

Libya

British Trade Mission

25 – 30 September 2010

The Middle East Association is leading a multi-sector trade mission to Libya from 25-30 September 2010.

Libya is a challenging market and offers enormous opportunities for British exporters of goods and services. The Libyans are keen to establish strong commercial links with the UK and the MEA can testify to the warm reception offered to visiting British businessmen. Trade with the UK is increasing steadily- 66% up in 2008, and 37% up in the first seven months of 2009.

Libya is Africa's second largest oil producer as well as a major gas producer. However, the government is intent on changing its oil based economy to a more diversified one. In addition to education and training, construction, infrastructure, banking, legal services, healthcare and IT, tourism and leisure is set to play a particularly important role in the future. There is very little manufacturing in Libya and most of Libya's consumer goods, engineering equipment and other products are imported. Libya offers good long-term prospects for British exporters.

The mission has the full support of the British Embassy and will visit Tripoli. It will be led by Ms Feride Alp, Marketing Manager of the Middle East Association, who has extensive knowledge of Libya and who has been taking regular MEA Trade Missions to Libya since February 2007.

Travel subsidies are available to any SMEs in the Greater London area who join this mission. To qualify, you must have been trading for at least 12 months. More details available on request. Project part funded by the European Union.

The deadline for registration is 13 August 2010

For further information, please complete and return the fax-back below or contact our mission managers, CT Group Travel, for a Mission Prospectus on mea@ctgrouptravel.co.uk

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Tel: +44 (0)20 7839 2137 | Fax: +44 (0)20 7839 6121 | Email: info@the-mea.co.uk**

Please send me full details of your **Trade Mission to Libya, 25-30 September 2010**

Name _____

Company _____

Job Title _____ Address _____

Post Code _____ Telephone _____

Fax _____ Mobile _____ Email _____

Business Sector/Activity _____

Places are limited and you are therefore urged to reply as soon as possible by fax for priority response.

Please send me details on how to become a member of the Middle East Association:

