



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

معرفة التجارة الأمريكية العربية الوطنية



U.S.-U.A.E. Business Council
usuaebusiness.org

Committed to expanding trade and commercial opportunities between the U.S. and the U.A.E.*

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Dubai Electricity and Water Authority Visit to the U.S. Highlights Commercial Infrastructure Opportunities for U.S. Businesses

Week-Long Reverse Trade Mission Visits New York, San Francisco, Los Angeles, Houston, and Austin

The Dubai Electricity and Water Authority (DEWA), in partnership with the National U.S.-Arab Chamber of Commerce (NUSACC) and the U.S.-U.A.E. Business Council, participated in a Road Show to New York City, San Francisco, Los Angeles, Houston, and Austin, and met with close to 300 business leaders and executives. The weeklong visit, supported by the U.S. Commercial Service and local industry partners in each city, featured presentations by senior DEWA officials Mr. Ahmed Abdullah Al Marzouqi, Senior Manager for External Corporate Communication, and Mrs. Nourma Al Masri, Manager for Administrative Services.



DEWA representatives met with close to 300 business leaders and executives in five U.S. cities.



“This visit to key markets across the United States was designed with our strategic partners to enhance DEWA’s already strong engagement with American industry and policy leaders,” said Al Marzouqi. “Opportunities for international trade and commercial partnerships in the infrastructure, energy, and technology sectors – among others - will only increase with the recent awarding of World Expo 2020 to Dubai and the U.A.E.’s established economic development goals for the next few decades.”

“Our goal for this visit to the U.S. is to present DEWA as a viable partner for international firms looking to work in the U.A.E. and the broader MENA region,” said Al Masri. “DEWA is a conduit for energy and water technological innovation, and it actively surveys potential commercial partnerships with American industry.”



Ahmed Abdullah Al Marzouqi, DEWA Sr. Manager for External Corporate Communication, positioned UAE business opportunities in the context of Dubai's recent awarding of World Expo 2020.

David Hamod, President & CEO of the National U.S-Arab Chamber of Commerce, remarked, “We are honored to welcome DEWA back to the United States and to connect them with business leaders across the country.” He concluded, “This visit provided American business leaders with a glimpse into the many commercial and investment opportunities for international partnership as DEWA works to deliver sustainable energy solutions supported by cutting-edge technology.”

“DEWA is a shining example of Dubai and the U.A.E.’s ability to match vision with commitment to meeting sustainable economic development goals put forth by the country’s leadership,” said Danny Sebright, President of the U.S.-U.A.E. Business Council. “This Road Show is an important opportunity to share best practices and information about the global energy, utility, and infrastructure markets.”



Nourma Al Masri, DEWA Manager for Administrative Services, was very detailed in her presentation of DEWA’s profile and the opportunities available to interested US companies.



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New York



DEWA's visit to the U.S. was in partnership with the National U.S.-Arab Chamber of Commerce and the U.S.-U.A.E. Business Council, represented by Danny Sebright, President.

The visiting DEWA delegation began its U.S. tour in New York City at the New York Institute of Technology and was welcomed by the U.S.-U.A.E. Business Council's President, Danny Sebright, and Amin Salam, Vice President of Business Development for NUSACC. The event was widely attended by members of the broader New York metropolitan area and international stakeholders, and provided a unique opportunity for engagement between DEWA officials and local business leaders. The discussion, highlighted by a formal presentation from DEWA's Al Marzouqi and Al Masri, was supported by the Greater New York Chamber of Commerce, the New York

City Economic Development Corporation, and the World Trade Center of Northern New Jersey. Following the formal program and Q&A, DEWA officials met and held meetings with U.S. industry counterparts to discuss commercial opportunities in Dubai and the U.A.E.

"DEWA's projects are the backbone of Dubai's Infrastructure, as energy and water are the sources of life for communities and nations around the World, noted Salam. "DEWA is looking for world-class partners to provide the best quality and the most advanced technology solutions for their sustainable development efforts. NUSACC, in partnership with the U.S.-U.A.E. Business Council, was delighted to arrange a morning networking business session, and to introduce and connect DEWA Executives with over 65 New York area companies in the fields of energy and water."

Mark Jaffe, President and CEO of the New York Chamber of Commerce, expressed his appreciation for DEWA's visit to New York and noted, "These international trade events allow our membership the opportunity to be involved with important infrastructure development projects that help bridge the gap between cultures while building economic security for the Chamber and its partners."



San Francisco Bay Area

The delegation traveled to San Francisco to attend a full day of briefings and meetings with local infrastructure, energy, technology, and industry players. In the morning, DEWA was welcomed to Mill Valley, California for a briefing with local industry business leaders. Following welcome remarks from Elizabeth Krauth, Director of the North Bay U.S. Commercial Service Export Assistance Center, Al Marzouqi and Al Masri delivered a presentation on DEWA and trade opportunities for firms looking to break into or enhance market presence in the U.A.E. and broader Middle East North Africa (MENA) region. The DEWA delegation also enjoyed a roundtable lunch with high level local business leaders at the Akin Gump law firm office in downtown San Francisco, before heading to the Computer History Museum in Mountain View for an evening briefing on Dubai energy and infrastructure development with entrepreneurs and the tech community, co-hosted by the U.S. Commercial Service's Shannon Fraser.

