

Hamman Marketing Associates expands to North Africa

International marketing communications company Hamman Marketing Associates (HMA) have announced a new partnership deal and office in North Africa to develop and maintain business in the Middle East North Africa region. The new office, based in Tunis, Tunisia, will be managed by business associate and HMA-MENA partner Rym Bedoui Ayari.

"This new partnership is a natural outgrowth of a long professional relationship based on deep trust and mutual respect," says Al Hamman, founder of Hamman Marketing Associates and partner in the new HMA-MENA company. "Rym is an extraordinary talent whose knowledge and indefatigable spirit are unparalleled."

The business relationship between Ayari and Hamman dates back over ten years when they met through work conducted through the International Executive Service Corp (IESC) based in Washington, DC. Administering country-specific, USAID-funded programs like the US Market Entry Program (USMEP) now administered through HMA, the pair worked in multiple industry sectors promoting food, technology, agribusiness, medical and textiles. A new program will address the boutique cultural tourism sector in Tunisia.

HMA has recently been deeply involved in a program to promote Tunisian olive oil to the US market. Sponsored by Packtec, the program is in its 3rd year and has resulted in a 500% increase in bottled olive oil exports to the US. The company also has worked USAID-funded projects in Jordan and is launching other new business initiative in the MENA (Middle East and North Africa) region, so the office is a timely addition.

Under the new HMA-MENA partnership arrangement, Ayari will be responsible for new business development and client coordination in the region, as well as monitoring existing business progress.

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