

The company we keep,
keeps getting better.



The New Jersey Economic Development Authority
cordially invites you to attend a seminar on
Doing Business in the Middle East

Friday, November 20, 2009
9 am – 12 noon

New Jersey State House Annex
Committee Room 16
125 West State Street, Trenton, NJ 08608

Directions are available [here](#).

The New Jersey Economic Development Authority (EDA) is pleased to invite you to a seminar on promoting New Jersey exports to markets in the Middle East, a lucrative area of the world that has experienced double digit growth in a range of product sectors. This informative session is for a select group of New Jersey companies interested in learning from a prestigious roster of experts including the U.S.-Saudi Arabian Business Council, the Turkish Commercial Attaché, the U.S. Department of Commerce market specialist, and business representatives with current Middle East business experience. Speakers will join EDA Chief Executive Officer Caren Franzini and EDA International Trade Director Camille E. Sailer, Esq. to highlight industry sectors offering potential exporting opportunities for your company.

In addition to the morning's agenda outlined below, you will have a unique opportunity to meet one-on-one with experts to discuss your company's business goals and endeavors in Middle East markets in the afternoon.

We look forward to seeing you on November 20th at the New Jersey State House Annex.

Registration for this event is available [here](#).

Please RSVP no later than November 13, 2009.

For further information, call [866-534-7789](tel:866-534-7789).

Seminar Agenda

8:30 am - 9:00 am	Registration & Refreshments
9:00 am - 9:15 am	Welcome Remarks Caren Franzini, Chief Executive Officer Camille E. Sailer, Esq., Director of Division of International Trade <i>New Jersey Economic Development Authority</i>
9:15 am - 9:45 am	Turkey: Gateway to the Middle East Yavuz Özutku, Commercial Attaché <i>Office of the Commercial Attaché, Turkish Consulate General in New York</i>
9:45 am - 10:15 am	Saudi Arabia's Market Outlook & Business Opportunities David Callahan, Vice President, Business Development <i>U.S.-Saudi Arabian Business Council</i>
10:15 am - 10:45 am	Trade Opportunities in Qatar, Kuwait, Jordan and UAE Helping NJ Businesses Export: Current Trends & Opportunities Key Industry Segments for Business in the Middle East Kam Shah, Project Manager, Middle East & North Africa BIC <i>U.S. Department of Commerce</i>
10:45 am - 11:00 am	Q & A Session
11:00 am - 11:10 am	Break
11:10 am - 11:30 am	Opportunities in Egypt Key Industry Segments for Partnership Morad Abou-Sabe', Ph.D., President and Chief Executive Officer <i>Council on International Cooperation (CIC)</i>
11:30 am - 11:40 am	Successful Participation in Trade Missions Venkat Kakani, President and Chief Operating Officer <i>Medico Labs, Inc.</i>
11:40 am - 12 noon	Q & A Session Morning session ends
12 noon - 1:00 pm	Break (Lunch on your own)
1:00 pm	Company meetings with Middle East experts

Exporting can improve the profitability of your company, and the markets in the Middle East offer numerous exporting opportunities. In fact, during 2008, New Jersey companies exported over \$3.2 billion in goods to the Middle East, an increase of 28% from 2007. The Middle East is actively looking for suppliers in industries where New Jersey excels: Pharmaceutical Products and Medical Devices; Aircraft and Parts; Industrial and Electric Machinery; Information Technology; Education; Specialty Chemicals and Steel.



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