

## Press release

Paris, January 7, 2026

### The French Agency for AIUla Development (AFALULA) announces the strengthening of its Executive Committee

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The French Agency for AIUla Development (AFALULA) extends its best wishes to all its partners and stakeholders and reaffirms its commitment to the cultural, heritage, and sustainable territorial development of AIUla.

In this context, the Agency is pleased to announce the following changes to its Executive Committee, with several key appointments:

**Claudine Ripert-Landler, Chief of Communications.** She will bring high-level expertise in international communications, public affairs, and cultural diplomacy, acquired within leading public and cultural institutions.

**Simon Garcia, Chief of Cultural Development.** With a distinguished career in cultural policy and the international outreach of major French artistic institutions, he will be responsible for leading the Agency's cultural strategy.

**Said Rahmani, Chief Representative Officer.** He will leverage his experience at the crossroads of the public sector, industry, and diplomacy to strengthen AFALULA's operational presence on the ground and coordination with local partners.

Through these appointments, AFALULA reaffirms its determination to rely on strong expertise to support, alongside its Saudi partners, the ambitious and sustainable transformation of AIUla in line with Vision 2030.