



## COUNCIL INSIGHTS

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Meet the Council

# Princess Reema Bint Bandar Al Saud

**Princess Reema Bint Bandar Al Saud discovered TED the old fashioned way — a friend sent her a link to an online talk.** She was quickly hooked and attended her first event in India, which she describes as “an impressive event, full of thoughts and ideas and people doing amazing things.”

Princess Reema has done many amazing things herself. Her professional background has focused on business growth, community health, and women’s development issues. She was the CEO of Alfa International, with a focus on luxury retail, and last August, the Saudi Council of Ministers appointed her as Vice President of Women’s Affairs at the General Sports Authority, a government body focused on the development of the Saudi sports and physical fitness space.

Her voice has been described as one of the most visionary for a more conjoined world. That’s reflective of her feelings about TEDx.

“TEDx makes the content and the world of TED accessible and tangible to an audience that otherwise might not be able to have immersive experience of attending the main events,” she said. “It offers the ability to localize knowledge but with the added value of the backbone of the central organization.”

Reema says the TEDx community “is alive and thriving” in Saudi Arabia and she’s excited to combine her knowledge and passion on the TEDx Council.

“[TEDx] is a wonderful platform that both teaches the organizer on event management and exposes the local audience to the lens of thought leadership and ideas that might otherwise not shine in a traditional conference setting. As with any event, there is room to grow, evolve and develop and I look forward to see what the next generation of TEDx events look and feel like here.”