

## **EROL A. ARAF**

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### **OBJECTIVE: STRATEGIC PUBLIC RELATIONS & MARKETING.**

*Designing, developing and implementing strategic PUBLIC RELATIONS & AFFAIRS and MARKET DEVELOPMENT projects for governments, corporations, industrial/business/financial associations and nonprofit organizations.*

### **QUALIFICATIONS**

*Marketing Products, Concepts and Images.*

- *Developing* market development strategies;
- *Identifying* and reaching new markets with targeted marketing & communication programs;
- *Implementing* PR campaigns in support of market development objectives;
- *Finding* international business opportunities and forming multinational joint ventures;
- *Marketing* infrastructure development bonds;
- *Organizing* public affairs & public relations events;
- *Designing* innovative communication programs for government agencies;
- *Reaching* media “opinion makers” with concepts of intrinsic news value;
- *Orchestrating* unique awareness generating events for industrial and governmental clients;
  
- *Producing* ad campaigns;
- *Structuring* virtual trade shows;
- *Creating* unique fundraising programs for non profit agencies;
- *Coordinating* special supplements with leader publications.

## ACHIEVEMENTS

**Conducted** for two months in 2009 a comprehensive real estate survey regarding Panama's potential as a leading "boomer" retiree destination "on location" in Panama City. Eighteen major gated community projects were indentified including the TRUMP OCEAN CLUB & RESORT on Viveros Island. See [www.islaviveros.com](http://www.islaviveros.com).

**Results:** Secured for Grupo Del Sol development financing for luxury villas on Isla Saboga in Panama. See [www.islasaboga.com](http://www.islasaboga.com). Engaged by Mr. Trump's Panamanian partner Roger Khatif and the Viveros Island consortium to introduce real estate investors from the Gulf to provide equity finance in excess of 1/2 billion US Dollars for the Trump Ocean Club & Resort. Viveros will be one of the most exclusive island developments in the world. Retained by Grupo Shahani [ see [www.gruposhahani.com](http://www.gruposhahani.com) ] to promote Hacienda Pacifica as an ideal community for North American boomers.

**Lectured** at CMHC on AFFORDABLE, INTELLIGENT & eco friendly solar/ground heath pump/water purification & recycling and Super E energy efficient Canadian Manufactured Houses for export to Europe.

**Results:** <http://www.actionplan.gc.ca/eng/media.asp?id=2992>. Structured a joint venture with [www.ecocite.ca](http://www.ecocite.ca) to manufacture in Quebec energy efficient panelized houses for export.

**Researched** at the invitation of DAVID AZRIELI for GES Environmental Systems opportunities in Turkey for Desalination Plants. See [www.ges.co.il](http://www.ges.co.il). For a variety of financial and political reasons[sovereign guaranties] the report was negative. However, the study showed that a "No Risk, No Capital Investment" solar powered & container based desalination technology could be marketed on a "plug & pay" basis world wide. Currently such a system is being developed with a US corporation with BOO financing provided by a South Korean group.

**Investigated** at the request of COPESA POWER CORPORATION of Panama thermal solar power technologies for both private and public off takers.

**Results:** Conducted studies in the Herrera Desert in Panama. The "sun power per square inch per day" equivalent of oil parameters are excellent. Panama imports natural gas from Columbia. With private and public off take guarantees, a 25 MgW facility can be financed, built and operated very profitably. Currently seeking "angels" to support verification operations, writing feasibility & business plans, negotiating with Panama Electrical Power Authority and negotiating with international green energy investment organizations including the Inter American Development Bank.

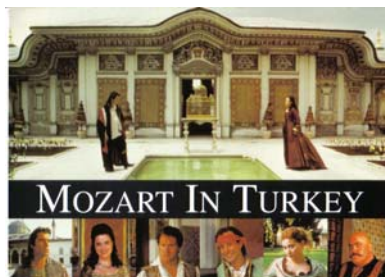
**Structured** a comprehensive public affairs fund raising campaign in support of Mount Sinai Hospital [in tribute to MARJORIE BRONFMAN & MILDRED BRONFMAN LANDE featuring three major receptions and an exclusive presentation by Les Grands Ballets Canadiens of Ohad Naharin's ballet "Minus One" at Theatre Maisonneuve, Place des Arts in Montreal. The Gala and Ballet were sponsored by Mount Sinai Hospital Foundation, La Presse, Canada Council for the Arts, Conseil des arts de Montreal and Conseil des arts et lettres, Quebec. See [www.sinaimontreal](http://www.sinaimontreal).

