



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

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U.S. – ARAB CHAMBER SUPPORTS TWO “GREEN” INITIATIVES IN DUBAI

The United Arab Emirates Hosts WETEX Exhibition, the World Green Economy Summit, and “Green Week” in Dubai

Dubai, United Arab Emirates – The National U.S. – Arab Chamber of Commerce (NUSACC) participated in two green economy events in Dubai last week, the 16th Water, Energy, Technology, and Environment Exhibition (WETEX) and the World Green Economy Summit (WGES), the first gathering of its kind in the Middle East and North Africa (MENA) region. The two events, part of “Green Week” in Dubai (April 14 – 20), highlighted the historic transition of the United Arab Emirates (UAE) to diversify away from a hydrocarbons-based economy to a knowledge-based economy.

The U.S. – Arab Chamber was represented by its President & CEO, David Hamod, and Amin Salam, NUSACC’s Vice President for Business Development. “When it comes to environmentally-friendly technologies, the United States boasts some of the most cutting-edge companies in the world,” said Hamod. “There is more interest than ever in the Arab world for green solutions, and companies in our Chamber need to be at the forefront of that effort.”



Dignitaries tour the opening of the 16th WETEX exhibition. H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy (middle), conversing with David Hamod, President & CEO of the National U.S.-Arab Chamber of Commerce (right). Also pictured: H.E. Saeed Mohammed Al Tayer, CEO of DEWA and Vice Chairman of the Dubai Supreme Council of Energy (left).

Photo credit:
Dubai Electricity and Water Authority



WETEX 2014

This year's WETEX was organized under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and President of the Dubai Electricity and Water Authority (DEWA).

The three-day exhibition was opened by H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, and H.E. Saeed Mohammed Al Tayer, CEO of DEWA and Vice Chairman of the Dubai Supreme Council of Energy. The opening and walk-through was attended by high-level officials from numerous countries, including the United States, which was represented by the Hon. Rob Waller, U.S. Consul General in Dubai, and NUSACC's leadership, who helped to represent America's private sector.

Mr. Al Tayer, CEO of DEWA, noted, "We have succeeded in gathering energy, water, environment, sustainable development, and oil and gas sectors under one roof, providing an ideal platform to communicate with partners and customers, as well as to offer services and solutions to a wide number of consumers." More than 1,500 companies participated in WETEX, representing more than 40 nations.

WETEX is consistent with policies of the "Green Economy for Sustainable Development," an initiative launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai and Vice President and Prime Minister of the United Arab Emirates. The theme of this year's exhibition, blessed by the Dubai Supreme Council of Energy, was "At the Forefront of Sustainability."



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Companies exhibiting at WETEX ran the gamut of sustainability issues and environmental technologies, including but not limited to electricity and water consumption / conservation, environmental protection, waste management, green construction, and carbon reduction strategies.



WETEX bills itself as a “unique business platform to showcase advanced technologies related to energy, water, and the environment.” The exhibition provides an opportunity for “experts, specialists, solutions providers, investors, government decision makers, business partners, and investors for public and private sectors to network and collaborate.”

Companies interested in WETEX 2015 should contact the [National U.S. – Arab Chamber of Commerce](#) for more details.

World Green Economy Summit

The World Green Economy Summit (WGES), held under the auspices of the Dubai Supreme Council of Energy (DSCE), was presided over by the DSCE’s Chairman and Vice Chairman, H.H. Sheikh Ahmed and H.E. Saeed Al Tayer, respectively. Mr. Al Tayer, who also serves as DEWA’s Managing Director and CEO, noted, “This Summit will help us to achieve economic and social development as we seek to battle climate change, and to form a roadmap toward a greener economy.”



The Opening Session of the World Green Economy Summit (WGES), the first gathering of its kind in the Middle East and North Africa (MENA) region, highlighted the historic transition of the United Arab Emirates (UAE) to diversify away from a hydrocarbons-based economy to a knowledge-based economy.



The two-day conference – highlighting the theme of “Global Partnerships, Sustainable Future” – included plenary sessions, roundtables and in-depth workshops, and a variety of networking opportunities.

The Summit showcased Dubai and that emirate’s groundbreaking policies in monetizing such areas as alternative energy, water conservation, green construction, and the like. The event also leveraged the presence of Abu Dhabi-based International Renewable Energy Agency (IRENA), an intergovernmental entity that supports countries in transition to a sustainable energy future.

