

MARCH 6-8, 2022 DUBAI, UAE

## Agenda

- Welcome
- Our Sponsors
- Trade Winds Overview
- Dubai Business Forum
- Travel Information and Know Before You Go
- Mission Stops
  - Pre-Forum: Algeria, Israel, Morocco, Qatar,
  - Post-Forum: Egypt, Saudi Arabia
- Self-Scheduling Meetings
- WELLTI Summit @ Trade Winds
- Additional Resources



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Silver













































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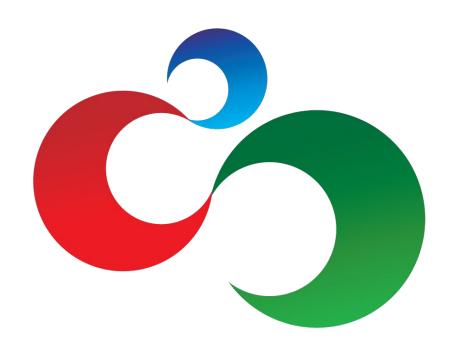




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## **Trade Winds Event Series History**



2008 - Turkey - Istanbul,

2009 - Poland - Warsaw,

**2010** – **Brazil** - <u>Sao Paulo</u> & Rio De Janeiro

**2011** – **Mexico** - <u>Mexico City</u>, Guadalajara, Monterrey

**2012 – Southeast Asia** - <u>Singapore</u>, Thailand, Vietnam, Malaysia, Indonesia

**2013** – **Asia** - <u>Korea</u>, Japan, Taiwan, Hong Kong, The Philippines

**2014 – The Americas** - <u>Colombia</u>, Panama, Ecuador, Peru, Chile

**2015** — **Sub-Sahara Africa** - <u>South Africa</u>, Ethiopia, Tanzania, Mozambique, Angola, Kenya, Nigeria Ghana

**2016** — **Latin America** - <u>Chile</u>, Argentina, Bolivia, Mexico, Paraguay, Peru, and Uruguay

**2017 – Southeast Europe –** Romania, Bulgaria, Croatia, Greece, Serbia

**2019** — **Indo-Pacific** — <u>India</u> - New Delhi, Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Bangladesh, Sri Lanka

11<sup>th</sup> Year – B2B Meetings in 40 Countries/G2B Meetings with 80+ Countries





## Trade Winds 2022 Program Schedule

March 3 **Mission Stops** 

Qatar

Israel

Algeria

Morocco

March 6

**Business Forum** Dubai

> B<sub>2</sub>G Meetings

Networking Meetings

Welcome Plenary & Reception

**WELLTI** 

March 7

**Business Forum** Dubai

> Plenary Breakfast

B<sub>2</sub>G Meetings

Networking Meetings

Plenary Lunch

Trade Winds Reception

WELLTI

March 8

**Business Forum** Dubai

> Plenary Breakfast

B<sub>2</sub>G Meetings

Networking Meetings

Networking Lunch

UAE B<sub>2</sub>B<sub>s</sub>

WELLTI

March 10

**Mission Stops** 

Egypt

Saudi Arabia

Kuwait



## **Business Forum Agenda: Saturday, March 5**

3:00 p.m. **Buses Depart to World Expo** 

4:00 p.m. – 5:00 p.m. Welcome and Tour of USA Pavilion at World Expo

5:00 p.m. – 8:00 p.m. **Tour World Expo On Your Own** 

8:00 p.m. **Buses Depart World Expo to Hotel** 



## **Business Forum Agenda: Sunday, March 6**

**Conference Registration** 9:00 a.m. – 5:00 p.m.

10:00 a.m. – 5:20 p.m. One-on-One B2G Meetings with US Commercial Diplomats & USG Resources

1:00 p.m. – 5:20 p.m. **Self-Scheduled Networking Meetings** 

**Market Briefing: Sub-Saharan Africa** 1:45 p.m. – 2:45 p.m.

**Market Briefing: North Africa and Levant** 3:00 p.m. – 4:00 p.m.

4:15 p.m. – 5:15 p.m. **Market Briefing: Middle East** 

Welcome Remarks and Opening Plenary: Doing Business in The Middle East and 5:30 p.m. – 7:00 p.m.

