



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

FOR IMMEDIATE RELEASE  
January 13, 2015  
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## U.S.-ARAB CHAMBER'S EIGHTH ANNUAL "HIGH TECH ROAD SHOW" KICKS OFF IN LAS VEGAS, NEVADA

*Road Show Delegates from Six Arab Nations Participate in  
International Consumer Electronics Show (CES)*

*After CES, Tech Delegation Will Travel to Texas for the First Time*

**Las Vegas, Nevada** – The National U.S. - Arab Chamber of Commerce (NUSACC) this week launched the 2015 High Tech Road Show (HTRS) to the United States with a visit to the International Consumer Electronics Show (CES). This marks the eighth year of the Road Show which, over the years, has attracted hundreds of companies from 17 different Arab nations. In 2015, for the very first time, the Road Show will visit three metropolitan areas in Texas: Houston, Austin and Dallas / Fort Worth.



Some of the HTRS delegates meet with Gary Shapiro, Consumer Electronics Association CEO (front right), and David Hamod, NUSACC President & CEO (front left).



“At a time when government and business leaders in the Middle East and North Africa (MENA) are searching for ways to build capacity and create jobs through technological innovation and knowledge transfer, our Chamber’s High Tech Road Show paves the way to all of the above,” noted David Hamod, President & CEO of NUSACC. “Leaders from the Arab world recognize that the high tech sector is on the cutting edge of economic growth, which helps to explain why this Road Show has maintained a unique appeal over the past eight years.”

Countries represented during this year’s HTRS include the Kingdom of Bahrain, the Kingdom of Morocco, the State of Qatar, the Kingdom of Saudi Arabia, the Republic of Tunisia, and the United Arab Emirates.

### Visit to the International CES

This year’s High Tech Road Show includes 22 Strategic Partners – the most ever – including the Consumer Electronics Association (CEA), organizers of the International CES held in Las Vegas, Nevada.



Delegate Sheikh Ali Jeraisy (left), President of Al Jeraisy Group, the largest IT integrator in the MENA region, spends time at CES with Hon. Joseph W. Westphal, U.S. Ambassador to the Kingdom of Saudi Arabia.

In a meeting with some of the NUSACC Road Show delegates, Gary Shapiro – President & CEO of CEA – said, “Once again, NUSACC recruited a highly qualified delegation of executives from the Arab world. I enjoyed getting to know the delegation that participated in the High Tech Road Show, and I wish them success as they continue the Road Show elsewhere in the United States. We value NUSACC’s commitment in supporting CES for many years, and we look forward to working together for the upcoming CES 2016.”

The International CES has historically been the first stop on the High Tech Road Show. This year’s show drew more than 170,000 industry professionals, including more than 45,000 individuals from outside the United States.



According to the CEA, the 2015 International CES was the “largest and most amazing CES in show history, breaking all records as innovators across the show floor unveiled technology services that will solve world problems and improve lives.” The show included more than 2.2 million net square feet of exhibit space featuring more than 3,600 exhibitors, including a record number of startups. Innovators showcased the latest technologies across such categories as automotive electronics, personalized health care solutions, unmanned vehicles, connected devices, 3D printers, gaming, and more.

According to Shapiro, revenues for the U.S. consumer electronics industry are on track to grow three percent in 2015 to \$223.2 billion – an all-time high. “In the blink of an eye,” he noted, “consumer demand has taken off for emerging categories such as wearables, unmanned aerial vehicles and 4K Ultra HD – categories that were too small to track just three years ago.”



Following his keynote address, Brian Krzanich, CEO of Intel Corporation (center), huddles with Dr. Juma Al Matrooshi, Executive Vice President of Dubai Silicon Oasis (right), and Eng. Talal Al Maghaiseb, Qatar Olympic Committee (left).

Wearable devices were everywhere at this year’s CES, with annual sales in 2015 expected to exceed \$5 billion. Sales of tablets are expected to drop slightly in 2015, as will television sales, responsible for an anticipated \$18 billion in sales this coming year.

However, one bright spot among TV sales are 4K Ultra HD displays, which are expected to grow more than 200 percent – to four million units – in 2015.

