

## Areka Consulting expands into Middle East and Africa

*Michel Oulevay to coordinate independent travel management consulting out of Dubai*

**Paris, December 17, 2012** – Areka Consulting has opened for business in Dubai, United Arab Emirates, bringing independent travel management consulting services to corporate clients throughout the Middle East and Africa, in addition to other markets worldwide. Michel Oulevay, a senior travel management professional, will coordinate end-to-end local, regional and global programs for clients as Areka's new Director of Consulting, MEA.

*"Michel's appointment is a great start to the year for our newest clients in the Middle East and Africa," said Pascal Jungfer, CEO of Areka Consulting. "His understanding of the specific issues companies face in the region and worldwide is enormously valuable in empowering companies to get the most from their travel programs, and he fits perfectly into our global team of senior travel management experts. Our strategy is to be geographically close to our clients wherever they are in the world, since a keen knowledge of local markets is essential to providing the most relevant support."*

Created in 2010 by four partners in Paris and Sydney, the fast-growing company is present in seven cities worldwide (adding Brussels, London, New York, Zurich and now Dubai) through a global team of senior travel management consultants, each offering outstanding global experience combined with an intimate knowledge of specific local markets. Michel Oulevay brings an extensive track record in sales, multinational program and supplier management (airlines, travel management companies and global distribution systems), gained from more than 25 years with leading names such as Carlson Wagonlit Travel, Swissair and Travelport. Based in Dubai since 2006, Michel has also worked and lived in France, Germany, Senegal, his native Switzerland, and the United Kingdom. He speaks English, French, German and Italian.

*"I'm delighted to be joining Areka Consulting at a time when there are so many opportunities for companies in the Middle East and Africa to make big savings and do more for their travelers within their budgets. I am looking forward to helping clients in Dubai and beyond to set and achieve higher expectations for their business travel programs."*

Clients in the region can request Areka's customized services across all areas of business travel, including program audits, sourcing (air, hotel, agency and online booking tool providers), travel policy, implementation and reporting.

### **About Areka Consulting**

Areka Consulting is an independent consulting firm providing customized, end-to-end travel management consulting services to organizations worldwide. Created in 2010 by four experienced business travel consultants, the company is present worldwide through a growing team of experts in Brussels, Dubai, London, New York, Paris, Sydney and Zurich. Areka Consulting brings a unique combination of global skills and fully independent advice, drawing on specialists in key areas including travel program strategy, sourcing, travel processes, policy design, data consolidation and performance reporting. [www.areka-consulting.com](http://www.areka-consulting.com).

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