



U.S.-Oman Trade Bulletin

U.S. Embassy, Muscat

<http://oman.usembassy.gov>

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EMBASSY AND MABC CO-SPONSOR SME PRESENTATION

On June 11, an expert team from the consulting firm Booz Allen Hamilton discussed the potential of Small and Medium-Sized Enterprise (SME) growth in Oman during a breakfast discussion at the Embassy with members of the Muscat American Business Council (MABC). The team was in Muscat to assist the Ministry of Commerce and Industry's Directorate General of Small and Medium-Sized Enterprises (SMEs) in developing strategies for promoting this promising sector in light of the U.S.-Oman Free Trade Agreement (FTA).



IESC Vice President for Global Operations Tarek Nabhan discusses ways his organization can assist small businesses in developing export markets with MABC members.

Sponsored by the U.S. Department of State's Middle East Partnership Initiative (MEPI), the team is advising Ministry officials on SME international best practices to foster the growth of this important component of Oman's economy. They are working with the Ministry to develop organizational structures to better deliver SME services to clients, with special emphasis placed on women entrepreneurship. The team also is consulting with the Ministry and private sector financial institutions to better deploy capital to qualified SMEs through microfinance, secured transaction frameworks, and loan guarantee programs, among others.

Booz Allen Hamilton is joined by the International Executive Service Corps (IESC), which is charged with providing export management training for SMEs so that they will be better prepared to take advantage of the FTA once implemented. IESC's training modules will address SME competitiveness issues, product selection, and marketing.

Ambassador Gary A. Grappo hailed the team's timely visit in light of Oman's efforts to provide greater economic opportunities for young entrepreneurs. "Oman's economy is poised for further growth with the impending implementation of the U.S.-Oman Free Trade Agreement, and I am very pleased that we were able to sponsor this initiative to strengthen the ability of public and private sector institutions to unlock the great potential of budding Omani entrepreneurs."

The consulting team includes Booz Allen Hamilton associates John Mennel, Veronica Bartolome, and Jennifer Pawlowski, as well as IESC Vice President for Global Operations Tarek Nabhan.

Ambassador Grappo Hosts Reception for MABC



المجلس التجاري الأمريكي بمسقط
Muscat American Business Council

On May 18, Ambassador Gary A. Grappo hosted a reception for approximately 100 members and friends of the Muscat American Business Council (MABC). During the event, the Ambassador praised the MABC as an organization on the move, with membership numbers rising and informative events scheduled on a monthly basis. Over the course of this season, for example, the MABC has sponsored several excellent presentations, including discussions with experts from the U.S. Department of Commerce, U.S. Chamber of Commerce, the Overseas Private Investment Corporation, the Salalah Free Zone, and Booz Allen Hamilton.

The Ambassador stated that with the impending implementation of the U.S.-Oman Free Trade Agreement (FTA), the Embassy will continue to work closely with the MABC to deliver insightful programming to its members. The backdrop for FTA implementation is especially favorable, given that bilateral trade figures in 2007 surpassed the \$2.1 billion mark, the highest in the 200-plus-year history of the U.S.-Oman relationship. In anticipation of freer trade, U.S. exports to Oman surged over 27% to reach \$1.06 billion in 2007, while Omani exports to the United States rose 14.5% to \$1.04 billion. Bilateral trade between the two nations is off to a good start in 2008, with U.S. exports to Oman up 203% over the first two months, and U.S. imports of Omani products up 472%.

Salt Lake City Welcomes Outdoor Retailer Market

**OutdoorRetailer
SUMMER MARKET**

Outdoor Retailer is one of the leading growth vehicles for brands that are interested in progressing and advancing into multiple channels of the outdoor market place. Its Summer Market will take place in **Salt Lake City, UT on August 7th, 2008.**

Outdoor retailer includes small shops and regional chains, as well as the largest national and international retailers. It attracts thousands of buyers and senior level decision makers that are looking for outdoor-specific products, services, brands, fresh ideas, apparel launches, quality brands, and cutting edge technologies. Outdoor Retailer Summer Market is committed to helping you grow your business by providing you tools and resources to navigate the outdoor marketplace. In addition, there will be over 1,500 brands represented on the show floor.

For more information- please visit: <http://www.outdoorretailer.com/>

Atlanta Readies for Woodworking Machinery Event

The International Woodworking Fair (IWF) is the largest woodworking technology trade show in the Western hemisphere. Recognized around the world as the preeminent event for introducing and selling manufacturing equipment, supplies and innovative new technology, IWF attracts over 43,000 visitors from every level of the industry and over 80 countries. IWF 2008 will take place August 20-23, 2008 at the Georgia World Congress Center in Atlanta, Georgia. For more information about the International Woodworking Machinery and Furniture Supply Fair, go online to www.iwfatlanta.com.

IWF
2008

UPCOMING EVENTS

June 2008:

Institute of Food Technologies Food Expo
Date: 6/28- 7/2, 2008
New Orleans, LA

July 2008:

American Association for Clinical Chemistry 2008 (Healthcare Services)
Date: 7/27-7/31, 2008
Washington, DC

WSA Show (Footwear)
Date: 7/28-7/31, 2008
Las Vegas, NV

August 2008:

Outdoor Retailer Summer Market 2008 (Apparel)
Date: 8/7-10, 2008
Salt Lake City, UT

International Woodworking Machinery & Furniture Supply Fair
Date: 8/20-23, 2008
Atlanta, GA

For more information on these events, please visit:
www.buyusa.gov/oman

