

Virtual Trade Mission: United Arab Emirates

Overview

The United Arab Emirates (UAE) has been the top U.S. export market in the Middle East North Africa region for the last 10 years and a critical regional hub for 1,500 American companies doing business throughout the Middle East, Africa, and South Asia. As the leading commercial hub serving the Middle East, Africa, and South Asia, the UAE (especially Dubai) continues to play a central role as a regional trade, logistics, and tourism hub. The UAE government remains at the forefront of new technology adoption, from artificial intelligence (AI) to autonomous vehicles and data analytics, providing companies, especially startups, the opportunity to innovate and grow on fertile ground. In the healthcare sector, the UAE has made reforms and continues to look for partnerships with U.S. companies, including hospitals, to help keep pace with the growing demand for services.

Top opportunities for Virginia exporters to UAE include:

- Information and Telecommunications
- Healthcare Services
- Education
- Safety and Security
- Aerospace and Defense Equipment

Security & Defense

In 2019, UAE defense spending was \$1.85 billion – a 41% increase over 2018. In addition to the Federal Budget, each of the seven emirates has an individual defense budget, and it has long been understood that Abu Dhabi and Dubai's defense budgets are greater than the federal set-aside for defense, particularly Abu Dhabi.

Opportunities for Virginia companies include: artificial intelligence; big data analytics; blockchain; virtual and augmented reality; quantum computing and encryption; robotics; the internet of things; cyber defense; electronic warfare & intelligence; advanced energy capture, storage and propulsion; and smart materials and sensors.



Dubai, United Arab Emirates

ICT and Smart City Initiatives

A smart city takes information communication technology (ICT) and the Internet of Things (IoT), big data tools, and artificial intelligence to collect and analyze data to make its residents' and visitors' lives easier by increasing the efficiency of life. All government offices have been challenged to create and incorporate online services that can be integrated, and then use the data/data analytics to support sustainable economic development in key sectors. As the government ramps up to achieve its goal of going paperless by 2025, it is seeking smart solutions capable of placing all government transactions and procedures online. Companies with capabilities will find public private partnership opportunities in line with Dubai's Smart City Vision.

Healthcare & Life Sciences

UAE 2019 Federal Budget designated for healthcare was \$1.2 billion and was increased by 2% to \$1.22 billion in 2020. UAE is intent on being a life sciences hub and is eager to participate in collaborative research and development as it increases its investment in local pharmaceutical manufacturing.

Opportunities for Virginia companies include: cardiovascular disease education, prevention, and treatment; diabetes education, prevention, and treatment; childhood obesity education, prevention, and treatment; early diagnosis and treatment of cancers; increasing the percentage of accredited health facilities; and increasing the quality of healthcare services in general.

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This event was outstanding in the quality and quantity of meetings. We met 13 companies over 4 days and traveled to many areas of Dubai and to other Emirates for meetings.

2017 Attendee,
Trade Mission to the
United Arab Emirates

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We came away with some excellent contacts that hopefully will develop into long term business relationships.

2017 Attendee,
Trade Mission to the
United Arab Emirates

Details

The objective for this virtual trade mission is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in the UAE. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in the UAE and to provide you with market intelligence.

To verify that the UAE are good markets for your company, contact your local International Trade Manager or the Trade Mission leader immediately! We only want you to participate if we think there is good market potential in the UAE for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

Trade Mission Dates

February 14-18, 2021

Registration Deadline

December 18, 2020

Schedule:

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

The itinerary is planned as follows, and is subject to change:

Date	Day	Activity
December 18, 2020	Friday	Last day for registration
During the week of February 7, 2021		Conduct virtual Doing Business in the United Arab Emirates briefing
February 14, 2021	Sunday	Virtual Trade Mission begins; Individual meetings
		Virtual meetings continue for two - three weeks as scheduled by the in-country consultant
March 4, 2021	Thursday	Virtual Trade Mission ends



Dubai, United Arab Emirates

Registration

Register and pay the trade mission fee online: <https://uaetrademission2021.eventbrite.com>

The registration process is ongoing. Based on past trade missions, we expect 6-10 Virginia companies to participate.

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting and pre-qualifying local distributors, reps and/or partners and organizations of your meetings with interested prospects
- Briefing on “Doing Business in UAE”
- Your VEDP Trade Mission Leader and in-country consultant available to you to ensure everything runs to plan

Meetings

VEDP has engaged the services of Channels Business Solutions, a highly qualified consulting firm, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. Channels was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to the UAE market. Channels has supported VEDP’s trade missions to the region for over 6 years and has served as our market research partner in the UAE. If you would like to learn more about Channels, please review their websites: <http://www.channelsmea.com/>.

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

During virtual meetings, someone from the consultant’s team will likely participate in all meetings in order to facilitate the meeting, making sure everyone joins, and ensuring logistics run smoothly.

Communication

The attendees of your meetings will speak English. An interpreter will not be needed.

How to Prepare

To best represent your company in a virtual environment you need to be prepared. Here are some items that you should consider before your meeting:

- Do I need to have my marketing materials or presentation translated?
- Could my product best be demonstrated with a video?
- Does my company have the appropriate technology to participate in virtual meetings?
- Do I have the right people from my company on the call?

Questions?

Ellen Meinhart
International Trade Manager
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We would not have been able to close international business without this event.

2019 Attendee,
Trade Mission to the
United Arab Emirates

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The overall impact of the trade mission was positive. We were able to begin exploring potential opportunities in the UAE. This event allowed us an introductory view with the assistance of VEDP. Without this support we would have delayed a look into the region for some time.

2017 Attendee,
Trade Mission to the
United Arab Emirates

Consultant Bio

Anne Jafery

Anne is the Managing Partner/Trade Representative for Channels MEA based in Dubai. An entrepreneur by nature, Anne and her partners own and operate multiple regional companies. She has more than 25 years of experience living and doing business in the GCC region and has held many key business advocacy positions. This places her extensive professional network at the disposal of Channels' clients in a region where relationships are key to success.

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The trade mission helped us to understand the market, meet key contacts, introduce our products, and has provided us with some follow up opportunities.

2017 Attendee,
Trade Mission to the
United Arab Emirates

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The UAE Trade Mission provided a much-needed understanding of how to do business in the UAE. The meetings were extremely helpful as meeting a half dozen key personnel in the same business sector in 4 days would otherwise be a challenge.

2017 Attendee,
Trade Mission to the
United Arab Emirates