



Chevron Corporation
555 Market Street, San Francisco, CA 94105

San Francisco Learning Center
Human Resources Development

December 14, 1990

To Whom It May Concern:

Mr. Said El Mansour Cherkaoui, Adjunct Professor, Golden Gate University, presented a "Noontime Session" to 70 Chevron employees at our headquarters in San Francisco.

The December, 1990, timing drew an interested audience and Professor Cherkaoui's lecture titled, "Change and Continuity in the Middle East," provided a rich description of historical events in the Arab world dating from early 1800 through present time. In general, the session was very successful. Our employees had an opportunity to gain some historical information and ask questions based on their concerns regarding current events in the Middle East.

His presentation was very informative. He interacted well with the employee group and answered questions based on an historical perspective. In addition, he prepared a detailed chronology of key dates from earliest recorded history in the region through present day which was distributed to all session participants.

Sincerely,

A handwritten signature in black ink that reads "Marianne Nielsen". The signature is fluid and cursive, with a long horizontal flourish at the end.

Marianne Nielsen, Supervisor
San Francisco Learning Center

Latham Square Bldg., Suite 620
1611 Telegraph Avenue, Oakland, CA 94612 U.S.A.
Telephone (510) 208 - 5600 Fax (510) 208 - 3139

August 26, 1991

Mr. Magdi El Beheiri
General Manager
Epeco
P.O. Box 16259
Riyadh, 11664
Saudi Arabia

Mr. El Beheiri

Thank you for your inquiry about the business services of Baker & Associates, which were described in a recent notice in Alam Attijarat.

We offer management assistance to companies who seek to establish new business relationships in the Americas. Our area of concentration is Mexico's petroleum industry, as you will see in reviewing our enclosed brochure and announcements of recent management reports. Enclosed is a copy of an article we wrote about Pemex's E&P policy published in the March 1, 1993 issue of the Oil & Gas Journal.

We also undertake assignments in the United States, Canada and other countries of Latin America similar to projects in Mexico. We can help your company to develop business relationships in the United States or Canada with prospective suppliers, investors, or joint-venture partners.

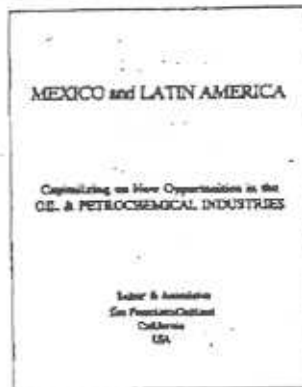
Please take the time to complete and return the enclosed query to give us a better understanding of your specific needs. With this information we will advise you how our firm will be able to assist you accomplish your company's business objectives.

Sincerely,

Said Cherkaoui

Said Cherkaoui
associate

enc.



تقارير الخدمات الاستشارية والادارية

ان خدماتنا الاستشارية يمكنها ان تعرفك على ممثلين للمبيعات وشركاء في المشاريع، في الولايات المتحدة والمكسيك وبلدان اميركا اللاتينية.

ان تقاريرنا الادارية تدعم القرار الذي تتخذه للتعامل في المكسيك. تقرير النفط يساعدك على التعامل مع ذلك القطاع. وتقاريرنا: "هل تفكر

بتوظيف مالك في المكسيك، يحلل النفقات اللازمة للعمل في ذلك البلد.

Baker & Assoc
1611 Telegraph Ave., Suite 620, Oakland, CA 94612 U.S.A.
Tel: (510)208-5600
Fax: (510)208-3139

ضع دائرة حول الرقم (84) في بطاقة الاستعلام



8 October, 1992

TO WHOM IT MAY CONCERN:

I am pleased to be asked by Dr. Said El Mansour Cherkaoui to write this letter of recommendation.

I have known Dr. Cherkaoui for about three years and I can attest both to his strong personal character and friendly manners as well as to his considerable professional strength. I am quite familiar with his writings and incisive analysis in the areas of political, trade, economic and social trends and developments in the Middle East and Africa and I also know he is quite knowledgeable about Latin America.

During the years I have known Dr. Cherkaoui he has impressed me with his dedication to serious and scholarly research work—and to his teaching—and I am certain that he would make a strong professional contribution in whatever endeavor he pursues. Given Dr. Cherkaoui's personable character and strong social skills, colleagues and associates will also benefit from and enjoy interacting with him.

