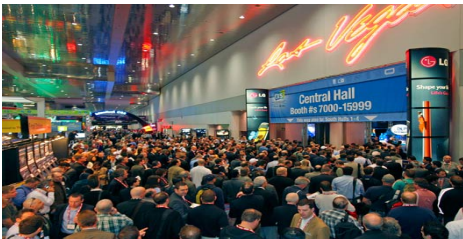


# HIGH TECH ROAD SHOW

JANUARY 11-20, 2012



**LAS VEGAS:**  
JANUARY 11-14



**SILICON VALLEY:**  
JANUARY 15-18



**WASHINGTON DC:**  
JANUARY 19-20

## PRESENTED BY



National U.S.-Arab  
Chamber of Commerce

الغرفة التجارية  
الأمريكية العربية الوطنية



ICT for Development "ICT 4D"

### WITH U.S. PARTNERS



### WITH MENA PARTNERS





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The High Tech Road Show represents a unique opportunity for business leaders, entrepreneurs, and government officials within the tech industry from throughout the Arab world to explore the latest products, services, and trends in U.S. technologies, meet with representatives of the institutional investment community, and network with some of the leading CEOs and policymakers in the tech industry. This year's Road Show will travel to Las Vegas, Silicon Valley, and Washington DC. Space in the delegation is limited and will be available on a first-come, first-served basis.

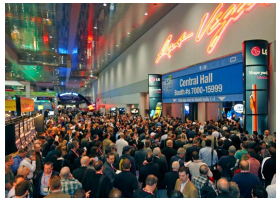
## ABOUT US

The National U.S.-Arab Chamber of Commerce (NUSACC), established over 40 years ago, is Americas longest serving organization dedicated to U.S.-Arab business. NUSACC is widely regarded as the voice of American business in the Arab world and the premier portal to the United States for Arab commercial enterprises. NUSACC serves the 22 Arab Countries on a National Scale with offices in New York, Los Angeles, Houston and Washington, DC.

IJMA3-USA is a 501c3 organization dedicated to advocating policies that advance the growth and development of the ICT industry; facilitating international trade and investment in ICT product and services; and harnessing ICT toward the fulfillment of critical regional development challenges. Its partners include a consortium of 19 national ICT society and association members from 15 countries across the Middle East and North Africa.

### LAS VEGAS: JANUARY 11-14

The Road Show kicks off in Las Vegas, Nevada at the International Consumer Electronics Show (CES), the largest consumer electronics event in the United States. NUSACC & IJMA3-USA will arrange meetings for delegates with senior executives representing some of the biggest names in the industry, as well as small and mid-sized companies that are emerging market leaders.



### SILICON VALLEY: JANUARY 15-18

After Las Vegas, delegates fly by executive private jet to Silicon Valley, the capital of America's high-tech industry. NUSACC & IJMA3-USA will arrange high-level meetings that are crafted to explore business prospects in the the Arab world, including export and import of technologies and services with a focus on developing strong and long-term partnering opportunities between U.S. and Arab companies. The program of activities highlights e-government solutions, consumer electronics, investment opportunities, and the mutual exchange of expertise and training.



### WASHINGTON DC: JANUARY 19-20

Delegates will finish the Road Show in Washington DC, where they will participate in meetings with corporate government relations experts, technology-focused policymakers, and U.S. Government officials at the U.S. Department of State, the U.S. Department of Commerce, the U.S. Patent & Trademark Office, the U.S. Trade Representative, the U.S. Trade & Development Agency, the U.S. Agency for International Development, and various U.S. Export Assistance Centers around the DC metropolitan area.



## INSIDE PERSPECTIVES

“ The visit was very beneficial, introducing us to new technologies and products. It provided an excellent venue for networking and will enable us to achieve our objectives. ”

Bassam Al-Yahri, Qatar Olympic Committee

“ IBM was delighted to host delegates from the MENA region for an executive briefing in our Silicon Valley offices and to introduce them to our future plans and the many promising opportunities that IBM looks forward to work on with partners in the MENA region. ”

Terry Hansen, IBM



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## WHY YOU SHOULD ATTEND

• You will experience the latest consumer technologies in the electronics industry with the opportunity to learn firsthand about products and services from experts.



