

List of References

by Alexander Franzetti (August 2020)



My strengths and skills

- 12 years of work experience in Sales & Marketing in the exhibition and event industry
- 6 years of work experience in advertising agencies
- Master's Degree in Marketing Communication
- Advertising/marketing strategy and campaign management skills
- Experience in ATL, BTL marketing and branding
- Comprehensive knowledge of the Middle East events, exhibition, advertising and PR industry
- Experience in advising and dealing with customers, suppliers, stakeholders
- Experience in B2B and B2C marketing
- Presentation and administration skills
- Budget planning, responsibility and control
- Team player, management skills
- Great network in the Middle East and Europe
- Drive Sales, New Business and Business Development

List of References

- Universität Hamburg Marketing GmbH
- University Certificate
- Info Salons Group
- dmg events Middle East & Asia
- Venture Communications
- Messe Frankfurt, Dubai Branch
- eleven 777 advertising
- Zum goldenen Hirschen International, Dubai
- PTV
- Rail & Bus Consultants
- cpd agency
- Diploma in Marketing Communication
- Diploma Eventmanagement



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

Universität Hamburg Marketing GmbH
Feldbrunnenstraße 9 · 20148 Hamburg

Mr.
Alexander Franzetti

Dr. rer. nat. René Vossen

Geschäftsführung

Universität Hamburg Marketing GmbH
Feldbrunnenstraße 9
20148 Hamburg

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rene.vossen@uni-hamburg.de
www.marketing.uni-hamburg.de

Testimonial

Mr. Alexander Franzetti, born 13/07/1977, was under contract with University Hamburg Marketing GmbH (UHHMG) from 01/02/2020 until 31/08/2020 as Team Leader for the Congress and Event Department.

The UHHMG with its 40 plus employees is a subsidiary of the University of Hamburg. In its function the UHHMG supports the University of Hamburg with the planning, organisation and execution of real time, hybrid and virtual exhibitions, events and congresses as well in the fields of recruiting, advertising, advanced training and merchandising.

Beside the organisation and execution of various congresses and events for the University of Hamburg, the Congress and Event Department also arranged and executed the „stellenwerk“ recruiting fairs in Bochum and Hamburg as well as regional and international congresses for various associations and target groups.

During his time Alexander was working and responsible for the following tasks:

- Leading and management of 4 team members
- Strategical and operative execution of exhibitions, focus on recruiting
- Development and execution of virtual exhibitions
- Implementation of market research and analysis
- Setup and implementation of a regional and international network

Alexander shows in-depth knowledge in the fields of exhibitions and events. Particularly noteworthy is his expertise of market and industry knowledge. He successfully implemented our acquisition strategy. Alexander has a very strong regional and international network.

Due to his very good comprehension and his very good analytical skills, Mr. Franzetti was always able to solve even complex problems in a targeted manner and became familiar with the tasks assigned to him within a very short time.

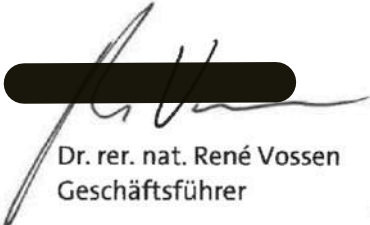
Mr. Franzetti was characterized by very great commitment and resilience and was always ready to take on personal responsibility. He carried out all tasks completely independently, extremely carefully and well-thought-out at all times. He always acted calm, goal-oriented and extremely precise. He always convinced in a special way, both qualitatively and quantitatively. The achievements of Mr. Franzetti have found our fullest appreciation at all times and in every respect. The services were always to our fullest satisfaction.

Mr. Franzetti was appreciated by everyone because of his always friendly and balanced personality. He was always helpful and courteous and, if necessary, also put personal interests aside. Without exception, his behaviour towards superiors, colleagues and clients was exemplary and loyal.

Mr. Franzetti is leaving our company on August 31st, 2020, due to business operations reasons. We regret this very much because we are losing a very good and dedicated employee. We would like to thank him for his consistently excellent work and wish him all the best for the future and ongoing success, both professionally and personally.

