

## International Mission

# AUSTRALIA UNLIMITED MENA 2015 TRADE MISSION

## Explore business opportunities in the Middle East and North Africa region

Austrade invites you to participate in the Australia Unlimited (AU) MENA 2015 Trade Mission to capitalise on emerging opportunities in the Middle East & North Africa region.

### About this mission

Australia Unlimited MENA is Austrade's flagship, and sole Federal government-backed annual promotional campaign in the Middle East and North Africa (MENA) region aimed at raising Australia's profile. Austrade, through AU MENA, is offering Australian firms and institutions access to information, people and resources they can engage and strengthen business ties with.

In its third year, AU MENA 2015, with an overarching theme of **innovation** includes a series of high profile promotional and business seminars in Dubai, Riyadh, and Kuwait city, as well as associated events in Abu Dhabi, Muscat and Morocco during April 2015. The mission aims to promote Australia and Australian capability with a tailored multi-city program, in priority sectors - i.e.

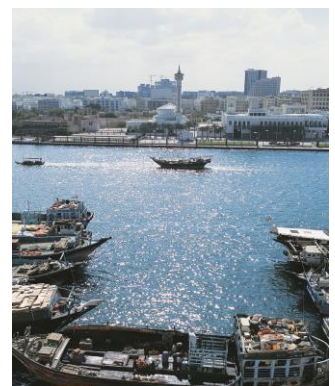
- Sustainable Urban Development
- Agribusiness & Aquaculture
- Vocational Education & Training

### Why you should participate

- Create or increase awareness of your brand.
- Obtain the latest update on market trends from key players and authorities. Understand the need for key priority sectors, the drivers of government policies and initiatives.
- Meet potential customers, partners and key decision makers at networking events and appointments.
- Increase export sales.
- Enhance existing relationships with GCC
- Take advantage of Austrade's on the ground assistance, business matching and facilitation of networking events for mission members.

### Market opportunities and insights

- Australian exporters are in a prime position to benefit from emerging export opportunities in the Middle East and North Africa (MENA), as the region seeks to reduce its reliance on oil as its major source of revenue, and transform and modernise its economies and societies for a post-oil world.
- Population growth (355 million set to double by 2050), high energy prices, water scarcity (the overall UAE water consumption ranks 82% above the global average and is expected to grow by 30% by 2030, whilst the current use of groundwater reservoirs is 15 times more than the natural recharge rates), major events such as Expo 2020, corporate



### Mission details

12-16 April 2015

Locations include United Arab Emirates, Kingdom of Saudi Arabia and Kuwait.

**Expressions of interest close  
15 February**

**Successful applicants will be  
notified by 28 February**

### Who should attend?

Australian businesses in:

- Water and Environmental Sustainability
- Energy Solutions for Urban Housing
- Australian education and training providers
- Aquaculture products and services
- Agribusiness innovators in sustainable farming
- Agricultural consultancy
- Agricultural research

and social responsibility obligations are all driving the GCC countries to adopt a sustainable approach to economic development and improve energy and water efficiency.

- Given 90 per cent of the region's food requirements are met through imports, the region is investing in agricultural production and food processing, as well as water management education.
- Middle Eastern governments (particularly UAE, Oman and Saudi Arabia) are actively promoting the aquaculture sector for investment and development domestically.
- Government policymakers in MENA, particularly Saudi Arabia and the UAE, are increasingly turning to vocational education, which is seen as a cheaper and more hands-on educational experience, to reduce a dependence on foreign labour, address domestic skill shortages and tackle growing unemployment.

### Cost of participation (Sustainable Urban Development Program)

The total cost per delegate includes direct costs and an Austrade service fee.

Markets	Total cost	Direct costs	Austrade service fee
United Arab Emirates (Dubai and Abu Dhabi), Kingdom of Saudi Arabia (Riyadh) and Kuwait	<b>A\$2,000</b>	A\$350 per delegate includes: <ul style="list-style-type: none"><li>• A\$150 for ground transportation for key group activities.</li><li>• A\$200 for letter of invitation to be issued by in-market third party organisation for Saudi Business visa (<i>inclusive of 15% Austrade Administration fees</i>)</li></ul>	A\$1,650 (6 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"><li>• Mission program coordination and assistance with logistics</li><li>• Pre-departure briefing</li><li>• Preparation of electronic mission booklet to promote participants' capabilities</li><li>• Pre-mission marketing to selected potential customers</li><li>• Setting up of group appointments and organising of site visits.</li><li>• Support on-the-ground during mission program.</li></ul>

### Expressions of interest close by 15 February 2015

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at [www.austrade.gov.au/eventName2011](http://www.austrade.gov.au/eventName2011) to have our country and industry specialists review your application. If your application is successful we will send you an Event Participation Kit with all the information you need to prepare for the mission.

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

### Key contacts

If you would like to discuss participating in this trade mission, please contact:

#### MENA

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#### MENA

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## AUSTRALIA UNLIMITED MENA TRADE MISSION PROGRAM

(Please note this is a draft program, subject to change)

	Sun 12 April	Mon 13 April	Tue 14 April	Wed 15 April	Thu 16 April
Sustainable Urban Infrastructure	Dubai	Abu Dhabi	Travel to Riyadh	Riyadh	Kuwait
	<p><b>Forum</b> with Dubai Land Authority &amp; United Nations</p> <p><b>Networking Business Lunch</b></p> <p><b>Gala Dinner &amp; Business Awards Night</b></p>	<p><b>Roundtable</b> with Urban Planning Council</p> <p><b>Roundtable</b> with Abu Dhabi Municipality</p> <p><b>Site visit</b> to Masdar City/Masdar Institute</p> <p><b>Networking Function</b> to be hosted by Ambassador</p>	<p><b>Reception at the Australian Embassy in Riyadh</b></p>	<p><b>Roundtable</b> with relevant Saudi Government Ministries and Regulators</p> <p><b>Group Meetings (contractors)</b></p> <p><b>Site Visit</b></p> <p><b>Leave to Kuwait</b></p>	<p><b>Meet and Greet</b></p> <p><b>Roundtable</b> with relevant Kuwaiti Government Ministries and Regulators including Ministry of Electricity and Water, Ministry of Public Works and Ministry of Communication</p> <p><b>Networking reception at Ambassador's residence</b></p> <p><b>End of the program</b></p>