



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

FOR IMMEDIATE RELEASE

July 10, 2014
+1 (202) 289-5920
info@nusacc.org

اضغط هنا للنسخة العربية



UNITED STATES, FOR FIRST TIME, IS “GUEST OF HONOR” AT ALGIERS INTERNATIONAL FAIR

*Energy Secretary Ernest Moniz, in First Visit to Algeria, Discusses
Business Prospects with Algerian President H.E. Abdelaziz Bouteflika*

For the first time in the 50-year history of the Algiers International Trade Fair, the United States was selected as the Guest of Honor, a privilege that is bestowed on one nation at the Fair every year. As a result, the U.S.A. Pavilion – organized by the U.S. - Algeria Business Council, the U.S. Embassy in Algiers, and the American Chamber of Commerce in Algeria (AmCham) – was the largest ever. More than 80 American companies participated in the Pavilion, representing such diverse sectors as pharmaceuticals, transportation, technology, safety & security, automotive, aviation, construction, energy, and agriculture.

The National U.S. – Arab Chamber of Commerce (NUSACC) was represented at the Fair by Amin Salam, Vice President of Business Development, who traveled to Algiers to lend support to the U.S. presence at the Fair. “The Algiers International Fair is the largest multi-sector trade event in all of Africa,” Salam noted. “Our Chamber is pleased and honored to help promote the U.S. – Algeria commercial relationship, to support the excellent work of the U.S. – Algeria Business Council, and to



H.E. Abdelmalek Sallal, Prime Minister of the Republic of Algeria, cut the ribbon for the opening of the U.S. Pavilion at the Algiers International Trade Fair.



promote the business interests of NUSACC's member companies interested in Algeria.”

The U.S.A. Pavilion was the most visited pavilion at the Fair, providing an excellent opportunity for U.S. companies to network with leaders from Algeria's public and private sectors. Numerous high-level officials from the Government of Algeria visited the U.S.A. Pavilion, including the Prime Minister of Algeria, H.E. Abdelmalek Sellal.

Prime Minister Sellal Visits U.S.A. Pavilion

Prime Minister Sellal stated that the Government of Algeria intends to encourage more foreign investment in Algeria's agricultural, industrial, and tourism sectors. Bilateral trade with the United States reached \$10 billion last year, and Algeria has foreign reserves totaling almost \$200 billion, but the country is seeking the transfer of technology and knowledge to strengthen the private sector and to create productive employment opportunities. In a visit to the U.S.A. Pavilion, Prime Minister Sellal said he welcomes new partnerships with U.S. entities, particularly in light of the fact that the U.S. economy is the largest in the world. Such partnerships, he suggested, could contribute to training Algerian workers and providing expertise to small and medium-sized enterprises (SMEs).



The National U.S.-Arab Chamber of Commerce was represented by Amin Salam, Vice President for Business Development (center), pictured with Dr. Ismael Chikhouné, President of the U.S.-Algeria Business Council (right), and Paul Mikolashek, Vice President of International Business Development for Integrated Defense Systems, Raytheon, and Chairman of the U.S.-Algeria Business Council (left).

The U.S. Ambassador to Algeria, the Hon. Henry Ensher, concurred. He said, “U.S. participation [in the Fair] reflects my country's desire to develop its economic ties with Algeria.” A similar sentiment was expressed by Paul T. Mikolashek, Chairman of the U.S. - Algeria Business Council. “Algeria is blossoming into a modern, safe, and prosperous nation,” he noted. “Today, Algeria is open for American business like never before.”

Dr. Ismael Chikhouné, President & CEO of the Council, said, “The selection of the United States as Guest of Honor is an opportunity to help U.S.



companies discover the Algerian market and to explore investment opportunities. It will also help to establish sustainable partnerships that are profitable for both parties."

The Secretary-General of Algeria's Ministry of Trade, H.E. Aïssa Zelmati, noted that 125 U.S. companies have so far invested in Algeria, including 70 hydrocarbon companies, compared to just 22 U.S. companies in 2007. The United States is now Algeria's top trading partner, he pointed out.

