KUWAIT
Cyber Security Market
WHY KUWAIT?

• Energy-rich
• Location in Middle East makes it vulnerable to cyber attacks
• Military spending 3.5% of GDP
• $104 billion development plan to diversify economy, Vision 2035
• Cyber market worth approx. $1 billion
## Strengths
- Strong defense relationship with the US
- Party to WTO’s IT agreement
- Major non-NATO ally of US

## Weaknesses
- Weak intellectual property protection
- Bureaucratic and complex procurement process
- Need for an agent or partner

## Opportunities
- Increased spending on cyber security until 2020
- High demand for defense and security products
- Favorable opinion of US products

## Threats
- Competition from British cyber security companies due to security partnership with the UK
- Location in the Middle East makes it vulnerable
MARKET OPPORTUNITIES

- Application security
- Anti-virus and malware
- Cloud security
- WAN Optimization
- Network security
- Computer security
COMMAND STRUCTURE IN THE DEFENSE AND SECURITY SECTOR

Amir

Cyber security initiatives

Ministry of Interior Opportunities:

Ministry of Communication Opportunities: securing telecom infrastructure
Contact:

Ministry of Defence

Other Ministries - Finance, Housing, etc.
US-KUWAIT RELATIONSHIP

- Defense Cooperation Agreement
- Trade and Investment Framework Agreement
- US defense market share in Kuwait: 78%
- Dependence on US for defense training
- Designated by US as ‘major non-NATO ally’
• Centralized procurement through Central Tenders Committee
• Bid, performance bonds required
• Some favoritism toward domestic firms
• Lack of transparency
• Qualified agents can help
## MARKET ENTRY

<table>
<thead>
<tr>
<th>Entry Strategy</th>
<th>Features</th>
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<tbody>
<tr>
<td>Agents</td>
<td>One of the best strategies, strict laws governing agency contracts</td>
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<tr>
<td>Partnerships or joint ventures</td>
<td>Suitable to overcome cultural issues, partner share is majority</td>
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<td>Establishing an office</td>
<td>Suitable for selected US firms interested in long term presence in Kuwait</td>
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