

Biz Easy FZCO

Company Overview

1st Jan., 2026

1. Company Overview

Biz Easy FZCO

Execution-focused consulting firm supporting multinational corporations in navigating complex regulatory environments across the Middle East and Africa

Representative Founder & CEO Kenichi Hokamura Mission Simplify your business drastically

Headquarters	3104, 1 Lake Plaza, Cluster T, JLT, Dubai, UAE	Vision	Realize a comfortable and sustainable world through people and technology
Abu Dhabi branch	Biz Easy FZCO - Abu Dhabi (REP) Office#927, Dar Al Salam Building, Corniche st., Abu Dhabi, UAE	Value	Speed & Action First Be honest Be free Be bold Be creative Follow, brake, beyond Everyday is a new first day
Japan office	Biz Easy Japan Co., LTD. 49th Floor, Shinjuku Center Building, 1-25-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan		
Activity	Corporate services Business Consulting		
Establishment	January 2021		
Employees	17 people		

1. Company Overview - Global location

Our company has its headquarters in Dubai, a branch office in Abu Dhabi, and a local subsidiary in Japan. Thanks to our many years of experience in the Middle East, we have partner companies in the GCC countries and can provide support.

In addition, we are considering establishing local subsidiaries in the UK, Saudi Arabia, Egypt, and Singapore, and will focus on expanding our support for clients who are becoming increasingly active on the global stage. This regional network allows us to support clients managing multi-country operations and regional headquarters from the Middle East.

Our current location

- Dubai, UAE
- Abu Dhabi, UAE
- Tokyo, Japan

Planning to expand

- Riyadh, KSA
- Cairo, Egypt
- Nairobi, Kenya
- Johannesburg, South Africa
- London, UK
- Singapore

Our partner

- Riyadh, KSA
- Doha, Qatar
- Manama, Bahrain
- Oman
- Kuwait
- Erbil, Iraq



2. Introduction of representative

Hokamura Kenichi

Founder & CEO



- **10 years in the Middle East (Bahrain, Abu Dhabi, Dubai)**
- **Experience as representative of a local subsidiary of multinational companies in complex regulatory environments**
- **Focused on new business development (agriculture, trade)**

2009 Graduated from the Department of Arabic at Osaka University of Foreign Studies. Joined a B to B spray nozzle manufacturer.

2011 Travelled to Dubai, Abu Dhabi and Qatar.

2015 Stationed in Bahrain as local manager of an agricultural project.

2017 Started another agricultural project in UAE/Abu Dhabi.

2019 Incorporated agricultural business in Abu Dhabi and trading business in Dubai locally.

2020 Focused on new business development in Dubai. Sold equipment and liquidated corporation. Retired.

2021 Established company in Dubai on January 13th.



Experience in the UAE

- 2017: Branch office establishment JV business (Abu Dhabi)
- 2018: Manufacturing base survey (all over the UAE)
- 2019: Establishment of local corporation (Dubai, Abu Dhabi)
- 2021: Start of company establishment support (all over the UAE)



Experience in Saudi Arabia

- 2016: Overseas expansion research Research into company establishment circumstances from Japanese companies in the Eastern Province

Previous job in Dammam:

There was an agricultural joint venture project with a Saudi Arabian company, and the head office executives were brought along, but it fell through just before an agreement was reached

- 2022: Started company establishment support

3. Our services



1. Support for expanding into the Middle East and Africa
2. Support for business operations after expansion
3. Local support for companies without a local base

Strategy & Research	Consulting			Finance		Digital & Technology		Marketing
	Legal	Risk	HR	Accounting and audit	Tax	Digital & Technology	Business Process Reengineering	
<ul style="list-style-type: none"> Planning, Research and execution support for management/business/functional strategy Market research Feasibility study Partner research Benchmarking & Competitive analysis M & A support Budgeting support 	<ul style="list-style-type: none"> Corporate establishment, Renewal, Liquidation Opening corporate bank accounts (incl. KYC support) Visa support Support for compliance with laws and regulations (UBO, AML, etc) Secretarial work (for board meetings, general shareholders' meetings) Labor consultation Contract drafting, review Translation, Interpretation Certification acquisition 	<ul style="list-style-type: none"> Strengthening intern controls Internal control audit outsourcing Establishing and strengthening corporate governance systems Support for creating BCP plans Creating and updating company rules and regulations Establishing and strengthening risk management systems 	<ul style="list-style-type: none"> HR Strategy Organizational diagnosis & development Formulation and review of appraisal system Goal setting, OKR & MBO consulting Creating and updating work rules, HR manual, HR Policy, Appraisal system Recruitment strategy and support 	<ul style="list-style-type: none"> Monthly accounting support (journal entries, general ledger creation) Audit preparation support Semi-annual and end-of-year audits Quarterly reviews Head office package support IFRS compliance MIS report creation 	<ul style="list-style-type: none"> VAT registration, compliance VAT health check VAT audit support Customs duties Refund claim support Corporate tax registration, compliance Corporate tax introduction assessment Transfer pricing tax system support 	<ul style="list-style-type: none"> ERP (Zoho, oDoo, SAP, etc) Accounting Expense (E-) Invoicing HR management Attendance Payroll ATS (Recruitment) CRM Marketing Automation Digital signature Project Business Intelligence (BI) and Analytics Customization, etc DX AI App Develop Digital business operation Security Support 	<ul style="list-style-type: none"> Business optimization and consulting Fundamental review and redesign of business processes, organizational structures, information systems, etc. 	<ul style="list-style-type: none"> Marketing Strategy Marketing, Digital Marketing Exhibition support Offline marketing WEB site

