

Doing Business in the Middle East... A Panel Discussion



Recent increases in the price of oil have led to a massive wealth transfer—and to huge opportunities to share in the commercial bonanza to be found in the Middle East. The jewel in the crown is Saudi Arabia, which is expected to earn close to \$400 billion this year (at \$110 per barrel as of August 2008). It is hard to keep track of the number and size of the projects this money is funding, but easy to see why U.S. companies are beating a path there. We are very pleased to be joined by Congressman Keith Ellison; Edward Burton, president and managing director of the U.S.-Saudi Arabian Business Council; and Gareth Parry, founder and managing director of Global Franchise Marketing, as we explore the opportunities and the keys to success in Saudi Arabia. Whether you are looking at this market for the first time or simply wish to refine your techniques of working there, we hope that you will join us to learn how to make the most of this unprecedented opportunity.

We will also offer practical advice on entering the market and strategy and insights from experienced hands on how to deal with the formalities and challenges of doing business successfully in this part of the world. Advance registration is required to attend.

Date: October 27, 2008
Check in: 50th floor IDS Center—3:00 pm
Panel Discussion: 3:20 to 5:10 pm
Cocktail reception follows

Registration is by telephone only.
To register, please call:
Candi Brennan 612-766-6904
Laurie Lampman 612-766-8114



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Congressman Keith Ellison

Congressman Keith Ellison is serving his first term in the United States House of Representatives focused on peace, prosperity for working families, civil and human rights, and environmental sustainability. He represents the 5th Congressional District of Minnesota, which includes Minneapolis and 13 surrounding cities. An active proponent of building relationships with the Middle East, Keith has made five trips to the region and has worked in cooperation with the State Department in support of their public diplomacy efforts in the Arab and Muslim world. Keith was elected to the Minnesota State House of Representatives in 2002 and re-elected in 2004, representing Legislative District 58B.



Edward Burton

Edward was appointed president and managing director of the U.S.-Saudi Arabian Business Council in March 2006. The U.S.-Saudi Arabian Business Council was established in December 1993 by the governments of the United States and Saudi Arabia to improve the mutual knowledge and understanding between the private sectors of the United States and Saudi Arabia, and to promote trade and investment between the two countries. Now a Washington, D.C.-based nonprofit corporation, the Council's activities are focused on highlighting the more than \$1.4 trillion in Saudi earmarked projects and market opportunities in Saudi Arabia over the next 20 years. Prior to joining the Business Council, Edward served as the Commercial Attaché at the U.S. Embassy in Riyadh, Saudi Arabia for three years, where he was responsible for all U.S. and Foreign Commercial Service operations in Saudi Arabia.



Gareth Parry

Gareth is the founder and managing director of Global Franchise Marketing, a leading international franchise marketing and consultancy firm based in Dubai, United Arab Emirates. He has been based in Dubai for more than six years and has helped more than 100 international companies secure partners and investors across the Middle East, working with some of the largest corporations in the region. Aligning himself with the massive growth in the regional retail and leisure sectors, as well as the exponential rise in population and infrastructure development, Gareth is involved with local governments to build the SME sector through franchising. He also helps indigenous businesses develop and export their franchise and business systems worldwide. Recently, he has created a new private equity niche, seeking opportunities for Middle East investors globally and in the United States in particular.



John Enstone

John, a partner in Faegre & Benson's London office, has been successfully counseling companies on developing markets and winning contracts in the Middle East and North Africa for nearly 30 years. As an attorney and businessman, he has spent long periods in the region, including three years living in Saudi Arabia as a general counsel overseeing \$8 billion of local contracts. John's broad experience covers financial services, construction, engineering, technology, telecommunications, manufacturing and a range of other sectors. Clients typically retain him to structure, conduct and negotiate public and private sector transactions; provide counsel on acquisitions; establish channels to market; and resolve disputes. His in-depth involvement in the Middle East, coupled with his roles across Europe and North America, have given him the expertise, contacts and cultural awareness required to be practical and successful in achieving clients' objectives.

This panel discussion is co-sponsored by



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