



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

عرفة التجارة الأمريكية العربية الوطنية

FOR IMMEDIATE RELEASE
October 5, 2015
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U.S. - ARAB CHAMBER HOSTS DUBAI SILICON OASIS AUTHORITY (UAE) VISIT TO CALIFORNIA

Los Angeles, California – The National U.S.-Arab Chamber of Commerce (NUSACC) recently organized a visit to California by senior officials from the Dubai Silicon Oasis Authority (DSOA) in the United Arab Emirates (UAE). The Emirati delegation was led by H.E. Dr. Mohammed Al Zarooni, CEO of the DSOA, as well as Director General of the Dubai Airport Free Zone and Chairman of the World Free Zone Organization. Dr. Al Zarooni was joined by the DSOA's Executive Vice President, H.E. Dr. Juma Al Matrooshi, Mr. Amin Salam, NUSACC's Vice President for Business Development, and Mr. Mounir Ghaly, Director of NUSACC's West Coast office (based in Los Angeles).

The high-level delegation visited Northern California (Silicon Valley) and Southern California (Los Angeles), where delegates spent time with H.E. Abdulla Alsaboosi, the UAE Consul General in Los Angeles. The Consul General noted, "The Dubai Silicon Oasis Authority is one of the UAE's leading institutions when it comes to technology transfer and capacity-building among young professionals. I was delighted to support this visit to Southern California, and I thank NUSACC for its role in organizing meetings with top U.S. companies here."



Visiting MSC Software, a leader in simulator and virtual prototyping technology (from left to right): Mounir Ghaly, NUSACC LA Director; Aaron Young, MSC Talent Acquisition; Douglas Neill, MSC VP of Product Development; H.E. Dr. Mohammed Al Zarooni, DSOA CEO; Kevin Rubin, MSC CFO; H.E. Dr. Juma Al Matrooshi, DSOA EVP; and Amin Salam, NUSACC VP of Business Development.

"The National U.S.-Arab Chamber of Commerce was honored to be part of this important visit to California, where we have maintained a full-time office for decades," said David Hamod, President & CEO of NUSACC. "We are particularly pleased to bolster the work of Dr. Al Zarooni and the DSOA, which has been a consistent supporter of NUSACC's annual High Tech Road Show. The leadership of the United Arab Emirates, including the DSOA, recognizes that cutting edge technologies are the gateway to the future."

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The visit focused on building direct connections between the DSOA and top technology companies in the United States, with a special emphasis on small and medium-sized enterprises (SMEs).

“Our presence here in the United States is a reflection of the growing commercial relationship between the United Arab Emirates and the United States,” said Dr. Al Zarooni. “Dubai is embarking on the largest-scale infrastructural and advanced technology expansion in our nation’s history, and we are giving U.S. companies an opportunity to be key partners of that expansion.” He observed that Dubai, “because of its advanced and strong trade infrastructural platforms, serves as a gateway to markets around the globe.”

Dr. Al Zarooni also praised NUSACC, saying, “We would like to thank the Chamber for this very well-designed and organized business development mission to the United States. The quality and relevance of the meetings were excellent, and NUSACC gave us the opportunity to access the best technology business network in Silicon Valley and Los Angeles.”

