

Dubai 2nd Global Business Summit & Broward County Trade Mission
May 23-28, 2020
Dubai, United Arab Emirates

Introduction/Background

The United Arab Emirates (UAE) has been the top U.S. export market in the Middle East North Africa region for the last 10 years and a critical regional hub for 1,500 American companies doing business throughout the Middle East, Africa and South Asia. The UAE has a population of approximately 9.8 million, out of which about 85 percent are expatriates. The UAE's GDP is expected to expand 3.3 percent this year compared to 2.8 percent in 2018, thanks to an Abu Dhabi-led \$13.6 billion stimulus package and a host of measures taken to improve the ease of doing business across the country.

As the leading commercial hub serving the Middle East, Africa, and South Asia, the UAE (especially Dubai) continues to play a central role as a regional trade, logistics, and tourism hub. Despite its modest size, the UAE offers a sophisticated, diverse market for Broward firms in many industries. Best prospect sectors include: oil and gas; energy (nuclear and renewables); architecture, construction, and engineering (ACE); education; defense; safety and security; aerospace/aviation; healthcare and medical devices; automotive; and consumer electronics.

The UAE government remains at the forefront of new technology adoption, from artificial intelligence (AI) to autonomous vehicles and data analytics, providing companies, especially start-ups, the opportunity to innovate and grow on fertile ground. In the healthcare sector, the UAE has made reforms and continues to look for partnerships with U.S. companies, including hospitals such as Cleveland Clinic, to help keep pace with the growing demand for services.

Finally, the UAE is home to the most vibrant and well attended international trade shows in multiple sectors notably the **2nd Global Business Summit and Expo 2021**. These trade shows provide unparalleled opportunities for U.S. companies to discover the market and the region. The 2nd Global Business (<https://gbs.biz-america.com/>) to be held May 25 & 26, 2021 in Dubai will provide a unique opportunity for businesses from around the world to present their products and services to sell and export to Dubai and the UAE. High level dignitaries such as Sheiks and high-level governments, ambassadors, consuls generals, bi-national chambers and business delegations will be in attendance foster business exchange during meet & greet and special networking/matchmaking sessions.

Best Export Opportunities to United Arab Emirates

Below is a table of leading sectors, according to the U.S. Commercial Service, for Florida exports to UAE and the approximate number of corresponding firms in Broward County:

Leading Sectors:	Approximate Number of Firms in Broward*
Architecture, Construction, and Engineering	1,823
Aerospace / Aviation	3,133
Automotive	1,463
Education	424
Power & Energy	46
Information and Communication Technology	1,535
Healthcare Services	219
Defense / Security Equipment and Services	378
Renewable Energy & Water Supply Management	477

* Source: Reference USA

Several of the leading sectors listed are also Broward County targeted industries. Promotion of international trade is consistent with the Broward County Commission's Value of "Ensuring economic opportunities for Broward's diverse population and businesses".

The three (3) leading sectors in which Broward County has the greatest number of businesses are the *Aerospace / Aviation, Architecture, Construction, and Engineering Engineering Services and Information and Communication Technology* sectors. Opportunities for each sector are detailed below. This information is available in the U.S. Country Commercial Guide for the UAE and is published by the U.S. Commercial Service.

Aerospace / Aviation

There are opportunities for U.S. exporters in the aerospace sector to support the civil aviation and defense aerospace initiatives in the UAE, and in the space segment given the ambitious UAE space program. The UAE's strategy is to establish itself as a next-generation hub for aerospace manufacturing to address future needs is already showing results.

The UAE is committed to establishing itself as a regional hub for civil and commercial space activities. It launched the UAE Space Agency (UAESA) in 2014, headquartered in Abu Dhabi, and the Mohammed bin Rashid Space Centre (MBRSC) in 2006 in Dubai. In July 2020, the UAESA and the MBRSC launched an unmanned probe spacecraft that will orbit Mars and study its climate and atmosphere.

The UAESA, which directs UAE national space program, creates space policy and regulation, and supports the development of UAE engineers and scientists. It is expected to generate significant benefits to the country's economy and human capital. In October 2014, the agency gained membership in the International Space Exploration Coordination Group, making the UAE the first Arab country to join. It also signed collaboration

agreements with NASA, Japan, and China, and memoranda of understanding with the U.K., Italy, and Russia.