Hamburg, 31.08.2020

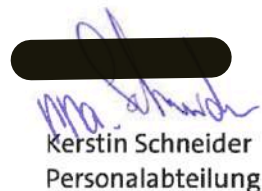
Universität Hamburg Marketing GmbH



Dr. rer. nat. René Vossen
Geschäftsführer



Dr. phil. Daniela Janssen
Abteilungsleiterin KVM



Kerstin Schneider
Personalabteilung

University Certificate

Alexander Franzetti

- born 13.07.1977 in Würselen –

took part in the training on the basis of the valid study and examination regulations

**Management of Communication and Marketing (MCM)
according to SPO ZLG MMM**

Alexander Franzetti

passed with an **overall grade of 1,7**

and earned **60 Credit Points**.

He is entitled to the designation

Certified Manager of Communication and Marketing (SHB)

according to SPO ZLG MMM

Düsseldorf, 12.05.2020

On behalf of the Steinbeis-Transfer-Institut
Markt- und Unternehmenskommunikation
at Steinbeis-Hochschule Berlin

Director of Academy DAMK



Reference letter for Alexander Franzetti

Dubai, 29th September, 2019

I am pleased to write this letter of recommendation for Alexander Franzetti. Alexander was under contract with Info Salons Middle East from August 2016 until August 2019. During his tenure he served as Digital Solutions Manager for Info Salons. As the Digital Solutions Manager Alexander managed an inhouse team of 3 and onsite, during exhibitions the team increased up to 12 people.

At Info Salons Middle East, he was responsible for the project management of the digital solutions the company offered to organisers and exhibitors as well as the lead retrieval systems (scanners, apps, NFC readers). His tasks included sales, the pre-show, onsite and post-show management of the services and products (dealing with the organiser, preparing reports and customer service for the clients, exhibitors).

Furthermore, he contributed in marketing (organising of the company's participation at exhibitions and conferences), as well as New Business Development and the enhancements of Info Salon's own lead retrieval app 'Infotracker'.

Alexander is a reliable, self-motivated, punctual and hard-working individual with a wide-range of knowledge in his field who also is willing to take on new responsibilities and is willing to go beyond what is required.

Alexander worked on the following exhibitions:

- GITEX Dubai 2016, 2017 & 2018 (serving up to 1,200 exhibitors with lead retrieval solution)
- Big 5 Dubai 2017
- Cityscape Dubai, Abu Dhabi 2016, 2017 & 2018
- Middle East Electricity Dubai 2016, 2017 & 2018 (serving up to 1,000 exhibitors with lead retrieval solution)
- Gulfood Manufacturing 2017 & 2018
- TCT Shanghai 2019
- Arab Health 2018, 2019
- plus many other exhibitions

Alexander was from the first day a dedicated and committed member of Info Salons. Being responsible for the tasks Alexander supervised and managed internally with his team professionally and externally with clients and customers.

I would like to thank Alexander for his invaluable contribution and highly recommend Alexander without any reservations.



Wilbert Heijmans
Managing Director



Nov 10, 2014

From : James Meltz
ABILITIESme

Ref. : Recommendation Letter
Alexander Franzetti

To Whom It May Concern,

ABILITIESme has been a new CSR launch from dmg events into Abu Dhabi. The first event was held in March 2014 with the second edition scheduled for March 2015.

Alex has the role of Marketing Manager for this event from April 2013 thru Nov 2014.

In his role as Marketing Manager, Alex was instrumental in developing the marketing strategy. His role was refined to, but not limited to:

- Implementation and evaluation of the exhibitor and visitor marketing campaign.
- Budget planning and responsibility for all marketing activities.
- Updating and writing the content for the website, newsletters, eshots and marketing collaterals.
- Database development and research, writing press releases.
- Establishing the relationship management with the media partners, key clients, associations and government bodies.

I have found Alex to be focused on achieving his deliverables in a professional and timely manner and had noticed that he often went further than required (expected) in regards to the vis-prom campaign in inviting possible visitors from the surrounding countries.

