

# Official Delegation Trade Mission to the United Arab Emirates 10<sup>th</sup> – 15<sup>th</sup> November 2018

Closing date for applications 15<sup>th</sup> August 2018



AL SHAIBA  
MEDICAL SUPPLIES TRADING L.L.C.

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# [Introduction]

The International Trade Council, in cooperation Al Shaiba Medical Supplies and Trading, CRESCO Holding, Sadiqa and our associated Chambers of Commerce are delighted to announce the 2018 Trade Mission to the United Arab Emirates.

**The Trade Mission will take place over a period of 5 days and provides participants with the opportunity to:**

- Meet Government and Chamber officials from the United Arab Emirates.
- Make on-site visits to organizations within the participants specified target market(s).
- Meet face-to-face with United Arab Emirates-based C-Level executives through our pre-scheduled appointments with pre-qualified targets (*a minimum of 5 appointments will be set for each Mission Participant*).
- Present at the half-day export opportunity summit/cafe.
- Participate in panel discussions and business round-tables aimed at providing information on the marketplace and answering any questions that you may have.
- Receive up-to-date market intelligence.
- Showcase your goods and/or services.
- Join other Mission Participants in exploring the United Arab Emirates market.
- Participate in networking opportunities with the local business community.
- Benefit from intra-group exchanges.

Positive effects of International Trade Council Trade Missions include higher sales revenues, lower procurement costs and better sourcing, education, cultural/international business savvy, preparedness, professional development, visibility/goodwill and perspective. An additional benefit is that the mission participants develop close friendships among themselves and a useful, professional network.

**All participants will receive a customized 1:1 business-to-business meeting schedule and schedule of site visits.**



# [ Why the United Arab Emirates

## **The Trade Hub of the Middle East and Africa**

The United Arab Emirates is located in the heart of the crossroads of the trade routes of East and West, Europe and Asia. It helps to organize effectively an international trade flow with the minimal costs. There are modern sea and air transport companies, ports and airports in the UAE, which are connected with all the leading international transport hubs, and which provide the possibility of delivering goods from and into any part of the world. The location of the country allows flying quickly to the UAE from a large number of countries – particularly from the Middle East, Europe, Asia or Africa.

## **High Level of Disposable Income**

In 2016 the United Arab Emirates imported \$270 billion USD worth of goods. Non-oil sectors now contribute about 70% of the UAE's Gross Domestic Product (GDP) and according to International Monetary Fund (IMF) forecasts, as of March 2018, it's expected to be the second largest Arab economy after Saudi Arabia in terms of GDP (in current prices). The IMF expects UAE to be ranked 25th globally (in current price terms), with a GDP per capita of \$37,346.

## **A Rapidly Developing Economy**

It is not a secret for anybody that over the recent decades the United Arab Emirates has become a major international center of business activity. Interests of many large corporations and holding companies are concentrated here. Moreover, the Emirates began to take leading positions in the field of international tourism. The investment capitals, which flock to the Emirates from all over the world, are devoted to the implementation of many large-scale projects that contribute to the active development of the economy in the country. The year to year increasing domestic consumer demand on the import of goods, which are necessary for the local requirements, as well as a significant increase in the volumes of export and re-export, also plays an important role for taking decisions about entering the market in the United Arab Emirates.

## **Diversification of Import/Export Industries**

The strategies created by Abu Dhabi's Economic Vision 2030, Dubai's Strategic Plan 2015 and the UAE's 2021 Vision are made to attract foreign capital into the industrial and other export-oriented sectors, including heavy industry, transport, petrochemicals, tourism, information technology, medical technologies, consumer goods, telecommunications, renewable energy, aviation and oil and gas services. In order to realize the expansion of these sectors and support economic diversification, the government has invested heavily in infrastructure and other development projects. Education is also one of the UAE government's top priorities. The country is keen to build a knowledge based economy and position itself as the academic hub in Gulf Region.





