



## Trade Mission Recap & Action Items | UAE & Qatar

Dear Partners & Friends,

We have just concluded a very successful visit to the United Arab Emirates and Qatar. A special thank you to Governor Spencer Cox and his team for their support and trust. We are fortunate to share our work with many wonderful partners focused on accelerating Utah's international growth. A huge thanks to President Stuart Adams, Speaker Brad Wilson, and other members of the Utah State Legislature for joining us on this trip. Having the united power and credibility of our chief executive, Senate, and House adds so much to our collective ability to open doors and generate momentum for the state and Utah businesses. And, a special thanks to Zions Bank and Deseret Management Corporation for sponsoring the trip.

This experience will only be as valuable as your efforts are in following up with all the contacts you have made on the trip. We believe that the network developed during this trade mission to Israel will open the door to tremendous business opportunities in the Middle East. Please don't hesitate to let World Trade Center Utah (WTC Utah) know how we can plug in to assist with your follow up.

In the following pages, please find a recap from each of our meetings, including notes and highlights, action items, and key contact information. You can follow these links to jump straight to your track of meetings:

- [Governor's Delegation](#)
- [Interfaith and Community Engagement](#)
- [Business Delegation](#)
- [Unified Economic Opportunity Commission](#)
- [Qatar Investment & Business](#)

Please review and stay connected with those contacts who can help move your business forward, and again, keep WTC Utah in the loop to help facilitate this follow up however we possibly can.

WTC Utah is committed to doing everything we can to help you grow in the Middle East and around the world. As you pursue new opportunities, select markets, conduct research, and connect with buyers, partners, and investors anywhere in the world; please let us help accelerate your global growth through our networks, programs, and services. We also want your feedback! Please watch for an email survey and let us know what went well and how we can improve future trade missions.

And remember, the part of these trips that we love the most is the friendships and partnerships that are forged among each of us participants. Please stay in touch on all matters, and we can't wait to all get together again soon!

All the very best,

Jake Glenn

# Interfaith & Community Engagement

September 14-17, 2022

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**Meeting with Al Jalila Foundation**  
**Wednesday, September 14, 9:00 AM – 10:00 AM**

**Notes & Highlights:** Members of the delegation toured the Al Jalila Foundation building, including Mojlis Al Amol (breast cancer community for women) and discussed Al Jalila's R&D and partnership efforts across the UAE and beyond. There are good institutional connections to make for Utah's medical and life science communities, possibly in shared research or as grant recipients.

**Action Items and Areas for Potential Follow Up:**

- Connect with University of Utah.
- Connect with Hope Center at Huntsman Cancer Institute.
- Connect with Biohive.
- Explore possible grants from Foundation to Utah organizations.
- WTC Utah follow-up and 'thank you' email.

**Key Contacts:**

- Dr. Abdulkareem Sultan Al Olama, CEO, Al Jalila Foundation
- Maha Abdel Razeq, Senior Manager – Operations, Al Jalila Foundation

**Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah



**Special Olympics UAE**  
**Wednesday, September 14, 10:30 AM – 11:30 AM**

**Notes & Highlights:** First Lady Cox and members of the delegation toured the UAE Youth Hub, which is a unique location provided for extra-curricular youth activities, and met with special olympians. The UAE has been using the term “people with determination” to describe this population, which members of the delegation are keen to adopt back in Utah. There are opportunities for ongoing cooperation (e.g., First Lady’s Show Up initiative).

**Action Items and Areas for Potential Follow Up:**

- Follow-up meeting to discuss partnering with the First Lady on unified sports initiatives.
- Invite Tala Ismail Al Ramahi and others to visit Utah for reciprocal visit.
- Follow-up on possible opportunities to partner with Stirling Foundation in the region.
  - Youth in Yemen, Jordan, etc.
  - NBA Africa connection
- Discuss mixed youth opportunities (e.g., sports) in Utah through possible three-way partnership events/programs with Peres Center + UAE Youth Hub.
- Connect with Somali youth from Utah. (UMCL)
- WTC Utah follow-up and ‘thank you’ email.

**Key Contacts:**

- Tala Ismail Al Ramahi, Director - Office of Strategic Affairs & Special Olympics UAE board member
- Fatma Mohamed, Special Olympics UAE

**Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah



**Visit to International Humanitarian City  
Wednesday, September 14, 12:15 PM – 1:45 PM**

**Notes & Highlights:** First Lady Cox and members of the delegation met with IHC leadership and toured part of their facilities. As the largest humanitarian hub in the world, we see ample opportunities for Utah organizations like the Stirling Foundation and The Church of Jesus Christ to become registered providers in their international network and possibly deeper ties to Utah as a logistical or operational location.

**Action Items and Areas for Potential Follow Up:**

- Follow-up generally for more information on Utah organizations registering in IHC system and accessing humanitarian dashboard.
- Follow-up meeting for Stirling Foundation.
- Connect with LDS Charities.
- Explore Salt Lake City as an IHC logistical hub (e.g., Bishop's Central Storehouse).
- WTC Utah follow-up and 'thank you' email.

**Key Contacts:**

- Giuseppe Saba, CEO, International Humanitarian City
- Bouran Najim, Head of Logistics & Humanitarian Initiatives, International Humanitarian City
- Magalie El Haj, Communications Director, International Humanitarian City

**Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah



**Dubai Cares**  
**Wednesday, September 14, 2:30 PM – 3:30 PM**

**Notes & Highlights:** First Lady Cox and members of the delegation met with leaders at Dubai Cares to learn more about their work and understand potential areas of collaboration, especially surrounding sustainable education in developing countries. Given their large partner network, we see ample opportunities for Utah organizations like the Stirling Foundation to share and receive templates and best practices.

**Action Items and Areas for Potential Follow Up:**

- Follow-up meeting for Stirling Foundation with Mada regarding partnership and co-funding on programs and engagement.
  - Connect with Edna Adan Ismail, Child's Hope, etc.
  - Youth Volunteer Program - send from UAE to projects in the region.
  - Explore accelerator program with orphans.
- Share/receive templates and best practices for programs and engagement (what works for sustainable education in developing countries, (i.e. one-time funds versus ongoing).
- Connect with Utah Valley University
- Connect with Just Serve (UMCL)
- WTC Utah follow-up and 'thank you' email.

**Key Contacts:**

- Abdulla Ahmed Alshehhi, COO, Dubai Cares
- Mada Alsuwaidi, Chief of Staff at Dubai Cares Pavilion, Dubai Cares

**Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah



**Networking Reception with U.S.-UAE Business Council**  
**Wednesday, September 14, 6:30 PM – 8:30 PM**

**Notes & Highlights:** Great networking event to connect with UAE policymakers, investors, distributors, industry representatives, and other potential business partners, and help the Utah delegation deepen relationships with existing partners.

**Action Items and Areas for Potential Follow Up:**

- All Participants: Follow up with key contacts made at the reception to advance your organization's objectives in the UAE.
- WTC Utah: Send thank you letter to the U.S.-UAE Business Council for co-hosting and offer to help facilitate follow up connections for additional Utah companies.