Sincerely,

James Meltz
Exhibition Director

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F: +971 4 438 0356

W: www.dmgeventsme.com

W: www.abilitiesme.com

The Palladium, 5th Floor
Cluster C, Jumeirah Lakes Towers
PO Box 33817, Dubai
United Arab Emirates

dmg events

dmg world media Dubai (2006) Ltd., JLT Branch, (a company incorporated in Jersey),
Suite 502-509
Palladium Building, Cluster C, Jumeirah Lakes Towers, PO Box 33817, Dubai,
United Arab Emirates
Tel: +971 (0)4 438 0355 | Fax: +971 (0)4 438 0359 | Website: www.abilitiesme.com

31st December, 2012

To Whom It May Concern

Reference letter Alexander Franzetti

Mr. Alexander Franzetti, German national born 13th July 1977, was under a Limited Employment Contract with Venture Communications FZ LLC, as Account Manager from 9th September until 31st December 2012.

During his short time as an Account Manager within the agency Alexander was responsible and working for the following tasks:

- New Business and Business Development
- Introducing the agency to the potential clients in the market
- Dealing with the existing clients and suppliers
- Development of communication strategies and presentations
- Client servicing and activities' management

Mr. Franzetti has shown a high level of dedication and professionalism during his employment and we discovered a great potential during his employment and I recommend Alexander for employment without reservation.

Sincerely



Gabby Bechara Chamat
Chief Executive Officer



www.venture-com.com

Venture Communications FZ-LLC
Office Boutique #13, Dubai Media City near Knowledge Village, P.O. Box 502413
Dubai, United Arab Emirates, Tel: +971 4 3612729 Fax: +971 4 3669668

Reference letter Alexander Franzetti

Alexander Franzetti
Dubai Resident
Dubai, U.A.E.

To Whom It May Concern

Dubai, 15th March, 2012

Mr. Alexander Franzetti, German national born 13th July 1977, was under contract with EPOC Messe Frankfurt, Dubai, as Marketing Manager from 8th July 2008 until 28th March 2012.

During his time with EPOC Messe Frankfurt he was responsible for the visitor and exhibitor marketing for several exhibitions from the portfolio:
Light Middle East, Garden+Landscaping ME, ISH kitchen+bath ME,
Automechanika ME, Hardware+Tools ME and Intersec.

The scope of work comprised:

- Development of marketing/advertising campaigns and strategies
- Presentation of the campaigns and strategies to various stakeholders within the company and clients
- Implementation and evaluation of the exhibitor and visitor marketing activities
- Responsibility for all exhibitor and visitor related marketing activities and the performance review, including:
SEO, website content, sales brochures, visitor brochures & tickets, newsletters, e-marketing, show videos & photography, radio campaigns, print campaigns, visitor registration process, onsite signage / branding & sponsoring, Direct Marketing, database management, visitor & exhibitor research including surveys, briefing and overview of Telemarketing Team and On-site/exhibition staff, preparing Post Show Reports
- Development of new key visuals for exhibitions
- Liaising with external PR Agency and internal PR Manager
- Compiling of the Exhibition Catalogues
- Dealing with suppliers and clients
- Establishing and relationship management with top/key clients, media
- Budget responsibility for all marketing activities / campaigns

Alexander supervised internally with his team and externally with suppliers, clients professionally, efficiently, satisfying and coordinated all marketing related assignments for several trade exhibitions of Messe Frankfurt in Dubai from 2008 – 2012.

His main responsibility was Intersec trade fair and conference, one of the main exhibitions of Messe Frankfurt in Dubai. From 2008 – 2012 Alexander was responsible for all exhibitor and visitor marketing activities including strategies, implementation and evaluation. He, the Show and Sales Team helped to establish the Intersec as the No. 1 trade exhibition and conference for security, safety and fire protection in the Middle East and North Africa during this time. From 2009 onwards the exhibitor number increased from 707 to 909 in 2012. The visitor number increased also during this time, + 20% in 2009, +11% in 2010, + 12% in 2011 up to 19,159 visitors in 2012, an 18% increase compared to 2011.

At all times I have found Alexander dependable, reliable, hard working, conscientious, courteous, skilled and as a team player. He is a gifted Marketing Manager that is focused, can handle various and different projects, thinks out of the box, always executed and delivered within the given budgets. He did excellent work here, and we are sorry to see him go. I recommend Alexander for employment without reservation.

Yours truly,


Nathan Lloyd
Group Marketing Director



Reference letter Alexander Franzetti

Alexander Franzetti
Dubai Resident
Dubai, U.A.E.

