

# GLOBAL TRADE MISSION: UAE

DUBAI  
JAN. 25 – 31, 2025



## LEARN MORE

If you have questions about this program, please contact:

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## STRATEGIC OPPORTUNITIES IN BIOHEALTH AND OTHER SECTORS

The Wisconsin Economic Development Corporation is organizing a trade mission to the United Arab Emirates (UAE) to help Wisconsin companies connect with potential partners and other intermediaries in this market. Participants benefit from the firsthand knowledge of Wisconsin's in-market trade representative, receiving market intelligence customized for their company and product/service offerings. One-on-one meetings are arranged based on each company's specific needs; with logistics handled for them, participants can focus on getting the most out of each meeting.

Companies do not need to have prior export experience to benefit from this trade mission. Whether companies are new to this market or are looking to expand their presence there, they are invited and encouraged to participate, as long as they view exporting as an integral part of their overall growth strategy. This trip is intentionally scheduled to take place during Arab Health, a biohealth industry trade show that brings together nearly 4,000 companies from more than 180 countries. While the trade mission will offer special opportunities for biohealth companies, Wisconsin companies from any industry are encouraged to attend if they have strategic interests in this market.

In addition to a customized meeting schedule, each participant in the trade mission will receive a UAE market assessment detailing considerations to keep in mind when introducing their product or service into this market. WEDC has eyes and ears on the ground in the form of Wisconsin's in-market authorized trade representative—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market or growing exports within the market.

**Cost:** \$2,500 for a Wisconsin exporter of goods or services (\$2,200 for each additional participant from the same company)

This subsidized cost includes the following personalized services for trade mission participants:

- Market research and customized one-on-one appointments with potential customers, agents, distributors and other market intermediaries
- Admission to Arab Health for participating biohealth companies
- Hotel accommodations for the duration of the program
- All scheduled ground transportation
- Some group meals

The registration deadline for this program is **Dec. 2, 2024**.

For more details and registration information, visit [wedc.org/uae25](http://wedc.org/uae25)

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