

# Trade Mission to Israel, Turkey & Jordan

> ready > set > succeed

**June 6 - 14, 2007**

## ABOUT THE TRADE MISSION

Your business objectives are our number one concern. Individualized business appointments ensure that you meet potential partners, best suited to your company. Join us for all or part of the mission. You choose the countries you would like to visit - one, two or all three. We will work with you to meet your needs in each market.

You will receive free of charge:

- > Pre-arranged one-on-one business appointments with detailed company information provided in advance.
- > Up to 3-5 meetings per day.
- > Identification of hotels, interpreters & drivers
- > In-country market research.
- > Better understanding of the business culture in each country.
- > Services of the Commonwealth's representatives in Israel, Turkey & Jordan.
- > Assistance with all aspects of follow-up after the mission.

## REGISTRATION

- > **Deadline is April 2, 2007.**
- > Companies are responsible for all travel and business related expenses.
- > First 15 qualified companies will be accepted.
- > \$450 per person participation fee covering ground expenses and business receptions.
- > Be sure to enquire about the Market Access Grant which can help offset your costs!

## TRADE MISSION ITINERARY

<b>June 5</b>	Arrive in Tel Aviv, Israel
<b>June 6-7</b>	Company meetings
<b>June 9</b>	Depart Tel Aviv; arrive Istanbul
<b>June 11-12</b>	Company meetings
<b>June 12</b>	Depart Istanbul; arrive Amman
<b>June 13</b>	Company meetings; depart for PA

## WHY THIS MARKET?

The U.S. is Israel's single most important trading partner. The commercial relationship was augmented by the 1985 Free Trade Agreement and in 1997, Israel virtually eliminated tariffs. In 2006, the Israeli economy continued its impressive record of growth and expansion. This recovery is evident in the expansion of global trade, increased demand for high-tech products, the adoption of a firm fiscal policy, a relatively calm security situation and a less restrictive monetary policy.

Turkey has a strong and rapidly growing private sector. The U.S. is the country's 4th most important trading partner. An ongoing economic liberalization plan has revitalized the economy, increased demand and bolstered transparency.

A Free Trade Agreement between Jordan and the United States began in December 2001. Since that time, Jordan has been steadily eliminating tariffs on U.S. imports. Already 83% of tariffs on U.S. imports have been eliminated. Jordanians want American products!

**Regionally Targeted Sectors:** Biotechnology, Educational services, Infrastructure & energy projects, Plastics, engineering, safety & security equipment & electrical power, Construction equipment/building materials/hotel & restaurant equip., Automotive spare parts & accessories, Environment, pollution control/water resource equipment & services, Healthcare/medical services & equipment, pharmaceutical, ICT, computing/networking, telecom services/equipment, Franchising.

If your industry sector is not listed, please do not hesitate to contact us. We can determine on a case-by-case basis if this market has potential for your product or service.

## CONTACT

For additional information, contact:

**Joe Burke**

Center for Trade Development

Phone: 717-720-7366

E-mail: [jburke@state.pa.us](mailto:jburke@state.pa.us)

[newPA.com](http://newPA.com)

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**Attention: Joe Burke | Fax: 717-772-5106**

## PARTICIPATION AGREEMENT

The \$450 per person participation fee for the Trade Mission to Israel, Turkey & Jordan covers business receptions, as well as transportation to and from in-country airports. Companies will be responsible for the shipment of brochures and any samples; payment to drivers and interpreters (as needed); and travel and hotel expenses. All appointments will be scheduled through the Commonwealth's Authorized Trade Representative in Israel, ATID E.D.I. LTD. and its subsidiaries in Turkey and Jordan. Business appointments will be held primarily in the metro areas of Tel Aviv, Istanbul and Amman.

**In order to be considered for the mission, please fill out this form completely and fax to the attention of Joe Burke no later than November 14, 2006.**

**Make your check payable to ATID E.D.I. LTD. and forward with a copy of this agreement to:**

Pennsylvania Department of Community and Economic Development  
Office of International Business Development  
400 North Street, 4th Floor  
Commonwealth Keystone Building  
Harrisburg, Pennsylvania 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand and agree to the following terms necessary to be a participating company in the Pennsylvania Trade Mission to Israel, Turkey & Jordan.

- > Only Pennsylvania commodities and/or value-added products may be a part of the participating company's exhibit.
- > The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- > All participating companies must provide information on the results attained through participation in this trade mission to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade mission. This information is confidential and will be held in strictest confidence.

\_\_\_\_\_  
Authorized Representative (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date