4. Support for each stage of maturity

Biz Easy's services are designed to support organizations at different stages of maturity, from market entry to restructuring and regional expansion.

Entering the market

- Advancement support
- Market entry
- Company establishment
- Back office support (accounting, bookkeeping, general affairs, etc.)

Start-up

Expand your business

- Rule creation
- Standardization
- Accounting management
- Marketing support
- Back office support (accounting, bookkeeping, general affairs, etc.)
- Business strategy planning

Growth Period

Support for ASIS (current situation) to TOBE (ideal state)

Transition to stable growth

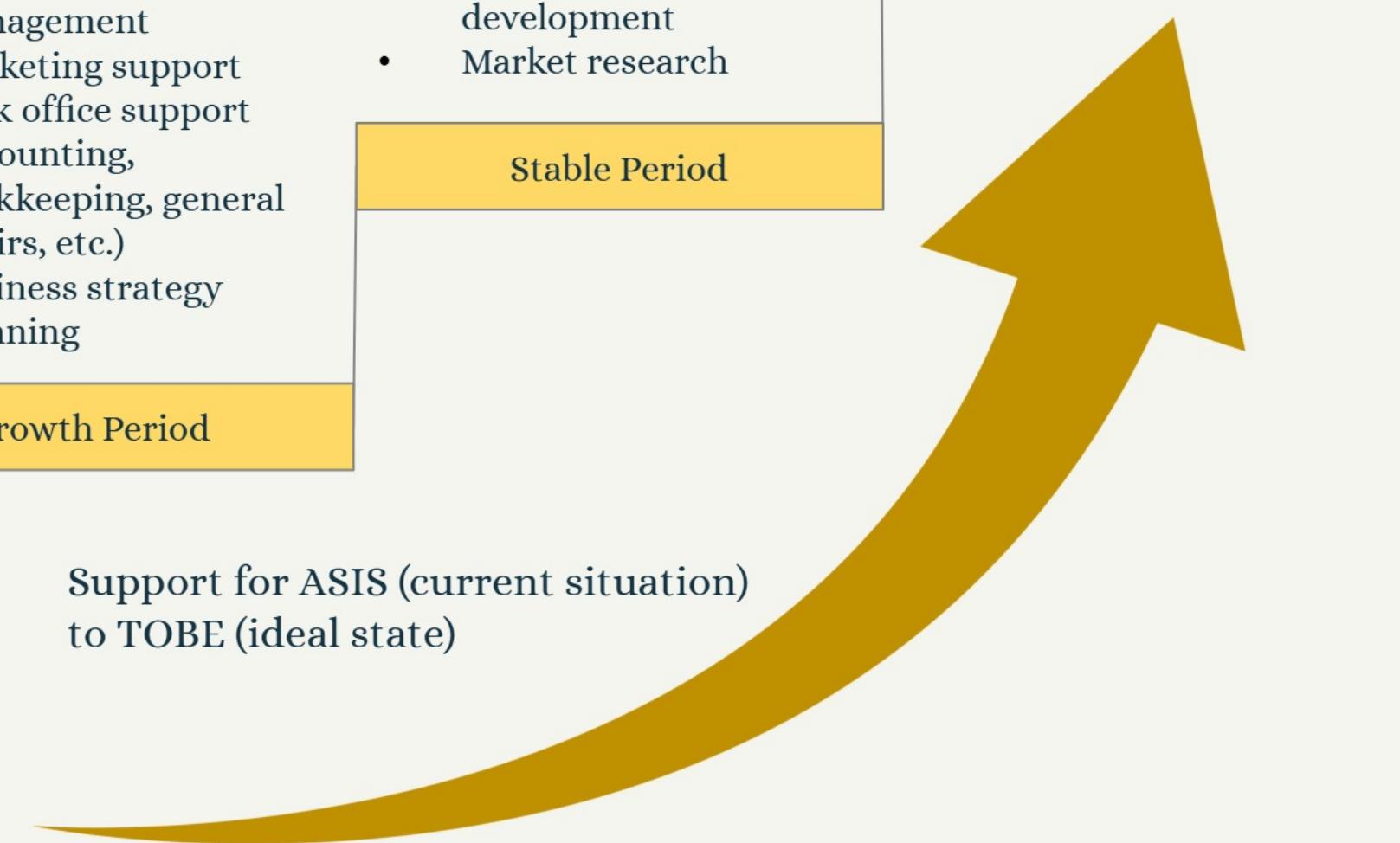
- Review of regulations
- Compliance
- Review of organizational culture
- Human resource strategy
- Cost reduction
- Marketing support
- New market development
- Market research