**Key Contacts:**

- Danny Sebright, President, U.S.-UAE Business Council
- David Greenhalgh, Vice President, U.S.-UAE Business Council

**Trade Mission Team POC:**

- All



**“Modern Bridges of Understanding: The Role of Culture and Media”  
Panel Event at the Louvre Abu Dhabi  
Thursday, September 15, 10:30 AM – 12:00 PM**

**Notes & Highlights:** Governor Cox, Natalie Gochnour, and Gary Porter highlighted the ‘Utah way’ of community leadership, service, and humanitarian work, and discussed the roles of government, private organizations, and the media in society’s most important conversations. They also shared and considered best practices for interfaith cooperation, how the government can work effectively to support religious and minority groups, and how media can thrive in values-friendly environments.

**Action Items and Areas for Potential Follow Up:**

- Re-connect with the Muslim Council of Elders and UAE media outlets for future cooperation.
- WTC Utah follow-up and ‘thank you’ email.

**Key Contacts:**

- Aaron Sherinian, Deseret Management Corporation (organizer)

**Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah





### **Abrahamamic Family House Site Tour & Discussion Thursday, September 15, 12:30 PM – 1:30 PM**

**Notes & Highlights:** Members of the delegation were moved by the unifying nature of the Abrahamamic Family House, which creates a shared space and worship sites for the three Abrahamamic religions. The two main takeaways from this visit are that The Church of Jesus Christ should get more involved as construction concludes and the site opens to the public, and that Utah could explore ways to incorporate this interfaith concept back home in our state.

#### **Action Items and Areas for Potential Follow Up:**

- Connect with leadership at Church of Jesus Christ for input on project and invitation to the grand opening in early 2023.
- Explore partnership (e.g., possible Abrahamamic Family House concept in Utah).
- WTC Utah follow-up and 'thank you' email.

#### **Key Contacts:**

- Abdulla Al Shehhi, Project Director, Abrahamamic Family House
- Raisa Alfahim, Senior External Relations, Louvre Abu Dhabi

#### **Trade Mission Team POC:**

- Stephen LeFevre, World Trade Center Utah

# Business Delegation

September 14-17, 2022

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**Market Briefing with U.S. Consulate Dubai  
Wednesday, September 14, 8:30 AM – 10:00 AM**

**Notes & Highlights:** Several tracks came together and began the day with a market briefing on the UAE from the U.S. Commercial Service. The briefing covered various topics, such as the UAE's economy, including its trade and investment relationship with the United States, bilateral trade and investment issues, the local business climate, best prospect sectors for U.S. companies, and opportunities to increase connectivity with UAE innovation and investment funds. Participants left with a broad understanding of how to transact business with UAE companies. It is worth noting that 70% of the UAE's non-petroleum-related business happens in Dubai annually, underscoring Dubai's place as the center of innovation and commerce.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah to follow up with a thank you email to Consul General Meghan Graghonis and the commercial team.
- WTC Utah to connect the U.S. Commercial Service team with Utah companies for market counseling and matchmaking services.

**Key Contacts:**

- Aaron M. Schwoebel, Chief, Political and Economic Office
- Frank Joseph, U.S. Consulate Dubai Principal Commercial Counselor
- Bruce Ellsworth, Commercial Attaché

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah



**Life Sciences Meeting with Dubai Science Park**  
**Wednesday, September 14, 10:30 AM – 11:30 AM**

**Notes & Highlights:** The Dubai Science Park acts as an incubator under a public-private partnership formed with the Emirate of Dubai. The center houses 300 companies from around the world who enjoy the programs and resources provided to them by the Science Park. Through the park, companies can be connected with distributors, clinical testing, lab space, commercial office space, etc. It acts as an innovation hub for the life sciences industry.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send email and thank Hamad and Marwan for hosting the Utah delegation.
- WTC Utah: Send contact information to participants for follow-up.
- Essence: Follow up via email to identify additional distribution opportunities.

**Key Contacts:**

- Marwan Abdulaziz Janahi, Managing Director
- Hamad Al Zarooni, Senior Manager of Business Development

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah



**Aerospace and Defense Meeting with Dubai Future Foundation**  
**Wednesday, September 14, 10:30 AM – 11:30 AM**

**Notes & Highlights:** This meeting explored Dubai’s economic, social and environmental visions to be the “leading city of the future.” Participants discussed how international firms help imagine, design and create Dubai’s future through research and innovation. The delegation also experienced the Museum of the Future’s exhibition space for innovative and futuristic ambitions, services, and products.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to Dubai Future Foundation for the meeting and tour of the DFF innovation labs.
- WTC Utah: Get a copy of Dubai Future Foundation’s slides and share them with the UEOC and aerospace delegations.
- WTC Utah: Connect relevant Utah companies with startups in the Dubai Future Foundation’s Innovation Labs.

**Key Contacts:**

- Saeed Al Falasi, Executive Director, Dubai Future Foundation
- Cherry Mendoza

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah
- Aundrea Peterson, Utah State Senate
- Kyle Palmer, Go Utah



### Life Sciences Meeting with Dubai Health Authority

Wednesday, September 14, 12:00 PM – 1:00 PM

**Notes & Highlights:** The Dubai Health Authority (DHA) is a government organization overseeing the health system of Dubai, setting and ensuring policies and strategies for healthcare in public and private hospitals and clinics in Dubai. DHA works to establish partnerships between public and private health service providers, provide licensing and regulation across the Dubai Health Sector, and increase the transparency and accountability of the healthcare system. Very good meeting that promoted discussion around Dubai's largest healthcare initiatives. This included topics like medical records, clinical trials, data protection, and policy issues.

#### Action Items and Areas for Potential Follow Up:

- WTC Utah: Send out report to life science companies who participated in the meeting.
- WTC Utah: Send thank you notes to the team at DHA and request the slide deck to share with the delegation.
- IONIQ Sciences: Follow up on specific opportunities with DHA.

#### Key Contacts:

- H.E. Awadh Al Ketbi, Director General
- Dr. Younis Kazim, CEO, Health Care
- Dr. Marwan AlMulla, CEO, Health Regulation Sector
- Mr. Ahmed AlNeaimi, CEO, Corporate Shared Support Services Sector
- Dr. Ramadan AlBlooshi, Advisor & Acting Director of Public Health
- Dr. Ali Sayed Hussain, Director of Pharmacy Dept.
- Dr. Mohammad Al Redha, Director of Health Informatics & Smart Health Dept.
- Dr. Nahed Monsef, Director of Strategy & Governance Dept
- Ms. Huda Matar

#### Trade Mission Team POC:

- Aaron Starks, World Trade Center Utah



**Aerospace and Defense Meeting with Dubai Civil Aviation Authority**  
**Wednesday, September 14, 12:00 PM – 1:00 PM**

**Notes & Highlights:** Great meeting to learn about Dubai Civil Aviation Authority's Sky Dome program, including efforts to establish clear rules for the use of drones, streamline compliance, support the emerging UAV ecosystem, and protect critical infrastructure from drone accidents and attacks. The discussion included opportunities for Utah drone and defense companies to support these efforts.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to the Dubai Civil Aviation Authority (DCAA) for the meeting.
- WTC Utah: Get a copy of DCAA's Sky Dome slides and share them with the aerospace delegation.
- Fortem Technologies: Follow up with DCAA on potential interest in integrating Fortem's Drone Hunter into their systems to protect infrastructure against potential drone attacks.

