

Sawsen Hajeri, a director with an international profile at the head of AFNOR in Auvergne-Rhône Alpes

The AFNOR group has entrusted the reins of its Lyon regional office to Sawsen Hajeri, previously director of the Africa and Middle East region, and has chosen an international profile to support the growing influence of the Auvergne-Rhône-Alpes region outside France. Sawsen Hajeri succeeds Vincent Blache.

Established for 30 years in Lyon and Grenoble, the AFNOR group generates 10% of its turnover in Auvergne-Rhône-Alpes. The arrival of Sawsen Hajeri at the head of his regional delegation marks the group's desire to support the international development of the territory. With more than 23,000 exporting companies, particularly in Germany and [in Italy](#), the share of the AURA region in global trade is [12.4% export](#).

“The region represents a significant volume of international trade. Industrial SMEs in Rhône-Alpes are more productive and more exporting than the average French SME, underlines Sawsen Hajeri. In a highly competitive environment, it is in their interest to display certifications which are universal signs of recognition to gain the trust of international markets. »

Previously in charge of the commercial department of AFNOR IT, an entity of the group focused on cyber resilience, Sawsen Hajeri supported relations between principals and suppliers and intends to put his expertise at the service of VSEs/SMEs in the region. *“The AFNOR group has always played the regional ecosystem card in order to support VSEs/SMEs in a coordinated manner with other stakeholders such as the CCIs, Ademe, regional councils, the Lyon Chamber of Trades, Esqese, IAE, etc., Sawsen says. We are close to R&D centers on the subjects of health, chemistry, biotechnology and energy, centers that we support on major issues such as quality, CSR, responsible purchasing, digital trust and cybersecurity, highly anticipated themes as in the service sector as well as manufactured goods.*

In his roadmap, Sawsen Hajeri sets energy as a priority: AURA's nuclear and hydroelectric installations represent safety and quality challenges carried by a thousand players who today make up the subcontracting chains. The ISO 50001 certifications on energy management and ISO 19443, which attests to quality services that comply with regulations and the requirements of contractors in the nuclear sector, will accelerate their development in the region.

In 2022, the majority of AFNOR's 5,000 client organizations in AURA are committed to obtaining certifications in quality, professional training, the environment and industrial automation. The group also runs an energy platform, CSR clubs and a “cross-path” community made up of quality-health-environment (QSE) professionals from the region.

About the AFNOR group

Present in the 12 regions of mainland France and in the overseas territories, the AFNOR group supports the development of sectors of excellence in the territories and defends the economic interests of local players on the international scene. It designs and deploys certification, training, monitoring and evaluation solutions for them, based on knowledge of voluntary standards, these consensual reference documents which form the markets. With 1,250 employees worldwide and 77,000 customers, the AFNOR group positions itself as a vector of trust for both private and public actors. Press contact: Anne-Lise François presse@afnor.org