



Tarek Berjaoui

Wellness Entrepreneur and Founder

Egyptian - United Arab Emirates

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Who is Tarek Berjaoui

Tarek Berjaoui is an Egyptian-Lebanese wellness entrepreneur and content creator, best known as the Founder and CEO of BlueZonesWay, a longevity and wellness platform inspired by the principles of the world's "Blue Zones"—regions where people live exceptionally long and healthy lives. Based in Dubai, UAE, he leads his company with a mission to bring these concepts to the Middle East, blending science, spirituality, and lifestyle medicine to help people live longer, more vibrant lives. Growing up with a Lebanese journalist father gave him a multicultural perspective that has influenced his career. Before founding BlueZonesWay, Berjaoui gained experience in diverse fields, including hotel management and media production. In addition to his entrepreneurial ventures, Tarek Berjaoui is a prominent voice in the health and wellness space through his "BlueZones" podcast. On his show, he hosts experts, doctors, and business leaders to discuss topics ranging from nutrition and mental health to personal development and innovative health solutions. Through his content, he aims to raise awareness and provide practical tools for the Arabic-speaking world to improve their physical and mental well-being, countering the spread of health misinformation on social media.

Achievements of Tarek Berjaoui

Tarek Berjaoui founded BlueZonesWay, the first concept in the Middle East inspired by the globally recognized "Blue Zones." His company is dedicated to making science-based healthy living accessible to everyone in the region, offering solutions that include advanced DNA testing to create personalized nutrition and fitness plans. He has successfully built an influential media platform through his "BlueZones" podcast and social media channels. Berjaoui regularly hosts prominent figures in medicine, nutrition, and entrepreneurship, establishing his show as a credible source for wellness information in the Arab world and promoting greater awareness of healthy lifestyle practices.

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