AMCHAM ABU DHABI STRATEGIC BOARD PILLARS FOR 2022-2024

Vision

To be an innovative organization creating trusted commercial partnerships that broaden U.S. – U.A.E. relationships.

Mission

AmCham Abu Dhabi's Mission is to promote commerce, investment, and goodwill between its membership, the United States of America and the United Arab Emirates.

Pillar 1 Members/Stakeholders Value

- Build and maintain relationships with key U.A.E. decision makers and stakeholders while ensuring access to those entities
- Support access to stakeholders for our members and their concerned entities
- Promote brand names with all U.A.E. opportunities
- Develop and deliver high level engagements
- Provide network opportunities through formal and informal events
- Build, manage, and execute Speakers Bank
- Maintain and leverage U.S.-U.A.E. Business Council relationship

Pillar 2: Business Sustainability

- Promote, promulgate, and execute open and transparent policies, processes and procedures
- Ensure AmCham staff/Board/Members interaction and connectivity
- Engage members to drive membership growth through referrals and recruitment
- Deliver engagements which offer value to members and attract potential members to attend and/or join AmCham Abu Dhabi
- Expand collaborative efforts between committees, the CED, and the Board
- Ensure fiscal sustainability both internally and externally
- Drive diversity and inclusion in all aspects of our efforts to include the staff, our members, events and our board
- Leverage human capital to support our strategic, and operational objectives
- Codify decisions of substance that require a Board of Directors decision

Pillar 3:

Advocacy / Goodwill

- Support a "Free Trade Agreement" (FTA) and EPD through trade agreements
- Champion U.S.
 Government advocacy for any of our members
- Supporting and/or catalyze relationships
- Support Environmental Social Governance (ESG) goals/objectives by contributing to the sustainability and ethical impact of U.S. companies investing or building in UAE
- Support Corporate Social Governance (CSG) by contributing to the socially accountability of any business, its stakeholders, and the U.S. / U.A.E. public
- Leverage our Community voice where applicable