



# ABS

**GCC Meetup 2025:**

Engage.

Connect.

Lead.

**PARTNERSHIP MODELS**

**The Association of Business Service Leaders (ABSL) is a leading international nonprofit organization that helps build globally competitive and knowledge-based local economies in Europe and across the globe.**

The Association of Business Service Leaders (ABSL) is a prominent organization representing the business services sector, with a significant presence across Europe. ABSL serves as the collective voice for an industry that employs approximately 40 million professionals in Europe, encompassing services such as IT, finance, HR, procurement, administration, marketing, operations, customer service, research and development, supply chain operations, consulting, and outsourcing.

Key Objectives of ABSL:

- **Advocacy:** Representing members' views to decision-makers and key stakeholders, and collaborating with the European Union and other international organizations to create a positive investment climate.
- **Promotion:** Positioning Europe as a premier investment location for value-added business growth.
- **Community Building:** Uniting the combined strength of ABSL members to enhance their collective impact.

ABSL also establishes partnerships with market leaders and experts in various fields, including HR services, compensation analysis, employee benefits, legal and tax advisory, IT, real estate, and workplace advisory, to support member companies in their everyday challenges.

Through these initiatives, ABSL plays a crucial role in advocating for effective solutions that support the sustained development of the business services industry, ensuring its resilience and capacity to expand amid global challenges.

**FIND OUT MORE**  
[www.absl.net](http://www.absl.net)

# ABOUT THE EVENT

ABSL GCC in collaboration with ABSL Western Balkans is hosting a premier regional conference designed to promote collaboration and fuel the expansion of the business services sector across the GCC region. This flagship event will spotlight the UAE as a dynamic hub for business services services, showcasing its skilled talent pool, competitive advantages, and the latest global trends shaping the future of business services.

Through expert insights, industry networking, and thought-provoking discussions, the conference aims to position the region as a strategic partner for international companies seeking innovation, operational excellence, and sustainable growth.

**SAVE THE DATE: April 11th (09:30 - 17:30)**

**LOCATION: Mövenpick Hotel & Apartments Bur Dubai**

19th St - opposite American Hospital - Oud Metha - Dubai

## BENEFITS:



**Building a strong network**



**Addressing Complex Regional Challenges**



**Sharing Solutions and Offerings**



**Career Development Opportunities**



**1 day**

of knowledge sharing, networking and companies in spotlight



**20+**

local and international participants



**20+ top companies**

from the GBS sector in the Western Balkans



**Agenda**

panel discussions, case studies, and keynotes



**15+ speakers**

coming from globally known organizations



**Meet decision makers**

from the Region

# BECOME OUR SPONSOR

## WHY BECOMING OUR SPONSOR?

- **Target Audience:** Direct access to the business services leadership community
- **Brand Visibility:** Strengthening brand recognition and positioning in the industry
- **Industry Leadership:** Establishing your company as a key player in the business services sector
- **Networking Opportunities:** Engaging with over high-level professionals in one day
- **Top Companies:** Leading business services providers from the region



### PLATINUM SPONSOR

YOUR CONTRIBUTION: 25.000 AED

#### Brand Visibility:

- Prominent logo placement on all event materials, including banners, programs, and websites.

#### Exclusive Networking Opportunities:

- Access to VIP lounges and events, allowing for direct interaction with key speakers, decision makers and attendees.

#### Booth Space:

- A dedicated space at the event for product demonstrations or brand engagement, allowing for direct interaction with participants

#### Workshops or Breakout Sessions:

- Opportunity to host a workshop or session, positioning the brand as a thought leader in the industry.

#### Speaking Opportunities:

- A chance to present a keynote or participate in panel discussions for up to 60 minutes, enhancing brand authority and your company's service offerings.

#### Customized Marketing Packages:

- Tailored promotional opportunities, such as branded content or dedicated email blasts to attendees.

#### Social Media Mentions:

- Recognition through social media posts leading up to and during the event.

#### Discounted Tickets:

- Up to five complimentary or discounted tickets for company representatives, facilitating attendance and participation.



### GOLD SPONSOR

YOUR CONTRIBUTION: 9.999 AED

#### Brand Recognition:

- Logo featured on select event materials and social media promotions.

#### Booth Space:

- A dedicated space at the event for product demonstrations or brand engagement, allowing for direct interaction with participants

#### Speaking Opportunities:

- A chance to present a keynote or participate in panel discussions for up to 30 minutes, enhancing brand authority and your company's service offerings.

#### Workshops or Breakout Sessions:

- Opportunity to host a workshop or session, positioning the brand as a thought leader in the industry.

#### Promotional Materials:

- Inclusion of promotional materials in attendee bags, ensuring brand exposure to all participants.

#### Social Media Mentions:

- Recognition through social media posts leading up to and during the event.

#### Discounted Tickets:

- Up to three complimentary or discounted tickets for company representatives, facilitating attendance and participation.



### SILVER SPONSOR

YOUR CONTRIBUTION: 4.999 AED

#### Logo Inclusion:

- Logo displayed on event websites and promotional materials, albeit with less prominence than higher-tier sponsors.

#### Networking Access:

- Opportunities to connect with attendees during general networking sessions.

#### Booth Space:

- A dedicated space at the event for product demonstrations or brand engagement, allowing for direct interaction with participants

#### Speaking Opportunities:

- A chance to present a keynote or participate in panel discussions for up to 20 minutes, enhancing brand authority and your company's service offerings.

#### Social Media Mentions:

- Recognition through social media posts leading up to and during the event.

#### Discounted Tickets:

- Up to two complimentary or discounted tickets for company representatives, facilitating attendance and participation

**VIP  
PASS**

**VIP TICKET**

**299 AED +VAT**

## **VIP Ticket Entitlement**

Congratulations on acquiring a VIP Ticket! Your exclusive access includes:

### **All-Day Event Access:**

Enjoy full participation in all sessions and activities throughout the event.

### **Personal Introduction to Key Speakers:**

Experience a unique opportunity to meet and interact with our distinguished speakers in a personal setting.

### **Opportunity to Introduce Yourself and/or Your Business:**

Take the stage for a brief introduction, showcasing yourself or your business to the audience.

### **Introduction to Key Business Decision Makers:**

Connect with influential decision-makers for face-to-face meetings, opening doors for potential collaborations and partnerships.

### **Two Tea Breaks:**

Refresh yourself during two designated tea breaks, featuring a selection of delicious food and beverages.

### **Buffet Lunch:**

Indulge in a sumptuous buffet lunch, offering a variety of options to satisfy all tastes.

### **Prize Opportunity:**

Enter for a chance to win exciting prizes throughout the day, adding an element of fun to your experience!

Thank you for being a part of this special event. We hope you have an enriching and enjoyable day!



# **CONTACT US!**

THE ASSOCIATION OF BUSINESS  
SERVICE LEADERS GCC  
e-mail: [info@abslgcc.club](mailto:info@abslgcc.club)  
[www.abslgcc.club](http://www.abslgcc.club)