



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

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## U.S. – ARAB CHAMBER OF COMMERCE LAUNCHES 2014 HIGH TECH ROAD SHOW IN SALT LAKE CITY, UTAH

***More Than 40 Delegates Attend from 7 Arab Nations, Including  
the Largest Libyan Tech Delegation Ever to Visit the USA***

*Seventh Annual Road Show Promotes Technology and Knowledge  
Transfer Through High-Level Business Briefings,  
B2B Sessions, and Site Visits*



Elizabeth Goryunova, Interim President & CEO, World Trade Center Utah: "I hope that NUSACC and the WCTUtah will move forward in a spirit of partnership to facilitate opportunities for Utah high tech companies in the increasingly important MENA region."

Salt Lake City, UT - The National U.S.–Arab Chamber of Commerce (NUSACC) 2014 “High Tech Road Show” was launched this week in Salt Lake City, Utah – home of some of America’s best-known information technology (IT) start-ups. The seventh annual High Tech Road Show (HTRS) drew more than 40 delegates this year from seven nations: Bahrain, Jordan, Libya, Qatar, Saudi Arabia, Tunisia, and the United Arab Emirates. The Libyan contingent represents the largest tech delegation ever to visit the United States from that nation.

This year’s HTRS encompasses three locations: Salt Lake City (Utah), Las Vegas (Nevada), and Silicon Valley (California). The HTRS tour has developed a reputation as the premier annual event dedicated to technology and knowledge transfer between the United States and the Arab world.



“The composition of the delegation changes from one year to the next, especially since the onset of the Arab Spring, but there is remarkable continuity in the high quality of the Arab entities that the HTRS attracts and the U.S. companies that meet with these delegates,” said David Hamod, President & CEO of the National U.S. – Arab Chamber of Commerce. “Over the past seven years, our Chamber has been privileged to play an instrumental role in bringing both sides to the table with a view to promoting innovation, capacity-building, employment, and economic development.”



Spencer Eccles, Executive Director of the Governor's Office of Economic Development: "Thank you for the invitation to share how Utah is a key player in the IT industry."

### Why Utah?

The High Tech Road Show has never visited Utah before, but this year's visit was set in motion one year ago when 17 government and business leaders from Utah traveled to the International Consumer Electronics Show in Las Vegas to meet with the 2013 HTRS delegation and to invite the High Tech Road Show to come to Salt Lake City.

Some of Utah's key economic drivers are energy development, next generation IT and software products, life sciences, and aviation and aerospace. Entrepreneurship drives current and future development in Utah, where public and private support thrives in the form of the Technology Commercialization and Innovation Program, the Utah Science Technology and Research initiatives, the Utah Technology Council, and numerous funding programs and competitions for start-ups.

Utah is the 33<sup>rd</sup> largest U.S. State, with a population of around three million persons, but the State punches well above its weight in the business world. *Forbes* magazine has named Utah “Best State for Business” three years in a row, and *The Wall Street Journal* has characterized Utah as the “Best of the West” for its business economy. Utah has experienced ten straight years of export growth – the only State in the Union to achieve that distinction – and its tech industry is among the most sophisticated in the United States.



Strategic clusters – geographic concentrations of interconnected companies and institutions in a particular field – are key to Utah’s competitiveness and commercial success. The Office of the Governor has identified seven strategic clusters, representing about 16 percent of Utah’s jobs. The IT/Software cluster outperformed national averages from 2007 to 2011, helping Utah to rank fifth nationally in terms of employment growth and sixth nationally for total wages. This cluster is also an essential part of Utah Governor Gary Herbert’s goal to create “100,000 new jobs in 1,000 days.” As part of this initiative, Utah has been reaching out internationally, and small and medium-sized enterprises (SMEs) have been helping to lead the way.



