ecosystem, saving time and costs.



Effortless Global Trade Matching

We simplify the process of finding buyers and sellers worldwide. Businesses can search based on sector and country, use HS codes and keywords to specify products or services, and connect instantly with the right trade partners.



Master Trade Procedures and Regulations

Understanding trade regulations, customs tariffs, and compliance requirements is essential for smooth operations. Meena Circle offers detailed insights into trade procedures, tariff rate quotas, and regulatory frameworks to help businesses make informed decisions.



Find the Right Tenders and Projects

Our platform grants businesses exclusive access to a wide range of tenders and projects across industries and regions. We enable SMEs to navigate procurement opportunities with confidence and secure new business deals with ease.



Finance Your Trade with Ease

Expanding a business globally requires financial support. Meena Circle streamlines trade finance applications, helping SMEs access tailored financing solutions through our trusted financial partners.

For registration and further details, visit our website. <https://app.meenasonline.com/>



Event, Exhibitions & Delegations

Connecting businesses through impactful events, exhibitions, and networking opportunities.

Gulf Investment and Technology Conference

The Gulf Investment and Technology Conference connects Europe and the GCC, fostering trade, investment, innovation, and strategic business partnerships.

Website | <https://gitc.meenasonline.com/>

World Advanced Manufacturing Saudi Arabia

The WAM Expo is Saudi Arabia's premier industrial platform driving smart manufacturing, innovation, and global partnerships in support of Vision 2030.

Website | <https://www.meenaswamsaudi.com/>

BVMW Future Day

Zukunftstag Mittelstand (Future Day) is Germany's premier SME summit, connecting entrepreneurs, innovators, investors, and policymakers to unlock global business opportunities.

Website | <https://future.meenasonline.com/>

EUROPE-Pakistan Business Forum 2026

The EU-Pakistan Business Forum is a premier platform connecting European and Pakistani business leaders to strengthen trade, investment, and strategic economic partnerships.

Link | <https://flyn.im/TDhi--9>

Media Coverage

Meena Business Consultancy · Media Coverage & Publications

LINKEDIN PULSE



[Read on LinkedIn →](#)

BVMW MAGAZIN



[Read in Issuu →](#)

WIRTSCHAFTSRAT DER CDU



[Read on Wirtschaftsrat →](#)

Media Coverage

Meena Business Consultancy Services · Media Coverage & Publications

China Observer



[Read on China Observer →](#)

Tribune The Express



[Read on Tribune →](#)

YouTube Pulse



[Watch on YouTube →](#)

Global Coverage

International experience with primary focus on the Middle East and Asia

HQ – UAE

Meena Business Consultancy
Building C1, Ajman Free Zone
Ajman, UAE
+971 50 623 9155

Iraq

Hizmat Saglik (Meenas Online)
40 Meter Street, Farma Clinic
P.O. Box 24080, Erbil

United Kingdom

Unity LSS Limited
Iveco House, Station Road
Watford WD17 1ET
+44 20 7723 0864

Dubai

Unity LSS FZE
Office No.1002, F-Block, Al
Waha Community, Nad-Al-
Hamar, Dubai, UAE
+971 4 3297342

Qatar

BM Events Hospitality
Al Mansoura 257, Zone 25
Doha
+974 44318008

Germany

3SC Technology GmbH
Kurt-Blaum-Platz 8
63450 Hanau
+49 6181 250 330

Saudi Arabia

Section B, Office 29-30, Super
Office Building No. 44, Ibn
Katheer St, King Abdul Aziz,
Riyadh 13334, KSA
+966 50 228 8087

Pakistan

Unity / 3SC (Pakistan)
Building 146, Civic Centre Block
C Bahria Town, Islamabad

Pakistan

Office # 3142, 3rd Corporate
Floor, World Trade Center, 2 GT
Rd, Phase Sector F DHA,
Islamabad

Let's Build Your Bridge

To Emerging Markets Today

Office Locations

UAE: Ajman Free Zone (HQ)

KSA: Riyadh Expansion Office

Iraq & Pakistan: Local On-Site Support

Get In Touch

Email: management@meenasonline.com

Phone: +971 50 623 9155

Web: www.meenasonline.com



LinkedIn



YouTube



Instagram



Facebook



X (Twitter)



TikTok