

Ambassador David D. Pearce
Tuesday, September 27, 2010
Reception - USABC 2010 Trade & Investment Mission

Thank you all for coming tonight. Honored guests from the Algerian Government, the Algerian and American business communities – welcome to our home. It is my pleasure to host this event for the U.S.-Algeria Business Council's 2010 U.S. Trade & Investment Mission to Algeria. I would also like to thank the American Chamber of Commerce in Algiers for sponsoring tonight's reception, and I would also like to note the participation and support of the National U.S.-Arab Chamber of Commerce, whose President, David Hamod, is here with us tonight.

The U.S.-Algeria Business Council, Ismail Chikhoune, and his team have shown admirable commitment to building a commercial bridge between our two nations. I am happy to see such an impressive group of companies here to seek business opportunities in Algeria. You have a high quality program and I hope you will take full advantage of this opportunity to see what Algeria has to offer and make contacts that may grow into long-term partnerships.

Our shared interest in growing business between our countries brings us together as people and as nations, so I would like to take the opportunity tonight to recognize some of those who have worked especially hard to build both economic and commercial ties between the U.S. and Algeria.

In honor of his sustained efforts and the close working relationship he maintains between the USABC and the U.S. Embassy, on behalf of the U.S. Department of Commerce, I present to Dr. Chikhoune, this Certificate of Appreciation signed by the Director General of the U.S. & Foreign Commercial Service.

I would also like to recognize the American Chamber of Commerce in Algeria. In addition to their gracious support of tonight's event, the AmCham has been building better business relations between the U.S. and Algeria since 2001. Representing the AmCham is Mr. KAREEM AL HASSANI, owner of Imara Trading and interim AmCham President.

In addition to these two U.S.-Algeria trade promotion partners, I would like to recognize a couple of private sector partners. These companies have worked closely with the Embassy Commercial Section to forge business ties with U.S. companies. I would note that these companies are currently members, or in the process of becoming members, of the U.S.-Algeria Business Council.

First, Mr. TCHOUAR Mohamed Choukri, General Manager of Tlemcen-based Sarl KOTBIA. Thanks to your participation last February in the International Buyer Program mission to the

World of Concrete trade show in Las Vegas, Nevada, your company formed an agreement with the Iowa-based company CemenTech, becoming their partner in the Algerian market.

I would also like to commend Mr. SID AHMED MENACERI, of Metronome-Connexe for purchasing information technology equipment and a license from Blue Coat Systems, of San Francisco, California. This agreement developed thanks to Metronome's participation in the first-ever Algerian International Buyer Program delegation to the NextComm trade show in June 2008.

These two companies represent exactly the kind of forward thinking, partnership, and initiative we want to encourage. So, thank you both for reaching out to U.S. companies to grow your business.

A solid relationship with a well-placed local partner is the key to success in the Algerian market. Developing the right relationship takes time and patience. These companies are proof that there is opportunity and success to be had in Algeria. The U.S.-Algeria Business Council, the American Chamber of Commerce in Algeria, and the U.S. Embassy all stand ready to help you succeed.

Once again, I would like to thank everyone for participating in the 2010 U.S. Trade & Investment Mission to Algeria. Please enjoy the rest of your evening.