



Left to Right: David Woodward, President and CEO of American Cultural Exchange, Nohl Martin Fouroohi, Founder and Partner of IgniteBiz, and Mr. Edward Burton, President and Managing Director of the U.S.-Saudi Arabian Business Council (USSABC). Courtesy of IgniteBiz/Vafa Fouroohi.

with senior members of the organization during an earlier visit to the State of Washington last year. This year's event provided participants with pertinent information about Saudi Arabia's current economic boom, and offered advice to American companies interested in assessing their potential for the Saudi market. The Club's President, Ms. Judy Ginn, opened the event.

Mr. Burton's visit to the State of Washington concluded on January 18 with a presentation about the rapidly growing opportunities for American companies, particularly in Saudi Arabia's education sector. In recent months, collaboration between American and Saudi colleges and universities on a number of projects has increased considerably. These include but are not limited to curriculum design, student exchange programs, fellowship programs, development of joint programs, and cooperation in organizing symposia and research programs, among others. The presentation was followed by a brief overview of the two countries' close history of collaboration that dates back to the early 1930s.

and the tremendous trade and investment opportunities, particularly the numerous mega-projects in the construction, planning, or tendering stage, that the Kingdom has to offer to interested American companies. Mr. Burton's presentation also provided Washington's diverse business community with a comprehensive overview of the Kingdom's construction, oil, gas, petrochemical, power generation, information technology and communications, medical, mining, security, and transportation sectors.

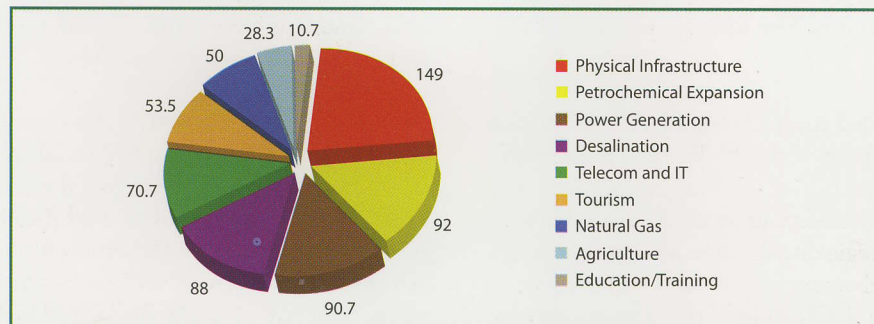
The event, the Quarterly Meeting of Study Washington, was hosted by Washington State's Department of Community, Trade, and Economic Development. Representatives from educational institutions across the state attended the event to explore possible approaches to offering their educational programs to Saudi Arabia. During his trip, Mr. Burton also met with various representatives from the World Affairs Council, the leading foreign affairs forum in the Pacific Northwest, as well as the University of Washington's International Education Outreach Program.

The event also featured Mr. Lee Monson, Senior Vice President for Middle East and Africa Sales, Boeing Commercial Airplanes. Mr. Monson, who was a participant on the USSABC's March 2007 Business Development Mission to Saudi Arabia, spoke about the culture and business practices in the Kingdom. Mr. Mike Trail, President of the World Trade Club, one of the largest international trade organizations in Washington, offered welcoming remarks and moderated the program for questions and answers. The event was attended by approximately 100 businessmen seeking information about Saudi Arabia's economic sectors.

With a trade volume amounting to \$49.5 million, the State of Washington was ranked the 29<sup>th</sup> state in terms of U.S. exports of goods and services to the Kingdom in 2006. The top 10 commodities exported from Washington to the Saudi market included computers and electronics, crop production, electrical

On January 17, Mr. Burton addressed a luncheon organized by the Seattle International Rotary Club. Mr. Burton had met

### Investment Opportunities in Saudi Arabia (2005-2020) (\$ U.S. billion)



Source: Committee for the Development of Trade of the Saudi Chambers of Commerce and Industry