



# CIHEA

Canadian International  
Health Education Association

Re: Trade Mission to Middle East in November 2019

Dear CIHEA Member,

On behalf of CIHEA's Board of Directors and the Business Development Committee, I would like to inform you that we are contemplating a second trade mission to the Middle East – leveraging the success of our inaugural mission conducted in April 2018. In keeping with CIHEA's mission to promote Canada's strength in health care and education, the mission is being planned for November 2019; specifically, **November 13<sup>th</sup> to the 20<sup>th</sup>**. This second excursion through the region will provide yet another opportunity to promote your organization's offerings, and to further strengthen the relationships established in previous visits to the region.

Our Business Development Committee is working to solidify a mission schedule; however, we have been strongly encouraged to include the United Arab Emirates (Abu Dhabi and Dubai), Oman (Muscat), Qatar (Doha), and Turkey (Istanbul) into our plans. As you may recall, our members had the opportunity to identify targeted regions through a survey conducted this past winter. The results of this poll have been used to shape the mission, and we are happy to report that all of our members' priority regions will be accommodated in the forthcoming mission.

Over the coming weeks, CIHEA will be hiring a trade mission planner to lead the day-to-day planning and coordination of the mission, and to work closely with our committees to ensure our business development efforts in the region are a success. To further support the mission, we are seeking a fee from all participating members of **CAD \$1,500** to cover some of our expenses (ex. networking events, catering, local transport, etc.). Please note we will require payment by **September 1<sup>st</sup> 2019** to ensure your participation.

I am also pleased to report that our Consulates and Embassies in the region are eager to assist us in our efforts to ensure our members have a productive and rewarding experience. Their involvement will greatly increase your organization's ability to promote your offerings to influential partners.

I am looking forward to planning this mission with your support, and I remain confident that our second mission to the region will yield fantastic results for participating members. Stay tuned for more information. In the interim, please **indicate by July 31<sup>st</sup>** via email to [info@cihea.ca](mailto:info@cihea.ca) should you wish to participate in the forthcoming mission.

Best regards,

Andrew Padmos, BA, MD, FRCPC, FACP, FRCP, FRCP (Lon)  
Board Chair, CIHEA

Craig Ceppetelli  
Chair, Business Development Committee