Africa: The UAE as your Regional Hub

**Welcome Reception** 7:00 p.m. – 9:00 p.m.



## Business Forum Agenda: Monday, March 7

8:00 a.m. – 10:00 a.m. **Breakfast and Plenary:** *Infrastructure and Sustainability in the Middle* 

East and Africa: Drivers for Growth

10:15 a.m. – 5:40 p.m. **One-on-One B2G Meetings** 

10:15 a.m. – 5:40 p.m. **Self-Scheduled Networking Meetings** 

12:30 p.m. – 2:30 p.m. Lunch and Plenary: Digital Transformation and Industry 4.0: Middle East

and Africa in Focus

3:00 p.m. – 4:30 p.m. WELLTI Summit Programming (open to all Trade Winds Forum attendees)

6:00 p.m. – 8:00 p.m. **Trade Winds Official Reception** 



## **Business Forum Agenda: Tuesday, March 8**

8:00 a.m. – 10:00 a.m. Breakfast and Plenary Session: Healthcare Innovation in the Middle East

and Africa: Opportunities and Challenges

10:15 a.m. – 3:00 p.m. **One-on-One B2G Meetings** 

10:15 a.m. – 12:15 p.m. WELLTI Summit Programming: Women in Tech and Innovation (open to

all Trade Winds Forum attendees)

10:15 a.m. – 3:00 p.m. **Self-Scheduled Networking Meetings** 

12:00 p.m. − 2:00 p.m. **Networking Lunch** 



## Mission Stop: Dubai Agenda\*

## **Tuesday, March 8** (8:00am-5:00pm)

8:00am Breakfast and Plenary Session

• 10:00am-12:30pm B2B Matchmaking Meetings

• 12:30pm-1:45pm Networking Lunch

• 2:00pm-5:00pm B2B Matchmaking Meetings

\*For companies participating in UAE B2B Matchmaking





## Mission Stop: Dubai, March 8

**Trade Winds Team Coordinator:** Charlotte Conerly

Charlotte.Conerly@trade.gov

**U.S. Consulate POC:** Erick Kish, erick.kish@trade.gov

**Location:** InterContinental Festival City Dubai

Chief Concierge: Kamal Jayalath

concierge.icdfc@ihg.com





## **Travel Information & Know Before You Go**







## **Travel Resources: UAE**

\*\*IMPORTANT: Travel restrictions and protocols are dynamic and depend on many individual variables. Please research testing, entry, and documentation requirements based on your unique circumstances. \*\*

#### **Resources:**

- U.S. Embassy COVID Update
- UAE Embassy COVID Update
- Emirates Airlines COVID Update
- <u>Dubai Health Authority COVID Quarantine Information</u>
- State Department COVID-19 Traveler Information





#### **Visas & Covid Protocols**

- U.S. passport holders do not need to apply for a visa if visiting for less than 30 days.
- All passengers arriving to Dubai must hold a negative PCR test certificate, for which the test must be taken no more than 72 hours prior to the time of departure. You may be required to take another test upon arrival. Antibody, NHS, rapid tests, home kits are <u>not</u> accepted. It must be an RT-PCR test.
- Check with your air carrier and official sources prior to departure.
- Best practice: Bring your vaccination card.
- Also: Download the COVID19 DXB Smart App, carry your negative status and copy of vaccination card on your phone.
- Mask wearing is compulsory including at Trade Winds unless eating, drinking or exercising. KN95 or N95 mask recommended.

**Abu Dhabi** arrival regulations are more stringent. Booster shot required.

- Download the Al Hosn App, carry your negative status and copy of vaccination card on your phone.
- PCR test required every two weeks.





