

# ICT MARKET VISIT

## United Arab Emirates

### 9-13 October 2011



#### ICT Market Visit: The UAE

9-13th October 2011

#### Take advantage of the unique opportunities that await your business in the UAE

UK Trade & Investment East Midlands are organising a market visit for ICT sector companies. With our help you will experience the market, meet the people, build contacts and win new business.

#### About the Market

Many opportunities exist in this region but key sector opportunities include: Virtualisation, Enterprise Application Software, Semiconductors, Storage Management & Security, Mobile Data & Video Services, Business Intelligence and many more...

In 2010 the UAE Government published the 'Abu Dhabi Economic Vision 2030' which set out plans to diversify the Emirates economy, significantly increasing the non-oil sector contribution to the GDP. This includes plans to establish knowledge-based industries in the UAE. Innovation is seen as the key to growth in the market.

> Visit the [UKTI website](#) for more information on doing business in the UAE

#### GITEX

The GITEX event in Dubai is a free exhibition that will coincide with our visit to The UAE, presenting additional opportunities to meet with potential partners from The UAE, the wider Middle East region and Beyond.

#### About GITEX

GITEX Technology Week, held at the Dubai International Convention and Exhibition Centre (DICEC), is the gateway to one of the world's fastest emerging and investment ready ICT regions. Heralded as one of the largest and most important ICT events around the globe, GITEX delivers a leading platform for industry innovation and an impressive track record of attracting the biggest names in the IT sector, connecting over 3,500 domestic and international IT vendors with more than 136,000 ICT professionals. The outstanding calibre of speakers, conference delegates, exhibitors and visitors sets it apart as a premium event.

> Visit the [GITEX](#) website for more information

#### The Package

By joining us on this visit you can benefit from:

- Access a personalised list of tailored contacts in the market
- Attend an in-market briefing with UK Trade & Investment
- Benefit from dedicated support in the UK, Dubai and Abu Dhabi
- Receive our support before, during and after your visit to make sure your visit is a success

#### Is support available to help towards costs?

Yes - qualifying companies can receive a grant of £450 to help meet travel costs.

#### Interested?

To register your interest in this visit please complete this [online form](#). Please note that the earlier you reserve your place, the sooner we can start researching leads for you which will help you to get the most out of your visit.

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Secure your place today

[Register](#)

#### Agenda

9-13th October 2011

Visit includes opportunity to visit GITEX Technology Week.

8 October: Depart UK

9 October: A.M - In-market briefing  
British Embassy, Dubai,  
P.M - Business meetings

10 October: Business meetings

11 October: A.M - In-market briefing  
British Embassy Abu Dhabi,  
P.M - Business meetings

12 October: Business meetings

13 October: Return to UK

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Solutions  
for Business

Funded by  
UK Government

UK Trade & Investment (UKTI) can help you develop your international trade potential and access new markets.

UKTI's services are part of the UK Government's portfolio of Solutions for Business.