

SME Builder

# CONSULT YOUR BUSINESS WITH AURION

**Syam Panayickal Prabhu,**  
Managing Director & Senior  
Consultant of Aurion  
shares his ideas and  
solutions of setting  
up a company in  
UAE and running  
your business  
without any  
constraints.

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*We have a very organized team, and we maintain great coordination between our clients and the free zones or government departments.*

**Q:** *What is Aurion all about? How does the consultancy function? What is your vision behind this company?*

**A:** Aurion is one of the pioneers in the field of Business Consulting and also the registered agent of several major Free zone and offshore jurisdictions in UAE. Under my leadership, Aurion acts as a one-point solution to entrepreneurs, investors and multinational companies from around the world, who want to set up their companies in the UAE. We listen to, assess and understand our client's requirements and needs in relation to setting up their business. Subsequently, we guide them through the necessary steps and Aurion takes up the entire assignment on behalf of them. We make the incorporation process hassle-free for our clients.

**Q:** *Aurion is one of the pioneers in company incorporation and related activities in UAE. What all services and assistance does it provide to the clients?*

**A:** Our services range from incorporation of companies in Free zones, offshore & mainland and obtaining trade licenses, legal documents, visa assistance for owners employees, and related PRO services. But we are not just limited to those services as we also provide assistance for company share transfer, closing down/ liquidation of companies, and bank account opening. Moreover, we also do website designing/

development/hosting, corporate logo creation & branding, and ISO certification consulting.

**Q:** *Which industry sectors and continents does Aurion target and how do you smoothen the process of filing the documentation and setting up of business?*

**A:** Our target is both local and global, and from any industry sector. We have clients from all over the world having varied business activities. Our expertise, professional service, and in-depth & up-to-date knowledge, provide ease and smoothen the process in relation to complying with the formalities of setting up business here in the UAE. We have a very organized team, and we maintain great coordination between our clients and the free zones or government departments.

**Q:** *Shed some light on the reach of Aurion worldwide.*

**A:** Aurion is a decade old consulting company with the motto of Trust, Excellence & Delivery. We have more than 1,200 clients from 70 countries worldwide.

**Q:** *You being a top-notch legal eagle, what was the idea behind the creation of this consultancy firm?*

**A:** Years ago, I felt that there was requirement in UAE to provide professional expertise for setting up companies. Thus Aurion was

founded in 2006 and since then it acts as catalyst to the economic growth of this country by bringing investors from other parts of the world.

**Q:** *Till date, how many businesses have been set up by Aurion?*

**A:** We have incorporated more than 1,200 companies till date & it includes Free zone companies, offshore companies & mainland companies.

**Q:** *Many business owners emphasize on the challenges encountered whilst setting up their enterprise. What are the different challenges in setting up a business in the UAE?*

**A:** The main challenge is to find the right location matching the requirements and budget of the investors. Our experience and expertise makes us confident to guide the clients perfectly.

**Q:** *Besides a well-established infrastructure what are the other advantages a business owner can leverage if he chooses UAE as his base for business?*

**A:** UAE is blessed with political stability, security, strong economy and above all, connectivity to all parts of the world. Being a tax free country and most attractive tourist destination in the world, investors form a bee-line to incorporate company, take visas, buy property and settle in this country as their second home.

**Q:** *Aurion means quality and trust, how timely are your services and professional expertise?*

**A:** We always aim to provide our services as quickly or as timely as possible, without sacrificing quality and professionalism. Aurion was conferred Strategic Partner Award in 2014 for outstanding performance and contribution to Sharjah Free zone. Though a post graduate in Law, I have a rich experience in international consulting and recently have received Golden Achievement Award 2015 in Business Consulting category.