## **Getting Around in Dubai**

#### **Transportation**:

**From Airport** —taxi from the taxi stand (ensure it takes cards) or arrange chauffeur via hotel.

**Cabs** – Dubai Taxi Corporation, some cash only

Metro – Purchase a Nol card

**Rideshare** – Uber and Careem

**Chauffeur** – Contact concierge services at the InterCon

Weather - Dry and sunny; March hi/low temps 84/65

**Tipping -** Tips commonly included in check at restaurants, and commonplace while not expected.

**Currency** - 1 USD = 3.67 AED









## **Know Before You Go**

Predominant Religion*	Islam (UAE, Morocco, Algeria, Qatar, Egypt) Judaism (Israel)		
Gift giving in business settings	Frequent. Give and receive with your right hand. Don't gift alcohol.		
Hospitality	It is polite to accept coffee when it is offered. Hold the cup in your right hand. When you do not want more coffee, gently shake the cup to signal that you have had enough.		
Gender	Women are less represented in the workplace (but times are changing). Attire restrictions for women.		
Predominant Language*	Arabic (Qatar, Egypt, UAE) French (Algeria and Morocco) Hebrew (Israel)		
Meetings	Small talk and "getting to know you" are important in relationship-building.  Be punctual, but in parts of the region, expect from your counterparts a more relaxed attitude toward time.  Traditional attire common.  Business cards are exchanged. Take time to examine card when offered. Pay attention to and use titles.		

\*but note that the region in general, and UAE in particular, is incredibly diverse – there are people from more than 200 nationalities living and working in Dubai!





## **Business Attire**

- Generally, U.S travelers will find business and casual attire to be more formal and conservative than in the United States. Western business attire is common in professional settings.
- Women: modest Western business dress common –pant suits, skirts and blouse, dresses – but with longer sleeves, higher necklines, longer hems, looser fits. No headscarf necessary for Western visitors.
- Men: suit and tie recommended.
- In Israel, business attire is less formal than in the U.S, with the exception of meetings with high level executives and government officials, where a suit and tie or business formal dress should be worn.
- Networking Reception attire: business



## **USG Travel Programs**



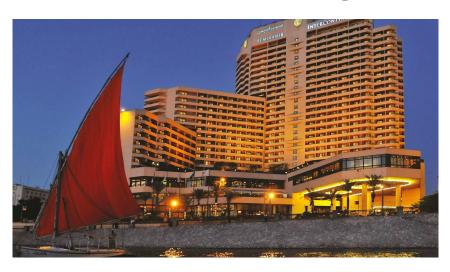


- The Smart Traveler Enrollment Program (STEP) is a free service to allow U.S. citizens and nationals traveling abroad to enroll their trip with the nearest U.S. Embassy or Consulate.
  - <a href="https://step.state.gov/step/">https://step.state.gov/step/</a>
  - Receive important information from the Embassy about safety conditions in your destination country,
     helping you make informed decisions about your travel plans.
  - Help the U.S. Embassy contact you in an emergency, whether natural disaster, civil unrest, or family emergency.
  - Help family and friends get in touch with you in an emergency.
- **Global Entry** is a U.S. Customs and Border Protection (CBP) program that allows expedited clearance for preapproved, low-risk travelers upon arrival in the United States. Members enter the United States through automatic kiosks at select airports.
  - https://goes-app.cbp.dhs.gov/goes/jsp/login.jsp



## **Mission Stops**

















## Mission Stop: Algeria, March 2-4

<u>Trade Winds Team Coordinator</u>: Eric Nielsen, eric.Nielsen@trade.gov

<u>U.S. Embassy POC</u>: Kamal Achab, kamal.achab@trade.gov

#### Location:

Sofitel Algiers Hamma Garden Hotel 172 Rue Hassiba Ben Bouali, Belouizdad 16015







## Mission Stop: Egypt Agenda

#### Wednesday, March 9

- Arrive to Cairo
- Ice Breaker- Welcome (No-host)

#### Thursday, March 10

COVID-19 Testing at Hotel 8:00-9:00 am

9:00-10:00 am **Embassy Briefing** 

10:30-11:30 am 1st meeting 11:30-12:30 pm 2nd meeting 12:30- 1:30 pm 3rd meeting

1:30- 2:45 pm Lunch Briefing by AmCham Egypt

3:00- 4:00 pm 4th meeting

4:00- 5:00 pm 5th meeting (if needed)

5:00- 6:30 pm **Executive Time** 

6:30 pm Meet-up in the hotel to walk to Ambassador's Residence

7:00- 9:00 pm **Networking Reception** 

#### Friday, March 11

Departure





## Mission Stop: Egypt, March 9-10

Trade Winds Team Coordinator: Ruth Soberanes, Ruth.Soberanes@trade.gov

**U.S. Consulate POC**: Eli Corso-Phinney, <u>Eli.Corso-Phinney@trade.gov</u>

Location: InterContinental Cairo Semiramis, an IHG Hotel

Kamal El Din Hussein St, Qasr Ad Dobarah, Qasr El Nil, Cairo Governorate, Egypt

**Visas:** U.S. citizens must have a visa to enter Egypt and can obtain a renewable single-entry 30-day tourist visa on arrival at Egyptian airports for a 25 USD fee.