IRENA serves as a principal platform for international cooperation and a repository of policy, technology, resources, and financial knowledge on renewable energy. The UAE-based organization promotes the widespread adoption and sustainable use of all forms of renewable energy, including bioenergy, geothermal, hydropower, ocean, solar and wind energy in the pursuit of sustainable development, energy access, energy security and low-carbon economic growth and prosperity. (www.irena.org)

This year’s Summit revolved around five pillars:

1) Green Regulation – Including best practices, legislation, subsidies, and opportunities for global trading in green consumer goods and services.

2) Green Finance – Including what makes it “green,” new financial vehicles, benchmarks of success, and public – private partnerships (PPPs).

3) Green Innovation – Including incentives, business models, best practices, and making the case for Dubai as a focal point for sustainable leadership.

4) Green Partnerships – Including opportunities and threats, definitions of success, and case studies.

5) Green Marketplace – Including



H.E. Reem Ebrahim Al Hashimy, UAE Minister of State: “We all have a stake in the green economy, and one of the most sobering issues for me is that averting catastrophic climate change is possible, but only if we act now and triple renewable energy deployment in the near term.”



the latest technologies and services, resource efficiencies, business models, and global deployment of green technologies.

Women Ministers Showing the Way

A compelling case for Dubai as an energy hub was made by H.E. Reem Ebrahim Al Hashimy, the UAE's Minister of State and Managing Director of the Higher Committee on Hosting the World Expo 2020, which will be held in Dubai. She said, "We want to be a center of energy . . . although relying on oil reserves has never been our strategy."



H.E. Reem Ebrahim Al Hashimy, UAE Minister of State, and David Hamod, NUSACC President & CEO.

No more than five percent of Dubai's economy is petroleum-based, she noted, and for the UAE as a whole, only 30 percent of the GDP is based on hydrocarbons. "People often ask me why IRENA is based in a hydrocarbon economy," she suggested. "I say it exists here, in the UAE, because this is where the vision is."

Energy efficiency and sustainability solutions are a priority for the UAE, Minister Al Hashimy said, and the nation has invested substantially in these technologies. "We look forward to investing more," she noted, "as we believe this is the future, especially for economies which are working towards minimizing dependability on oil and gas."

The UAE is also very focused on investing more in universities, hospitals, and academic institutions, she suggested, because "those will be major drivers in building an entire ecosystem based on knowledge,

technology, and health. Such initiatives go hand-in-hand with building a sustainable, healthy, and energy efficient economy."

She continued, "The promise of a green, sustainable, long term form of energy has guided . . . the Expo 2020 campaign. We are committed to delivering one of the most green expos ever, and we are looking at how we can design a site and a mechanism that are sustainable." To be able to do this, she said, "We need to start in advance, and we must look to international partners to play their role. The legacy of our Expo site has to live beyond the six months of World Expo."



She concluded, “We all have a stake in the green economy, and one of the most sobering issues for me is that averting catastrophic climate change is possible, but only if we act now and triple renewable energy deployment in the near term.”

Minister Al Hashimy’s remarks were complemented by those of Her Excellency Hakima El Haite, Morocco’s Minister of the Environment. “In Morocco, we have started institutional and legal reforms in order to start working toward a green and sustainable economy,” she said. “96 percent of Morocco’s energy comes from outside the country, but our goal is to reduce that to 40 percent by 2020, highlighting the imperative for more sustainable energy sources.”



Her Excellency Hakima El Haite, Morocco’s Minister of the Environment: “All policies need to focus on green growth -- something that we in Morocco adopted as a measure to fight poverty and create growth.”

She concluded, “The State needs to be the example that we follow. All policies need to focus on green growth -- something that we in Morocco adopted as a measure to fight poverty and create growth.”

H.E. Alun Davies, Minister of Natural Resources and Food in Wales, summed up the problem this way: “The challenge facing all of us is how we will drive growth in the 21st century, and how we will work together as nations and regions. Energy will be a key component of future industrial growth, and this needs to be clean and renewable . . . People, society, government, and business must work in partnership to ensure that around the globe, we can all learn lessons for future generations.”



The opening and walk-through were attended by high-level officials from numerous countries, including the United States, represented here by David Hamod, President and CEO of NUSACC.