EXPANDED GEOGRAPHY

Regional Focus: GCC – UAE, KSA, Kuwait, Bahrain, Oman, Qatar; Morocco; Iran; Egypt; Turkey; and Jordan

Middle East, North Africa & Turkey (MENAT)
The Innovation Buzz
• The region is looking for different sources of revenue to restructure and diversify their economies.
• Developing human capital is a trend being adopted by many economies in MENA.
• New development programs being introduced – UAE Innovation Strategy and Saudi Vision 2030.
• Incubators to encourage innovative start-ups

MENA Markets – Untapped Opportunities
• Iran:
  ✓ Opportunities lie in agriculture, healthcare, mining, water, and education sectors.
  ✓ Banking sector policies are currently under review.
• Return of stability and security in Egypt presents opportunities to further grow bilateral trade, which currently equals to around $500m.
• Burgeoning trade in Jordan, especially in food.
• Expanding presence – opening of Australian Embassy in Morocco and Austrade office in Qatar

Priority Sectors
Changes in agriculture exports to MENA*

Over 48,000 Australian Expats

322 return flights/week between Australia and the Region

470 Australian Companies in MENA

Over 2,000 Australian exporters

104,000 visitors from MENA 2015-2016*

19,360 students from the region*
**Sovereign Wealth Funds**
- Sold some foreign assets, but global investment activity not expected to be impacted drastically
  - Saudi Arabia is creating a US$2 trillion SWF which will invest 50% offshore
  - UAE’s four main SWFs have total assets valued at US$1.25 trillion
  - QIA is diversifying away from Europe, recently restructured internally
  - KIA is world’s oldest SWF, increasing investments in Australia

**Government Related Enterprises**
- Looking for stable investment destinations or taking advantage of commodity cycle lows

**Corporates**
- Driven to expand their global footprint by strategic needs, developing capability, or specific market opportunity

**High Net Worth Individuals/Family Offices**
- Adopting defensive approach to wealth allocation via investments beyond GCC for portfolio diversification

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**INVESTMENT FOCUS IN GCC COUNTRIES**

**FDI ACTIVITY – MEDIUM TERM OUTLOOK**

**INVESTMENTS IN AUSTRALIA**

**INFRA**
- Port Botany & Kembla
- Queensland Motorway
- TransGrid
- Endeavour Energy

**TOURISM**
- One&Only Hayman
- Emirates One&Only Wolgan Valley
- Accor hotels portfolio (ADIA)

**AG & FOOD**
- Hassad Australia
- Neutral Fuels

**RES & EN**
- Cristal Mining Australia
- KUFPEC
- Moree Solar Farm (FRV)
INCREASING REPRESENTATION IN THE REGION
• 5th MENA Connection Seminars in Australia – Nov 2017
• Taste of Australia premium food and beverage event in UAE, Saudi Arabia, and Kuwait – 26 Nov to 4 Dec 2017
• Arab Health in Dubai – Jan 2018
• Gulfood 2018 in Dubai – Feb 2018
• Potential Mining/Water mission – Q1 2018
• Education campaign – Q2 2018
• Potential platform around TIM trade mission
• Regular Webinars across targeted sectors/events
The Austrade offices in each market is additionally supported by the administration teams.

Consular services are available through the Australian Embassy and Consulate in the UAE and Turkey, and through the embassies in Saudi Arabia, Egypt, Kuwait, Qatar, and Iran.
STAY IN TOUCH

Email: Dubai@austrade.gov.au
Like: www.facebook.com/AusUnlimitedUAE
Connect: www.linkedin.com/groups/Austrade-MENA

Austrade Offices in the Region:

Australian Embassies in the Region:
UAE – Saudi Arabia – Iran – Qatar – Cairo – Jordan – Lebanon – Turkey
THANK YOU