Curriculum vitae

**Proposed role in the project:**

1. **Family name:** **Zarief Zaki**

**2. First names:** Usama

**3. Date of birth:**  15th August1966

**4. Nationality:** Spanish.

**5. Tel. and Email:** [zzd\_2001@voila.fr](mailto:zzd_2001@voila.fr)

**6. Education:**

|  |  |
| --- | --- |
| **Institution (Date from - Date to)** | **Degree(s) or Diploma(s) obtained:** |
| “IE Business School. [www.ie.edu](http://www.ie.edu)  09/2000 – 07/2001 | Master Business Administration “Executive MBA” |
| “Complutense University” 03/ 2001 | Diploma in International Relations and Co-operation |
| IFE, Madrid Chamber of Commerce, 10/2000 | Diploma in International Commerce |
| “Instituto de Información Empresarial”  12/1999 | Diploma in Financial Analysis and Economic Diagnostic Studies “CEPYME |
| “Escuela Oficial de Idiomas de Madrid”, 06/1994 | Diploma in fluency in Spanish language |
| “Cairo University”, 09/1985 - 05/1990 | Bachelor’s Degree in Commerce. Major: Finance & Accountancy |

**7. Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Reading** | **Speaking** | **Writing** |
| **Arabic ( mother tongue)** | **1** | **1** | **1** |
| **Spanish** (near native) | 1 | 1 | 1 |
| **English**  (Fluent) | **1** | **1** | **1** |
| **French** (Basic) | 4 | 4 | 4 |

1. **Membership** **of professional bodies:**

* TheOfficial Madrid College of Economists, April 2001 to present <http://www.economistasmadrid.com/>
* The Spanish Association for Accountancy & Business Administration, July 2001 to present. [www.aeca.es](http://www.aeca.es)
* The International Association for Egyptology, January 1991 to present [www.baa.group.shef.ac.uk/](http://www.baa.group.shef.ac.uk/)

**9. Other skills:**  Excellent computer skill- Microsoft Office (Excel, Word, Power Point, etc.).

**10. Present position:**  International Economic Consultant.

**11. Years within the firm:**

**12. Key qualifications & business skills:**

* **Overall, 20 years of professional experience in private sector development, trade EU-GCC & MENA**
* Experienced in economic development programs, modernization of the private sector, B2B and SMEs.
* Specialist in attracting foreign investments; promoting international business, export promotion and strategic marketing plans and communication to introduce European business into the Arab World.
* **Excellent knowledge of specific financial/economic agreements signed between European Commission and Gulf Cooperation Council-GCC** “UAE, Kuwait, Qatar, Arabia Saudi, Oman and Bahrain” and MENA region in international investment, and foreign trade policies.
* Had relevant responsibilities at several European and Arab economic Institutions as economic advisor.
* **Participated as senior expert in several economic missions financed by EC**, World Bank, European Investment Bank, WTO and International economic funds **in several Arab countries**.
* Advised the United Arab Emirates Ministry of Economy to attract foreign investments from Europe to UAE.
* **Outstanding strategic planning and organizational skills in team work demonstrated in project management and execution**, with a strong ability to manage concurrent multiple project deadlines and priorities.
* Demonstrate methodological critical thinking approaches.
* Excellent modelling, analytical and creative problem solving skills striving to stretch assignment opportunities.
* **Ability to build & maintain strong relationship with key business leaders, management and team members**.
* Excellent business communication and interpersonal skills.

**13. Specific experience in the region**

|  |  |
| --- | --- |
| **Institution (Date from - Date to)** | **Degree(s) or Diploma(s) obtained:** |
| Belgium | 07/ 2004 - 11/2006 |
| Egypt | 05/ 1984 - 08/1994 |
| Egypt | 01/2003 - 03/2003 |
| Egypt | 09/2003 - 09/2003 |
| Kuwait | 05/1995 10/1999 |
| Spain | Since 10/1994 |
| MEDA region (Syria) | 09/2011-12/2011 |
| United Arab Emirates | 07/2007 - 07/ 2012 |

