

## **Biography**

### **Sara Ahmed Buhiji**

#### **CEO of BTEA**

Sara Ahmed Buhiji is the Chief Executive Officer of the Bahrain Tourism and Exhibitions Authority (BTEA), where she plays a pivotal role in shaping and implementing comprehensive tourism strategies that drive the Kingdom's vision forward. Working closely with the Government Executive Committee, chaired by His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince and Prime Minister of the Kingdom of Bahrain, as well as the Prime Minister's office, Sara is instrumental in elevating Bahrain's tourism sector and supporting national growth initiatives.

Under her leadership, BTEA oversees the development of tourism infrastructure and fosters partnerships with local and international stakeholders to enhance Bahrain's tourism offerings and experiences. Sara also leads in the development and execution of marketing campaigns to position Bahrain as a top travel destination, enhancing Bahrain's reputation in the worldwide tourism industry.

As Chairman of Exhibition World Bahrain (EWB), winner of the World's Leading New Exhibition and Convention Centre 2023 and the Middle East's Leading Large-Scale Wedding Venue 2024, Buhiji plays a crucial role in shaping the future of business tourism and the MICE industry in the Kingdom through defining and steering the strategic vision for EWB, ensuring it aligns with Bahrain's broader goals for tourism and economic development.

Sara oversees the effective management of EWB's day-to-day operations, ensuring that the venue meets international standards, integrates innovative approaches, and attracts high-profile events to make it a leading venue regionally and globally.

With a distinguished career in communications, Sara has orchestrated a wide range of high-profile events and programs, including the Government Forum, the Government Innovation Competition (Fikra), Gateway Gulf, and the Prime Minister's Fellowship Program.

Sara has broad experience across government and the private sector. She served as the Assistant Undersecretary for Media and Communication in the Prime Minister's Office in 2021, General Coordinator for Media and Communication in 2020, and Director of the Communications Department in the Office of the First Deputy Prime Minister from 2017 to 2023. Prior to this, Sara was the Acting Director of Corporate Communications at the Global Banking Corporation.

Her board memberships, which include those of Al Dana Amphitheatre and the Supreme Council for Youth and Sports, further demonstrate Sara's commitment to public service. She has also recently joined the Board of Directors for Gulf Air Group Holding.

Buhiji's memberships on these boards, combined with her roles as CEO of BTEA and Chairman of EWB, enable her to effectively align diverse entities in tourism, entertainment, and sports with the ultimate goal of supporting Bahrain's Tourism Strategy (2022-2026). Her leadership ensures that their initiatives and visions support sustainable tourism and development, thus accelerating the tourism boom in the Kingdom.

Sara holds a bachelor's degree in business administration from the Lebanese American University in Beirut, Lebanon. Sha has won several prestigious awards, such as the National Action Pioneers Medal from His Majesty the King of Bahrain and the Prince Salman bin Hamad Medal for Medial Merit, in recognition of her outstanding achievements.