Visit to Northern California / Silicon Valley

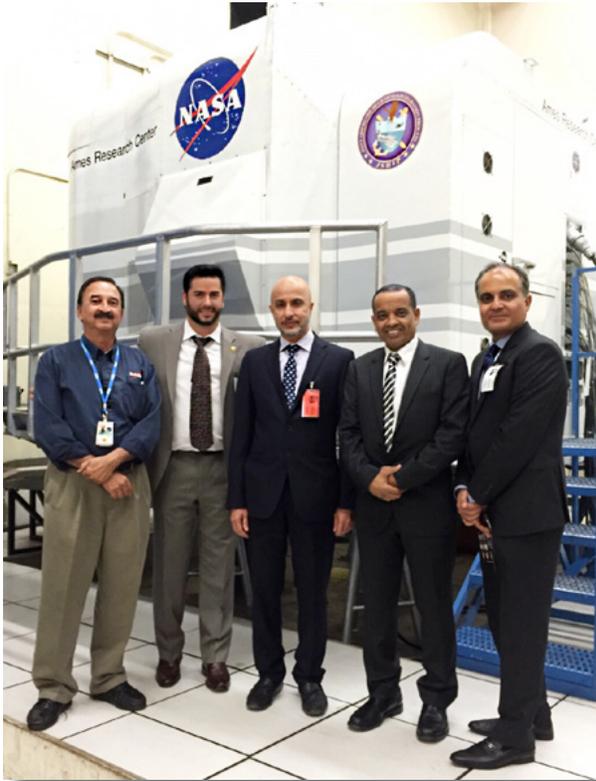
Day One

The visit kicked off in San Francisco, where CEOs and C-level executives from leading technology companies in the Bay Area and Silicon Valley received the DSOA delegation. The first day of meetings included a session with Vantage Point, a leading venture capital firm managing over \$4 billion dollars of technology portfolios, with a special focus on energy innovation and efficiency. Discussions centered on the future of renewable energy and methods of sustainability. Stephan Dolezalek, Managing Director of Vantage Point, observed, “Dubai is on our scope. We have visited the UAE many, many times, and we are glad today to meet with the leadership of DSOA, giving us a direct connection to our future plans in the region.”



Overlooking the Pacific Ocean in Malibu, CA (left to right): Amin Salam, NUSACC’s VP of Business Development; H.E. Dr. Mohammed Al Zarooni, CEO, DSOA; and H.E. Dr. Juma Al-Matrooshi, EVP, DSOA.

The DSOA delegation also visited SkyDeck/University of California Berkeley Center for Entrepreneurship and Technology, a joint venture among UC Berkeley’s College of Engineering, the Haas School of Business, and the Office of the Vice Chancellor for Research. Ms. Caroline Winett, Executive Director of SkyDeck, discussed recent developments within DSOA’s incubator space, including an incubator based in the DSOA that hosts over 200 companies. Winett expressed a keen interest in exploring future cooperation with the UAE in general and with DSOA in particular.



Ames NASA Research Center's R&D and simulation labs (left to right): Girish Chachad, Outreach Manager, NASA Aerospace Simulation Labs; Amin Salam, NUSACC VP of Business Development; H.E. Dr. Mohammed Al Zarooni, CEO, DSOA; H.E. Dr. Juma Al-Matrooshi, EVP, DSOA; and Nand Ramchandani, CEO Danon Holdings.

The delegation's first day of meetings concluded with an exclusive visit to Ames NASA Research Center, where DSOA leadership met with Gary Martin, Director of the Partnerships Directorate of NASA, the National Aeronautics and Space Administration. Discussion revolved around potential collaboration in the space industry and other NASA-related programs, including astrobiology, small satellites, robotic lunar exploration, the search for habitable planets, supercomputing, intelligent / adaptive systems, advanced thermal protection, and airborne astronomy. Dr. Al Zarooni highlighted the UAE's growing emphasis on space programs, and DSOA and NASA agreed to explore future cooperation. Following the meeting, delegates enjoyed an exclusive tour of the research center's R&D and simulation labs.

Elsewhere in the San Francisco / Silicon Valley area, delegates visited OSIssoft and Trimble. OSIssoft delivers the PI System, which it describes as the industry standard in Enterprise Infrastructure for the management of real-time data and events. With over 10,000 customer installations in more than 110 countries spanning the globe, the OSIssoft PI System is used in manufacturing, energy, utilities, life sciences, Trimble integrates a wide range of positioning

data centers, facilities, and process industries. technologies, including GPS, laser, optical and inertial technologies with application software, wireless communications, and services to provide complete commercial solutions. Trimble products are used in over 150 countries around the world.