Stable Period

Reselection of core business

- Expansion strategy
- Business and organizational restructuring
- New business development
- Policy revision
- Organizational change, business reform
- Expansion of back office functions

Reform and regrowth period



5. Why Biz Easy?

There's a reason why we are chosen.

- **Proven track record across industries and regions**

We have a proven track record of supporting over 200 companies, and provide support to a wide range of clients, from global multinational companies listed on leading Stock Exchanges to small and medium-sized enterprises and privately owned businesses. While we are widely trusted by Japanese enterprises, our approach is equally applicable to European, Indian, Chinese, and other multinational companies operating in the Middle East.

- **Comprehensive services contents**

Biz Easy is a consulting firm that supports the creation of business foundations, their operation, and business expansion. We will make optimal proposals according to the customer's situation. We are good at supporting company establishment and obtaining expatriate visas, as well as supporting the opening of corporate bank accounts, which is essential for business. We also provide a wide range of support, from back-office functions such as accounting, finance, tax (VAT, corporate tax), and HR for large corporations such as listed companies, to front-office functions such as market research and marketing support, IT digital support such as ERP business (core information system) and accounting and payroll software, to corporate planning functions such as strategy formulation and corporate governance (including risk management). We don't just provide consulting services, we also support the execution of businesses and organizations, accompanying you along the way.

Furthermore, Biz Easy covers not only the Middle East region but also the MENA region including Africa. Please leave it to us to handle areas that are difficult to manage from global HQ, such as global market research, feasibility studies, and overseas expansion strategy support. In this way, our support is so diverse that it reduces the risk and time of contacting multiple companies, allowing you to focus on your main business.

- **Detailed support from experienced business consultants**

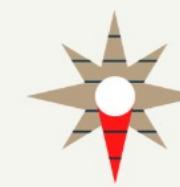
Our consultants with deep regional execution experience has extensive business experience in the Middle East, and is able to provide services at the level required by global HQ. Each staff member has their own area of expertise and can directly address the issues faced by each corporation.