• You will network and engage in matchmaking opportunities with CE & ICT professionals, including Arab-American business leaders.

• You will attend keynote speeches by industry CEOs and engage in private onsite meetings organized by NUSACC & IJMA3-USA in cooperation with the U.S. Government.

• You will participate in pre-arranged meetings with executives of small and mid-sized companies, as well as major corporations. This is an opportunity to see American innovation at its best and to explore partnering opportunities with industry leaders.

• You will visit leading high-tech companies, research facilities, and educational institutions in Silicon Valley.

• You will meet and have the opportunity to make a pitch to members of the American institutional investment community.

## INSIDE PERSPECTIVES

“ The Road Show was an eye-opener for different technologies that have been adopted by U.S. corporations and the U.S. Government, providing insights into how we might develop this industry in the Arab world. ”

Dr. Mohamed Omran, ICT Ministry (Egypt)

“ NUSACC puts more than 40 years of experience and a strong network with the U.S. private sector at the disposal of Arab companies. In particular, the Road Show presents the Arab ICT sector with an important platform to connect with major players in Silicon Valley to make a valuable pitch. ”

Fawaz Bilbeisi, Embassy of Jordan

“ This is my second year attending the Road Show, and it just keeps getting better every year, with outstanding network opportunities and very resourceful briefings with the biggest ICT companies in the world. In addition to meeting with hundreds of U.S. ICT companies at CES and Silicon Valley, the Road Show granted me a unique opportunity to meet with many companies from neighboring countries in the Middle East and North Africa attending the Road Show. ”

Samir Ben Taieb, SamsTech (Tunisia)

## PRICING AND PACKAGE

High tech professionals from the Arab world are invited to participate in this unique business opportunity. Space in the delegation is limited and will be available on a first-come, first-served basis. To maximize networking and matchmaking efforts, each delegate will be expected to provide information to NUSACC & IJMA3-USA about their company and business development interests as early as possible.

## REGISTRATION FEE : \$3,500

### Las Vegas, Silicon Valley & Washington DC

This participation fee covers all registrations, logistical support in the three U.S. destinations, meeting and event arrangements, ground transportation, select meals, and travel on a private executive jet between Las Vegas, Silicon Valley, and Washington DC. This participation fee **does not** include expenses related to airfare to and from the United States, meals & entertainment, or lodging. Delegates will stay at the Aria Hotel in Las Vegas and at the Four Seasons Hotel in Silicon Valley and Washington DC, where they will enjoy exclusive room rates negotiated by NUSACC.

\* Please Note: Delegates who do not complete the Road Show are not entitled to a refund.

## CONTACT US

For more information please contact us here:

☎ NUSACC: +1 (202) 289-5920

☎ IJMA3-USA: +1 (202) 223-2268

✉ [hts@ictarabia.org](mailto:hts@ictarabia.org)



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## DRAFT AGENDA

### DAY ONE

JAN. 11 – Welcome to America

Delegates will arrive in Las Vegas and be greeted by the organizing committee. Transportation from the airport to the Aria Hotel will be arranged. Delegates will have time to settle in after their trip and explore Las Vegas while all of the delegates arrive.

### DAY TWO

JAN. 12 – Consumer Electronics Show and Business Matchmaking

Delegates will have the opportunity to explore the Consumer Electronics Show, the largest tech tradeshow in America. Over 130,000 attendees are expected and 3,000 exhibiting companies will showcase their products and services this year. The day will close with an official welcome dinner hosted by NUSACC and IJMA3-USA.

