



The MEA brought another multi-sector Trade Mission to the Kingdom towards the end of 2008 with companies as diverse as Bakeware manufacturers and Education consultants.

Led by David Lloyd, the Senior Consultant at the MEA and supported by the British Offset Office, the group toured the Kingdom between the 14th and the 25th November.

At a reception in Riyadh, the British Ambassador welcomed the Group telling the visitors that the Kingdom was the most important market in the Middle East both for exporters and importers and was destined to become even more so as the Saudi economy moved away from its dependence on oil.

Many of the Missioners had used the UKTI Overseas Market Introduction Service (OMIS) prior to their visit giving them an added advantage on arrival in the Kingdom. OMIS is a tailored-made service which can identify contacts and potential business partners for British Companies assisting in what can often be a daunting task for those unfamiliar with the market.

In addition to assisting in the promotion of trade and investment between the United Kingdom and Middle East countries the MEA alerts its members to business opportunities in the region and represents the interests of its members to governments and government departments.

