



U.S.-Oman Trade Bulletin

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American Week Celebrated



American Week Celebration at the Sultan Center Outlet in Qurum

To celebrate the America's Independence Day, The Sultan Center, in cooperation with the U.S. Embassy Muscat, the U.S. Agriculture Trade Office - Dubai, American Airlines, and Arab Marketing and Finance organized an American Week from July 4 - 10, 2010. The event was inaugurated by H.E. Richard Schmierer, U.S. Ambassador to Oman at The Sultan Center outlet in Qurum. The event showcased nearly 4000 American products ranging from food, sports, and household goods. U.S. companies like Starbucks, Green Giant, Kraft, Mills, Frito lay, Kellogg's, Pepsi, and many more found the event a good opportunity to showcase their products.

U.S. Embassy Participates in the Workshop on Live Bird Marketing

A regional workshop in the field of live poultry marketing systems, biological safety, risk analysis systems and critical control systems for poultry was held at the InterContinental Hotel on September 25, 2010. The opening ceremony was held under the patronage of H.E. Dr Ishaq Bin Ahmed Al Raqishi, Undersecretary at the Ministry of Agriculture. The ceremony was attended by H.E. Dr. Richard J. Schmierer, the U.S. Ambassador to the Sultanate, a number of officials in the Sultanate, officials from the U.S. Department of Agriculture, experts and participants from Qatar, Bahrain, Saudi Arabia, Yemen, and Kuwait.

Engineer Ali bin Mohammed al Kalbani, Director General of Livestock, addressed the gathering highlighting the importance of caring for both the health aspects of poultry farms and marketing them properly through applying biological



U.S. Ambassador to Oman, Richard J. Schmierer along with the dignitaries at the inauguration of the workshop

cal safety systems, risk analysis systems, and crucial control points to reduce the spread of epidemic diseases and improve the quality of bio products. Dr. Richard J. Schmierer, U.S. Ambassador to the Sultanate delivered a speech highlighting the importance of

global cooperation to combat these viruses. The seminar reviewed international experiences in preventing and combating bird flu.

General Cable inks JV with ICI

Kentucky-based General Cable signed a joint venture agreement with International Cable Industries (“ICI”) to improve the supply of full range of general cable products for the energy, electrical infrastructure, and construction markets in Oman and other GCC countries. The company will initially focus on setting up a distribution center. It expects a huge demand for wire and cable products in the region due to increasing investments in infrastructure and



power generation projects. Countries throughout the region continue to invest in large-scale transport, construction, oil and gas, power generation, transmission and distribution infrastructure.

Muscat American Business Council's October luncheon on Leadership Coaching

The Muscat American Business Council organized a luncheon with a focus on leadership coaching for managers and executives. The session was presented by Charles Jewett, ICF-Certified Coach, Point Leadership on October 11, 2010 at 11:30 am at the Ramada Hotel at Shatti. He introduced the group to the practice of leadership coaching through dialog and thought-provoking practices with the group.



المجلس التجاري الأمريكي بمسقط
Muscat American Business Council

For more information on the MABC, please visit: <http://www.mabcoman.com/>.

The AAPEX/SEMA Show from November 2-5 in Las Vegas

AAPEX represents the \$285 billion North American aftermarket that includes replacement parts, accessories, chemicals, tires and non-warranty service for passenger cars and light trucks.



NOVEMBER 2-4 | 2010
TUESDAY - THURSDAY
SANDS EXPO CENTER, LAS VEGAS, NV

The SEMA Show represents the \$31 billion specialty performance market featuring performance, accessories, restoration and motorsports products. There are over 900 product categories on display at the SEMA Show and AAPEX. For more information on the expo visit: www.semashow.com and www.aapexshow.com.



UPCOMING EVENTS:

PACKEXPO International 2010

Products: Food Processing and Packaging Equipment

Location: Chicago, IL

Date: October 31- November 03, 2010

The AAPEX/SEMA show2010

Products: Automotive Parts and Services

Location: Las Vegas, NV

Date: November 2-5, 2010

American Film Market 2010

Products: Films and Videos

Location: Santa Monica, CA

Date: November 3-10, 2010

Greater NY Dental Meeting 2010

Products: Dental Equipment

Location: New York, NY

Date: November 26- December 1, 2010

