



# UAE & Saudi Arabia



emita helpline  
07917 423797  
www.emita.org.uk  
emita@mybevents.com

## Member Benefits

### The benefits of emita membership

The membership benefits for companies joining emita are:

#### A Regular Programme of Events

- Free attendance for a year at all events for **two** delegates from the company
- Free members only special events
- The opportunity to network with other like-minded businesses

#### Free Professional Support from Selected Sponsors

- Free banking advice from RBS
- A free 20 minute consultation with Nelsons Solicitors
- A free Dun & Bradstreet comprehensive Company Report, compliments of RBS

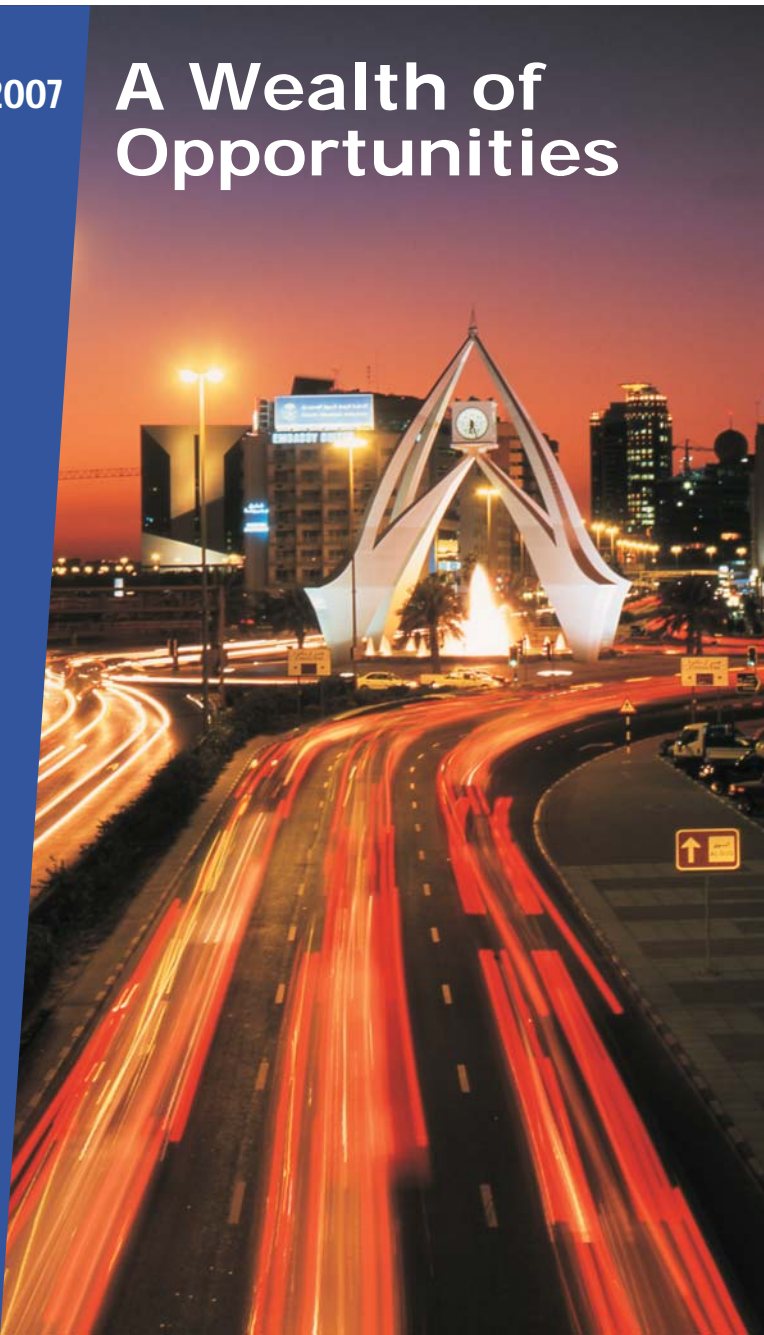
#### Discounts on Affiliate Company Products & Services

- Discounts on IOEx training courses
- A 5% discount on translation services from SanTranslate Ltd
- A free 30 minute website evaluation from Hallam Communications Ltd

Tuesday 6<sup>th</sup> March 2007

## A Wealth of Opportunities

Pride Park Stadium  
Pride Park  
Derby  
DE24 8XL



East Midlands International Trade Association (a company limited by guarantee) registered in England and Wales under company number 5568876. Registered office: Pennine House, 8 Stanford Street, Nottingham NG1 7BO  
emita is a trading name of East Midlands International Trade Association

Sponsors...



