

INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SAUDI ARABIA

NISAR AHMAD ZAFAR

Company: Habtal

Role: Chief Executive Officer

Target market covered: Saudi Arabia

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Dr. Nisar Ahmad Zafar is a Riyadh-based AI advisor and business leader with more than 20 years of experience driving market entry, go-to-market strategy, partnerships, and revenue growth across Saudi Arabia and the wider GCC.

Deeply connected to the Kingdom's Vision 2030 ecosystem, he supports technology firms, investors, government entities, and large enterprises in AI, cloud, cybersecurity, IoT, smart infrastructure, and digital transformation.

He has served as CEO of LCC Tech Mahindra and Senior Director for Enterprises and PIF at Detasad, where he built a \$700M+ enterprise pipeline, and also serves as a UN ITU expert.

Expert summary for companies:

- Saudi market-entry strategy, buyer positioning, and go-to-market planning
- Smart city, AI, cybersecurity, and public-sector opportunity mapping
- Introductions to enterprise buyers, strategic partners, distributors, and pilot opportunities
- Sales-readiness reviews and localization of value propositions for Saudi decision-makers
- Executive support during export missions, investor meetings, and buyer negotiations

Sector expertise

- Smart city solutions
- Digital government / e-governance
- AI and data solutions
- Cybersecurity
- Smart mobility and logistics
- Health tech
- Cleantech and circular economy
- Energy efficiency
- Built environment / real estate technology
- IoT and connected infrastructure
- GovTech / public-sector digitalisation
- Education technology
- Public sector: procurement navigation, stakeholder engagement and culturally informed meeting support.

TYPE OF SUPPORT PROVIDED

- Market readiness assessment
- Business model review
- Market-entry strategy
- Sales strategy
- Pricing / commercial model advice
- Marketing and localisation advice
- Public-sector procurement guidance
- Partner search
- Distributor / reseller search
- Buyer mapping
- Lead generation
- Investor / ecosystem introductions
- Support during local meetings
- Follow-up after buyer meetings
- Risk, compliance, or local business culture advice

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- Market entry: Saudi go-to-market strategy, positioning, and localization.
- Buyer and partner access: decision-maker mapping and credible channel introductions.
- Public sector: procurement guidance, stakeholder navigation, and meeting support.

TARGET CUSTOMER AND NETWORK ACCESS

- Government ministries, regulators, and smart-city authorities
- Sovereign investment ecosystem entities and major public-sector programmes
- Large corporates and enterprise technology buyers
- System integrators, ICT providers, technology vendors, distributors, and resellers
- Utilities, energy companies, infrastructure developers, and industrial organisations
- Telecom, cloud, data center, cybersecurity, AI, and IoT companies
- Investors, accelerators, universities, and innovation hubs
- Industry associations and executive business networks