

Your local partner for growth.

Sentinel can provide all the front and back office support your business needs to thrive in Dubai.



From hotels to architects, companies in Dubai outsource the non-core parts of their business to Sentinel. Finding, quoting and comparing the services your company needs takes time and can slow you down. Let us do it for you.

The Sentinel Group - established and well connected.



From Accounting, Marketing and Recruitment to Real Estate and Storage, Sentinel either own or are partners with businesses who can provide any of the additional jigsaw pieces you need to complement your current business operations.

Benefit from our economies of scale.



We buy on behalf of many of our clients, so whether you need hotel rooms, car rental, or advertising services, our buying power and experience ensures that you always get the best quality service, at the lowest price.

Want to grow, but without the cost?



Many of our best customer relationships have grown out of them asking us for advice about the best way to incorporate their business in Dubai. Then Offices, then staff, then marketing, then logistics. Each time, we've been delighted to help.

Through Sentinel Holdings or via strategic partners we can offer:

- Business set up, incorporation and local JV and partnership services
- Warehousing, Freight forwarding and Logistics services
- Call centre and CRM services
- Accounting and Book keeping services
- Networking, Sales and Marketing Services
- Internet marketing and advertising services
- Public Relations, Branding, Design and Artworking
- Accomodation, Travel, Car Rental, Hospitality and Corporate Entertainment
- Commercial Real Estate and Brokerage Services.

"Dubai works on relationships, so if you are new to the city, as we were, you can waste a lot of time before you find suppliers and partners who are reliable and share your vision. Sentinel have done that on our behalf."

Procurement issues facing our clients

"In the past we would have probably gone to tender on each of the services we need, but it takes too long."

"Because we're new to Dubai, the suppliers we want to buy from are unwilling to extend us any credit, and the payment terms are unfavourable."

"In each case, we only need a small 'quantity' so its hard to get a good price, or to get the supplier to take a real interest in our business."

Sentinel's network of suppliers can help

With Sentinel, we've made it easy to buy the services you need, by making them available with short commitments and flexible terms.

Leverage Sentinel's established relationships to secure better payment terms and significant credit.

Sentinel buy on behalf of dozens of our, and our client's, companies, so we are able to secure significant discounts.

Are you *business agile*?

Office and Business Solutions



Express Business Set Up. We'll get your company incorporated correctly and trading in Dubai, with the least hassle and in the shortest possible time.



Flexible Offices. Short-term contracts that allow you to grow, or shrink the office space that you need, when you need it. So you only pay for the space you use.



Virtual Offices. With a prestigious P.O.Box, telephone, mail forwarding and email alerts and hot desking, you can be in Dubai, even when you're not.



Meeting Rooms. Host from 2 to 12 people for any kind of formal or informal meeting in comfort, with IT, A/V, catering—and attractive views of Sheikh Zayed Road.



All Inclusive Billing. We've added a host of free services as standard that would cost extra at other Business Centres. So, there's never any unexpected charges.



Concierge Services. When you check in, your personal concierge is on hand to solve any travel, transport, hotel or restaurant issues you might have.

One, Sheikh Zayed Road



Prestigious business address. You'll be sharing offices with some of Dubai's blue-chip companies and able to walk to DIFC, DICEC and The World Trade Centre.



Central location. You are in the heart of Dubai's CBD with business hotels and many of the city's top restaurants on your doorstep and minutes from the airport.



Admin Staff-on-Demand. We have highly trained administrative staff on hand, so you can delegate as much or a little to us as you like.



Instant-On IT. No need to plug in as we have centre-wide WIFI, and our IT Staff can hook you up with your own IP, host your own equipment or address any IT issues.



Communications. Stay in touch with your clients and head office, with a direct dial and fax number, your own voice mailbox or have everything routed to your email.



Dining and refreshments. Feed your hunger! Enjoy our well-appointed lounge area, and receive complimentary barista quality coffee directly to your desk.

Complementary Services

When you do business with Sentinel you benefit from over 50 years of combined Middle Eastern experience. Finding, quoting and procuring the services your company needs takes time and can slow you down. We can do all that for you.

We buy on behalf of many of our clients, so whether you need hotel rooms, car rental, warehousing or advertising services, our buying power and experience ensure that you always get the best service at the lowest price.