

BETTER PEOPLE. BETTER INNOVATION. BETTER CHOICES. BETTER PARTNERSHIP... EVERY DAY.

**HORIZON HOLDINGS**

Founded in 1976. Shareholders: IPG & Rafic Saadeh (Chairman & CEO). Number of employees: 400+. Headquartered in Athens & Beirut. Chief Officers: Rafic Saadeh (Chairman & CEO), Saad Hijawi (Vice-chairman), Gregory Tikhonoff (President & COO), Gabi Kaddoum (Treasurer), Joe Jabbour (CO), Major clients: Beiersdorf, Boeing, Emirates Group, Mondelez. Subsidiary agencies: Horizon FCB, BPN, GolinMENA, Blue Barracuda, Frontline Shopper.

**HORIZON FCB**

Founded in 1976. Number of employees: 300+. Headquartered in Dubai. Chief Officers: Rafic Saadeh (Chairman & CEO), Saad Hijawi (Vice-chairman), Gregory Tikhonoff (President & COO), Gabi Kaddoum (Treasurer), Joe Jabbour (CO), Tony Rouhana (VP Saudi Arabia & Levant), Mazen Jawad (Group MD), Major clients: Algerian (Jvessider), Beiersdorf (Nivea, Nivea Men, Eucerin), Boeing, Emirates Group (Emirates Skywards), Mondelez (Oreo & Tuc), Behbehani Trading, Cit Group, Dubai South, Durrat Al Riyadh, Fiat Chrysler Group, GSK, KraftHeinz (Heinz Mayo, Heinz Salad Dressing, Farley's), Landmark Group, National Holding, Saudi French Bank. Subsidiary agencies: BPN, GolinMENA, Blue Barracuda, Frontline Shopper.

**BPN MENA**

Founded in 2003. Number of employees: 92. Headquartered in Dubai. Chief Officers: Rafic Saadeh (Chairman & CEO), Saad Hijawi (Vice-chairman), Gregory Tikhonoff (President & COO), Gabi Kaddoum (Treasurer), Joe Jabbour (CO), Anthony Bouleux (VP), Issam Rabiee (GM KSA). Major clients: Austrian Airlines, Boeing, Abu Dhabi University, ADS Securities Ahmed Seddiki & Sons, Abu Dhabi Department of Transportation, Dubai World Central, Cyprus Tourism Board, Enos Electronics, Union National Bank, RAN Emirates, Dubai South, Zespri, Rotana Hotel Group, Sothe. Subsidiary agencies: Horizon FCB, GolinMENA, Blue Barracuda, Frontline Shopper.

**GOLIN MENA**

Founded in 2003. Number of employees: 65. Headquartered in Dubai. Chief Officers: Rafic Saadeh (Chairman & CEO), Saad Hijawi (Vice-chairman), Gregory Tikhonoff (President & COO), Gaby Kaddoum (Treasurer), Joe Jabbour (CO), Yannis Vafeas (MD). Major clients: AXA Gulf, BT, The Access Bank UK, Citi, Baker & McKenzie Habib Al Mulla, Smiths Detection, Officine Panerai, EMC, FireEye, Kaspersky Lab, WClip, WDC, Mondelez International, 3M, Sidel, Sadafco, Emax Electronics, Batsyshop, UAE Royals, Musafircom, AIANA Hotels & Resorts, Oasis Center Fun City, I-care Clinics, Prime Hospitals, Sports One, Dr Batra's, Tablez Food Company. Subsidiary agencies: Horizon FCB, BPN, Blue Barracuda, Frontline Shopper.

**INTERPUBLIC GROUP OF COMPANIES**

**UM**

Founded in 2002. Number of employees: 500. Headquartered in Dubai. Chief officers: Chris Skinner (CEO, UM MENA), Joe Nicolas (Head of products), Zubair Siddiqui (MD, UM Dubai), Ziad Chalhoub (Regional investment director), Major clients: Coca-Cola, L'Oréal, Sony, Hershey's, McDonald's, Ooredoo, Sky News Arabia, Ford Al Tayer, Rak Bank, OFCA, Mobini, BMA International, Sada, Reckitt Benckiser, Rani, Barbican, Abu Dhabi Duty Free, Perfetti, Exxon Mobil, 3M. Website: [www.welcometum.com](http://www.welcometum.com)

