

TRADEWINDS

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President Bush speaks at the White House Summit on International Development





President George W. Bush stands with Dr. Ellen Johnson Sirleaf, President of Liberia

The White House Summit on International Development: Sustaining The New Era

President Bush headlined the White House Summit on International Development, “Sustaining the New Era,” on October 21 at the Ronald Reagan Building and International Trade Center. The president insisted that we must, especially in the midst of our global economic slowdown, make progress in reducing global poverty, confronting disease, and promoting economic opportunity in the world’s poorest nations.

The conference showcased foreign-assistance successes from the U.S. Agency for International Development (USAID) and the Overseas Private Investment Corporation (OPIC), as well as innovative initiatives such as the Millennium Challenge Corporation, the President’s Emergency Plan for AIDS Relief (PEPFAR), and the President’s Malaria Initiative.

In his keynote remarks, President Bush warned against cutting U.S. assistance to impoverished nations in the midst of the financial turmoil sweeping Wall Street and Main Street. “During times of economic crisis, some may be tempted to turn inward—focusing on our problems here at home, while ignoring our interests around the world,” Bush said. “This would be a serious mistake. America is committed, and America must stay committed, to international development for reasons that remain true regardless of the ebb and flow of the markets.”

The remarks addressed growing fears that the financial crisis could further harm developing nations already hard hit by surging food and energy prices.

Secretary of State Condoleezza Rice opened the conference by endorsing the preservation of foreign aid. “Some will ask the inevitable question in these troubled times: ‘How can we afford it?’” “I would ask instead, ‘How can we not afford it?’”

The President of Liberia, Ellen Johnson Sirleaf; and British singer, songwriter, and political activist Bob Geldof were distinguished speakers. Other participants included United States practitioners of foreign assistance programming, including the Global AIDS Coordinator; the president of the Malaria Initiative for the President; the CEO of the Millennium Challenge Corporation; and the CEO of OPIC.

Sessions in our conference rooms were held throughout the day and focused on four key topics: the importance of countries leading efforts to tackle their own development challenges; a focus on good governance; linking further development aid to measurable progress; and complementing aid with trade by developing new strategies to promote sustainable, long-term economic growth.



The African Children’s Choir performs at the Summit, continued on News & Notes page.



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- African Children’s Choir
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NAFSA: The Competitive Advantage in a Global Workforce



Dr. Cornelius Kerwin, President, American University; Marlene M. Johnson, Executive Director and CEO of NAFSA

This public forum, organized by the National Association of Foreign Student Advisors (NAFSA) and supported by the DC Chamber of Commerce and the International Gateway of the Ronald Reagan Building, featured prominent leaders from academia and the business community including: Dr. Cornelius Kerwin (President, American University); Tom Barclay (CEO, Development Alternatives); Robert Templin (President, Northern Virginia Community College); and Lynn Shotwell

(Executive Director, American Council on International Personnel). Susan Sylvester, former Director of the Ronald Reagan Building and International Trade Center, welcomed the audience and introduced Barbara Lang, President and CEO of the DC Chamber. The panel championed the value of study abroad programs for American students and how these experiences help shape a competitive domestic work force.

Mr. Barclay and Ms. Shotwell emphasized the value domestic businesses place on well-rounded applicants from a hiring perspective. Each felt that experience abroad helped to distinguish applicants from their peers. Dr. Kerwin and Mr. Templin underscored the efforts of their respective universities to attract top talent from around the world and the challenges associated with such endeavors in the aftermath of the 9/11 attacks.



*Marlene M. Johnson,
Executive Director
and CEO of NAFSA*

NEWS & NOTES

Afghan-American Chamber of Commerce Holds Fourth Annual Conference



Aajmal Ghani; Chairperson Afghan American Chamber of Commerce (left) & His Excellency Said Taweb Jawad; Ambassador to the U.S., Islamic Republic of Afghanistan (right)

Ambassador to the U.N. Zalmay Khalilzad, Dr. Ashraf Ghani, former finance minister of Afghanistan, and current Chairman of the Institute for State Effectiveness were among the prominent American officials who joined other experts in addressing the fourth annual U.S.-Afghan Business Matchmaking Conference presented by the Afghan-American Chamber of Commerce (AACC) on October 21st at the Ronald Reagan Building and International Trade Center in Washington, D.C.

This annual event attracts U.S. and Afghan leaders from the public and private sectors to promote the role of business development in Afghanistan's reconstruction and emerging economy. It also is the largest yearly gathering that brings together American and Afghan business representatives to discuss



Aajmal Ghani, Chairperson Afghan American Chamber of Commerce

investment opportunities and joint ventures. The overarching goal of the conference is to bring jobs, technology, and training to the Afghan people by increasing investments in the country.

Mr. Robert Mosbacher, President of U.S. Overseas Private Investment Corporation (OPIC), was also a featured speaker. He announced his agency's current initiatives to mobilize and facilitate U. S. private sector investments in the economic and social development of Afghanistan.