Day Two

The second day in San Francisco / Silicon Valley included a C-Level roundtable discussion that NUSACC arranged in partnership with Donan Holdings and RocketSpace, held at the headquarters of RocketSpace. The roundtable discussion



Inside NASA's simulation cockpit (left to right): Amin Salam, NUSACC VP of Business Development; H.E. Dr. Mohammed Al Zarooni, CEO, DSOA; and H.E. Dr. Juma Al-Matrooshi, EVP, DSOA.

was attended by a number of prominent technology executives, as well as Mark Chandler, Director of the Office of San Francisco Mayor Ed Lee. Chandler discussed the excellent relations San Francisco enjoys with many cities around the world, highlighting added value in developing partnerships that lead to the exchange and transfer of technology and innovation. He concluded, "It is always of great value to meet with potential global partners of high caliber, such as DSOA."



Duncan Logan, CEO and Founder of RocketSpace (photo credit: Spencer Brown)

Duncan Logan, CEO and Founder of RocketSpace, helped to lead the roundtable discussion. His firm is an accelerator for high-growth seed-funded tech startups, including but not limited to Uber, Leap Motion, Podio, DOMO, Zappos.com, Zaarly, Kabam, Kwarter, Pocket Change, and Beatport. Collectively, RocketSpace members and alumni have raised more than \$1.8 billion in funding to date. Logan noted "how excited and enthusiastic RocketSpace is to meet today with DSOA leadership to learn more what can be done in Dubai." He also expressed an interest in "working with DSOA on potentially developing a major presence in Dubai to serve the MENA region."

Joining the roundtable discussion was Craig Newmark, Founder and CEO of Craigslist, a multi-billion dollar service dedicated to classified advertisements. Other participants included: Wade Randlett, CEO of General Biofuels; Dr. Janusz Bryzek, CEO of TSensors Summit; Jim Morrison, CEO of LitSan Leandro; Nand Ramchandani, CEO of Donan Holdings; and Russ Garcia, CEO of Ngenisys.

During the roundtable discussion, Dr. Al Zarooni highlighted DSOA's emphasis on innovation and sustainability. He said that DSOA hosts over 1,400 companies from all over the world, and he expressed his hope that more U.S. companies would establish a presence there. He concluded, "I invite you all to come to DSOA to witness for yourselves the state-of-the-

art work that we have invested in serving the technology industry."



The Dubai Silicon Oasis Authority in Dubai (H.E. Dr. Al Zarooni in the foreground).

Dr. Al Matrooshi, Executive Vice President of DSOA, noted, "DSOA has been diligently working, since its establishment, on building a complete technology ecosystem. Today, we feel more confident than ever that we have all the right components at DSOA, including but not limited

to our incubator, light manufacturing facilities, academic affiliates (including Rochester Institute of Technology), data center hosting, excellent housing, state-of-the-art hospital, and a technology theme park coming in 2016.” He concluded, “We are prepared to host and service any U.S. company planning to thrive and grow in the MENA region.”

The DSOA delegation concluded its visit to San Francisco with a roundtable discussion hosted by the international law firm of K&L Gates. Participating in the discussion were top lawyers in the technology sector who are actively conducting business for U.S. companies expanding in the Middle East and North Africa. The roundtable discussion focused on three primary topics: intellectual property rights, foreign direct investment, and finance.



H.E. Dr. Juma Al Matrooshi, DSOA Executive Vice President

Visit to Southern California / Los Angeles

The second leg of the tour took the delegation to Southern California, where DSOA delegates met with a number of technology companies in the Los Angeles area. “These meetings were targeted to raise awareness about DSOA among successful middle market technology companies that already have global products and services, including those in the incubator space,” explained Mounir Ghaly, NUSACC’s Director for the West Coast.



