

U.S.-Afghanistan Franchising Trade Conference

Business Match-Making Event

Why should my business participate?

This is an opportunity to expertly explore a new market opportunity with the expertise and support from the International Trade Administration (ITA). ITA will provide customized market and industry briefings with our Senior Commercial Officer in Kabul as well as other U.S. Government experts at the U.S. Embassy – Kabul. Most importantly, ITA will recruit vet Afghan businesses and schedule matchmaking meetings with those that best match your needs and goals. In addition, ITA will arrange for industry site visits in Kabul and meetings with key industry stakeholders.

How is this different from other U.S. Department of Commerce trade missions?

Unlike traditional trade missions conducted by ITA, this trade event will be more targeted and potent. There will be no more than four U.S. companies participating in the delegation, offering you more one-on-one attention with both the U.S. Government officials supporting this event and the Afghan private sector stakeholders and participants. This event is designed to be 100% business focused, providing you with the specific information and access needed to allow you to pursue potential opportunities in Afghanistan. There will be no other policy or political objectives to detract from the business focus of this event.

Who will be a part of the U.S. delegation?

The delegation will consist of no more than four U.S. companies from the same overarching sector. A U.S. Government representative will meet you in Dubai and accompany you to Kabul.

Who will I meet in Afghanistan?

You will meet with Afghan business representatives from relevant sectors, Afghan private sector stakeholders and senior U.S. Government officials in Kabul (e.g., Director of the American Chamber of Commerce in Afghanistan, Ministry of Commerce and Industry officials, industry association representatives, etc.).

What is the schedule?

The following is a general outline of the trade conference schedule. This may vary pending on the industry and availability of key stakeholders. With the exception of an afternoon U.S. Embassy briefing, this schedule maximizes business-to-business interactions and enables you to understand the business environment in Afghanistan first hand.

Travel Day (Dubai)

Optional evening meeting at the Le Meridian Hotel Dubai

Day 1

Arrive in Kabul [3:30pm Safi flight]
Introductory dinner with the team

Day 2

Morning site visits

Lunch w/ Embassy Officials

Embassy briefings in the afternoon

Welcome Reception & Dinner with American Chamber of Commerce

Day 3

Matchmaking sessions @ hotel

Dinner – Corporate sponsored

Day 4

Matchmaking sessions @ hotel

Delegation debrief lunch (unsponsored)

Time for follow up matchmaking

Departure [6:30pm Safi flight]

COST

How much will this cost my business?

The cost of travel, accommodations, and majority of your meals will be at your expense. The estimated cost is \$2,850 (per person). However, this total will vary pending on the actual costs of airfare and hotel at the time of booking.

- Roundtrip airfare (Washington, DC ↔ Dubai, UAE ↔ Kabul, Afghanistan) = \$1500
- 1 night hotel accommodations and meal in Dubai = \$250
- 3 nights hotel accommodations in Kabul = \$900
- 4 days of meals and incidentals at hotel = \$200

What does the U.S. Department of Commerce provide?

The U.S. Department of Commerce is responsible for the following:

- 1) Recruitment and vetting of U.S. delegation
- 2) Recruitment and vetting of Afghan private sector participants
- 3) All trade conference related transportation in Afghanistan
- 4) Guidance to U.S. delegates on travel arrangements and related details
- 5) Trade conference welcome reception and dinner (Day 1)
- 6) Embassy lunch (Day 2)
- 7) Hotel conference room space for matchmaking sessions (Day 3-4)

DRESS CODE

What is appropriate to where during this conference?

The dress code is business to business casual. For men this is the international standard of suit and tie (optional).

For women, it is recommended to avoid wearing clothing that exposes significant amount of skin (e.g., sleeveless shirts, skirts, low-cut shirts, etc.) or clothing that is extremely tight. Appropriate women's business attire includes pant suits and slacks with long-sleeved blouses. Also, head scarves are recommended, but not required.

Sturdy (i.e., rubber soled, low heel) business appropriate shoes are highly recommended for both men and women.

FLIGHTS & HOTELS

Which flights should I book?

We recommend you take the most direct flight from your point of origin to Dubai International Airport (DBX). The following U.S. airports have direct flights to DBX:

- Washington, DC (IAD) – United and Emirates
- Atlanta, GA (ATL) - Delta
- Los Angeles (LAX) - Emirates
- San Francisco (SFO) - Emirates
- New York (JFK)- Emirates

Which hotel should I stay at in Dubai?

Le Méridien Dubai

Airport Road

PO Box 10001

Dubai, United Arab Emirates

Phone: (971)(4) 217 0000

<http://www.lemeridien-dubai.com/>

Which hotel should I stay at in Kabul?

This information will be provided at a later date. The hotel we recommend will also be the site of the welcome reception and all match-making sessions.

VISAS

Do I need an Afghan Visa to participate in this trade conference?

- Yes, you must obtain an Afghan visa for this trip.
- Make sure your current passport is valid, does not expire for at least six months, and contains at least three blank pages.
- Apply for your visa ASAP – application and processing instructions available at: <http://www.embassyofafghanistan.org/visa.html>
- Submit four weeks (or more) in advance of your departure date.
- Please send electronic copies of your passport and visa application documents to Jessica Christopher at AfghanBiz@trade.gov upon submission.

How to I complete the following Afghan visa application fields?

- Visa type: single-entry
- Purpose of journey: business
- Entry date: *[will be provided by our office]*
- Duration of stay: four days
- Address in country: *[will be provided by our office]*
- Sponsor letter: *[will be provided by our office]*

I am transiting through UAE; do I need a UAE Visa?

- No, with a U.S. passport, no advance visa arrangements are required to visit the UAE.
- Simply disembark your flight at Dubai International Airport and proceed to Immigration, where your passport will be stamped with a 30-day visit visa, free of charge.

APPLICATION

How do I apply to participate in this event?

If you would like to be considered to participate in this trade event, please email AfghanBiz@trade.gov to request an application. This application will need to be completed and returned by the deadline listed on the application. The Afghanistan Investment and Reconstruction Task Force will review your application and respond within five business days from the application deadline.

POINTS OF CONTACT

Check us out at <http://www.trade.gov/afghanistan/Afghanistan-Trade-Conference>. While you're there, be sure to register for automatic email updates!

Ms. Rachael Lammers

Afghanistan Investment & Reconstruction
Task Force
U.S. Department of Commerce
U.S. Embassy - Kabul, Afghanistan
Office: 301-490-1042, x7978
lammersrm@state.gov

Mr. David Marsden

Economic Growth Advisor, Technical Services
U.S. Agency for International Development
Office of Afghanistan & Pakistan Affairs
1300 Pennsylvania Ave., NW, Washington, DC
Office: 202-712-5193
dmarsden@usaid.gov

Ms. Jessica Christopher

Afghanistan Investment & Reconstruction Task Force
U.S. Department of Commerce
1401 Constitution Ave., NW, Washington, DC
Office: 202-482-0186
Jessica.christopher@trade.gov