UAE Government Initiatives

UAE government initiatives and investment in the aerospace industry have driven robust demand for business partnerships and helped the UAE outpace other regional markets. These initiatives include the Emirates Offset Program, Strategic tenant ownership, Land Lease Subsidization, Dubai Industrial Aerospace Cluster, 3D Printing Proliferation Strategy, Global MRO Championing, Aerospace University Programs, etc., Such initiatives boosted the signing of major contracts for new original equipment manufacturing (OEM) and maintenance, repair and overhaul (MRO) projects in the UAE in support of the country's long-term strategy for transformation into a knowledge-based economy.

Opportunities - Leading Sub-Sectors

Ground Services – Ground Handling, Catering and Fixed Based Operations (FBO): Local airport authorities have shown interest and have partnered with companies to bring the latest technological innovations for passenger attraction and satisfaction, including duty free services, hospitality, ground handling, catering, and Fixed Based Operations (FBO). The current business aviation landscape indicates that new catering and FBO facilities need to be developed for expanding ground handling and catering.

Maintenance, Repair, and Overhaul (MRO): With 46 GCAA-registered MRO companies in the UAE, the country possesses excellent capability in aircraft MRO despite sandy, hot, and dry challenging conditions. 11 companies are working in Dubai in aircraft maintenance and repair and two in simulation manufacturing.

Infrastructure Development and Aircraft Hangar Services: While the UAE's airports are undergoing infrastructure development to accommodate increased fleets, and airport expansion is taking place to grow capacity, there will be demand for airport hangar services and airport infrastructural development.

Aircraft Recycling/Decommissioning: The region is currently underserved with regards to decommissioning and recycling of aircraft body parts, frames, and engines. According to sector specialists, approximately 12,000 aircraft globally are to retire within the next two decades, meaning that this category could fetch a lucrative margin through recycling of airframes and parts.

Training and Development: The Middle East region is short of skilled manpower. In order to keep up with the growing need across the aviation system value chain for pilots, crew, technical, mechanical, and operational manpower, there is a need for both academic and practical training centers and flight simulators. Based on current orders, it is estimated that the UAE alone would require around 22,000 pilots and crewmembers by 2033. To cater to such demand and provide a high standard of service, training and development will become critically important. In addition, in view of the high net wealth

of citizens in the region and the increased need for mid-size, on-demand flights, technical training facilities will become a major support for the growing aero taxi sector.

3-D Printing: The UAE 3D printing market size has grown over the last few years. Both Emirates Engineering and Etihad have been actively exploring 3D printing for aircraft cabin parts as a transformational technology to print components quickly, accurately, and possibly more than one at a time. This has resulted in increased efficiency and productivity by allowing quicker per-part production times and less wastage of raw materials used for production.

Drones and Unmanned Aerial Vehicles (UAVs): Dubai's recent introduction of the 'Sky Dome' project aims to develop an integrated business system for drone transport services, airfreight, and logistics services by positioning Dubai as a center for the manufacturing of drones and smart transportation. Dubai Air Navigation Services is responsible for streamlining the activity of drones, providing air navigation services and air traffic movement and meteorological information to drone operators, and determining the air routes in which drones may fly. The new drone law may provide opportunities for foreign companies catering to the sector: from licensing and issuing certificates, permits, inspection services, etc., to manufacturing and supply of aerial delivery of goods, transport of passengers and freight, surveying, and imaging.

Architecture, Construction, and Engineering Engineering Services

Overview

- A key driver of the UAE economy.
- Second only in size to Saudi Arabia when planned and unawarded projects are included with \$926 billion in projects planned or underway across all sectors.
- New construction projects worth \$3.1 billion were announced across the GCC in May 2020 with UAE contributing 55% of the value of total new announcements followed by Saudi Arabia with 29%.
- The Oil and gas sector led with \$1.7 billion in new projects while projects worth \$1.2 billion were completed in May 2020.
- The UAE came third in value of contracts inked, with \$461 million in June 2020, slightly more than the \$427 million signed in May 2020.
- ADNOC Onshore, majority-owned by Abu Dhabi National Oil Company (ADNOC), signed the biggest deal in the country in June, with a \$103 million deal for the third phase of the Bab gas project.
- Major developers are seeking out new debt facilities in order to help fund new building projects. This should ensure injections of much-needed liquidity into the construction sector, a cause for optimism.