**Transportation**: Airport shuttle transportation is available for a fee. Email Carlson

Wagonlit at: <u>usembassy.eg@contactcwt.com</u>.





AGENDA







#### **Peter Tataris**

**Trade Winds Team Coordinator** 

Email: peter.Tataris@trade.gov

Mobile: +1-281-382-5296

#### Karen Kelich

U.S. Embassy Jerusalem, Tel Aviv Branch Office

Email: <a href="mailto:karen.kelich@trade.gov">karen.kelich@trade.gov</a>

Mobile: +972-54-771-3080

# Accommodations

#### **Carlton Hotel Tel Aviv**

Eliezer Peri St 10, Tel Aviv-Yafo Tel: +972-3-520-1818



Israel in Numbers

**Check List** 

Population: 9.215 million (2020)

**GDP:** \$402 billion (2020)

**GDP** per capita: \$43,610

Imports of goods: \$68.6 billion Imports of services: \$24.8 billion

Ease of doing business 35 among 190

economies (World Bank)

OECD Data

<b>Ø</b>	Valid Passport	<b>Ø</b>	Visa
<b>Ø</b>	Cash/Currency Shekel	<b>Ø</b>	Contact info
	Business attire		Business cards
	Company brochures	<b>②</b>	Vaccination card
	Medical Insurance	<b>②</b>	Travel Insurance
<b>Ø</b>	Electric current 220 volts	•	Mobile device
<b>Ø</b>	Pen and notepad	<b>Ø</b>	Seasonal clothing
<b>Ø</b>	Check weather forecast	•	Confirmed plane tickets



Visa Requirements U.S. citizens with a passport that's valid at least six months longer than your date of arrival can enter Israel without a visa.

Covid-19 Protocol

Israel's Ministry of Health website

https://corona.health.gov.il/en/abroad/arriving-foreign-nationals/

**Pre-Flight** 

**Take a PCR test** in the 72 hours before the flight to Israel or **a rapid (antigen) test** in the 24 hours before the flight, administered by professional samplers (not a home test). You are required to present an official document attesting the negative result and specifying the your passport number. Tests of any other kind will not be accepted.

If your itinerary includes a connecting flight to Israel and the layover time between the first flight and the flight landing in Israel is more than 24 hours, you are required to take the PCR test in the 72 hours before the departure of the flight landing in Israel.

#### Wednesday, March 2, 2022

- 5:00PM-6:00PM Country market briefing
- 6:30PM No host dinner (Optional)



#### Thursday, March 3, 2022

- 7:50AM Meet in hotel lobby
- 8:00AM Transit to FICC for B2B meeting
- 9:00AM-12:00PM B2B sessions
- 12:00PM-1:00PM No host lunch
- 1:00PM-3:15PM B2B sessions
- 3:30PM Transit to Carlton Hotel
- 3:45PM-4:30PM Downtime
- 4:30PM-5:00PM Transit to networking reception
- 5:00PM-7:00PM Networking reception
- 7:00PM-7:30PM Return to Hotel





#### Friday, March 4, 2022

Free time for follow-up B2B meetings, sightseeing



## Mission Stop: Morocco Agenda

#### Tuesday, March 1

- All Day U.S. companies arrive to Morocco
- 7:30 pm Dinner (No-host)

#### Wednesday, March 2 (8:30 am – 9:00 pm)

- 8:30 am 10:00 am Country briefing
- 10:00 am 10:15 am Coffee break
- 10:15 am 12:15 pm B2B sessions for U.S. companies
- 12:30 pm 2:00 pm Lunch and guest speaker
- 2:30 pm 5:00 pm B2B sessions for U.S. companies
- 6:15 pm U.S. companies depart to Villa Mirador
- 7:00 pm 9:00 pm -- Networking reception in Villa Mirador
- 9:00 pm Delegation departs to hotel

#### Thursday, March 3

- AM Meeting with Casablanca Mayor's team to learn about upcoming projects
- PM Free afternoon

