



Los Angeles Area
Chamber of Commerce

FOR IMMEDIATE RELEASE
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***** MEDIA ADVISORY *****

**EIGHT U.S. AMBASSADORS TO MIDDLE EAST
JOIN SOUTHERN CALIFORNIA BUSINESS LEADERS
TO PROMOTE TRADE, COMMERCIAL DIPLOMACY**

**So. Cal. Regional District Export Council, Business for Diplomatic Action,
L.A. Area Chamber partner to host unprecedented event
to make U.S.-Middle East trade connections and improve U.S. image through business**

- WHAT:** **U.S. Middle East Ambassadors Tour (a One Global California signature event)** – Eight U.S. Middle East Ambassadors join Southern California business leaders to promote trade connections with the \$320 billion Middle East market and conduct commercial diplomacy through business.
- WHEN:** **Tuesday, Oct. 10, 2006**
8:30 a.m. – 1 p.m. conference (view detailed schedule at www.lachamber.org)
11:15 a.m. MEDIA BRIEFING and Q&A
- WHO:** **U.S. Ambassadors and Senior Commercial Officers to Egypt, Israel, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, United Arab Emirates**
Keith Reinhard, Chairman Emeritus, DDB Worldwide and President, Business for Diplomatic Action
Michael Ducker, President, FedEx Express International
Candace Chen, Chair, Southern California Regional District Export Council
David Fleming, Of Counsel, Latham & Watkins LLP and Vice Chair, Los Angeles Area Chamber of Commerce
- WHERE:** Sheraton Hotel, 711 S. Hope St., Los Angeles, CA 90017
- WHY:** Business is a key driver of diplomacy. For the first time ever, eight U.S. ambassadors, senior commercial officers and national business leaders will meet with businesses to connect them with the \$320 billion Middle East market through the L.A. Area Chamber's annual One Global California signature event. This event will explore how international trade between U.S. and Middle East businesses not only strengthens economies, but also fosters mutual respect and understanding of the U.S., one business at a time.

***** Media must RSVP by Oct. 9—call 213.580.7532. *****

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The Los Angeles Area Chamber of Commerce represents the interests of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region.

For more information visit www.lachamber.org.