



Co-sponsored by



www.mbita.org

The Middle East Opportunities Abound Luncheon - Seminar

The Middle East in the last decade has conjured thoughts of war, unrest, terrorism and our dependence on foreign oil. However, looming behind the daily and worrisome headlines of the war and terrorism are the Gulf Cooperative Countries (GCC) of [Bahrain](#), [Kuwait](#), [Oman](#), [Qatar](#), [Saudi Arabia](#) and the [United Arab Emirates](#). These countries present great opportunities for technology, business acumen, products and services that American companies can provide.

Please join for a seminar and lunch with professionals having extensive business experience in the Middle East. They will discuss their 'keys' to success when conducting business in the Middle East and the GCC.

Visit www.mbita.org/events/middle-east.html for registration, presentation descriptions and speaker bios.

Date	Friday, January 30 th , 2009
Place	Fuji International Buffet 525 Water Street, Santa Cruz, CA – 95060
Time	9:30am - 10:00am - Seminar registration 10:00am – 11:45am - Seminar Noon – 1:30pm – Luncheon
Price:	Seminar only: \$40 Lunch only - \$40 non-member, \$30 member Seminar & Lunch: \$60 non-member, \$50 member

SEMINAR SPEAKERS

Christina Sharkey, Senior International Trade Specialist **U.S. Commercial Service - San Francisco** (www.export.gov) will guide the audience on a tour of the different regions of the Middle East and the opportunities that they present for American exporters. She will focus on best prospect industries for each region and will discuss market entry strategies. Also, she will touch on business customs and common mistakes made by American businesspeople when doing business in the Middle East.

Teresa Powell-Caldwell, Vice President, **Wet Design** (www.wetdesign.com)

A Case Study for Thriving in the United Arab Emirates
This presentation will focus on not only surviving, but actually thriving while doing business in the UAE. Topics discussed will include our experience in developing WET's presence, opening a local office and creating a ton of business. It will be personalized with my extensive experience working in the area.

Sami Chalfouh, Director, Strategic Planning and Business Development, **Unique Image Inc.** (www.uniqueimageinc.com) and **ALO Magazine** (www.alomagazine.com)

The Middle East and North Africa are a grown mission that accelerated over two decades ago. Many countries have been able to advance in technology, healthcare and B2B activities and have benefited from extensive local resources and major foreign investments.

Unique Image Inc. recognized the need for a cross-cultural bridging to enable international communication and to help businesses and consumers from the U.S. and across the Middle East so in 2005 it launched the ALO Magazine, the premier U.S. publication focused on shedding the light on cultures of the Middle East, Mediterranean and North Africa.

LUNCHEON SPEAKERS

Jim Sandoval, P.E. **CH2MHILL** (www.ch2mhill.com)
Masdar City, Abu Dhabi-- Building the World's First Carbon Neutral/Zero Waste City

Imagine a place where innovation, technology and sustainability meet and create a new kind of city. Imagine a vibrant and beautiful city, powered by renewable energy, innovative building practices and new standards in sustainable living. Welcome to Masdar City, in Abu Dhabi, United Arab Emirates - the world's first carbon-neutral, zero-waste city.

Ziad Alaywan P.E., President & CEO, **ZGlobal Inc.** (www.zglobal.biz)

The 'Keys' for Success for Business in the Middle East.

When conducting business in the Middle East we must consider the culture, politics, language, bureaucratic regimes, relationships and familiarity with local cultures. Best prospects exist in renewable energy, information technology and infrastructure development as these countries open their markets through privatization and liberalization.

LIMITED SEATING – RESERVATIONS REQUIRED

Contact the MBITA office at 831-335-4780 or email cristina@mbita.org
Online registration at www.mbita.org/events/middle-east.html