

“internationalization” is an opportunity for companies to prosper in an increasingly competitive world and naturally contribute to sustaining development & employment

## IMPACT

- Increase Startup & SME success rate
- Allow cooperation between innovators & Entrepreneurs
- Consolidate and Enlarge experiences between Arab Countries
- Increase cultural values exchange
- Foster collaboration among Arab incubators & Techno Parks

## Resources Needed

- Core soft landing team to operate the program.
- Subject matter Expert to help develop the soft landing program.
- Develop the Soft Landing Operating Manual within an automated program.
- Financial Budget for building and operating for one to three years.

## What is Soft-Landing Project?

The softlanding project will provide help and fast track to innovative companies to reach new markets (internationalization) easily.

The aim of the program is to promote collaboration among the network members and to allow them to provide better services to their clients.

## Project Scope

- 1- Develop a workable and well-structured workable Soft Landing Program by experts.
- 2- Approve and align the activities with the local regulations between member countries.
- 3- Create a central management to operate and liaison and coordinate soft-landing activities.
- 4- Develop an automated process from applying to the final step of successful landing.

