

The passing of Antoine Choueiri, the 'great communicator'

He receives an imposing funeral at Saint George's Cathedral before being buried in Bsherri

The "great communicator" is no longer among us. Antoine Choueiri, advertising representative of seventeen TV channels, eleven publications, seven Arab and European radio stations, has left us. He was taken by the disease against which he struggled for several years. A giant of the media, he was a philanthropist close to the disadvantaged, whom he helped without ever "letting his left hand know what his right hand had done", that is, his donations were made in the utmost discretion.



A view of the mourners at the funeral



In the first row of those present, Melhem Karam, president of the Journalists' Association



Mgr. Matar during the funeral service

The magnate of the advertising sector succumbed to cancer. He was 69 years old.

Antoine Choueiri was chairman of the board of directors of the first advertising company in the Middle East and of the biggest network of advertising billboards in the countries of the Gulf Cooperation Council (GCC). The Choueiri Group supported clients in eleven different markets covering the Middle East, North Africa, Europe and Japan.

In 1970, he founded the first advertising company in Lebanon, the Régie Générale de la Presse, and during the war extended his activities to Europe and then to the Gulf, his base being in Beirut. He thus acquired in a few years the position of indisputable leader of the Lebanese advertising market.

He then expanded the scope of his activities to the sector of satellite TV, and this led him to

found other companies in the 1990s: Media Sat, Middle East Media Services, Arabia Media Services before becoming associated with the MBC group, leader of the satellite television sector in the MENA region.

During this period, the Choueiri Group obtained representation of many platforms in Dubai, Kuwait, Egypt, Oman and Morocco. His group is considered today one of the most important advertising companies in the Middle East.

A fervent patriot and a man of heart

The fact of being a businessman having fully succeeded in all the fields to which he devoted all his energy did not prevent Antoine Choueiri from being a fervent patriot, a man of heart and especially a sports enthusiast.

Elected president of the Lebanese basketball club La Sagesse (Hekmeh) in 1992, he took his team from one victory

to another. During his watch, La Sagesse brought enthusiasm to its peak and won nineteen championships in ten years, notably the Asia Cup championships and the Arab Basketball Cup.

Born in 1939, at the beginning of the Second World War, Antoine Choueiri was married to Rose Salamé and the father of two children: Lena and Pierre.

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His funeral took place at St. George's Maronite Cathedral, Beirut, in the presence of a large number of personalities, parents, friends and colleagues in mourning for him.

His Eminence Cardinal Sfeir was represented at the funeral service by Mgr. Roland Abou Jaoudé patriarchal vicar. After the Gospel reading, the patriarchal message was read out, serving as a funeral oration, which paid a vibrant tribute to the decease, recalling his full and active life and his charitable action in aid of needy families, in addition to his achievements on the professional and national level.

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Dynamic and enterprising

Antoine Choueiri was the

example of a dynamic, intelligent and hard-working man who succeeded in every sense.

He had as much merit as the field in which he put all his energy without weakening during many years and which is that of advertising in which he transcended himself and expanded the scope of his indefatigable action.

He leaves everywhere in the world as well as in Lebanon the reputation of an upright man. Wherever he went, he inspired confidence among all those with whom he worked, who testify of his frankness, his open-mindedness and his cooperation.

His success proves once again that diligent work and the audacity to undertake new projects despite all obstacles are the key to success.

Bsherri, his native town, rightly gave his remains a moving welcome, one commensurate with his qualities of heart and the ambitions he succeeded in fulfilling. May his soul rest in peace.

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To his bereaved family and to his relatives by marriage, Monday Morning presents its heartfelt condolences and sympathy. ■



A file picture of the late "president" of the La Sagesse Club celebrating a win during a basketball game. During his presidency of the team "Hekmeh", he led Lebanese basketball to a pioneering level