"There is a clear connection between Dubai and Silicon Valley," noted Fraser. "Both communities support ambitious innovation, training, and entrepreneurship visions, along with resources and commercial partnerships to successfully meet their economic development goals."

Added Krauth, "The Bay Area offers our guests from DEWA an opportunity to meet and exchange information about the current state and future trajectory of energy, water, infrastructure, and technology industries in the United Arab Emirates, here in California, and around the United States."



DEWA delegates and northern California business leaders met at the offices of Akin Gump in San Francisco for a roundtable lunch discussion on Dubai energy and water infrastructure opportunities.



Dante Caravaggio, Parsons Executive Vice President and Global Business Development Director, said, "I learned a great deal from the DEWA presentation about Dubai's future energy plans—and I realized that our firm needs to continue increasing its energy focus in the region."

"It was an honor to host DEWA at Akin Gump's office in San Francisco," said Natasha Kohne, Managing Partner, Akin Gump, Abu Dhabi office. "The National U.S.-Arab Chamber of Commerce and the U.S.-U.A.E. Business Council did a superb job helping to organize this informative event. It was a special experience to explore business and collaboration opportunities in the U.A.E. and the GCC right in our own back yard."

Los Angeles



Carlos Valderrama, Senior Vice President of Global Initiatives at the Los Angeles Area Chamber of Commerce: "Highlighting the work and strategic vision of DEWA for local executives effectively opens doors for potential partnerships."

DEWA met in Los Angeles with LA Department of Water & Power officials. During the meetings, Al Masri presented DEWA's strategic objectives, current projects, and projections of utility demand in Dubai and the U.A.E. for the next few decades. In the evening, DEWA, in partnership



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with the Los Angeles Area Chamber of Commerce, NUSACC, and the U.S.-U.A.E. Business Council, hosted local business leaders and industry experts in downtown LA. The event provided stakeholders from the U.S., U.A.E., and broader business community with the opportunity to share ideas and best practices for sustainable infrastructure and utility innovation. The event was emceed by Carlos Valderrama, Senior Vice President of Global Initiatives at the Los Angeles Area Chamber of Commerce, and featured welcome remarks by Jasmin Navarro, NUSACC Director of External Affairs, and the U.S.-U.A.E. Business Council's Director Brian Principato.

"Los Angeles is a global city and business hub, and shares Dubai and the U.A.E.'s vision for increased global engagement with industry leaders around the world," said Valderrama. "Highlighting the work and strategic vision of DEWA for local executives effectively opens doors for potential partnerships."

Navarro remarked that California is on the forefront of clean energy and water technologies, with state and local government leading the efforts on high environmental standards. Noted Navarro, "Connecting our partners in the region such as DEWA, with these industry leaders, reveals the common problems facing our two regions, and the wealth of opportunities to share solutions."

Houston



Toby Stephens represented Greenspoint District and thanked DEWA for the visit, which he called "very timely."

Al Masri met with local city officials and members of the Houston business community, starting with a business briefing event hosted by DEWA, held in partnership with NUSACC and the U.S.-U.A.E. Business Council, and with the support of the U.S. Commercial Service, Greater Houston Partnership, and Houston's Greenspoint District. The formal program featured a presentation by DEWA and remarks by Alan Richel, Senior International Trade Specialist at the U.S. Commercial Service; Toby Stephens, Economic Development Manager for the Greenspoint District; and Jamal Bafagih, Director of NUSACC's Houston Office.

"I enjoyed the opportunity to be at the event, to meet some current and prospective clients," said Richel. "I think the



presentation by Al Masri of DEWA was excellent and offered great opportunities for U.S. companies to pursue business in the dynamic market that is Dubai. I thank the U.S.-Arab Chamber of Commerce and the U.S.-U.A.E. Business Council for bringing this event to Houston.”

Bafagih said, “Dubai and the U.A.E. have witnessed phenomenal growth in their economy and population growth in recent years. This growth has highlighted the need for more developed energy and water infrastructure. With Dubai just recently having been awarded the honor to host the Middle East's first ever World Expo in 2020, the appetite has more than doubled.”

“I am confident that DEWA has come to the right place for top-of-the-line power generation solutions and water technologies,” Bafagih added. “The United States is a market leader in this area. I hope that the visit by DEWA will help pave the way to finding the solutions Dubai needs for the increasing demands faced at DEWA.”



NUSACC’s Director in Houston Jamal Bafagih welcomed company executives to the DEWA stops in Houston and Austin.



A large number of power and water companies from the Houston metropolitan area participated in the DEWA Road Show.

