



RECRUITMENT NOTICE
Global Business Mission to the United Arab Emirates
February 27-March 3, 2017

Mission & Market:

Trade Team PEI partners invite your company/organization to participate in its upcoming, multi-sector Business Mission to **the United Arab Emirates**, set for the week of **February 26- March 3, 2017**. This region will be of interest to a wide range of enterprises and organizations and we encourage participation from all who are wishing to expand their market presence and explore partnership opportunities. A key feature of this mission is the Gulfood regional trade show is being held February 26-March 2. Gulfood is one of the most important food and hospitality shows in the world. This shows has historically delivered incredible sales returns and that transactions conducted even during the show are immense. With almost 5,000 exhibitors participating from over 120 countries, Gulfood is the world's biggest annual food and hospitality show. Here is link to the show website: <http://www.gulfood.com/>

Focus sectors:

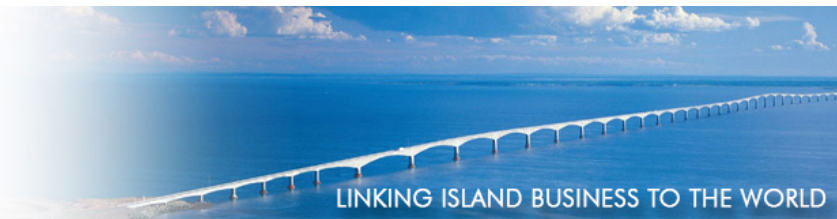
Agriculture and processed food	Education
Fish and seafood	Advanced Manufacturing
Life sciences	Aerospace and Defence
ICT	

Additional market information and profile can be found here:

<http://tradeteampei.com/wp-content/uploads/2013/08/United-Arab-Emirates-and-Dubai-Emirates-Trade-Profile-Final-TTPEI.pdf>

Mission features:

- Matchmaker/consulting services, development of customized business itineraries.
- Market access to buyers, distributors/agents, technology partners, investment capital, HR/talent.
- Opportunities to walk the Gulfood Show with consideration given to exhibiting (space dependent)
- Ground transportation services.
- Pre-mission briefings to ensure your company is prepared to engage in market.
- Business networking.
- Post-mission follow up to assist in advancing any sales/partner development leads.
- Travel cost support on economy airfare, accommodations and meals (40% by Innovation PEI).



Conditions for Participation:

Canadian/Prince Edward Island companies must have the expertise and capacity to provide needed services and/or goods in the sectors outlined. Companies must demonstrate that the products and/or services you seek to promote through the mission will result in economic benefit for Canada and Prince Edward Island (i.e. increased production, employment creation, technology transfer, increased research and development activity, etc.). If we are uncertain as to the economic benefit for Canada and Prince Edward Island of the company's activities, supplemental information may be requested to assess the

company's suitability for participation. Having a mailing address or being registered in Canada, and/or being listed on the Canadian stock exchange, does not immediately qualify a company to participate in this business mission.

Registration:

Registration Fee: \$300

Registration Deadline: Friday, December 2, 2016

Complete the **Registration Form** and note that your registration fee is payable by cheque or credit card to Innovation PEI.

A minimum number of registered companies will be required in order for this mission to proceed. Early registration will maximize the time available to arrange appropriate business-to-business meetings.

For more information on this Global Business Mission, please contact:

Scott Ferris, Innovation PEI at scferris@gov.pe.ca or (902) 368-5952 or (902) 626-8796

Jeff Burry, ACOA PEI & Tourism at jeff.burry@canada.ca or (902) 314-2197

Company Objectives and Profile:

Complete the **Company Objectives and Profile Form** with sufficient information so we may better understand your objectives for this mission and be able to help you achieve them. Your information will be used to arrange business-to-business meetings.

Business-to-business meetings: Meetings will be arranged on a per company basis, and not on an individual basis. In order for us to identify and set up meetings with the appropriate local business partners, please provide as much information as possible on your company's objectives and profile form.

We will not begin arranging your business meetings until we have received a completed registration package.



Transportation:

It is your responsibility to make your own travel arrangements, including all air and ground transportation to and from the airport (unless otherwise noted in the business program). Please make sure to purchase cancellation insurance and/or a refundable ticket, in the event that the dates of the mission change.

Accommodation:

Hotel(s) will be selected on the basis of ground transportation logistics, efficiency and value for money. Typically, (unless otherwise noted) Trade Team PEI will establish a room block at selected hotel(s) and it will be the responsibility of each delegate to book their reservations under the room block as per instructions and contact information provided. An email confirming the hotel(s) will be sent to you at a later date.

Travel Considerations:

The Government of Canada's official travel advice (www.travel.gc.ca) includes essential information on safety and security, local laws and customs, entry requirements, health conditions and other important travel issues, including important travel health information under the Health tab. Sign up for the Registration of Canadians Abroad service before leaving Canada, so we can contact and assist you in case of an emergency abroad or inform you about an emergency at home. If you need consular assistance, while abroad, your first point of contact should be the closest Canadian government office. Contact information can be found in the Assistance tab. The Emergency Watch and Response Centre in Ottawa can be reached 24 hours a day, 7 days a week at 613-996-8885 (collect calls accepted) or by email at sos@international.gc.ca.

Health & Safety:

It is strongly recommended that you consult your family physician prior to travelling to determine health risks and necessary vaccinations (if appropriate), especially if you have a medical condition. All inoculations should be up-to-date prior to travel. For additional travel health information, please consult the Public Health Agency website at www.publichealth.gc.ca. It is your responsibility to cover any health-related costs incurred prior to and during the mission. For recent travel reports, consult the Government of Canada's travel website at www.travel.gc.ca.