



UNITED ARAB EMIRATES VIRTUAL HEALTH CARE TRADE MISSION

HOSTED BY THE GREAT LAKES
ST. LAWRENCE GOVERNORS & PREMIERS



February 1-11, 2021

Join the Great Lakes St. Lawrence Governors & Premiers' virtual health care sector trade mission to the United Arab Emirates. Similar to in-person trade missions, participants will receive prescreened virtual B2B meetings with potential distributors, buyers, governmental authorities and joint venture partners. Mission participants will also benefit from a market sector briefing and support from the Michigan Arab Gulf Trade Office. Get a head start on your participation in Arab Health 2021 or utilize the trade mission to develop leads in the U.A.E.

KEY OPPORTUNITIES IN HEALTHCARE

- Medical equipment and devices
- Disposables and consumer goods
- Imaging and diagnostics
- Wellness and prevention
- Health care and general services
- Health care infrastructure and assets
- IT systems and solutions
- Orthopedics and physiotherapy
- Health care innovation and digital health

INCLUDED SERVICES

- Health care sector briefing
- Customized market research
- B2B matchmaking meetings

PREPARE FOR SUCCESS

- Learn how to strengthen your website searchability in the U.A.E. by taking advantage of SBDC's International Search Engine Optimization (SEO) service. This free program defines strengths and areas of improvement on your website and social media.
- Advance your international sales and efforts made during the trade mission by utilizing the Michigan Online Global program. Custom localized websites and online marketing strategies will grow your visibility, increase your online engagements and simplify doing business in your target markets. Talk to your ITM to get started with these valuable resources.

MISSION COST

- \$1,000 participation fee
- Eligible companies may receive up to 75 percent reimbursement through the [State Trade Expansion Program](#).

LIMITED SPOTS AVAILABLE REGISTER TODAY!

<https://www.gsgp.org/projects/international-trade/trade-missions/uae-virtual-healthcare-trade-mission-2021/>

FOR MORE INFORMATION

Contact Weiwei Lu, MEDC International Trade Manager,
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**REGISTRATION DEADLINE IS
DECEMBER 15, 2020**



MICHIGAN ECONOMIC
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