Cynthia Douglass (center), Director of Communications for NUSACC and organizer of the Utah segment of the High Tech Road Show, is flanked by David Bradford, Chairman of HireVue and morning keynote speaker (left) and David Hamod, President & CEO, NUSACC.

According to the International Trade Administration of the U.S. Department of Commerce, 3,353 companies exported from Utah in 2011, 85.9 percent of which were SMEs with fewer than 500 employees. Utah’s exports of merchandise in 2012 totaled \$19.3 billion, the vast majority of which came from Utah’s three largest metropolitan areas (Salt Lake City, Ogden, and Provo-Orem). Utah exported over \$100 million in goods to the Middle East and North Africa (MENA) in 2012, with approximately half of those exports going to the United Arab Emirates. Utah’s top exports worldwide included agricultural products, machinery, computers & electronics, and fabricated metal products.



Amin Salam, VP of Business Development for NUSACC and Director of the High Tech Road Show.

Utah’s commitment to international business played a major role in NUSACC’s decision two years ago to open a full-time office in Salt Lake City. Cynthia Douglass, who heads that office and serves as NUSACC’s Director of Communications, organized this year’s visit to Utah in partnership with the World Trade Center Utah and the Governor’s Office of Economic Development.





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"Utah proved to be an excellent stop for the HTRS delegates, with a large concentration of software and IT leaders in a relatively narrow geographic space," Douglass noted. "This meant that the HTRS delegates were able to meet with scores of companies during our Business Briefing, but they were also able to visit ten Utah companies in the space of two days. As the delegates experienced firsthand, Utah is exceptionally innovative, has strong and historic ties to the Middle East and North Africa region, and it is well positioned to be a strategic partner for the MENA region."

### Business Briefing: Morning Speakers

NUSACC – in partnership with World Trade Center Utah, the Commercial Service of the U.S. Department of Commerce, and CreoVirtus Consulting – organized a half-day Business Briefing and networking opportunity for upwards of 100 U.S. and Arab



Panel 1 opened a discussion about trends in the Utah IT/Software market. Pictured (left to right): Amin Salam, VP of Business Development, NUSACC; David E. Bradford, CEO, CreoVirtus Consulting; Ragular Bhaskar, CEO, Fatpipe Networks; Vincent Mikolay, Managing Director of Business Outreach & International Trade, Governor's Office of Economic Development; David Hamod, President & CEO, NUSACC; Brad Heitmann, Co-Founder, Trumio; Vincent Brisebois, Director of Visual Computing, Fusion-io; and Cynthia Douglass, Director of Communications & managing the SLC office, NUSACC.



companies. The Briefing consisted of welcome remarks and a morning keynote address, two panel discussions, and a luncheon keynote address.

In her welcoming remarks, Elizabeth Goryunova, Interim President & CEO for the World Trade Center, noted, “We are very pleased to partner with NUSACC to bring the High Tech Road Show to Utah this year, and we hope it will become an annual signature event. The HTRS mission of bringing together thought leaders and industry innovators to discuss the latest insights for the technology industry is a crucial undertaking and in line with The World Trade Center’s strong support for the growth of this industry cluster.”



Addressing the question of Utah's distinguishing characteristics in the broader IT/software space, both Ragula Bhaskar (left) and Vincent Mikolay (right) noted that the LDS Church cultivates young people who are willing to take risks, and places a strong emphasis on a highly educated workforce.

forefront,” she said. “Today, Utah is known globally for Adobe, Fusion-io, Skullcandy, and other IT and software industry leaders.”

Goryunova ended with a culturally relevant conclusion: “According to one of the Arab proverbs, ‘All of mankind is divided into three classes: those that are unmovable, those that are movable, and those that move.’ I hope that NUSACC and the WCT Utah will move forward in a spirit of partnership to facilitate opportunities for Utah high tech companies in the increasingly important MENA region.”