Dubai is preparing for the World Expo, October 2021 to March 2022 in Dubai. The Expo drove investments in tourism-related projects, commercial infrastructure, and transportation development including aviation and metro projects.

Recent projects include:

Dubai:

- District 2020, the expansive Expo 2020 Dubai venue
- The Dubai Metro Red Line extension (part of the Expo 2020 initiative)
- The Dubai Harbor Creek project – a waterfront development spanning more than 20 million square feet, Burj Jumeirah
- Hatta Hydro-Electric Power Plant
- The World Islands

Abu Dhabi:

- Al Jurf, Sahel Al Emarat
- Jubail Island
- Guggenheim Abu Dhabi
- Zayed National Museum
- Noor Abu Dhabi the world's largest single-site solar project in Abu Dhabi
- Mohammed bin Rashid Al Maktoum Solar Park, phase 5.

Leading Sub-Sectors

Residential: The two major cities, Abu Dhabi and Dubai, dominate the residential construction market. In Dubai, 69% of expatriates working in Dubai don't have university degrees and most likely have low-paying jobs, obliging more than 33% of them to rent in the less expensive emirates and commute to Dubai. The middle and higher-end of the Dubai residential market has an oversupply, leading to a decline in prices of 30 percent since the market peak in 2014. The protracted decline has prompted Dubai authorities to take steps to reduce construction of new developments in an effort to reduce the overhang of supply. A total of 31,000 residential units opened in Dubai in 2019, comprising approximately 23,600 apartments and 7,400 villas, with communities such as Damac Hills, Dubai Hills Estates and Akoya Oxygen accounting for the bulk of completions. Abu Dhabi had approximately 26,000 units completed in 2019, located at The Gate Project in Masdar City, Saadiyat Island, Alghadeer project, and Yas Acres.

Office Market: The commercial sector in Dubai expanded by 3.1 million square feet of new office space in 2019 while total office stock for Abu Dhabi reached 3.8 million square meters of space available for rent. In Dubai, the oversupply has created a slowdown in office construction. Investors continue to be interested in well-located Grade A assets. Abu Dhabi also had a decreased demand for office space in 2019, largely as a result of reduced business growth and corporate restructuring. There is downward pressure on rents.

Retail Market: Prior to COVID-19, experts predicted that Dubai's retail sector would grow at over 5% per year over the 2018-2023 period, supported by strong international visitor spending and growing e-commerce activity, according to an analysis conducted by the Dubai Chamber of Commerce and Industry in 2019. Projects include Dubai Square Overview, Deira Islands Mall in Dubai, Forsan Central Mall in Abu Dhabi, and Avenues Mallin Sharjah.

Hotel Market: In November 2019, UAE led Middle East hotel construction with 53,000 rooms in the pipeline, about 30% of the market's existing supply. Dubai continues to increase its hotel room inventory ahead of the World Expo. Dubai had a total of 132,000 guestrooms by the end of 2019 and will have more rooms operating when the World Expo opens. Abu Dhabi is expected to have at least 3 planned hotel openings and 7,281 new rooms. Ras al-Khaimah, Sharjah, and Ajman round out the top 5 with 17, 15, and four projects respectively.

Healthcare Market: The UAE continues to roll out major healthcare projects to develop a world-class healthcare infrastructure. According to Business Monitor International, healthcare expenditure in the UAE is expected to reach to \$21.3 billion by 2021. There are 700 healthcare projects worth \$60.9 billion under various stages of development. In Abu Dhabi, many projects are under development such as Burjeel Medical City and Danat Al Emarat Hospital for Women and Children. Dubai Health Authority (DHA) announced that a total of 12 new private hospitals will open in Dubai by the year 2020 totaling the number of private hospitals in Dubai to 38. The authority revealed that the number of private medical health facilities in Dubai witnessed a 4% increase in the second quarter of this year compared to the first quarter, totaling the number of private health facilities to 3,018, including 26 hospitals and 1,624 specialized and general medical complexes. In addition to the 26 hospitals opening this year, the authority's Health Regulation Department announced that there would be 12 new private hospitals in the next three years that will provide patients with 875 beds in addition to seven other hospitals that are undergoing expansions to include 750 beds.

