

**Be part of Trade Mission to Saudi Arabia, October 2 – 5, 2010 (Jeddah and Riyadh - Dammam on request).**

As a valued exhibitor of Materials Handling, we are pleased to offer you the first of many initiatives to grow your existing business base or to introduce your company to key business partners in the logistics and materials handling industry in Saudi Arabia.

Materials Handling in partnership with Sesam Business Consultants would like to invite you to join a trade mission of companies from the materials handling, transport and logistics sector wishing to access new market opportunities in Saudi Arabia. Here you will experience first-hand the substantial prospects that exist within the Saudi market.

Saudi Arabia's strategic location, in addition to its large-scale infrastructure developments positions the Kingdom as one of the leading transport and logistics hubs in the world. Through its major ports in both the Red Sea and Arabian Gulf, in addition to its overall strategic infrastructure system, Saudi Arabia offers the strongest sea transport solutions in the marketplace.

Growth in the regions logistics industry is taking place at such a phenomenal rate as demand from national and global business increases, and large infrastructure projects are supported by the Kingdom's planned investment of \$400 billion, allowing the country to realize its full potential.

**Your Opportunity: Increase Revenues and Market Share**

Our trade mission is your gateway to business advancing results. Here we will assist participants in the logistics, transport and materials handling sector initiate or expand their market presence in Saudi Arabia by arranging:

- 6 individual one-to-one meetings (+ 3 more meetings in Dammam) with reputable Saudi companies in your specific industry sector, including prospective customers, agents, distributors and joint partners. Sesam will provide you with a long list specific to your needs beforehand.
- Site visits to economic cities & leading logistics companies and presentations by Saudi market leaders.
- Preparatory workshops in Dubai and Abu Dhabi. We will provide you with updates about latest developments and future trends as well as the legal framework.
- Assistance will be given to obtain entry visas for Saudi Arabia.

**The Trade Mission Program**

During the four day program the participants will meet representatives from the public and private sector in Jeddah and Riyadh. You can attend an additional day in Dammam on request. We are arranging meetings with high-level government officials from relevant authorities such as the Ministry of Transport. There will be additional meetings with decision makers from the

private sector. This is a focused mission where delegates will be able to get an understanding of business opportunities and meet directly in one-to-one meetings with key players within the Saudi logistics, transport and materials handling sector.

### **Why attend this trade mission?**

The mission will ensure a high degree of access to key individuals in both the public and private sectors and will allow sufficient time for valuable networking opportunities. If your company can offer services or goods to the Saudi market, you seriously need to consider this opportunity. **Let us do the ground work for you!**

### **Who should attend:**

- CEO's/Chairmans/Presidents
- Regional Managers Middle East/  
GCC
- Area Managers
- Managing Directors
- Business Development  
Managers
- Sales Directors Middle East /  
Arabian Peninsula
- Consultants
- Investors

### **From what sectors:**

- Logistics in Industry
- Logistics in Retail
- Logistics in Automotive
- Transport
- Materials Handling

### **Participation fee:**

The fee is **US\$ 2,440.00 per company for one representative. The fee for each additional company representative is US\$ 1,800.00**

This price includes the costs for participation in all activities arranged by us. It also includes accommodation in 4\*-hotels in Jeddah and Riyadh (incl. breakfast), local transports to the site visits and six individual one-to-one-meetings. Delegates extending their trip to Dammam will have three additional one-to-one meetings, as well as local transport and hotel accommodation in Dammam. The participation fee is to be paid in advance. **Not included in the participation fee: Travel to Saudi Arabia, visa, and meals.**

- To participate in the trade mission: **US\$ 2,440.00** per company for one representative.

- To participate in the trade mission as an additional company representative: **US\$ 1,800.00** for each additional company representative.
- To **extend** my trip to **Dammam** on October 6<sup>th</sup>, 2010 (**US\$ 3,315.00** in total per company for one representative)
- To **extend** my trip to **Dammam** on October 6<sup>th</sup>, 2010 (**US\$ 2,000.00** in total per company for each additional company representative)

To find out more, please contact:  
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