

# U.S. – MIDDLE EAST BUSINESS & EXPORT PROMOTION TOUR

NEW YORK CITY • SEATTLE • SAN FRANCISCO • MILWAUKEE • CHICAGO • HOUSTON

## MIDDLE EAST EXPORT OPPORTUNITIES ROUNDTABLE DISCUSSION

SAN FRANCISCO - FRIDAY, OCTOBER 22, 2010

### ABOUT THE TOUR

The Business Council for International Understanding (BCIU) in partnership with the U.S. Department of State is hosting a multi-city tour with U.S. Ambassadors serving in the Middle East. The U.S.-Middle East Business and Export Promotion Tour will visit San Francisco on October 22, 2010 and will feature U.S. Ambassadors to Algeria, Libya, and the United Arab Emirates. This program will showcase growth sectors in specific regions in the Middle East as well as unique opportunities for companies to develop strategies that increase U.S. exports and expand business in the Middle East.

#### IDENTIFIED SECTORS OF FOCUS INCLUDE:

- Healthcare, Biomedical and Medical Devices
- Energy: Oil & Gas, Renewable, Green Building, Smart Grid and Energy Efficiency Technologies
- Information and Communication Technologies
  - Transportation Systems
  - Water Efficiency Technologies

### FEATURING

The Honorable David D. Pearce  
Ambassador of the United States to Algeria  
U.S. Embassy Algiers

The Honorable Gene Cretz  
Ambassador of the United States to Libya  
U.S. Embassy Tripoli

The Honorable Richard G. Olson  
Ambassador of the United States to the  
United Arab Emirates  
U.S. Embassy Abu Dhabi

Registration available: <http://bcIU.org/event/1439>

*Space is limited and RSVPs are accepted on a first come first served basis*

*Participation fee: \$45.00*

For questions please contact Shelby Thompson  
at 202.294.3323 or [s-thompson@bcIU.org](mailto:s-thompson@bcIU.org)



WHEN  
Friday, October 22, 2010  
Roundtable from 8:30 am – 10:00 am

WHERE  
The Fairmont San Francisco Hotel  
950 Mason Street  
San Francisco, CA 94108

*This tour is undertaken as part of the National Export Initiative launched by President Obama to double U.S. exports and add two million jobs to the American economy.*



BCIU

Advancing the National Export Initiative & U.S. Commercial Diplomacy in the Middle East

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## AMBASSADOR BIOGRAPHIES

**The Honorable David D. Pearce**  
**Ambassador Of The United States To Algeria**  
**U.S. Embassy Algiers**

David Pearce was confirmed as Ambassador of the United States to Algeria in August 2008. Prior to this nomination, he served as Minister Counselor for Political Affairs at the U.S. Embassy in Rome, Italy from 2005 to 2008. During that period he served two excursion tours to Baghdad, Iraq, where he was Senior Adviser to the U.S. Ambassador.

Before his post in Italy, Ambassador Pearce served as Consul General at the U.S. Consulate General in Jerusalem, Israel from 2003 to 2005. He also served as Deputy Chief of Mission at the U.S. Embassy in Damascus, Syria, and Consul General at the U.S. Consulate General in Dubai, United Arab Emirates. He was previously Director of the Office of Northern Gulf Affairs at the U.S. Department of State.

From 1992 to 1993, Ambassador Pearce took a sabbatical to write "Wary Partners: Diplomats and the Media," a book on diplomacy and the media which was published by the Congressional Quarterly in 1994. In 1991 he served as a Special Assistant to the Under Secretary of State for Political Affairs. During the Gulf War, he served as Liaison Officer with the Kuwaiti government-in-exile in Taif, Saudi Arabia. Prior to joining the Foreign Service, he worked as a reporter and foreign correspondent.

Ambassador Pearce received a Bachelor of Arts from Bowdoin College in 1972 and a Master of Arts in Journalism from Ohio State University in 1973. He speaks Arabic, Italian, and French

**The Honorable Gene A. Cretz**  
**Ambassador Of The United States To Libya**  
**U.S. Embassy Tripoli**

Gene A. Cretz was confirmed as Ambassador of the United States to Libya in November 2008. He previously served as Deputy Assistant Secretary in the Bureau of Near Eastern Affairs from April 2008 to November 2008.

Ambassador Cretz was Deputy Chief of Mission at the U.S. Embassy in Tel Aviv, Israel from 2004 to 2008. He served as Chargé d'Affairs and then as Deputy Chief of Mission at the U.S. Embassy in Damascus, Syria from 2003 to 2004. Ambassador Cretz was Minister-Counselor for Economic and Political Affairs at the U.S. Embassy in Cairo, Egypt from 2001 to 2003. Previous posts include Beijing, China; Tel Aviv, Israel; New Delhi, India; and Islamabad, Pakistan. Before joining the Foreign Service, he was a Peace Corps volunteer in Kabul, Afghanistan.

Ambassador Cretz received a Bachelor of Arts in English Literature from the University of Rochester in 1972 and a Master of Science in Linguistics from New York State University at Buffalo in 1975. He speaks Dari, Urdu, Arabic and Chinese.

**The Honorable Richard G. Olson**  
**Ambassador Of The United States To The United Arab Emirates**  
**U.S. Embassy Abu Dhabi**

Richard Olson became Ambassador of the United States to the United Arab Emirates arrived in September 2008. Prior to this position, he served as Deputy Chief of Mission at the United States Mission to the North Atlantic Treaty Organization.

Ambassador Olson previously served as Consul General at the U.S. Consulate General in Dubai, United Arab Emirates from 2001 to 2003. Other overseas posts include Mexico, Uganda, Tunisia, Ethiopia, and Saudi Arabia, where he served as the U.S. Embassy's Liaison Officer to General Schwarzkopf during the 1991 Gulf War. Ambassador Olson's assignments at the U.S. Department of State include positions with the Operations Center, NATO Desk, Office of Israel and Palestinian Affairs, and Office of Iraqi Affairs. He has also received the Exceptional Civilian Service Award from the Secretary of Defense for his service in Iraq and the U.S. Department of State's Superior Honor Award (three times).

Ambassador Olson received a Bachelor of Arts in Law and Society and History from Brown University in 1981. He speaks Spanish, French and Arabic.



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