

# Women & Minority Business Trade Mission

Jordan & Egypt  
November 15 - 20, 2008

**Export Opportunities Await in the Middle East and North Africa** for U.S. participants in the Women and Minority Business Trade Mission to Jordan and Egypt offered by the U.S. Department of Commerce's Commercial Service to put you in direct contact with prospective representatives, distributors, partners, and end-users in dynamic markets. Women and minority-owned firms as well as high-level executives are encouraged to apply.

## Leading sectors for the U.S. exports in Jordan and Egypt

- ✓ Telecommunications Equipment and Services
- ✓ Environmental Equipment and Services
- ✓ Oil and Gas Field Machinery Services
- ✓ Automotive Parts and Service Equipment
- ✓ Electricity and Power Generation
- ✓ Food Processing and Packaging Equipment
- ✓ Hotel and Restaurant Equipment
- ✓ Medical Equipment
- ✓ Educational Training & Services

*\* Companies from other sectors are encouraged to apply. Market potential will be assessed on a case-by-case basis.*

## Dynamic markets provide a portal to the MENA region...

**Jordan** seeks to establish itself as an important regional and international trading hub, strategically located in the center of the Middle East. Since Dec. 2001, the U.S.-Jordan FTA has dramatically boosted bilateral trade. In just 5 years bilateral trade has almost tripled to over \$1 billion. As of January 1, 2005, 95% of all tariffs on U.S. exports to Jordan in all major categories have been eliminated. **Egypt**, with a population of 78.8 million, sits in the heart of the North Africa. The United States is Egypt's largest bilateral trading partner as well as the second largest investor in Egypt. Roughly two-thirds of total U.S. investment is in the oil and gas sector, but also includes significant investment in other areas.

**For only \$3,000\*** you'll receive these mission benefits – and more!

- ✓ *One-on-one pre-screened business appointments*
- ✓ *In-depth market briefings in each country*
- ✓ *Networking receptions with local business leaders and executives*
- ✓ *U.S. Ambassador and Commercial Officer receptions*
- ✓ *Mission promotion to local media*
- ✓ *Internet promotion on Commercial Service web site*
- ✓ *Translation of company profile in Arabic*

**Registration Deadline: October 1, 2008**

**For more information, contact:**

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## ITINERARY\*

**Saturday, 11/15**

**Arrive in Amman, Jordan**

Ice Breaker Reception

**Sunday, 11/16**

Market Briefing  
One-on-One Appointments  
Networking Events

**Monday, 11/17**

One-on-One Appointments  
Networking Event

**Tuesday, 11/18**

**Travel to Cairo, Egypt**

Ice Breaker Reception

**Wednesday, 11/19**

Market Briefing  
One-on-One Appointments  
Networking Event

**Thursday, 11/20**

One-on-One Appointments  
Networking Event  
Trade Mission Ends

*\* Schedule subject to change.*

