
THE MODAM PRIME

Where Global Ambition Meets Local Insight

CONSULTING · MARKETING · TRADING

WHO WE ARE

ABOUT US

THE MODAM PRIME is an integrated business solutions company based in Dubai, bridging Asia and the Middle East.

We work across two core sectors — Smart City, Energy & Infrastructure (B2G) and Beauty & Wellness (B2B) — through a partner network centred on the UAE, Korea and China. From requirement analysis and supplier identification through proposal, pricing and project management, we run it from one desk. Two licensed entities let each scope be contracted under the correct vehicle.

10+

Years

Founder's cross-border experience

3

Languages

EN · KR · CN

2

Licensed Entities

Shams Free Zone · Dubai Mainland

3

Core Markets

UAE · Korea · China

OUR BUSINESS MODEL

“Strategy meets Execution — Global to the Middle East”

01

Business Consulting

Advisory · Strategy · PMO

From market-entry strategy to project management — one stop.

02

Marketing

Brand · PR · Digital

Brand · PR · exhibitions · trilingual content for the Gulf.

03

Global Trading

Sourcing & Re-export

Energy, infrastructure, technology and K-Beauty — supplied.

Target Clients Government & Public Sector (UAE·GCC) · Korean & Global Brands entering MENA · Local Corporates & Investors

WHERE WE FOCUS

TWO CORE SECTORS

"Two business engines — B2G energy and urban infrastructure, B2B beauty & wellness"

SECTOR 01 · B2G

Smart City & Energy Infrastructure

- Smart city, urban development & infrastructure projects
- Power generation, transmission & renewable energy systems
- Building materials across all scopes & project supply
- IT, AI and robotics system provider matching
- Project planning, management and coordination (PM/PMO)

SECTOR 02 · B2B

Beauty & Wellness

- K-Beauty cosmetics sourcing, import & distribution
- Professional aesthetic beauty devices
- UAE product registration, certification & labelling
- Clinic, retail and distributor channel development
- OEM / ODM brand development & manufacturing matching

One Operating Platform · Consulting, Marketing and Trading support both sectors end to end.

SCOPE OF ENGAGEMENT

OUR ROLE & SCOPE

“Clear about what we do — and what we do not.”

WHAT WE DO

Licensed Scope

- Market research, feasibility & entry advisory
- Project planning, coordination & management
- Supplier identification & verification — tech, AI, materials
- Procurement, import, customs & distribution (General Trading)
- Brand, marketing & PR communication

HOW WE ENGAGE

Contracting Modes

- Contracting principal — we hold the supply or service contract
- Mandated representative — under a Letter of Authorisation
- Consortium or alliance member
- Approved sub-supplier — subject to written approval
- PMO retainer — engaged through to handover

Every engagement begins with a signed mandate or NDA defining scope, fees and the parties introduced. We do not carry out design, construction, installation or engineering works — licensed partners execute those under separate contract.

CONSULTING AND TRADING, COMBINED

WHAT WE PLAN & DELIVER

01 · LAND & SITE DEVELOPMENT

Land and site development planning

Feasibility · Use concept · Development plan · Contractor and material supplier selection

PLAN + SUPPLY

03 · POWER & ENERGY SYSTEMS

Power plant and energy systems

Equipment adoption plan · Inspection and maintenance technology · Supplier verification · Pricing structure

PLAN + SUPPLY

05 · BUSINESS TURNAROUND

Business turnaround and planning

Performance diagnosis · Turnaround action plan · Cost and procurement restructuring · Roadmap

PLAN + ADVISE

07 · MARKET ENTRY & LICENSING

UAE market entry and company formation

Structure advisory · Licensing and establishment · Visa programme · Banking introduction · Handover

PLAN + EXECUTE

02 · NEW CITY & SMART CITY

New city and smart city development

System requirements · IT and AI solution matching · Infrastructure specification · Technology partners

PLAN + MATCH

04 · EXHIBITIONS & EVENTS

Exhibitions, events and promotion

Exhibition concept · Stand design and build · Exhibitor recruitment · On-site operation and publicity

PLAN + RUN

06 · SOURCING & PARTNER MATCHING

Sourcing, partner matching and marketing

Brands, manufacturers, sellers and buyers verified · Terms negotiated · Marketing and PR execution

SOURCE + SUPPLY

08 · IMPORT & PRODUCT REGISTRATION

Import, product registration and clearance

Regulatory review · Product registration · Labelling and certification · Customs clearance · Distribution set-up

PLAN + EXECUTE

Consulting and trading under one accountable party — from planning, specification and supplier selection through to contracting, procurement and delivery.

The above sets out the scope of planning and procurement work undertaken by The Modam Prime. Client and counterparty names are withheld under non-disclosure agreements, and references can be provided under a mutual NDA. Requirements outside this scope are reviewed on request.

LEADERSHIP & KEY PERSONNEL

WHO YOU DEAL WITH

“The principal runs every engagement — your contact does not change.”

