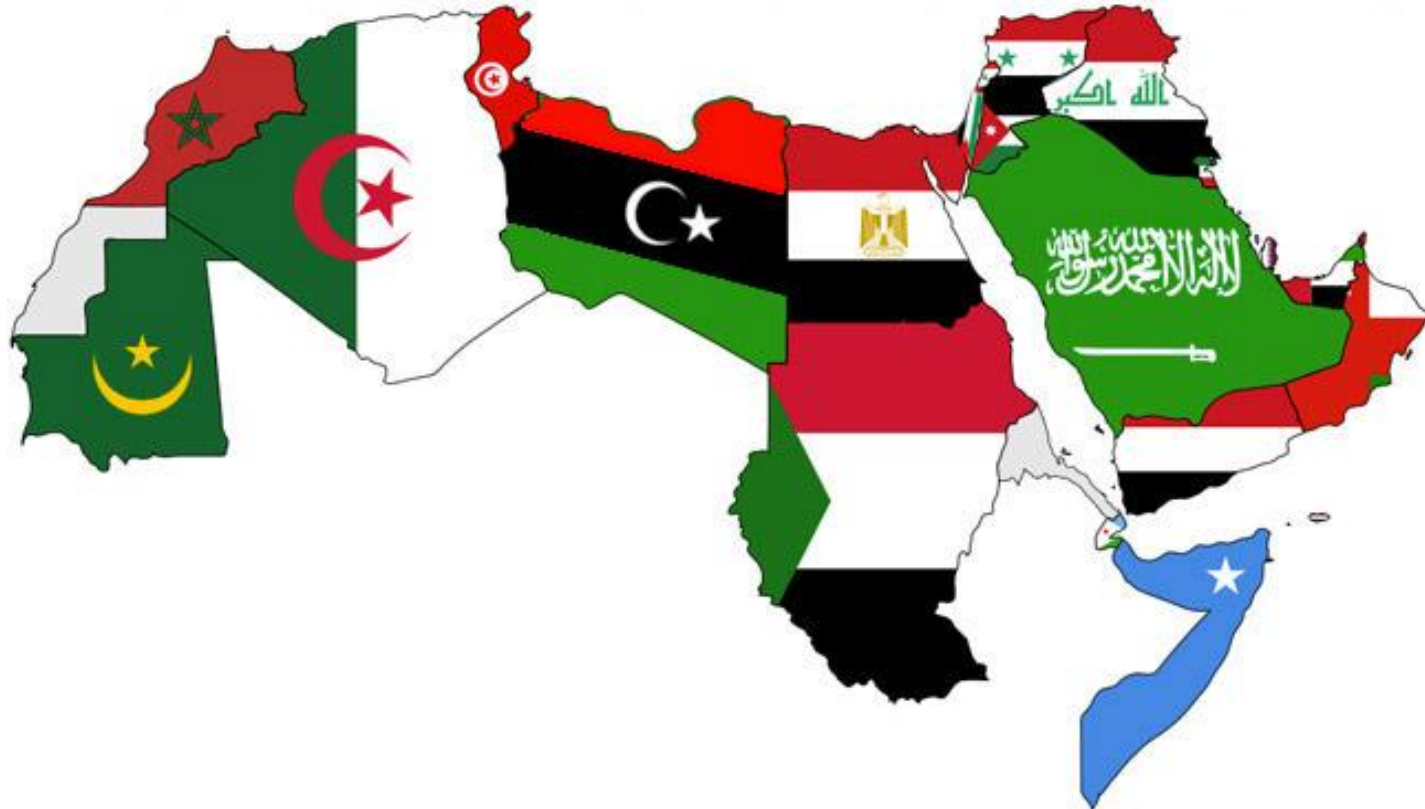


*Tuesday 20<sup>th</sup> January 2015*



**DAVID HARRIES OBE  
SENIOR CONSULTANT**



**Middle East  
Association**

# WHAT IS THE MIDDLE EAST ASSOCIATION?

- **Independent, not-for-profit Trade Association.**
- **Formed in 1961.**
- **Based in central London.**
- **Multi-sector membership.**
- **Represents large multi-nationals and SMEs.**
- **Wide geographic coverage.**
- **Strong links with UKTI, FCO Regional Administrations and multiplier organisations.**
- **Activities aligned with UKTI agenda.**



Peter Meyer, Chief Executive Officer, MEA

# MARKETS AND SECTORS

## Markets

- Saudi Arabia
- Iraq
- Syria
- Palestine
- GCC
- Egypt
- Libya
- Algeria
- Morocco
- Turkey



## Sectors

- Education & Training
- Energy
- Healthcare
- Infrastructure
- Defence & Security
- Financial Services

# WHY DO BUSINESS IN THE MENA REGION?

- Despite recent upheaval continued business opportunities.
- On-going requirement for infrastructure and human capital development.
- Need across the region for vocational training.
- Many markets continue to post strong growth.
- British education highly respected.
- Strong historical & cultural links.
- Shared language.
- Britons seen as *“honest”*.



Members VIP Lunch with Mr Iain Lindsay OBE,  
HM Ambassador, Kingdom of Bahrain  
November 2014





# FACTORS TO CONSIDER

- Risk – Commercial, Political & Security.
- Local Content – “*Saudisation*”.
- Legal Environment – differs in each region - *Sharia*.
- Financial Systems – repatriation of profits.
- Regulations & Registrations.
- Bribery Act, FCPA.



Members roundtable meeting with  
Mr Vic Annells, Director, UKTI Saudi Arabia.  
November 2014

# BUSINESS CULTURE

## DOs

- Appreciate that decision-making processes & culture's are different.
- Invest in relationship-building.
- Evaluate your business partner thoroughly.
- Understand the corporate structure – who else do they represent?
- Take local legal advice (Sharia legislation).
- Prepare Arabic literature.
- Learn basic Arabic greetings.
- Visit, visit, visit!

## DON'Ts

- Sign up with the first partner you meet.
- Expect e-mail responses.
- Generalise – there are many differences within the MENA region.
- Think big is best for your products or service.
- Arrange business trips during Ramadan & Eid holidays.
- Make telephone calls during prayer time.
- Hurry, you must be patient  
*Bukra! Inshallah!*



# WHAT CAN THE MEA OFFER?

- **Sector & Market Briefings.**
- **VIP Lunches & Receptions.**
- **Networking Opportunities.**
- **Publications – *OME & Doing Business Guides.***
- **Bespoke Business Advice.**
- **Introductions to London-based Embassies.**
- **Introductions to UKTI Overseas Teams.**
- **Trade Missions.**
- **Trade & Investment Conferences – *Opportunity Arabia, Kurdistan.***
- **Discounted entry to affiliated events.**



Opportunity Arabia 11  
Edinburgh, October 2014



# MEMBERSHIP BENEFITS

## EVENTS

- ✓ Priority invitations & reduced rates for MEA events
- ✓ Discounts to major partner conferences
- ✓ Reduced rates on MEA trade missions

## NETWORKING

- ✓ Access to networking receptions
- ✓ Invitations to VIP lunches & inward delegations

## PRIVILEGED INFORMATION

- ✓ Bi-weekly newsletters.
- ✓ Quarterly *Opportunity Middle East – OME*

## PROMOTIONAL OPPORTUNITIES

- ✓ Articles published in OME
- ✓ Online marketing

# HOW TO FIND US

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**LinkedIn: Middle East Association**

