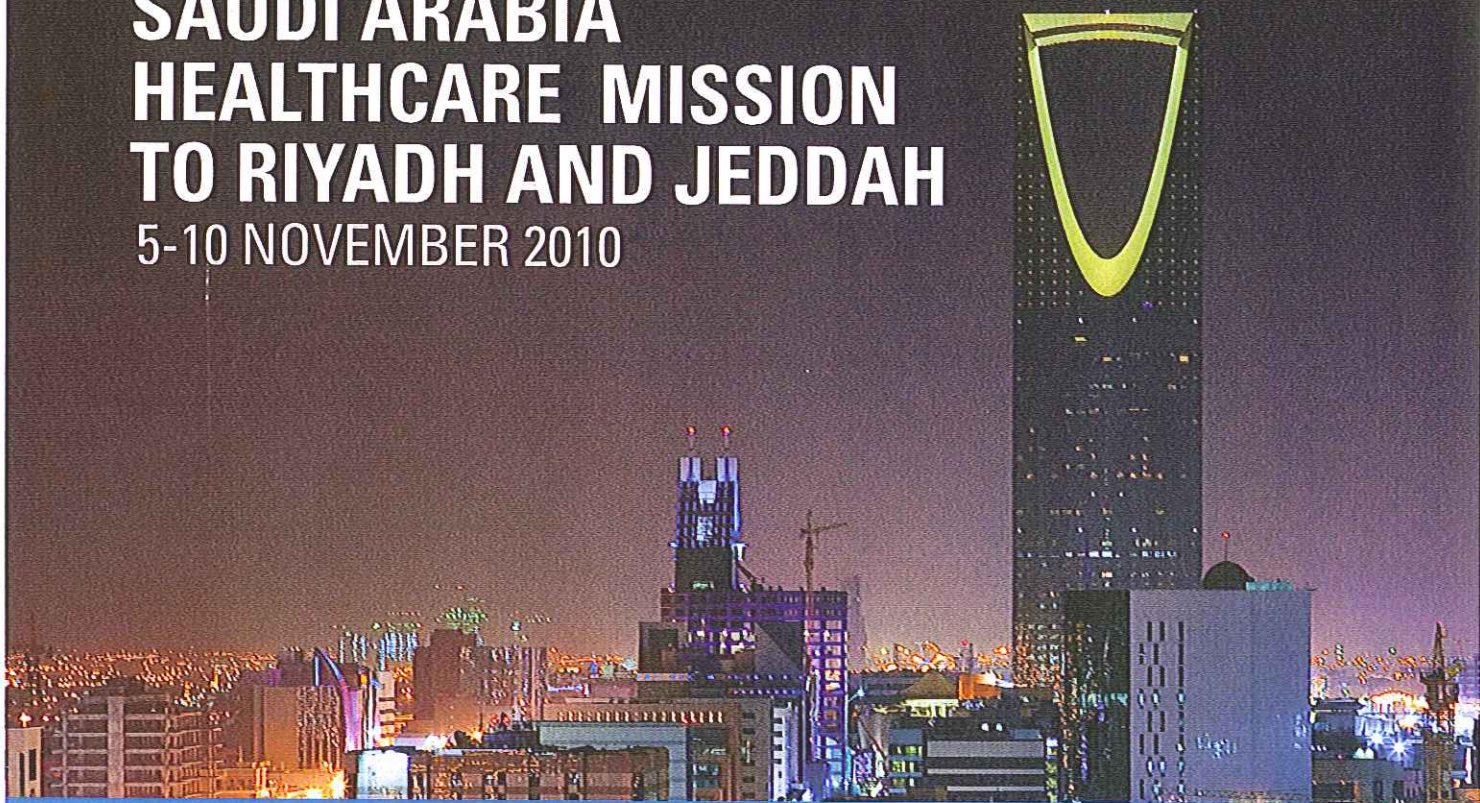


ACCESSING INTERNATIONAL MARKETS

SAUDI ARABIA HEALTHCARE MISSION TO RIYADH AND JEDDAH

5-10 NOVEMBER 2010



→ WHY VISIT SAUDI ARABIA ON THIS HEALTHCARE MISSION?

- Saudi Arabia is one of the largest and most important markets for the UK in the Middle East and its economy continues to grow strongly
- It has one of the fastest growing populations in the world at 3% per annum
- The health sector is hugely important for the Saudi government, which is investing over 10% of its 2010 budget in upgrading standards of care

However the planned improvements can only be delivered if Saudis continue to have access to the best equipment, medical devices and healthcare techniques and services. UK healthcare equipment and services are therefore of high interest to Saudi organisations and hospitals.