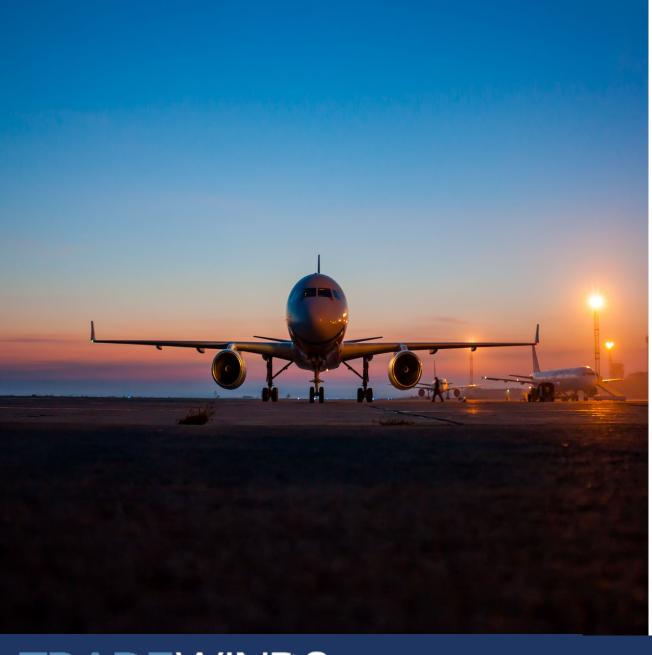
#### Friday, March 4

 Wheels up to UAE with Senior Commercial Officer









# Logistics & Travel Considerations

**Hotel Venue**: Hyatt Regency Casablanca

United Nations Square Casablanca, 20000 – Morocco

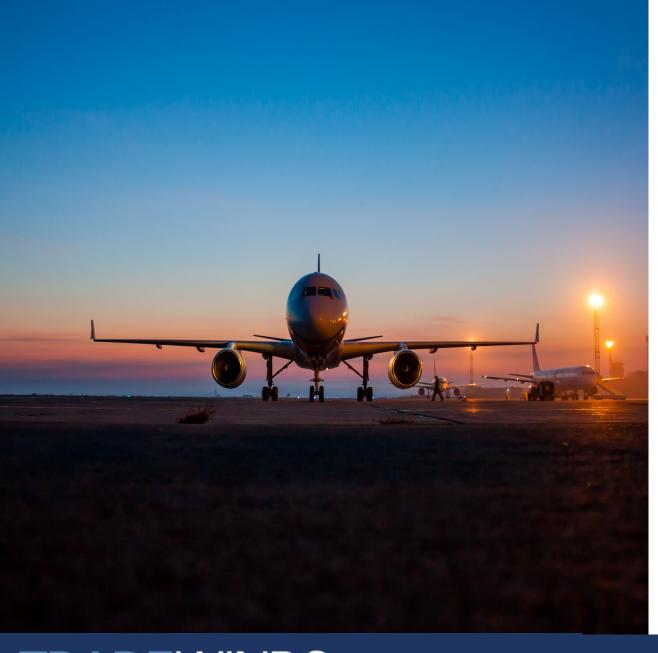
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#### Visas:

- You must have a valid passport with at least one blank page.
- Visas are not required for visits lasting less than 90 days.
- Carry a copy of your U.S. passport with you at all times to have proof of identity and U.S. citizenship readily available, if needed.
- For more information, please visit <u>here</u>.







# Logistics & Travel Considerations

#### **COVID-19 Requirements**:

Those seeking to enter Morocco must:

- Demonstrate that they have been fully vaccinated (at least two doses, unless the Johnson & Johnson vaccine was administered). Vaccination required to enter Morocco.
- Present a negative PCR test taken less than 48 hours before boarding the plane (for those 7+ years of age);
- Submit to rapid antigen testing upon arrival in Morocco; and
- Submit if requested to random PCR testing (for those 7+ years of age) after entry into Morocco.

Arriving passengers who test positive at the airport will be required to self-isolate at their residences and will be subject to monitoring by government authorities.

Morocco requires proof of vaccination to enter most private and public establishments, including hotels, restaurants, cafes, gyms, hammams, grocery stores, and public modes of transportation. We recommend U.S. citizens carry their white CDC card as proof of vaccination.

For more information, please visit <u>here</u>.





