



# DR. ASMA BIN SAID

INTERNATIONAL BUSINESSWOMAN | DIPLOMAT | HUMANITARIAN ACTIVIST



## ABOUT ME

Dr. Asma Bin Said is a prominent Tunisian businesswoman with extensive experience in real estate and investment. She is the Founder and CEO of "Asmaa Group" based in Dubai – United Arab Emirates. She has successfully led multiple projects and investments across various business sectors, development, and international relations.

She serves as Head of International Relations and Diplomacy at the Arab European Center for Human Rights and International Law, and represents the Center as its Permanent Representative to the United Nations in Geneva, New York, and Brussels.

She has been accredited as an observer in the UN Commission on Crime Prevention and Criminal Justice and the UN Commission on Narcotic Drugs in Vienna. She also represents the Arab European Center with the European Union Agency for Fundamental Rights and holds observer status at the 16th United Nations Conference on Trade and Development.

She has extensive experience in building international partnerships, strengthening diplomatic cooperation, and leading humanitarian and development initiatives across the Middle East, Europe, and the Gulf region.



## EXPERIENCE & POSITIONS

- ◆ Member of the General Secretariat and Head of the International Relations and Diplomacy Office at the Arab European Center for Human Rights and International Law.
- ◆ Permanent Representative of the Arab European Center to the United Nations.
- ◆ Ambassador for Peace and Public Relations Advisor.
- ◆ Leading a diversified group of companies across the Middle East and the Gulf region.
- ◆ Developing growth strategies and regional expansion plans.
- ◆ Managing relationships with international organizations and leading diplomatic initiatives.



## HUMANITARIAN & COMMUNITY WORK



Launched and supported humanitarian and development initiatives in several Arab and European countries.



Contributing to the support of children and underprivileged families.



Participating in initiatives in response to the COVID-19 pandemic and supporting affected communities.



Founder of initiatives: "Ambassadors of Happiness", "Together for Our Country", "Giving", "Hope & Life", and "Volunteer Stars".



Supporting and empowering people with disabilities and organizing social and development programs.



## ACHIEVEMENTS

- ★ Built an extensive international network in the fields of human rights and diplomacy.
- ★ Established a strong and influential presence in humanitarian work and community development.



## AWARDS & RECOGNITIONS



Global Peace Shield  
World Peace Conference  
Sharjah  
2019



Al-Kawn Business  
Magazine Medal  
London  
2021



Medal of Tolerance  
World Council for  
Tolerance and Peace  
2021



Community Leaders  
Award  
for the Year 2023  
2023



International Award  
for Lawyers and Legal  
Consultants  
UAE  
2022



The Golden Medal  
Norwegian Council  
for Tolerance and Peace  
2025



Arab-European Center of Human Rights and International Law  
المركز العربي الأوربي لحقوق الإنسان والقانون الدولي

ECOSOC Special Consultative Status  
يتمتع بمركز استشاري لدى المجلس الاقتصادي والاجتماعي للأمم المتحدة

No: 445/766/213/G8098

Date : 04/01/2026

Oslo



**Assignment letter**

Issued by

**The Arab European Center of Human Rights and International Law (Norway)**

Based on the requirements of the humanitarian interest in the Action Plan of  
In alignment with the objectives outlined in the Humanitarian Action Plan of  
the Arab-European Center of Human Rights and International Law,  
Registered in Norway under No. 989862057,  
And officially listed with the European Union Agency for Fundamental Rights,  
The General Secretariat, during its session held in Oslo on 04/01/2026,  
under the chairmanship of Mr. Aihan Jaf, Secretary General, has resolved the following:

We hereby appoint:

**ASMA SAIDI**

**Head of International Relations and Diplomacy**

**Permanent Representative of the Center to the United Nations**

As an official representative of the Arab-European Center of Human Rights and International Law,  
in a voluntary capacity.

Accordingly, we respectfully call upon all relevant official entities,  
governmental and non-governmental organizations,  
and international bodies to extend their cooperation and  
support in facilitating His Excellency's assigned duties, in service

of international humanitarian efforts and in accordance with the responsibilities entrusted to him.

We express our sincere appreciation for your collaboration and support of our shared humanitarian values.

Oslo, Norway

445/766/213/G8098

With highest regards,

Secretary General

Aihan Jaf



+47 96705331

info.@aechril.no

www.aechril.org

Norway