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Goryunova chronicled Utah’s longstanding relationship with high tech, beginning 20 years ago, when WordPerfect and Novell established their respective headquarters in Utah. “Because of our great educational pipeline, a deep talent pool, and a uniquely qualified workforce, we continue to be at the high tech



David Bradford, Chairman of HireVue and former CEO of Fusion-io and HireVue, laid out seven steps for a business to become a billion dollar company, and reviewed lessons learned from the great leaders in the IT and software industry.

The morning keynote address was delivered by David Bradford, one of Utah's best known entrepreneurs and technology leaders. Bradford has held senior positions at such entities as Novell, the Business Software Alliance, HireVue, and Fusion-io which, when Bradford was serving as CEO, was named the "#1 Most Promising IT Company in America" by *The Wall Street Journal*.

Bradford's speech – "Seven Steps to Building a Billion Dollar Company" – drew upon his decades of experience in high tech companies, including his role in supporting Fusion-io's meteoric rise from a start-up to a \$500 million company in five years. He highlighted the importance of creating a breakthrough value proposition, one that disrupts the industry. Fusion-io's memory chips run thousands of times faster than the traditional method of storage, for example, thereby turning that sector on its head. Step #2, Bradford suggested, involves exploiting a high growth market segment, as HireVue is doing with premier companies like Nike, General Motors, Starbucks, and JP Morgan Chase. Other steps to building a billion dollar company, Bradford said, include: building "marquee customers" to drive revenues; leveraging "big brother strategic alliances"; becoming masters of exponential returns; hiring a management team that has both 'inside' and 'outside' skills; and building a board and advisory board with outside experts, rather than financiers.

Today, Bradford serves as Executive Chairman of [HireVue Inc.](#), which is considered the world's leading digital job interviewing solution. Following a site visit to HireVue by the HTRS delegates, he noted, "As a 30-year member of the technology industry in Utah, I was impressed with the energy of the HTRS delegation and their desire to learn more about innovative technologies being deployed in the State of Utah. During the delegation's visit to the HireVue offices, we learned a great deal about the technology needs in the Middle East and Northern Africa. At the same time, delegates walked away with a sincere desire to potentially deploy the HireVue solution at firms and companies in their respective countries."





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### Business Briefing: Panel Discussions and Luncheon Keynote

The Business Briefing included two panel discussions: “The Landscape for Utah IT and Software Technologies” and “High Tech Business Opportunities in the Arab World.” Both panels featured a combination of government and private sector speakers.

The first panel, moderated by David Bradford Jr. – CEO of [CreoVirtus Consulting](#) – featured: Ragula Bhaskar, CEO of [Fatpipe Networks](#); Brad Heitmann, Co-Founder of [Trumio, Inc.](#); Vincent Mikolay, Managing Director of Business Outreach & International Trade in the [Governor’s Office of Economic Development](#); and Vincent Brisebois, Director of Visual Computing at [Fusion-io](#).



Panel 2 discussed high tech opportunities in the Arab world. Pictured left to right: Raad Alghamdi, Saudi Arabia Portfolio Officer, NUSACC; Amin Salam, VP of Business Development, NUSACC, Omran Elshaibi, Chief Information Officer, Central Bank of Libya; Fayek Elbeshti, IT Communications Coordinator, Waha Oil Company; Majdi Zarkouna, CEO, Servicom, Tunisia; David Hamod, President & CEO, NUSACC; Adel Hameed, Business Development Manager; Bahrain Economic Development Board; Mohamed Koshak, Managing Director, Exotic International General Trading (Saudi Arabia); and Cynthia Douglass, Director of Communications and heading the SLC office for NUSACC.



The second panel, moderated by Amin Salam, Vice President for Business Development at NUSACC, featured: Adel Hameed, Business Development Manager at the [Bahrain Economic Development Board](#); Majdi Zarkouna, CEO of [Servicom](#) in Tunisia; Omran Elshaibi, Chief Information Officer at [Central Bank of Libya](#); and Fayek Elbishti, Communications Coordinator at [Waha Oil Company](#), a joint venture between Libya's National Oil Company and ConocoPhillips, Marathon, and Amerada Hess.