A specific interest amongst Saudi buyers has been noted in non-invasive blood glucose monitoring devices, products related to infection control, cardiology and oncology, and areas linked to geriatric care. However there are potential opportunities in all healthcare sectors and this mission is not restricted to the above specialities.

→ WHAT ARE THE BENEFITS OF ATTENDING?

The mission will comprise:

- initial briefings from UKTI in Riyadh and Jeddah
- two group visits to high profile Saudi hospitals
- two business-to-business networking receptions at which each company will have a desk and space to display literature
- meet with Saudi companies who have business opportunities

On payment of the £500 OMIS fee, each company will receive an individual list of potential Saudi contacts for them to meet in Riyadh and Jeddah. Companies will also benefit from the services of UKTI healthcare experts in Saudi Arabia for the duration of the mission.

Additionally, each company accepted by UKTI on the mission will be featured in a brochure, which will be widely distributed in Saudi Arabia before and during the mission.

BRITISH EXPERTISE IS MANAGING THIS TRADE MISSION ON BEHALF OF THE UK TRADE & INVESTMENT LIFE SCIENCES SECTOR TEAM.

→ **WHAT IS UK TRADE & INVESTMENT?**

UK Trade & Investment is the government department that helps UK-based companies succeed in the global economy.

UK Trade & Investment (UKTI) offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

www.ukti.gov.uk

→ **OVERSEAS MARKET INTRODUCTION SERVICE**

UKTI provides targeted research or meeting programmes to companies under the Overseas Market Introduction Service (OMIS). For this mission this will include a tailored individual list of potential Saudi contacts in both Riyadh and Jeddah, as well as the other benefits outlined above. This will be subject to your Expression of Interest for this mission being received by the closing date of 8 October. For more information contact your UKTI International Trade Advisor or Syed Zaman at the British Embassy in Riyadh:

Email: syed.zaman@fco.gov.uk

Tel: +966 14880088 ext 2252

→ **FUNDING ARRANGEMENTS**

UKTI will fund some group costs associated with this mission. Including organisation of group meetings, some travel, a mission brochure and cost of the receptions. Companies will be responsible for their cost of travelling to Saudi Arabia, the internal flight and hotels. There is a mandatory £500 OMIS fee, as described in this flyer. SMEs new to exporting, or exploring Saudi Arabia for the first time, may be eligible for a travel grant from their regional UKTI office. Contact details will be given on receipt of your booking form.



→ **OUTLINE PROGRAMME**

Friday 5 November

- Delegates arrive in Riyadh.

Saturday 6 November

- UKTI Mission briefing & hospital visit.
- Individual programmes.
- Evening reception & business-to-business event.

Sunday 7 November

- Individual programmes and follow-ups to reception events.

Monday 8 November

- One-to-One meeting opportunities.
- Travel to Jeddah (afternoon).
- Evening free.

Tuesday 9 November

- UKTI briefing & hospital visit.
- Individual programmes.
- Evening reception & business-to-business event.

Wednesday 10 November

- Individual programmes and follow-ups to reception contacts.

End of formal programme.

THE CLOSING DATE FOR BOOKINGS IS 8TH OCTOBER BUT PLACES ARE LIMITED SO PLEASE EXPRESS YOUR INTEREST AS SOON AS POSSIBLE

Complete the attached expression of interest form and return to Sue Davie, fax 020 7824 1929 or email: sd@britishexpertise.org

Please direct any general enquiries on the mission to the Mission Manager; Dominic James, telephone 020 7824 1924 or email: dj@britishexpertise.org

Please do not book any travel until we confirm your place. A mission booking form, further information, including recommended flights, hotels and the date of a briefing meeting will be given, on receipt of your expression of interest form

UK Trade & Investment is the government organisation that assists overseas companies to set up or locate their business in the UK's dynamic economy. We also help UK-based companies succeed in international markets.

www.uktradeinvest.gov.uk

Fast track to the world ^{UK}

SAUDI ARABIA HEALTHCARE MISSION TO RIYADH AND JEDDAH

5-10 November 2010

**PLEASE SEND YOUR EXPRESSION
OF INTEREST FORM TO:**

**Sue Davie
British Expertise
10 Grosvenor Gardens
London
SW1W 0DH**

TEL: 020 7824 1920
FAX: 020 7824 1929
EMAIL: sd@britishexpertise.org

EXPRESSION OF INTEREST FORM – SAUDI ARABIA HEALTHCARE MISSION 5-10 NOVEMBER 2010	
Name:	
Position:	
Company and Address:	
Phone number:	Fax number:
Email:	
Return form to Sue Davie by 8 October 2010	