**Results:** The campaign raised \$ 1.2 million.

**Presented** North American television premiere of Victoria Barrett's documentary film "DESPERATE HOURS" concerning Jewish, Moslem and Christian humanitarian cooperation during the Second World War in Turkey on PBS/Mountain Lake, New York television. The TV Premiere was preceded by a cocktail reception where B'nai Brith Canada presented the Turkish Ambassador, H.E Aydemir Erman with the

“B’nai Brith Interfaith Humanitarian Award”. A press conference and a major print media advertising campaign ensured impressive coverage

**Results:** The documentary has been broadcast in 97 PBS stations in North America in 2004/5. The documentary has been used as a public affairs platform by the Turkish Ministry of Foreign Affairs globally See <http://www.shenandoahfilm.com/dh.htm>



**“MOZART IN TURKEY” WAS A PUBLIC RELATIONS COUP FOR THE GOVERNMENT OF TURKEY**

**Originated** the idea of producing a documentary on Mozart's opera "The Abduction from the Harem." in a letter to Mr. Franco Zeffirelli. His response was "God joins the hands of men who dream the same dreams". The 90 minute film of and about Mozart's opera “Die Entführung aus dem Serail” was filmed on location at the Topkapi Palace in Istanbul. It was directed by Elijah Moshinsky and produced by Mick Csaky. The music was performed by The Scottish Chamber Orchestra and conducted by Sir Charles Mackerras. The film was an Antelope, BBC, and Istanbul Foundation for Culture and Arts coproduction in association with the Turkish Radio and Television. See <http://antelope.co.ukc>.

**Results:** “Mozart in Turkey” was produced, shown in a variety of international film festivals and released to specialized film theatres in Europe. The production won the Golden Rembrandt prize in Holland in 2001.

**Promoted** by means of direct marketing, one-on-one briefings, newspaper articles, industrial trade missions, Canadian Embassy receptions and trade show participation DEMTEC INTERNATIONAL's earthquake resistant single family dwellings. See <http://www.demtec.com/en/>

**Results:** The information and marketing campaign launched in the aftermath of the 1999 Turkish earthquake was successful as one of Turkey's leading industrial conglomerates Bayindir Holding placed an order for 50 units which was delivered in time and within budgetary parameters winter 2000.

**Launched** integrated energy efficiency program [ESCO] designed as a viable alternative to investing in mega power generated projects in the Dominican Republic and in Turkey. The ENERGY EFFICIENCY programs were presented, promoted and marketed in both countries in cooperation with Siemens Industrial Solutions and Siemens Building Technologies. As part of the industrial energy efficiency campaign, cocktail receptions were held, newspaper articles were written, special direct mailing operations were undertaken and one-on-one seminars were held with the energy efficiency departments of major industrial clients in both countries in 2000 - 2002.

**Results:** Survey of Ministry of Finance and Treasury Office Complexes in the Dominican Republic was completed by Siemens Building Technologies, USA and energy savings of 40% were established. Similar audits are underway in Turkey.

**Identified** the emergence of new market/business development opportunities in the newly deregulated Turkish energy market and developed an International Private Power model as an alternative to state sponsored energy generation investments [ BOO & BOT] with Knightsbrook Energy Investors, Canada. The new model was communicated to potential Turkish energy users in key regions of the country through a

series of briefings undertaken in conjunction with the local chambers of commerce and industry and a series of articles in power/energy media.

**Results:** The auto production model of private power generation today is the leading method of energy generation in the deregulated Turkish market. It was the Knightsbrook Energy Investors model that convinced ENRON EUROPE LIMITED to form a joint venture with investor/off takers such as LAFARGE, RENAULT, TURKISH MILITARY PENSION FUND, SABANCI CEMENT GROUP & ISKENDERUN IRON & STEEL WORKS. The AKDENIZ 250 megawatts power plant project reached final feasibility stage after preliminary permits were issued by the Turkish Ministry of Energy and Natural Resources. The operation was terminated because of the Enron crisis in 2001/02



**FROM CONCEPT TO DEVELOPMENT, A COMPLEX MATRIX CONCERNING EUROPE'S LARGEST PRIVATELY FINANCED POWER PROJECT WAS SUCCESSFULLY MANAGED UNTIL ENRON'S DEMISE**

EROL A. ARAF is fourth from left.

**Organized** an international PR campaign in support of a PICASSO auction for Empire Auctions Industries Inc .in Montreal

**Results:** Although the reserved price was not reached, the auction attracted world-wide interest and was extensively covered by the national and international media. It was the first time that a Picasso was auctioned in Montreal fall 95.

**Marketed** for ISRAEL financial instruments geared to infrastructural development projects such as ports, desalination plants and power plants.

[http://www.israelbonds.com/israelbonds/HQ\\_CONTENTS/HQ\\_pages/home.aspx](http://www.israelbonds.com/israelbonds/HQ_CONTENTS/HQ_pages/home.aspx)

**Results:** more than half a billion US dollar bonds were sold in Montreal 1982-1997.

**Designed**, developed and implemented for CJC and the GOVERNMENT OF QUEBEC a Province-wide public relations campaign on the 150<sup>th</sup> Anniversary of the Acquisition of Political Rights by the Jews of Lower Canada in 1832. The campaign culminated in an all-day commemorative session at the Quebec National Assembly..

