



Unlocking the Middle East
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Royal college of Physicians, Dublin

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The Irish Experience

- **Market Entry**
- **Existing Competencies**
- **Islamic Rules**
- **Cultural**
- **Two Way Street**

Today's Seminar

- **Middle East from various angles:**
 - **Business Generation**
 - **Market Entry**
 - **Regulatory**
 - **Investments**
 - **Director's View**
- **Q&A at the end – Carte blanche**