**Key Contacts:**

- Mohammed Abdulla Lengawi, Executive Director, Aviation Security and Accident Investigation Sector, DCAA
- Saeed Mohammed Khalifa Belhoul Al Falasi, UAV System Chief Specialist, DCAA

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah



**Life Sciences Meeting with Noon.com**  
**Wednesday, September 14, 2:30 PM – 3:30 PM**

**Notes & Highlights:** Noon is a premier e-commerce platform serving the Gulf Cooperation Council markets through three distribution channels — D2C, grocery delivery, and fashion. Founded in 2017, the company has grown at unbelievable rates each year and is acquiring more and more companies to integrate and fulfill demand more rapidly. In the health and wellness space, Noon retails sports nutrition powders, health monitors and devices, vitamins and dietary supplements, and other products from local and international brands. The meeting provided an overview of Noon’s platform and growth and helped Utah companies develop connections to expand their e-commerce distribution into the Middle East.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Invite Noon representatives to the networking reception.
- WTC Utah: Send thank you note to the Noon team.
- WTC Utah: Send contact information to the life sciences delegation.
- Essence, MENA, Oak River, and Owlet: Follow up with Noon about e-commerce distribution opportunities into the Middle East.

**Key Contacts:**

- Hisham, Manager of Partnerships and Business Development

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah





**Aerospace and Defense Meeting with Strata**  
**Wednesday, September 14, 2:30 PM – 3:30 PM**

**Notes & Highlights:** Excellent meeting that focused on Strata's fast-growing advanced manufacturing business, and its mandate from UAE leadership to quickly expand into a holding company with verticals in AgTech, bio, and other areas to help address the UAE's most pressing problems. Strata contacts were eager to connect with Utah companies and help them grow in the region through joint ventures to access Strata's manufacturing capabilities and UAE's trade preferences in the Middle East, Africa, and South Asia.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to Strata CEO Ismail Ali Abdulla for the meeting and manufacturing facility tour.
- WTC Utah: Share a copy of Strata's slides with the aerospace delegation.
- WTC Utah: Make introductions to Strata with Utah aerospace, advanced manufacturing, and AgTech companies looking to expand in the Middle East via joint ventures with Strata.
- WTC Utah: Connect Strata with Go Utah, EDCU, and other key contacts to promote Utah as the ideal location for Strata's potential expansion in the United States.
- Fortem: Follow up with Strata on potential opportunities to cooperate on manufacturing of the Dronehunter for distribution in the Middle East.
- IMSAR: Follow up with Strata on potential opportunities to collaborate on UAV production and sales in the region.

**Key Contacts:**

- Ismail Ali Abdulla, CEO, Strata Manufacturing
- Prakash Megchiani, SVP, Business Development, Strata Manufacturing
- Dr. Ahmed Abdel Kareem Awad, VP, Program Management and Business Performance

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah



**Networking Reception with U.S.-UAE Business Council  
Wednesday, September 14, 6:30 PM – 8:30 PM**

**Notes & Highlights:** Great networking event to connect with UAE policymakers, investors, distributors, industry representatives, and other potential business partners, and help the Utah delegation deepen relationships with existing partners.

**Action Items and Areas for Potential Follow Up:**

- All Participants: Follow up with key contacts made at the reception to advance your organization's objectives in the UAE.
- WTC Utah: Send thank you letter to the U.S.-UAE Business Council for co-hosting and offer to help facilitate follow up connections for additional Utah companies.

**Key Contacts:**

- Danny Sebright, President, U.S.-UAE Business Council
- David Greenhalgh, Vice President, U.S.-UAE Business Council

**Trade Mission Team POC:**

- All



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT

**Abu Dhabi Economic Development Agencies**  
**Thursday, September 15, 9:00 AM – 10:00 AM**

**Notes & Highlights:** The Abu Dhabi Department of Economic Development and Abu Dhabi Residence Office provided an overview of Abu Dhabi's economy, the drivers behind its growth, and specific public policies Abu Dhabi implements to attract world-class talent and innovation. One key highlight from the presentation was the concept of the "golden" visa which allows for applicants to obtain long-term residence benefits.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah will lead out and send an email to the Chamber and EDO representatives expressing gratitude for their hospitality and requesting the slide decks used during the presentation.
- WTC Utah: Share the slide decks with the delegation.

**Key Contacts:**

- Thani Al Falasi, Director, Abu Dhabi Department of Economic Development

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah

# EDGE

## Aerospace and Defense Meeting with EDGE Group Thursday, September 15, 10:30 AM – 11:30 AM

**Notes & Highlights:** EDGE Group is a UAE state-owned conglomeration of 25 companies to upgrade the UAE's defense industry. It develops defense weaponry and related technologies through its subsidiaries, which fall within four clusters: Platforms and Systems, Weapons and Missiles, Electronic Warfare and Cyber Technologies, and Trading and Mission Support. The meeting provided a good overview showing how EDGE has quickly grown through acquisitions, joint ventures, and other partnerships to manufacture a wide array of aerospace, manned and unmanned vehicles, maritime, and other defense systems.

### Action Items and Areas for Potential Follow Up:

- WTC Utah: Send a thank you letter to EDGE for hosting the meeting.
- WTC Utah: Share a copy of EDGE's slides with the aerospace delegation.
- WTC Utah: Connect additional Utah companies with EDGE to explore potential business partnerships.
- IMSAR: Follow up with EDGE about promising opportunities to supply radar systems to integrate into EDGE's unmanned aerial vehicle systems production.

### Key Contacts:

- Ahmed Hasan Al Khoori, SVP Strategy and Excellence, EDGE Group
- El Hadi Ait Belkacem, Director, MSC PMO, EDGE Group

### Trade Mission Team POC:

- Jake Glenn, World Trade Center Utah



**Life Sciences Meeting with Abu Dhabi Department of Health**  
**Thursday, September 15, 12:00 PM – 1:00 PM**

**Notes & Highlights:** The Abu Dhabi Department of Health is the authority and ultimate decision maker for health-related organizations throughout the Emirate. They are rapidly developing an ecosystem of Life Science companies that can continue to perpetuate the momentum gained in the areas of innovation and research.

**Action Items and Areas for Potential Follow Up:**

- Aaron Starks to reach out and request the following:
  - Slide deck,
  - Express gratitude for hospitality,
  - Request pictures, and
  - Copy delegation on email.
- Connect Essence Ring with Mohammed Al-Bitar to ensure Mike has information around product registration for Abu Dhabi.