**INITIATIVE**

Founded in 2001. Main shareholders: MCN, IPG. Number of employees: 140. Headquartered in Dubai. Chief officers: Ramzy Abou Chacra (Regional MD), Khaled El Far (CO), Raffoul Matter (MD, UAE), Faysal Zok (MD, KSA), Rham El Batouny (MD, Egypt), Philip Issa (MD, Lebanon), Jad Ibrahim (GM, Riyadh), Major clients: Mobily, Etilsat, UAE, Etilsat, Misr, Americana – KFC Hardees, Kripy Krete, Americana Caks, Pizza Hut, California Garden, Dubai Channel Network, Huawei, Turkish Airlines, IFCO Group, Orion company, Saffar Port & Frezone, Rossi Perfumes, Morocco Tourism, Al Rabaa Tea – Ahmed Mohamed Saleh Baashen & Co, Al Muhaitit Foods, Saco, Al Jaber Automotive – Kia, Samco Automotive – Audi, Porsche, MADA (SAMA), Evyga, National Commercial Bank (Alahli). Website: [www.initiative.com](http://www.initiative.com)

**MAGNA GLOBAL**

Founded in 2005. Main shareholder: MCN. Number of employees: 90. Headquartered in Dubai. Chief officers: Bassem Massoud (Regional MD), Fari Sibal (Regional media director), Simi Babi (Regional finance director), Major Clients: Unilever, Abu Dhabi Media, Baskin Robbins, Mazda, twofour54, Air Arabia, Al Rawabi, Bic, Atlantis the Palm, Subway, Western Union, Mo'men Group, Société Générale Algérie. Website: [www.magnamena.com](http://www.magnamena.com)

**JACK MORTON**

Founded in the UAE in 2011. Main shareholders: MCN, IPG. Number of employees: 22. Chief officers: Ziad Hashani (CEO, MENA), Rebecca Arney (MD, MENA). Major clients: National Bank of Abu Dhabi, Porsche, SABIC, Investcorp, Ericsson. Website: [www.jackmorton.com](http://www.jackmorton.com)

**MCN**

Main shareholders: IPG, McCann Worldgroup, Miknas family. Headquartered in Dubai. Chief officers: Akram Miknas (Chairman), Ghassan Harfouche (Group CEO), Mohamed Haidar (COO). Subsidiary agencies: FP7, Lowe MENA, Weber Shandwick MENA, Promoseven360, MRM/McCann, McCann Health, UM MENA, Initiative MENA, Magna Global, Commonwealth/McCann, Capella, Platform 5, Jack Morton.

**FP7**

Founded in 1968. Main shareholder: MCN. Number of employees: 532. Headquartered in Dubai. Chief officers: Tarek Miknas (CEO, FP7/MENA), Binit Shah (CO, FP7/MENA), Tahaab Rais (Head of planning, FP7/MENA), Jad Hindy (Head of innovation, FP7/MENA), Sasan Saedi (MD, FP7/UAE), Marc Lawandos (MD, FP7/RUH), Sahar Zoghybi (MD, FP7/CA), Major clients: Coca-Cola, MasterCard, Arla Foods, Emirates Islamic Bank, Sony Mobiles, Nestlé, L'Oréal, Exxon Mobil, Orange Telecom, McDonald's, Dubai Duty Free, MAF Leisure & Entertainment, Mobini, Emirates NBD, Kingdom Holding, Bank Muscat, Batelco, Daman, Korek, Al Rajhi Bank, Aspire, Nedjma (Ooredoo), Katara Hospitality, Byalos Bank, Trust Re, Master Foods, Ferrari World Abu Dhabi. Website: [www.fp7.com](http://www.fp7.com)

**WEBER SHANDWICK**

Founded in the UAE in 1993. Main shareholders: MCN, IPG. Number of employees: 140. Headquartered in Dubai. Chief officers: Ziad Hashani (CEO), Joseph Makhouli (MD), Major clients: First Gulf Bank, UAE Ministry of Finance, Jaguar Land Rover, ME, McDonald's, Majid Al Futtaim, The Boeing Company, Ernst & Young, Honeywell, Aramco, Qatar National Bank, Commercial Bank of Dubai, Hanad Bin Khalifa University, Qatar Leadership Centre, Credit Suisse, Aramex, Jawda Finance, Amtek Finance. Website: [www.webershandwickmena.com](http://www.webershandwickmena.com)

**LOWE MENA**

Founded in 2006. Main shareholders: MCN. Number of employees: 102. Headquartered in Dubai. Chief officers: Mounir Harfouche (CEO), Joseph Makhouli (GM), Major clients: Unilever, Mobily, Red Bull, Pizza Hut, Ferrero, MAF, City Centre, Ayia, L'Azurde, AMEX, Abu Dhabi Media, Al Rawabi, DMCC, California Garden, Red Tag, IFCO, Aquareventure, Harvey Nichols, Mazda, Haier, BMW. Website: [www.lowemena.com](http://www.lowemena.com)