Yours sincerely,

Eilif Trondsen

Research Director

BUSINESS INTELLIGENCE PROGRAM

SRI International

333 Ravenswood Ave. • Menlo Park, CA 94025 • (415) 326-6200 • TWX: 910-373-2046 • Telex: 334486 • Facsimile: (415) 326-5512



GOLDEN BRIDGE
TRADING (GROUP) INC.

November 4, 1994

Dr. Said Cherkaoui
Global Strategies Development
P.O. Box 190271
San Francisco, CA 94119

Dear Said,

On behalf of Golden Bridge Group, I would like to cordially thank you for the time and the effort you spent with our Chinese R&D Management Delegation as well as for the useful information you introduced to them in your lecture. We also owe a debt of gratitude to you and Mr. Peter Pang, Mr. Laurent Roffe, Ms. Sue McKinney, Ms. Pat Hooper, Ms. Christina Ravekes and Ms. Candice Kollar for their kindness in participating in our training program and giving interesting lectures for the Chinese managers. Representing all our delegates, we want to transmit again their sincere appreciation to you and your associates.

The lecture you gave was very helpful to our delegates. Not only these Chinese managers have understand a lot of new knowledge about American economic system and policies, but most important reward to them is that they learned the American "concept" and experiences in business planning, quality management, product development, marketing strategy and related business activities.

Some delegates have expressed that they were greatly inspired from your lectures and would introduce these new business concepts and strategies into their companies in China.

Golden Bridge Group does hope to develop in the near future a possible long term relationship with you and your associates as well as your organizations and work together with you for mutual benefit. If you have any suggestion and ideas coming out regarding our business cooperation, please do not hesitate to discuss with us.

Once again, please accept our heartfelt thanks!

Kindest regards

A handwritten signature in cursive script, appearing to read "Chanel Liang", written over a horizontal line.

Chanel Liang
Manager, International Business Development

CC: Mr. Peter Pang, Mr. Laurent Roffe, Ms. Christina Ravekes
Ms. Sue McKinney, Ms. Pat Hooper, Ms. Candice Kollar.



Mega Basket Corporation

DIRECT IMPORTER-WHOLESALE OF PHILIPPINE & CHINA BASKETS

FEBRUARY 1, 1994

MS. SELMA TAYLOR, DIRECTOR
EAST BAY SMALL BUSINESS DEVELOPMENT CENTER
2201 BROADWAY, SUITE 701
OAKLAND, CA 94612

DEAR MS. TAYLOR:

I WOULD LIKE TO EXPRESS MY APPRECIATION FOR YOUR SUPPORT AND THE COMMENDABLE ASSISTANCE BEING PROVIDED BY DR. SAID EL MANSOUR CHERKAOUI.

WHEN I CAME IN TO MEET DR. CHERKAOUI, WE DISCUSSED MY BUSINESS CONCERNS IN SALES AND MARKETING. TO DATE, WE HAVE HAD TWO MEETINGS AND HE HAS ALREADY IDENTIFIED THE PROBLEM AREAS AND A NUMBER OF BUSINESS SOLUTIONS FOR MEGA BASKET CORPORATION. HE HAS MADE A VERY POSITIVE ASSESSMENT OF OUR BUSINESS SITUATION WHICH I KNOW WILL BE VERY HELPFUL IN MAKING SOME POSITIVE CHANGES TOWARDS A MORE PROFITABLE FUTURE FOR MEGA BASKET. WE ARE NOW WORKING ON A BUSINESS PLAN THAT WILL SPELL OUT THE SPECIFIC STEPS THAT NEED TO BE TAKEN, INCLUDING A MARKETING STRATEGY TO IMPROVE SALES.

I AM LOOKING FORWARD TO IMPLEMENTING DR. CHERKAOUI'S SUGGESTED PLAN OF ACTION AND FEEL THAT WE ARE GOING INTO THE RIGHT DIRECTION. AGAIN, THANK YOU FOR YOUR SUPPORT.

