



# Global FX United FZ LLE

## Summary

1. Company Overview – Global FX United LLE
2. Services
  - 2.1. Corporate Finance
  - 2.2. Support in International Trade
  - 2.3. Compliance and Anti-Money Laundry Examinations
  - 2.4. Training Courses in Supervisory Law related Matters
3. Contact
4. Disclaimer

## 1. Company Overview – Global FX United FZ LLE

Global FX United FZ LLE is a fully licensed and independent consultancy company headquartered in Dubai, UAE. Global FX primarily serves professional and institutional clients in United Arab Emirates, Europe and the United States of America.

The management of Global FX has been operating on the financial and capital market for many years. This long-standing track record has formed the basis for Global FX's trustful cooperation with its customers.

Transparency and communication are indispensable elements for professional market participants in international markets. Global FX is committed to these principles and regularly reports to its clients on current business developments, market assessments and, upon the client's request, also on successful transactions.

Global FX offers professional excellence in the heart of Dubai. With its highly educated and motivated employees Global FX consults and advises international companies and organizations in different areas of operations. Global FX offers services for its clients in the segments of all kinds of financing and refinancing issues, technical and legal support in international trade and merchandise traffic, support in import and export of services and goods including precious metals, implementation and execution of internal and external compliance and anti-money laundry examinations for various institutional clients, structuring and performing training courses for all types of supervisory law related matters for investment companies, banks, insurances, and reinsurance companies and offering support in IT matters.



## 2.1. Corporate Finance

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In the business unit Corporate Finance, Global FX structures and arranges corporate financing and capital market transactions for listed and private medium-sized enterprises and medium-sized corporations across industries and throughout all classes of capital. Global FX supports its clients in the areas of strategic market analysis, company valuation, private equity or venture capital, and corporate funding via the capital market or financial institutions. The focus lies on financing working capital, investments and growth as well as (pre)financing projects and purchasing goods, acquisition financing for the purchase of companies, and rescheduling existing loans. Transactions to strengthen the balance sheet (for example debt-to-equity swaps) and improve working capital with the corresponding positive effects on the company rating are another focal point.

Based on our long-standing know-how, knowledge of the industry and a global corporate finance network, we provide you with professional advice. When it comes to special topics, Global FX offers its clients its international network of external consultants.

### **competencies:**

- global corporate finance network
- excellent access to co-financing partners
- solution oriented
- entrepreneurial thinking
- longtime successful track-record
- economical know-how
- assistance in the opening of bank accounts



## 2.2. International Trade

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Global FX understands that growing internationally has many challenges and that these shift constantly from country to country and within domestic markets.

Global FXs trade teams cooperates with its internationally operating partners that live and work in the countries where our clients want to expand.

Consequently, Global FX supports its clients in international trade and merchandise traffic, develops product placement strategies and helps medium sized enterprises with their market entries in new countries.

Product authorizations, product registrations and import accreditations are key experiences Global FX is offering its clients.

Additionally, Global FX supports global operating companies in the international trade of precious metals.

### **competencies:**

- strategy development
- in-country advocacy support
- network building
- marketing campaigns
- country, industry and sector specific market studies
- investment demand and supply research
- supply chain analysis
- export readiness analysis and assessment



## 2.3. Compliance and Anti-Money Laundry Examinations



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Businesses are spending enormous amounts dealing with regulatory change and increasing amounts of time and effort are devoted to control, risk and compliance functions. With constant changes in regulation threatening to hamper growth and innovation, leaders are using automation to transform their operations, processes and even business models to drive resilience and agility.

Based on ongoing compliance examinations the compliance department of Global FX significantly supports its clients to ensure transparency, correctness and trust in its processes and organizational units, thus serving as a basis for decision-making for management and ultimately reducing the risk of fraudulent activities.

### **competencies:**

- outsourcing of internal revision and compliance
- formation of compliance organizations
- implementing yearly auditing processes
- conducting full scale due diligence reports
- providing anti-money laundry checks and examinations
- consultancy in subject-specific fields of Global FXs specialists
- Supporting clients in IT matters



## 2.4. Training Courses

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With our highly specialized employees Global FX is able to offer training courses in various subject-specific fields.

This includes primarily pertinent courses in the field of supervisory law related matters for clients within the member states of the European Union, courses in national corporate law, training in commercial code and international trading regulations and ongoing seminars for employees of the banking, insurance, reinsurance and investment company industry group and courses in various fields of IT services and security.

With this service Global FX is consequently able to deepen the cooperation and business relationship with its clients. This is often the basis for a trustful and long-lasting partnership between Global FX and its clients.

### **competencies:**

- long-standing experience through highly specialized employees
- strong national and Europe-wide network of professional specialists in various subject-specific fields
- long-term experience in holding and hosting of conferences
- cooperation with international universities
- IT services

### 3. Contact

**Dr. Sandra Martina Braun**

Managing Director

#### **professional stations and education**

Managing Director of Global FX United FZ LLE

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Managing Director of ICEA – International Consulting and Economic  
Affairs GmbH

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Lecturer at the ICHM in Vienna for economics and communication

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Master and doctorate in economics and business administration

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Trainer of employees of the national air carrier of Austria

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## 4. Disclaimer

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