## Questions?

#### Thank you and see you in Morocco!

#### **Jessica Gordon**

Trade Winds Morocco Mission Stop Coordinator

+1 817-684-5353

jessica.gordon@trade.gov

#### Kenza El-Amrani

Senior Commercial Specialist, U.S. Commercial Service Casablanca, Morocco

+212 661 15 34 90





# Mission Stop: Qatar, March 2-3

### Tuesday, March 1

All day U.S. companies arrive to Qatar

### Wednesday, March 2

- 8:30 AM 11:00 AM Meeting at Ministry of Commerce and Industry (MOCI)
- 12:00 PM 1:00 PM Lunch Break
- 3:00 PM 4:30 PM Commercial Service Country Briefing
- 4:30 PM 6:00 PM Country Briefing
- 6:30 PM 8:30 PM Trade Winds Qatar Cocktail Network Reception

### Thursday, March 3

- 7:30 AM 8:45 AM Breakfast and PCR Testing
- 9:00 AM 12:00 PM B2B Meetings
- 12:00 PM 1:00 PM Lunch and guest speaker (TBD)
- 1:30 PM 5:00 PM B2B Meetings

### Friday, March 4

Travel to Dubai





# Mission Stop: Qatar, March 2-3

<u>Trade Winds Team Coordinator</u>: Larry Tabash, Larry.Tabash@trade.gov

<u>U.S. Consulate POC</u>: Heather McLeod, Heather.McLeod@trade.gov

Hotel location: Al Messila Hotel, Um Al Saneem Street, Zone 36, Street 827, Bldg 21, Doha, Qatar

<u>Logistics POC in Qatar</u>: Sarah Guenatri, <u>Sarah.Guenatri@trade.gov</u>, mobile: +974 5547 5383





# Mission Stop: Saudi Arabia Agenda

### Wednesday, March 9

- Arrive in Riyadh and Check into Marriott Downtown
- 1:00 PM Depart Hotel for Diriyah Site Visit (transportation provided)
- 5:00 PM Depart Hotel for Reception at the Chargé d'Affaires Residence
- 9:15 PM Return to Marriot Hotel

### **Thursday, March 10**

- 9:00 AM Country Briefing Federation of Saudi Chambers (King Fahad Branch Rd Transportation Provided)
- 9:45 AM B2B and B2G Matchmaking Meetings (30-45 minutes per meeting) Interpreters available
- 1:00 PM Box Lunch Provided
- 2:00 PM Afternoon Session for B2B and B2G Meetings
- 6:30 PM Delegation Departs Federation of Saudi Chambers for Hotel (Transportation Provided)

### Friday, March 11

Depart Saudi Arabia for U.S.A.





# Mission Stop: Country Name, Dates

<u>Trade Winds Team Coordinator</u>: Robert Queen - email <u>robert.queen@trade.gov</u>

U.S. Consulate POC: Carla Menendez – email Carla.menendez@trade.gov

Location: Riyadh, Saudi Arabia

Visa: <a href="https://saudiembassy.net/tourist-visa">https://saudiembassy.net/tourist-visa</a>

