

The Middle East has been experiencing tremendous growth since 2004, riding on high oil prices. Economic diversification of the Middle East countries presents immense potentials for Singapore companies in sectors like construction, petrochemicals, and power & water resources. Therefore, it is crucial for companies to be well-positioned in the Middle East to develop long-term partnerships. Learn first-hand about the region's latest developments and the key challenges to thrive in this emerging market.

International Enterprise (IE) Singapore and the University of Dubai invite you to attend the Executive Programme on the Middle East. The 6-day programme conducted in Dubai and Abu Dhabi, UAE is designed to provide senior representatives from the private and public sectors with a comprehensive overview of doing business in the Middle East.

Introduction

The International Business Fellowship (IBF) Programme aims to develop a pool of talents with in-depth knowledge of the business environment in emerging markets. The programme supports Singapore-based companies in training their executives to acquire business knowledge and build networks in the supported markets of Central Asia, China, India, Latin America, the Middle East, Russia and Vietnam.

One of the key components under the IBF is the Executive Programme on the Middle East conducted in Dubai and Abu Dhabi by the University of Dubai.

Programme Highlights

The programme provides participants with a comprehensive overview of the Middle East business systems and equips them with an awareness of business practices and emerging business opportunities in the Middle East. Topics include:

- Economic overview of Middle East markets
- Business opportunities in Middle East markets
- Government and politics in the Middle East
- The Arab World: society and culture
- Human resource issues in the Middle East
- Procedures in setting up a business in UAE
- Unique experience of a firm operating in the Middle East

Site visits are also incorporated for participants to gain an on-site perspective of business operations in the Middle East.

Networking opportunities with speakers and industry practitioners are available for participants to establish valuable contacts.

Participants

- Senior management from Singapore-based companies that have businesses or seek to explore business opportunities in the Middle East.
- Senior officers from public sector organisations who support business initiatives that add value to Singapore and the Middle East.
- Only 25 participants will be accepted for each programme and class placements will ultimately be decided by IE Singapore.

INTERNATIONAL BUSINESS FELLOWSHIP

4th Executive Programme on the Middle East

Seminar Details

Date	8 – 13 November 2008
Duration	6 days
Venue	University of Dubai Dubai and Abu Dhabi, United Arab Emirates
Estimated Course Fee	S\$1,500 per participant (after 70% IBF support) Course fee includes lecturers' fees, course materials, daily lunch and land transfers.
Other Costs	Airfare, accommodation, subsistence allowance and other incidental expenses will be borne by participants. Airfare is estimated to cost about S\$1,800. Accommodation is estimated to cost S\$500 per night.
Dress Code	<ul style="list-style-type: none">• Business casual during lectures• Business attire (suit and tie for gentlemen) during site visits
Language	Course will be conducted in English

Registration

If you are interested to attend the 4th Executive Programme on the Middle East, please submit your registration online at www.iesingapore.com/ibfmeep by **Wednesday, 8 October 2008**.

For more information, please contact:

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Payment

Payment will be collected upon confirmation of placement in the course.

Terms and Conditions

Programme date, fees and other details are correct at time of printing but are subject to change without prior notice.

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