**Key Contacts:**

- Mohammed W. Al-Bitar

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah



**Aerospace Meeting with Tawazun**  
**Thursday, September 15, 12:00 PM - 1:00 PM**

**Notes & Highlights:** The Tawazun Economic Council is the defense and security acquisitions authority for the UAE Armed Forces and Abu Dhabi Police. This was a great meeting underscoring the opportunities for Utah aerospace, defense, and biotech companies to get access to funding and expertise to grow their businesses in the Middle East. Representatives from Tawazun's Strategic Development Fund, spoke about its portfolio companies and aims to invest in additional defense and aerospace companies — as well as expand its portfolio in other areas, including AgTech and bio — to meet the UAE's strategic needs.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to Tawazun for the presentation.
- WTC Utah: Share a copy of Tawazun's slides with the UEOC, life sciences, and aerospace delegations.
- WTC Utah: Connect Tawazun with additional Utah aerospace, agtech, and life sciences companies seeking capital and contacts to expand sales in the Middle East.
- Fortem: Follow up with Tawazun on a promising opportunity to secure investment to continue its growth and build a strategic relationship in the Middle East.

**Key Contacts:**

- Samer Nawaf Zawaideh, Director, Mergers & Acquisitions and Advisory Unit, Tawazun
- Gaurav Ajmani, Principal, Mergers & Acquisitions and Advisory Unit, Tawazun

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah
- Kyle Palmer, Go Utah



**Life Sciences Meeting with SEHA / Pure Health**  
**Thursday, September 15, 1:30 PM – 2:30 PM**

**Notes & Highlights:** The delegation met with SEHA, the Abu Dhabi Health Services Company, which owns and operates all public hospitals and clinics of the Emirate of Abu Dhabi. SEHA was set up to provide UAE residents and citizens with integrated and outstanding healthcare services following the highest international quality and safety standards. A key player in Abu Dhabi’s wider healthcare sector reform, it is responsible for public healthcare centers and hospitals as it aims to make the public healthcare delivery comparable to the finest healthcare systems in the world. SEHA Health acts as a holdings group with various verticals all tied to health care. The collective group focuses on providing quality and efficient solutions to consumers at each step of their journey in Abu Dhabi.

**Action Items and Areas for Potential Follow Up:**

- Aaron Starks to email the team at Seha:
  - Express appreciation,
  - Request slide decks and information about their organizations, and
  - Copy team on emails.
- Aaron Starks to introduce Utah health products to Seha for potential distribution opportunities.

**Key Contacts:**

- Shaun Barry Davies

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah



### Hub71

Thursday, September 15, 3:00 PM - 4:00 PM

**Notes & Highlights:** Hub71 presented its model to attract, incubate, and accelerate growth for startups working in a variety of industries. One of Hub71's startups, Precious Payload, then presented its business model to the delegation. The UEOC and aerospace tracks then toured Hub71 offices to see how it combines government support, startups, seasoned founders, and venture funds into a single ecosystem to grow its startup community.

#### Action Items and Areas for Potential Follow Up:

- WTC Utah: Send thank you letter to Hub71 for the presentation and tour of their innovation offices.
- WTC Utah: Connect Utah companies with Hub71 startups for access to new ideas and potential partnerships.

#### Key Contacts:

- Helen Bachir, Senior Associate, Growth and Strategy, Hub71

#### Trade Mission Team POC:

- Jake Glenn, World Trade Center Utah
- Aundrea Peterson, Utah State Senate





**Life Sciences Meeting with G42 Healthcare**  
**Thursday, September 15, 3:30 PM – 4:30 PM**

**Notes & Highlights:** G42 Health was created to develop a world-class healthcare sector in the UAE by harnessing data and advanced medical technologies. Some of its R&D solutions include COVID-19 detection and vaccination implementation, genomics, imaging and diagnostics, and digitization programs. The delegation visited G42's genomic sequencing facility, which is the world's largest. The organization is backed by Mubadalah and Silver Lake and is using data to help prevent and treat various illnesses. It is important to note that the organization showed a keen interest in Utah companies within similar spaces.

**Action Items and Areas for Potential Follow Up:**

- Aaron Starks to email G42:
  - Express thanks for a wonderful visit,
  - Request slide decks and send to delegation, and
  - Request pictures taken.
- Connect G42 with other companies in Utah

**Key Contacts:**

- Ashis Koshy, CEO
- Dr. Fahad AlMarzoogi, COO
- Ahmed Metwally, Business Development Manager - Healthcare
- Dr. Joseph Mafofo, Head of Genomics

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah

# Unified Economic Opportunity Commission

September 14-17, 2022

DRAFT





**Market Briefing with U.S. Consulate Dubai  
Wednesday, September 14, 8:30 AM – 9:30 AM**

**Notes & Highlights:** Several tracks came together and began the day with a market briefing on the UAE from the U.S. Commercial Service. The briefing covered various topics, such as the UAE's economy, including its trade and investment relationship with the United States, bilateral trade and investment issues, the local business climate, best prospect sectors for U.S. companies, and opportunities to increase connectivity with UAE innovation and investment funds. Participants left with a broad understanding of how to transact business with UAE companies. It is worth noting that 70% of the UAE's non-petroleum-related business happens in Dubai annually, underscoring Dubai's place as the center of innovation and commerce.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah to follow up with a thank you email to Consul General Meghan Graghonis and the commercial team.
- WTC Utah to connect the U.S. Commercial Service team with Utah companies for market counseling and matchmaking services.

**Key Contacts:**

- Aaron M. Schwoebel, Chief, Political and Economic Office
- Frank Joseph, U.S. Consulate Dubai Principal Commercial Counselor
- Bruce Ellsworth, Commercial Attaché

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION



متحف المستقبل  
MUSEUM OF THE FUTURE

**Dubai Future Foundation & Dubai Museum of the Future**  
**Wednesday, September 14, 9:30 AM - 10:30 AM**  
**and Friday, September 16, 10:30 AM - 12:00 PM**

**Notes & Highlights:** Explored Dubai's economic, social and environmental visions to be the "Leading City of the Future." Discussed how international firms help imagine, design and create Dubai's future through research. The purpose is to help prepare students to understand and think about the future. Coding is a priority in the UAE. Went on a journey through an exhibition space for innovative and futuristic ambitions, services and products at the Museum of the Future. The method the Dubai Future Foundation, and the whole emirate, follows is: imagine, design, implement.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to Dubai Future Foundation CEO for the meeting and tour of the DFF innovation labs.
- WTC Utah: Get a copy of Dubai Future Foundation's slides and share them with the UEOC and aerospace delegations.
- Review ways to enhance government employees to think about what the future holds and how to streamline job responsibility.
- Consider creating a similar institution in Utah as the Dubai Future Foundation, which reviews old programs, matches government agencies with Utah-based companies to solve problems.
- Potentially require government agencies to allocate a portion of procurement budget to in-state companies/startups.
- Setup annual event wherein agencies showcase how they are integrated with Utah companies/startups.
- Find methods to incentivize government employees to identify scenarios and come up with solutions to problems about what the future holds.
  - Dubai shares the top five performing agencies and lowest five agencies.

**Key Contacts:**

- Saeed Al Falasi, Executive Director, Dubai Future Foundation
- Cherry Mendosa

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah
- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Aerospace and Defense Meeting with MBRSC**  
**Wednesday, September 14, 11:00 AM - 12:00 PM**

**Notes & Highlights:** The MBR Space Center is a data and image provider. The center has partnered with NASA, universities and countries around the world to one day get humans to Mars. The Space Center takes high-resolution images with satellites to provide data and study images. The center is currently taking photos of the desert to be studied and analyzed by the government.

