



## **Wall and Harfouche to present at Lynx Dubai**

“MENA – The New Creative Revolution”

Lowe and Partners Global CEO Michael Wall and Mounir Harfouche, Creative Leader and CEO of Lowe MENA are to speak at Lynx Dubai, the premiere creative festival in the region. Lynx Dubai is part of the Cannes Lions festivals group and takes place in Dubai on March 4-7<sup>th</sup> 2012.

Michael and Mounir will discuss the recent major cultural shifts in the region and how this is going to change the way we communicate. Are we now living in a new era of “populist creativity” in this region?

Rich in cultural insight, contrasts and dynamism, the Arab world is now positioned to welcome the global economy and is increasingly, with North Africa, ready to take the lead.

MENA is a part of the world like no other, where some of the world’s youngest countries live alongside some of the world’s oldest civilisations and where people who are radically different live very close together. A complicated multi-culture where our industry must understand its diverse populations and brands must speak to the many not the few.

Showing ideas and work from the region, Wall and Harfouche will look at a region with the conviction, passion and creative talent to change our industry.

Michael is also invited to speak at the festival’s prestigious Young Marketer’s Academy, where attendees are selected by their CEO’s as the brightest clients of the future.

For Further Information Contact:-

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