



Aline Ashkarian

Country General Manager of Patchi UAE

Aline Ashkarian is the Country General Manager of Patchi UAE. With over 20 years of experience in marketing and business development in different industries between Lebanon and UAE, Aline has a proven record of improving the performance of businesses. Furthermore, Aline has been recognized for achieving numerous positive impacts on business efficiency and productivity.

At Patchi, Aline leads a team of over 600 employees, and oversees Patchi's UAE operations in different divisions including Retail, Travel Retail, Corporate and Patchi's chocolate factory, based in Dubai Industrial Park. Aline's responsibilities also include overseeing the building of the new Patchi factory, which will be the organisation's largest manufacturing plant, making it a highly anticipated expansion and unique destination for chocolate advocates. Aline oversaw the accreditation of Halal certification for Patchi UAE from ESMA, making it the first chocolatier in Dubai Industrial Park to comply and align the brand with the vision of HH Sheikh Mohamed bin Rashid to make Dubai the Capital of Islamic Economy.

In October 2015, Aline was named General Manager of the manufacturing arm of Patchi, Industrial Development Company (IDC) based in Dubai Industrial Park. Then in July 2017, Aline was appointed Country General Manager of Patchi UAE, and the first female to ever be given this post in Patchi. Aline holds a BS in Business Management and is currently pursuing her executive MBA from Hult Business School in Dubai, UAE.





Main objectives of the session :

- Find out the New Trends and how best to adapt to local market and culture
- Adapting to world Trends
- Disruptive Innovation and Collaboration