**14. Professional** **experiences:**

| **Date** | **Location** | **Company** | **Position** | **Description** |
| --- | --- | --- | --- | --- |
| 02/2014  02/2014 | Libya  Tunisia | Libyan and Tunisia Businessmen Associations/ USAID | **International Consultant** | Business Seminars and workshops.  Building capacity and Management development sessions for Private Sector. Financed by USAID. |
| 04/2004  To present | Brussels Belgium- | European Commission- EC  Europe AID- European Commission- EC <http://ec.europa.eu/europeaid/index_es.htm> | **Individual Expert in economic development and finance** | Registered expert in the rooster of the t EUROPE AID- International Cooperation Office of the EC.   * Individual Expert to the International Cooperation Office-Europe Aid in two main sectors: Economic development and Finance. * Participating as individual expert in economic/financial assignments to evaluate some international projects financed by EC. at MEDA region:   - Evaluation and Monitoring of Trade Enhancement Programme in Egypt TEP-A. 9/2003.  - On going Evaluation of the project “INVEST IN MED” funded by the 2007 ENPI- South Regional  Action Programme. 09/2011.   * Member a team UAE Delegation “UAE Ministry of Foreign Trade” in some official meetings held to discuss a free trade agreement with the EU.   <http://ec.europa.eu/europeaid/experts/domain_en.cfm?type=06#Z> |
| 07/2007  07/2012 | Abu Dhabi- UAE/  Madrid- Spain | UAE Ministry of Economy  <http://www.economy.ae/English/Pages/default.aspx> | **Expert in Economics** | **Public and private Investments:**  *Abu Dhabi Investment Authority*   * Identified international investment opportunities to main UAE Sovereign Wealth Funds “ADIA” which are operating under the umbrella of the UAE Ministry of Economy. Abu Dhabi.   *MasdarFuture Energy/Mubadala Development Company*   * Assessments to Masdar Future Energy/ Abu Dhabi Mubadala Development Company, to create a joint venture company Torre Sol Energy with 940 million Euros 60%-40% in Spain to produce solar energy. The company has three energy production plants in Andalucia & Extremadura communities 2012.   *Emirates Airlines*   * Assessments to joint Dubai with Madrid by launching first flight carried by Emirates Airlines. Jun 2010 * Assessments to joint Dubai with Barcelona by launching first flight carried by Emirates Airlines 2012   *Emirates Airlines/Real Madrid Football Club*   * Assessments to “Fly Emirates” to sign sponsor ship contract 125 million euro with the Real Madrid Football Club. Madrid city 2012.   *Ras AlKaima/ Real Madrid Football Club*   * Assessments to Ras Al Kaima Sovereign Wealth Fund to sponsor the Real Madrid Football Club and to build Real Madrid sportive city in Ras Al Kima which will open in January 2015. Madrid city 2012.   *ETISALAT communication company /Barcelona Football Club*   * Assessment to largest UAE telecommunication company ETISALAT to sign sponsoring ship contract 19 million US Dollars with Barcelona Football Club.   *International Petroleum Investment Company IPIC*   * Assessment to IPIC for acquisition 100% of the second major Spanish petroleum company CEPSA.   *UAE Ministry of Defence*   * Assessment to sign economic agreement with the famous Barraquer Eyes Hospital in Barcelona to attend eyes surgery operations. * Assessment to sign economic agreement with Airbus Military Company “AEDAS Group” for training and maintenance contracts.   **Trade and Economic Advisor:**   * Foreign trade advisor to H.H. the UAE Minister of Foreign Trade in negotiations with Southern Europe Latin America countries to sign bilateral agreements in foreign trade. * Economic Advisor on investment policy to H.E UAE Minister of Economy in negotiations with Southern Europe Latin America countries to sign bilateral agreements in investments.   **Business Forums:**   * Organized some international business forums to the UAE such as:   -the Abu Dhabi Economic Forum sponsored by UAE Foreign Trade Ministry in Abu Dhabi. 2009  -the Madrid Economic Forum sponsored by Spanish Ministry of Trade, Tourism and Industry in Madrid. 2011.   * Coordinated the participation of Masdar Future Energy in the World Renewable Energy Forum. Bilbao city 2009.   **Twining Meetings:**  -Twining meetings between the main UAE Sovereign Wealth Funds’ Directors General and the responsible peoples at the Spanish General Treasury sponsored by the Spanish Ministry of Economy- Madrid city. 2008.  **Memorandums of Understands MOUs:**  -Assessment to signing several bilateral MOUs between UAE Foreign Trade Ministry and Madrid Spanish Business Associations CEOE. Madrid city 2012.  - Signing several bilateral MOUs between UAE Foreign Trade Ministry and Madrid Stock Exchange to exchange financial information. Madrid 2012.  -Assessment to sign several Twining MOUs between Spanish and UAE Chambers of Commerce to promote business and trade such as:  -Madrid Chamber of Commerce/Abu Dhabi Chamber of Commerce.  -Barcelona Chamber of Commerce/Dubai Chamber of Commerce.  -Madrid Chamber of Commerce and Ajman Chamber of Commerce. Madrid Oct. 2010.  -Assessment to sign Twining MOUs between Spanish City Halls and UAE City Halls to promote tourism and culture activities such as:  -Madrid/Dubai twining agreement.  -Barcelona/Abu Dhabi twining agreement.  -Valladolid/Sharjah twining agreement.  -Granada/Sharjah twining agreement  -Almeria/Ajman twining agreement. 2010.  -Royal Guild of Falconers of the Kingdom of Spain/Royal Guild of Falconers of UAE.  **Business conferences:**  -Organized International Business Conference between the UAE Ministry of Economy, UAE Businessmen and Barcelona Chamber of Commerce to promote international business. Barcelona city 2012.  **Exhibition Fairs:**   * Assessment to UAE ETISALAT to sponsor and participate annually at the Barcelona World Mobile Phone Fair. Barcelona city. * Organized the first UAE official stand for recycling in Barcelona Exhibition Fair 2010. Sponsored by the UAE Ministry of Foreign Trade.   **Expo Zaragoza 2008**   * Provided assessments to UAE Pavilion at Expo Zaragoza 2008 under the umbrella of UAE Ministry of Labour. The Pavilion won the golden prize. Zaragoza city 2008.   **Events:**   * Organized the UAE cultural week in Madrid to promote UAE cultural activities. Sponsored by the UAE Ministry of Culture Youth and Community Development. Madrid 2011. * Supported Sharjah Emirate cultural week at Granada city. Sported by H.H. Prince of Sharjah.   **Lobbing:**   * Providing Institutional lobbing services to UAE Ministry of Foreign Affairs to promote and to launch IRENA “International Renewable Energy Agency’ in Abu Dhabi. Sept. 2010.   **Training:**  *UAE Ministry of Foreign Trade*   * Training to the UAE commercial attaché to joint UAE Embassies abroad (UK. France, Singapore, Turkey, India, China and Spain). Abu Dhabi 2011.   *UAE Ministry of Foreign Affairs*   * Supported the creation of new Economic Department at UAE Ministry of Foreign Affairs and provided monthly economic reports and analysis for investment opportunities in south Europe. Abu Dhabi.   **Investment:**  *UAE Ministry of Economy*   * Supported the creation of an Investment Department at the UAE Ministry of Economy. 2011   **SME:**   * Supported the creation of SME department at the UAE Ministry of Economy. Abu Dhabi. 2011. |
| 06/2007-  To date | Madrid-  Spain/  Sharjah-  UAE | Arab Science & Technology Foundation- ASTF  [www.astf.net](http://www.astf.net) | **Fundraising &** **Business Development expert** | * Professional assessments to the Arab Science & Technology Foundation- ASTF based in Sharjah Emirate, UAE. * **Fundraising and business development with European partners**, agencies and multilateral financial donors to finance Innovation and IT initiatives for SME in MENA. * Provided **assessments to the Arab small IT entrepreneurs to get finance from the main regional donors** such as Kuwait Fund for Social Development and Abu Dhabi fund for Economic Development. |
| 02/ 2004  To date | Madrid-Spain | Spanish Official Institute for Foreign Trade (ICEX). [www.portal**pipe**.com/](http://www.portalpipe.com/) | **Foreign Trade and Senior Export Promotions Expert** | * **Promoted the Spanish companies through the Export Promotion Programme** (PIPE 2000) financed by the ICEX. * **Executed market plans** to Spanish companies to establish new offices abroad. * **Advised the Spanish companies on commercial & investment opportunities as well as on product modifications required by the Arab markets in MENA region and Gulf States**. |
| 07/ 2004  11/2006 | Spain &  Belgium | Euro Arab Management School- EAMS [www.eams.es](http://www.eams.es)  Management Education  for senior staff at high level Government from Arab countries.  Financed by the Europe Aid | **Director for Business Development** | ***EAMS is a unique cross-cultural management institution at the interface between the Arab and the European Union.*** Project financed by the European Commission & League of Arab States.  EAMS specialised in providing training management programs to senior professional staff from the Arab public institutions at levels such as: Undersecretaries States, Directors General, etc.  Main tasks/responsibilities   * **EAMS interlocutor to EC**. for corporate restructuring and business education activities. * **Added sustainable value to EAMS growth in Europe and Arab World**. * Looked for public investors to provide financial support to EAMS’s project growth. * **Established new regional offices in the Gulf Cooperation Council- GCC** and MENA countries. * Had relevant contacts with the most multilateral donor agencies, institutions and Euro Arab multinational companies which were operating in the Arab world to support EAMS’ activities. |
