

Technological silk road



We are two French in our 30s, having lived in Istanbul for six and two years respectively. Salim is fully invested in his managerial work in a Turkish industrial company, while Kevin is directing projects for a French company producing furniture for cosmetics groups.

Fully involved in our career and professional responsibilities, we decided to add a new purpose to our life and give back what our industries taught us in last years. This is how we decided to share our knowledge, experiences and network with young engineers around central asia, recreating a new silk road oriented on technology and social responsibility.

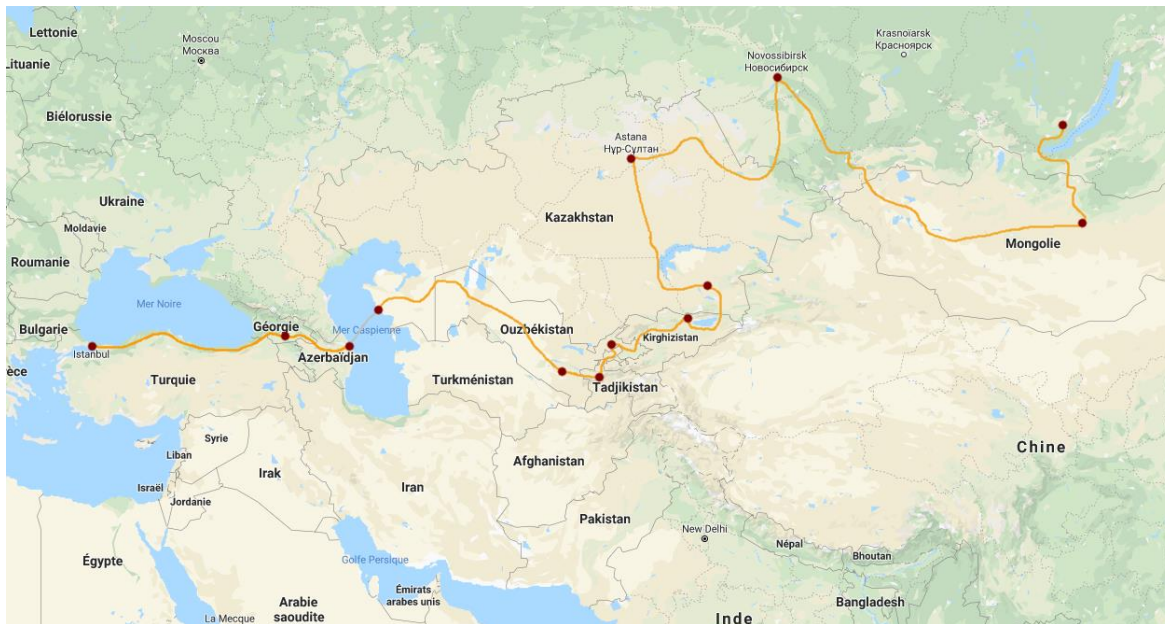


As many projects of this kind, the idea came up during a late Summer evening in Istanbul. Both passionate about travel and adventures, but completely unqualified in car mechanics, we thought that crossing 1/3rd of the globe in a second-hand car would be a good opportunity to fulfill our need for adventure and challenge our limited mechanical skills.

Our road trip will take us to 8 countries and 13.000 Km of dusty roads, mountains, steppes, forests... After defining our route we started to contact universities in the countries that we are planning to visit (Georgia, Azerbaijan, Kazakhstan, Uzbekistan, Tajikistan, Kirghizstan, Russia and Mongolia), we established contacts with various engineering department(Mechanical, electrical, industrial...) and many other fields of studies such as international business and economics.

We are now looking for sponsors willing to assist us in this unique project. More than financial help, we are looking for dynamic brands willing to share technical knowledge and samples with universities. Providing material and documentation to laboratories our sponsors will also contribute to raise the technological levels of these universities and open brighter futures to the students and academicians involved in this project. TECHNOMADS is aiming a long term impact as many generation of students will be able to use the resources provided to these laboratories.

