

Mascaret, opens an office in Dubai to support the development of its activity in the Middle East and Africa

September 22, 2022 - Mascaret (formerly Dentsu Consulting), France's leading business communications firm, is opening an office in the United Arab Emirates to accelerate the development of its activities in the Middle East and Africa.

This opening is part of Mascaret's international expansion strategy, already present in 12 countries through its proprietary network (M+M Gate).

The Dubai office will be managed by **Reza Sadri**, Senior Partner, who has been working for 20 years on major transformations in technology, particularly for public and private players in the Middle East. "*Mascaret's expertise in business communications is particularly well suited to the Middle East business ecosystem. I am delighted with this new location in Dubai, which will accelerate the deployment of our roadmap to become a reference consulting firm in the Gulf region*" says Reza Sadri.

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P.O. Box 487177, Dubai, UAE**

À propos de Mascaret

Created in 2016 under the name Dentsu Consulting, Mascaret is today the leading firm in business communication in France. Mascaret works on the economic value of the company, its expression and its perception by stakeholders (investors, market, employees, civil society and public authorities) in key moments: acquisition, merger, exit, A/B/C/D fund raising, LBO, joint-venture, securities transaction, refinancing, governance evolution, transformation plan, new leader, change of course, economic crisis. For public leaders and elected officials, we accompany key electoral events. Mascaret's teams operate in France and in 12 countries through our proprietary network M+M Gate.

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