# [ Benefits Package ]

## Participants will benefit from:

- An interview with our **market experts** to better understand your business objectives.
- **A list of qualified contacts / potential partners** according to your interest.
- A minimum of **5 pre-arranged meetings** with organizations from select industries.
- **Participation in the export summit** where you can meet other C-Level executives, counterparts from UAE-based Council members and members of associated Chambers of Commerce based in the United Arab Emirates.
- **Off-site business meetings** with potential business partners.
- **Welcome pack** including: **market intelligence**, name badge, mission program and detailed contact list of UAE-based buyers, agents and product managers attending the Mission.
- **Networking / welcome dinner** to which you can invite guests\*.
- **In-market briefings** and panel discussions.
- Your company's profile in the **Trade Mission brochure**.
- **Assistance** with logistics and guidance on UAE customs.
- **Pre-mission briefing** / phone conference.
- Services of **experienced Trade Mission managers**.

\* Maximum of 1 guest for networking dinner per registered trade mission participant. Additional guests will be charged at cost.





# [Schedule]

## Sunday, 11<sup>th</sup> November 2018

**Throughout the Day**  
**Throughout the Day**  
**5:00PM – 5:30PM**  
**5:45PM – 6:45PM**

Arrival at Dubai International Airport  
Hotel Check-in  
Roll Call and Briefing

**Opening Ceremony - Movenpick Hotel in JBR, at The Garden Restaurant**  
**Welcome Dinner - Movenpick Hotel in JBR, at The Garden Restaurant**

**7:00PM – 9:00PM**

## Monday, 12<sup>th</sup> November 2018

**8:30AM – 9:30AM**

**Panel Discussion “Doing Business in the United Arab Emirates”**

**9:30AM – 10:15AM**

Panelist Q&A

**10:15AM-10:40AM**

Morning tea

**10:45AM-Midday**

**Sectoral round-table discussions**

**Midday-1:00PM**

Lunch break & set up for export summit / export cafe

**1:00PM-5:30PM**

**Export summit / export cafe**

**7:45PM-8:45PM**

Optional city walking tour

## Tuesday, 13<sup>th</sup> November 2018

**8:30AM-Midday**

**On-site visits according to customized needs of each Trade Mission Participant**

**Midday-1:00PM**

Lunch break

**1:00PM-5:30PM**

**Business-to-business meetings according to customized needs of each Trade Mission Participant**



# [Schedule ... continued]

**Wednesday, 14<sup>th</sup> November 2018**

**8:30AM-Midday**

**On-site visits according to customized needs of each Trade Mission Participant**

**Midday-1:00PM**

Lunch break

**1:00PM-5:30PM**

**Business to-business meetings according to customized needs of each Trade Mission Participant**

**Thursday, 15<sup>th</sup> November 2018**

**8:30AM-Midday**

**Business to-business meetings according to customized needs of each Trade Mission Participant**

**Midday-1:00PM**

Lunch break

**1:00PM-2:30PM**

**Panel discussion "Next Steps"**

**2:30PM-3:00PM**

Panelist Q&A

**3:00PM-3:00PM**

Afternoon tea

**3:30PM-5:30PM**

**Business-to-business meetings**

**6:30PM-8:00PM**

Closing dinner- (*informal*)

**Friday, 18<sup>th</sup> May 2018**

**Throughout the Day**

Departures

**Venue for Panel Discussions, Business Round-Tables and Export Café:**

ROVE Hotel - Dubai Marina

## **Pre-Trade Mission Delegate Briefing**

All successful applicants will be required to attend a pre-Trade Mission briefing – this will take place via webinar at least two weeks before the trip and will give each delegate invaluable information about the economic, political and cultural backdrop to doing business in the Imports Arab Emirates

## **Offsite Visits & Appointments with Buyers**

Offsite visits and one-to-one meetings will be pre-booked by our trade specialists prior to your arrival in the United Arab Emirates.

Should you wish to make any appointments of your own for the Mission please arrange them around the set times detailed above.





### **One-to-one Meetings**

**Prior to the Trade Mission you will be contacted by an accredited International Trade Council Export Consultant who will work to understand your business, your market potential and your desired target audience. They will then set appointments for you for the Trade Mission.**

We also strongly advise that you also use any contacts you may have or are looking to establish, to arrange your own meetings. Businesses that have the most success on our missions have always done a mix of meetings they have sourced as well as those arranged via the Council.

### **Pre-Mission Web Conference**

A webinar briefing will be held at least two weeks prior to the Trade Mission. The briefing will provide market information and advice on how to do business in the United Arab Emirates It is also an opportunity to connect with other participants in advance of the Mission and discuss the Mission logistics.

