



Doing Business in Israel & The Middle East



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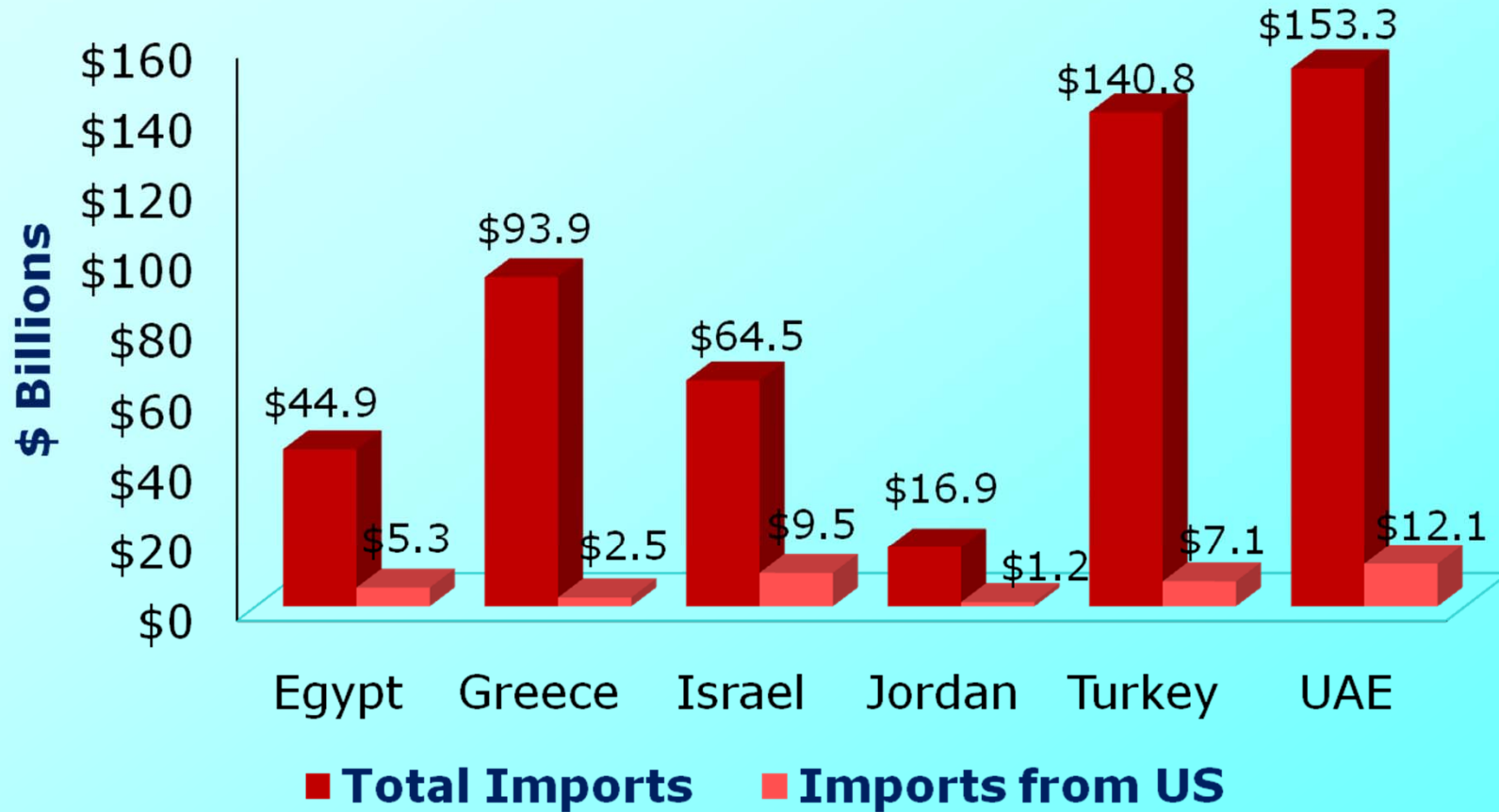
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2009/10 Figures	Egypt	Greece	Israel	Jordan	Turkey	UAE
Population	77.5 m	11.27 m	7.5 m	6.2 m	72.56 m	4.75 m
GDP (PPP)	\$471.5 b	\$344.5 b	\$195.3 b	\$30.28 b	\$876 b	\$146 b
Per Capita GDP	\$5,400	\$32,000	\$27,762	\$5,171	\$13,920	\$55,200
GDP Growth	4.70%	-1%	2.50%	2.10%	-6.50%	0%
Total Imports	\$44.95 b	\$60.1 b	\$48 b	\$16.89 b	\$140.78 b	\$153.3 b
US Exports	\$6.8 b	\$1.1 b	\$11.2 b	\$1.17 b	\$10.54 b	\$11.6 b
IL Exports	\$137 m	\$23.6 m	\$183 m	\$38.3 m	\$134 m	\$293.m
% Change	-5 %	-27.9%	+11.45%	+65.38%	-1.1%	-15.9%