A visit to the LA Kretz Innovation Center with (from left to right): Amin Salam, NUSACC VP of Business Development; H.E. Dr. Mohammed Al Zarooni, DSOA CEO; H.E. Dr. Juma Al-Matrooshi, DSOA EVP; Brandon Iglesias, Research Fellow, LC Cleantech Incubator (LACI), Mounir Ghaly, Director, NUSACC LA Director.

At the top of the agenda was a visit to Los Angeles Cleantech Incubator (LACI), where the delegation met with LACI’s Chief Strategy and Investment Officer, Mr. Ian Gardner. DSOA and LACI reviewed global developments affecting incubators, and Dr. Al Zarooni noted the growing emphasis within DSOA on sustainability and environmentally-friendly technologies.

Gardner highlighted a number of programs that LACI is currently pursuing, including its “Network of Global Innovation,” wherein LACI is forging strategic global partnerships. He noted, “It is serendipitous to meet with DSOA executive management as we are currently completing a feasibility study for an important technology program in the UAE.” Gardner added, “Our CEO Fred Walti has also recently returned from Dubai, and was quite impressed by available opportunities.”

The meeting with LACI concluded with a tour of its new 60,000 square foot campus in the heart of the Los Angeles Art District, the LA Kretz Innovation Center. The state-of-the-art facility, nearly completed, will have wet and dry labs, 3-D design and printing facilities, a training center, conference rooms, and exhibition space, and it will house technology startups from all disciplines, including life sciences.

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Some of the other companies that the delegation visited in Southern California included MarketShare, MSC Software, and OCTANe. MarketShare is a leading data analytics firm, with a number of Fortune 500 companies among its customers. MSC Software is a leader in simulator and virtual prototyping technology, and it is present in 22 countries. OCTANe is an incubator focused on growth phase startups, where it plays an active role in facilitating funding.

On the final evening of the visit to Los Angeles, NUSACC and DSOA co-hosted an evening reception at the InterContinental Hotel in Century City. Among the guests were technology executives, Southern California District Export Council representatives, and H.E. Abdulla Alsaboosi, the UAE Consul General in Los Angeles. Consul General Alsaboosi offered words of welcome and spoke of the excellent relations that exist between the UAE and the United States. He also highlighted the importance of exchanging knowledge and technology.

Drs. Al Zarooni and Al Matrooshi also delivered remarks,, outlining the history of DSOA. “Before we launched DSOA, we visited similar facilities in the United States, the UK, Germany, Singapore and Hong Kong,” said Dr. Al Zarooni. “We spoke with companies like Intel, Microsoft, and Google with a view to implementing best practices.”



Dr. Mohammed Al Zarooni (5th from left), CEO of Dubai Silicon Oasis, presents Duncan Logan (5th from right), RocketSpace CEO and Founder, with a gift of appreciation for RocketSpace’s assistance to startup companies. Standing in the center is Craig Newmark, Founder and CEO of Craigslist, one of the most successful classified advertisement startups in the world.

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Dr. Al Matrooshi noted that 2015 is the “Year of Invention” in the UAE. In this spirit, Consul General Alsaboosi later tweeted: “Halfway through the Year of Invention, very excited to learn about the vast opportunity for tech startups in the UAE.”

Amin Salam, NUSACC’s Vice President, noted: “Dubai and DSOA established the right platforms and ecosystem for the technology sector, which resulted in the growth and global outreach that we witness today.” He concluded, “Dubai’s leadership wanted to attract the best companies from all over the world. Those who believed and invested in Dubai found themselves operating and growing their footprint at a world-class level, and Dubai Silicon Oasis is an excellent example of this.”

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To learn more about DSOA, click [HERE](#).

To learn more about NUSACC, click [HERE](#).

The National U.S.-Arab Chamber of Commerce, widely regarded as the voice of American business in the Arab world, is in touch with business communities across the United States and serves as the U.S. point of contact for the national chambers of commerce in the 22 Arab nations. On a daily basis, NUSACC works closely with 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, media, and the U.S. Government.

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