**OMNICOM MEDIA GROUP**

Founded in 2005. Main shareholders: Omnicom Group. Number of employees: 578. Headquartered in Dubai. Chief officers: Elie Khouri (CEO, MENA), Vineet Saraf (CO, MENA), Chadi Farhat (Executive director, investments), Fadi Chamaat (Regional executive director, human capital), Firas Ghazal (Regional executive director, operations), Eric Mirabel (Regional executive director, marketing). Website: [www.omnicommediasgroupmena.com](http://www.omnicommediasgroupmena.com)

**OMD MENA**

Founded in 2002. Main shareholder: Omnicom Group. Number of employees: 455. Headquartered in Dubai. Chief officers: Elie Khouri (CEO), Nadim Samara (MD, UAE & Lower Gulf), Faisal Shams (GM, Arabia/Riyadh), Hani Dajani (GM, Egypt), Eric Bequin (MD, North Africa), Rania Hafez (MD, Morocco), Najette Melliti (GM, Tunisia), Naoufal Badri (GM, Morocco), Major clients: Coca-Cola, MasterCard, Arla Foods, Emirates Islamic Bank, Sony Mobiles, Nestlé, L'Oréal, Exxon Mobil, Orange Telecom, McDonald's, Dubai Duty Free, MAF Leisure & Entertainment, Mobini, Emirates NBD, Kingdom Holding, Bank Muscat, Batelco, Daman, Korek, Al Rajhi Bank, Aspire, Nedjma (Ooredoo), Katara Hospitality, Byalos Bank, Trust Re, Master Foods, Ferrari World Abu Dhabi. Website: [www.omid.com/uae](http://www.omid.com/uae)

**PHD**

Founded in 2006. Main shareholder: Omnicom Group. Number of employees: 89. Headquartered in Dubai. Chief officers: Ede Chouacir (MD, PHD UAE), Luca Allan (GM, PHD Dubai), Mohammed Halawi (GM, PHD Abu Dhabi), Toni El Rahi (GM, PHD Riyadh). Website: [www.phdmidea.com](http://www.phdmidea.com)

**OMNICOM GROUP**

**IMPACT BBDO**

Founded in 1971. Main shareholder: BBDO Worldwide. Number of employees: 1,000+. Headquartered in Dubai. Chief officers: Dani Richa (Chairman & CEO, Impact BBDO MENAPAK & Africa), Shankar Narayan (CO), Douglas Palau (VP), Major clients: Axiom, Azadea, BACARDI, Dubai Properties Group/Dubai Holding, Emirates Airline, Etisalat, GE, HP, Johnson & Johnson, Mars, Mercedes-Benz, PepsiCo Beverages & Snacks, Visa. Subsidiary agencies: OMD, Impact Proximity, PHD, IPN. Website: [www.impactbbdo.com](http://www.impactbbdo.com)

**IMPACT PORTER NOVELLI**

Founded in 2000. Main shareholder: BBDO Worldwide. Number of employees: 40. Headquartered in Dubai. Chief officers: Dani Richa (Group chairman & CEO, MENA & Pakistan), Tim Walmsley (Regional MD), Fouad Bou Mansour (COO, Impact Porter Novelli, MENA region & MD, Impact BBDO, Abu Dhabi), Major clients: P&G, MAF Communities, Parah Leisure Parks Management, Centrepoint, JA Resorts & Hotels, MED-EL Medical Electronics, Technology Development Council, Maritime & Mercantile International, Regulation and Supervision Bureau, Soup.com, ASUS Technology, Food Quest. Website: [www.porternovelli.com](http://www.porternovelli.com)

**CHEIL WORLDWIDE**

**CHEIL MENA**

Founded in 2006. Main shareholder: Cheil Worldwide Inc. Number of employees: 205. Headquartered in Dubai. Chief officers: Keesoo Kim (President & RHO Head of MENA), Won-Cheol Kim (MD, KSA), Minsoo Kee (MD, Jordan), Young Tae Kim (MD, Turkey), Wassim Daniel (MENA regional chief growth officer), Major clients: Samsung, Etihad, du, Renault, Coca-Cola, Energizer, Paris Gallery, L'Oréal, Nuquel, Englehart, City Mall, JCBank. Subsidiary agencies: One Agency. Website: [www.cheil.com](http://www.cheil.com)

**INPRESS ADVERTISING**

Founded in 1998. Main shareholders: Mustapha Kandil, Hakuhodo Inc., Gary Nigoghossian. Headquartered in Dubai. Chief officers: Mustapha Kandil (CEO), Gary Nigoghossian (MD). Major clients: Panasonic, Apple (ABM), Dubai Investments.

