

## Sea Pearl appoints Hedi Ben Aissa as new General Manager

- A Monitor Report

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Cox's Bazar : Sea Pearl Beach Resort and Spa, one of the popular star resort located at Inani in Cox's Bazar, announces Hedi Ben Aissa's appointment as its new General Manager.

With a proven track record of 33 years in the hospitality and tourism industry, Hedi Ben Aissa has worked with renowned organisations such as Meeting Point Hotels EG under the FTI Group Germany, Labranda Hotels and Resorts, Calimera Hotels and Resorts, and Atlantis Hotel and Resort in Turkey.

Speaking on the occasion, Safiqul Islam, CEO, Sea Pearl Hospitality Group, said, "We are thrilled to welcome Hedi Ben Aissa to the Sea Pearl Beach Resort and Spa team."

"His extensive experience and strategic thinking will be invaluable as

we continue to innovate, grow, and excel. We are confident that under the leadership of Aissa, Sea Pearl Beach Resort and Spa will achieve even greater success."

Aissa began his career with the French group Club Med worldwide. Hedi Ben Aissa joins Sea Pearl Beach Resort and Spa from Meeting Point Hotels EG, where he held the position of CEO.

In his new role, Hedi Ben Aissa will oversee operations, drive growth and develop new strategies.