https://itamatch.com/event/tradewinds22





# **Self-Scheduling Meetings on My Business Matches**





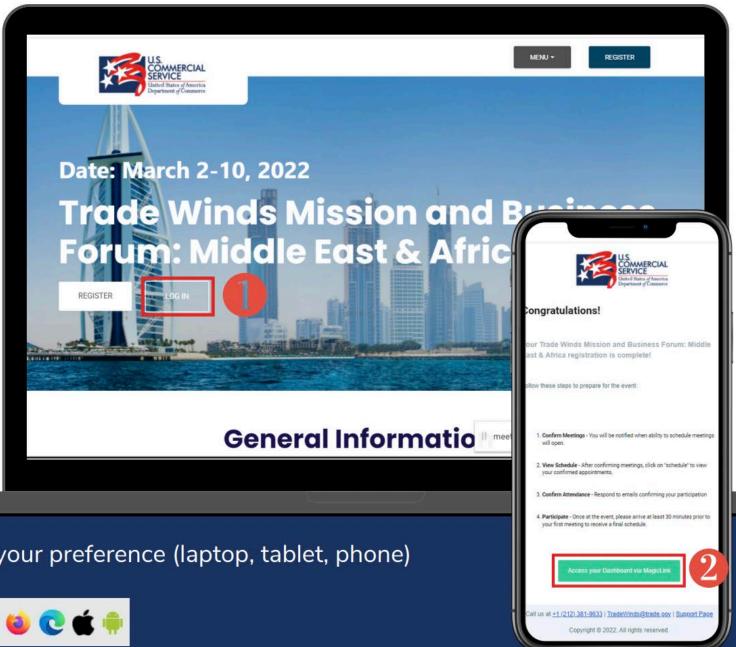


# **LOG IN**

### https://itamatch.com/event/tradewinds22

Click on the "Access your Dashboard" button from the confirmation email received

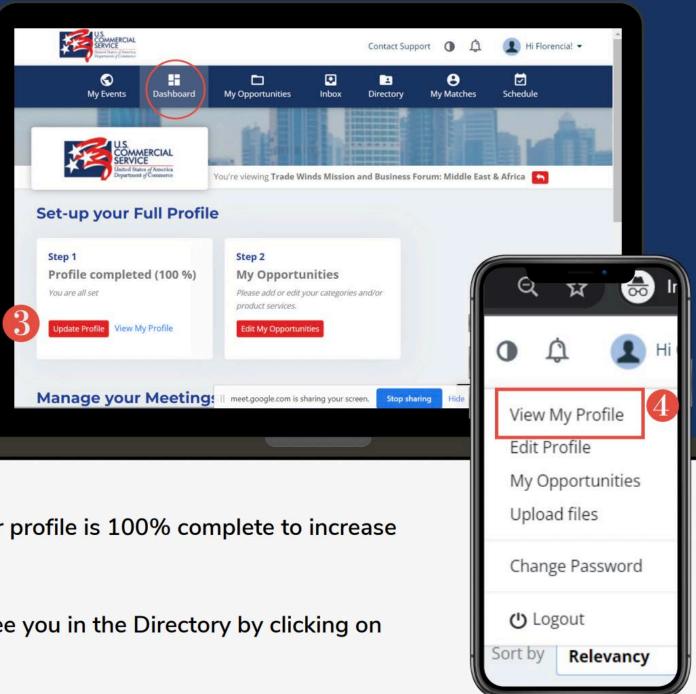
\*\*\*If there is more than one company representative included in your registration, only the first person's email address and password can be used to log in and request meetings



You can access the platform with the device of your preference (laptop, tablet, phone) without downloading any app.

Just use one of our browsers supported: 👩 🧀

# WELCOME TO YOUR DASHBOARD



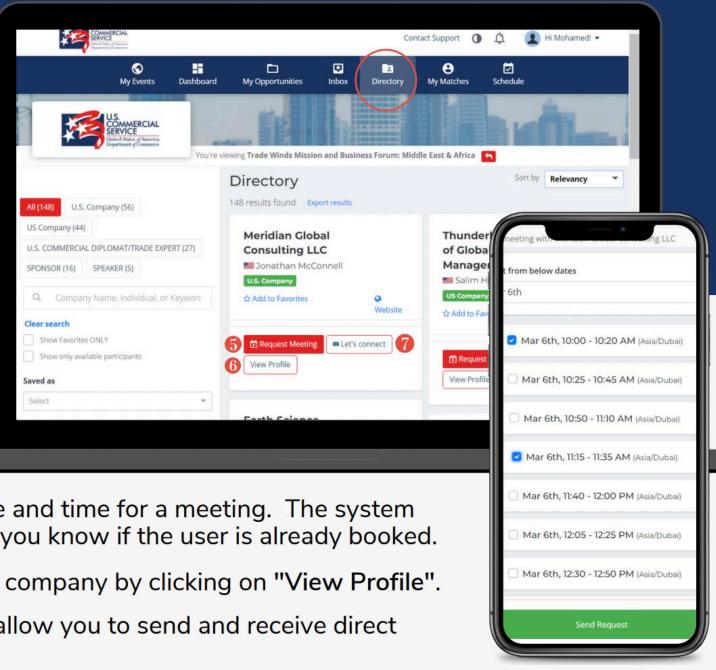
- COMPLETE YOUR PROFILE: Make sure your profile is 100% complete to increase your opportunities of scheduling a meeting.
- You can check how other participants will see you in the Directory by clicking on "View my profile" in the right top menu.

