



Maximizing Trade with the United States

# ACTUALIZING THE BAHRAIN/US FTA

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# Bahrain – The FTA

## Imperative

- Transforming from a merchant/trader based economy to an import substitution/value-added manufacturing/ services oriented economy
- Bahrain's FTA is single most liberal trade agreement with USA – Period!
- Increase inward/outward investment from/to US
- Strengthen stakeholders yielding better promotion, 'deal' identification, business facilitation & irrefutable economic results
- Increase relevant skill sets among middle and executive level managers to improve their effectiveness, capacity & export readiness

# What Has Been Done?

- 11/08 & 12/08: MOIC held three workshops on the “US Marketplace How-to’s” for 60+ companies in:
  - Basic Manufacturing
  - Gem & Jewelry and Perfume
  - Food Processing
- 12/08: MOIC holds more than one dozen “one-on-one” technical assistance sessions with US expert
- 12/08: BCCI formed J.E.M. (Jewelry Exporters & Manufacturers of Bahrain Association) specifically for exporting to US market
- 01/09: MOIC endorses & promotes “FAB Program”
- 01/09: BCCI led ICT Delegation to attend Las Vegas CES Trade Show
- 03/09: J.E.M. meets with Tamkeen to discuss plans for US trade show exhibition opportunities
- 03/09: MOIC holds additional 6 “one-on-ones” with US expert
- 04/09: MOIC broadens support for FAB program among constituents

# FAB: FTA Actualization For Bahrain

- The Three Pillars:

1. Technical assistance at the firm level through an initial reimbursable grant facility for SMEs
2. Marketing & promotion assistance for private sector companies intending to do business in the US
3. Identification and facilitation of inward investment projects

## FAB – 2 Year Horizon Sector Focused

- Tourism
- Gem/Jewelry & Perfumes
- Information & Communication Technology (ICT)
- Basic Manufacturing (i.e., downstream aluminum, fiberglass, etc.)
- Food Processing
- Financial Services

# Action Indicators (Outputs over 2 years)

- 20-30 SME firm-level TAs (Technical Assistance Projects)
- 12 Grants over first 18 months of FAB program
- 6 Trade shows: 2-3/year (participation in Bahrain Pavilions) across 6 sectors
- 4 'Door Knocks' to US: 1-2/year
- 4 Inward investments: 1-2/year across sectors with minimum of \$5-10M

# Impact

- Diversification of economy
- Job creation and expansion
- Import substitution and value-added manufacturing/services creation
- Enhanced investment, capacity and US market awareness
- Heightened level of expertise & export readiness within private sector
- Stimulus for development of new industries