**Action Items and Areas for Potential Follow Up:**

- Invite individuals from the MBR Space Center to tour Northrop Grumman and possibly help build items for future space launches.
  - Will be visiting America in the coming months.
  - UEOC, Senate and House email to connect about a possible visit when they are in Utah.
- The Space Center has three space launches scheduled, and they are hosting instruments from other countries. Collaborate and partner with other countries and entities to host instruments on the space launch.
- Create a partnership with the University of Utah space program, allowing for research in other areas.

**Key Contacts:**

- Abdulla Almheiri – Senior Sustainability Engineer
- Amer Mohannad Al Sayegh Al Ghafri

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah
- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**UAE Ministry of Climate Change & Environment**  
**Wednesday, September 14, 12:00 PM - 1:00 PM**

**Notes & Highlights:** Engaged in a rich dialogue with the impressive Minister for Climate Change & Environment, Mariam Almheiri. She was previously Minister for Food and Water Security, then the Ministry was changed into what it is today. Even in an oil-rich country, Minister Almheiri emphasized their commitment to diversifying their energy supply, including solar and nuclear power. Much of their drinking water is desalinated seawater, and water used for irrigation is often treated wastewater. Right now, only about 10% of food is sourced in the country, but the Ministry has a goal of increasing that to 50% over the next ten years through the use of recycled water and conservation practices.

**Action Items and Areas for Potential Follow Up:**

- UEOC: Send a thank you note to the Ministry of Climate Change & Environment.
- At the Minister's recommendation, visit Masdar City, "the world's most sustainable city."
- Joel Ferry to connect with Ministry's experts on water conservation and treatment, as well as those tasked with increasing agriculture in the desert country.

**Key Contacts:**

- Hana Alaslai

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Dubai Roads & Transport Authority**  
**Wednesday, September 14, 1:30 PM - 2:30 PM**

**Notes & Highlights:** Transportation in Dubai has improved in the past 20 years. The fatality rate has decreased from 2005-2021 and a unified ticketing system for the metro has made it easy for users. Dubai is currently piloting flying taxis and partnered with GM Cruz to launch an autonomous vehicle taxi service in 2023.

**Action Items and Areas for Potential Follow Up:**

- Increase coordination with municipalities regarding transportation and land use. Encourage a broad overview instead of concentrating on one area at a time.
  - Improve communication between land use and planning commission to know about transportation projects in the works to improve city and county planning.
- Review potential to have marketing materials sold on state-operated vehicles.

**Key Contacts:**

- Mansoor Bawazir

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Dubai Electricity & Water Authority**  
**Wednesday, September 14, 3:00 PM - 4:00 PM**

**Notes & Highlights:** Led by Speaker Wilson, the UEOC enjoyed a discussion with the Chairman of the Dubai Electricity & Water Authority Saeed Mohammed Al Tayer. We learned about the ever-increasing electrification of parts of Dubai's economy, as well as water management. DEWA is the entity which desalinates nearly all of Dubai's drinking water.

**Action Items and Areas for Potential Follow Up:**

- Joel Ferry to connect with DEWA leaders and experts to continue dialogue around water conservation, treatment, and management.
- Connect the Governor's Office of Energy Development with DEWA to discuss electrification efforts.
- Send a thank you note for the meeting and gifts.

**Key Contacts:**

- Abdulrahman Ali Abdulla Alqasim, Sr. Exec. of Hospitality & Protocol
- Saeed Mohammed A. B. Al Hemeiri, Sr. Manager of External Communication

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission





**Networking Reception with U.S.-UAE Business Council  
Wednesday, September 14, 6:30 PM – 8:30 PM**

**Notes & Highlights:** Great networking event to connect with UAE policymakers, investors, distributors, industry representatives, and other potential business partners, and help the Utah delegation deepen relationships with existing partners.

**Action Items and Areas for Potential Follow Up:**

- All Participants: Follow up with key contacts made at the reception to advance your organization's objectives in the UAE.
- WTC Utah: Send thank you letter to the U.S.-UAE Business Council for co-hosting and offer to help facilitate follow up connections for additional Utah companies.

**Key Contacts:**

- Danny Sebright, President, U.S.-UAE Business Council
- David Greenhalgh, Vice President, U.S.-UAE Business Council

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



UNITED ARAB EMIRATES  
MINISTRY OF ENERGY & INFRASTRUCTURE

**UAE Ministry of Energy & Infrastructure**  
**Thursday, September 15, 10:30 AM - 11:30 AM**

**Notes & Highlights:** Led by Senate President Stuart Adams, the UEOC met with the Ministry of Energy & Infrastructure, which handles large swaths of planning and infrastructure in the UAE. It was observed that this Ministry has a substantially broader focus than, say, UDOT. The Ministry is involved in energy, transportation, planning, zoning, water, maritime commerce, and more. The advantage they have in the UAE, which we don't have and don't want in Utah, is the ability to unilaterally pursue their objectives. Nevertheless, we can learn from their broad and long-term planning goals.

**Action Items and Areas for Potential Follow Up:**

- Connect Carlos Braceras with the Ministry, as he was in a separate meeting.
- Connect GOPB and AOGs with the Ministry for planning and infrastructure investment.
- Obtain and distribute slides to UEOC participants.

**Key Contacts:**

- Eng. Dhaen Al Mheiri, Director of International Relations Office
- Shayma Al Shehhi, International Relations Assistant Specialist

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission

دائرة البلديات والنقل  
DEPARTMENT OF MUNICIPALITIES  
AND TRANSPORT



**Abu Dhabi Department of Municipalities and Transport**  
**Thursday, September 15, 12:00 PM - 1:00 PM**

**Notes & Highlights:** The Abu Dhabi Department of Municipalities and Transport (DMT) shared their practices for long-range urban growth and transportation planning. Abu Dhabi has taken innovative steps to improve overall transportation efficiency, from replacing street lights with LED bulbs, to linking the land use and planning commissions to allow cohesive workflow. DMT is focused on increasing public transport instead of expanding highways and roads to alleviate the growing congestion due to the increased population. Roughly 13,000 investors from 134 different nationalities are investing in Abu Dhabi, with Americans in the top 10. There is a drive to increase the account and value for U.S. investors from their current investments of about \$435 million USD.

**Action Items and Areas for Potential Follow Up:**

- Increase coordination with municipalities regarding transportation and land use. Encourage a broad overview instead of concentrating on one area at a time.
  - Improve communication between land use and planning commission to know about transportation projects in the works to improve city and county planning.
- Look at the potential of creating grant funds that could be used in partnership with universities, students and the private sector to develop transportation, water campaign solutions.
- Create an awareness campaign to preserve water.
- Aundrea to send slides to UEOC.

