

Mumbai  
12<sup>th</sup> May 2014

**Pradeep Guha, Chairman, AFAA, honored with the  
2014 Samir Fares Award  
at IAA World Congress in Beijing**

Pradeep Guha was honored with the 2014 IAA Simon Feres Award at the 43rd IAA Beijing World Congress for outstanding contribution to the Industry.



**Samir Fares Award**

Samir Fares was highly regarded and admired by his fellow members in the association. When Mustapha Assad was Worldwide President of the IAA, he proposed establishing the “Samir Fares Award” in recognition for Fares’ efforts in making the association “shine” as it did in the field of communications and on the international world scene.

The IAA Lebanon and United Arab Emirates chapters present the Samir Fares award to professionals in the communication field in recognition of their career achievements in the IAA and outstanding service in furthering the objectives of the Association.

Mustapha Assad proposed a trophy representing the letters S and F in the shape of a cedar. The World Executive committee accepted the principle, and the first award was granted to one of the most distinguished French advertising professionals, M. Claude Chauvet, in 1990.

**About Samir Fares**

Samir Fares was one of the most active advertising leaders in the Lebanese market, as well as the Gulf markets.

Born in 1934, Samir Fares started his advertising career with his uncle Fouad Pharaon at Pharaon advertising in 1965. Shortly after, Fares joined Kamel Mroue at Al Hayat for a couple of years as advertising director, but when Pharaon died in 1969, he took over the management of the agency and traveled to Tokyo to bring new accounts to the agency. In 1970, he co-founded the new agency

– Intermarkets - and became one of its managers. He left the agency as soon as the war started in Lebanon, and moved to Bahrain where he established his own agency, Amacom.

Fares' main struggle was to improve the standards of the advertising industry in Lebanon, which eventually led to his being elected president of the Lebanon chapter in 1973, and later member of the board of directors of the IAA. Through his personal PR initiatives, he became one of the leaders of the IAA's World Committee and finally succeeded in being elected Senior Vice President–IAA World President Elect in 1988 during the World Congress in Sydney - the first Arab to hold this position. Unfortunately, Samir Fares was not able to serve his mandate as his life, and great communication and advertising career, were cut short by a sudden heart attack in August 1988.