6. Main achievement -UAE

Customer	Listing	Project name	Project overview
Independent Administrative Institution	Unlisted	License renewal and visa support for Japanese government independent administrative institutions	Mainland license renewal, manager change, expatriate and local employee visas, family visa support
General trading company	Prime Market, Tokyo Stock	General affairs and HR department operations management and practical support for the Dubai regional headquarters	Outsourcing of general affairs and HR tasks such as air ticket arrangements, hotel arrangements, golf course reservations, driver overtime calculations, payroll calculations, expatriate housing management, and representative official residence property management
General trading company	Prime Market, Tokyo Stock	Market Research and Launch Strategy for Japanese Vehicle Sales in the UAE	Developed a comprehensive market research and launch strategy for the expansion of Japanese vehicle sales in the UAE market. Employing multiple methodologies including consumer interviews, competitive analysis, group interviews, social media research, and expert interviews, we conducted a multifaceted examination of market needs, price acceptance levels, and purchasing factors. This was then translated into concrete sales strategies, pricing, and promotional tactics, delivering a viable launch plan.
IT company affiliated with a general trading company	Prime Market, Tokyo Stock	Assessment for the introduction of corporate tax in Dubai	In preparation for the first corporate tax year 2024, we conducted impact assessments for free zone companies, identification of potentially taxable transactions, transfer pricing impact & GAP analysis, and transfer pricing benchmark analysis.
Staffing agency	Prime Market, Tokyo Stock	Consulting support for business development in Dubai	Support for business development and market research strategy in drone projects and manpower dispatching businesses in Dubai
Machinery parts	Prime Market, Tokyo Stock	Assessment for the introduction of corporate tax in Dubai	In preparation for the first corporate tax year 2024, we conducted impact assessments for free zone companies, identification of potentially taxable transactions, transfer pricing impact & GAP analysis, and transfer pricing benchmark analysis.
Real estate consulting	Prime Market, Tokyo Stock	Support for setting up a holding company in Dubai	Support for setting up a holding company in Dubai mainland, visa support
Tea manufactureraea manufacturer	Prime Market, Tokyo Stock	Digital Marketing for the UAE	Promoting Japanese tea to locals and expats in the UAE in English and Arabic on social media, mainly Instagram. Photography, content creation, advertising, and posting support.
Stationery	Prime Market, Tokyo Stock	Support for setting up a representative office in Dubai	Establishment of a local representative office in the Dubai Free Zone (license acquisition, opening of corporate bank account and visa acquisition, office support, family visa)
Automotive parts	Prime Market, Tokyo Stock	Consulting on company establishment and operation in Dubai	Consulting services for the establishment and operation of a company in Dubai
Dental equipment	Standard market, Tokyo Stock	Accounting Support in Dubai	Accounting and tax support in Dubai
Food product	Unlisted	Support for setting up a representative office in Dubai	Establishment of a local representative office in the Dubai mainland (obtaining a license, opening a corporate bank account and obtaining a visa)
Chemical Manufacturer	Unlisted	General business support, Dubai Expo exhibition support, Dubai Municipal overnment product registration, business trip to Singapore	Import/export support, inventory management support. Dubai Expo exhibition support, import and transportation of exhibits, interpretation and attendance, business development consulting, supplement product registration, overseas remittance, financing and investment support
Chiropractor Manager	Unlisted	Company establishment, accounting services, and business support in Dubai Mainland	Establishment of a fitness center by a chiropractor in Dubai Mainland (opening a corporate bank account, obtaining a visa, and signing an office contract), accounting and taxation, labor and management support, and obtaining a license from the Dubai Health Authority (DHA).

6. Main achievements - Achievements in Saudi Arabia, other area

Customer	Listing	City	Project name	Project overview
Entertainment company	Prime Market, Tokyo Stock	KSA/Riyadh	Establishment of local company in Saudi Arabia, general affairs, accounting, HR support, IT support	Support for setting up local subsidiaries for music and entertainment companies (obtaining licenses, visas, corporate bank accounts, housing and office contracts), government registration procedures, back office support such as HR (time attendance management, payroll calculations, payroll payments), accounting and taxes (accounting work, support for CPAs, monthly report creation), software implementation and operation support, and support with lawyers for investigations and interviews.
Finance Company	Prime Market, Tokyo Stock	KSA/Riyadh	Corporate bank account opening in Saudi Arabia, expatriate housing support	We were requested to provide support for a corporate bank account.
Machine parts manufacturer	Prime Market, Tokyo Stock	KSA/Damman	Consulting support for joint ventures in Saudi Arabia	Consulting support for JV, company establishment regulations, joint venture agreements, etc.
Electronics Manufacturer	Prime Market, Tokyo Stock	KSA/Riyadh	Saudi Arabian recruitment support	Supporting screening of Saudi Arabian nationals for the Saudi Arabian market.
Forestry	Unlisting	KSA/Riyadh	Support for business expansion in Saudi Arabia	Supporting partnerships and investigating the feasibility of expanding reforestation business in Saudi Arabia
Textile Manufacturer	Prime Market, Tokyo Stock	Saudi Arabia, Qatar, UAE, Oman, Bahrain, Kuwait	Digital Marketing for Gulf Countries	We promote the traditional clothing fabric, Kandura, in Arabic on social media, mainly Instagram, to local people in the GCC countries such as the UAE, Saudi Arabia, Qatar, and Oman. We manage multiple brands. We take photos, create content, advertise, support posts, and do influencer marketing.
Food Manufacturer	Unlisting	Saudi Arabia, Qatar, UAE	Support for business expansion in three Middle Eastern countries	Regional headquarters establishment research and cost research in Saudi Arabia, UAE and Qatar
Construction company	Prime Market, Tokyo Stock	Iraq	Back-office support for Iraq projects	Accounting and payroll services for a Japanese construction company's Iraq project
General trading company	Prime Market, Tokyo Stock	Europe, Middle East and Africa (EMEA)	Support for the introduction of HR management systems in the EMEA region	Support for the introduction of Zoho People as a talent management system for 500 employees at 36 locations in the EMEA region, and support for the introduction of Zoho People Plus in the Middle East



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SIMPLIFY YOUR BUSINESS