### DIRECTORY

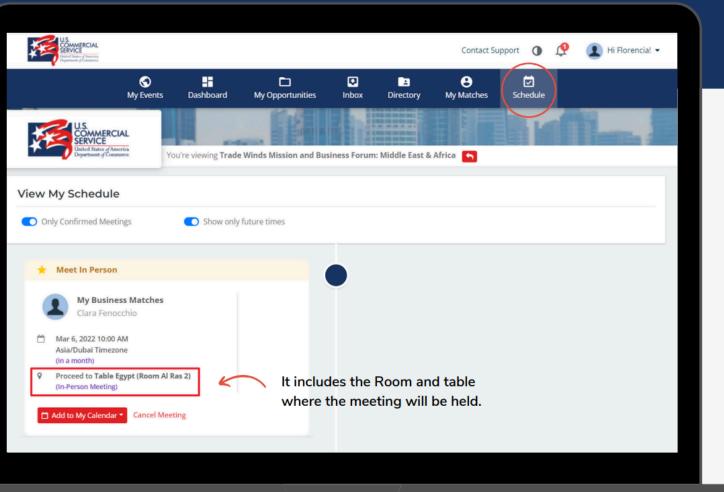
Will show you the participants and opportunities of the event. There, you can adjust your search by using the filters at the left.

### **SCHEDULE A MEETING:**

- Click on "Request meeting" to select a date and time for a meeting. The system will not let you overlap meetings by letting you know if the user is already booked.
- You can view details and information of the company by clicking on "View Profile".
- "Let's connect" is an internal chat that will allow you to send and receive direct messages with other participants.



### https://itamatch.com/event/tradewinds22



## **MY SCHEDULE**

This section will show you a timeline with all your meetings confirmed.

Add your meetings to your personal calendar (compatible with Google, Apple, Outlook, and Yahoo).

From your schedule tab, you may also cancel your meetings and block specific times.



- WELLTI Forum Industry Focused Breakfast
- WELLTI Women in Tech & Innovation Roundtable
- WELLTI G2B & B2B Pop Up
- WELLTI/Trade Winds Networking Reception
- WELLTI Capacity Building Sessions

# Explore Opportunities to Sponsor WELLTI

### Explore Opportunities to Sponsor WELLTI

The WELLTI Summit will be held in conjunction with the **Trade Winds 2022 Business Forum** in Dubai, UAE. Sponsorship is an excellent opportunity to position your organization as a market leader in facilitating trade for women-owned businesses throughout the region. WELLTI sponsors can make meaningful and productive connections with diverse businesses and contribute to a high-level U.S. government event. *Please note:* WELLTI Sponsorship is separate from Trade Winds Sponsorship.

Sponsor Benefits	Platinum \$20000	Gold \$10000	Silver \$5000	Supporting \$1000
Logo on all WELLTI event materials (printed & digital)	√	<b>√</b>	<b>~</b>	✓
Recognition during WELLTI activities	>	>	<b>√</b>	<b>√</b>
List of WELLTI attendees with contact information	√	<b>√</b>	√	√
Complimentary registration for forum & networking events	5	3	2	
Pre-event social media exposure	√	<b>√</b>		
Advertisement in printed WELLTI program	√	<b>√</b>		
Exhibit space	√	√	√	

Customized sponsorship opportunities may also be available. Contact us for more information.

For more Information, contact: Terri Batch

Director, Global Diversity Export Initiative Terri.Batch@trade.gov

+1 310-597-3575





# **Additional Resources**

 Country Commercial Guides:

**Security Resources:** 

**Travel Advisory for UAE** 

<u>Algeria</u>

<u>UAE</u>

**Egypt** 

**Qatar** 

**Morocco** 

Saudi Arabia

<u>Israel</u>

**Country Security Report for UAE** 

Travelers' Checklist

**Travel Information & Advisories by** 

Country





# **Local Travel Resources**

Company	Website		
Emirates Tours & Safari	https://eatours.ae	+971 2491 2929	info@eatours.ae
Royal Adventure Tourism	http://www.royaladventur etourism.com	+971 4 2666606	booking@ratourism.com
City Guide	https://www.getyourguide .com	Dubai tours, restaurants, cafes, museums, culture, etc.	
<b>Dubai Waterbus</b>	https://www.rta.ae/wps/p ortal/rta/ae/public- transport/marine/dubai- water-bus	Unique way to explore Dubai marina and get around by water	