To Whom it May Concern

Dubai, 15th March, 2012

It is my pleasure to recommend Alexander Franzetti to you. I confirm that I have known Alexander Franzetti since July 2008. During the past time, our advertising agency worked directly with Alexander, Marketing Manager of EPOC Messe Frankfurt, on various projects for several trade exhibitions for Messe Frankfurt in Dubai.

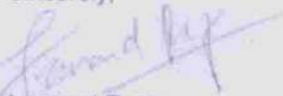
At all times during our business relation I have found Alexander reliable, honest, courteous, gifted and as a fair business partner.

During his time with EPOC Messe Frankfurt he was responsible for the visitor and exhibitor marketing for several exhibitions. Our agency and Alexander worked closely together, the scope of work comprised:

- Development (content and design) of all printed material for the trade shows including Sales Brochures, Post Show Reports, Tickets, Flyers
- Development of marketing/advertising campaigns and strategies, Direct Marketing, e-marketing
- Working on new, creative and out-of-the-box ideas
- Budgeting for all creative and production costs

I have been privileged to work with Alexander and it is with great pleasure that I commit this reference letter, knowing that he will be an asset to any employer whom he chooses to approach.

Sincerely,


Leonard Rego
CEO
eleven777 advertising



Zum goldenen Hirschen

BERLIN DARMSTADT DUBLAI NEW YORK SOFOT

Alexander Franzetti
Dubai Resident
Dubai, UAE

Reference

Dubai, July 31st, 2008

Mr. Alexander Franzetti, German national born 13th of July 1977, was under contract with Zum goldenen Hirschen International GmbH & Co. KG Dubai Branch as the Account Manager from February 2007 – 31st July 2008.

In the beginning he has executed the position of the Marketing Consultant for the execution of the "Dubai Public Transport Master Plan".
For this major public transportation project the Dubai Roads and Transport Authority (RTA) commissioned a consortium of four German companies, wherein Zum goldenen Hirschen International was a key member and responsible for the tasks "Passenger Information" and "Marketing".

The scope of work encompassed the development of:

- Short-term improvements to Passenger Information
- Printed Passenger Information
- Information at Bus Stops and Bus Stations
- Information in buses
- Electronic Media
- Call Center / Customer Service Center
- Marketing campaign for the existing Public Transport
- Design Standards / Design Manual for the Public Transport

Being responsible for the tasks, Alexander supervised internally with his team professionally and coordinated efficiently the assignments of the other four companies.

In the view of the very short time frame of the entire project, it was crucial for the project successful completion that Alexander quickly and thoroughly got acquainted with the local conditions and resourcefully and correctly detected the various challenges of this project. He also maintains the indispensable contact to the client at any time and presented the reports to the client.

Furthermore he assisted the General Manager to establish the agency in the United Arab Emirates / Dubai.

CREATIVE MARKETING COMMUNICATION

Zum goldenen Hirschen International GmbH & Co. KG Dubai Branch / tel 050 - 24 00 370 / P.O. Box 41145 Dubai
National Bank of Abu Dhabi Jumeirah Branch / Account Number 0157 697 340 / SWIFT Code NBADAEAADEJ

Alexander greatly contributed to force the New Business and Business Development for establishing the agency.

Within the agency Alexander he was responsible for the following tasks:

- New Business and Business Development
- Responsibility for single handed project handling
- Dealing with clients and suppliers
- Budget responsibility and control
- Development and controlling of media strategies
- Development of advertising and marketing strategies
- Presentations
- Project management for the Bus Transit Project Riyadh (Saudi Arabia)
- Personnel responsibility for 4 employees

Being a very dedicated and committed member and also expert of the team, Alexander greatly contributed to establish Zum goldenen Hirschen International in the United Arab Emirates. Unfortunately Alexander leaves the agency. Once more I really would like to thank him for his invaluable achievements and highly recommend him.