Two Platinum members of NUSACC – [Content Watch](#) and [Priority Dispatch](#) – provided informational sessions during the Business Briefing.

Majdi Zarkouna, Servicom - Tunisia (left) and Omran Elshaibi, Central Bank of Libya (right) emphasized the huge role that telecommunications will play in the future for their respective countries.

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(Briefing photos by [Julie Shipman Photography](#))

The luncheon keynote speaker was Spencer Eccles, Executive Director of the Governor's Office of Economic Development, which served as a sponsor of the HTRS visit to Salt Lake City. Eccles' speech – "Utah: A Place to Grow" – walked the delegation through the benefits of setting up shop in Utah and the steps that Utah is taking to turn that State into a premier global business destination:

- Utah boasts the second fastest growing workforce in the United States
- Utah is #1 in the country for small business friendliness, according to the Kauffman Foundation
- Utah touts the fastest broadband infrastructure in the Western USA
- 40 percent of Utah's population holds a higher education degree, and by the year 2020, 66 percent of Utahns are expected to have a postsecondary degree or professional certification
- 33 percent of working Utahns speak at least one foreign language
- Utah has America's youngest population, with 55 percent of the population under 30 years old
- Utah's "Fund of Funds" has awarded \$747 million so far to 70 Utah companies
- Utah is #1 in the USA in the Technology Concentration and Dynamism Composite Index, according to the Milken Institute





Eccles concluded, "Thank you for the invitation to share how Utah is a key player in the IT industry. It was a great opportunity to further expound on Utah's other strengths, such as our young, well-educated and productive workforce, our low tax rates, our sensible regulatory environment and our superb quality of life. We are open for business in Utah and hope that the High Tech Road Show will come back again."



Zions Bank sponsored a Welcome Reception for the delegation at the Utah Museum of Natural History, which showcases Utah-centric exhibits about the Great Salt Lake and the dinosaurs of the Rocky Mountains.

### Site Visits and Public / Private Partnerships

During two full days in Salt Lake City, HTRS delegates managed to squeeze in site visits to ten Utah institutions. For example, [Rockwell Collins](#), a Platinum member of NUSACC, met with the Libyan African Aviation Holding Company about that firm's training needs. Noted Bob Brantley, Product Line Manager, "We discussed the commercial airline training requirements for the Libyan National Airlines in the context



Ron McDaniel, Sr. Vice President of Priority Dispatch, led a personalized tour of his company's headquarters in downtown Salt Lake City. Priority Dispatch offers emergency dispatch protocol products, training, and development around the world, including in the MENA region, with an annual training conference in Qatar.

this latter category are [Qualtrics](#), the world's leading enterprise survey technology provider, and [Live View Technologies](#), which specializes in remote camera installation for off-the-grid locations. David Studdert, Vice President of Business Development for Live View, served as a sponsor of the HTRS visit to Salt Lake City. He said, "As we begin to look into the international marketplace, we are very encouraged by the feedback we received from your delegates, and we look forward to building lasting relationships in the MENA region." Live View hosted a luncheon for the HTRS delegates at the beautiful Sundance Resort, famous for its artistic endeavors and owned by actor Robert Redford since 1969.

of Rockwell Collins' strength in training pilots all over the world. We demonstrated the latest technologies to them, pointing out the features and capabilities that make the Rockwell Collins solution the most sought after solution in the world."

Some of the site visits were to world-class companies, like [Priority Dispatch](#), [Rockwell Collins](#), [Fusion-io](#), and [IM Flash Technologies](#) – a joint venture between Intel and Micron. But other companies visited by the HTRS delegates are start-ups that are well on their way to commercial success.

Two of the companies that fall into



Keyvan Esfanjari, President & CEO of IM Flash Technologies, discusses the highly competitive nature of the flash memory business with David Hamod, President & CEO of NUSACC.