Smartphones remain the industry juggernaut, with more than \$50 billion in sales expected in 2015, up more than five percent since last year. In the recent words of Farhad Manjoo in *The New York Times*, “Many devices have been superseded by a single, all-powerful tool: the smartphone. Today, just about everything that once required a small, dedicated electronic device – from cameras to portable game consoles to GPS navigators to music players to too many others to name – works better as an app on a phone . . . . Smartphones have created new categories of capabilities that have eclipsed gadgets as the tech industry’s center of energy and innovation.”

### The Internet of Things (IoT)



At the Intel booth, delegates learned about “Real Sense” technology that, according to Intel CEO Brian Krzanich, is bringing cutting-edge computer/human interactions to the marketplace.

For the second year in a row, the “Internet of Things” (IoT) was center stage at CES, accentuating how everyday life revolves around – and is often shaped by – ubiquitous services available through the Internet. In the words of Boo-Keun Yoon, Samsung Electronics President & CEO of Consumer Electronics, “Five years from now, every single piece of Samsung hardware will be an IoT device, whether it is an air purifier or an oven.”

Smart, driverless cars captured the attention of CES attendees, highlighted through speeches and demonstrations by Ford Motor Company, Mercedes, BMW, Audi, and others. In a CES “first,” opening

day featured CEA’s Gary Shapiro emerging from a Mercedes F 015 Luxury in Motion vehicle that drove itself onstage.

The Internet of Things also figured prominently in specialized tours organized by NUSACC for the HTRS delegates to such companies as Qualcomm, Intel, and IBM:

- [Qualcomm](#) showed off technology that enables wireless charging of batteries, raising the prospect of inductive charging for everything from toys to automobiles to homes.
- [Intel](#) highlighted innovative, interactive technologies – invented by entrepreneurs worldwide – including a remote baby monitor, smart skis, a soccer jersey replete with a camera, smart gloves to combat repetitive motion injuries, and “Real Sense” technology that, according to Intel CEO Brian Krzanich, is bringing cutting-edge computer/human interactions to the marketplace.
- [IBM](#) walked HTRS delegates through a high-tech display that melded cloud computing, data analytics, and mobility in ways that could well affect cooking (Chef Watson), shopping (IBM + Apple Pay), and eventually aligning a variety of IoT gadgetry (Adept®, with Samsung).



### Initial Feedback from Some HTRS Delegates

This year's HTRS attracted delegates from six Arab nations: four from the Gulf Cooperation Council (Bahrain, Qatar, Saudi Arabia and the United Arab Emirates) and two from North Africa (Morocco and Tunisia). Some of the MENA region's top brands and institutions are represented in this year's delegation, including the Bahrain Economic Development Board, the Qatar Olympic Committee, the Dubai Silicon Oasis Authority, and The Jeraysi Group.

Dr. Juma Al-Matrooshi, Executive Vice President (Commercial) at the Dubai Silicon Oasis Authority, noted, "I am very delighted to be joining NUSACC for the second time on the High Tech Road Show, which provides an excellent platform and engages an outstanding network in the technology sector." He went on to say, "We consider DSOA's support for and participation in the High Tech Road Show to be part of the successful implementation of our MOU with NUSACC, and we look forward to doing more together in 2015."

Ms. Rose Sager, Trade Representative from the Kingdom of Bahrain, put it this way, "NUSACC organized a very effective and meaningful program at the 2015 International Consumer Electronics Show, one of the largest and most influential shows in the United States. High-level, productive meetings were arranged for the HTRS delegates, including specialized sessions with major companies, and all of the delegates were very appreciative of these value-added benefits."



Talal Al Meghaiseb from Qatar Olympic Committee (left) and Amin Salam from NUSACC (right) meet with Keynote Speaker, Founder and CEO of GoPro Cameras, Nick Woodman (center) during the Leaders in Technology VIP Dinner.

Ms. Sager concluded, "Our participation was very important for raising awareness and reinforcing ties between the Kingdom of Bahrain and the United States. The National U.S. - Arab Chamber of Commerce has done it again!"

*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.*