### **Mission Brochure**

The Council will produce a brochure to promote the companies taking part in the Mission. The text and contact details will be taken from your application form. If you're successful in your application we'll ask you to supply a high-resolution head and shoulders photo to include in the brochure.

### **Press Coverage**

We'd like to promote your connection with the Trade Mission. Therefore, if you're successful in your application we'll share your details with our public relations team.

### **Shared Intelligence**

Businesses attending the Trade Mission will have different levels of experience in the market. Those new to the market will benefit from the experiences of others. Members of the Trade Mission are invited to join other members of the group and our sponsor's representatives each evening for dinner which provides an opportunity to discuss issues and ideas.





# [Eligibility]

We're looking for highly ambitious businesses who've been trading for a minimum of two years and have plans to increase their customer base, employ more people and expand to new markets (*including the designated market*) in the next 24 months.

## **Eligibility Criteria:**

### **Participants need to be:**

- Financially sound.
- Currently exporting or demonstrate export readiness.
- Represented during the mission by an employee or officer of the company.
- Already retain, or have the capacity to obtain, a valid passport for overseas travel.

### **Please be advised that:**

- **You don't need to be a member of the International Trade Council to qualify for a delegate place.**
- There is a maximum of 2 delegate places per company offered.
- Distributors, agents or other in market representatives may be invited to participate in events, however are not automatically entitled to all the privileges of a Trade Mission participant.
- The International Trade Council reserves the right to determine your eligibility for participation in the trade mission.
- Applicants must participate in all events attached to their Mission program unless discussed and agreed in advance with the program manager.
- All company representatives must conduct themselves in a professional manner having regard to the spirit and intent of the Trade Mission.

**Full terms and conditions can be found at the end of this information sheet.**





**Although we're heavily subsidizing the cost of the Trade Mission for those successful applicants, each delegate will be required to contribute \$1125 USD for those registering before the 15<sup>th</sup> August 2018** (*discounted fee of \$900 for International Trade Council members*). If an extra person from your company attends, it will cost an additional \$500 per delegate (*discounted to \$300 for International Trade Council members*).

The above fees contribute to the overall mission costs incurred by the Council which include:

- pre-mission briefing costs
- production of the group brochure
- generation of personalized lead lists, one-to-one appointments and site visits
- production of market intelligence and Trade Mission package
- opening ceremony + ceremony venue hire, refreshments and organization
- panel discussions including venue hire and refreshments
- room hire, setup and tear down for export café
- welcome dinner
- general set up, tear down and other associated costs

The Trade Mission fee amount is payable with your application. **Please note, applications that are received without the fee will not be accepted.** If your application is not accepted, then your payment will be refunded. Registrations received after 15<sup>th</sup> August will be charged at the standard rate of \$1950 USD.





#### **Airfares and accommodation costs**

It is the responsibility of each delegate to book and pay for their own airfares, accommodation and meals outside of the scheduled welcome dinner.

You can make your own travel arrangements but it is recommended that you stay in the mission hotel (ROVE Dubai Marina) in order to make the most of the networking opportunities. **Please do not book any travel or accommodation prior to receiving confirmation of your place on the Trade Mission.** The Council can assist in booking accommodation where requested and there is a special rate offered for Trade Mission delegates who intend to stay at the ROVE Dubai Marina Hotel.

#### **Insurance**

Trade Mission members are strongly advised to take out adequate travel and sickness insurance. We always recommend that this insurance includes cover for cancellation of the visit for reasons beyond the control of the International Trade Council. If a mission is cancelled for reasons beyond our control, the International Trade Council can take no responsibility for any loss you may incur.

#### **Vaccinations**

Please check necessary individual health precautions for the countries of the market visit with your local travel nurse. The International Trade Council accepts no responsibility for advice in this specialized field.

#### **Visas**

Most countries do not require visas to enter the United Arab Emirates for stays of up to 7 days. The Council will issue an official Letter of Invitation to those participants who do require a visa.





# [Terms and Conditions]

## **Cancellation regulations:**

If you decide not to join the Trade Mission, and inform us by fax, letter or email, arriving on or before Monday 30<sup>th</sup> August 2018 we shall refund 50% of the Mission participation fee. After the 30<sup>th</sup> August 2018 there will be no refund.

