



# TRADE MISSION TO ARAB HEALTH

JANUARY 24 – FEBRUARY 1, 2020 | DUBAI, U.A.E.

**EXPAND INTO ONE OF THE WORLD'S LARGEST HEALTH CARE MARKETS!**  
MEDC once again sponsors Arab Health in the Medical Device hall at the U.S. Pavilion

## WHY ATTEND?

- Arab Health is the largest medical show in the Middle East
- 2019 brought 4,262 exhibitors from 64 countries, 106,972 professionals, and attendees from 159 countries
- New sector floor plan for 2020 means sharper market focus, more qualified leads, and improved targeted traffic

## MICHIGAN BOOTH

- Companies receive their own kiosk within the Michigan booth in the Medical Device hall
- Kiosk includes signage and video presentation
- Outward-facing kiosk with a prominent presence to interact with exhibition traffic
- Internet connection and power accessibility
- Central shared meeting tables
- Access to U.S. Pavilion hospitality area and support services
- Space for 6-8 Michigan companies

## MATCHMAKING OPPORTUNITIES

- Kick-off conference call to understand objectives and goals of the company's participation, products, and the perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and buyers

## INCLUDED SERVICES

- Hotel accommodations
- Customized B2B matchmaking meetings for up to four days of one-on-one meetings
- Welcome reception
- Entry fee to the show
- Company kiosk within Michigan booth – signage and video presentation required by December 20, 2019

## SPACE IS LIMITED – APPLY NOW!

- \$5,000 mission participation fee required by October 18, 2019
- \$1,500 per additional participant
- Eligible Michigan small businesses can receive 50% reimbursement for travel expenses and mission fees through the State Trade Expansion Program (STEP). For more information, visit <https://www.michiganbusiness.org/services/international-trade/>

## REGISTRATION LINK:

<https://cvent.me/NbPBg>

## FOR MORE INFORMATION:

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**REGISTRATION DEADLINE IS OCTOBER 18, 2019**