**HAKUHODO**

**TBWA\RAAD**

Founded in 2000. Main shareholders: Ramzi Raad (Chairman), Reda Raad (CEO), TBWA Worldwide. Number of employees: 1,000. Headquartered in Dubai. Chief officers: Ramzi Raad (Chairman), Reda Raad (CEO), Rafic Kameledine (CSO), Walid Kanaan (EOD), Ralph Khoury (CO), Noah Khan (Head of DAN, Dubai), Khalil Salem (GM, Integer), Ashraf Shakah (MD, Ketchum Raad), Major clients: Nissan, Infiniti, AW Rostamani, Standard Chartered Bank, Henkel, Michelin, Qatar Foundation, Meras, EMAAR, Abu Dhabi Music & Arts Foundation, Almarai, Dubai Events & Promotions Establishment, Bloomingdale's, 7 Days, Emirates Holidays, Emirates Airlines Recruitment, Johnson & Johnson, Qatar Tourism. Website: [www.tbwaraad.com](http://www.tbwaraad.com)

**KETCHUM RAAD**

Founded in 2010. Main shareholders: Ramzi Raad (Chairman), Reda Raad (CEO), Ketchum Inc. Number of employees: 35. Headquartered in Dubai. Chief officers: Ramzi Raad (Chairman), Reda Raad (CEO), Ashraf Shakah (MD), Major clients: Ka, Pfizer, CNN, Turner Broadcasting, Carbon Network Arabic, Airbus Group, Sanofi, Jotun, Masarat, CEJU, UNHCR, GEVS Nations Academy, Kempinski Group, Clarks, American University of Beirut Medical Center, CIMA, Merck Serono. Website: [www.ketchum.com](http://www.ketchum.com)

**DDB**

Founded in 1989. Main shareholder: DDB Worldwide. Headquartered in Dubai. Chief officers: Hubert Bouks (CEO, ME), Yabbar Paragip (CO), Firas Medwede (CEO), Major clients: PepsiCo, Charu Henkel, Wiggins, Johnson & Johnson, Unilever Foods, Porsche, Emirates Airlines, McDonald's, Dubai Parks and Resorts. Subsidiary agencies: Tribal, Tracy Locke.

**MENACOM**

Founded as The Holding Group (THG) in 1997. Main shareholders: WPP, Y&R. Headquartered in Dubai. Subsidiary agencies: Y&R, Intermarkets, The Classic Partnership, ASDA/Burson-Marsteller, PSB Middle East, Polaris PR, Raé PR, Wunderman, Tatoo Interactive, MEC, MC2 Communications.

**ASDA/BURSON-MARSTELLER**

Founded in 1999. Main shareholders: WPP, Menacom, Sunil John. Number of employees: 150. Headquartered in Dubai. Chief officers: Sunil John (CEO), Bashir Al Kadhi (COO), Major clients: Emaar Properties, General Electric, Ford Middle East, Dubai Expo 2020 Bid, Emirates NBD, McDonald's Arabia, Total Middle East, Starwood Hotels & Resorts, Beiersdorf Middle East, Nestlé Middle East, OSN.

**Y&R MENA**

Founded in 1990. Main shareholders: WPP, Menacom. Number of employees: 430. Headquartered in Dubai. Chief officers: Ramzy Abou-Ezzeddine (CEO, Y&R Group MENA), Georges Barsoum (CEO, Y&R GCC), Major clients: Mashreq Bank, Mail of the Emirates, Ford, flydubai, Chevron, Colgate, STC, Rayan water, omanet. Subsidiary agency: Labstore. Website: [www.yr.com](http://www.yr.com)

**WUNDERMAN**

Founded in 2002. Main shareholders: WPP, Menacom. Number of employees: 150+. Headquartered in Dubai. Chief officers: Nassib Bouari (CEO), Faysal Abdul Mokk (Creative GM), Major clients: Microsoft, GSK, Aldes, BSH, Unilever, Mashreq Bank, Al Tayer Group, MTN. Website: [www.wunderman-me.com](http://www.wunderman-me.com)