Leisure Market: The UAE has evolved into a major leisure hub in the region with nearly 20 theme parks opened or in the pipeline. One of the biggest parks is Dubai Parks and Resorts which opened in 2016 and currently includes four themed parks and two entertainment areas. The 40-million-square-foot complex known as Meydan One, with the world's longest indoor ski slope, is planning to open in 2021. Abu Dhabi has many attractions including: the Louvre Abu Dhabi, the largest art museum in the Arabian Peninsula that opened in 2017; Yas Waterworld that has been operating for seven years; and the Warner Bros. \$1 billion theme park that opened in July 2018. Abu Dhabi will welcome another park in 2022 - SeaWorld Abu Dhabi, a next generation marine life theme park with a research, rescue, rehabilitation and release center.

Infrastructure Sector: Infrastructure projects are a key part of the expanding UAE economy. According to regional projects tracker MEED Projects, the country has 301 individual projects with a contract value of over \$100 million at the execution stage. The total value of those projects is \$93.6 billion. Recent projects included roadway, airport, and port upgrades in preparation for the upcoming World Expo and as part of the overall UAE economic growth strategy. The UAE cabinet approved a \$4.4 billion economic stimulus package in March 2020 that included measures to accelerate major infrastructure projects across the federation, cut the cost of doing business, support small businesses, and accelerate major infrastructure projects. Abu Dhabi: Abu Dhabi revealed plans to launch infrastructure projects worth \$2.72 billion under the public-private partnership

(PPP) model as part of the Ghadan 21 accelerator program. This PPP initiative will cover municipal, social, and transportation developments and tenders for lighting, highway, and parking projects. Dubai: Prior to COVID-19, Dubai planned infrastructure spending of over \$2 billion. Dubai's 2020 spending program has a commitment to proceed with public-private partnership (PPP) projects announced in 2019 focusing on power and water sectors. Sharjah: Sharjah announced plans to spend \$2.6 billion on infrastructure development as part of its 2020 budget, prioritizing capital projects such as roads and tunnels with a 2% increase from 2019.

Information and Communication Technology

The UAE, the foremost nation for international trade and business in the MENA region, is a competitive market for the Information Communication Technology (ICT) industry. In a bid to reduce dependence on oil revenue and grow the private sector, the Abu Dhabi Economic Vision 2030 and the UAE Vision 2021 government initiatives set out to build a competitive knowledge economy and establish an open, efficient, effective, and globally integrated business environment. Integral to this is the UAE's investment in the ICT sector, and it is of no surprise that the UAE led the ICT Global Competitiveness Index in 2019. With consumer demand for ICT products totaling \$4 billion in 2016, it is evident that the nation is a strong market for final goods. Moreover, the UAE has undertaken measures to grow in the product development, manufacturing and software programming sectors, with the UAE topping the Middle East and Africa IT Risk/Reward Index in Q2 of 2019. In 2020, the pre-COVID projection was for the ICT market to grow by 7.4% to reach a value of \$6.8 billion. The UAE is a re-export hub for consumer ICT goods, with more than half of all shipments to the UAE in many sub-sectors (e.g. PC monitors, smartphones) being ultimately re-exported to other markets. This has left the local IT industry relatively underdeveloped, allowing foreign companies to seize market share.

The UAE government has established a number of free trade zones (FTZs) such as Dubai Internet City (in 1999), Dubai Media City (in 2000) and Dubai Silicon Oasis (in 2005) that specialize in the ICT industry and act as industry clusters for high technology and innovation. Within these zones, firms are allowed 100% import and export tax exemptions, 100% repatriation of capital and profits, and corporate tax exemptions for 50 years, on a renewable basis. These minimal trade barriers have made the UAE, and Dubai specifically, the preferred location for businesses serving the entire Middle East and North Africa and this is also driving demand for IT software and services from the private sector.