**Results:** There is one commemorative plaque on the wall of honor in the National Assembly of Quebec. This plaque was placed by the President of the Canadian Jewish Congress, Professor Irwin Cotler, as a tribute to the people of Quebec and Canada. The National Assembly unanimously passed a resolution to authorize the placing of the plaque and commemorating this historic event in 82.

**Led** Canadian business leaders' delegation to Spain under the auspices of Canada-Israel Securities Limited and met with His Majesty the King JUAN CARLOS II at the Zarzuela Palace in Madrid fall 92.



EROL A. ARAF GREETED BY JUAN CARLOS II: THE KING OF SPAIN

**OTHER ACTIVITIES:**



\* Managing Starlight fund raising drive featuring Spielberg's "ET" 25th Anniversary release for CIBC WOOD GUNDY 05;

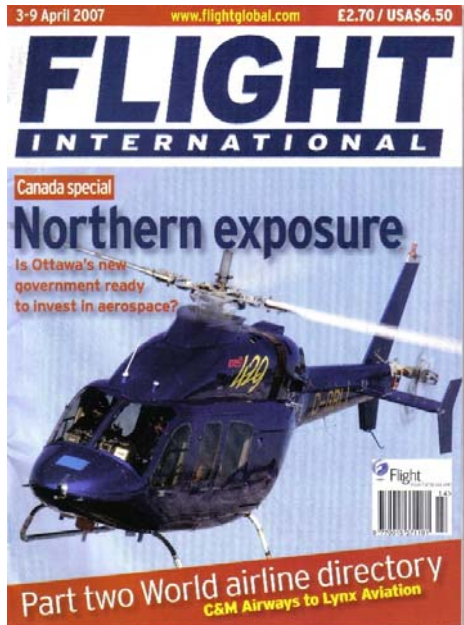
\* Organizing Nostra Ateate Anniversary activities with Canadian Ecumenical Center and the POPE JOHN XXIII Institute in Bologna, Italy in 06;

\* Producing FLIGHT INTERNATIONAL Special Canada Aerospace Supplement 3-9 April 07;

\* Coordinating a "MOZART IN EUROPE" tour from Salzburg to Paris together with the Mozarteum in Salzburg, Austria 11;

\* Fundraising for a movie entitled Anzac [the Gallipoli Campaign] with FAKE Studios, Montreal and Turkish film production group 11;

\* Developing a proposal for a virtual trade show with UNISFAIR and Canadian Aerospace Association 11.



**Senior Partner** 2002-present

E&A STRATEGIC PLANNING CONSULTANTS

A public relations & affairs consulting group serving governments, embassies, industrial agencies and fundraising institutions.

**Vice President Sales Turkey and Southeastern Europe** 1998 - present

DEMTEC INTERNATIONAL

A leading prefabricated structures manufacturer in Quebec with \$ 50 Million USD sales volume and 35 employees exporting internationally.

**National Public Relations Director & CEO** 1982-1998

CANADA ISRAEL SECURITIES LTD

A \$ 40 Million USD per annum security marketing company in Quebec [\$ 100 Million USD nationally] with 20 employees in Montreal and 46 nationally, CIS LTD specializes in marketing a wide range of financial instruments.

**National Director of Communications and Public Relations** 1980-1982

CANADIAN JEWISH CONGRESS

The national voice of Canadian Jewry.

Responsible for designing, developing and implementing national communication campaigns to promote organization's agenda.

**Assistant Market Development and International Public Relations Director** 1978-1980

(International Media)

ISRAEL AIRCRAFT INDUSTRIES

An integrated "one stop" aviation and defense products and services corporation with sales in excess of 1 Billion USD and 2300 employees, IAI is a recognized global leader in specialty and cost effective military and commercial aviation solutions for developing nations.

**Information and Public Relations Director** 1976-1978

EMBASSY OF ISRAEL, ANKARA TURKEY

The position entailed the organization of wide ranging political, economic, social, scientific, as well as cultural exchanges between the two countries, including translation of the works of Israeli authors, media missions, scientific and agricultural exchanges, VIP political visits, cultural events and lobbying in Ankara.

## **EDUCATION**

**M.A** UNIVERSITY OF LANCASTER, Lancaster, U.K 1974

**B.A** UNIVERSITY OF HATFIELD, Hertfordshire, U.K 1973

## **LANGUAGES**

English, French, Turkish, Spanish, and Hebrew

## **INTERESTS**

Making documentaries and films, writing on international security issues, fund raising for the Conservative Party of Canada, lecturing on desalination, thermal solar power and new construction technologies.