**Key Contacts:**

- Ali Al Mansouri

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**UEOC/Aerospace Meeting with Tawazun**  
**Thursday, September 15, 12:00 PM – 1:00 PM**

**Notes & Highlights:** The Tawazun Economic Council is the defense and security acquisitions authority for the UAE Armed Forces and Abu Dhabi Police. This was a great meeting underscoring the opportunities for Utah aerospace, defense, and biotech companies to get access to funding and expertise to grow their businesses in the Middle East. Representatives from Tawazun's Strategic Development Fund, spoke about its portfolio companies and aims to invest in additional defense and aerospace companies – as well as expand its portfolio in other areas, including agtech and bio – to meet the UAE's strategic needs.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah: Send a thank you letter to Tawazun for the presentation.
- WTC Utah: Share a copy of Tawazun's slides with the UEOC, life sciences, and aerospace delegations.
- WTC Utah: Connect Tawazun with additional Utah aerospace, agtech, and life sciences companies seeking capital and contacts to expand sales in the Middle East.
- Fortem: Follow up with Tawazun on a promising opportunity to secure investment to continue its growth and build a strategic relationship in the Middle East.

**Key Contacts:**

- Samer Nawaf Zawaideh, Director, Mergers & Acquisitions and Advisory Unit, Tawazun
- Gaurav Ajmani, Principal, Mergers & Acquisitions and Advisory Unit, Tawazun

**Trade Mission Team POC:**

- Jake Glenn, World Trade Center Utah
- Kyle Palmer, Go Utah



**Abu Dhabi Global Market**  
**Thursday, September 15, 1:30 PM - 2:30 PM**

**Notes & Highlights:** Abu Dhabi is a gateway to the world's fastest-growing economies. An International Financial Centre (ADGM) discussed ways to responsibly regulate cryptocurrencies. Abu Dhabi has felt the need to take an aggressive approach to understand digital assets to better prepare for the future. Utah is well positioned to follow the same pattern in digital assistance, with Silicon Slopes and industrial banking at the forefront. Utah shared its recently created Blockchain and Digital Innovation Task Force and how a former vice chair of the federal reserves serves on the task force.

**Action Items and Areas for Potential Follow Up:**

- Utah Senate to send email to explore MOU opportunity.
- Research how to connect better what Utah is doing in the banking industry and when it is best to exchange knowledge.
- Potential to partner and connect with Abu Dhabi by exploring collaborations with Utah and UEA universities.
  - The innovation district at The Point will have an international component.
  - The University of Utah has a fintech accelerator & incubator.

**Key Contacts:**

- Ali AlMheiri

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Abu Dhabi National Oil Company**  
**Thursday, September 15, 1:30 PM – 2:30 PM**

**Notes & Highlights:** Led by Senate President Stuart Adams, the UEOC met with the Abu Dhabi National Oil Company and Savage Services. Our initial goal was to fully understand the company, effectively the formal oil arm of the government of Abu Dhabi, and discuss similarities with Utah as energy producers, but also to connect Savage Services, a Utah Company with an opportunity to provide oil transport services. In a brief 35-minute meeting, we accomplished those goals and more.

**Action Items and Areas for Potential Follow Up:**

- Savage Services to connect with logistics arm of ADNOC. DONE, later that day.
- Connect ADNOC with the Governor's Office of Energy Development.
- Connect ADNOC with Utah-based lithium extraction companies that are working with the Great Salt Lake, such as Intrepid.
- Consider reorganization of CIB to better align with investment opportunities in the state.

**Key Contacts:**

- Mohamed AIObeidli, Manager
- Omar Ali, Specialist

**Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



### Hub71

Thursday, September 15, 3:00 PM - 4:00 PM

**Notes & Highlights:** Hub71 presented its model to attract, incubate, and accelerate growth for startups working in a variety of industries. One of Hub71's startups, Precious Payload, then presented its business model to the delegation. The UEOC and aerospace tracks then toured Hub71 offices to see how it combines government support, startups, seasoned founders, and venture funds into a single ecosystem to grow its startup community. Specifically, we saw what practices and processes can be brought back to Utah's innovation ecosystem, with a mind on the Innovation District at the Point.

#### Action Items and Areas for Potential Follow Up:

- As Utah looks at building out the ecosystem at The Point, evaluate HUB71's structure and ecosystem, particularly how they directly connect government agencies with industry experts to solve problems.
- WTC Utah: Send thank you letter to Hub71 for the presentation and tour of their innovation offices.
- WTC Utah: Connect Utah companies with Hub71 startups for access to new ideas and potential partnerships.

#### Key Contacts:

- Helen Bachir, Senior Associate, Growth and Strategy, Hub71

#### Trade Mission Team POC:

- Jake Glenn, World Trade Center Utah
- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



### Masdar City

**Thursday, September 15, 3:00 PM - 4:00 PM**

**Notes & Highlights:** As a result of our meeting with the Ministry of Climate Change & Environment, we were able to add this visit during the trade mission. A group of legislators split off from the main group to conduct this visit. Masdar is envisioned as a city of the future, with self-driving car pods, self-cooling systems, and hyper-efficient living and office spaces. The takeaway that was most applicable for the Unified Economic Opportunity Commission was the extent to which this community was master planned, and the degree to which it is constantly improving.

#### **Action Items and Areas for Potential Follow Up:**

- Connect Governor's Offices of Energy Development and Planning & Budget with Masdar City, perhaps also AOGs.
- Consider how deep master planning can affect new communities and existing communities in Utah.
- Send a thank you note for the meeting.

#### **Key Contacts:**

- Michelle Sabti

#### **Trade Mission Team POC:**

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



# Governor's Delegation

September 14-17, 2022





**Market Briefing with U.S. Consulate Dubai  
Wednesday, September 14, 8:30 AM – 10:00 AM**

**Notes & Highlights:** Several tracks came together and began the day with a market briefing on the UAE from the U.S. Commercial Service. The briefing covered various topics, such as the UAE's economy, including its trade and investment relationship with the United States, bilateral trade and investment issues, the local business climate, best prospect sectors for U.S. companies, and opportunities to increase connectivity with UAE innovation and investment funds. Participants left with a broad understanding of how to transact business with UAE companies. It is worth noting that 70% of the UAE's non-petroleum-related business happens in Dubai annually, underscoring Dubai's place as the center of innovation and commerce.

**Action Items and Areas for Potential Follow Up:**

- WTC Utah to follow up with a thank you email to Consul General Meghan Graghonis and the commercial team.
- WTC Utah to connect the U.S. Commercial Service team with Utah companies for market counseling and matchmaking services.

**Key Contacts:**

- Aaron M. Schwoebel, Chief, Political and Economic Office
- Frank Joseph, U.S. Consulate Dubai Principal Commercial Counselor
- Bruce Ellsworth, Commercial Attaché

**Trade Mission Team POC:**

- Aaron Starks, World Trade Center Utah



**Tour of Dubai Future Foundation**  
**Wednesday, September 14, 10:00 AM - 10:30 AM**

**Notes & Highlights:** Governor Cox took a tour of the Dubai Future Foundation to learn more about the UAE's approach to innovation and its desire to remain "future-focused" in all aspects of building its community and technology sectors.

**Action Items and Areas for Potential Follow Up:**

- The delegation first toured the robotic center to learn about Dubai's innovative technology and robotics sector.
- The delegation completed a tour of the facility and experienced the museum's depiction of the future of Dubai.
- This track also discussed ways to implement similar innovative ideas into the Point of the Mountain development.