Leading sub-sectors

Cloud Computing: The cloud computing industry in the UAE has grown significantly and is forecast to create over 32,000 jobs in the UAE by 2022. The UAE is the region's most significant player, with a forecast of \$411 million in yearly expenditures on public cloud services by 2022. Microsoft has announced cloud data centers in Abu Dhabi and Dubai, and Alibaba cloud opened its first data center in Dubai in 2016. The UAE government is working to bring in cloud and digital transformation technologies. The Government

Information Authority (GIA) is developing cloud technology to be used by federal government entities in the UAE, and the services it offers include electronic hosting, file management and database systems, intranet portals, email and meeting management systems. The SmartPass service currently allows citizens to conduct their affairs with four federal government departments, and there are plans to connect other government agencies soon. With the exponential investments by the UAE government in cloud computing, and the UAE's competitive business laws, as well as strong technological infrastructure, the sector is forecasted to continue expanding in the years ahead. A public cloud, due to its nature as an off-site internet-based service provider to multiple clients, provides some very specific advantages to companies. Several business models require companies to operate with demand constantly fluctuating. Public cloud hosting in the UAE has addressed these variations in resource and expertise efficiently and through highly specialized solutions. Despite these significant expansions, there is still sizeable room for development that will require the expertise and know-how of American firms to be achieved. Up to 51% of organizations in the Gulf Cooperation Council (GCC) named cloud computing as a priority, and two in three Gulf enterprises plan on investing at least 5% of annual revenues into the digitization of operations. As local enterprises adopt Software-as-a-Service, Infrastructure-as-a-Service and Platform-as-a-Service (SaaS/IaaS/PaaS) to cut costs and increase flexibility, and as the government moves to store all its data in the cloud and offer more services online, there is undoubtedly a vast amount of potential for American firms to invest into this sub-sector throughout the UAE.

Cybersecurity: The UAE's geopolitical position and importance to the world economy in the energy, oil & gas, and aviation industry make the UAE vulnerable as a target of cyber attacks, triggering rapid growth in the cybersecurity market. The Emiratis report the highest number of malware incidents among consumers in the GCC. To protect the UAE's critical data information infrastructure and improve national cybersecurity, the government introduced the UAE Information Assurance Standards (UAE IAS) which are a set of guidelines for government entities in critical sectors. Compliance with these standards is mandatory for all government organizations and businesses that are identified as critical infrastructure in the UAE. Several local players have been developing cybersecurity capabilities to capitalize on rising demand, while international IT security firms are expanding their presence in the country. With leading technology experts stating that the number one priority for UAE firms remains cybersecurity, the market is expected to continue expanding. The Dubai government launched the Dubai Cyber Security Strategy, which involves five main domains: becoming a cyber-smart nation (through public awareness), innovation through research, user cybersecurity (confidentiality and privacy), cyber resilience (maintaining the non-stop availability of IT systems) and national and international collaboration in the realm of the cyberspace. Initiatives such as Expo 2020 and Vision 2021 (which seeks to make the UAE the most advanced nation globally) are driving demand for cybersecurity, which will provide many opportunities for American companies.

Internet of Things (IoT): Internet of Things (IoT) opportunities also include smart services, the industrial internet, and machine-to-machine communications. There are applications in the public sector for smart cities and telehealth, and enterprise

applications include smart metering, asset tracking, and production optimization. The UAE has emerged as a leading global location for the deployment of IoT solutions to enhance public infrastructure, especially Dubai as it aims to become a leading 'smart city'. There is a foundation of cooperation across multiple sectors including ICT, power, transportation, infrastructure, healthcare, and government. Due to the high level of government interest in developing IoT in the UAE, spending on IoT is estimated to exceed \$37 billion by 2020, with a Compounded Annual Growth Rate (CAGR) of 31%. Telecom leader Etisalat announced that, in cooperation with Emirati authorities, it is planning a mass IoT introduction into the UAE market. In April 2018, the UAE Government launched the Emirates Blockchain Strategy 2021. The strategy aims to capitalize on blockchain technology to transform 50% of government transactions onto blockchain platforms by 2021. The UAE's desire to serve as a key tech player and offer the best of services to its residents drives many ambitious goals, which presents many opportunities to American companies.