Regional Trade Statistics





Why the Middle East

- New realities can generate new opportunities
- FTA with Bahrain, Israel, Jordan, Oman
- English used for business
- Easy accessibility



Middle East Opportunities

- Infrastructure upgrading regionally
- Regional Population: 180 million
- Significant buying power
- U.S. products = Quality





Turkey: Fast Facts

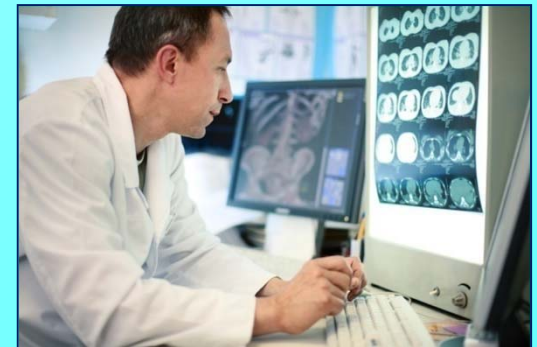
2009 Snapshot

- Pop: 72.6 million
- GDP (PPP): \$876 b
- Imports: \$140.78 b
- US exports: \$10.5 b
- IL exports: \$134 m
- Change: +1.1%

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Hot Sectors

- Defense/aerospace
- Surgical & lab eqpt/hospital furnishings
- Environmental tech
- Computers/electronics
- Chemicals





Egypt: Fast Facts

2009 Snapshot

- Pop: 78 million
- GDP (PPP): \$472b
- Imports: \$44.95 b
- US exports: \$6.8b
- IL exports: \$137m
- Change: -5%

Hot Sectors

- Petrochemicals
- Energy, environment, power generation
- Medical eqpt
- Rail





Greece: Fast Facts

2009 Snapshot

- Pop: 11.3 million
- GDP (PPP): \$345 b
- Imports: \$93.9 b
- US exports: \$1.1 b
- IL exports: \$23.6 m
- Change: -27.9%

Hot Sectors

- Energy
- Electrical power systems & eqpt
- Pharmaceuticals
- Medical eqpt





Jordan: Fast Facts

2009 Snapshot

- Pop: 6.2 million
- GDP (PPP): \$30.3 b
- Imports: \$16.89 b
- US exports: \$1.17 b
- IL exports: \$38.3m
- Change: -65.38%

Hot Sectors

- Healthcare
- Medical Svcs/eqpt
- Environmental tech
- Security/safety eqpt





UAE: Fast Facts

2009 Snapshot

- Pop: 4.8 million
- GDP (PPP): \$146 b
- Imports: \$153.3 b
- US exports: \$11.6 b
- IL exports: \$293 m
- Change: +15.8%

Hot Sectors

- Oil/gas machinery & SVCS
- Medical eqpt
- Telecommunications
- Envir/pollution ctrl
- Food/commodities
- Forest products





Israel: Fast Facts

2009 Snapshot

- Pop: 7.5 million
- GDP (PPP): \$195.3b
- Imports: \$64.5b
- US exports: \$11.2b
- IL exports: \$183m
- Change: -11.45%

Hot Sectors

- Military Apps
- Med/Dental/Lab eqpt
- Industrial chemicals
- Security eqpt
- Pharmaceuticals/non-prescrip drugs

