



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

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## U.S.-ARAB CHAMBER SUPPORTS INNOVATION AT INTERNATIONAL CONSUMER ELECTRONICS SHOW (CES)

*NUSACC President & CEO Congratulates CES on “Fifty Impressive Years of Promoting Innovation, Technological Advancement, and a Better Quality of Life”*

*Gary Shapiro, President and CEO of the Consumer Technology Association, Says “The Tech Industry is the Engine of the Economy”*

*Connectivity, Artificial Intelligence, and Innovation Were Major Themes at This Year’s CES*

**Washington, DC** – The International Consumer Electronics Show (CES) marked five decades of service this year with its largest gathering ever. The National U.S. - Arab Chamber of Commerce (NUSACC) was there to support many of its member companies during the four-day show, held every year in Las Vegas, Nevada.

Mark Fields (center right), President & CEO at Ford Motor Company, meets with David Hamod (center left) and NxtVn, a Platinum Plus member of NUSACC, represented by Khaled Sedrak (right), Founder & CEO, and Lewis Shadle (left), Head of NxtVn Americas.

*(Photo Credit: CTA)*



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NUSACC President & CEO David Hamod, who has attended CES for more than a decade, congratulated the tech show for “fifty impressive years of promoting innovation, technological advancement, and a better quality of life.” Gary Shapiro – President & CEO of the Consumer Technology Association, which organizes the International CES – replied, “We value NUSACC’s commitment to supporting CES over many years, and we look forward to working together for many more years to come.”

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Over 3,800 companies took advantage of the show’s 2.6 million square feet of exhibition space at this year’s CES. The annual tech show attracted more than 175,000 industry professionals, including 55,000 leaders from outside the United States.



Gary Shapiro, President & CEO of the Consumer Technology Association (Photo Credit: CTA)

More than 600 of the exhibiting companies were start-ups, and Eureka Park was a flagship destination at CES, providing a unique opportunity to launch a new product, service, or idea.

One of the featured exhibitors in the University Innovations Marketplace was the King Abdullah University of Science and Technology (KAUST). As CES noted, KAUST “is an international, graduate research university dedicated to advancing science and technology through the world’s pressing challenges related to water, food, energy and environment. The University’s strength is its culture of collaboration to take innovations from the lab to the marketplace.”

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The Consumer Technology Association (CTA) reported that “U.S. Government leaders in attendance included three members of the Federal Trade Commission, three members of the Federal Communications Commission, U.S. Department of Transportation Secretary Anthony Foxx, along with U.S. Senator Dean Heller and seven members of the U.S. House of Representatives.”

In addition to senior U.S. and foreign government officials, Olympic Gold Medalist Michael Phelps, Las Vegas native and Washington Nationals baseball all-star Bryce Harper, and basketball great Shaquille O’Neal were three of the many celebrities who participated in the show.

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“From startups to established businesses, traditional tech companies, along with those in new industries like travel and sports, came together and vigorously embraced technology for the 50th anniversary of CES,” said Karen Chupka, senior vice president, CES and corporate business strategy, CTA. “This year’s show was all about connectivity – both in the form of the technologies unveiled and in the valuable face-to-face business connections happening throughout the show.”



His Royal Highness Prince Constantijn and H.E. Henk Kamp, Minister of Economic Affairs, led a Dutch delegation to the CES and opened the Holland Startup Pavilion. NUSACC’s David Hamod (front row) was invited to join the Dutch delegation -- one of the biggest to visit CES this year -- as an “honorary” member.

nights to change lives for the better. And in some cases, they’re saving lives. Self-driving cars are a great example.”

Looking ahead to the new Administration in Washington DC, Shapiro pointed out that “technology is not political by nature. But it is our job, as a trade association, to work with the Trump Administration and the new Congress to protect and encourage innovation. Innovators create jobs, grow the economy.” Shapiro went on to say, “In the United States, the tech industry is the engine of the economy. It accounts for 10 percent of GDP. Our industry supports 15 million jobs and creates \$3.5 trillion in economic output.”

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Next year’s CES will be held on January 9 - 12, 2018.

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Indeed, connected devices took center stage at CES, with examples such as connected cars, smart cameras, smart hairbrushes, smart home devices, a smart breast pump, and even a smart dog collar. Artificial intelligence (AI) is at the center of many of these connected devices.

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In his opening keynote address, Gary Shapiro, CTA’s President & CEO, noted, “We’re witnessing extraordinary advances in artificial intelligence, wireless health, and robotics . . . . Today’s innovators are working long hours and late

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To learn more about the benefits of membership in NUSACC, please click [HERE](#).



Eureka Park, sponsored by the National Science Foundation and the Techstars startup incubator, offered companies the opportunity to launch new products, services, or ideas. *(Photo Credit: CTA)*



*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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