

One Global  
California

# Paths to New Markets

Commercial Diplomacy Through Trade With Egypt • Israel • Jordan  
Kuwait • Lebanon • Morocco • Saudi Arabia • United Arab Emirates



Los Angeles Area  
Chamber of Commerce



## Tuesday, October 10, 2006

**Sheraton Hotel • 711 South Hope Street • Los Angeles, CA 90017**

**Registration 7:30-8:30 a.m.**

**Conference and Luncheon 8:30 a.m. – 2:00 p.m.**

If you're exporting to Asia, Europe or Latin American but not to the Middle East and North Africa, you're missing a \$320 billion opportunity. U.S. Ambassadors and Senior U.S. Commercial Officers to eight nations will give you the details on these full-fledged, stable, booming market opportunities for U.S. products and services—and will highlight how commercial trade promotes international understanding and improves the image of the U.S., one business at a time.

### Strategic Partners:

British American  
Business Council

Business Transportation  
& Housing Agency

California Chamber of  
Commerce

Center's for International  
Trade & Development

Technolink Association

Torrance Area Chamber  
of Commerce

### U.S. Ambassadors:

Egypt – The Hon. Francis J. Ricciardone, JR

Israel – The Hon. Richard H. Jones

Jordan – The Hon. David Hale

Kuwait – The Hon. Richard LeBaron

Lebanon – The Hon. Jeffrey Feltman

Morocco – The Hon. Thomas T. Riley

Saudi Arabia – The Hon. James Oberwetter

United Arab Emirates – The Hon. Michele J. Sison

### Senior Commercial Officers:

Egypt – Mr. Amer Kayani

Israel - Mr. Ronald Soriano

Jordan – Ms. Laurie Farris

Kuwait – Mr. Erik Hunt

Lebanon – Mr. Amer Kayani

Morocco - Mr. Rick Ortiz

Saudi Arabia – Mr. Nasir Abbasi

United Arab Emirates – Mr. Christian Reed

### Breakout Session Topics (In Addition to Country Specific Panels)

- The Race to Capture the Middle East Market
- Demystifying the Regional Business Culture
- Soft Power, Hard Power or Smart Power: Building Sustainable Relationships
- Media and Corporate America – Shaping Public Opinion

**Fax form to 213.580.7545 or for more information call 213.580.7569**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_ Industry \_\_\_\_\_

Interest In Attending \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

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Number of Tickets for the One Global California @ \$100 each \_\_\_\_\_ Total Payment \_\_\_\_\_

(Tickets purchased after September 15 are \$125 each).

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**350 South Bixel Street, Los Angeles, CA 90017**

Cancellations honored prior to October 6, 2006