Photo credit: Many thanks to Jaa St. Julian, NewswireHouston.com for the Houston photos.



Austin

The final stop on the USA tour took DEWA to Austin, TX, to meet with city and state officials, and members of the Austin business community. The State of Texas officials, including Michael Treyger, Manager of International Business at the Office of the Governor, supported and participated in the event, and were actively engaged with the visiting DEWA and NUSACC representatives. The day was anchored by a business briefing hosted by DEWA in partnership with NUSACC, the U.S.-U.A.E. Business Council, and CleanTX, and with the support of the U.S. Commercial Service. Al Masri delivered a presentation to the Austin business community following welcome remarks from the U.S. Commercial Service's Karen C. Parker, CleanTX's Executive Director Andrea Ricourte, and NUSACC's Bafagih.

"Austin is one of the most dynamic cities in the United States," said Ricourte. "One thing we share with Dubai is vision – vision to move our city to the forefront of sustainability while assuring the long-term economic vitality and longevity of our beautiful city and state."

The policy programs were designed for each city with the intent to build upon DEWA's earlier engagement with American stakeholders, inform potential partners about commercial opportunities, and provide updates about Dubai and the U.A.E.'s rapidly growing infrastructure sector. DEWA's Al Marzouqi and Al Masri confirmed the organization's commitment to building strong relations with the U.S. business community and government authorities, and to welcoming stakeholders in each city to visit Dubai and learn more about the commercial landscape first-hand.



Andrea Ricourte, Executive Director for CleanTX:
"One thing we share with Dubai is vision – vision to move our city to the forefront of sustainability while assuring the long-term economic vitality and longevity of our beautiful city and state."

"We were honored to work with partners to highlight the DEWA delegation in key markets around the country in line with our joint mission to strengthen industrial ties between the U.S. and the U.A.E.," said Danny Sebright, U.S.-U.A.E. Business Council President. NUSACC President David Hamod agreed, saying "Our mission to promote, support, and strengthen U.S.-Arab



business and economic cooperation was successfully accomplished in all five cities of the DEWA Road Show, and we thank DEWA for giving NUSACC the opportunity to be of service."

Before her departure from the United States, Al Masri remarked, "DEWA is very grateful to the National U.S.-Arab Chamber of Commerce, the U.S.-U.A.E. Business Council and all the organizations that made this trip to the U.S. a success, and we look forward to building upon this important engagement opportunity to create and strengthen relationships with our counterparts from American industry." Al Masri added, "U.S. businesses should also seriously consider participating in the forthcoming Water Energy Technology and Environment Exhibition (WETEX) in April 2015 and take advantage of the event to meet with industry players in the U.A.E. and region."



DEWA's final leg of the Road Show in Austin, TX brought together city and state officials, the U.S. Commercial Service, partners NUSACC and the U.S.-U.A.E. Business Council, sponsor CleanTX, and members of the Austin business community.

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About DEWA:

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



Dubai Electricity and Water Authority's main mandate is to provide an adequate and reliable supply of electricity and water for the Emirate and people of Dubai. To achieve that goal, DEWA is tasked with and runs numerous energy and water related projects valued at billions of dollars around the Emirate of Dubai. DEWA is also a member of Dubai's Supreme Council of Energy (DSCE) and takes a leadership role in energy matters in the Emirate of Dubai.

For more information, visit: www.dewa.gov.ae.

About NUSACC:

The National U.S.-Arab Chamber of Commerce (NUSACC), established over 40 years ago, is America's longest serving organization dedicated to U.S.-Arab business. The mission of the Chamber is to "promote, support, and strengthen U.S.-Arab business and economic cooperation." On a daily basis, NUSACC works closely with government and private sector leaders throughout the Arab world, as well as high-level decision-makers in the U.S. business community, public policy research centers, multilateral institutions, nongovernmental organizations (NGOs), media, and the U.S. Government. With this in mind, NUSACC is uniquely positioned to link business entities in the United States to their counterparts in the 22 Arab countries.



For more information, visit: www.nusacc.org.

About the U.S.-U.A.E. Business Council:

The U.S.-U.A.E. Business Council is a progressive business advocacy organization solely committed to the advancement of the trade and commercial relationship between the United States and the United Arab Emirates. The U.S.-U.A.E. Business Council provides its diverse membership unparalleled access to senior decision makers in business and government in the U.A.E. and in the U.S. The Business Council actively works to ensure that the U.S. and U.A.E. remain attractive



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destinations for foreign direct investment by conducting effective policy advocacy, undertaking various trade promotion initiatives, providing ongoing updates on the business climate in both countries, and helping develop strategic relationships between U.S. and U.A.E. business and government officials.

For more information, visit: www.usuaebusiness.org.

About the U.S. Commercial Service:

The U.S. Commercial Service (USCS), part of the U.S. Department of Commerce, assists and advocates for U.S. businesses in international markets. The USCS has offices around the country and around the world to facilitate U.S. exports.



For more information, visit: www.trade.gov/cs/.