Tobias Schlösser

General Manager



To Whom It May Concern

PTV Dubai Branch

United Arab Emirates
P.O. Box 172466
Dubai, UAE

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Fax: +971 4 221 7741

www.ptvag.com

Your initials, your
correspondence from

Our initials
JK/JTR

Telephone
+971 2217740

Date
2008-01-16

**Dubai Public Transport Bus Master Plan
September 2006 to July 2007
REFERENCE for Mr Alexander Franzetti**

I, the undersigned, Jürgen Kaiser, duly authorized representative of the firm PTV Planung Transport Verkehrs AG, hereby confirm that Mr Alexander Franzetti was under contract with the consortiums leader PTV and Zum goldenen Hirschen as one of the partner companies of a German consortium from February 2007 to 31 July 2007. During this period he held the position of the assistance of the Task Manager "Passenger Information" and "Marketing" of the 'Dubai Public Transport Bus Master Plan', stationed in the PTV Dubai Branch, United Arab Emirates.

For this major public transportation project, the Dubai Roads and Transport Authority (RTA) has commissioned a consortium of five German consultants, wherein Zum goldenen Hirschen was a key member. The scope of work encompassed the development of:

- ▶ Short-term improvements to Passenger Information
- ▶ Printed Passenger Information
- ▶ Information at Bus Stops and Bus Stations
- ▶ Information in buses
- ▶ Electronic Media
- ▶ Call Center / Customer Service Center
- ▶ Marketing campaign for existing Public Transport
- ▶ Design Standards / Design Manual for the Public Transport

Being responsible for the tasks, Alexander supervised with his team of marketing consultants professionally and coordinated efficiently the assignments of the other four teams, in particular tasks regarding passenger information and electronic media. In view of the very short time frame of the entire project, it was crucial for the



project's successful completion that Alexander quickly and thoroughly got acquainted with the local conditions and resourcefully and correctly detected the various challenges of this project. He also maintained the indispensable contact to the client at any time.

Being a very dedicated and committed expert and member of our team, Alexander greatly contributed to the overall success of the project by delivering professional and convincing reports in time.

I would like to thank Alexander for his invaluable achievements and highly recommend him.

Dipl.-Ing. Jürgen Kaiser
Director Public Transport Consulting
PTV Planung Transport Verkehr AG

Rail&Bus Consultants GmbH, Fritz-Vomfelde-Str. 8, D-40547 Düsseldorf



To whom it may concern

Fritz-Vomfelde-Straße 8
D-40547 Düsseldorf

phone: +49 211 5447905-0
fax: +49 211 5447905-199
e-mail: mail@rail-bus.de
internet: www.rail-bus.de

Contact person:
Ulrich Lüdtkke
Tel.: +49.211.5447905-100
E-Mail: luedtke@rail-bus.de

Date:
14.07.2008

Bus Transit Design Project Riyadh (Saudi Arabia) 2007 – 2008

Reference for Alexander Franzetti

I, the undersigned, Ulrich Lüdtkke, CEO of the firm RC Rail & Bus Consultants GmbH, hereby confirm that Mr. Alexander Franzetti was under contract with the consortium leader RC Rail & Bus Consultants GmbH and Zum goldenen Hirschen International Dubai Branch as one of the partner companies of a German and Saudi Arabian consortium from August 2007 till June 2008.

During this time he has executed the position of the Marketing consultant of the "Bus Transit Design Project Riyadh".

For this major public transportation project, the Arriyadh Development Authority (ADA) commissioned a consortium of three German and one Saudi Arabian consultants, wherein Zum goldenen Hirschen International Dubai Branch was a key member.

The scope of work encompassed the development of:

- Public awareness program / marketing communication concept
- General communication strategy: Announcement phase, information phase and continuative communication measures
- Logo and Corporate Design guidelines

Directors:

Dipl.-Ing. Jörn Janecke
Dipl.-Ing. Ulrich Lüdtkke
AG Düsseldorf, HRB 57981
USt-IdNr.: DE814940782

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IBAN DE07 3005 01 10 1004 8809 00
BIC DUSSDE33XXX

Seite 1 von 2





Being responsible for the tasks, Alexander supervised with his team of marketing consultants professionally and coordinated efficiently the assignments of the other three teams, in particular interfaces regarding all the relevant Marketing issues.

In the view of the very short time frame of the entire project, it was crucial for the project successful completion that Alexander quickly and thoroughly got acquainted with the local conditions and resourcefully and correctly detected the various challenges of this project. He also maintained the indispensable contact to the client at any time.

