NIV

1 Now Moses was tending the flock of Jethro his fatherin-law, the priest of Midian, and he led the flock to the far side of the desert and came to Horeb, the mountain of God. 2 There the angel of the LORD appeared to him in flames of fire from within a bush. Moses saw that though the bush was on fire it did not burn up. 3 So Moses thought, "I will go over and see this strange sight—why the bush does not burn up."

4 When the LORD saw that he had gone over to look, God called to him from within the bush, "Moses! Moses!" And Moses said, "Here I am."

5 "Do not come any closer," God said. "Take off your sandals, for the place where you are standing is holy ground." **6** Then he said, "I am the God of your father, the God of Abraham, the God of Isaac and the God of Jacob." At this, Moses hid his face, because he was afraid to look at God.

7 The LORD said, "I have indeed seen the misery of my people in Egypt. I have heard them crying out because of their slave drivers, and I am concerned about their suffering.
8 So I have come down to rescue them from the hand of the Egyptians and to bring them up out of that land into a good and spacious land, a land flowing with milk and honey—the home of the Canaanites, Hittites, Amorites, Perizzites, Hivites and Jebusites.

9 And now the cry of the Israelites has reached me, and I have seen the way the Egyptians are oppressing them.10 So now, go. I am sending you to Pharaoh to bring my people the Israelites out of Egypt."

11 But Moses said to God, "Who am I, that I should go to Pharaoh and bring the Israelites out of Egypt?"

12 And God said, "I will be with you. And this will be the sign to you that it is I who have sent you: When you have brought the people out of Egypt, you will worship God on this mountain."

13 Moses said to God, "Suppose I go to the Israelites and say to them, 'The God of your fathers has sent me to you,' and they ask me, 'What is his name?' Then what shall I tell them?"

14 God said to Moses, "I AM WHO I AM. This is what you are to say to the Israelites: 'I AM has sent me to you.'"

15 God also said to Moses, "Say to the Israelites, 'The LORD, the God of your fathers—the God of Abraham, the God of Isaac and the God of Jacob—has sent me to you.' This is my name forever, the name by which I am to be remembered from generation to generation.

16 "Go, assemble the elders of Israel and say to them, 'The LORD, the God of your fathers—the God of Abraham, Isaac and Jacob— appeared to me and said: I have watched over you and have seen what has been done to you in Egypt. **17** And I have promised to bring you up out of your misery in Egypt into the land of the Canaanites, Hittites, Amorites, Perizzites, Hivites and Jebusites—a land flowing with milk and honey.'

NLT

 One day Moses was tending the flock of his fatherin-law, Jethro, the priest of Midian, and he went deep into the wilderness near Sinai, the mountain of God.
 Suddenly, the angel of the LORD appeared to him as a blazing fire in a bush. Moses was amazed because the bush was engulfed in flames, but it didn't burn up.
 "Amazing!" Moses said to himself. "Why isn't that bush burning up? I must go over to see this."

4 When the LORD saw that he had caught Moses' attention, God called to him from the bush, "Moses! Moses!" "Here I am!" Moses replied.

5 "Do not come any closer," God told him. "Take off your sandals, for you are standing on holy ground."
6 Then he said, "I am the God of your ancestors—the God of Abraham, the God of Isaac, and the God of Jacob." When Moses heard this, he hid his face in his hands because he was afraid to look at God.

7 Then the LORD told him, "You can be sure I have seen the misery of my people in Egypt. I have heard their cries for deliverance from their harsh slave drivers. Yes, I am aware of their suffering. **8** So I have come to rescue them from the Egyptians and lead them out of Egypt into their own good and spacious land. It is a land flowing with milk and honey—the land where the Canaanites, Hittites, Amorites, Perizzites, Hivites, and Jebusites live. **9** The cries of the people of Israel have reached me, and I have seen how the Egyptians have oppressed them with heavy tasks. **10** Now go, for I am sending you to Pharaoh. You will lead my people, the Israelites, out of Egypt."

11 "But who am I to appear before Pharaoh?" Moses asked God. "How can you expect me to lead the Israelites out of Egypt?"

12 Then God told him, "I will be with you. And this will serve as proof that I have sent you: When you have brought the Israelites out of Egypt, you will return here to worship God at this very mountain."

13 But Moses protested, "If I go to the people of Israel and tell them, 'The God of your ancestors has sent me to you,' they won't believe me. They will ask, 'Which god are you talking about? What is his name?' Then what should I tell them?"

14 God replied, "I AM THE ONE WHO ALWAYS IS. Just tell them, 'I AM has sent me to you.'"

15 God also said, "Tell them, 'The LORD, the God of your ancestors—the God of Abraham, the God of Isaac, and the God of Jacob—has sent me to you.' This will be my name forever; it has always been my name, and it will be used throughout all generations.

16 "Now go and call together all the leaders of Israel. Tell them, 'The LORD, the God of your ancestors—the God of Abraham, Isaac, and Jacob—appeared to me in a burning bush. He said, "You can be sure that I am watching over you and have seen what is happening to you in Egypt. **17** I promise to rescue you from the oppression of the Egyptians. I will lead you to the land now occupied by the Canaanites, Hittites, Amorites, Perizzites, Hivites, and Jebusites—a land flowing with milk and honey."