SINCERELY,

MARCELA V. de la Paz
President



East Bay Small Business Development Center

Said Cherkaoui

Professional Services
East Bay Small Business Development Center

2201 Broadway Suite 701
Oakland, CA 94612
(510) 893-4114
Fax (510) 893-5532

Said Cherkaoui has been a Business Consultant with the East Bay Small Business Development Center since 1993. In March of 1994, he also began working with the Center for International Trade. While providing services for both projects, he worked with a variety of clients involved in both domestic and international business activities.

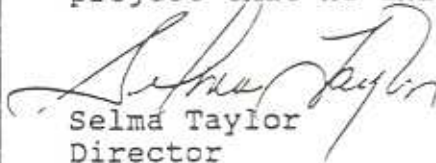
Cherkaoui develops successful work plans that are understood and implemented by the small and medium-size companies. The areas of specialty included business planning and financial analysis, determining current and growth positions, management plans, market analysis and strategies, financial assessments and projections and cost analysis.

Affiliate of
Peralta Community
College District

Hosted by
Vista Community College

Cherkaoui has valuable business and academic connections in the San Francisco Bay Area, nationally, and internationally. He is able to respond to requests from a culturally diverse business community representing linkages to Africa, Europe, Latin America and Asia.

I have found Said to be well-organized, thorough, knowledgeable and completely committed to any project that he undertakes.


Selma Taylor
Director

The California Small
Business Development
Center Program is a
partnership between

The State
of California

and the

The U.S.
Small Business
Administration



June 1, 1994

Reference Letter
for
Said Cherkaoui

As an International Consultant, Cherkaoui counsels firms, business ventures and trade projects seeking opportunities in the Pacific Rim nations. On behalf of our Center, Cherkaoui also speaks at conferences on the economic environment, marketing strategies and political affairs in Southeast Asia.

Cherkaoui has developed a wide range of contacts with firms, organizations and educational institutions dealing with the Asian marketplaces. This professional involvement allowed Cherkaoui to design joint programs, to gather resources for referrals and to forge partnership and networking activities with business leaders, government officers and consulate officials that benefit the current and emerging needs of our programs.

Cherkaoui is presently designing a strategic planning for the Center for International Trade Development that includes local, regional and international exchange programs for trade, business and education development.

Additionally, Cherkaoui orients students to courses offered by the International Trade Institute. He also conducts training sessions on understanding the cultural characteristics, business practices, economic climate, social setting and political risk in Latin America, Europe and Asia.

For further information, please contact Michael Mills at (510) 841-8860, Ext. 271.

Sincerely,

Michael Mills,
Director, Center for International Trade Development.
Chairperson, International Trade Institute.





Sustainable Systems

1814 Franklin Street, Suite 710A
Oakland, CA 94612
(510) 208-4078
FAX: (510) 836-1621

January 16, 1995

Said Cherkaoui
Senior Trade Consultant
Center for International Trade Development
2201 Broadway, Suite 701
Oakland, CA 94612

Dear Mr. Cherkaoui,

As we discussed, Progressive Asset Management is preparing a report for the East Bay Conversion and Reinvestment Commission (EBCRC) in which we will make recommendations to EBCRC concerning facilitating trade related economic development efforts in communities impacted by base closure and military downsizing.

Specifically, this entails identification of the opportunities, strategies, and resources for developing East Bay community based businesses that can effectively engage in international trade.

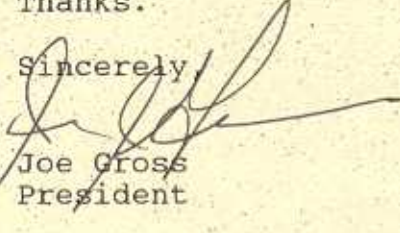
In our research we will identify:

- * Examples of successful community based businesses and related economic organizations that are engaged in international trade.
- * International trade organizations that assist small and medium-sized businesses.
- * Strategic opportunities in the global marketplace for businesses that employ displaced defense workers and residents of communities impacted by base closures and military downsizing.
- * Examples of 8 - 10 small and medium-sized businesses in the East Bay that can engage in international trade.
- * Relevant financial and technical assistance providers.

Enclosed is a copy of Sustainable Systems general research on financing community economic development which outlined the need for this study and established the larger context for it. James Nixon and I look forward to meeting with you on Thursday, January 19th, at 10 am.

Thanks.

Sincerely,



Joe Gross
President

Specializing in Sustainable Business Development



WHEN YOU

MEAN

BUSINESS...

