



PRESS RELEASE

Paris, August 31, 2026.

ARNAUD CHOURAKI JOINS THE WMH PROJECT GROUP AS VICE PRESIDENT, INTERNATIONAL DEVELOPMENT



WMH Project announces the appointment of Arnaud CHOURAKI as Vice President, International Development. He will assume his role on September 1, 2026. This appointment is part of the Group's strategy to accelerate its international expansion and supports its ambition to establish itself as a leading Global Experience Agency, both in France and internationally.

With extensive experience in leading international organizations, developing major client accounts and designing complex event solutions, Arnaud CHOURAKI joins WMH Project following his roles as Co-Managing Director and subsequently Managing Director of MCI Group France, the French subsidiary of the global leader in engagement and congresses, employing 2,500 talents across more than 60 offices in 31 countries, a position he held until June 2026.

A respected figure in the industry, notably through his role as Vice President of LÉVÉNEMENT and as an industry spokesperson on BFM Business during the Covid crisis, he will bring to the Group his expertise in international environments, major tenders and highly strategic projects, both in France and abroad.

"Arnaud CHOURAKI's arrival marks an important milestone in WMH Project's development. His experience, his in-depth knowledge of major accounts, and his ability to bring together teams and expertise on an international scale will enable us to accelerate our growth trajectory and take our ambitions beyond France to the next level." _ Marc FISCHER, Co-Chairman of WMH Project Group.



A ROLE AT THE HEART OF THE GROUP'S INTERNATIONAL ACCELERATION

As Vice President, International Development, Arnaud CHOURAKI will be responsible for leading and accelerating WMH Project's international development.

His key responsibilities will include:

- defining and implementing the Group's international development strategy;
- supporting the growth and performance of WMH Project's international offices and subsidiaries, particularly in Brussels, Milan, Dubai and Los Angeles;
- strengthening synergies across the Group's various locations, areas of expertise and teams;
- coordinating major international tenders, projects and client accounts, in close collaboration with the teams and managers responsible for their operational delivery;
- structuring the Group's response to major upcoming global opportunities, particularly those surrounding Los Angeles 2028;
- developing new alliances, opening up new markets and strengthening relationships with major international accounts.

Arnaud CHOURAKI will work closely with the Group's leaders, managers, sales teams and account managers involved in international initiatives. He will also join the relevant leadership bodies dedicated to these matters, with the aim of fostering coordination, cross-functional collaboration and the mobilization of the Group's expertise.

"I am delighted to be joining WMH Project at such a pivotal moment in its development. The Group has considerable strengths: a broad diversity of expertise, highly regarded teams, and the ability to design and deliver ambitious experiences across a wide range of markets. My ambition will be to help leverage these strengths on an international scale, creating greater synergies, consistency and impact." _ Arnaud CHOURAKI, Vice President, International Development, WMH Project.

A NEW MILESTONE IN WMH PROJECT'S GROWTH TRAJECTORY

This appointment comes at a time of strong acceleration for WMH Project, notably marked by the recent strengthening of its presence in Brussels through Second Floor & Sunset Events, as well as by its clear international ambitions.

By welcoming Arnaud CHOURAKI, WMH Project is strengthening its human, strategic and operational capabilities to take the next step in its development. His appointment also reflects the Group's ambition to consolidate its position in international markets and increase the visibility of its offering among major accounts and global players.

Through this appointment, WMH Project reaffirms its commitment to an increasingly integrated organization, capable of leveraging its expertise and talent on an international scale to address the major transformation challenges facing brands, businesses and institutions.



About WMH Project:

WMH Project is a leading “Global Experience Agency” delivering bold, measurable and responsible experience platforms across more than 100 countries, designed to bring brands to life and help them grow, engage audiences, inspire consumer action, and create a positive and lasting impact.

With 2025 revenues of €225 million, the agency has more than 500 employees across France and internationally, with offices in Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai and Los Angeles. WMH Project offers five areas of expertise: Event, Travel, Design, Content and Influence.

In 2025, WMH Project was named Responsible Communications Agency of the Year and International Event Communications Agency of the Year.

Lean more: <https://www.wmhproject.com>



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