



COMPANY PROFILE

*Connecting Capital, Opportunity &
Innovation Across Borders*

NOVUM CONSULTANCY LLC

A Bridge Between *Capital & Opportunity*

Novum Consultancy LLC is a Dubai-based strategic advisory and investment facilitation firm that connects investors, businesses, and institutions with opportunities across high-growth and emerging markets.

"We believe that investment flows where opportunity, trust, and execution converge."

We combine global market intelligence, strategic advisory, investment facilitation, and local execution capabilities to help organizations confidently expand into new markets, establish strategic partnerships, and unlock sustainable growth.

Rather than operating through a traditional branch structure, Novum collaborates with a network of trusted regional partners and market access hubs that provide local expertise, regulatory guidance, and execution support.

Headquartered in Dubai, one of the world's leading business and investment destinations, Novum serves as a gateway for cross-border investment, enabling clients to navigate complex markets through a single, integrated advisory platform.

UAE
HEADQUARTERED

10+
TARGET SECTORS

360°
ADVISORY COVERAGE

Vision, Mission & Purpose

VISION

The Leading Cross-Border Platform

To become the leading cross-border investment and advisory platform connecting global capital with transformative opportunities across emerging markets.

MISSION

Confident Market Entry

To enable investors, businesses, and institutions to confidently enter new markets by providing strategic insight, trusted partnerships, and execution-focused advisory services that create long-term economic value.

PURPOSE

Reducing Barriers

We believe that successful investment requires more than capital—it requires trusted relationships, local knowledge, and the ability to execute.

Novum exists to bridge the gap between global opportunity and local implementation by creating an ecosystem where investors, businesses, governments, and strategic partners collaborate to create long-term economic value.

Our Business Model

Novum operates as a **Global Advisory Platform** supported by **Regional Market Access & Execution Hubs**. This allows clients to benefit from centralized strategic advisory while leveraging local expertise for implementation, regulatory navigation, and stakeholder engagement.



UAE ADVISORY HUB · HEADQUARTERS
Dubai serves as Novum's strategic headquarters and regional advisory center.

Investment Advisory	Business Strategy
Investor Engagement	Partnership Development

SRI LANKA HUB · POWERED BY TRACE
Localized execution and implementation support for Sri Lanka operations.

Government Engagement	Market Entry Support
Project Execution	Investment Facilitation

The Principles That *Guide Everything We Do*



1

Integrity

We operate with transparency, professionalism, and accountability in every engagement, building trust through consistent and principled action.



2

Collaboration

We believe the strongest outcomes emerge through partnerships and shared value creation across borders and disciplines.



3

Excellence

We maintain the highest standards in research, advisory, execution, and stakeholder engagement across all that we do.



4

Innovation

We embrace new ideas, technologies, and approaches that create competitive advantage and unlock new possibilities.



5

Impact

We focus on generating measurable economic, business, and social outcomes for all stakeholders involved.



6

Trust

We build long-term relationships founded on credibility, consistency, and mutual success — the cornerstone of everything.

End-to-End *Advisory Services*

Our services span the entire investment lifecycle—from opportunity identification to implementation and sustainable growth.

• Investment Advisory & Facilitation

01

Supporting investors in identifying, evaluating, structuring, and executing investment opportunities across emerging markets.

Opportunity Sourcing

Deal Structuring

Due Diligence

Investor Matchmaking

• Market Entry & Business Setup

02

Supporting organizations with market assessments, business establishment, regulatory navigation, and expansion strategies.

Market Entry Strategy

Regulatory Navigation

Corporate Structuring

• FDI Promotion

03

Facilitating investment into Sri Lanka through strategic partnerships with public and private sector stakeholders, including BOI and Port City Colombo.

BOI Opportunities

Port City Colombo

Special Economic Zones

End-to-End *Advisory Services*

Our services span the entire investment lifecycle—from opportunity identification to implementation and sustainable growth.

• Strategy & Economic Advisory

04

Providing research-driven insights that support informed decision-making through feasibility studies, sector analysis, and strategic planning.

Feasibility Studies

Sector Studies

Growth Strategy

• Business Development & Partnerships

05

Connecting organizations with strategic partners that support long-term growth through joint ventures, corporate introductions, and cross-border matching.

Partnership Development

JV Facilitation

Institutional Engagement

• Project Facilitation & Execution

06

Ensuring opportunities move beyond discussions into implementation through project coordination, stakeholder management, and approval facilitation.

Project Coordination

Stakeholder Management

Execution Monitoring

— FOCUS AREAS

Target *Sectors*

Novum focuses on sectors with strong growth potential and investment attractiveness.



Technology &
Digital Economy



Real Estate &
Urban
Development



Renewable
Energy



Tourism &
Hospitality



Manufacturing
Sector



Logistics
& Trade



Financial
Services



Professional
Services



IT & ITES
Sector

The Novum *Ecosystem*

A collaborative network of stakeholders that accelerates investment, innovation, and sustainable growth.



Where We *Operate*



UAE

REGIONAL
HEADQUARTERS

Primary investor
engagement hub.
Strategically positioned
in one of the world's
leading business and
investment centres.

Sri Lanka

MARKET ACCESS HUB
POWERED BY TRACE

Strategic South Asian
growth market and
primary investment
destination, with BOI,
Port City, and SEZ
opportunities.

GCC Region

CAPITAL SOURCE

Key source of capital,
partnerships, and
market opportunities
across the Gulf
Cooperation Council
region.

Emerging Markets

FUTURE EXPANSION

Planned expansion into
high-growth economies
across Asia, Africa,
and beyond as the
platform scales.

Why Choose *Novum*?

01 **Dubai-Based. Regionally Connected.**

Strategically positioned in one of the world's leading business and investment hubs, with deep regional connectivity across GCC and South Asia.

02 **Cross-Border Expertise**

Deep understanding of both investor expectations and emerging market opportunities — bridging expectations with realities on both sides.

03 **Execution Focused**

We do not simply advise. We facilitate implementation and drive outcomes — transforming interest into action at every stage.

04 **Strong Partnership Network**

Access to accurate network of investors, corporates, institutions, and strategic stakeholders across key markets.

05 **Emerging Market Focus**

Dedicated to unlocking opportunities in high-growth economies and sectors where capital can generate outsized and lasting impact.

06 **Multidisciplinary Leadership**

Guided by an international advisory network of professionals from investment, finance, government, technology, and business strategy.

Not Simply a *Consulting Firm.*

Novum Consultancy LLC is a global advisory platform that combines international investor access with trusted local execution through a network of regional market access hubs.

We enable businesses and investors to move from strategy to implementation with confidence, bridging the gap between global opportunity and local reality.

WHAT SETS US APART

- International investor access combined with on-the-ground local execution
- A scalable hub-and-spoke model that grows with each new regional partner
- End-to-end lifecycle support from strategy through implementation
- Trusted TRACE partnership powering Sri Lanka execution with local credibility

Let's Build Something *Extraordinary Together*

Ready to explore how Novum can help you navigate opportunities,
structure investments, and create lasting impact?

**NOVUM
CONSULTANCY**



Dubai, United Arab Emirates



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