REMEMBER

A MEMBER

To Whom It May Concern

This is to attest that Dr. Said Cherkaoui is an active member of our International Business Committee (IBDC) on Africa and the Middle East.

Dr. Cherkaoui's vast knowledge of the business and the political climate of these regions have proved to be of high value to the success of the IBDC's activities. Dr. Cherkaoui has been directly involved in facilitating contacts between foreign trade delegations and the business community of the Bay Area. In this regards, Dr. Cherkaoui helped to design the program and to coordinate the meetings between trade delegates from Africa and representatives from the Bay Area's businesses.

Dr. Cherkaoui is also contributing to the San Francisco Chamber of Commerce's activities with Latin America and Southeast Asia. Here too, Dr. Cherkaoui's experience and his commitment to the promotion of international trade and business are greatly appreciated.

Recently, we have asked Dr. Cherkaoui to take upon himself the responsibility of Co-Chair of the IBDC/Africa and Middle East. In this new capacity, Dr. Cherkaoui will represent the IBDC/Africa and Middle East in its contacts with other organizations, nationally and internationally.

We have no doubt that Dr. Cherkaoui will be highly successful in this new capacity and that the business community of the San Francisco Bay Area will benefit from this.

IBDC/Africa and Middle East
Laurent S. Roffe, Chairperson



INTERNATIONAL
DIPLOMACY COUNCIL

formerly International Visitors Center

August 8, 1995

Said Cherkaoui
International Consultant
Global Strategies Development
P.O. Box 19271
San Francisco, CA 94119

Dear Cherkaoui:

Thank you for your time spent with the Young African Leaders delegation. Their meeting at the Chamber was one of the highlights of their trip to San Francisco. Your insights concerning trade and investment opportunities in California were particularly useful.

As you know, the International Diplomacy Council's purpose is to encourage communication, understanding and respect between visitors from other nations and people of the Bay Area. By sharing your time and thoughts with visitors, you contribute to this purpose. What may seem only short interaction no doubt has far reaching effects throughout the world.

Your effort is deeply appreciated by the IDC and by all who desire increased understanding between nations. We thank you warmly for your contribution.

Sincerely,



Donnalyn Thomas
Program Officer



Northern California Minority Business Opportunity Committee

January 23, 1996

Mr. Will Bass
President
Integrated Technology Group
1426 Filmore Street, Suite 207
San Francisco, CA 94115

Dear Mr. Bass:

I am writing to request that you please consider the nomination of Mr. Said Cherkaoui to the International Trade Task Force (ITTF). Enclosed is a profile of Mr. Cherkaoui's company. I would appreciate it if you would contact him directly regarding his participation with the ITTF. If you have any questions, please feel free to contact me directly at (510) 208-3997.

Thank you very much for your assistance and continued participation with the NCMBOC.

Sincerely,

Michael G. Rubiano
Office Manager

enclosure

cc: Mr. Said Cherkaoui

Keith Carson, Supervisor Co-Chair
Alameda County Board of Supervisors

Barbara Lee, Assembly Co-Chair
State Assembly 16th District

Sandra Swanson, District Director
Office of Congressman Ronald V. Dellums

Richard Henry
East Bay Conversion & Reinvestment Commission

Edgar A. Collins
U.S. Department of Labor, OFCCP

Isaac A. Crawford
Sage Integrated Solutions

Alan Dones
Rondeau Bay Construction Inc.

Alexander M. Escobar
The Money Store Investment Corp.

Fredrick E. Jordan
F.E. Jordan & Assoc.

Jack K. Guro
U.S. Navy

Robert Harris
Pacific Gas & Electric

Jay C.T. Jai
JTC Corp.

Cheryl P. League
Port of Oakland

Deni Leonard
DLA Financial, Inc.

Rolinda Brown
Trade and Commerce Agency

Algerine McCray
CALTRANS

Dale Owenby
Morrison Knudsen Corp.

Darlene A. Smith
County of Alameda, G. S. A.



BAY AREA WORLD TRADE CENTER

345 CALIFORNIA STREET, 7TH FLOOR, SAN FRANCISCO, CA 94104, USA
TEL: (415) 392-2705 FAX: (415) 392-1710
INTERNET: WTCSF@WTCA.GEIS.COM HOMEPAGE: HTTP://WWW.WTCSF.ORG

August 12, 1996

Mr. Said Cherkaoui
Global Strategies Development
Rincon Finance # 190271
San Francisco, CA 94119

Dear Mr. Cherkaoui:

As president of the Bay Area World Trade Center, San Francisco, I wish to thank you for the contributions you have made to our organization.

