

## **Will Abdo – Biography**



Will Abdo is the award winning CEO of [Webtrade Marketing Pty Ltd](#), a consulting company with a vision “to boost the level of trade and investment between Australia and the Middle East by proactively connecting, engaging and enhancing bilateral trade relations”.

He has over 25 years experience in international trade, public relations, business development, commercial intelligence reporting and taxation. In 2025, he was awarded the CEO of the Year Award for Specialty Marketing.

His expertise aims to promote and market investment opportunities in Australia and Middle East pertaining to industries such as Real Estate & Construction, Mining, Education, Health & Fitness, Tourism, Halal Foods and Hospitality, Entertainment and New and Emerging Technologies. He also facilitates the Import and Export of various Halal products such as Meats and Dairy with regard to compliance and certification approval as well as the sourcing of various quality products.

Will served on the Management Committee of [Australia Arab Chamber of Commerce and Industry](#) for over four years. The chamber is the peak national association for two-way trade and investment between Australia and the MENA region. In addition, he was the National Board Advisor to the chamber on internal operations review and restructuring. Will was also an advisor to the Australian Federal Government on e-marketing and e-commerce strategies for Australia-MENA markets. He presented his reports and oral evidence to the Government on the latest developments in online and linguistics technologies for the creation of bi-lingual and culturally sensitive marketing and e-commerce portals.

### **Additional Leadership Positions**

Will is currently the Executive Director of [Australian Arabic Council](#) (AAC) having served for over 29 years, working on various community bridging projects and campaigns promoting human rights, community relations, youth achievements and cross-cultural understanding of Arabic-Australian cultures. He represents the AAC at various high-profile meetings and events including Government, Media, Business and Community.

Will was until recently the Assistant Vice President of [Universal Peace Federation](#) (UPF) which is a global Peacebuilding NGO in General Consultative Status with the Economic and Social Council of the United Nations. In his leadership role with UPF which he held for over five and a half years, he assisted in the organisation of high-level meetings, events and webinars addressing pressing issues facing our globe today. Will co-managed over 100 [Ambassadors For Peace](#) which he communicated with regularly. These Ambassadors held high positions in Academia, Government, Community and Business and come from all parts of the world.

### **Qualifications & Associations**

Bachelor of Business (Accounting) – Victoria University

Graduate Diploma in Computer Science – Victoria University

Winner of the CEO of the Year Award 2025 in Specialty Marketing

Leadership, teams and effective communications courses – Chicago Booth University

Registered Tax Agent

Member of the Rotary Club of Melbourne

Winner of the Ambassador For Peace Award – UPF

Languages Advisory Board Member – Deakin University

Board Member - Australia Lebanon Chamber of Commerce & Industry