US Capital Global's Strategy in the GCC Region: A Conversation with Founder and Chairman Jeffrey Sweeney

*In today's rapidly shifting financial landscape, **US Capital Global** distinguishes itself with its regulated, institutional approach to serving the global middle market. Under the leadership of **Jeffrey Sweeney**, Founder and Chairman, the full-service private financial group has been expanding its footprint in the Gulf Cooperation Council (GCC) region. In this exclusive conversation, Mr. Sweeney discusses the group's strategic vision, the appeal of the GCC, and the unique value US Capital Global offers.*

Q: What are US Capital Global's growth plans for the GCC region?

Sweeney: Our primary base in the region is Dubai, but we're actively looking to establish satellite offices and referral partnerships across other GCC member countries. Each regional office will be led by seasoned professionals with deep knowledge of both the GCC and international markets. We don't believe in dictating strategy from our San Francisco headquarters; instead, we empower local leaders to build local solutions. Collaboration with regional experts is essential, given the distinctive business culture and opportunities here.

Q: What attracted you to the GCC?

Sweeney: The region radiates an undeniable energy and optimism. The GCC's history is deeply rooted in trade and commerce, and today it combines that legacy with resource-based wealth to fuel ambitious development. By investing heavily in infrastructure—cities, transportation, and business—the GCC is emerging as a true global powerhouse. With its strategic location at the crossroads of three continents, a welcoming business environment, and cultural vibrancy, the region is not only ideal for business but also for tourism.

Q: Why did you choose Dubai for your regional office?

Sweeney: Dubai is a world-class city, often compared with London and New York. It's a leading financial hub for the Middle East with strong trade connections, particularly with Africa. The UAE's business-friendly visa policies and tax framework continue to attract global corporations, family offices, and wealth. The "Dubai brand," along with that of the UAE as a whole, is on the rise, fueled by its thriving cultural scene, impressive city developments, and international sporting events.

Q: Which products and services will you focus on in the GCC?

Sweeney: We'll concentrate on our core middle-market offerings: debt, equity, and M&A. Our senior partners specialize in these verticals and design a wide range of investment products, from syndicated debt instruments and Eurobonds to convertible notes and equity offerings. Importantly, we can also structure Sharia-compliant Sukuk instruments, which are seeing increased demand both in the GCC and the EU. Our strength lies in designing financial products and raising capital for them globally.

Q: How does US Capital Global differentiate itself from other financial institutions in the region?

Sweeney: Our mission is to bring a regulated, institutional approach to the middle market—essentially delivering large-cap sophistication with a middle-market focus. Unlike firms that only act as introducers, we have the ability to create syndicated investment products, raise the capital, and manage collateral across multiple jurisdictions. That comprehensive capability is what sets us apart.

Q: How does doing business in the GCC differ from the US or UK?

Sweeney: Business cultures vary worldwide, but in the GCC, relationships and introducers are absolutely central. This aligns well with our global ethos, focused on broker and referral relationships. By respecting and compensating the local connections we maintain, we uphold the spirit of a family office, emphasizing collaboration and trust in every transaction. This approach resonates deeply here.

Q: What challenges have you encountered in the GCC, and how do you address them?

Sweeney: The time difference between the GCC and the US can be challenging—Dubai and San Francisco are eleven hours apart. To ensure seamless service, we've built complete teams in the GCC, London, and India. I also spend about half my time in the region now, which allows me to stay engaged on the ground and enjoy building relationships here. I welcome anyone to reach out and meet for a conversation.

US Capital Global is charting a distinct course in global finance—offering customized solutions, guided by strong local expertise and enduring relationships. With its expanding presence in the GCC, the group is well-positioned to contribute to the region's dynamic growth story. To learn more about US Capital Global and its GCC strategy, email Jeffrey Sweeney, Chairman and CEO, at ***info@uscapital.com****.*