FOUNDER & MANAGING DIRECTOR

Soyun (Soya) Park

- Owner and sole authorised signatory of both entities
- Scopes, negotiates and coordinates every engagement
- Hands-on experience across Korea, China and the UAE
- Working proficiency in English, Korean and Chinese
- Resident in Dubai — available for client meetings in person

DELIVERY MODEL

Lean Core, Vetted Network

- Lean core plus vetted specialist partners
- Partner arrangements disclosed up front
- The Modam Prime is solely accountable under contract
- Partner credentials provided on request
- One point of contact for the client throughout

Engagements delivered by The Modam Prime since incorporation are set out under Capability & Experience. The founder’s earlier background was gained prior to incorporation and is presented for capability assessment only.

BUSINESS CONSULTING

01

“Simplifying Complexity for Your Market Entry”



Market Entry Strategy

Market research & feasibility · Business planning · Entry strategy design



Company Setup Advisory

Mainland & Free Zone structuring advice · Introductions to licensed agents and banks



Government & Public Sector

Public-sector engagement · Vendor registration · RFP/tender advisory · Local partnerships



Compliance & Risk Advisory

Local compliance · Tax (VAT/CT) & accounting · Legal partner referrals



Real Estate & Operations

Real estate consultancy · Operations, margin & financial analysis

PROJECT MANAGEMENT

02

“From Blueprint to Handover — One Accountable Partner”



Project Scoping & Feasibility

Client requirement analysis · Feasibility study · Scope, structure & budget design



Tender & Proposal Support

Vendor registration · RFP & tender response · Proposal and technical documentation



Partner & Consortium Building

Local partner & consortium formation · Contract negotiation & risk allocation



Project Management Office (PMO)

Integrated schedule, budget, quality & risk control · Client communication



Delivery Coordination & Handover

Procurement · Interface coordination · Inspection · Handover · Aftercare

VALUE PROPOSITION

WHY WORK WITH US

Three core values behind successful Middle East business.

01

Resolving Complexity

Trade & regulatory barriers

We turn trade barriers and demanding local regulations into professional solutions, so partners can focus purely on growth.

02

Trust-Based Approach

Verified partners only

Built on hands-on experience across Korea, China and the UAE, we work only through verified processes and partners we have checked ourselves.

03

End-to-End Support

Pre-entry to handover

From pre-entry consulting through project coordination and handover to stable operations — a single point of contact across the journey.

MARKETING & EXHIBITIONS

03

“Brand, Communications & Technology Showcases for the Gulf”



Brand Strategy & Positioning

Brand strategy & positioning · Identity design



Marketing & PR Advisory

Marketing, PR & communications advisory · Government and corporate



Trilingual Content

Content in English, Korean & Chinese (EN · KR · CN)



Exhibitions & Tech Showcase

Korean & Chinese urban-development systems, IT/AI and robotics — staged and demonstrated



Events, Launches & Digital

Event delivery · Social & channel strategy · Launches with local partners

GLOBAL TRADING

04

“Dubai — Your Bidirectional Re-export Gateway”



Bidirectional Re-export Hub

Two-way re-export via Dubai's logistics hub (Asia ↔ MENA)



Global Verified Sourcing

Korea, China, Japan, Vietnam and wider Asia — plus Europe, sourced to specification



Project Procurement & Supply

Power and infrastructure project procurement, delivery and site logistics



UAE & GCC Distribution

UAE-wide distribution · Saudi & Oman expansion · Customs & certification



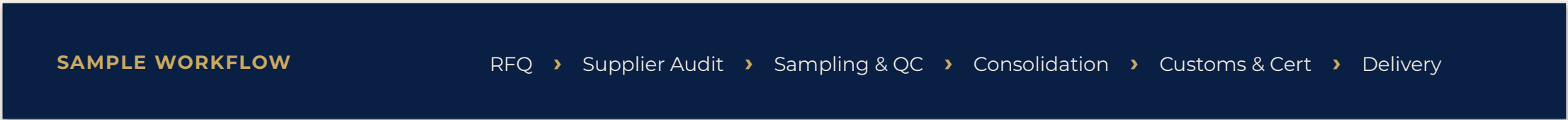
OEM / ODM Support

Custom brand development & manufacturing matching

BIDIRECTIONAL FLOW THROUGH DUBAI HUB

SUPPLY CHAIN & LOGISTICS

“Sourced across Asia, cleared through Dubai, delivered across MENA.”



- Jebel Ali Port Access
- Re-export & Bonded Regimes
- Strategic Crossroads

CATEGORIES WE HANDLE

TRADE PORTFOLIO

“Sourced and verified to your specification — and supplied under our own contract.”

CATEGORY 01

Energy & Power

- Turbines & plant equipment
- Renewables — solar & storage
- Plant services & spare parts

CATEGORY 02

Building Materials

- Structural & finishing
- MEP, piping & electrical
- Decking, landscape & façade

CATEGORY 03

Smart City & Tech

- Smart city (ITS · IoT · AI)
- Robotics & automation
- Security & monitoring

CATEGORY 04

Beauty & Wellness

- K-Beauty skincare & colour
- Aesthetic beauty devices
- Skin-Tech & wellness

Categories listed by sourcing capability, not by delivery history. Completed engagements are set out under Capability & Experience.

