

## **Karim Maachi, Cardel Global International Candidate**

### **Bio:**

Karim Maachi is the founder and CEO of the CARDEL GROUP.

Karim Maachi began his professional life pursuing a legal career. Through a chance meeting and a job that introduced him to corporate travel, Cardel and the transportation industry became more than just a curiosity for him

Under his leadership, Cardel became one of the major European transportation company based in Paris & Geneva, transporting 250,000 passengers per year thanks to its network of affiliates in 110 countries.

Always at the forefront of innovation, Cardel is one of the few European companies that offers a range of ultra-luxury vehicles that his VIP clients use for the unparalleled comfort, technology advancements and privacy. Surpassing expectations of its corporate clients, Cardel is also committed to having 100% of its fleet as electric or hybrid before the end of 2022.



Recognized in France as an active business mentor in the transportation industry, a successful investor in promising start-ups and influential businessman in the business travel industry, he was the recipient of two awards for Global Operator of the Year in 2012 and 2019.

In 2020 he became the founder and vice-president of the European Passenger Transportation Association (EPTA).

### **Reasons for Wanting to Serve on the NLA Board:**

I've been a member since 2004 and on the first European CEO to attend the NLA show back in 2002.

After almost two decades and with a precise knowledge of the US and European market, I was able to obtain the trust of a large majority of the US operators and today Cardel Group is the preferred French affiliate of more than 70 % of the US operators.

It will be an honor to serve the NLA and help the association to understand how the European/International standards and certifications works in this changing industry, provides them with key informations and be the voice of the NLA to the European/International operators.

I will be 100 % dedicated to my role, attending all the NLA meetings as I am passionate by this industry and I living in the US with my family since 2008.