The route : Departure 16 July 2020 // Arrival 28 August 2020



Turkey
Georgia
Azerbaijan
Kazakhstan
Uzbekistan
Tadjikistan
Kyrgystan
Russia
Mongolia

Visited countries :



Georgia



Azerbaijan



Kazakhstan



Uzbekistan



Tadjikistan



Kyrgyzstan



Russia



Mongolia

The car :

Brand : Mitsubishi
Model : L200 / 2007
KM : 300.000 km



TECHNOMADS // The technological silk road project



The team :

Salim Haffar
French-Moroccan
Speaks French, Arabic, English, Turkish
30 years old

Sales export director: Turkish industrial company
<http://www.imakreduktor.com/>
+55 countries visited,

Professional field and experiences :
Mechanical engineering
Mining
International trade

Lived in Morocco, France, Hungary and Turkey
Since 6 years in Istanbul



Kevin Premel
French
Speaks French, English, Chinese, Turkish
30 years old

Project manager : French cosmetics furniture company
<https://www.diaminter.com/>
+30 countries visited

Professional field and experiences :
Electrical engineering
International trade

Lived in France, China and Turkey
Since 2 years in Istanbul

Camel pack :

650 Euros

**Car :**

2 Side sticker on the car (Front left-right door)

1 Sticker at the back of the car

T-Shirt :

1 branding on the sleeve

Universities:

Logo on the general presentation at universities

Social media :

Instagram post



Camel pack



Horse pack



Yak pack

Horse pack:

950 Euros

**Car :**

2 Side sticker on the car (Front left-right door)

1 Sticker at the back of the car

1 Sticker at the front of the car

T-Shirt:

1 branding on the chest

1 branding on the sleeve

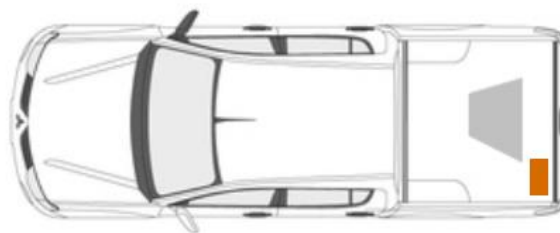
Universities:

Logo on the general presentation at universities

Samples for universities laboratories

Social media :

Instagram / Facebook



Camel pack



Horse pack



Yak pack

**Yak pack :**

1350 Euros

**Car:**

2 Side stickers on the car (Second left-right door)

1 Sticker at the back of the car

1 Sticker at the front of the car

T-shirt :

1 branding on the chest

1 branding on the back

1 branding on the sleeve

Universities :

Logo on the general presentation at universities

Samples for universities laboratories

Technical posters for universities laboratories

Social media

Instagram / Facebook / Youtube

Others :

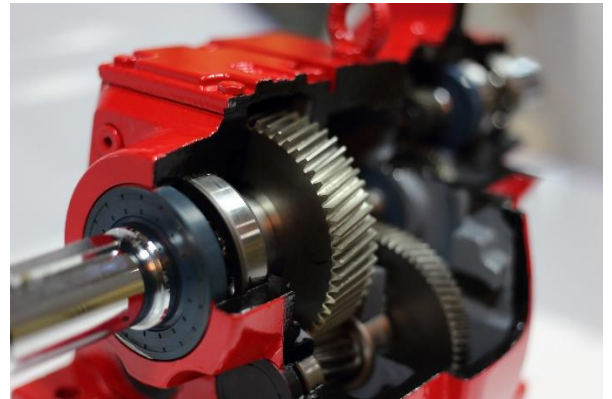
Logo on the final photography book

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List of material and content distributed at universities

Mechanical engineering

Gears and gearboxes
Bearings
3D Printers
Conferences and seminars



Metallurgy engineering

Foundry samples

Electrical engineering

Electrical motors
Conferences and seminars



International trade and economics

Conferences and seminars



Media coverage :

Social media mix :

Youtube channel : 2 videos per week English / Turkish / French

Instagram : Daily posts and stories (10.000 Followers targeted at the departure date)

Facebook : Daily posts and updates



TV :

Yaban TV, private Kazakh TV



Newspapers :

Kazakh news papers

Magazine :

Bearing-NEWS.com (Worldwide)



4x4 Dunyasi (Turkey, Azerbaijan)



Blogs :

Yabangee



Websites :

Newsletters of the visited and partner universities

The media coverage is yet to be completed, the main content will be created during the trip and media visited along the way (Tv, Radio, magazines, websites ...)

Contact : technomads2020@gmail.com

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