

## Press & Media Release

### **New Initiative for “Sell More” & “Personal Empowerment” Leadership Programs in UAE Business Sectors**

**Alan W. Altmann, Personal Empowerment and Leadership Trainer from USA starts a joint venture with SILEXA and KLP**

---

*(Dubai, 31<sup>st</sup> of July, 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 over several weeks.

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”, Alan opened his own Middle East office under the umbrella of KLP Group Emirates, a joint venture partner of SILEXA Enterprise LLC.

**SILEXA** Enterprise (L.L.C)

P.O. Box 122563  
Karama, DUBAI  
United Arab Emirates

Phone: +971-4 3555849  
Fax: +971-4 3551528  
E-Mail: [office@silexa.com](mailto:office@silexa.com)

**Your contact person  
for further questions:**

Martin Kraeter cmc, General Manager  
Mobile: +971-50 7240964  
E-Mail: [martin@silexa.com](mailto:martin@silexa.com)

*In case of publication  
kindly send us a  
specimen copy.*

*Thank you very much  
in advance.*



page 2 of our press & media release

“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 30<sup>th</sup> 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 5<sup>th</sup> 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.” adds 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 diversification in this important market segment. Parallel, a limited time offer was addressed to all governmental agencies in Dubai.

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)).



Alan W. Altmann  
Professional Speaker  
& Trainer from  
Wisconsin / USA



Alan in Dubai with Ali Alsaloom,  
Founder of Embrace Arabia



Alan & Ali Alsaloom

### Download Links for High Resolution Picture Material

The pictures shown above are free for publication, high resolution files are available for download via the following links:

<http://www.klp.info/files/pics/SIL-AI-Headshot-HiRes.jpg>

<http://www.klp.info/files/pics/SIL-AI-withAskAli01-HiRes.jpg>

<http://www.klp.info/files/pics/SIL-AI-withAskAli02-HiRes.jpg>

SILEXA Enterprise (L.L.C)  
P.O. Box 122563 – Dubai – U.A.E.  
Tel: +971-4 3359825  
Fax: +971-4 3517989  
e-mail: [office@silexa.com](mailto:office@silexa.com)  
[www.silexa.com](http://www.silexa.com)

### Others about Alan W. Altmann (Testimonials)

Reg Atwal, a longtime business leader in Dubai said: "I had the pleasure of hearing Alan W. Altmann deliver a presentation of real significance at the Global Speakers Summit in Dubai, UAE. Only a few international speakers can deliver with complete passion and style, backed with substance. Alan achieved this all. I rated him 10 out of 10! I immediately booked him to return to Dubai for a keynote at our September event!"

***Reg Athwal, Chairman, RAW Group  
Chairman of Professional Speakers Association Middle East***

---

"I really loved your presentation and found that its message was very powerful and having listened to how you have coped with your adversity throughout your life. I think you are quite a remarkable person. Over the years, I have worked with many people who have had to face adversity and challenges and I really proud to have heard your story and feel your focus, your energy and your passion."

***Carole Spiers, BBC correspondent, psychologist, Dubai business writer, President of United Kingdom Speakers Association, London (UK)***

---