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

Visited countries:
- Turkey
- Georgia
- Azerbaijan
- Kazakhstan
- Uzbekistan
- Tadjikistan
- Kyrgyzstan
- Russia
- Mongolia

The car:
- Brand: Mitsubishi
- KM: 300,000 km

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The team:

Salim Haffar  
French-Morrocan  
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:**
- Car:
  - 2 Side stickers 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 post

**Horse pack:**
- Car:
  - 2 Side stickers 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

**Yak pack:**
- 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

**Costs:**
- Camel pack: 650 Euros
- Horse pack: 950 Euros
- Yak pack: 1350 Euros

**Technomads // The technological silk road project**
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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