



HOW TO DO BUSINESS IN THE MIDDLE EAST AN AFTERNOON SEMINAR AND NETWORKING RECEPTION

Tuesday 9th November 2010

The Middle East Association's Business Support Division offers a practical advice seminar on **How to do Business in the Middle East** at Bury House, 33 Bury Street, London SW1Y 6AX, on **Tuesday 9th November 2010**.

The Middle East and particularly the Gulf States have escaped the worst of the Western 'credit crunch' making this is a key export market. The event focuses on business in the Arab World – How to do it and How to get paid. To survive and expand, companies both large and small must win business and then get paid on schedule. This important seminar is aimed at those doing or thinking about doing business in the Middle East. Those dealing directly with Arabs, be they Marketing, Sales, Legal, Commercial or Business Development Executives will also benefit from this seminar. UK Support Staff, often the unsung export heroes will gain an invaluable insight into the difficulties faced by those on the front line in the Middle East and with this knowledge, improve the essential support they give across the region.

The presenter, Mike Brennan has lived and worked in the 'Gulf' for 40 years. He cut his business teeth in the Middle East in the 70s and now has an enviable track record of contracts in both the private and public sectors. Mike has worked for both large and small companies and having succeeded in this competitive and sometimes hostile market, he knows how business is done and offers the practical advice that comes only from negotiating real contracts. He continues to advise companies engaged in business throughout the region.

Business topics include: Trip Preparation, Documentation, Your Customer, Making Appointments, Getting your Message Across, Language, Building Relationships – Friendship or Trust, Getting the most from Meetings, Decision Making, Committees – Why They Exist & How to Deal with Them, Procurement Processes, Specifications, Pricing, Negotiating Techniques, Concluding the Deal, Contracts and Documentation, Getting Paid, Late Payments, Selection of Agents, Agency Laws, Corruption, Local Offices, Dispute Resolution, The Future, Agents and Sponsorship, Islamic Banking, the Role of Women and some Golden Rules

This is an informal seminar which will address the above topics and many more, questions are encouraged both during the seminar and afterwards at the networking reception.

The provisional seminar programme:

- 12.45 Registration & Tea/Coffee & Biscuits
- 13.00 Start Presentations
- 17.15 Drinks Reception & Networking