



AK Tareen

AK Tareen is the Founder Chairman of [AKT Strategic Consulting LLP](#), which is in the business of advising, assisting and representing foreign governments, businesses and brands in India, Australia & the Middle East. He represented the Australian federal and state governments in India and South Asia for nearly 2 decades before seeking retirement as The Senior Trade Commissioner.

As their inaugural representative, Mr.Tareen established the Australian Trade Commission's and the South Australian Government's brand new operations in South India & India respectively. Prior to this, as Shell's first Area Sales Manager, he established brand new operations in eastern India and developed the market for its industrial products.

Mr.Tareen is considered one of the most credible trade & investment experts on India and comes with an experience of 3 decades in facilitating international trade & investment, building brands & business strategies, setting up new operations for global corporations and promoting bilateral ties between Governments. Mr Tareen has helped hundreds of businesses win trade and

investment deals.

Mr. Tareen, now advises several international businesses and governments such as The Sultanate of Oman & the Government of Bosnia & Herzegovina. He is also the Brand Ambassador in India & Middle East for The Australian Rare Pink Diamonds and The Australian National Drag Racing Association.

Apart from his unique blend of technical, marketing and diplomatic skills, his knowledge, expertise, networks and profile across countries and industry sectors is well established. He works very closely with senior decision makers in India & across the world, through his network of associates, and serves on the boards and committees of several industries & social organizations. He is a regular speaker at International business events and is commonly featured on business and social media.

Tareen is an active member of several charitable organizations working to champion the cause of the less privileged such as The Rotary Club of Madras, Round Table India, 41ers Club, etc. Tareen is also a strong supporter of climate change initiatives and was Exnora's Brand Ambassador in 2010.

Mr. Tareen is decorated with prestigious awards such as the Indo Australian Award for Meritorious Service, Citizen of the Year, Export Excellence Award, TED Ambassador, Seva Ratna Award, Asian Arab Excellence Award 2019 etc.

He holds a distinction in mechanical engineering and has completed several management programs from Kellogg's, Stanford, RMIT, ISB and others.

Music, cars and technology are amongst his passions.