

# TRADEWINDS

## MISSION & FORUM

March 6-8, 2022



**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

## Agenda

### Saturday, March 5

- 2:30 PM Buses Depart to Expo Dubai World's Fair  
*Location: InterContinental Hotel Festival City Lobby*
- 4:00 PM–5:00 PM Welcome and Tour of USA Pavilion at Expo Dubai  
*Location: 2F Function Space, USA Pavilion*
- 5:00 PM–8:00 PM Discover Expo 2020 – The World's Fair  
*Guests explore the expo on their own*
- 8:00 PM Bus Departs Expo to Hotel  
*Return to Hotel*

### Sunday, March 6

- 9:00 AM–5:00 PM Registration  
*Location: Al Ras Pre-Function Area*
- 10:00 AM–5:20 PM One-on-One Meetings with U.S. Commercial Diplomats/Government Trade Experts  
*Location: Al Ras 2*
- 1:00 PM–5:20 PM Self-Scheduled Networking Meetings with Other Attendees and Sponsors  
*Location: Al Ras 1*
- 1:45 PM–2:45 PM Market Briefing: Sub-Saharan Africa Region with U.S. Commercial Diplomats  
*Location: Al Ras 3*
- 3:00 PM–4:00 PM Market Briefing: North Africa Region with U.S. Commercial Diplomats  
*Location: Al Ras 3*
- 4:15 PM–5:15 PM Market Briefing: Middle East Region with U.S. Commercial Diplomats  
*Location: Al Ras 3*
- 5:30 PM–7:00 PM Welcome Remarks and Opening Plenary  
"Doing Business in the Middle East and Africa: The UAE as your Regional Hub"  
*Location: Al Ras 3*
- 7:00 PM–9:00 PM Trade Winds Welcome Reception  
*Location: Vista Lounge*

## Monday, March 7

- 8:00 AM–10:00 AM Breakfast and Plenary  
“Infrastructure and Sustainability in MEA: Drivers for Growth”  
*Location: Al Baraha*
- 10:15 AM–5:30 PM One-on-One Meetings with U.S. Commercial Diplomats/Government Trade Experts  
*Location: Al Ras 2*
- 10:15 AM–5:30 PM Self-Scheduled Networking Meetings with Other Attendees and Sponsors  
*Location: Al Ras 1*
- 10:15 AM–12:15 PM WELLTI Programming: “Women and Digital Transformation”  
(Open to all Trade Winds Forum attendees.)  
*Location: Al Ras 3*
- 12:30 PM–2:30 PM Lunch and Plenary  
“Digital Transformation and Industry 4.0: MEA in Focus”  
*Location: Al Baraha*
- 2:45 PM–4:30 PM WELLTI Programming: “Negotiating IP and Commercial Rights”  
(Open to all Trade Winds Forum attendees.)  
*Location: Al Ras 3*
- 6:00 PM–8:00 PM Trade Winds Official Reception  
*Location: Al Baraha Ballroom*

## Tuesday, March 8

- 8:00 AM–10:00 AM Breakfast and Plenary  
“Healthcare Innovation in MEA: Opportunities and Challenges”  
*Location: Al Baraha 2 & 3*
- 9:00 AM–5:00 PM Pre-arranged Matchmaking Meetings with UAE Companies  
(For U.S. companies that selected UAE as a mission stop.)  
*Location: Al Ras 3*
- 10:15 AM–5:00 PM One-on-One Meetings with U.S. Commercial Diplomats/Government Trade Experts  
*Location: Al Ras 2*
- 10:15 AM–5:00 PM Self-Scheduled Networking Meetings with Other Attendees and Sponsors  
*Location: Al Ras 1*

10:15 AM–12:15 PM WELLTI Programming: Women in Tech & Innovation  
(open to all Trade Winds Forum attendees)  
*Location: Al Baraha 1*

12:30 PM–2:30 PM Networking Lunch  
*Location: Al Baraha 2 & 3*

### **Wednesday, March 9**

U.S. companies participating in B2Bs depart for next mission stops in Saudi Arabia and Egypt

## Hotel

### InterContinental Dubai Festival City, an IHG Hotel

Hotel Name in Arabic: فندق انتركونتيننتال دبي فيستيفال سيتي

Address: Dubai Festival City, Dubai, United Arab Emirates

Website: [InterContinental Dubai Festival City](#)

Please book here: [Trade Winds 2022 Mission & Forum Hotel Reservation Landing Page](#)

Front Desk: +971-04-701111

## Points of Contact

### U.S. Consulate Dubai:

U.S. Citizens with emergencies: +971-04-309-4000

### U.S. Embassy Abu Dhabi:

U.S. Citizens with emergencies: +971-02-414-2200

Address: Corner of Al Seef Rd. and Sheikh Khalifa bin Zayed Rd

Dubai, U.A.E

**Email for all related inquiries:** [tradewinds@trade.gov](mailto:tradewinds@trade.gov)

**Trade Winds 2022 Website & Information:** <https://www.trade.gov/trade-winds>

## UAE International Travel Information

### Passport and Visas:

- **Personal travel of 30 days or less:** A U.S. citizen with a regular passport may obtain a no fee visitor visa upon arrival.
- **Stays longer than 30 days:** Visitors on a 30-day visa may request a visa extension, which is at the discretion of immigration officials. Anyone planning to work or study in the UAE must obtain the appropriate visa.
- U.S. passports must have 6 months validity after date of arrival.
- For more information, please visit: [Travel.State.Gov - UAE](https://travel.state.gov/uae).

### COVID-19 Protocol:

- Please note that COVID-19 regulations are ever-changing. Please check with your airline, [UAE official government COVID-19 guidelines](#), [U.S. Embassy & Consulate in the UAE - COVID-19 Information](#), and [Travel.State.Gov](https://travel.state.gov), prior to your departure.

