

# Trade Mission to Israel, Jordan, and Turkey

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**June 13 – 20, 2009**

## JOIN US!

Pennsylvania's Office of International Business Development invites you to travel with us to Israel, Jordan and Turkey. The purpose of this mission is to assist PA companies in exporting their products and services.

Meeting face-to-face with prospective customers is crucial to establishing business relationships, and we can help you meet your business objectives in these markets. All appointment schedules will be tailored to accommodate your company's individual needs.

**Registration Fee: \$500.00**

**Deadline: March 31, 2009**

You will receive:

- > Pre-arranged one-on-one business appointments with interested distributors, agents, etc.
- > Detailed information about each company provided in advance
- > A better understanding of the business culture in each country
- > Services of the Commonwealth's representative during the mission and with all aspects of the follow-up process after the mission

Companies are responsible for all travel and business-related expenses.

## WHY THESE MARKETS?

**Israel** - The U.S. is Israel's single most important trading partner. The commercial relationship was augmented by the 1985 Free Trade Agreement and with the exception of agriculture products, the U.S.-Israel FTA has eliminated nearly all tariffs on trade and administrative import licensing requirements between the two countries. In 2007, Pennsylvania exports to Israel totaled \$184.9 million, an increase of 17.6% over 2006. Israel is Pennsylvania's 3rd largest trading partner in the Middle East, surpassed by Saudi Arabia and Qatar.

**Jordan** - The U.S.-Jordan Free Trade Agreement continues to create advantages for U.S. exporters to provide high-quality products at more attractive prices, as all tariff barriers on virtually all goods traded between the U.S. and Jordan will be eliminated by 2011.

**Turkey** - Turkey is strategically positioned at the crossroads of Europe, Asia and the Middle East. Aside from its location as the bridge between East and West, Turkey's complex mix of modern industry and commerce continues to attract a diverse set of American companies ranging from mining to high technology to energy.

**Best Prospects for PA Exports** - Medical equipment & services, defense & security applications, electronic components, environmental/water resource equipment, agricultural applications and telecommunications equipment.

If your industry sector is not listed, please contact us so we can determine if these markets have potential for your product or service.

## TRADE MISSION ITINERARY

<b>June 13</b>	Arrive in Amman, Jordan
<b>June 14</b>	Amman, Jordan; Evening departure to Israel
<b>June 15</b>	Tel Aviv, Israel
<b>June 16</b>	Tel Aviv, Israel
<b>June 17</b>	Tel Aviv, Israel Evening departure for Turkey
<b>June 18</b>	Istanbul, Turkey
<b>June 19</b>	Istanbul, Turkey
<b>June 20</b>	Depart for U.S.

## CONTACT

For additional information, contact:

**Debra Lenker**

Center for Trade Development

Phone: 717.720.7365

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

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

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## PARTICIPATION AGREEMENT

**Attention: Debra Lenker | Fax: 717.772.5106**

A participation check for \$500 must accompany this form.

**Registration deadline is March 31, 2009.**

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community and Economic Development  
Office of International Business Development / Attn: Debra Lenker  
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 Trade Mission to Israel, Jordan, and Turkey:

- > Only products of 51% Pennsylvania or US content and/or value-added products may be represented as part of the participating company's products/services.
- > No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- > The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- > In the event the participating company withdraws from the Trade Mission to Israel, Jordan, and Turkey, the participating company will be subject to forfeiture of the entire participation fee.
- > All participating companies must provide information on the results attained through participation in the Trade Mission to Israel, Jordan, and Turkey to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of participating in the Trade Mission to Israel, Jordan, and Turkey.
- > Participating companies assume all risks of participation in the Trade Mission to Israel, Jordan, and Turkey.
- > Participants will adhere to the mission program and honor all scheduled business appointments. If participants want to prepare a personal schedule, prior information and coordination is required.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date