



INTERNATIONAL
TRADE
ADMINISTRATION

FOR IMMEDIATE RELEASE
March 28, 2011

Contact: Curt Cultice
Phone: (202) 482-2253

U.S. COMMERCE OFFICIAL LEADING TRADE MISSIONS TO NORTH AFRICA/MIDDLE EAST

U.S. companies see opportunities in Tunisia, Morocco, and Saudi Arabia

WASHINGTON – Suresh Kumar, Assistant Secretary of Commerce for Trade Promotion and Director General of the U.S. and Foreign Commercial Service, is leading three separate business development trade missions to the North Africa/Middle East region. These include a U.S. Department of State mission to Tunisia, March 28-29, and U.S. Department of Commerce missions to Morocco, March 30-April 1; and to Saudi Arabia, April 2-5, 2011.

“The trade missions to North Africa and the Middle East reflect the high priority the Obama Administration places on this region for expanding U.S. commercial engagement that can assist in diversifying our economies through trade, technologies, and services,” Kumar said. “U.S. mission participants stand ready to do business in the region, and we look forward to building on a trade relationship that is vital to our mutual prosperity.”

In January 2010, President Obama announced the National Export Initiative which aims to double U.S. exports by 2015 while supporting millions of new jobs. These trade missions are in furtherance of the NEI, and reflect the growing potential of U.S. trade with the region. Last year, total U.S. goods trade with North Africa and Middle East countries totaled more than \$154 billion, a 20 percent increase over 2009.

Tunisia has a highly diversified economy, a positive record of economic growth, and a well educated workforce, all of which are keys to building a successful democracy and political transition. The U.S. trade mission of 10 companies focuses on infrastructure opportunities, and reflects the U.S. government’s commitment to building a strong mutual partnership with Tunisia.

Morocco is the only African country to have a Free Trade Agreement (FTA) with the United States. Morocco has aggressively developed its infrastructure to become a gateway to North Africa and the European Union. The U.S. trade mission of 18 companies includes firms in energy, port logistics, safety and security, and infrastructure.

Saudi Arabia is the largest information and communications technology (ICT) market in the Arabian Gulf, and the Saudi government regulatory agency reports that spending on ICT reached \$6 billion in 2009, and is projected to grow to \$9.8 billion by 2013. The U.S. trade mission of 14 companies will focus on the IT sector.

International Trade Administration

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA has 2,100 employees assisting U.S. exporters in more than 100 U.S. cities and 77 countries worldwide. For more information on ITA visit www.trade.gov.

The trade missions will provide U.S. participants with first-hand market information, access to government decision-makers, and one-on-one business matchmaking meetings with prospective business contacts in the region such as agents, distributors and partners. Tunisian, Moroccan, and Saudi companies will benefit from learning more about U.S. products and services and through face-to-face introductions to U.S. companies that are highly motivated to do business in their countries.

With offices across the United States and in U.S. Embassies and Consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce Department connects U.S. companies with international buyers. For more information, visit www.trade.gov/cs or www.buyusa.gov/cs.

U.S. firms participating in the Business Development Trade Mission to Tunisia, March 28-29:

1. Areva Solar, Mountain View, CA
2. Brookstone Partners, New York, NY
3. Campbell/Harris Security Equipment Company (CSECO), Alameda, CA
4. CISCO Systems, Inc., San Jose, CA
5. DataCard Group, Minnetonka, MN
6. First Solar, Tempe, AZ
7. Motorola Solutions, Schaumburg, IL
8. QGen, Waltham, MA
9. Raytheon International, Inc., Waltham, MA
10. Suniva, Inc., Norcross, GA

U.S. firms participating in the Business Development Trade Mission to Morocco, March 30-April 1:

1. Areva Solar, Mountain View, CA
2. Brookstone Partners, New York, NY
3. Campbell/Harris Security Equipment Company (CSECO), Alameda, CA
4. CISCO Systems, Inc., San Jose, CA
5. Continental Industries, Inc., Tulsa, OK
6. DataCard Group, Minnetonka, MN
7. Fedex, Memphis, TN
8. First Solar, Inc., Tempe, AZ
9. General Dynamics, Fairfax, VA
10. Hill International, Marlton, NJ
11. Jacobs Engineering , Inc., Lakeland, FL
12. KDH Defense Systems, Inc., Eden, NC
13. Lockheed Martin Corporation, Bethesda, MD
14. Motorola Solutions, Schaumburg, IL
15. Patriot IT and Security Services, Bayshore, NY
16. Praxair, Inc., Danbury, CT
17. Raytheon, Waltham, MA
18. Suniva, Inc., Norcross, GA

U.S firms participating in the Business Development Trade Mission to Saudi Arabia:

1. The Boeing Company, Chicago, IL
2. Chatsworth Products, Inc., Westlake Village, CA
3. Cohu Electronics, Poway, CA

4. Emcore Photonic Systems, Alhambra, CA
5. Gillani, Inc, Richardson, TX
6. HRsmart Inc, Richardson, TX
7. Mechdyne Corporation, Marshalltown, IA
8. Nexgen Wireless Inc., Shaumburg, IL
9. Polaris Wireless, Santa Clara, CA
10. Team Askin Technologies, Inc., Fairfax, VA
11. Texas Memory Systems, Inc., Houston, TX
12. Trilogy Communications, Inc., Pearl, MS
13. TE SubCom, Morristown, NJ
14. Yahoo! Middle East – Maktoob.com Inc., Dubai, UAE

###