**MEC**

Founded in 2003. Main Shareholders: WPP, Menacom. Number of employees: 201-300. Headquartered in Dubai. Chief officers: Motan Nambiar (CEO), Yves-Michel Gabay (Regional GM), Marc Gross (GM, UAE), Nazeera Mehra (Chief strategy officer), Major clients: Chevron, Colgate-Palmolive, Danimer, DEWA, Dubai Chamber, Dubai International Film Festival, Dubai Islamic Bank, Emaar Group, Ford, GE, General Mills, Jaguar Land Rover, Landmark Group, Nestlé, RTA, Sansonette. Subsidiary agencies: MC2. Website: [www.mena.mecglobal.com](http://www.mena.mecglobal.com)

**GROUPM**

Founded in 2015. Main shareholder: WPP. Number of employees: 766. Headquartered in Dubai. Chief officers: Filip Jabbour (CEO), Bachir Siem (CO), Marcus Siddons (MD,axis MENA), Subsidiary agencies: MEC, Mindshare, BPG Maxus and MediaCom. Website: [www.groupm.com](http://www.groupm.com)

**WPP GROUP**

**MEMAC OGILVY**

Founded in 1984. Main shareholders: Edmond Moutran (Chairman & CEO), WPP Group. Number of employees: 700+. Headquartered in Beirut. Chief officers: Edmond Moutran (Chairman & CEO), George Laham (Regional MD, Levant & North Africa), Ronald Howes (COO), Paul Shearer (COO), Ghassan Maraqa (CO), Saada Hammad (Public relations regional director), Nabil Moutran (OgilvyOne regional director), Major clients: American Express, Coca-Cola, Huawei, Kimberly Clark, Unilever, B&T, GSK, IBM, BP, Philips, Grohe, IKEA, Arab Bank, Indomie, Al Mara, Sunbula, Google, Bupa Arabia, VVA Telecom, Jazeera Airways, National Commercial Bank (Saudi Arabia), Burgan Bank, Volkswagen, Jazeera TV, Qatar Tourism Authority, Bahrain Airport Company. Subsidiary agencies: Geometry Global, Ogilvy One, Ogilvy PR, Ogilvy Commonwealth, Digital Production Unit, Sports Marketing, Mindshare, MediaCom, G&A Media, Art Factory, AMRB. Website: [www.memacogilvy.com](http://www.memacogilvy.com)

**J. WALTER THOMPSON MIDDLE EAST AND AFRICA**

Founded in 1984. Main shareholders: WPP, J. Walter Thompson. Headquartered in Beirut. Chief officers: Roy Hatfield (Chairman), Yehia Kaserian (CEO), Ramsey Agha (COO), Annel el Massi (COO), Dikran Kadgajian (CO), Yvael Krayem (CEO, Levant), Michel Holtes (CEO, Gulf), Greg Schuler (Chief talent officer), Rula Al Khrabi (B, Jordan). Major clients: Coca-Cola, Bayer, Cadbury, Dageo, Bahrain Airports Authority, Dubai Tourism, Domino's Pizza, Egypt Air, Boko, Egypt Tourism Authority, Monopoli, Carrefour, Office National du Tourisme Marocain, Qatar Airways, Everlast, Heineken, HSBC, Johnson & Johnson, Kellogg's, Mondelez, Nestlé, Nike, Nokia, Red Bull, Rolex, Schick, Shell, STC, Touch, Tunisiana, Unilever, Vodafone, Zain, Lucky Star, Pioneer Foods. Subsidiary agencies: Clearag, Mindshare, MediaCom, AMRB, Bono Touchpoint, Heathwallace.

**MINDSHARE MENA**

Founded in 1999. Main shareholders: Memac Ogilvy, WJT. Number of employees: 300. Headquartered in Dubai. Chief officers: Samir Ayala (ex-CEO & delegate of board), Ravi Rao (CEO), Jihad Hachem (COO), Tony Bouchared (Regional digital director), Mount Ajam (Regional PR director), Alexandra Reynolds (CSO), Had Jawad (Regional head of insights), Fadi Mouawad (Regional head of trading), Mazen Fakoury (Chief growth officer, MENA). Major clients: Zain, HSBC, Nissan ME, Infiniti ME, DAVONE, Damas, Aujan, Groupe SEB, IHG, Nike, DTCM, Castro, IBM, Lenovo, Nike, Nakheel, Extra Electronics. Subsidiary agencies: MeServices. Website: [www.mindsharemena.com](http://www.mindsharemena.com)

