



EISU Seminar Mission to Saudi Arabia

**Air pollution and waste management
23-28 March 2007**



What is the Environmental Industries Sector Unit (EISU)?

Part of UK Trade & Investment, EISU is dedicated to helping the UK environmental goods and services sector gain its share of worldwide markets. To achieve this goal EISU provides direct support to individual companies through a team of export promoters and activities promoting an innovative, forward-looking and internationally-competitive industry. These activities include arranging overseas and UK-based events such as seminar missions, workshops and road shows. In addition, EISU operates a web-based UK supplier database and publishes information about global opportunities and sources of project funding. Further information about EISU, its support and activities may be found at www.eisu.org.uk.



What are the benefits of participating in a seminar mission?

- Gain access to valuable contacts and trade opportunities
- Gateway to new overseas markets giving delegates a unique opportunity to increase their international exposure
- Benefit from expert guidance, financial and logistical support
- Privileged direct access to government bodies and large organisations in overseas markets.

Seminar missions are centred on seminars or exhibitions, but also include one-to-one meetings and site visits. These missions are open to UK-based environmental companies that are new to market. Missions focus on markets where promising opportunities have been identified for UK products, services, technologies and skills in particular sectors. The missions enable delegates to both represent their sector and also promote their own organisation. On this occasion, EISU is supporting a group of UK companies specialising in air pollution control and waste management, that are interested in forging links with key players and potential customers in Saudi Arabia.

What is the market potential in Saudi Arabia?

Saudi Arabia has experienced new legislation within the environmental sector over the past five years. This has resulted in significant business opportunities arising within consultancy services, and an increased demand for products and equipment designed to mitigate the effect of pollution on the environment. Other areas of opportunity exist in helping and training local companies to integrate the requirements of the new legislation into their working practices. A series of workshops has taken place, organised by local companies to create awareness of the

new legislation, with more planned for the future. A new environmental college will open shortly and require short-term training packages for students.

Priority areas within Saudi Arabia include:

- Environmental monitoring
- Environmental analytical services
- Environmental engineering and consultancy
- Hazardous waste management
- Site remediation and rehabilitation

Event Programme – subject to change

Friday 23 March 2007	Depart UK for Jeddah
Saturday 24 March	AM – Yanbu Royal Commission – present to the oil/gas/petrochemical installations PM – Reception at the British Consulate-General in Jeddah. Private and public sector contacts invited
Sunday 25 March	AM – A call on senior officials at the Presidency of Meteorology & Environment, Jeddah PM – Reception at the British Embassy in Riyadh
Monday 26 March	AM – Presentations at the Riyadh Chamber of Commerce & Industry PM – Reception in Dammam
Tuesday 27 March	AM – Presentations at the Royal Commission in Jubail
Wednesday 28 March	AM – Presentations at the Dammam Chamber of Commerce & Industry PM – Return to the UK

What funding and support will you receive as a delegate?

- EISU sponsorship for each delegate provisionally comprises accommodation on a bed and breakfast basis, a welcome dinner and all in-country group transport. Other costs, such as flights, subsistence and any individual in-country transfers are to be met by the delegate
- EISU provides a comprehensive package of practical support from logistics to liaison via a dedicated EISU Seminar Mission Manager

What are your responsibilities as a delegate?

- Give a presentation at one or more seminars during the mission, providing a balanced view of your sector of the industry
- Participate in follow-on networking activity, official meetings, company visits and receptions
- Attend a pre-mission briefing at a central location in the UK
- Provide a presentation with no more than 20 slides, four weeks before departure
- Provide a profile of your company and a photograph of yourself for the seminar mission brochure four weeks before departure
- Complete feedback questionnaires within one week, and six and 12 months after returning from the seminar mission
- Attend an in-market debrief meeting at the end of the mission

Delegates can also promote their own company's products and services at informal networking functions and individual business meetings.



What should you do next?

If you would like to...

- Act as an 'ambassador' for your sector
- Establish contact with key players and policy makers
- Explore new market opportunities in Saudi Arabia
- Promote your company's capabilities
- Benefit from financial and logistical support

...contact EISU Seminar Mission Manager, Robyn McCafferty, who will be happy to answer any questions you may have.

Tel: +44 (0)1664 480076

E-mail: eisu@pera.com

Once you have been accepted for this Seminar Mission you will receive a letter confirming your participation and enclosing full terms and conditions. Closer to the mission's departure, you will receive a comprehensive delegate pack containing accommodation and itinerary details.





This service is provided by UK Trade & Investment:

Garry Poole
Project Manager
Environmental Industries Sector Unit
Tel: +44 (0)20 7215 4650
Fax: +44 (0)20 7215 4288
E-mail: garry.poole@uktradeinvest.gov.uk

In partnership with Pera

Robyn McCafferty
Seminar Mission Manager
Pera
Pera Innovation Park
Melton Mowbray
Leicestershire
LE13 0PB
Tel: +44 (0)1664 480076
Fax: +44 (0)1664 501261
E-mail: eisu@pera.com

British Embassy
Riyadh
Omar Saeed
Tel: +966 (0) 2 622-5550 ext. 2205
E-mail: omar.saeed@fco.gov.uk

For further information about EISU please visit: www.eisu.org.uk

EISU Seminar Missions are managed by Pera on behalf of UK Trade & Investment