

**French Business Council Dubai & Northern Emirates  
2020 Annual General Meeting  
Tuesday 03<sup>rd</sup> November 2020**

## **EXECUTIVE COMMITTEE CANDIDACY FORM**

**Name: Tarek Solimane**

**Company: Thales  
Tel: +971564162566**

**Email: tarek.solimane@thalesgroup.com**

**I, the undersigned, run for election at the FBC Executive Committee for 2020-2022.**

**Signature:**

**Date: 14 October 2020**

**Please return this form before October, 15<sup>th</sup> 2020  
to the FBC by email [fbc@fbcDubai.com](mailto:fbc@fbcDubai.com)**



THALES

**Tarek Solimane**

**Regional communications Director Middle East, KSA & Africa**

**Thales Group**

**My activity in 4 words:**

1. Supporting Thales's business and developing the group's brand & image both internally and externally in target countries across the Middle East, Saudi Arabia & Africa
2. Formulating the regional communications & Brand & media strategy
3. Industries: Aerospace, Digital Identity & security, Space, Ground Transportation and Defense & security

**My background and what I can bring to the FBC services and activities:**

- **Nationality:** French – Egyptian
- **Education:** Master in Political Science, Economics & Negotiation
- **Business France:**
  - o Successfully launched the first UBIFRANCE Communications & Press office in the GCC in 2008. Led the office to become the highest growing out of 10 in the UBIFRANCE global network, 5 years in a row. Nominated Head of Business France, Egypt in 2014.
  - o Successfully launched & restructured the VIE department in 2009 while upgrading its process and regulations.
  - o Business Development & Sales: Supported French companies to expand and launch their business in the region (SMEs).
  - o Political and institutions Background: Worked for the French Embassy in Cairo from 2004 to 2008.
- **Alstom group** : 2014 to 2018: Regional communications Director
- **VP French Business Council** – 2017/2020

**What I can bring to the FBC services and activities:**

- Communications strategy for the FBC in addition of a relation with more than 500 journalists across the region
- Experience in Event planification & communication/ Brand strategy
- Public relation with the locals in Government and private companies
- An experience of a multinational industrial groups ( way of working, planification, customer focused strategies, innovation)
- Institutional network thanks to my current position
- Presence and supporting the team – This is what has been done since 2017 as a member of FBC COMEX

**My added-value in the Board:**

- Presence and support (all key meetings)
- Strong network across the UAE and the region
- Diversity – coming from a mixed background
- Strong negotiation capabilities
- Experience for being a bridge between French and the versatile Arab culture ( Arabic speaker)
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**Why you should vote for me:**

- Using my knowledge of the FBC stakes and priorities to achieve the FBC objectives
- Using my knowledge of the French Export team and its stakes to achieve the FBC objectives.
- Using my network to promote the FBC in the media
- To strengthen links with the UAE authorities to defend the interests of our companies
- develop and adapt a complete digital communication and action plan for the next 2 years using 16 years of my experience in the field
- To continue being spokesperson of the French Business Council behind our president, during major digital and soon physical events, and with the media FBC Annual General Meeting
- To bring the experience of a big group like Thales and my experience in the development of the French SMEs with business France