### DAY THREE

JAN. 13 – Consumer Electronics Show, Networking, and Business Matchmaking

Delegates will spend most of the at the Consumer Electronics Show. The remaining part of the day will be dedicated to a networking event in association with the Las Vegas Chamber of Commerce. Matchmaking meetings will be arranged based on request and availability with any of the 3,000 exhibiting companies attending CES this year.

### DAY FOUR

JAN. 14 – Half-day Tourism in Las Vegas and Travel to San Francisco

Delegates will wrap up their visit to Las Vegas and, depending on demand will have the opportunity to visit the Grand Canyon/Hoover Dam, a show, a round of golf, or an alternative local attraction before embarking on the private jet to San Francisco.

### DAY FIVE

JAN. 15 – San Francisco/Silicon Valley Exploration

Delegates will have the day to explore San Francisco and the surrounding Bay Area. Visits to the Golden Gate Bridge and Pier 39 will be arranged. Dinner will be hosted by a leading Silicon Valley tech company in Palo Alto.

### DAY SIX & SEVEN

JAN. 16 & 17 – Executive Meetings with America's Leading Tech Companies and Entrepreneurs

A series of executive meetings with America's leading tech companies and entrepreneurs will be arranged. Past delegations have met with executives from Cisco, Google, Hewlett-Packard, IBM, Intel, Yahoo, and more, as well as entrepreneurs from leading tech companies. At the close of the day, delegates will attend an evening networking event hosted by TechWadi and the Silicon Valley Chamber of Commerce.



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## DAY EIGHT

JAN. 18 – Innovation, Trends, and Access to Finance

Delegates will spend part of their day at the Play & Plug Tech Center, host to over 300 emerging start-ups and with ties to 170 institutional and individual venture capital and private equity investors. A visit to Stanford Graduate School of Business' Center for Innovation will be arranged. Delegates will have the chance to learn about cutting edge research and development initiatives in tech and how they apply to various sectors, including healthcare, government, education, and economic Development. In the afternoon, delegates will board the executive jet to travel to the last leg of their trip, Washington DC.

## DAY NINE

JAN. 19 – Technology, Government, and Policymaking

Delegates will spend the day meeting with corporate government relations experts, technology-focused policymakers, and U.S. Government officials. Dinner will be hosting by a firm specializing in technology mergers and acquisitions. Delegates will gain valuable insights into the mechanisms of cross-border technology-related mergers and acquisitions in the Middle East and North Africa.

## DAY TEN

JAN. 20 – TechAmerica, IJMA3-USA , and NUSACC Conference

On their final full-day, delegates will attend a half-day conference hosted by TechAmerica, IJMA3-USA, and NUSACC, with speakers and attendees from the U.S. Department of Commerce, the U.S. Patent & Trademark Office, the U.S. Trade Representative, the U.S. Trade & Development Agency, the U.S. Agency for International Development, and various U.S. Export Assistance Centers. Following the conference, a gala dinner will be organized for the delegates by NUSACC and IJMA3-USA.

\* Please Note: This is a draft agenda. Proposed meetings and events are subject to change depending on availability.

## CONTACT US

To ensure the success of the Road Show, it is important that all delegates provide the organizing committee with information about their company and business development interests as early as possible. Early submissions will allow the organizing committee to best utilize its resources to ensure networking and matchmaking efforts are tailored appropriately according to each company's needs and expectations.

For more information please contact us here:

☎ NUSACC: +1 (202) 289-5920

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## REGISTRATION FORM

To register, please complete the form and fax it to the program office at +1 (202) 289-5938 or +1 (202) 223-2268 or send it by email to [htrs@ictarabia.org](mailto:htrs@ictarabia.org).

Kindly submit additional forms if registering for more than one participant.

