



JOIN EXPORT MT ON A TRADE MISSION TO
UNITED ARAB EMIRATES
May 4 - 8, 2026



COMMERCE

AN INVITATION TO EXPLORE BUSINESS OPPORTUNITIES IN THE UNITED ARAB EMIRATES



I am pleased to invite you to participate in Montana's trade mission to the United Arab Emirates (UAE), May 4-8, 2026.

UAE offers an ideal platform due to its business-friendly environment, strategic connectivity, and status as a commercial hub that serves more than 2.5 billion consumers across the Middle East, Africa, Asia, and parts of Europe.

Economic indicators underscore the opportunity: the UAE has been the top US export market in the Middle East and Africa since 2009. Its economy is growing rapidly; real GDP expanded by 4% in 2024 and is projected to grow 4.4% in 2025 and 5.4% in 2026. Government investment in digital infrastructure aims to lift the digital economy from 12% to 20% of non-oil GDP by 2030, while food & beverage, healthcare, personal care, and agritech sectors are experiencing record growth.*

This Montana trade mission will provide you with excellent opportunities to initiate or expand your business profile in the Middle East, as Montana companies are well-positioned to benefit from exports there. Based on previous missions' successes, we know that this is a very affordable way to increase your international sales. I hope you can join us!

Sincerely,



Rebecca Bruno
International Trade Officer, Export MT
Montana Department of Commerce

**Source: T&A Consulting*



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WHY UNITED ARAB EMIRATES?

Market Opportunities

Top U.S. export sectors to the UAE are driven by the UAE's economic diversification, major projects, and focus on innovation, with strong demand for advanced equipment, tech, and consumer goods. Key export products also involve transportation equipment, electronics, chemicals, and pharmaceuticals, with the UAE serving as a regional trade hub.

Leading sectors for U.S. exports include**:

Aerospace & Aviation: Major opportunities in defense technology, aircraft, and aviation services, with significant orders for American-made planes and tech.

Technology & Digital Economy: Strong demand for AI, cloud computing (Microsoft, Google presence), cybersecurity, and digital infrastructure.

Energy: Collaboration in oil & gas extraction/refining tech, alongside major investments in renewable energy (solar, clean tech) and sustainable solutions.

Healthcare & Life Sciences: Opportunities in pharmaceuticals, medical devices, health services, and biotech.

Construction & Infrastructure: Billions invested in major projects (transport, water, energy, petrochemicals), creating demand for design, construction, and related tech.

Food & Agriculture: Growing market for U.S. consumer-oriented goods like fresh fruit, poultry, dairy, tree nuts, organic foods, and prepared meals.

Defense & Security: Continued strong ties and demand for U.S. defense systems and security technology.

Selling Factors and Techniques

There are a variety of selling factors and techniques to keep in mind when doing business in the UAE. Understanding the business culture of the UAE is crucial to success. The UAE business style emphasizes personal relationships and integrity. Because personal relationships emblematic of the UAE business environment take time to nurture, it is important to invest time in the market, establish a local presence or, at the very least, make frequent contacts and visits. **Face-to-face contact and participating in local trade events are essential.**

Culturally, the UAE is relatively less conservative than some other Gulf States. English is widely spoken but sensitivity to local traditions and Islamic beliefs remains essential.

There is a growing emphasis on quality, after-sales service, maintenance requirements, and cost. U.S. products and services have an excellent reputation for advanced technology, quality, and durability. However, U.S. companies face tough competition from foreign companies that may have a larger or more active presence in the region or offer lower prices. Providing after-sales maintenance services is essential and can be supported by establishing a presence in the UAE or appointing a trained service agent. **A local sponsor, agent, or partner can help with access and influence in relevant business circles, distribution channels, and customers.**

Price is an increasingly important factor in the UAE. For selling to traders, an important business model in the UAE, there is no substitute for being price competitive. Government procurement also places heavy emphasis on selection of the low bidder and bidders with a presence in the UAE market, as long as the lowest price bidder is compliant with all technical and vending specifications.**

**Source: [Country Commercial Guides](#)

WHO WILL HELP?