**H-K STRATEGIES**

Founded as Gulf Hill and Knowlton in 1985. Main shareholders: Hill-Knowlton Strategies, Khamis Al Muqta. Headquartered in Dubai. Chief officers: Saeed McGeachin (President & CEO, Middle East, Africa & Turkey), Major clients: Yehud, Dubai International Film Festival, MasterCard, Ry Dubai, HSBC, Yahoo, Ashghal, Porsche, DWTC, Rash Entertainment, hjaz Al Arab. Website: [www.hkstrategies.com](http://www.hkstrategies.com)

**THE NETWORK COMMUNICATION GROUP (TNCG)**

Founded in 2012, (formerly AGA ADK Communication). Main shareholders: Roger Sahyoun (Chairman), Saad El Zein (CEO), Headquartered in Dubai. Subsidiary agencies: AGA/ADK, Pencil PR & Event, Equation Media, Wetpaint.

**PENCELL**

Founded in 1999. Main shareholders: Roger Sahyoun (Chairman), Saad El Zein (CEO), Headquartered in Dubai. Number of employees: 35+. Chief officers: Roger Sahyoun (Chairman, TNCG), Saad El Zein (CEO, TNCG), Ruba Farah (GM, Dubai), Major clients: Azadea Group, Baume & Mercier, Chioe / See by Chioe, IWC, Longines, L'Oréal, Paget, Spreitzer Barrier & Partners, Toshiba Gulf FZE, Vacheron Constantin, Zenith. Subsidiary agencies: AGA ADK, Equation Media, Wetpaint. Website: [www.pencilpr.com](http://www.pencilpr.com)

**EQUATION MEDIA**

Founded as AGA ADK Media in 1997. Main shareholders: Roger Sahyoun (Chairman), Saad El Zein (CEO), Headquartered in Dubai. Number of employees: 35+. Chief officers: Roger Sahyoun (Chairman, TNCG), Saad El Zein (CEO, TNCG), Suhail Kambris (COO, Equation Media), Major clients: Saleh Bin Lahaj, Commercial Bank of Dubai, Intercoil, Isuzu, Toshiba Gulf FZE, Western Union. Subsidiary agencies: AGA ADK, Pencil, Wetpaint. Website: [www.equation-media.com](http://www.equation-media.com)

- Advertising agency
- Media agency
- PR agency
- Holding group
- Majority ownership
- Affiliation
- Equity partnership

**GREY**

Founded in 1917. Main shareholder: WPP Group. Number of employees: 200+. Headquartered in Dubai. Chief officers: Eric Hanna (CEO, MENA), Nadim Khoury (COO, MENA), Mike Shackle (Chief creative officer, MENA), Roy Farhat (Chief digital officer, MENA), Major clients: Procter & Gamble (Pantene, Fairy, Downy, Wella, Kleinston, Nice & Easy, Duracell, Gillette, Escada, Boss), Visa International, GlaxoSmithKline (Sensodyne, Panadol, Horlicks, Pronamel), Ferrero (Kinder, Ferrero Rocher, Raffaello), Kellogg's (Pringles), HSBC, Jumeirah Golf Estate, Yahsat. Website: [www.greymena.com](http://www.greymena.com)

**MEDIACOM**

Founded in 2000. Main shareholder: WPP. Number of employees: 116. Headquartered in Dubai. Chief Officers: Tarek Abdalla (CEO, MENA), Chaouki Raad (CO, MENA), Razmik Kaldjian (MD, Gulf), Jamal Hamadeh (MD, KSA), Shahinda Kamal (MD, Egypt), Fida Shaaban (MD, Lebanon), Imane Stamboul (MD, Tunisia), Major Clients: GSK, Mars, Sony, Audi, VW, Magrabi, NADCC, Revlon, Bayer, MelLife, Kenwood, Delonghi Group, Jotun, Fontterra, Shell, Siemens. Website: [www.mediacommena.com](http://www.mediacommena.com)

**BPGIGROUP**

Founded as PandGulf Publicity in 1980. Main shareholders: Abdullah Majed Al Ghurair, WPP, Avishsha Bhogani (Group CEO), Number of employees: 180+. Headquartered in Dubai. Chief officers: Avishsha Bhogani (Group CEO), Nitin Puri (COO, BPGIGroup), Subsidiary agencies: BPGIBates, BPGICohn & Wolfe, BPGIMaxus, BPGIPossible. Website: [www.batesgulf.com](http://www.batesgulf.com)

**BPGIBATES**

Founded as PanGulf Publicity in 1980. Number of employees: 90+. Headquartered in Dubai. Chief officers: Avishsha Bhogani (Group CEO), Nick Clements (CEO), Fiona Quinn (COO, BPGIKuwait), Major clients: Swatch Group, Aseel Finance, MH Alshaya Group, Volkswagen Group (Kuwait), Ikea (Kuwait), Rovoli Group, Spinneys Baby Shop, Global Village, Health Authority of Abu Dhabi, Jumbo Electronics, Road and Transport Authority, Dubai Municipality, GE Healthcare, Dubai Health Authority, Continental Tires, Lai's Group, Deyaar Properties, Ohi Mobile, Federal National Council.

