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IN MIDDLE EAST

Channel 2 KATU-TV 3/19/84 5:15

Dan Christopher

We are happy that all is not turmoil in the middle east.

Governor Vic Atiyeh's trade delegation to the part of the world has been welcomed with open arms.

Atiyeh is visiting the middle east to drum up more business for Oregon and give the state an identify in that region.

Channel 2's senior political reporter Lisa Stark has this satellite report from Riyadh Saudi Arabia.

Lisa Stark

The mission began with an official welcome for the Governor at the Riyadh airport. The delegation was greeted by the Deputy Minister of Foreign Trade.

Ironically, the graduate of the University of Oregon.

The Governor was then risked by a mercedes to an ultra-modern hotel in the capitol city.

(mumble) members got their first good look at Riyadh the next morning. What they saw was a skyline of cranes. The city resembles one giant construction project.

Rome may not have been built in a day but it sure looks as if Riyadh could be.

As the delegation soon found, looks are deceiving. The Minister of Commerce told the group that the Saudi have finished most of their (mumble) structure and are winding major construction projects.

While the traditional Arabic coffee was served, the delegation learned that Saudi Arabia will now concentrate on increasing production of agriculture and training with an eye toward self-sufficiency.

(more)

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Lisa Stark
(cont.)

Even so, the Minister told me that American's should not abandon the Saudi market.

Dr. Al-Soulam

It will also be here. We have been accustomed to dealing with the United States for the last 50 years.

And it comes only natural for us to deal with the Americans. The Americans are welcome and there will always be a market for the United States.

Lisa Stark

The message was the same from other government ministers. American business is welcome in Saudi Arabia, but American companies must now adapt to changing Saudi needs to continue selling their goods and services here.

One product Oregon would love to sell to Saudi Arabia is Northwest wheat. But as delegation member Bob Buchanan found out, the Saudi's are harvesting their own with the help of huge government subsidies.

Bob Buchanan

I was quite impressed. They are going to no end to develop self-sufficiency that is there target. I think that they are accomplishing it and are going to continue with that.

Lisa Stark

But even without a possible business deal, this farmer to farmer contact was just what Buchanan had hoped for.

Its (mumble) was underscored by Governor Atiyeh at a business dinner at Riyadh's posh Equestrian Club. Atiyeh told the group that despite our different customs, we are all people first.

The Oregon business delegation has received a very warm welcome here in Riyadh. In fact, mission members have been able to meet an amazing number of Saudi businessmen and government leaders in a very short time.

And of course, here in Riyadh as elsewhere, it is not what you know but who you know. The Oregon businessmen are hoping that the contacts made here will pay off.

In Riyadh, Saudi Arabia, Lisa Stark, Channel 2 News.

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