

**COUNCIL OF INDUSTRY
OF SOUTHEASTERN NEW YORK**



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International School of Business Seminar:
Conducting Business in the Middle East

On Wednesday, April 23, 2008, the Council of Industry of Southeastern New York, the U.S. Department of Commerce/Westchester Export Assistance Center, and the State University of New Paltz and are pleased to present *an International School of Business* seminar on **Conducting Business in the Middle East**.

The economies of many Middle East and North African countries are transforming, offering tremendous opportunities for U.S. businesses with the right products, services, and connections. Educating oneself on the particularities of a market is very important. This is especially true in the Middle East where there is great diversity in terms of

market size, commercial opportunities, and standards and regulations for doing business.

Find out whether doing business in the Middle East is right for you. What are the major opportunities for U.S. companies? What are the challenges? Most importantly, what does it take to succeed when doing business in this region?

You'll also hear specifically about the business opportunities available in the Egyptian market from the featured speakers: **Mr. Waleed El Zomor**, *Deputy Consul for Economic and Commercial Affairs, Consulate of Egypt*(New York, NY), and **Mr. Kam Shah**, *Project Manager - Middle East/North Africa Business Information Center, U.S. Department of Commerce* (Washington, DC).

The seminar will be held on Wednesday, April 23, 2008, from 5:00-7:30pm at the SUNY New Paltz, Student Union Building, New Paltz, NY. There is a \$10 registration fee to attend. The program will be followed by a networking buffet dinner. To register, go to <http://www.buyusa.gov/westchester/middleeast.html>, or for more information contact Michael Grossman at (914) 682-6712 or by e-mail michael.grossman@mail.doc.gov.

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