

バーレーン+UAE テストマーケティング・視察ツアー

2015年**11月15日**(日) - **17日**(火)

視察+展示PR

- 現地でのテストマーケティング、有力バイヤーとのビジネスマッチング
- バーレーン・UAEの有望市場・企業視察
- 現地専門家によるマーケットセミナー



中東地域で最も高い経済自由度
+
中東市場への好アクセス



中東市場参入に最適な
エントリー市場=バーレーン

開催概要

名称	バーレーン王国+UAE テストマーケティング・視察ツアー
日程	2015年11月15日(日)、16日(月)、17日(火) ※現地集合・解散
訪問先	バーレーン王国・マナーマ、UAE・ドバイ
現地視察・イベント主催	ハラールマーケットフェア実行委員会 (運営事務局: (株)ファースト)
特別協力	バーレーン経済開発委員会
協力	一般社団法人空港総合研究所、オザックス株式会社
参加対象	食品・食材、健康食品、キッチンウェア・調理機器、化粧品、外食関連、その他
募集企業数・人数	25社・30名 ※最少催行企業数・人数 20社・20名
参加形式 ※費用・詳細はP.4	①視察+プロモーションプラン バーレーン、UAEの視察およびプロモーションイベントでの展示・ビジネスマッチングへの参加 ②視察プラン バーレーン、UAEの視察およびビジネスマッチングへの参加。

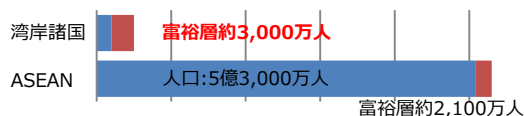
本イベントの特徴

- ①現地集合・解散タイプのため、前後日程を自由にアレンジ可能
- ②視察+テストマーケティングで中東ビジネスの機会創出

【バーレーンビジネスのメリット】

▶ 巨大富裕層市場 + 湾岸地域へのゲートウェイ=バーレーン、UAE

湾岸諸国は巨大富裕層マーケットと言えます。高クオリティ・高価格の日本製品でも十分な競争力があり、消費市場として最適です。



▶ ビジネスのしやすさ=高い経済自由度

バーレーン王国では外資に対する優遇措置により税制、起業での制約がほとんどなく、他国に比べ低コストでビジネスをスタートできるというメリットがあります。

▶ オープンで安定した国家

湾岸地域の中では最も安定しており、現代的であるバーレーンは外国人にとって生活、ビジネスの両面で安心できる国です。

バーレーンバイヤーとの商談風景



現地メディア掲載

バーレーン経済開発委員会セミナーの様子が現地新聞2紙に掲載

Bahrain to boost economic cooperation with Japan

Representatives from 14 Japanese companies meet EDB officials

COUNTRY/CURRENCY	BHT	SELL
SOUTH AFRICAN R	40.000	0.1802
US DOLLARS	3.680	1.0000
TAIWAN DOLLARS	1.180	1.1800
THAI BATHS	1.480	1.4800
UK POUNDS	2.000	0.5000
HONG KONG DOLLARS	3.750	0.2667
INDONESIA RUPIAH	1.000	0.0000

EDB News Network

The Bahrain Economic Development Board (EDB) has formed a Japanese business delegation as part of its efforts to attract investment and promote the Kingdom's business environment. The delegation, which included representatives from 14 companies from various Japanese industries including automotive, electronics, and food processing, met with EDB officials to discuss investment opportunities and provide further trade cooperation with the Kingdom.

The purpose of the visit was to introduce the delegation to the opportunities that Bahrain's business environment provides, and to create advisory services and information and communication and cooperation with Japanese businessmen.

The Japanese delegation will also be visiting the Bahrain International Exhibition (BIE) as well as holding industrial meetings with their Bahraini counterparts in part of a programme hosted by the Bahrain Chamber of Commerce and Industry.

The EDB's Japanese office, which was established in 2002, and also covers Saudi Arabia and Taiwan, has played a vital role in organizing the Japanese business delegation visit. The EDB's Japanese office focuses on attracting foreign direct investment from the region and promoting Bahrain's business and investment.

The Crown Prince, Deputy Supreme Commander and Hon. Deputy Prime Minister H.E. Prince Salman bin Hamad Al Khalifa, visited Japan in March 2013 which resulted in the two countries signing a number of Memorandums of Understanding (MoUs) relating to strengthening trade cooperation and encouraging mutual investments.

The MoUs were signed by government ministers

Japan probed

EDB officials in talks with 14 Japanese delegates

Investment opportunities and prospects for further bilateral trade cooperation between the Kingdom and Japan were discussed during a meeting between EDB officials and a Japanese business delegation.

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UK manufacturers see lower output

UK manufacturers saw a 0.1% increase in output in the first quarter of 2014, according to the Office for National Statistics (ONS). This follows a 0.2% increase in the fourth quarter of 2013.

The ONS said the total value added in the UK economy in the first quarter of 2014 was £184.4 billion, up from £184.1 billion in the fourth quarter of 2013.

The increase in output was driven by a 0.3% increase in manufacturing output, which was supported by a 0.4% increase in the automotive sector. However, output in the services sector fell by 0.1%.

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