

GLOBAL TRADE & Travel Show

*Bringing
Gusto*

With Value Added Experiences

The U.S. Capitol Visitor Center, East Plaza of the Capitol, between Constitution and Independence Avenues.

Opening Doors • 2:05 PM Guest Speaker: Mr. David Herring, Director of Communications & Education, NOAA Climate Program Office. – Addressed the effects of climate change on businesses and communities. Capital Region cultural, science, SME and travel experts extend their knowledge of ways in which climate information can support tourism and trade decisions.

Session I • 2:45 PM Partnering with Federal Agencies: Mrs. Jessica Dulkadir, Environmental Team Leader and Thought Leader, U.S. Department of Commerce. Mrs. Dulkadir highlighted market access, trade leads and market development programs. The environmental technology trade sector is of vital growth in the U.S. and emerging economies and contribution to market advantage in site on manufacturing and leisure travel markets.

Session II • 3:00 PM Enhancing Trade Mission Experiences and Tracking Trade Mission Success Stories: Mr. Bernard Geenen, Economic and Commercial Counselor for Wallonia & Brussels, Embassy of Belgium and Liaison Officer of the World Bank & IDB Group. Mr. Geenen shared his experiences in trade mission and travel.

Session III • 3:45 PM. Promoting International Brands: Ms. Alexandra Pribilovics, Vice President, SIQIN USA

Destination Tourism: Ms. Angela Slade, Wine Australia. Host in the spirits of Amour, presents Australian wine as trade exports.



The Global Trade Guide/GROTTO announced the development of the Global Trade & Travel Show, with its PBS production partner, to international delegates from various Embassies, businesses and organizations involved in trade and travel sectors. The National Oceanic and Atmospheric Administration, (NOAA) and the US Department of Commerce, International Trade Administration (ITA), opened the roundtable discussion highlighting the impact of climate change on manufacturing and the hospitality industries. Delegates engaged in a dialogue informing decision makers of effective methods to prepare for economic development. Tourism and Trade executives from AAA and Wine Australia shared their experiences in promoting international brands. Questions to NOAA poised by Embassy representatives from Oman, Belgium and Sweden demonstrated the array of weather impacts. Of particular interest were the challenges faced by emerging markets, expressed by territorial delegates from Ghana, who noted the impact on sustainable agricultural and tourism projects.



U.S. Capitol Tour and reception, held after the Global Trade Guide/GROTTO proceedings.



5th Annual KACST Technology Incubation Conference at the King Abdulaziz City for Science and Technology (KACST) Conference Centre.

Monday Nov. 4, 2013

RIYADH, SA – An international delegation of speakers convened to interact with an audience of the GCC and MENA states for discussions on; sustainable, economic development, technology transfer and R&D in the areas of; cleantech, health and ICT

business incubation. Market driven demand and decrees to increase the SME's incubation and development in the Kingdom was the focal point. Sustainable to the region and international markets drove discussions on the planned shift and expansion of the economy from oil base, to a devised knowledge, energy and manufacturing base.



Ms. Valerie D'Costa, Program Manager, for the World Bank's **InfoDev** Program, presenting the 2013 World Bank Award supporting Innovation and Entrepreneurship.







The tour of King Abdullah City for Atomic and Renewable Energy Museum where we participated with interactive demonstrations of alternative energy resources and innovative process are being explored and made available for exhibition.

The KACST research centers for Biotech Engineering incubations facilities. Tours were also conducted with innovations in photovoltaic panels and distribution systems.





Select pieces of artifacts at Saudi National Museum highlighting the history and culture of the Arabian Peninsula and the Kingdom of Saudi Arabia.



The closing dinner remarks at the home of our host, **Mr. Nawaf A. Al-Sahhaf**, CEO, BADIR Program for Technology Incubators. The closing ceremonies examined the 4th Annual Saudi Technology Incubation Conference Resolutions, its benchmarks and short falls presented at conclusions of the 5th Technology Incubation Conference for refining and establishing new Resolutions presented.



5th Annual Saudi Technology Incubation Conference Resolutions

1

Build on the Conference's Momentum

Build on the momentum of the international conference and re-run with an international conference in 2014

2

Promote Failure as a Step for Success

Continue work to reduce the stigma of failure and promote it as a step for success

3

Measure the Impact of Incubators

Establish a methodology to regularly assess the economic and social impact of incubators

4

Collaborate with SAGIA and Ministry of Commerce

Work closely with SAGIA and the Ministry of Commerce to provide incubatees with access to SAGIA's service centers and develop a soft landing program

5

Expand Badir-KACST Technology Incubation Program

Expand the Badir-KACST technology incubation program to establish more technology incubates around the kingdom including with university