## **General terms and conditions:**

- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the Trade Mission will be binding and the participation fee will be due.
- The International Trade Council reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the Trade Mission.
- Flight from your country of origin to the United Arab Emirates and all hotel, food or ground transportation expenses outside the denoted meals and activities are borne by the participants.
- The participant accepts full responsibility for all the business and organizational outcomes arising from their participation. The International Trade Council will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- The International Trade Council reserves the right to reject any application without being obliged to discuss the reasons for doing so. Any decision made by the Council will be final and no correspondence will be entered into.



# Application Form

**Please return this form to any of the following contacts:**

Nina Escarda  
 International Trade Council (USA)  
**Tel:** +1 202 869 0988  
**Fax:** +1 202 869 1121  
**Email:** [nina.escarda@tradecouncil.org](mailto:nina.escarda@tradecouncil.org)

Tansy Green / Constanza Fernandez-Reyes  
 International Trade Council (UAE)  
**Tel:** +971 4 406 9797  
**Fax:** +971 4 341 6877  
**Email:** [tansy.green@tradecouncil.org](mailto:tansy.green@tradecouncil.org)  
**Email:** [constanza.fernandez-reyes@tradecouncil.org](mailto:constanza.fernandez-reyes@tradecouncil.org)

**Organizational Contact Information:**

<b>Company Name:</b>				
<b>Address:</b>				
<b>City / State:</b>		<b>Country:</b>		
<b>Telephone:</b>		<b>Fax:</b>		
<b>Email:</b>		<b>Website:</b>		
<b>No of Employees:</b>		<b>Year Established:</b>		
<b>Target Sector:</b>	<input type="checkbox"/> Healthcare / Medical <input type="checkbox"/> Imports & Re-Exports <input type="checkbox"/> Retail			
<b>Contact Person:</b>	First Name:		Surname:	
	Phone:		Mobile:	
	Email:			
<b>Participant 1:</b>	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			
<b>Participant 2:</b>	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			



<p><b>Company Profile:</b></p>	<p>Please specify your business, products, service with 150 words, which would be included in the company catalogue for the event, and to identify business partners for you.</p>
<p><b>Match Making:</b></p>	<p>Please specify the type of businesses you are looking to meet and provide details of your intentions. If you are focusing on a specific product or project rather than your entire offering please specify. This information will be used to identify potential business partners for you. Please make it very clear.</p>
<p><b>Mission Objectives:</b></p>	<p>Please describe your objectives for participating in this mission for the brochure (max 30-40 words). eg. market research, seeking new customers, a new agent, JV, etc.</p>



### Authorization:

1. We wish to apply for the Trade Mission to the United Arab Emirates.
2. We enclose payment for the participation fee of \$1125 USD (*International Trade Council Members - \$900 USD*) and second delegate fee of \$500 USD (*International Trade Council Members - \$400 USD*).
3. I have read and agree to International Trade Council Terms and Conditions for this Mission.

<b>First Name:</b>		<b>Last Name:</b>	
<b>Position:</b>		<b>Company:</b>	
<b>Signature</b>			

### Payment via Credit Card:

I hereby authorize Chamber Trade Solutions LLC, on behalf of the International Trade Council, to deduct the appropriate market visit fee from the card below. I have read the cancellation terms and conditions in the Trade Mission application package and agree to be bound by them.

I am the card holder\*/I am authorized to sanction credit card payment on behalf of the cardholder\*  
(please delete as appropriate)

<b>Type of Card:</b>	American Express <input type="checkbox"/> Discover <input type="checkbox"/> Diners Club <input type="checkbox"/> JCB <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>		
<b>Name on Card:</b>			
<b>Card Number:</b>			
<b>Expiry Date:</b>		<b>Card Security Number:</b>	3 – 4 digits on back of card
<b>Signature</b>			
<b>Date:</b>			

If you wish to pay securely online please tick here. An invoice will be sent to your email:

### Payment via Bank or Wire Transfer

If you prefer to pay via bank transfer or wire please contact Melanie Walker via email ([accounts@tradecouncil.org](mailto:accounts@tradecouncil.org)).





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