Artificial Intelligence: Artificial Intelligence (AI) is a priority in the UAE. AI is forecast to contribute almost 14% of the national GDP by 2030 (\$96 billion), and the annual growth in the AI contribution to the UAE economy is forecast to grow by 33.5% between 2018 and 2030. As part of the government's UAE Centennial 2071 plans, the UAE AI Strategy 2031 was launched to improve efficiency in the transport, health, space, renewable energy, water, technology, education, environment, and traffic sectors. In order to achieve this, the UAE appointed Omar bin Sultan Al Olama as the Minister of State for Artificial Intelligence – the first position of its kind – and the UAE witnessed spending on Artificial Intelligence of \$8.98 billion in 2017. The nation has already begun integrating AI with the education and healthcare sectors. The UAE government has collaborated with Alef Education to include digital education platforms in several schools in Abu Dhabi and Al Ain, and the Dubai Health Authority has outlined a strategy that uses AI and robotics to automate surgeries and other procedures. In the aviation industry, Emirates is developing an AI-powered assistant for customers, and the UAE's aviation authority has signed an agreement to explore the use of AI in air traffic management, while airport officials are developing plans to use robots which detect wanted criminals and suspicious activity. The UAE Cabinet has formed the UAE AI Council, which is tasked with overseeing the AI integration into government services and training of government employees to operate with AI. Since the UAE has a minimal role in the production of AI technology, there is huge potential for U.S. companies to both implement this technology and conduct the training for employees. AI is a key part of the ambitious plans of the UAE government to diversify their economy and become a knowledge economy, and significant budget allocations and expenditures to achieve Vision 2021 and other national strategies. The race between Gulf states to have the newest and most sophisticated technology, particularly in the field of AI, provides a large, untapped market in which U.S. firms have huge comparative advantages.

Smart Cities: In a bid to transition away from dependence on oil, the UAE has made huge investments into projects for smart cities, with goals to build smart cities from scratch and improve infrastructure in existing cities. Since October 2013, the Dubai authorities have undertaken a mission to transform Dubai into a smart city, with innovations

centered on 6 key areas: transport, communications, infrastructure, electricity, economic services, and urban planning. These are to be achieved through 100 initiatives, and more than 1,000 government services are predicted to go smart in the city. Examples of the initiatives include the provision of public Wi-Fi, electric car charging stations, live traffic monitoring, and an eWallet for the Roads and Transport Authority, highlighting how there are tech-related opportunities for American firms in all sectors of the Emirati economy. Moreover, Abu Dhabi's Department of Planning and Municipalities launched a pilot phase of the Zayed Smart City Project in 2018, which aims to achieve the same goals as the Dubai initiative. The most ambitious smart-city plan of the UAE is the creation of Masdar City, an \$18 billion planned city led by a subsidiary of the Mubadala Development Company. Designed to run entirely on solar power, it will have many smart features, including light sensors instead of switches, and a Personal Rapid Transit system running on Podcars. With Abu Dhabi topping the smart city rankings in the Middle East, and Dubai ranking second, UAE authorities will want to maintain the reputation of the UAE as a leading smart country, and continuous public sector investments in large-scale infrastructure projects revolving around 'smart' building will continue growing, providing opportunities for American companies.

5G: UAE is the first country in the Arab region and fourth globally to launch its 5G network. Both Du and Etisalat, the nation's leading telecom companies, launched limited 5G networks at the beginning of June 2019, along with the 5G-enabled ZTE Axon 10 Pro smartphone to both post-paid and pre-paid customers. In Q3 2019, Etisalat successfully conducted the first end-to-end 5G stand-alone call in the MENA region, becoming the first operator to achieve the milestone. The current 5G coverage in the country has reached 80% of the UAE's main cities, such as Dubai and Abu Dhabi, with Expo 2020 venues serving as test sites for the network. By the end of 2023, it is estimated that 16 million 5G smartphones will be operational in the region. With the UAE being at the forefront of technological advance and given the strong GDP per capita, demand for 5G services is predicted to be strong over the next five years. The Telecommunications Regulatory Authority (TRA) of the UAE has established a Steering Committee for the oversight of the 5G launch, and Qualcomm, Ericsson, and Huawei have been named as potential partners in the rollout of the 5G network across the country. The rollout of 5G and expansion of the telecom network and infrastructure in the UAE will offer many business opportunities for American companies.

