



DISCOVER AMERICA 2019

October 19-27



Dear U.S. Company Partners:

As the Chargé d’Affaires of the United States Embassy in Abu Dhabi, I am thrilled to support the Discover America program for the fifth year in a row in the United Arab Emirates. Discover America is a time to promote U.S.-UAE bilateral trade and investment by celebrating the U.S. brand and culture. Our objectives are to provide U.S. companies with a platform to showcase their products and services to potential UAE buyers and partners, spotlight U.S. and UAE partnerships, and enjoy American food, music and culture. By using the convening power of the U.S. Embassy, Discover America offers unique and impactful inroads to building and reinforcing U.S.-UAE business relations.

With over \$24.5 billion in two-way trade, the UAE has been America’s largest export partner in the MENA region for the last 10 years. The UAE is also the largest source of foreign direct investment from the Middle East into the United States. Discover America builds on this solid foundation across the economic, science, culture, and technology sectors, helping the UAE move to a knowledge economy in sync with its 2030 economic plan to diversify its presence in the international marketplace.

This year’s Discover America theme is *Mobility*, in line with the themes for the upcoming Expo 2020. Activities will revolve around Personal Mobility, Transportation, Logistics, Travel and Exploration, and Digital Connectivity. Without a doubt, the U.S.-UAE trade and investment relationship has been a success for many years. Partnering with us through Discover America is a great way to build on this foundation to highlight your company’s value proposition.

If you are interested in joining us, it is easy to become a partner. Just email our stellar Commercial Specialist and Discover America Champion Maya Najm at Maya.Najm@trade.gov and she will help you customize the partnership to fit your needs.

We look forward to working with you!

Sincerely,



Steven C. Bondy
Chargé d’Affaires, a.i.



CAMPAIGN'S MISSION, GOALS, AND OBJECTIVES



- **Mission:** Increasing the trade and partnership between the United States and the United Arab Emirates

- **Goal:** Celebrating the American Brand and Culture

- **Objectives:**
 - Providing a platform for U.S. companies to showcase their products and/or services
 - Connecting U.S. and UAE entities
 - Sharing and showcasing American culture

THEME: MOBILITY THE BRIDGE TO OPPORTUNITY

Creating smarter and more productive movement of people, goods, and ideas.

Connecting people, goods and ideas and providing easier access to markets, knowledge, and innovation.



FOCUS SECTOR: TRANSPORTATION



Exploring the means, modes, and infrastructure of movement.

- Means and modes for transport
- Sustainable, low carbon solutions
- Autonomous vehicles (drones, driverless cars)
- Smart infrastructure

FOCUS SECTOR: TRAVEL & EXPLORATION



Reaching new frontiers through exploration, knowledge and the quest for opportunity.

- Exploring new frontiers to connect people, places, and opportunities
- Experiential, authentic and immersive travels and tourism to enhance understanding
- New technologies and business models

FOCUS SECTOR: PERSONAL MOBILITY



Finding mobility solutions for us all, including the disabled and those who live in towns and cities.

- Restoring personal mobility
- Affordable & accessible prosthetics
- Assistive robotics
- Universal accessibility (physical & digital)

FOCUS SECTOR: LOGISTICS

Developing smarter, more efficient and sustainable systems for moving physical goods.

- Humanitarian and vital goods and logistics (e.g. food, medicine, water, energy)
- Supply chains of the future
- Tracking and safety of goods
- Logistics corridors and intermodal connectivity

FOCUS SECTOR: DIGITAL CONNECTIVITY

Blurring boundaries between the physical and the virtual world to create new ways to access information, services and experiences.

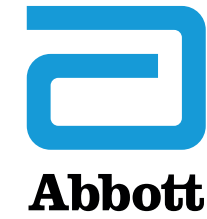
- Accessing remote services (internet, health, education)
- Big data, internet of things and smart cities
- Virtual and augmented experiences
- Navigation and satellite applications

THANK YOU TO ALL OUR PARTNERS IN 2018

DIAMOND



PLATINUM



GOLD



VENUE & MEDIA

