



FORUM MED-ALLIA 2009
Forum Méditerranéen de Développement des Entreprises



Be present at the Experts Village of MED-ALLIA Cairo Forum December 6-8, 2009

- 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 - 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 give the opportunity to meet professionals specialized in the Euro-Mediterranean market.

PROGRAM

Sunday December 6th, 2009

- In the evening**
- Arrival to Cairo
 - Reception and accommodation
 - 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



OFFER RATES

SPACE OF 9M2, signs, table, chairs, including for one person thematic lunches and breakfasts1500 JD

Registration to Experts village does not include individual meeting programs.

Additional participant: thematic lunches and breakfasts300 JD

Direct personal booking and payment services

- Plane ticket : negotiations in progress with Royal Jordanian and Egypt Air
- A quota of rooms has been booked at the Marriott hotel in Cairo.
Negotiated prices: Single: 165 USD TTC, Double: 180 USD TTCS (breakfast included).

CONTACT UBIFRANCE FOR THE DIFFERENT OPPORTUNITIES OF SPONSORING:

IVORY : 3500 €

- Stand of 9M2 in the expert village with a table, chairs and signs.
Thematic Lunches and breakfasts, total value : 1500 €
(Any additional equipment will be charged at its real cost) ;
- Logo added to the topic "Sponsoring" of the internet site and the catalogue ;
- Gala reception : free of charge

SILVER : 5000 €

- Stand of 9M2 in the Experts Village with a table, chairs and signs.
Thematic lunches, breakfasts, total value : 1500 €
(Any additional equipment will be charged at its real cost) ;
- No additional fees for a second participant, value : 300 € ;
- Logo added to the topic "Sponsoring" of the internet site and the catalogue ;
- Two complimentary invitations for the Gala dinner.

GOLD : 5000 to 10 000 €

- Stand of 9M2 in the Experts Village with a table, chairs and signs.
Thematic lunches, breakfasts, total value : 1500 €
(Any additional equipment will be charged at its real cost) ;
- No additional fees for a second participant, value : 300 € ;
- Logo added to the topic "Sponsoring" of the internet site and the catalogue ;
- Two complimentary invitations for the Gala dinner ;
- Thematic workshop sponsorship, with corresponding visibility.

PLATINE : Over 10 000 €

- Stand of 9M2 in the Experts Village with a table, chairs and signs.
Thematic lunches, breakfasts, total value : 1500 €
(Any additional equipment will be charged at its real cost) ;
- No additional fees for two other participants, value : 600 € ;
- Logo added to the topic "Sponsoring" of the internet site and the catalogue ;
- Three complimentary invitations for the Gala dinner, with corresponding visibility ;
- Sponsorship of lunches or Gala dinner, with corresponding visibility.





Your contacts:

For further information:

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