# UAE & Saudi Arabia – A Wealth of Opportunities

Tuesday 6<sup>th</sup> March 2007 at Pride Park Stadium, Derby

## Programme

09.15	<b>Registration &amp; Refreshments</b>
10.00	<b>Welcome &amp; Introduction</b> Michael Thomas, Director General, Middle East Association (Chairman)
10.05	<b>Doing Business in the UAE</b> Michael Thomas, Director General, Middle East Association
10.30	<b>Doing Business in Saudi Arabia</b> David Lloyd, Consultant, Middle East Association
10.55	<b>The Business of Business in the Gulf</b> Jeremy Williams OBE, Managing Director, Handshaikh Ltd
11.20	<b>Refreshments &amp; move to workshops</b>
11.40	<b>Session 1 Workshops</b>
12.25	<b>Session 2 Workshops</b>
13.05	<b>Move to plenary</b>
13.10	<b>Closing Remarks from Chair</b> Michael Thomas, Director General, Middle East Association
13.15	<b>Lunch &amp; Networking</b>

11.40 – 12.20

There are six workshops taking place and each person is able to attend two

### Session 1

#### **Workshop 1: Cross Cultural Considerations for Business and Life in the Gulf**

Jeremy Williams OBE, Managing Director, Handshaikh Ltd

#### **Workshop 2: Route to Market**

Steve Barton, International Trade Advisor, UKTI East Midlands

#### **Workshop 3: Legal and Financial Framework**

Chris Greenwell, Partner, Nelsons Solicitors  
Alex Biggs, Director, Global & Banking Markets, RBS

12.25 – 13.05

### Session 2

#### **Workshop 4: Case Study UAE**

Findel International: Terry Wilson, Head of Projects - International and UK Projects Division

#### **Workshop 5: Case Study Saudi Arabia**

Castle College Nottingham: Dave Duffew, International Business Development Manager

#### **Workshop 6: Case Study UAE & Saudi Arabia**

R&D Tool & Engineering: Peter Lloyd, Marketing Manager

## Details of Workshops

### **Workshop 1: Cross Cultural Considerations for Business and Life in the Gulf**

**Jeremy Williams OBE, Managing Director, Handshaikh Ltd**

Uncertain of the Gulf and the wider Arab world? Unsure how to behave and what to wear? Not sure how to address or write to a business leader? Don't know what a business woman should wear in the Gulf? Don't know how best to give a presentation to Gulf Arabs? Don't know why meetings fail to take place? Uncertain of race, gender, same-sex and safety issues in the Gulf? Confused by Muslim name structures? Your painless Arabic lesson starts here...

### **Workshop 2: Route to Market**

**Steve Barton, International Trade Advisor, UKTI East Midlands**

Steve will look at the various channels of getting your products into the UAE and Saudi Arabia markets. The roles of agents and distributors as well as sales and marketing agreements will be examined - best practice, what to look out for, and what to avoid.

### **Workshop 3: Legal and Financial Framework**

**Chris Greenwell, Partner, Nelsons Solicitors**

For the last ten years Chris has acted for numerous UAE and East Midlands businesses in cross-border commercial litigation arising in the UAE and will provide guidance in avoiding the pitfalls encountered in contracting into the UAE

**Alex Biggs, Director, Global & Banking Markets, RBS**

Alex has managed relationships with commercial banks in the Middle East for the last 8 years and will provide an overview of the banking sectors in Saudi Arabia and the UAE.

### **Workshop 4: Case Study UAE**

**Findel International: Terry Wilson, Head of Projects International and UK Projects Division**

Findel-Education Ltd is Europe's largest supplier of educational equipment to Nursery, Primary and Secondary education. Terry, Head of Projects, for the International and UK Projects Division will talk about his experiences in the UAE and Saudi Arabia over the past 25 years supplying engineering teaching equipment with various companies.