Saurabh Khanna
T&A Consulting

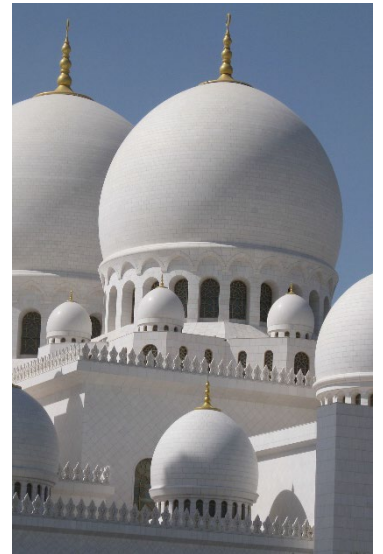


We have engaged a trusted partner, **T&A Consulting**, with offices in the Middle East ([website](#)), as our contractor for the proposed mission. They have extensive expertise and connections throughout the region.

T&A Consulting Americas, Inc. is a global strategic advisory firm, operating offices in the Middle East, giving them on-the-ground networks throughout the Gulf region. Their core competencies include economic development advisory, market intelligence and internationalization support for innovation agencies, high-growth enterprises, and strategic investors.

They have supported several agencies from the Americas in capturing opportunities across the UAE and the Middle East. Their work includes conducting in-depth market research and competitor analysis for export-ready companies, providing detailed assessments of the UAE's e-commerce landscape and consumer preferences across apparel, food and personal-care categories, and organizing high-level B2B meetings and sector-focused roundtables to connect exporters with key Emirati partners.

Building on this foundation, T&A has developed a strong and active network across the UAE's energy, industrial, and technology ecosystems ranging from utilities, EPC contractors, and project developers to distributors, solution integrators, and major industrial buyers.



HOW DOES A TRADE MISSION WORK?

This trade mission will be a group of up to 10 Montana businesses plus one staff member from the Montana Department of Commerce's Export MT team traveling to the United Arab Emirates for a customized itinerary of business meetings. This is the fastest and most cost-effective way to initiate partnerships in the region. We help you with:

INITIATION

JAN - FEB: We work with you to learn what you need for each market.

RESEARCH & PLANNING

MAR - APR: We give you a list of prospective partners for each country to approve and prioritize. We then approach your approved partner prospects to request in-person meetings for our time in-country.

TRADE MISSION

MAY: You will meet our staff, our in-country team, and the other Montana companies in the United Arab Emirates for a customized itinerary of business meetings. Staff will also set up no-host Montana dinners.

POST MISSION SUPPORT

Afterward, if you need more help with meetings or follow-up, we can assist with anything you might need to be successful in making those connections. You may also use our STEP grant to help with registering trademarks or filing patents in-country, follow-up sales visits in-country, etc.

WHO CAN PARTICIPATE?

Because the trade mission is customized for each participant...

**companies of all sizes and
with any product or service**

...can benefit.

WHAT IS THE COST?

Base mission fee _____ \$5,000

If STEP grant funds become available, we will be able to reimburse 50% of the mission fee + \$2,000 of your travel expenses.

WHAT RESULTS ARE EXPECTED?

- \$400,000 in new exports*
- a return on investment of 80:1**

**Based on average results over 18-24 months for companies who participated in previous trade missions*

***Based on net cost*

QUESTIONS?

Contact Rebecca Bruno with questions about the mission:

(406) 804-9334 | rbruno@mt.gov

PROPOSED MISSION ITINERARY

Friday, May 1	Depart Montana
Saturday, May 2	In flight + time difference
Sunday, May 3	Arrive in United Arab Emirates UAE Market Briefing
Monday, May 4	UAE meetings No-host Montana dinner
Tuesday, May 5	UAE meetings (Include other city info?) No-host Montana dinner
Wednesday, May 6	UAE meetings No-host Montana dinner
Thursday, May 7	UAE meetings No-host Montana dinner
Friday, May 8	UAE meetings
Saturday, May 9	Return to Montana



MISSION REGISTRATION

REGISTRATION DEADLINE:
FEBRUARY 28, 2026

Fill out the [STEP grant application online](#) by the deadline above.

Select *International Trade Missions*, then *United Arab Emirates Trade Mission*.

[View this instructional video](#) or contact Justin Bilyeu with questions or for assistance:
406-425-3050, jbilyeu@mt.gov.



[Based on previous mission attendees' feedback, we know that **this is the fastest, most cost-efficient way to initiate partnerships in foreign markets.**]



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