| 10/ 2003  06/ 2004 | Madrid- Spain | IE Business School  [www.ie.ed](http://www.ie.ed)  and  Carlos III University of Madrid  <http://www.uc3m.es/Home> | **Visiting**  **Lecturer** at International  Master Business Administration- MBA | Visiting lecturer to teach “***How to do business in the Arab world***”.   * **Analyzed the Arab economic environments of GCC**, Middle East and North Africa. * Analyzed technical, cultural and religious barriers to run business in the Arab countries. * **Analyzed business culture, languages and habits to make easy the expatriate life into the Arab countries**. * **Analyzed business and investment opportunities through the public and private sectors**. * Analyzed the paper of main Arab sovereign wealth funds and financial/ economic/social development funds in the Arab world. |
| 09/ 2000  08/.2002 | Madrid- Spain | Arab Bank  <http://www.arabbank.com/> | **Foreign Investment Director** | * Designed the bank foreign investment policy for Spain and Portugal. * Managed the largest Arab clients and corporation accounts which were residents in Spain.   **Provided TA and consultancy services to the main Gulf Investment agencies to develop their investments in Spain**.  Participated in different acquisitions, mergers and concessions operations **between the Spanish and main Kuwaitis Corporations and Hedge Funds**.  Provided assessments on investment to some Arab Diplomatic Missions in Spain. |
| 05/1995 10/1999 | Madrid/ Kuwait | Kuwaiti Ministry of Finance  <http://en.mof.gov.kw/> | **Financial and Economic Advisor** | * Member of a team of seven people at the Kuwaiti Financial Delegation to Spain. * **Economic Advisor to Spain for the Kuwait Investment Authority**- KIA. * Revised and analyzed the annual and monthly accounting/ financial statements and reports. * Liaison between the Spanish Treasury/Financial Institutions and the Kuwaiti equivalents to sought mutual financial and economic collaborations. * Member of a team of Arab economists and Spanish financial analysts which approved international business viability plans in foreign investment to Spain. * **Supervised the recruitment activates**: Review of economic official documents and the implementation of training plans for Kuwaiti senior staff at the diplomatic missions in Spain. |
| 10/ 1994 03/1995 | Madrid- Spain | The Spanish Institute for Exterior Commerce- ICEX in collaboration with  The Spanish TERRATEST Group  [www.icex.es](http://www.icex.es) | INTERNSHIP | * Had practices at the International Divisions of “*Arco Systems Company- Spanish Terratest Group*”. The Company was specialised in Potable Water and Sewage Treatment Plants. The Terrarest Group was executing potable water and sewage projects in several Arab countries such as Algeria and Saudi Arabia. <http://www.terratest.es/index.php?lan=ing&anchocorrecto=ok> |
| 07/ 1991  08/ 1994 | Madrid- Spain | Egyptian Ministry of Foreign Trade & Investments [www.ecros.org/spain/](http://www.ecros.org/spain/) | **Commercial Attaché**/  Economist of State | * Received training programs for six months at the Egyptian diplomatic Missions abroad in Sweden, Switzerland, Netherlands, Portugal and Spain. * **Member of a team of eight people in “the Egyptian Foreign Trade Delegation” at WTO**. * Contacted relevant Spanish government economic bodies in order to achieve and improve new bilateral commercial agreements. * **Conducted interviews with European businessmen on foreign trade and industry associations to encourage them to import from Egypt**. * Prepared research studies and strategic marketing plans for Spain and Portugal * **Analysed the potential of Spain and Portugal markets to introduce the Egyptian products and to attract new investments from them to Egypt**. * Advised in national legal matters and Egyptian commerce legislation, taxes and investment. |
| 05/ 1984  11/1990 | Egypt | Sheraton Hotels, Resorts and Tower in Egypt.  (Cairo, Red Sea & Luxor). <http://www.starwoodhotels.com/sheraton/index.html> | **Front Office Manager**/  Accountant Assistant/ | * Worked in an international environment with colleagues from different cultures. * Member a team of five which analyzed monthly and annual hotel costs and purchases. * Responsible for the cost accounting of six million dollars a year for entire hotel operations. * Visited some Arab countries to attend Sheraton hotel training courses for its employees worldwide, * Managed the relevant client accounts for foreigner multinational companies, tourism agencies and Airlines which located in Egypt. |

1. **Other relevant information** (e.g., Publications)

Professional collaboration with **ORASCOM group:** is a Multinational group with Headquarter in Cairo, Egypt.

Is operating in Middle East, North Africa, GCC., Asia & Eastern Europe through its following companies:

* Orascom Construction and Industry Company <http://www.orascomci.com/index.php?id=home>:
* Orascom Telecommunication Company: <http://www.otelecom.com/>
* Orascom Hotels and Development Company-OHD**:** <http://www.elgouna.com/Home~SectionID~17.html>
* Orascom Technology Solutions Company-OTS: <http://www.orascomci.com/index.php?id=home>