

Agenda

Commercial development in the Middle East

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| 09.00 – 09.30 H | WELCOME - ROUND TABLE |
| 09.30 – 10.00 H | PRESENTATION OF THE MIDDLE EAST AREA |
| 10.00 – 10.30 H | CULTURAL DIFFERENCES BETWEEN THE MIDDLE EAST & GERMANY |
| 10.30 – 11.15 H | DISTRIBUTION NETWORKS IN THE MIDDLE EAST |
| 11.15 – 11.30 H | SHORT BREAK |
| 11.30 – 12.15 H | COMMERCIAL CONDITIONS |
| 12.15 – 12.45 H | COMMUNICATION TOOLS |
| 12.45 – 13.00 H | Q&A |