**Effective February 26, 2022, passengers traveling to Dubai from all countries (GCC included) must fulfill one of the below requirements:**

1. Present a valid vaccination certificate(s) reflecting that the passenger is fully vaccinated with a vaccine approved by the WHO or the United Arab Emirates (UAE), and includes a QR code; or
  2. Present a valid Negative Covid-19 Test certificate that should be based on a molecular diagnostic test intended for the qualitative detection of nucleic acid for SARS-COV-2 viral RNA, that is issued within 48 hours from the time of sample collection and issued by an approved health service provider, with a QR code; or
  3. Present a valid medical certificate issued by the relevant authorities that the passenger has recovered from Coronavirus SARS Covid-19 within a period of one (1) month from the date of recovery to the date of arrival, with a QR code
- Travelers should check with the airline for the latest information on COVID testing. Depending on vaccination status and the country from which one arrives; post-arrival COVID testing may also be required and regulations vary. The latest information is available from [official sources](#).
  - Dubai International Airport has devoted a section of the Terminal Three Departures Hall to COVID-19 testing. They conduct COVID-19 RT PCR tests, with results returning in three (3) to six (6) hours. The Dubai International Airport recommends that **departing travelers arrive five (5) to six (6) hours before departure** if they wish to take the test at the airport.
  - [All vaccines](#) which have been listed by the WHO are approved for entry to the UAE.

- If traveling to Abu Dhabi, tourists may likely be required to sign up for the [green pass](#) through the UAE vaccination app, [Al Hosn](#). You will be required to take a PCR test once every two weeks while in Abu Dhabi. As of March 1, 2022, carrying a printed copy of your negative PCR test results and proof of vaccination card is also accepted to enter indoor facilities. As of January 2022, those traveling to Abu Dhabi are required to have a booster COVID-19 shot.

#### Business:

- For market intelligence and information on doing business and exporting to the UAE, please see the [U.S. Commercial Service in the UAE](#) web page and the [United Arab Emirates Country Commercial Guide](#) prepared by the U.S. Commercial Service team in the UAE.
- More information about the UAE, check out the [CIA Country Factbook – UAE](#).

# THE TEAM ON THE GROUND IN THE UNITED ARAB EMIRATES

U.S. Embassy Abu Dhabi  
Office.AbuDhabi@trade.gov

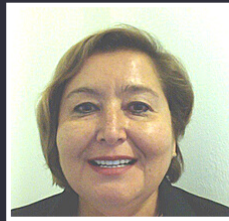
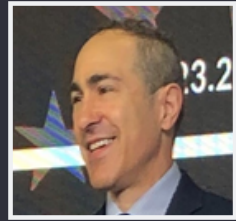


U.S. Consulate General Dubai  
Office.Dubai@trade.gov



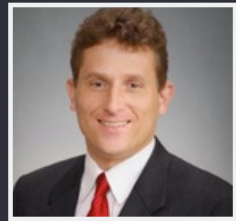
Erick Kish  
Deputy Senior Commercial Officer  
Erick.Kish@trade.gov

Frank Joseph  
Principal Commercial Officer  
Frank.Joseph@trade.gov



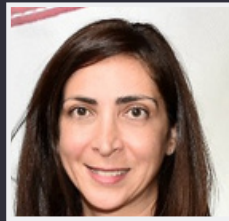
Olga Ford  
Commercial Officer  
Olga.Ford@trade.gov

Bruce Ellsworth  
Commercial Officer  
Bruce.Ellsworth@trade.gov



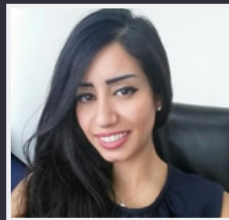
George Messiha  
Senior Commercial Specialist  
Portfolio: Aerospace, Aviation, Defense,  
Safety and Security, Advocacy  
George.Messiha@trade.gov

Vandana Nair  
Commercial Specialist  
Portfolio: Healthcare, AgriTech,  
Intellectual Property  
Vandana.Nair@trade.gov



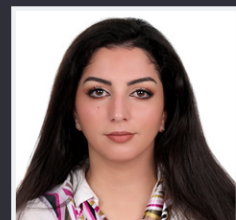
Maya Najm  
Senior Commercial Specialist  
Portfolio: Energy, Education,  
Trade Events Program  
Maya.Najm@trade.gov

Christelle Rezk  
Commercial Specialist  
Portfolio: Digital, Telecom, eCommerce,  
Media & Entertainment, Financial  
Services, Standards, Discover America  
Christelle.Rezk@trade.gov



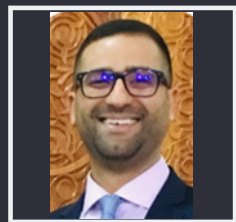
Hadeel Hassan  
Commercial Specialist  
Portfolio: Engineering & Construction,  
Environmental and Water Technologies,  
Advanced Manufacturing  
Hadeel.Hassan@trade.gov

Rowa Hiyasat  
Commercial Assistant  
Portfolio: Cosmetics, Consumer Goods,  
SelectUSA  
Rowa.Hiyasat@trade.gov



Rebekah Nannety  
Commercial Assistant  
Portfolio: Franchising, Travel & Tourism,  
BSP, Webmaster, Marketing  
Rebekah.Nannety@trade.gov

Nasreddine Gouami  
Commercial Specialist  
nasreddine.gouami@trade.gov



Rasha Mahamood  
Regional Financial Specialist  
Portfolio: Budget  
Rasha.Mahamood@trade.gov

Sheeraz Munir  
Commercial Specialist  
Portfolio: Export Controls  
Sheeraz.Munir@trade.gov

