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## Alan W. Altmann starts joint venture with SILEXA and KLP

Middle East office under the umbrella of KLP Group Emirates, form joint venture partner of SILEXA Enterprise LLC.

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**United Arab Emirates:** Wednesday, August 01 - 2007

Corporate seminars and trainings are considered as one of the most important elements of business education.

Although Dubai and Abu Dhabi are aiming to become leading hubs for the MICE (Meetings, Incentives, Conventions & Events) industry, the lack of professional speakers and trainers in the region is well-known.

Various initiatives try to reduce this gap - also motivated by the visions of HH Sheikh Mohammed and his personal engagement for a better and more sophisticated education in all sectors of society.

In May 2007, Alan W. Altmann did get in touch with the excitement and positive mood in Dubai and the high enthusiasm in UAE through a personal visitation and participation in the Global Speakers Summit.

The idea was born to establish an Empowerment Leadership presence in this thrilling and fast growing area. Being also invited to become a Founding Member of the 'Middle East Professional Speaker Association'.

'We are proud and happy to arrange motivational trainings and sessions with Alan W. Altmann for the UAE business community. Finally, according to Ecademy London, Altmann is one of the Top 100 best connected persons in the United States.'

Martin Kraeter, GM of SILEXA and Principal at KLP Group Emirates is investing in Dubai with a full commitment to the business community in the UAE. Together with International Empowerment Leadership Speaker & Author Alan W. Altmann, SILEXA and KLP are contributing 50% of all booking and speaking fees for Alan W. Altmann in the introduction period till 30th of September, 2007.

'Co-financing the engagement of one of the world's most prominent professional speakers and trainers shall actively support the development of UAE's business community,' explains Kirsten Kraeter, GM of KLP Group Emirates and personal agent of Alan W. Altmann.

Alan selected Dubai being his second home after Windsor (Wisconsin, USA) - 'It is my schedule starting with 5th of September, where we inaugurate the Middle East Professional Speaker Association, to be personally in Dubai every month for at least 1.5 weeks. This gives all the Dubai corporate leaders and managers, company heads and public departments a chance to interact and work with us as we develop some great leadership training opportunities specifically for Dubai.'

Alan W. Altmann in a personal statement about the motivation of his big movement, 'Directly after my return from Dubai in June of 2007, I aligned my entire team of 8 staff to focus specifically on Dubai and the Middle East!'

Alan's 'Sell More' and 'Personal Empowerment' leadership programs are being offered at present exclusively via SILEXA and KLP to a selection of hotel chains and their executive teams with the aim to optimize teamwork and sales orientation due to the increase in competition and need for

aim to optimize teamwork and sales orientation due to the increase in competition and need for diversification in this important market segment. Parallel, a limited time offer was addressed to all governmental agencies in Dubai.

**Related Information:**

Further information about program details are available on the websites of SILEXA ([www.silexa.com](http://www.silexa.com)) and KLP ([www.en.klp.info](http://www.en.klp.info)).

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