Being a very dedicated and committed expert and member of our team, Alexander greatly contributed to the overall success of the project by delivering professional and convincing reports in time.

I would like to thank Alexander for his invaluable achievements and highly recommend him.

Mit freundlichen Grüßen


Ulrich Lütke
Rail&Bus GmbH
consultants
Fritz-Vornfelde-Str. 8
D-40547 Düsseldorf





corporate | publishing | design

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www.cpd-agency.com

04/06/06

To whomsoever it may concern

Mr. Alexander Franzetti, German National born on 13th July 1977 has been in the CPD service on internship as the Account Manager from January 6th up to 5th June 2006.

He was assisting the CPD Account Management team on various projects in the field of Event Management comprising of marketing and production. He has been very reliable and independent to a large extent. On various occasions he was handling the communication with customers, arranging for quotes, commissioning of the project and controlling it on his own.

CPD is the youngest subsidiary of VVA www.vva.de, a 110-year old media and marketing communications group based in Essen, Germany. The group employs over 600 people in Europe and the Middle East, and has diverse interests in the communications industry across the world. CPD brings the German passion for quality and reliability to the marketing communications process.

Alex has a pleasing manner and his prudence and competence during the short term he was with us has proved to be invaluable to the company. We wish Alex the very best.

Best regards,

Joseph Paul Chackola
Chief Operating Officer



Trade Licence No: 31261

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تأسست كشركة منطقة حرة ذات مسؤولية محدودة وفقاً للقانون الشركات الخاصة في منطقة دبي الحرة للتكنولوجيا والإعلام ٢٠٠٣ والصناديق بموجب قانون رقم (١) لسنة ٢٠٠٠ لإمارة دبي (أو تعديلاته).

National Bank of Dubai
Umm Suquiem Branch
P.O. Box 777

Account No: 0 151 126 998
Swift Code: NBDUAEAD



DIPLOMA IN MARKETING COMMUNICATIONS

D I P L O M A

Mr. Alexander Franzetti

Born on 13. July 1977

in Wuerselen

has passed the final examination at the Duesseldorf Academy for Marketing & communication

with the overall grade **good** (13 points)

Mr. Alexander Franzetti is awarded the academy title

Specialist in Marketing-Communication DAMK



Horst Harguth





Overview of all marks

Grades in apprenticeship fields:

Economy-law-Association:	11 points (good)
Data acquisition	13 points (good)
Marketing factors	13 points (good)
Creation	15 points (very good)
Production and distribution	13 points (good)
Sectorial fields of marketing	13 points (good)

15-14 points	=	very good	7-5 points	=	adequate
13-11 points	=	good	4-2 points	=	inadequate
10-8 points	=	satisfactory	1-0 points	=	insufficient





DIPLOMA IN MARKETING COMMUNICATIONS **TO THE DIPLOMA**

SCHOLARLY CONTENT AND SUBORDINATE SUBJECT AREAS

SCHOLARLY CONTENT **Economy - law - society**

Economics
Business studies
Advertising and competition law
Rhetoric/ skills of presentation
German

SCHOLARLY CONTENT **Data acquisition**

Market research/ statistics

SCHOLARLY CONTENT **Marketing factors**

Marketing
Marketing-communication
Conception

LEARNING AGENCY

Interdisciplinary project

SCHOLARLY CONTENT **Creation**

Design theory
Visual communication

SCHOLARLY CONTENT **Production and distribution**

Production
Media

SCHOLARLY CONTENT **Sectoral marketing**

Dialogue marketing
Online marketing
Public relations
Advertising

SCHOLARLY CONTENT **Optional subjects**

Business English
Event marketing
Fair marketing
Photography
Sales promotion
Film, radio, television





Certificate

For the participation on the learning agency

Project Theme:

Development of a communication concept for the German children's protection organization, East association Essen.

Evaluation for concept and presentation: 12 points

good



Diplom

Alexander Franzetti,

born 07/13/1977,

has successfully graduated the professional development

Dipl. Eventmanagement (IST)

This professional development has been carried out from
04/01/2004 until 03/31/2005

Düsseldorf, 06/28/2012



Michael Hosang
(managing director)



Dirk Geilen
(project management)