



## Northern Powerhouse Aid Funded Business mission to DIHAD Conference & Exhibition

*This Northern Powerhouse led mission to the Dubai International Humanitarian Aid & Development Conference & Exhibition (DIHAD) represents an outstanding opportunity for UK companies to access substantial business prospects and to meet and showcase their products to major buyers and potential new business partners.*

### What this mission offers

Dubai has developed as a logistics hub for humanitarian organisations and is home to the International Humanitarian City which grows in importance year on year and has attracted organisations such as the UN and Red Cross. DIHAD brings together national, regional and international companies and organisations to exchange useful ideas, share best practice, make sustainable partnerships, hear from thought leaders in the conference programme and network with each other over a three day period.

The Department for International Trade (DIT) will have a dedicated information stand and there will be the opportunity for UK companies to display their marketing materials and conduct business meetings. Aid Funded Business experts from the British Embassies will be present throughout the event to advise you and make relevant introductions. DIT will also organise a visit to the International Humanitarian City for UK delegates who wish to see the logistics hub in action.

Entrance for the exhibition is free but delegates wishing to attend the conference will need to purchase a ticket for \$110 USD.

### Dates:

20 - 24 March 2017

Closing date for registrations -  
28 February 2017

### Location:

Dubai, United Arab Emirates

### For more information:

Visit: <http://bit.ly/DIHAD2017>

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### Funding

There will be travel support of £450 for eligible SMEs from the Northern Powerhouse regions.

With a GDP of almost £350bn the Northern Powerhouse economy is larger than those of Taiwan, Sweden or Denmark - equivalent to being the 21st-biggest economy in the world. Spanning the north of England, the Northern Powerhouse unites a host of the UK's biggest cities and pools a wealth of world-class expertise and business talent.