### PERSONAL INFORMATION

First Name  Middle Name  Last Name

Male Company

Female Title

### CONTACT INFORMATION

Line #1  Main Number

Line #2  Direct Number

City  Mobile Number

Country  Fax Number

Email #1  Email #2  Website

Assistant's Name  Assistant's Email

### PASSPORT INFORMATION

Passport Number  Country of issue

Place of Birth  Date of Birth

Expiration Date  Do you require a visa to the US?  Yes  No

**High Tech Road Show organizers highly recommend that you apply for your U.S. visa as soon as possible.**

**An invitation letter from the organizers will be issued within 48 hours of receipt of payment.**

Delegates are responsible for obtaining their U.S. visas in time to participate in the High Tech Road Show.

### ADDITIONAL INFORMATION

Dietary Restrictions,  
Special Requests, Plans  
for Extended Stay, etc.



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## COMPANY INFORMATION

### 1. COMPANY'S PRIMARY ROLE

What is your company's primary role in the consumer electronics industry? Check ONE of the following.

#### Buying Organization

- Corporate, Non-Retail
- Distribution
- Government Buyer
- Institutional
- Retail
- Service Professional, Non-Retail
- Systems Integrator/Installation
- VAR/Dealer

#### Industry Organization

- Advertising
- Aerospace
- Architecture/Building/Construction
- Automotive
- Business Development/Sales
- Business Services
- Carrier/Provider
- Consulting
- Content Development
- Distribution (Non-Buyer)
- Education/Training
- Electronic Components
- Engineering
- Entertainment
- Fashion
- Financial Services
- Government/Public Policy
- Insurance
- IT/MIS
- Manufacturer's Rep
- Manufacturing (Non-Exhibitor)
- Market Research
- Marketing
- Packaging
- Publication Non-Editorial
- Software Development/Publishing
- Sports & Fitness
- Toys
- Trade Association
- Travel & Hospitality
- Venture Capitalist/Private

### 2. BUYING INFLUENCE

Please select the ONE category that best describes your Influence In your company's buying decisions or the buying divisions of a company that you represent:

- Final Decision Maker
- Significant Influence
- Initial Recommendation
- Research New Products
- Not Applicable

### 3. GROSS ANNUAL SALES

Please select your best estimate of your company's gross annual sales of consumer electronics products.

- Under \$1million
- \$1 - under \$5 Million
- \$5 - under \$10 Million
- \$10 - under \$50 Million
- \$50 - under \$250 Million
- \$250 - \$500 Million
- Over \$500 Million
- Not Applicable

### 4. NUMBER OF EMPLOYEES

Please select the ONE category that best represents the number of employees for your company (not just your location).

- 0 - 50
- 51 - 150
- 151 - 250
- 251 - 500
- 501 +

### 5. CATEGORIES

What market does your company represent, plan to represent or have an interest in? Please select all categories that apply.

- 3D
- Accessories
- Audio
- Audio, High-Performance
- Automotive Electronics
- Biometrics
- Biotech
- Blank Media
- Broadband
- Broadcast & Cable
- Computer Hardware and Software
- Content Development
- Digital Health
- Digital Imaging/Video Editing
- E-Books
- Eco-friendly Products
- Electronic Gaming
- Electronics Clothing & Accessories
- Embedded Technology
- Emerging Technology/Engineering
- Entertainment/Content
- Film/Video Production (Professional Grade)
- Home Appliances
- Home Data Networking
- Home Healthcare Products
- Home Theater
- Integrated Home Systems
- Intellectual Property
- Internet Protocol TV (IPTV)
- Mobile Applications
- Mobile Office
- Nanotechnology
- Online Commerce Products & Services
- Online/Internet
- Personal Electronics
- Personal Safety & Security Products
- Photographic Equipment
- Publications
- Retail Resource
- Robotics
- Satellite Systems
- Small Office / Home Office
- Social Networking or Social Media
- Sports Electronics
- Subscriber Services
- Telephones
- Trade Associations
- Video
- Voice-Over-IP (VoIP) Hardware & Software
- Wi-Fi
- Wireless Communications
- Other Consumer Electronics

Please provide a brief profile of your company.

Please list exhibiting companies that are most relevant to your company interests.

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