



Rui ALVIM de FARIA

Owner and founder of AdF PR International & AdF-CA

<http://adfpr.com/adf/> / www.adfpr.com & www.adf-ca.com

Angolan & Portuguese

Rui ALVIM de FARIA is the owner and founder of AdF PR International a company specialized in public relations and creating a model of business around international luxury brands & AdF-CA Creativity Agency, products and services are lined up with the market of new technologies.

Born and raised in Angola, with strong family values, he soon departed to Europe where he studied in various highly respected Universities like the University Catholique de Louvain-La-Neuve in Belgium. He worked over 10 years since 1990 to 2002 at the Europe Commission in several important posts mainly around the Energy sector. In 2003 he moved to London representing the Portuguese Government as Social Affairs attaché at the Portuguese Consulate for 4 years.

Rui ALVIM de FARIA, has built his skills in Master in international politics, and a Bachelor of Business Administration in Brussels, later on his life he started realizing the natural ability to be a public relations and his comfortable "Savoir-Faire" due to his previous experience dealing with not just public in general but with high senior profile and public figures on the world of politics, sports and other media celebrities.

Back in 2007 he founded the company AdF PR International which represents his family name but also represents his motto in life for the years to come and that guided him to where he is at the moment.

Successful projects from the early beginning like the Manchester United FC Partnership with Hublot up to most recent projects with the Mandela House in 2015 creating a unique watch piece the Hublot classic Fusion Gold Mandela – Lady & Men – Special edition 1 of 95, made AdF a very successful and recognizable PR company which as links with other successful brands and big sports celebrities.

AdF not only represents and deals with other businesses public relations but it's now a brand of successful Portuguese Wines AdF Wines- www.AdFwines.com and also behind a startup company called Creative Agency under the same umbrella of AdF-CA in 2015.

Education & Credentials

- Master in International Politics (Université Libre de Bruxelles – Centre d'Etudes des Relations Internationales et Stratégiques-CERIS), «With the highest Distinction », 2000
- Bachelor of Business Administration (European University Brussels), With Distinction, 1990
- Diploma in European regulations (Institut d'Administration des Entreprises-Brussels), 1990
- Diploma in Sciences Geology and Mineralogy and Commercial Engineering, (Université Catholique de Louvain-la-Neuve),1984–1986
- Diploma in engineering, (Pré-Universitaire de Luanda), 1982