

B U S I N E S S

CATALYST

Delivering strategic value through a proven methodology tailored specifically for the UAE/GCC business landscape.

FROM IDEA TO IMPACT 



Shon Fernandes

MESSAGE



CATALYST for Business Transformation

Entrepreneur | Creative Technologist | Intel Digital Strategist

Shon Fernandes is a Intel business catalyst an entrepreneur and creative technologist who accelerates growth by transforming ideas into scalable ventures. With 20+ years at the crossroads of technology, design, and strategy, he has co-founded startups, built immersive ecosystems, and driven innovation across diverse industries.

Catalyst Value Proposition Ignites growth through proven expertise in UAE/GCC market entry, company formation, and compliance. Transforms business models with specialized structuring and cultural alignment. Accelerates partnerships via strategic B2G/B2B networking across government and private sectors. Drives performance with end-to-end support from research to execution and measurement. Amplifies impact through localized marketing aligned with global standards.

Core Competencies & Value Proposition

Proven expertise

UAE/GCC company formation, strategic market entry, and regulatory compliance with registered entities & Partners.

Specialized knowledge

Legal entity formation, strategic structuring, and aligning business models with regional culture with registered entities & Partners.

Strategic networking

Facilitating B2C/B2B connections with government entities and private sector stakeholders

End-to-end support

From market research to operational management and performance measurement

Localized marketing expertise

Crafting region-specific tools while maintaining alignment with principal company guidelines

CORE FOCUSED AREAS

SUSTAINABILITY & RESOURCES:

Aquaculture, Agriculture, Chemicals

CONSUMER & LIFESTYLE:

FMCG, F&B, Fashion & Apparel, Hospitality, Media, Entertainment & Events.

TECHNOLOGY & INNOVATION:

Artificial Intelligence, Audio Visuals, Digital Marketing & Advertising

ENGINEERING & INFRASTRUCTURE:

Electro-Mechanical Works, Oil & Gas, Facility Management

GLOBAL TRADE & MOBILITY:

Shipping, Logistics & Supply Chain, Automotive

HEALTHCARE & WELLNESS:

Healthcare, Consulting Firms

CREATIVE INDUSTRIES:

Movie Production, Media, Entertainment



GG
GLOBAL
CONNECT

INDUSTRY EXPERTISE



AVIATION



FMCG



F&B



HOSPITALITY



HEALTH CARE



CONSTRUCTION



CHEMICALS



TECHNOLOGY



AI



AQUACULTURE



AUTOMOTIVE



OIL & GAS



MEDIA



EVENTS



FASHION AND
APPAREL



AUDIO VISUALS



PRODUCT SOURCING



CONSULTING

A low-angle, upward-looking photograph of a modern building's facade, showing a grid of windows and structural beams against a dark sky.

The plan

more &

My approach combines deep market insight, strategic structuring, and powerful partnerships to unlock growth. By aligning business models with local dynamics, driving impactful marketing, and ensuring operational excellence, to transform vision into measurable outcomes.



I Spark innovation through market insight, creativity, and forward-thinking strategies.

Idea



S Secure trusted partners, resources, & supply chains with efficiency and compliance.

Sourcing



B Build scalable, sustainable models that align with market dynamics & deliver growth.

Business



D Drive market penetration with smart networks, localized strategies, and global reach.

Distribution

From idea generation rooted in insight and innovation, to sourcing reliable partners and resources, I help build businesses on strong foundations. My focus on scalable, sustainable models ensures long-term growth, while strategic distribution networks drive market penetration and global reach.

PROCESS DRIVEN

Foundation Building

Market Positioning

Growth Enablement

1. Market Discovery & Research

Deep-dive into industry trends, consumer behavior, and competitor insights

Identify opportunities, gaps, and market-entry feasibility

2. Strategy & Structuring

Company formation and regulatory compliance (UAE/GCC & global markets)

Business model design aligned with cultural and economic frameworks

Strategic structuring for scalability and long-term growth

4. Marketing & Positioning

Localized marketing strategies tailored to regional dynamics

Brand storytelling and digital positioning aligned with principal guidelines

Amplification through digital marketing & advertising

3. Partnerships & Networking

Building B2G/B2B alliances with government entities, private sector leaders, and industry stakeholders

Unlocking cross-border opportunities and joint ventures

5. Execution & Operations

Launch of products, services, and experiences with creative-technological integration

Operational management, resource allocation, and process optimization

End-to-end project oversight across sectors (from AI to F&B to Oil & Gas)

6. Measurement & Transformation

Performance monitoring, data-driven KPIs, and ROI assessment

Continuous innovation cycles to refine, adapt, and scale

Transformation into sustainable, future-ready digital ecosystems

ACHIEVEMENTS



24-Hour Tennis
Marathon
World Record by
Playing in the 24 Hour
Tennis Marathon



Marginalized Children
India Book of Records
in support of (Devakshi
Mukherjee)Youngest to
raise funds for
marginalized children.



