

TRADE FOR PEACE WEEK

30 November – 4 December 2020

MS. MAISSA ABOU ADAL GHANEM

Board Member and Chief Sustainability Officer, Holdal Group, Lebanon



Ms. Abou Adal Ghanem is in the third generation of the family business HOLDAL Group. She is member of the Board of Directors & Internal Audit Committee. Established in 1947, HOLDAL's expertise stretches today to a wide range of services, including FMCG, Luxury & Leather Goods, Ready To Wear, Pharmaceuticals, Perfumes & Cosmetics, Watches & Accessories, and Logistics & Manufacturing. Ms. Abou Adal Ghanem is also the Chief Sustainability Officer and has been heavily involved in the Group's transformation journey since 2010.

During the first 10 years of her professional life, Maissa worked with several multinational enterprises, including with L'Oreal and Sears in Canada, Kenzo across Europe, Middle East and North Africa and Al Fahim Enterprises (Paris Gallery) in the United Arab Emirates.

Ms. Abou Adal Ghanem is passionate about change management, sustainability, and social impact. She is the co-author of "Recettes de Vie" a social and humanitarian project that has been helping Lebanon since 2006.