First Visit by U.S. Energy Secretary Moniz



H.E. Abdelaziz Bouteflika, President of the Republic of Algeria, received Hon. Ernest Moniz, U.S. Secretary of Energy, during the Secretary's visit to the Algiers International Trade Fair 2014.

During the Fair, the Honorable Ernest J. Moniz, U.S. Secretary of Energy, visited Algeria, where he was received by H.E. President Abdelaziz Bouteflika. Secretary Moniz also held talks with his Algerian counterpart, H.E. Youcef Yousfi, to discuss prospects in the energy field, particularly the transfer of technology for exploring shale gas in Algeria. In addition, the U.S. Energy Secretary highlighted opportunities for offshore hydrocarbon exploration, as well as nuclear energy production.



Secretary Moniz, who visited the Fair, expressed hope that the event will “help to develop cooperation between the United States and Algeria in energy and hydrocarbons sectors” as well as “other sectors where there are big opportunities for our two countries.”

Trends in U.S. – Algeria Commerce

Exports of U.S. goods to Algeria jumped 34 percent from 2012 to 2013, a reflection of the growing commercial relationship between the two nations. The top three sectors remain predominately focused on industry and infrastructure – machinery (\$528 million),



H.E. Prime Minister Sellal stops at the Boeing booth during the Algiers International Trade Fair.

petroleum & coal (\$298 million), and transportation (\$266 million) – but foodstuffs, agriculture and high tech were close behind. The “Top Five” exporting states in 2013 included Texas (\$598 million), Connecticut (\$193 million), California (\$190 million), New Jersey (\$171 million), and South Carolina (\$115 million).

According to the latest research conducted by the National U.S. – Arab Chamber of Commerce, U.S. exports to Algeria will show steady growth in coming years. U.S. goods and services are on track to grow from \$2.35 billion in 2013 to \$5.75 billion in 2020.

Equally important, market share for U.S. goods in the Algerian market is expected to grow from 3.3 percent last year to 4.7 percent by the year 2018. By that same year (2018), reflecting steady growth, Algeria’s real Gross Domestic Product growth is anticipated to reach 4.3 percent, up from 3.3 percent in 2013.

U.S. – Algeria commerce is on the upswing, but there is still room for more commercial growth between the two nations, especially among small and medium-sized enterprises (SMEs), which play an instrumental role in driving innovation. “The United States exported more goods to Algeria in 2013 than in any previous year, totaling \$1.8 billion,” said Doug Wallace, the U.S. Commerce Department’s Senior Commercial Officer for Morocco, Algeria, and Tunisia. “We feel that this year could be a turning point in America’s trade relations



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

with Algeria since the United States was selected as Guest of Honor and U.S. firms are recently finding significant success – not just in hydrocarbons and safety and security solutions, but also in healthcare, energy, and transportation.”

This point was driven home by H.E. Abdallah Baali, Algeria’s Ambassador to the United States. “The participation of the United States as the Guest of Honor in the 47th Algiers International Trade Fair, with 80 U.S. companies,” he said, “is a clear demonstration of the excellent relations that exist between Algeria and the United States. This is true in the economic field, and it reflects the growing interest of U.S. companies in an Algerian market full of business and investment opportunities and ideally located among Europe, Africa and the Middle East.”



The U.S. Commercial Service booth at the U.S Pavilion (from left to right): Hon. Henry Ensher, U.S. Ambassador to Algeria; Amin Salam, Vice President of Business Development, National U.S.-Arab Chamber of Commerce; and Doug Wallace, U.S. Senior Commercial Officer for Algeria, Morocco, and Tunisia, U.S. Department of Commerce.

The National U.S.-Arab Chamber of Commerce, widely regarded as the voice of American business in the Arab world, is in touch with business communities across the United States and serves as the U.S. point of contact for the national chambers of commerce in the 22 Arab nations. On a daily basis, NUSACC works closely with leaders throughout the Arab world, as well as high-level decision makers in the U.S. business community, public policy research centers, multilateral institutions, nongovernmental organizations, media, and the U.S. Government.