

## #CannesLions2019: Pete Khoury's SA Cannes expectations

Pete Khoury, Creative Circle SA chairperson and chief creative officer at TBWA\Hunt\Lascaris talks to Bizcommunity's roving reporter Ann Nurock live in Cannes.

Khoury says a lot of the SA work at Cannes this year has a lot of local naunce in it and he's not sure if they're going to get it. He says we sit between two worlds. "We have to be locally relevant, but we also have to stay globally competitive."

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