### **Workshop 5: Case Study Saudi Arabia**

**Castle College Nottingham: Dave Duffew, International Business Development Manager**

Castle College Nottingham is one of the most successful institutions recruiting international students to the UK. Last year it decided to actively export vocational training to selected international markets, including Saudi Arabia. Dave will outline his experiences trying to penetrate this training market. He will explore the challenges of culture and society, the need to secure in-country relationships and how to build a platform for success.

### **Workshop 6: Case Study UAE & Saudi Arabia**

**R&D Tool & Engineering: Peter Lloyd, Marketing Manager**

A winner at the 2006 East Midlands International Business Communications Awards, R&D have worked in the Middle East for many years supplying tooling for plastic packaging. Peter will give an insight into R&D's experience in the region highlighting the similarities and differences between doing business in UAE and Saudi Arabia.



**Michael Thomas,**  
Director General, Middle East Association

Michael Thomas was born in India and educated in England. On leaving school he joined Unilever, from where he moved to British Oxygen. During this period he attended Cranfield University and successfully completed the Cranfield MBA course. Following this he lived in the Middle East, where he was involved in project development and shipping. In 1995 Michael Thomas was invited to join the Committee for Middle East Trade, otherwise known as COMET, the British Government's area advisory group on trade and investment with the Middle East, Turkey and Iran. In 2001, following the restructuring of the British Government's trade promotion activities, Michael was appointed Director of Trade Relations of the Middle East Association. In 2006 he became Director General.



**David Lloyd,**  
Consultant, Middle East Association

A graduate in Arabic and Islamic studies, David Lloyd has had a career as a diplomat for 35 years incorporating 14 years experience in trade promotion in Middle East, Europe and West Africa. He was awarded an OBE as Head of the British Trade Office, Al Khobar for services during the first Gulf war, before joining the Middle East Association in April 2001. His role advises new exporters on various markets, maintaining a wide range of contacts at senior level with Government and business people in the Arab world, where he continues to make regular visits



**Jeremy Williams OBE,**  
Managing Director, Handshaikh Ltd.

Jeremy Williams was the Defence, Naval, Military and Air Attaché in the British Embassies of Abu Dhabi and Bahrain at the times of both the Iran / Iraq war and the Gulf War. In an army and diplomatic career of 35 years he spent over 15 years in all the major Gulf locations. He remains in contact with many government and commercial organisations throughout the Gulf, both Western and Arab, particularly visiting and resident expatriates. His access to a number of Gulf ruling families is good. He is a member of the Saudi-British Society, the Anglo-Omani Society and the Bahrain Society. He is a Director of the Dubai Society, a business network. He is Middle East Consultant to the Portsmouth University Language Centre. Jeremy has counselled over 300 companies and organisations on the cross-cultural aspects of doing business with Arabs. His book 'Don't they know it's Friday?' is in its 8<sup>th</sup> re-print.

# Booking Form

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Please complete this form in block capitals.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_ Post Code \_\_\_\_\_  
Telephone \_\_\_\_\_  
E-mail \_\_\_\_\_  
Product | Sector \_\_\_\_\_

## Workshops

Please indicate your choice of workshop for each of the two groups below

**11.40 – 12.20**

- Workshop 1: Cross Cultural Considerations for Business and Life in the Gulf**
- Workshop 2: Route to Market**
- Workshop 3: Legal and Financial Framework**

**12.25 – 13.05**

- Workshop 4: Case Study UAE**
- Workshop 5: Case Study Saudi Arabia**
- Workshop 6: Case Study UAE & Saudi Arabia**

Dietary or special requirements (please write in space provided below)

How did you first hear about this event? \_\_\_\_\_

- I wish to become a member of emita. Please send me your invoice for £50.00 (including VAT). This entitles me to attend this and future emita seminars free for a year. I understand that this is an application for formal membership to be a member of a company limited by guarantee and that I can inspect the Memorandum and Articles of Association of that company and any of its statutory books at any time.
- I do not wish to become a member of emita. Please invoice me £25.00 (including VAT) for this seminar only.
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