

### **5 PROMISING COUNTRIES**

The world's largest economy: +2,7% in 2017 (+1,5% in 2016) 6th/190 in the ease of Doing Business Ranking

6th/136 in the Travel and Tourism

macroeconomic stability and low inflation 60th/190 in the Doing Business Report Competitiveness Index

Tourism is a strategic sector: **UNITED STATES** 7,36% GDP in 2018

MOROCCO

### **MEXICO**

8th in the world's top international tourists arrivals (UNWTO)

Among the world's 15 largest economies, 2nd largest economy in Latin America

In 2017 Travel&Tourism was 7.1% of GDP

# **UNITED ARAB EMIRATES**

6th largest economy in Africa, with

**SOUTH AFRICA** 

The EU's largest trading partner in Africa

Travel&Tourism is expected to reach 1,7% of GDP by 2019

Among the top 10 African destination countries for FDI inflow Safe for investments: strong financial reserves and durable banking sector

> Forecast to reach 3,3% of GDP by 2019

29th/136 in the Travel and Tourism Competitiveness Index.

## **4 TECHNOLOGIES FOR HOSPITALITY**

#### Architecture and building, interiors furnishings and equipment

Mexico main manufacturing materials are wood, metal, ironwork, plastic and upholstery Morocco imports specially from China, France, Italy, Spain and Malaysia South Africa 2nd largest furniture market and the 1st as consumer UAE leader in furniture production: 600+ furniture manufacturing units USA is the second-biggest furniture producer in the world

> ICT for smart & safe buildings and tourist experience

Mexico 76th/129 countries in the Global Information Technology Report Morocco 78th/129 countries in the Global Information Technology Report South Africa ICT sector is larger than the agriculture industry UAE 26<sup>th</sup>/129 countries in the Global Information Technology Report USA the largest tech market in the world. The tech sector is one of the most significant contributors to GDP







#### Renewable energy and energy efficiency

Mexico is going to increase non-fossil fuel based power generation to 35% Morocco is becoming an energy exporter to EU and African markets South Africa could meet all its energy needs using wind, solar and water power by 2050 UAE Dubai 5 star hotels consume up to 225% more energy than in Europe USA 2nd most attractive country for

#### Water treatment and management

renewable energy investment

Mexico only 30% of water is treated and only 1% of wastewater is recycled. Morocco opportunities in water saving and services for hotels South Africa water will become scarce due to climate change **UAE** increasing demand for smart solutions in water saving for hospitality USA water consumption is declining in USA based on increasing efficiencies

# **ABOUT SENTINEL**

### **KEY FIGURES**

18

Months duration

**European cluster** 



582

partners

**SMEs involved** 



### **CLUSTER PARTNERS**







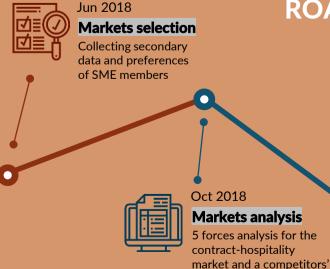


# **INTERNALIZATION STRATEGY**

### **Expand your horizons and go global!** We'll help your SME going international acquiring capacities

to successfully enter the most promising markets

ROADMAP





Apr 2019

Markets validation



Strategy

Delivery of the strategy that will be implemented in the second strand of the Sentinel project

clusters members

analysis of the SME



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