



## UAE SUSTAINABLE CONSTRUCTION AND EDUCATION: SEMINAR MISSION TO ABU DHABI AND DUBAI

21-25 November 2010

### Why visit the UAE on this sustainable education mission?

Education has been identified by the UAE government as its highest priority sector in the 2010 budget. Much of the funding is earmarked to build new educational facilities and upgrade existing ones to international standards. The government is also keen to encourage private education providers to establish themselves in the UAE. A new education strategy is being actively pursued to meet these goals.

This mission aims to give UK companies the opportunity to showcase their expertise in construction and provision of consultancy and educational resources for new educational facilities. In **Abu Dhabi**, delegates will be able to use the UKTI networking stand as a base during the **Building Future Education MENA** exhibition and conference organised in conjunction with the **Abu Dhabi Education Council**, and will have an opportunity to be involved in a 2 hour seminar slot on Day 2, focused on sustainable education. Speaking slots during the main Building Future Education Conference programme will be allocated after consultation and with the agreement of the Conference organisers. There will also be an opportunity to meet key decision-makers from the MENA region invited to the event as guests of UKTI.

For more information on the Abu Dhabi event, which will be co-located with BETT MENA for the first time, see [www.buildingfutureeducationmena.com](http://www.buildingfutureeducationmena.com).

In **Dubai**, UKTI is organising a bespoke seminar on 23 November in co-operation with the Dubai **Knowledge and Human Development Authority** (KHDA). Guests from across the educational spectrum will be invited to this event. On 24 November delegates will be able to participate in UKTI's **Britain in the Region** 2010, a series of major conference and networking events in Dubai for UK business across the Middle East and North Africa, with the Construction and Education key sectors of focus.

### Overseas Market Introduction Service

UK Trade & Investment offers a service to provide targeted research to companies under the Overseas Market Introduction Service (OMIS). This could include useful business contacts in defined sectors, and assistance in setting up meetings with contacts. Delegates, especially those new to the market, are strongly recommended to use this service in preparation for this mission. Contact Sunita at the British Consulate in Dubai: email [sunita.mirchandani@fco.gov.uk](mailto:sunita.mirchandani@fco.gov.uk)

### WHY CHOOSE THIS SEMINAR MISSION?

Both events in Abu Dhabi and Dubai are expected to be attended by high level delegates from both the public and private sectors. The seminars will provide excellent opportunities for UK companies to showcase expertise to local companies. A mission brochure will be produced featuring all companies accepted by UKTI on to the mission, which will be widely distributed at the seminars and other mission events. Although not all companies will be invited to make a keynote speech, there will be opportunities for all to either be on a panel or lead a round-table discussion. Please note that UKTI reserves the right to restrict participation in the mission in the interests of getting a reasonably sized and balanced delegation.

## OUTLINE PROGRAMME

(subject to change)

### Saturday 20 November

Delegates arrive in Abu Dhabi

### Sunday 21 November

Building Future Education Exhibition.  
UKTI reception (tbc)

### Monday 22 November

Exhibition & UKTI Sustainable Education seminar. Evening: travel to Dubai

### Tuesday 23 November

UKTI Sustainable Education seminar  
Dubai

### Wednesday 24 November

Britain in the Region event, or option of individual appointments\* or depart for the UK

\*UKTI can assist through the OMIS programme arranging service.

## FUNDING ARRANGEMENTS

UK Trade & Investment (UKTI) will fund group costs associated with this seminar mission (including organisation of the seminars, group meetings, city travel and a mission brochure). Companies will be responsible for the cost of travelling to the UAE, from Abu Dhabi to Dubai, and hotels. There is no management fee. SMEs new to exporting, or exploring the UAE 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.

## BOOKING PROCEDURE

Complete this expression of interest form (including a proposed title for your seminar paper) and return to Yvonne Jones, fax 020 7824 1929 or email: [yj@britishexpertise.org](mailto:yj@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](mailto:dj@britishexpertise.org)

The closing date is Friday 22 October, but you are advised to express interest as soon as possible. Please do not book any travel until we confirm your place. A mission booking form, further information (including recommended flights and hotels) and the date of a briefing meeting will be given on receipt of your expression of interest form.

PLEASE SEND YOUR EXPRESSION OF INTEREST FORM TO:

Yvonne Jones  
British Expertise  
10 Grosvenor Gardens  
London  
SW1W 0DH

TEL: 020 7824 1920

FAX: 020 7824 1929

EMAIL: [yj@britishexpertise.org](mailto:yj@britishexpertise.org)

## EXPRESSION OF INTEREST FORM – UAE CONSTRUCTION & EDUCATION MISSION, 21-25 NOVEMBER 2010

Name:

Position:

Company and address:

Phone number:

Fax number:

Email:

Proposed seminar paper:

Return form to Yvonne Jones by **22 October 2010**