

GenZone Launches Dubai Investment and Business Setup Frameworks for European Investors at Portugal Summit

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GenZone, a Dubai-based business setup and real estate advisory firm, has launched a playbook to help European investors relocate to Dubai and invest in real estate. Introduced at a Portugal summit with Círculo Dourado, it offers guidance on business setup, property investment, and exclusive benefits like reserved developer units and early pricing access.



Kevin McKenzie, Co-Founder and CEO of GenZone, and **Liall Smith**, Property Advisor at GenZone Realty, presenting the company's Europe-to-Dubai relocation and real estate investment playbook.

Batalha, Portugal - GenZone, a Dubai-based relocation, business, and real estate advisory firm, launched a comprehensive and hands-on playbook designed to help European investors and entrepreneurs navigate the process of relocating to Dubai and making investments in the real estate market.

The playbook was unveiled at a Portugal summit co-organized by Círculo Dourado, one of Portugal's leading business acceleration communities, and held at Villa Batalha Hotel. The event brought together investors and entrepreneurs across Portugal and introduced them to the growing opportunities in the Dubai market.

The initiative tackles key challenges that European investors face when entering Dubai's real estate market and navigating the regulatory landscape for business setup. At the summit, GenZone also highlighted its enhanced Europe-to-Dubai client support infrastructure, featuring reserved developer allocations for placements in Q4 2025 and Q1 2026.

"Our mission is simple: to remove friction from moving your life and capital to Dubai," said Kevin McKenzie, Co-Founder and CEO of GenZone. "If you have a plan, we'll give you the structure, company, visa, and a property strategy that actually performs."

The Two Integrated Frameworks

GenZone introduced two complementary frameworks at the event:

Business Setup Pathway

A hands-on business establishment roadmap that covers company licensing, regulatory compliance, and banking preparedness.

Property Investment Checklist

Complete guidance on developer due diligence, escrow structures, payment plans, and exit liquidity strategies. GenZone's presentation highlighted its full-spectrum relocation support – from dependent visas and corporate banking introductions to integrated real estate positioning.

Liall Smith, Property Advisor at GenZone Realty, stressed the importance of transparency:

“Investors want clarity on where returns are being made. We showed exactly how to pick the right developer, the right payment plan, and the right exit – so your numbers work in the real world.”

GenZone Realty presented detailed case studies comparing off-plan and ready-property strategies, showcasing current yield ranges by micro-market and optimized exit pathways to maximize capital appreciation.

Exclusive Launch Benefits for Early Adopters

Event participants were offered exclusive launch benefits, including:

- **Reserved Unit Allocations** - Priority selection for prime developer units.
- **Legal Consultation Waiver** - Complimentary legal review (valued at \$1,000+) for business and real estate setup.
- **Pre-Launch Pricing Access** - Early entry into developer pre-sales before the public release.

About GenZone

Rated the number one [Dubai business setup consultant](#), GenZone is a fast-growing business setup and relocation firm headquartered in Business Bay, Dubai. The company helps entrepreneurs, investors, and high-net-worth individuals from across the world in setting up and expanding their businesses in the UAE. GenZone prides itself on being the best Dubai setup consultants in the UAE, offering end-to-end services including free-zone and mainland company setup, visa and residency processing, corporate and personal banking, real estate advisory, seamless cryptocurrency solutions, and strategic tax services.

About Círculo Dourado

Círculo Dourado is a leading business development group made up of over 50 entrepreneurs who collectively generate more than €200 million in annual revenue and employ thousands across Portugal. Founded by Regina Santana and Paulo Faustino, creators of the Artha Group, the organization provides business acceleration programs, networking opportunities, and access to the educational ecosystem of Digital Elevation, a PME Líder–recognized consulting company. The group serves as a strategic compass for Portugal's most ambitious business leaders, fostering growth, innovation, and global expansion.

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