



## DISCOVER MIDDLE EAST PROGRAMME

For many New Zealand businesses, the Middle East is uncharted territory. With that in mind, NZTE has built a programme of activities during the lead up to and throughout Expo 2020 Dubai (October 1, 2021 to March 31, 2022). These are designed to help NZ businesses learn about opportunities and connect with key people in market. Discover Middle East includes sector-based activities linked to major annual trade events in Dubai. Those participating will be able to see for themselves how to prepare for exporting to the Middle East, and what it will take to succeed in those markets.

### Who is it for?

This market validation activity is for exporters in the FMCG, agritech and healthcare sectors. It's aimed at businesses new to the Middle East, who want to explore and build their understanding of the UAE and/or Saudi Arabia markets.

### What is it?

The Discover programme has a New Zealand component, including online learning modules, webinars, capability building activity and Beachhead advisor meetings in NZ. Following this will be the in-market element: week-long business trips to the UAE and/or Saudi Arabia in 2022.

### When is it being held?

NZ activity begins in May 2021 and will continue throughout the year. The in-market dates are:

- UAE Healthcare, Jan 30 to Feb 5, 2022
- Saudi Arabia Healthcare, Feb 6 to 8, 2022
- UAE FMCG, Feb 13 to 17, 2022
- Saudi Arabia FMCG, Feb 20 to 21, 2022
- UAE Agritech, early March 2022 (date TBC)

### What are the benefits?

- ✓ Fast track learning and understanding of the market
- ✓ Meet in-market experts, visit channel partners and make new connections
- ✓ Visits to relevant trade events that are tailored to your needs
- ✓ A perfect way to explore, test and build your understanding of the market
- ✓ Become better informed about what it takes to build a successful market entry strategy

### How do I register?

Customer expressions of interest for the programme will open in late March 2021. If your customers are keen to register interest, or if you want to learn more about the Discover programme, please contact Jo McEvoy, Expo 2020 Business Leverage Programme Manager.