



## SMALL BUSINESS UNIT

### DSEi -2011

### UKTI DSO ‘Meet The Buyer’ Sessions

Once again the UKTI DSO Small Business Unit is delighted to offer UK Small and Medium Sized Enterprises (SMEs) a **free and exclusive** opportunity to network with key overseas procurement officials and advisers at the UK’s biggest combined defence & security exhibition.

As in the past few years we have been able to secure the presence of some of our most influential overseas guests to meet SMEs in the comfort of the UKTI DSO Delegate Lounge, situated in the South East corner of the South Hall. For at least one hour you will have total access to these officials, giving you the chance to discuss your company’s capabilities, provide literature and presentational material and even demonstrate small items of portable kit. DSO will help you to maintain contact and continue dialogue with interested parties post-DSEi.

The programme for 2011 provides 3 ‘Meet the Buyer’ sessions, as follows:

<u>Date/Time</u>	<u>Delegation</u>	<u>Numbers Expected</u>
<b>Wednesday 14 Sept. 1000</b>	<b>Saudi Arabia</b>	<b>Up to 6 officials plus 4 from the Saudi Chemical Company (see flyer below).</b>
<b>Wednesday 14 Sept. 1430</b>	<b>India</b>	<b>Up to 6 Govt officials plus reps from the Confederation of Indian Industry.</b>
<b>Thursday 15 Sept. 1000</b>	<b>USA</b>	<b>Up to 10 officials from the US Foreign Comparative Testing Office.</b>

### Who can attend the ‘Meet the Buyer’ sessions?

Our ‘Meet the Buyer’ sessions are open to all UKTI SMEs, whether or not you are exhibiting at DSEi. However the numbers attending must be proportionate to the number of available delegates to ensure that everybody has ample time to talk to the appropriate officials. UK SMEs (a maximum of two per company) will be allocated places at their preferred session(s) on a ‘first come, first served’ basis. However if demand significantly exceeds available places we reserve the right to restrict representatives to one per company.

### **How much will it cost to attend a 'Meet the Buyer' session?**

Access to the sessions themselves is completely free of charge. Companies exhibiting at DSEi will simply need to report to the DSO Lounge no later than 10 minutes or so prior to the start. Those companies not otherwise taking part in DSEi will need to purchase an exhibition entry ticket from the organisers. Please be aware that an 'early bird' system is in place which means that ticket prices are cheaper the earlier they are purchased. For further information visit [www.dsei.co.uk](http://www.dsei.co.uk).

### **How do I apply to attend?**

If you wish to attend any of our 'Meet the Buyer' sessions simply drop an email to the Small Business Unit at [alexandra.clarke@ukti.gsi.gov.uk](mailto:alexandra.clarke@ukti.gsi.gov.uk) with the following information:

- Name of company
- Nominated reps (maximum of two) and job titles
- Contact emails and phone numbers
- Line of company business (in defence/security sector terms)
- DSEi stand number (if exhibiting)
- The session(s) you wish to attend
- The equipment/services you wish to discuss
- Details of any kit, literature, promotional material, etc you intend to bring to the session

We will be in touch in due course to let you know whether or not we are able to accommodate you. If so you will be sent further information in good time ahead of the event.



**Howard Gibbs**  
**Head, UKTI DSO Small Business Unit**

# SAUDI CHEMICAL COMPANY

INTRODUCING

## THE KSA DEFENCE GATEWAY PROJECT

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**Early in 2011, HRH Prince Khalid Bin Sultan, Assistant Minister of Military Affairs, announced that a minimum of 60% of Saudi Defence requirements would be obtained from an indigenous Saudi Defence Industry.**

The Saudi Chemical Company looks forward to meeting UK SMEs at the 'Meet the Buyer' structured networking session on Wednesday 14<sup>th</sup> September, during the DSEi Exhibition.

We are especially keen to meet companies that are looking to explore potential defence & security business within the Kingdom.

As one of Saudi's most successful private joint stock companies, we are very well placed to assist companies in the following areas of interest:

- Product manufacture in Kingdom, both in support of existing contracts and as a bid partner for future contracts
- Business Development services specific to Saudi Arabia, including introductions, marketing and strategic positioning



[www.saudichemical.com](http://www.saudichemical.com)