Utah is full of public / private partnerships, and one key reason for Utah's success has been cooperative ventures between that State's system of higher education and its development of workforce services. Local & state government agencies, as well as colleges and universities, have a strategic plan to grow start-ups within the State of Utah, and one of the best examples of this is the [Energy & Geoscience Institute](#) at the University of Utah. The Institute is the largest university-based, cost-shared, upstream E&P research consortium of its kind in the world, and it is very active in the Middle East and North Africa. Delegates were treated to a two-hour VIP tour of the facility, led by Dr. Raymond Levey, Director of the Institute and a research professor.



Delegates learned about the incredible speed and minute size of IM Flash Technology's flash memory.

Perhaps more than any other State in the USA, Utah has devised public / private partnerships (PPPs) that help to drive innovation in the tech community. Two of these successful government-driven programs include:

[Technology Commercialization and Innovation Program](#) – The purpose of the Technology Commercialization and Innovation Program is to catalyze the commercialization of promising technologies that have strategic value for Utah.





Developed by the Utah Legislature in 1986 to help accelerate the process of taking university-developed, cutting-edge technologies to market, the TCIP provides grants to companies that license technology developed at Utah's colleges and universities. This includes startups as well as existing companies that plan to create new products or product lines from the licensed technology.

*Utah Science, Technology, and Research (USTAR) Governing Authority* – The Governor of Utah, the Hon. Gary Herbert, has four main objectives for Utah's continued growth. These include: 1. Strengthening and Growing Existing Utah Businesses; 2. Increasing Innovation, Entrepreneurship, and Investment; 3. Increasing National and International Business; 4. Prioritizing Education to Develop the Workforce of the Future.



Stuart Orgill, Co-Founder of Qualtrics, a rising star in the field of enterprise survey technology, led delegates through a tour of their headquarters (complete with Barnaby, their company pup) and explanations about unifying the data collection process so business leaders can make more informed executive decisions about their company.



Objective #2 revolves around the Utah Science, Technology, and Research (USTAR) Governing Authority, a long-term investment in Utah's economic future. The USTAR program, created by the Utah Legislature in 2006, was conceived through broad-based support from Utah's business community, including the State's chambers of commerce, the Utah Technology Council, the Economic Development Corporation of Utah, and many local economic development agencies. Today, USTAR is a catalyst for connecting entrepreneurs, innovators, industry, education and the financial community with the equipment and human capital assets of the regional schools and universities.

The new Chairman of USTAR is Greg Bell, President & CEO of the [Utah Hospital Association](#), former Lieutenant Governor of Utah, and a longtime supporter of NUSACC programs designed to bring international business to Utah. Says Bell, "Utah was pleased to receive a delegation this week from the Middle East and North Africa (MENA) region that visited several of our State's high tech companies. While here, the delegates saw firsthand the benefits of creating public / private partnerships, something that Utah does particularly well. The visitors were intrigued by these partnerships, including those between Utah's private sector and high tech incubators like USTAR."

Bell concluded, "We value the cooperation that is being built between Utah companies and the MENA nations, and we are grateful to NUSACC for consistently making Utah one of the Chamber's top business destinations."

Many in Utah's private sector share Bell's view. One of them is David Clark, Senior Vice President for International Banking at [Zions Bank](#), lead sponsor of the High Tech Road Show visit to Salt Lake City. "The High Tech Road Show offers a very valuable service to Utah by bringing MENA delegates to our State who are ready and willing to do business with us," says Clark. "Zions Bank is strongly interested in the MENA region and its emerging markets, and we stand ready to support Utah businesses to open trade relations with MENA corporations through international letters of credit, export financing options, and other financial instruments. Many thanks to the National U.S. – Arab Chamber of Commerce for serving as a bridge between companies in Utah and their counterparts in the Arab world."

*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.*