The Largest Opportunities Will Be In Software And Services

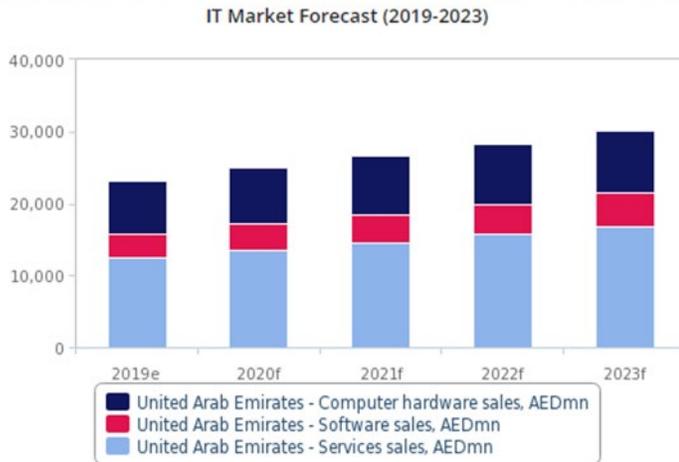


Chart showing opportunities in Software and Services in UAE

Broward County's Participation in Dubai 2nd Global Business Summit

Broward County Commissioner Dale V.C. Holness as well as OESBD' International Trade Specialist, Ms. Paola Isaac Baraya have been invited to the 2nd Global Business Summit in Dubai as *Keynote Speakers* which will provide an unprecedented opportunity for Broward County to do a presentation on building global ties between Broward County, the Middle East and the rest of the world. The presentation will promote Broward County as an ideal strategic location for investment including attracting foreign businesses and promote the products and services our local firms have can export to the UAE.

To date, Thirteen (13) Broward County firms have expressed interest participating in this summit and trade mission. Broward businesses will have the unique opportunities to participate in strategic meetings during the summit and organized with UAE government agencies, chambers of commerce and local businesses to find trade and export opportunities to the UAE.

Thirteen (13) Broward businesses include:

- Global Health and Education Foundation
- Kollektive Moda
- Global Integrated Renewable Solutions (EARSolar)
- Panta Interactive
- Renaissance Evolution
- DS International
- MTW Marketing Group
- HR Vision
- Hugs & Smiles
- Manju Kalidindi, Esq Lawyer

- Desi Solutions
- Otentic Global LLC
- Voyager Media

Tentative Meetings for the Mission

- Meetings, panels and networking events included in the 2nd Business Global Summit agenda
- Potential meetings for Broward County:
 - Local chambers of commerce
 - Association of importers / exporters in Dubai / other related associations
 - Media: potential interviews with the largest newspaper/TV/radio station in Dubai
 - Meetings with large importers/distributors

Broward County’s Mission Goals and Objectives

1. Organize export-related and business meetings for the Broward Delegation
2. Provide international protocol support to the Broward County delegation.
3. Provide export assistance to participating Broward County businesses as needed.
4. Participate in meetings with the UAE government agencies and associations at the national, state and local level to build relationships that will aid in identification of future export opportunities for Broward County firms.
5. Do a presentation to highlight Broward County as strategic location for investment and to conduct bilateral international trade
6. Arrange additional meetings for Broward County firms with economic, trade and industry organizations/associations designed to help Broward County firms build relationships that will lead to future export opportunities. Targeted organizations/associations include:
 - a. Association of Importers and Exporters in UAE
 - b. National Manufacturing Industry Chamber
 - c. AMCHAM Dubai
 - d. Dubai FDI

Estimated Mission Costs:

HOTEL: CROWN PLAZA (CONFERENCE RATE)

Room Rate: **\$200/night**

This rate includes breakfast + internet

FLIGHT (ECONOMY CLASS)

Fort Lauderdale-Dubai roundtrip **\$2,400 + tax (estimated)**

Costs for ground transportation and per diem have yet to be estimated