**BPGICOHNN & WOLFE**

Founded as Bates PR in 1995. Number of employees: 26. Headquartered in Dubai. Chief officers: Avishsha Bhogani (Group CEO), Nitin Puri (CEO), Major clients: Rovoli Group, Swatch Group, Al Shaya Group, Pottery Barn, Victoria's Secret, Bath & Body Works, Next, American Eagle Outfitters, Massif, Jumbo Electronics, Elucian, Dubai Festivals and Retail Establishments, Global Village, Visa International, Saccor Brothers, KPMG, Philip Morris, Semhaiser, The Address, Alcon Air Optix.

**BPGIMAXUS**

Founded in 2003. Number of employees: 40+. Headquartered in Dubai. Chief officers: Avishsha Bhogani (Group CEO), Salish Maya (CEO), Major clients: Swatch Group, H&M, Pottery Barn, Mothercare, Victoria's Secret, Bath & Body Works, Rovoli Group, Al Shaya Group, Jumbo Electronics, Spinneys, RTA, Danac Properties, Sharaf DG, Air France, Cox & Kings, Lals group, Emami, Dubai Sports City, Global Village, Commercial Bank International.

**AGA ADK**

Founded in 1997. Main shareholders: ADK (WPP), Roger Sahyoun (Chairman), Saad El Zein (CEO), Number of employees: 150+. Headquartered in Dubai. Chief officers: Roger Sahyoun (Chairman, TNCG), Saad El Zein (CEO, TNCG), Major clients: Al Fardan Exchange, Commercial Bank of Dubai, Dunlop, Intercoil, Interiors, Isuzu, Toshiba Gulf FZE, Western Union. Subsidiary agencies: Pencil PR & Event, Equation Media, Wetpaint. Website: [www.aga-adk.com](http://www.aga-adk.com)

**LEO BURNETT GROUP MENA**

Founded in 1974. Main shareholder: Publicis Groupe. Number of employees: 685. Headquartered in Dubai. Chief officers: Farid Chehab (Honorary Chairman/Advisor to the Management Board), Raja Trad (CEO), Bechra Mouzannar (COO), Maher Achi (COO), Louis Trad (CO), Major clients: Procter & Gamble, Philip Morris, Dubai Telecom (Du), McDonald's, Franchises Bel, Samsung, Takamol, General Motors, Savola, Mobini, Asixal, Kellogg's, Saudi Gody, Banque Audi, Diageo/JDV, Subsidiary agencies: Leo Burnett, Leo Burnett/Arc, Flip Media, Atelier, LeoComm. Website: [www.leoburnettmena.com](http://www.leoburnettmena.com)

**ZENITH MENA**

Founded in 1990. Main shareholder: Publicis Groupe as Vivaki. Number of employees: 103. Headquartered in Dubai. Chief officers: Alex Saber (Chairman, Vivaki MENA), Marc Haddad (Chief financial officer, Vivaki MENA), Firas El Zein (CEO, Zenith MENA), CV Sui (MD, Syria, Newcast MENA), Jamil Zabih (MD, Performics MENA), Kareem Demian (Head of marketing & new business, Zenith MENA), Maya Akury (Regional talent & HR director, ZO MEA, Italy, Greece & Turkey), Major clients: Abu Dhabi Commercial Bank, Acer, Bahrain Economic Development Board, Bel Group, BMW, BUPA International, Chipta, Dubai RTA, Disneyland Paris, Electrolux, Gucci, Hertz, Jazeera Airways, Khalil Warda, Lindt, Ma Dubai, MIN, National Bank of Kuwait, Nestlé Egypt, Ooredoo Kuwait, Patchi, Posh Holding, Puma, Reckitt Benckiser, Red Bull, Rolls Royce, Saint Laurent, SAWSA, Singapore Airlines, SCA Femmine Care, Swarovski, TE Data. Subsidiary agencies: Performics, Newcast, Resawing, Business Compass. Website: [www.zenithoptimedia.com](http://www.zenithoptimedia.com), [www.performics.ae](http://www.performics.ae)

