



## ***News Release***

Contact: Al Hamman (Al@HammanMarketing.com) (423) 467-9864

Hamman Marketing Associates Gains  
New Partner and Office in North Africa

Johnson City, TN—International marketing communications company Hamman Marketing Associates (HMA) announces a new partnership 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 long time business associate and HMA-MENA partner Rym Bedoui Ayari.

The business relationship between Madame Ayari and Mr. Hamman dates back over 10 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 has worked in multiple industry sectors promoting food, technology, agribusiness, medical and textiles. A new program will address the boutique cultural tourism sector in Tunisia.

"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."

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

*-more-*

Rym Bedoui Ayari is a graduate of the Université Laval in Quebec, Canada with a degree in business administration and marketing, and holds an MBA from the Zicklin School of Business at Baruch College in New York. Mme. Ayari was involved with IESC and the Global Technology Network (GTN) where she first worked with Mr. Hamman. She left IESC/GTN to start her own consulting practice in 2001, but continued a close association with Mr. Hamman in the ensuing years. In 2004 Mme. Ayari established a trading company, and in 2007 opened a factory dedicated to the manufacture of Halva (halawa) which has been successfully marketed in the Middle East, North Africa and Europe.

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

Hamman Marketing Associates is a full-service international marketing consultancy dedicated to helping governments, NGOs, trade associations, and Chambers of Commerce introduce products and services to the US market through many channels. For more information, contact Al Hamman at +1 (423) 467-9864 or Rym Bedoui Ayari at +216 (55) 433-111.

# # #