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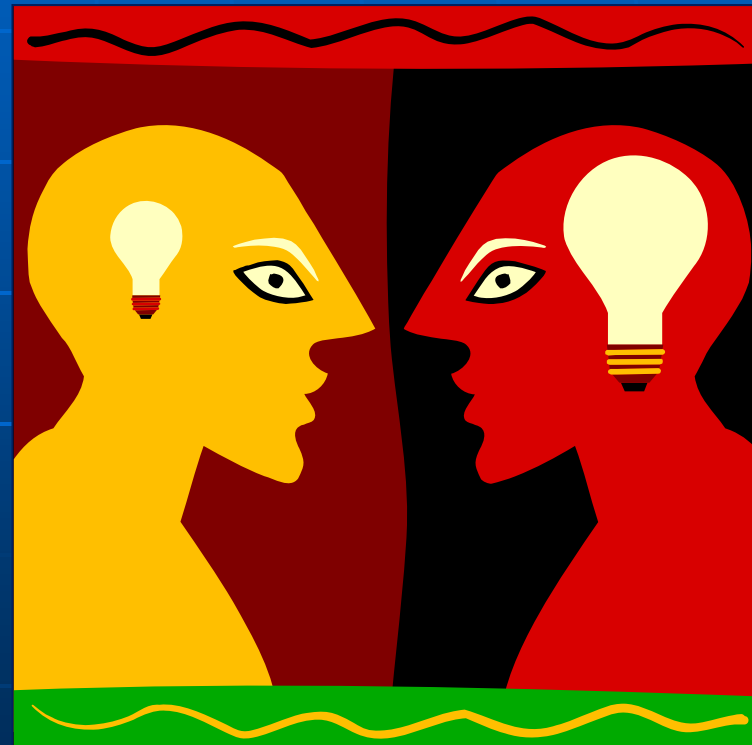
Your success in this region is limited only by your vision and willingness to try! Do it!



Israel = Innovation

Merging Ingenuity & Necessity to
Improve the World

- Sustainable
- Unique
- Creative
- Competent
- Entrepreneurial
- Savvy
- Synergetic





Why EDI?

- 20 Yrs Experience
- Expert team
- Local access & depth
- Innovative approach



How EDI Can Help YOU

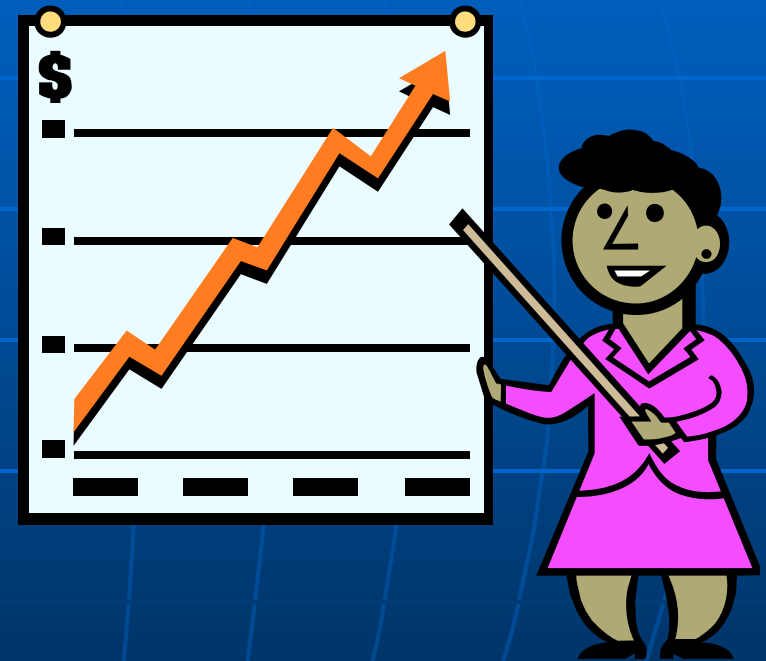
- Export Development
 - Identifying potential importers/distributors
 - Prequalifying potential importers/distributors
- Market Research
- Project Research
- Manage business visits to region



EDI Links YOU to:

- Reps/distributors in Israel, Turkey, Egypt, UAE, etc.
- Productive joint ventures
- Successful trade partnerships
- Strategic relationships and audiences

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THANK YOU

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