**Key Contacts:**

- Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications
- Saqr Bingham, Executive Director of Artificial Intelligence, Digital Economy, and Remote Work Applications
- Shatha AlHajji, Head of Internal Cooperation, AI and Digital Economy Office

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



**Ministry of Artificial Intelligence and Digital Economy**  
**Wednesday, September 14, 10:30 AM - 11:30 AM**

**Notes & Highlights:** In this meeting, members of the Governor's track met with the Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications. The minister was interested to hear about the Governor's key areas of interest when it comes to AI, digital economy, and remote work applications. The ministry also shared their best practices with the Utah group.

**Action Items and Areas for Potential Follow Up:**

- The Governor's Office of Economic Opportunity will connect the AI minister with the Silicon Slopes community to help foster important tech relationships.
- Explore ways to further integrate AI into Utah's ecosystem by supporting useful technologies.
- Work toward fostering a more robust digital economy that will support smart growth in Utah for years to come.
- Learn how Utah could integrate more AI into its school systems.

**Key Contacts:**

- Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications
- Saqr Bingham, Executive Director, Executive Director at the Artificial Intelligence, Digital Economy and Remote Work Applications Office
- Shatha AlHajji, Head of Internal Cooperation, AI and Digital Economy Office
- Hamdah AlBigishi, Head of Events and Communications, AI and Digital Economy Office
- Sana Sarhan, Executive Assistant, AI and Digital Economy Office

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



متحف المستقبل  
MUSEUM OF THE FUTURE

**Tour of Museum of the Future**  
**Wednesday, September 14, 11:30 AM - 12:30 PM**

**Notes & Highlights:** The Governor's track toured the museum and learned about the innovations that are supporting Dubai's economy. Members of the track experienced the Museum of the Future and were inspired by the forward-thinking picture of the future of the economy.

**Action Items and Areas for Potential Follow Up:**

- Identify ways to integrate similar technologies and innovations into the Point of the Mountain development.
- The Governor's Office of Economic Opportunity will maintain a relationship with the museum staff to exchange additional information in the future as needed.

**Key Contacts:**

- Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications
- Saqr Binghalib, Executive Director, Executive Director at the Artificial Intelligence, Digital Economy and Remote Work Applications Office
- Shatha AlHajji, Head of Internal Cooperation, AI and Digital Economy Office
- Hamdah AlBigishi, Head of Events and Communications, AI and Digital Economy Office
- Sana Sarhan, Executive Assistant, AI and Digital Economy Office

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



**Lunch with Undersecretary of the Economy**  
**Wednesday, September 14, 1:00 PM - 2:00 PM**

**Notes & Highlights:** Meeting with the Ministry of Economy to discuss further ways that businesses from Utah and the UAE can collaborate.

**Action Items and Areas for Potential Follow Up:**

- Governor's Office of Economic Opportunity will share targeted industry information with the ministry.
- Staff will obtain a copy of the ministry's economic development plan and strategic initiatives.
- Utah will follow up with the ministry to learn about the best practices for hosting a world fair.

**Key Contacts:**

- His Excellency Abdulla Al Saleh, Under Secretary of the Foreign Trade and Industry, UAE Ministry of Economy
- Ms. Shaima Sharif Alaydrous- Director, Trade Negotiations and International Organizations Department
- Mrs. Samah Mohamed Al Hajeri- Director of Cooperatives and Strategic Stocks Department, Cooperatives and Strategic Stocks Department
- Mr. Khalifa Aljaziri AlShehhi- Projects Advisor, Commercial Affairs Regulatory Sector

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



**Networking Reception with U.S.-UAE Business Council**  
**Wednesday, September 14, 6:30 PM – 8:30 PM**

**Notes & Highlights:** Network with UAE government officials, business leaders, and industry representatives. This is an ideal opportunity to strengthen your relationships with new and existing Emirati business contacts, meet UAE government officials, and connect with the U.S.-UAE Business Council, and explore potential business opportunities and partnerships.

**Action Items and Areas for Potential Follow Up:**

- The Governor addressed the audience to discuss ways to strengthen the Utah/UAE relationships.
- This reception was a recap of the day's meetings and events and served as a springboard for the next day's meetings.

**Key Contacts:**

- Sean Murphy, Chargé d'Affaires, U.S. Embassy to the UAE
- Danny Sebright, President, U.S.-UAE Business Council (TBC)
- Dayle Carden, Senior Advisor, U.S.-UAE Business Council
- UAE government officials, business leaders, and industry representatives
- Trade Mission Delegation

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT

**Meeting with Abu Dhabi Economic Development Agencies and Chamber of Commerce  
Thursday, September 15, 9:00 AM - 10:00 AM**

**Notes & Highlights:** Network with the Abu Dhabi Chamber of Commerce leadership, which has connections to hundreds of local companies, as well as Abu Dhabi economic development agencies. Highlight Utah's dynamic economy and explore opportunities for deepening connections between our innovation ecosystems.

**Action Items and Areas for Potential Follow Up:**

- This was a learning opportunity for the Utah delegation to better understand Abu Dhabi's economic strengths and key sectors.
- The takeaways are to continue a dialogue between the Abu Dhabi Chamber of Commerce and the Utah Governor's Office of Economic Opportunity.
- Utah will review Abu Dhabi's approach to attracting foreign workers through various visa programs.
- Utah will also review Abu Dhabi's strategy to attract foreign direct investment and seek ways to support additional investments into Utah.

**Key Contacts:**

- H.E. Mohamed Ali Al Shorafa Al Hammadi, Chairman of Abu Dhabi Department of Economic Development
- Thani AlFalasi, Economic Development Agency  
Abu Dhabi Department of Economic Development
- Abu Dhabi Investment Office
- Abu Dhabi Residence Office
- Abu Dhabi Chamber of Commerce

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity





**“Modern Bridges of Understanding: The Role of Culture and Media”  
Panel Event at the Louvre Abu Dhabi  
Thursday, September 15, 10:30 AM – 12:00 PM**

**Notes & Highlights:** Governor Cox and the Deseret Management Corporation (DMC) co-hosted a roundtable discussion in Abu Dhabi to connect with key leaders from the media sectors, civil society and the culture community to discuss the current media environment and how the UAE has built a media-friendly and culture-friendly ecosystem for important conversations to take place. These conversations included issues related to faith and civil society and how sectors can collaborate.

**Action Items and Areas for Potential Follow Up:**

- The panel discussion was a catalyst for Natalie Gouchnor to write six articles about the trade mission and the key takeaways from visits to both Israel and the UAE.
- Possible action item idea: Governor Cox can write an op-ed about civility in politics and the Utah way.