WHAT WE CAN DO vs WHAT WE HAVE DONE

CAPABILITY & EXPERIENCE

“Sourcing capability and delivery record, stated separately.”

DELIVERED

Engagements Completed

- Management consultancy & market entry — UAE
- Project planning & management — UAE · GCC
- Company formation & visa programme — UAE
- Cosmetics import & product registration — UAE
- Cross-border sourcing & supply — Korea ↔ UAE

LICENSED & AVAILABLE

Sourced on Request

- Power plant equipment, services & renewables
- Building materials — structural, finishing, MEP
- Decking, landscape structures & façade
- Smart city, robotics & monitoring systems
- Industrial equipment — sourced to requirement

The left column lists engagements delivered by The Modam Prime since incorporation. The right column lists categories within our licensed and supply-network scope, handled on a request basis. We do not represent prior delivery experience in those categories.

COMPLIANCE & CONDUCT

“We state only what we hold — and evidence all of it.”

HOW WE CONDUCT BUSINESS

Conduct Standards

- Zero tolerance for bribery and corruption
- Conflicts of interest declared in writing before award
- No debarment, blacklisting or unresolved government claim
- Buyer codes of conduct reviewed and signed as required
- Fair competition — no collusion or bid rigging

HOW WE HANDLE INFORMATION

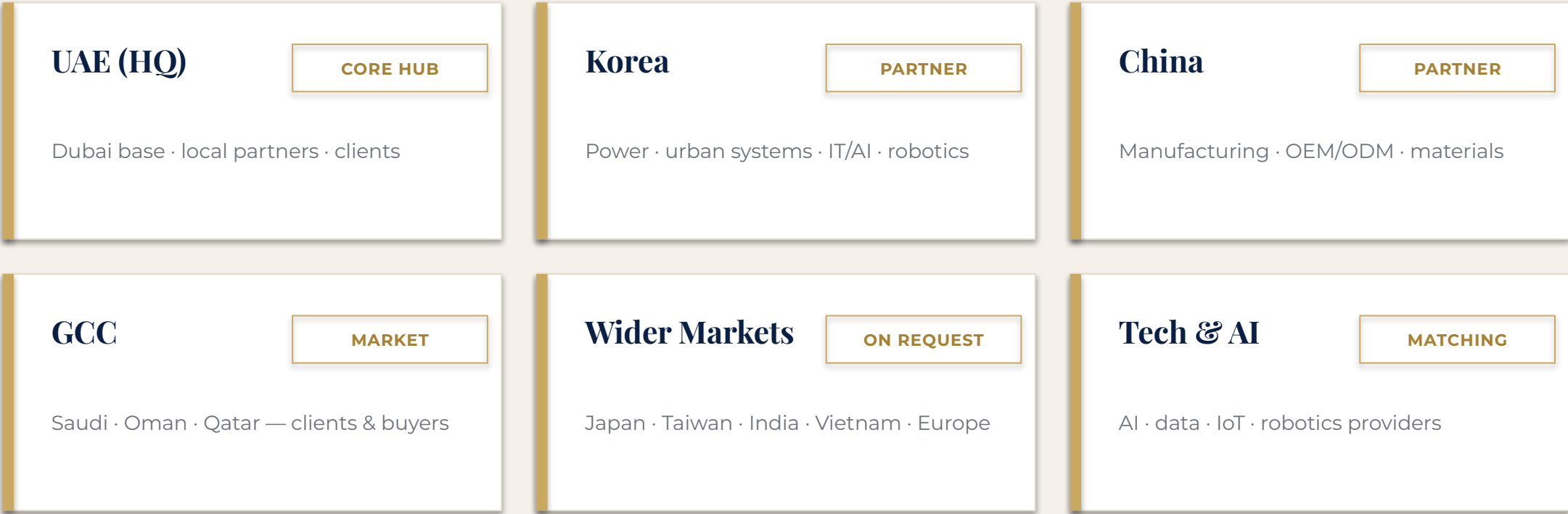
Confidentiality & Data

- Information exchanged only after a mutual NDA
- Supplier and client names released only on written consent
- Client material used for that engagement and not reused
- Information walls maintained between competing clients
- Material returned or destroyed on completion

The Modam Prime claims no registration or certification it does not currently hold. Where a buyer's process requires supplier registration, it is completed as part of onboarding. Licences, constitutional documents, tax registration and bank confirmation are submitted as a separate annex to this profile.

WHO WE WORK WITH

A partner network centred on the UAE, Korea and China — and wider on request



OUR VISION & MISSION

“A business hub connecting urban infrastructure and premium brands — global sourcing, distribution and project delivery in the Middle East”

01

Trust-Based Sourcing

Hand-selecting only verified companies and makers to supply the finest products and technologies.

02

Resolving Complexity

Turning complex trade barriers and local rules into professional solutions that support growth.

03

Mutual Growth

Building a sustainable ecosystem where all partners share results through transparent communication.

THANK YOU

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THE MODAM PRIME

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