Afghan-American Chamber of Commerce (AACC) President Atiq Panjshiri

Sessions and panel discussions were held throughout the day and reiterated one central theme: the importance of extensive, collaborative, and sustained efforts to expand economic development in Afghanistan; which eventually can encourage political stability and free market reforms.

This annual event underscores the role of business development in Afghanistan's reconstruction and emerging economy. The conference included sessions addressing Afghan's economic development, agribusiness, natural resources, telecommunications, and urban development. An informational trade fair was held in conjunction with the conference and showcased government resources and organizations based in the U.S. and Afghanistan.



The African Children's Choir performs at the Summit

Children's Choir leaves lasting Impression

The African Children's Choir is made up of children between the ages of seven and 12 years old who come from five countries in Africa—Uganda, Kenya, Rwanda, Nigeria, and Ghana. Many of them are from very poor backgrounds or have lost one or both parents to the devastation of war, famine and disease.

It is often a struggle to grow or buy enough food to feed a family in Africa and parents have to pay to send their children to school. Many cannot afford these school fees and, as a result, often children do not learn to read and write. The Choir helps to provide the funds necessary to pay these fees securing a brighter future for all of the children the Choir supports.

Each year, a new Choir is selected and the children from the previous year's Choir return to their homelands to attend school. Their education is completely funded by The African Children's Choir. Some of these young adults continue in university programs, where they train to become doctors, engineers or other professional leaders in Africa.

The Choir has recorded songs for the soundtracks of major motion pictures including Oprah Winfrey's *Beloved*, *Hotel Rwanda*, and *Blood Diamond*.

Notable Events



▶ SBA Conference

Global Growth: Expanding Small Business through Exporting

November 18, 2008; 8:45 am – 12:30 pm

A slate of interactive discussions intended for U.S. small business purveyors. Experts from the U.S. Government will be on hand to discuss export assistance resources, to explain the impact of free trade agreements, and to share success stories.

Contact:

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▶ WITA 2009 Congressional Agenda

Coming in January 2009

An off-the-record discussion on multilateral & bilateral trade agreements, country-specific negotiations, and other prominent trade issues likely to confront Congress in the coming year.

Contact:

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202-312-1600**

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(from left to right) Bill Stokes, Chairman of Washington Network Group; John Drew, CEO of Trade Center Management Associates; Sumio Ohtsui, Senior Vice President and Chief Coordinating Officer for Toyota Motor; Susan Sylvester, previous Director of RRB/ITC; Andrew Gelfuso, Director of the International Gateway

14th Annual WITA Awards Dinner

On July 16th, the Washington International Trade Association (WITA) held its annual gala at the Ronald Reagan Building and International Trade Center (RRB/ITC). This year WITA opened its signature program by giving special recognition to GSA's Susan Sylvester for her ten years of service in creating, then directing, the Ronald Reagan Building. The honoree of the night, U.S. Trade Representative, Ambassador Susan Schwab, received WITA's Distinguished Service Award for her astonishing contributions and diligent leadership in support of the international trade agenda. This year's Awards Dinner was attended by 500 trade policy experts, government decision makers, and business professionals.

Susan was part of the original federal government team responsible for envisioning, planning, and creating an International Trade Center located at Federal Triangle. She became the keeper of this Congressional vision when promoted to Director of the Ronald Reagan Building and International Trade Center, Washington's largest multi-use facility. As Director, she was responsible for comprehensive oversight and stewardship of the building's operations.

Often working behind the scenes, Susan identified WITA early on as an organization that could help fulfill and sustain the mission of the RRB/ITC. She recognized the value of this partnership and proved adept at providing support and fostering a collaborative environment. In her remarks, Susan gave credit to the entire GSA team for making the RRB/ITC GSA's flagship building.

This year's awards dinner was attended by 500 trade policy experts, government decision makers, and business professionals. U.S. Trade Representative, Ambassador Susan Schwab, received WITA's Distinguished Service Award for her astonishing contributions and diligent leadership in support of the international trade agenda.

Ronald Reagan Building and International Trade Center Launches Green Meetings Package

The Ronald Reagan Building and International Trade Center—which is managed by the General Services Administration (GSA)—is dedicated to implementing “green building” policies that focus on energy conservation, pollution prevention, sustainability, and waste reduction.

Our commitment to thrive as a sustainable building is founded on a four-point “green” strategy that includes: (1) sustainable landscaping, (2) recycling, (3) environmentally preferable purchasing (EPP), and (4) employee ride share programs.

In addition, our ReSOLVE initiative (Resource-efficient, Sustainable, Organic, Leading, and Visionary Events) enables groups of all sizes to hold world-class, eco-friendly events in our premier event space and conference center.

Our resource conservation strategy is based on three universal, guiding principles: Reduce, Reuse, and Recycle.