**Key Contacts:**

- Governor Spencer J. Cox
- Natalie Gouchnor, University of Utah
- Adama Dieng, Special Advisor, The Muslim Council of Elders
- Gary Porter, Senior Vice President, Deseret Management Corporation
- Monica Marks, Professor at Arab Crossroads Studies, NYU Abu Dhabi
- Mina Al-Oraibi, Editor-in-Chief, The National Newspaper
- Omar Al Busaidy, Chief Executive Officer, Global Possibilities

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor’s Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor’s Office of Economic Opportunit

دولة أبوظبي  
GOVERNMENT OF ABU DHABI



**Meeting with Department of Health Chairman**  
**Thursday, September 15, 3:30 PM – 4:15 PM**

**Notes & Highlights:** We held a very productive discussion with the leadership team of the Department of Health in which we discussed innovation within the healthcare industry.

**Action Items and Areas for Potential Follow Up:**

- Learn about Abu Dhabi's ability to affect swift policy change to infuse innovation into its healthcare system.
- Connect the healthcare leadership team with Utah healthcare leaders (including Katelin Roberts from BioHive).
- Host a delegation of healthcare leaders from Abu Dhabi when they visit Utah.

**Key Contacts:**

- His Excellency Abdullah Al Hamed, Chairman of Dept of Health
- Mr. Ibrahim Al Muhairi, Department of Health, Abu Dhabi

**Trade Mission Team POC:**

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity

# Qatar Investment & Business

September 14, 2022

Senate President Stuart Adams and World Trade Center Utah CEO Miles Hansen flew to Doha, Qatar to join Stirling Foundation Executive Director Ed Rowe and General Counsel Jeff McGhie for meetings with the country's leadership to discuss opportunities for a strategic partnership between Qatar and Utah around higher education, investment, and innovation.

The key contact that facilitated the meetings was Exxon-Mobile Qatar President Dominic Genetti.

Overall action: Miles to email Qatar ambassador update, line up a call to share a few action items, to explore an invite to Qatar Emir on his upcoming trip to the U.S. to get him to Utah.



**Meeting with Sheikha Hind bint Hamad bin Khalifa Al-Thani, CEO Qatar Foundation  
Wednesday, September 14, 9:00 AM – 10:00 AM**

**Notes & Highlights:** Sheikha Hind is the sister of the Emir (Qatar's king) and is one of the most influential leaders in the country. The Qatar Foundation leads Qatar's efforts to develop a more innovative workforce through higher education, entrepreneurship programs, and other workforce development initiatives. Sheikha Hind also leads on a broad range of other issues. A major part of her efforts involve instilling in young Qataris the value of their traditional (and religious) heritage while also inspiring them to work hard, innovate, maximize their contribution to society, etc.

Sheikha Hind expressed interest in establishing a higher education exchange program for students, faculty, and interns to create more opportunities for Utahns and Qataris.

Meeting included Senate President Stuart Adams, WTC Utah Miles Hansen, Stirling Foundation CEO Ed Rowe, Stirling Foundation General Counsel Jeff McGhie, and Exxon-Mobile Qatar CEO Dominic Genetti.

**Action Items and Areas for Potential Follow Up:**

- Stirling Foundation to lead follow up on behalf of delegation.
- Send formal letters of invitation to Sheikha HEND from Utah Senate, WTC Utah, Stirling Foundation inviting her to Utah to lead a Qatar delegation, that could include Qatar Foundation, Qatar Ambassador to the U.S., Qatar Investment Authority, Qatar Financial Center, Qatar Development Bank, etc.
- Sheikha HEND said she had a few ideas of partnership in mind that she wanted to develop and propose; Stirling Foundation to follow up to get her input.
- Stirling Foundation to include proposing intern exchanges—sending Qatar interns to Utah companies and Utah recent grads and students to work in Qatar—in their follow up with Qatar Foundation.

**Key Contacts:**

- Stirling Foundation to share

**Trade Mission Team POC:**

- Miles Hansen, World Trade Center Utah



**Qatar Investment Authority**  
**Wednesday, September 14, 11:30 AM – 12:30 PM**

**Notes & Highlights:** QIA is Qatar's sovereign wealth fund with the bulk of its investments in the United States. QIA is organized around nine priority sectors and makes investments in several asset classes and at various stages of a company's development. QIA does value strategic partnerships for deal flow, co-invest, and technologies/companies that can help Qatar achieve its economic diversification goals.

QIA's U.S. interests are managed out of its NYC offices. Ugo Arzani also invited us to reach out directly on potential opportunities within his business area (retail, consumer products, consumer tech, etc.).

**Action Items and Areas for Potential Follow Up:**

- Miles emailed Dominic to request Micah's email and contact info.
- Miles to send follow up emails to Ugo and Micah.
- Miles to follow up with Ugo end of October to request intro with new head of NYC office.
- Miles to brief David Carlebach on profile of companies, investment opportunities, etc.
- Miles connected Fortem Tech w/ Ugo requesting meeting for Sept 18.

**Key Contacts:**

- Ugo Arzani, Head of Retail and Consumer, QIA
- Micah Phelps, Manager, Retail and Consumer, QIA
- New head of NYC office; not yet announced; when announced, Ugo can connect

**Trade Mission Team POC:**

- Miles Hansen, World Trade Center Utah



**Qatar Market Briefing**  
**Wednesday, September 14, 1:30 PM – 2:30 PM**

**Notes & Highlights:** Meeting with U.S. Commercial Service team at U.S. embassy in Doha. Emphasized opportunity to utilize the USCS Advocacy Center to help Utah companies as they pursue business w/ the Qatar gov't.

Brooke Holland is a rockstar and can help make meaningful connections throughout Doha and arrange for VIP flight arrivals/expediting through airport/immigration, vehicles, etc.

**Action Items and Areas for Potential Follow Up:**

- Miles to email Shelby and Daniel to provide readout of meeting.
- Miles to send thank you note.

**Key Contacts:**

- Megan Schildgen, Commercial Counselor
- Heather McLeod, Commercial Officer
- Brooke Holland, Executive Director, AmCham Qatar

**Trade Mission Team POC:**

- Miles Hansen, World Trade Center Utah



**Qatar Financial Center**  
**Wednesday, September 14, 3:00 PM – 4:00 PM**

**Notes & Highlights:** The Qatar Financial Centre (QFC) is “an economy within an economy” with its own rules, regulations, statute, etc. that is designed to be the optimal gateway for foreign companies to enter and grow in Qatar and grow throughout the region. QFC offers fast tracking for licensing, office space, growth capital, favorable incentive, assistance with visas, etc. QFC exists to create a favorable environment for foreign companies that don't have some of the protectionist restrictions that exist in Qatar outside of QFC that are designed to tilt scales in favor of Qatari businesses.

Qatari contacts committed to visit Utah in 2023 to meet with Utah companies and discuss opportunities for doing business in Qatar.

**Action Items and Areas for Potential Follow Up:**

- Miles connected Fortem with QFC ahead of Fortem’s visit to Doha Sept 18-20; AmCham Executive Director Brooke Holland is going to text Laila to prompt a response.
- Miles sent a follow up email

**Key Contacts:**

- Sheikha Alanoud Bint Hamad Al-Thani, Deputy CEO and Chief Business Officer
- Laila Khalil Al-Jefairi; Vice President Business Acquisition–U.S. Market Leader
- Mohamed Benbouadi; Director North America
- Brooke Holland, Executive Director, AmCham Qatar

**Trade Mission Team POC:**

- Miles Hansen, World Trade Center Utah