**HAVAS WORLDWIDE ME**

Founded in 2002. Chief officers: Pierre Soued (CEO), Rachid Miani (Regional MD, Havas Worldwide ME), Piero Poli (GM, Dubai), Rachid Kanaan (GM, Lebanon), Adel Haj Ibrahim (GM, Doha), Ali Shouair (GM, KSA), Nicolas Labban (GM, Oman), Major clients: Air France, Reckitt Benckiser, Peugeot, Sanofi, Wajoh, Burger King, First Gulf Bank, Coby, Ooredoo. Website: [www.havasswme.com](http://www.havasswme.com)

**HAVAS PR ME**

Main shareholder: Havas Worldwide ME. Chief officers: Rachid Miani (Regional MD, Havas Worldwide ME), Nabil Maslouf (GM, Dubai), Major clients: Peugeot, Lacoste, OLC, Sony, National Geographic, Merchon, Revlon, Saks Fifth Avenue, Etolie Group, Puy, Coty, Ralph Lauren, Haagen-Dazs, La Prairie, Level. Website: [www.havaspr.com](http://www.havaspr.com)

**DENTSU AEGIS NETWORK MENA**

Founded in 2010 (formerly Aegis Media). Main shareholder: Dentsu Inc. Headquartered in Dubai. Chief officer: Michael Nederhof (CEO), Subsidiary agencies: Dentsu, Carat, iProspect, Isobar, Posterscope, Vizeum. Website: [www.dentsuaegisnetwork.com](http://www.dentsuaegisnetwork.com)

**DENTSU MEA**

Founded in 2014. Main shareholder: Dentsu Aegis Network. Number of employees: 5. Headquartered in Dubai. Chief officer: Takashi Igarashi (MD). Major clients: Hitachi, Honda, Casio, Bridgestone. Website: [www.dentsu.com](http://www.dentsu.com)

**PUBLICIS GROUPE**

**SAATCHI & SAATCHI**

Founded in 1999. Main shareholder: Publicis Groupe. Number of employees: 139. Headquartered in Dubai. Chief officers: Adil Khan (CEO), Richard Copping (ECD), Kristine Varma (CO), Khaled Ghoraieb (VP growth), Major clients: P&G, Kraft, General Mills, Mead Johnson, Novartis, RTA, Samba, ADCB, Cadillac, Isuzu, TRA, GSK, Nakheel, Mondelez, Mai Dubai, HSBC Premier. Subsidiary agencies: Saatchi & Saatchi X, Saatchi & Saatchi Digital. Website: [www.saatchi.com](http://www.saatchi.com)

**OPTIMEDIA (SUBSIDIARY OF PUBLICIS ME)**

Founded in 1999. Main shareholder: Publicis Groupe. Number of employees: 30. Headquartered in Dubai. Chief officers: Raja Trad (CEO), Louis Trad (CO), Tony Wazen (Regional MD, UAE, KSA & Lower Gulf), Carole Hayek (Regional MD, Levant), Major clients: Bolton Group, Burger King, Chrysler, Majid Al Futtaim Holding, First Gulf Bank, Pandora, Pyrex, Olayan Food Group, Select Group, Abu Dhabi Airports, Sanofi Aventis, Texas chicken, Renault, Banque Libano-Francaise.

**STARCOM MEDIAVEST GROUP**

Founded in 2000. Main Shareholder: Publicis Groupe. Headquartered in Dubai. Number of employees: 425. Chief Officers: Alex Saber (Chairman SMC/Vivaki MENA), John Antonides (CEO), Marc Haddad (CO), Bashir Abdulkarim (Chief talent officer), Tarek Daouk (Regional MD of Mediaset), Aneez Hayjoun (MD of Mediavest Dubai), Ali Nehme (MD of Digital), Ryan Murdoch (Head of data & analytics), Racha Makarem (MD of Research & Insights), Amer El Hajj (EVP, group commercial & trading MD), Cristina Charles (Business development director), Ramzi Ghanem (MD, KSA), Wilson Issa (MD, Vivaki Levant), Nael Halabi (MD, Vivaki Kuwait), Tarek Latif (GM, Egypt), Alain Brahancha (Client MD, Starcom UAE), Major clients: P&G, Samsung, du, Almarai, Saudi Telecom (STC), Mondelez, Ethiad Airways Partners, Mars, Visa, Wrigley, OSN, Savola, Emirates NBD, Yas Marina, adidas, Majed Al Futtaim, IMG World of Adventure. Subsidiary agencies: Business Compass, LiquidThread, MRY, Relevant24, RUN. Website: [www.mena.smggroup.com](http://www.mena.smggroup.com)

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