We Strive to be Green By:

- Using china, glassware, and flatware to minimize our reliance on single-use products.
- Customarily using cloth dinner napkins. On the rare occasions when we must use paper napkins, we use napkins made from recycled materials.
- Frequently reusing table linens and skirting for multiple day events. This enables us to significantly reduce our water consumption.
- Incorporating organic and local ingredients into our menus.
- Donating leftover food to the DC Central Kitchen, a local food bank that runs a food recycling program to combat hunger in the nation’s capital.
- Providing complimentary water stations and offering filtered drinking water served in pitchers as an alternative to serving bottled drinking water in our meeting rooms.
- Purchasing many of our condiments in bulk.
- Using only “green” cleaning products.
- Following economically and environmentally friendly landscaping practices.
- Using recycled carpet wherever possible and ensuring our discarded carpet is recycled.
- Encouraging our employees to carpool, walk, bike, or use mass transit—and we can facilitate the use of mass transit for our clients and their guests.

To illustrate the Ronald Reagan Building and International Trade Center’s commitment to global stewardship, we have created a special logo to identify initiatives or practices that adhere to the “reduce, reuse, recycle,” campaign.



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A project of the U.S. General Services Administration.



RONALD REAGAN BUILDING AND INTERNATIONAL TRADE CENTER

AFILAC	The international and government affairs office for one of the leading global providers of insurance products
AMEX International, Inc.	A provider of consulting services in the areas of democracy and governance; private-sector development; and administrative, technical, and management support as well as procurement and shipping
Aria Trattoria	A neighborhood Italian trattoria complete with al fresco dining, serving lunch and dinner
Association of Foreign Investors in Real Estate	A trade association for the foreign real estate investment community with an interest in preserving and promoting international real estate investment
Center for Association Leadership	Part executive learning center and part think-tank, the Center provides learning, knowledge and community building initiatives for the association community
Chevy Chase Bank	Several ATM locations within the building
Cisco Systems	The worldwide leader in networking for the internet, offering a wide range of hardware, software, and services to change the way people live, work, and play
City Gifts and Souvenirs	A Washington, DC themed, retail store offering collectibles, gifts, and novelty items
Commonwealth Trading Partners Inc. (CTP)	A provider of professional services in the areas of non-proliferation and export controls
Concurrent Technologies Corporation	Structures private/public relationships for manufacturing technologies
DC Visitor Information Center	Provides information about DC hotels, restaurants, tours, museums, and attractions
Document Technologies, Inc.	A provider of comprehensive document and technology solutions for legal professionals and select corporate clients
Environmental Protection Agency	A U.S. government agency devoted to protecting human health and safeguarding the natural environment
General Dynamics International Gateway Market to Market	A diversified, full-service aerospace contractor specializing in the development of high-performance space systems
MetroFit	Connects companies in the Washington, DC, area to business opportunities around the world
MHz Networks	An uncommon café that provides a variety of breakfast and lunch options, featuring a carving station for made-to-order sandwiches and a plentiful salad bar
Nancy’s Flower & Chocolate Shop	A convenient fitness center which provides the latest in strength and cardio equipment
One Stop News	The nation’s only non-commercial, independent television station with an international format
Quiznos Sub	A gift shop carrying flower arrangements, confections, chocolates, and assorted gift items
Sandler, Travis & Rosenberg, PA	A retail store carrying magazines, newspapers, assorted snacks, and Washington, DC, souvenirs
SAP America Public Services, Inc.	A fast food restaurant that serves subs, lunch sandwiches, soups, and salads
Source Office Suites	Law firm and advisory services focusing on international trade, customs law, immigration, and transportation matters
U.S. Agency for International Development (USAID)	Marketing and sales office for the global software company based in Germany
U.S. Customs and Border Protection	Full service executive suite and business center accommodating long and short-term leases
U.S. Energy Association	An independent federal government agency that conducts foreign assistance and humanitarian aid
USA Trade Center	A U.S. government agency that serves as the guardian of the Nation’s borders—America’s frontline
University of Maryland Robert H. Smith School of Business	International trade association and U.S. representative for the World Energy Council
Volkswagen of America, Inc.	Seamless trade assistance, information and services from the U.S. Department of Commerce
Washington International Trade Association	Evening MBA program designed to meet the needs of working professionals
Washington Link Woodrow Wilson International Center for Scholars	International affairs office for this leader in the global automobile business
World Perspectives, Inc.	The leading organization dedicated to providing a forum for trade and policy issues
WTC BizNetwork	Provides event planning and meeting management services at venues throughout the city and the region
	A living memorial to President Woodrow Wilson, the Center is a nonpartisan forum for dialogue on international and national issues
	Provides its client base with the knowledge and tools to compete in the global agri-food service
	Promotes international export-import business relationships

For information on space/office availability, call 202.312.1311.