

SAUDI GAZETTE

السعودية جازيتا

ESTABLISHED IN JEDDAH 1976

SAUDI ARABIA'S NATIONAL DAILY

12 PAGES

Campaign to promote goods from south US

By Mir Ayoob Ali Khan

Gazette Staff
JEDDAH, Wed.

THE US will launch a three-week intensive campaign next October to promote goods from its southern states, a visiting expert said:

Mortada Monamed, Coordinator for Overseas Market Development, Texas Department of Agriculture, told the *Gazette* that the promotion campaign will be held for a week in each of the three major cities--Jeddah, Riyadh and Dammam. The campaign will be organised by the Agricultural Trade Office at the US embassy in Riyadh and the consulates-general in Jeddah and Dammam.

Asked what products could be imported by Saudi traders from the southern states he, said rice from Arkansas, citrus from Florida and Texas, chicken from South Carolina and peanut butter and honey from Georgia.

Mortada arrived in Riyadh on April 15 after visiting Morocco, Tunisia and Yemen at the invitation of the USIS.

Tom Dougherty, Vice

Consul, Press and Cultural Affairs, at the American Consulate-General, said Mortada has been responsible, among other things, for cross cultural communication, explaining to importers and exporters easier ways to do business with each other.

Mortada held a series of meetings with officials at the Ministry of Commerce, Chambers of Commerce and Industry and Saudi Arabian Standards Organisation in Riyadh. He also held extensive discussions with Saudi importers in Riyadh and Jeddah. During the talks he addressed issues such as American style of business and privatisation in the US.

Dougherty said that the recently signed technical agreement between the Saso and the US will help in the exchange of information in the fields of exports and imports.

Mortada said he discussed the possibilities of holding joint seminars with Saso in the Kingdom as well as in the US to "clarify and understand the needs of each other."