Business Network
International
Member of Business
Network International



AmCham
Member of the
American Chamber of
Commerce

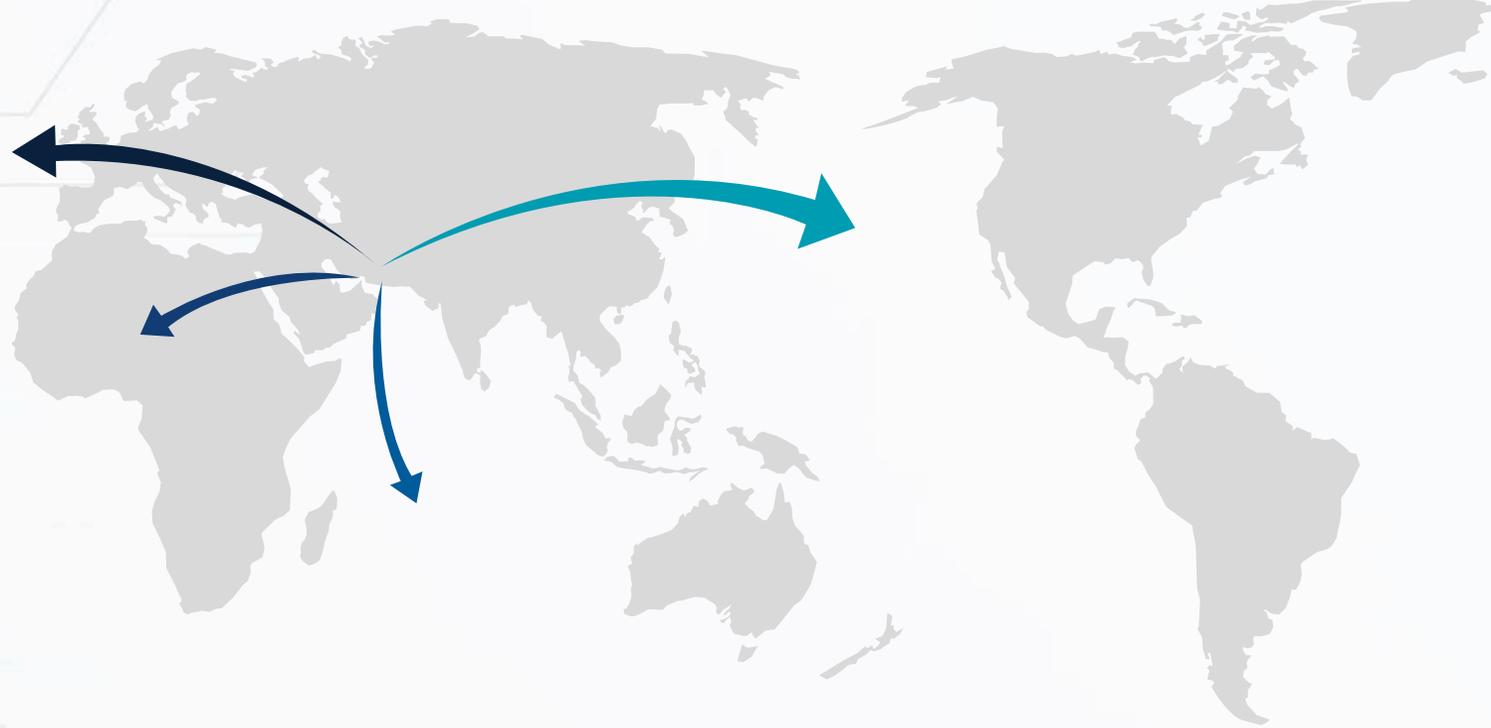


Recognized for
pioneering digital
transformation in the
aquaculture industry.

<https://shonfernandes.com/gallery/>

GCC NETWORK 300+

SUCCESSFUL PROJECTS DELIVERED





CONSULT\$HON

THANK YOU

Location

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