



FORUM **MED-ALLIA** 2009

Forum Méditerranéen de Développement des Entreprises



CAIRO December 6-8, 2009 Marriott Hotel, Zamalek

- UBIFRANCE and the French Economic Department in Cairo, in partnership with the French Chamber of Commerce in Egypt (CCFE), propose you to optimize your prospects in the Egyptian market by participating in the **3rd MED-ALLIA Forum that will be held in Cairo from 6th to 8th of December 2009.**
- MED-ALLIA Cairo 2009 is a multisectorial forum that aims at developing commercial exchanges and partnerships between French and Egyptian companies as well as enterprises of the region, thus joining the dynamics of the Union for the Mediterranean co-presided by France and Egypt.
- After the success of the two former editions in Casablanca (2007) and Tunis (2008), the objective of MED-ALLIA Cairo 2009 is to gather about 400 **French and Egyptian** companies in addition to **Algerian, Jordanian, Lebanese, Libyan, Moroccan, Syrian, Tunisian and Turkish** enterprises.
- **The main identified sectors are** : food processing industry, consumer goods, building utilities/decoration, trade, franchise, craft industry, energy, environment, ICT, industrial equipments, health and tourism.
- This Forum offers to participants the opportunity to meet potential partners in a **B to B** meeting program, allowing **each company to benefit from 12 individual and personalized meetings.**
- **The Experts Village**, organized around meeting spots, will provide the opportunity to meet professionals specialized in the Euro-Mediterranean market.

PROGRAM

Sunday December 6th, 2009

- In the Evening**
- Arrival in Cairo
 - Reception and accommodation of French Companies
 - Presentation of the B to B meetings (distribution of appointment schedules) and the "Experts Village"
 - Opening cocktail

Monday December 7th, 2009

- Morning**
- Thematic breakfast
 - Inauguration of business meetings
 - B to B appointments (30 minutes each)
 - Lunch
- Afternoon**
- B to B appointments (30 minutes each)
 - Visits and discussions at "Experts village"
- Evening**
- Gala dinner

Tuesday December 8th, 2009

- Morning**
- Thematic breakfast
 - B to B appointments (30 minutes each)
 - Lunch

INTERNET SITE

Internet site dedicated to UBIFRANCE Business Forums : <http://www.med-allia.com/>

After receiving confirmation of your participation, personal access codes will be sent to you in order to look for partners in Egypt and create your personal program of individual meetings.



REGISTRATION

Registration to Med-Allia Forum 2009 in Cairo **1200 EGP**

Registration of one accompanying person (without a meeting program) 600 EGP

Each per person registration includes :

- Thematic breakfasts
- Participation in B to B business meetings
- Opening cocktail, lunches and gala dinner
- Access to the Experts Village
- The presence of an interpreter, if required



Your contacts :

For further information :

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