



EXPO 2020 MOBILITY TRADE MISSION

January 9–15, 2022 | Dubai, UAE

Join the Michigan International Trade Program for a mobility-focused trade mission to Expo 2020. The event includes a Mobility District and highlights travel and connectivity as a theme during the week of January 9–15, 2022. Inside the Mobility District, attendees can explore horizons that drive human progress as mobility continues to transform the way we live, connect with people, understand different cultures, and exchange knowledge and ideas.

WHY ATTEND?

- Be part of a network for collaboration between nations, organizations, and innovators as travel and connectivity topics are explored, including digital connectivity, supply chains and trade, smart mobility, and smart cities.
- Experience how the Mobility District creates connections to drive the world forward, breaking down the divide between the physical and digital worlds to build a harmonious, global society where information, ideas, and goods are exchanged faster than ever.
- UAE ranked eighth in KPMG's annual Autonomous Vehicles Readiness Index, performing well in technology infrastructure and the willingness of its people and government to embrace driverless cars.
- Ride in autonomous vehicles, witness cutting-edge mobility technologies, and see innovative devices in action on an open-air, below ground track.
- Explore mobility-focused country pavilions within the Mobility District, including Australia, Belgium, Croatia, Estonia, Finland, France, Hungary, Ireland, Ivory Coast, Jamaica, Korea, Oman, Peru, Poland, Russia, Serbia, Tanzania, Thailand, and Turkmenistan.

MATCHMAKING OPPORTUNITIES

- Kick-off conference call to establish company objectives and support requirements
- Pre-visit market research
- Customized appointments with prospective partners, distributors, and/or buyers held onsite at company locations throughout UAE

INCLUDED SERVICES

- Pre-mission briefing
- Welcome reception dinner
- Evening networking reception at U.S Pavilion
- B2B matchmaking meetings
- Access to the Expo:
 - » Valid for unlimited entries
 - » Skip long lines with 10 daily Smart Queue Bookings at participating attractions
- Ground transportation to B2B meetings and Expo
- Hotel room block

APPLY TODAY

- \$1,500 participation fee required by November 1, 2021
- \$250 per additional participant
- Eligible Michigan SMEs may be eligible for 75% reimbursement for participation fees and travel expenses through MI-STEP

REGISTRATION AND INFORMATION

David Newhouse, MEDC International Trade Program, at 517.331.6715 or newhoused@michigan.org.

REGISTER NOW!



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

REGISTRATION DEADLINE IS NOVEMBER 5, 2021