



International
Trade Council
tradeCouncil.org

TRADE MISSION

DUBAI & ABU DHABI

UNITED ARAB EMIRATES (UAE)

21-23 JULY 2025



FACILITATED BY



LEADING WOMEN OF
AFRICA
CORPORATE

**Your Trusted Gateway to Africa
Powered by Women, Driven by Impact.**



+27 71 646 9286



lwacorporate.com



admin@leadingwomenofafrica.com

OVERVIEW

In strategic partnership with the **International Trade Council (ITC)**, **Leading Women of Africa (LWA) Corporate** is proud to lead the mobilisation of African participation in the **ITC Trade Mission to the United Arab Emirates (UAE)**.

The International Trade Council's Trade Mission to the UAE offers a premier platform for African businesses to explore high-impact opportunities in trade, investment, and strategic partnerships across Dubai and Abu Dhabi. This three-day mission is hosted by H.E. Sven Jurgenson and is designed to provide direct access to C-level decision-makers, government leaders, and global investors.

This collaboration aims to ensure that African producers, exporters, and service providers gain access to one of the world's most dynamic business hubs, engage in high-level B2B matchmaking, and explore impactful investment and trade opportunities in Dubai and Abu Dhabi.

MISSION OBJECTIVES

- **Connect & Collaborate:** Engage with leaders from national and regional government bodies, industry associations, and multinational corporations.
- **Showcase Opportunities:** Gain insight into premier investment potentials via site visits, cultural tours, and interactive sessions.
- **Drive Sales:** Participate in structured B2B meetings tailored to deliver measurable outcomes.
- **Foster Growth:** Establish long-term relationships with financial institutions, venture capitalists, and strategic investors.

KEY HIGHLIGHTS

- Direct networking with C-level executives, investors, importers/exporters, and government officials.
- Five pre-scheduled B2B meetings per delegate.
- Industry-specific round-table discussions.
- Private sessions with top UAE business and government leaders.
- Cultural immersion experiences and after-hours entertainment.

PROGRAMME SCHEDULE

Day 1 – Dubai (July 21, 2025)

- Welcome Reception & Opening Address by H.E. Sven Jurgenson
- Keynote on Dubai's Business Landscape
- Industry Round-Tables & B2B Meetings
- Cultural Tour & Networking Dinner

Day 2 – Abu Dhabi (July 22, 2025)

- Transfer to Abu Dhabi
- Business Landscape Overview & Government Briefing
- Round-Tables & B2B Engagements
- Site Visit and Cultural Tour
- Networking Dinner & Return to Dubai

Day 3 – Strategic Insights & Closing (July 23, 2025)

- Final Round-Tables and One-on-One Sessions
- Closing Panel & Collaboration Roadmap
- Departure from Dubai

TRAVEL & ACCOMMODATION

- Arrival/Departure: All flights should arrive and depart from Dubai.
- Transfers: Ground transport between cities is included.
- Accommodation: Two nights in Dubai (included); options available for extensions.
- Meals: All meals provided, including curated Emirati and international cuisine.

REGISTRATION FEE

USD \$3,500 per delegate

WHY ATTEND?

Whether you're seeking new markets, global partnerships, or investment capital, the UAE Trade Mission 2025 is your launchpad. It's more than a trade mission, it's your gateway to becoming part of Africa's next global success story.

LWA Contact for Applications:

Email: admin@leadingwomenofafrica.com

Contact: +27 71 646 9286

Deadline for Expression of Interest: 30 June 2025

Shape the Future of Trade. Register Today.

About Leading Women of Africa Corporate

Headquartered in Cape Town, South Africa, **Leading Women of Africa (LWA) Corporate** is a women-led private Trade and Investment Promotion Agency dedicated to delivering innovative, strategic business support to partners across Africa and beyond.

As a trusted gateway to the continent, LWA serves as a first point of contact for funders, investors, manufacturers, and businesses seeking to access Africa's vast market potential and emerging opportunities. Our mission is to increase the participation of women and entrepreneurs in investment, international trade, and enterprise development by facilitating access to markets, finance, and strategic partnerships.

LWA plays a key role in promoting African products and services to global markets, acting as a bridge between African producers and international buyers. By identifying export-ready businesses, we support global trade linkages across sectors such as agribusiness, mining, textiles, pharmaceuticals, and digital services.

Confident in Africa's growth trajectory, LWA is strategically positioned to offer its partners high-impact entry points into dynamic trade and investment ecosystems that enable sustainable growth and business transformation.

Leveraging an expansive network of stakeholders, institutional partners, and sector leaders, LWA is actively building global alliances with organizations that consider Africa central to their long-term growth strategy.

Website: www.leadingwomenofafrica.com | www.lwacorporate.com