Your presence as a panelist on the program on Africa and Middle East was greatly felt by the knowledge you were able to share with the Bay Area Businesses looking at entering those markets.

I also realize that you are an active and a contributing member as well as a good friend of BAWTC. You have amongst other things assisted BAWTC in

- Bringing and introducing your own clients to the BAWTC, some of them who became members.
- Assisted in the recruitment of interns by bringing your students to the BAWTC which in turn has led them to internships.
- Invited attendees and promoted activities held at the BAWTC.
- Proposed and assisted in implementation of new ideas to market BAWTC services
- Promoted the BAWTC in your consultation services provided to clients at other organizations and in your own company.
- Facilitated contacts with your own clients, and linkages with other professional organizations.

I wish to thank you once again for your continuing support and I look forward to an on going, mutually profitable relationship with Global Strategies Development.

Sincerely,

Ambassador Robert S. Pastorino
President



Bank of America

Bradley A. Aris
Senior Vice President
International Trade Bank 1768

June 9, 1998

To Whom It May Concern,

This letter is written to express the positive and productive experience of my association with Said Cherkaoui.

I have known Mr. Cherkaoui for several years and have always found him of highest professional integrity and moral character. Said's work experience focuses on business management, international trade and international financing programs that reflect his expertise and superior educational background.

Mr. Cherkaoui provides consultant services and technical support to diverse clients on international business, international trade, banking and finance techniques. Said has also contributed in the promotion of international trade and business in the Bay Area of San Francisco, California, by helping several representative and commercial organizations to develop multiple relations with foreign countries and companies.

Mr. Cherkaoui has also organized and conducted numerous presentations at business events on international business, trade and economic development for local corporations and trade delegations from overseas.

Any further information needed on Mr. Cherkaoui, please contact me.

Sincerely,

A handwritten signature in blue ink that reads "Bradley A. Aris".

Bradley A. Aris
Senior Vice President
International Trade Bank 1768



East Bay Center for International Trade Development

2020 Milvia Street, Suite 111-C
Berkeley, CA 94704-1156
Ph. (510) 540-8901
Fax No. (510) 540-8905

June 14, 2004

Letter of Appointment

To Whom It May Concern:

The East Bay Center For International Trade Development as a State of California financed program is mandating Dr. Said Cherkaoui to be actually the sole representative of our organization at the Casablanca American Café Food Exhibit on June 21, 22, 23, and 24 and for all related and resulting activities.

Dr. Said Cherkaoui has full authority to represent the EBCITD and he will interact with potential buyers, explore purchasing possibilities and negotiate the setting up of seller-buyer relationship for all the food products he will be exhibiting on behalf of the dozen companies he will be simultaneously representing at the Exhibit. In fact, food companies have requested, agreed and signed on to be represented by our organization and that all inquiries or orders as well as letter of intent or interest should be directed and handled by Dr. Said Cherkaoui.

info@ebcibd.org
www.ebcibd.org

Affiliate of:
Peralta Community
College District

Therefore, in all the publications on the Casablanca American Café Food Exhibit, as well as for any other virtual database and/or a directory/listing of U.S. Food Exporters or U.S. Exporters will list Dr. Said Cherkaoui and the East Bay Center for International Trade Development and the corresponding contact indications.

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Vista Community College

Finally, on behalf of the East Bay Center for International Trade Development, we look forward to future cooperation between all of us that will be beneficial to the advance and the strengthening of the Moroccan-United States of America's bicentennial and multilateral relationships.

Sincerely,

Dr. James Garrett

Director, East Bay Center for International Trade Development
Dean of Instruction, Vista College, PCCD
Address: 2020 Silvia Street, Suite 111C, Berkeley, CA 94704.
<http://eastbay.citd.org>
Phone: (510) 540-8901 - Fax: (510) 540-8905
E-mails: docgarrett@hotmail.com
jgarrett@peralta.cc.ca.us

The EBCITD is a project of the
California Community Colleges
Chancellor's Office