

Dubai Lynx honours Joseph Ghossoub

The organisers of the 1st Dubai International Advertising Festival announced yesterday, 18 March 2008, that Joseph Ghossoub, President and CEO of The Holding Group (THG), will be honoured with the first Dubai Lynx Advertising Person of the Year Award.



Joseph Ghossoub

Dubai Lynx will pay tribute to Joseph Ghossoub for his outstanding contribution in lifting the profile of Dubai on the international stage of creative advertising.

“Joseph Ghossoub has been at the forefront of promoting the Middle East's advertising and media industry around the world. We are therefore delighted to recognise and honour his efforts at the Dubai Lynx awards, which ultimately also aim to help raise the creative bar of the MENA [Middle East & North Africa] region,” said Philip Thomas, Cannes Lions CEO, organisers of the Dubai Lynx event.

Joseph Ghossoub is President and CEO of The Holding Group (THG), parent company of Team/Young & Rubicam, Intermarkets Advertising, ASDA'A public relations, mediaedge:cia and Wunderman. He is also outgoing Chairman and World President of the International Advertising Association. As one of the Middle East communication industry's most prominent spokespersons, he has been involved in managing regional and global agencies for over two decades.

On learning about receiving the award, Joseph Ghossoub said, "I am indeed honoured to be recognised by such a prestigious institution as the Lynx/Cannes Lions International Advertising Festival. This award is much more than a recognition for the important sector of communications in the region and the value added role it plays in society, of which I am proud to be a part of."

The award will be presented to Ghossoub during the 2nd Dubai Lynx Awards Ceremony to be held on the 18 April 2008 in the Sheikh Rashid Hall of the Dubai International Convention and Exhibition Centre, U.A.E.

The new Advertising Person of the Year Award will be presented annually to someone who by their efforts, energy and dedication, has lifted the presence and profile of the region within the international advertising, marketing and communications community. This may be either within their own country or at a regional level.