

REPUBLIC OF LEBANON
Ministry of Foreign Affairs and Emigrants



THE WORLD IS OUR LIMIT

2017
الطاقة الاغترابية اللبنانية
LEBANESE DIASPORA ENERGY

CONFERENCE BOOKLET



LEBANESE
DIASPORA
ENERGY
2017

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OUR
ROOTS
RUN DEEP
INTO THE
WORLD.

LEBANESE DIASPORA ENERGY **2017**



Fellow Lebanese,
Dear Sisters and Brothers,
Honored Guests and Participants,

Lebanon is proud to be hosting, for the fourth consecutive year, the Lebanese Diaspora Energy conference.

Our gathering has met with great success.

We have also made individual successes and together we turned LDE into a success story.

A story that was told in different languages and in several parts of the world.

A story that drew its energy from the vibes of New York in North America, the rhythms of Sao Paulo in Latin America and the Caribbean, and the colors of Johannesburg in Africa.

On the fourth LDE conference scheduled on May 4/5/6, 2017, the spark created by your energy four years ago has become a torch that lights the paths taken by each one of us, which converge into one destination: Lebanon.

More than a piece of land and a symbol of tolerance, Lebanon is a destiny, our destiny.

Lebanon is our identity, our Lebanonity.

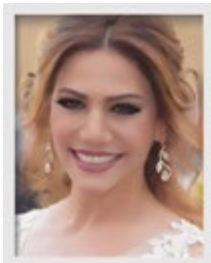
Welcome to LDE 2017.



GEBRAN BASSIL

THURSDAY, 4 MAY, 2017:

10:00 - 11:15 | OFFICIAL OPENING CEREMONY



Master of Ceremony

Mrs. Karen R. Boustany - Writer, Journalist, TV Host, President of The Lebanese ALS Association

She holds a B.A. in French Literature from the Sorbonne University, Paris as well as two other degrees in Communication Arts and Political Science from the Lebanese American University in Beirut. In addition, she established her own advertising, marketing, and production company called, 'Eyestrategy Business Communication'. She created and produced, between 2009-14, two TV shows for local channels.



OPENING SONG:

Ghady Bechara - Lebanese Singer

In addition to his musical talent and passion, Ghady, who is 12 years old, has been sharing music with millions of admirers on the national/regional stage through social media and plans to make a career in the music industry.



OPENING SPEECH

H.E. GEBRAN BASSIL

Minister of Foreign Affairs and Emigrants



KEYNOTE SPEAKERS:

Mr. Luis Abi Nader - Former Presidential Candidate, Dominican Republic

He is also the Former 2012 Candidate for the Vice Presidency of the Republic, who in running for the 2016 Presidential Race obtained more than 35% of the votes, which saw his party as the second political force in the country and him as the leading opposition figure with the potential to win the next election. He has degrees from Cambridge, Harvard, and is currently the Executive President of the ABICOR Group.



H.E. Nick Rahhal - Former US Congressman

He served from 1977-2015 as Congressman to the state of West Virginia, was Chair of the Natural Resources Committee, and the top Democrat on the Transportation and Infrastructure Committee.



Mr. Felipe Nasr - Formula One Champion, Brazil

He is a 24-year-old Brazilian of Lebanese origin who dedicated his life to Motor Racing to become the first Lebanese Formula 1 Driver in the World. His passion for racing was forged by his father and uncle's success in managing an F3 Team that won several Brazilian and South American races. He is a true inspiration for young new drivers all over the world.



Dr. Taher Adel Yaafar Chahin - Advisor to Panamanian President Juan Carlos Varela Rodríguez

He is a Medical Surgeon by profession who graduated from the University of Guadalajara, Mexico. His current roles are, Ambassador/Member of the National Council of Foreign Relations, Advisor to the Panamanian Vice-President and Minister of Foreign Affairs. He also is Founder and Vice-President of the Ronald McDonald Children's Foundation of Panama, and Member of the Board of Directors of the National Mortgage Bank.



H.E. Béatrice Atallah - Minister of Foreign Affairs, Republic of Madagascar

She is a Judge who has worked for the National Electoral Council. In 2009, she was appointed as Technical Advisor to the Minister of Finance and Budget of Madagascar. Served as the Chairwoman of the National Independent Electoral Commission for Transition in Madagascar. Holder of a Master's degree in Private Law. She is currently Member of various associations, including the Association for Child Protection and the Association of Lawyers of the Indian Ocean.



CLOSING SPEECH

H.E. THE PRESIDENT OF THE LEBANESE REPUBLIC
GENERAL MICHEL AOUN

11:30 - 12:45 | PANEL 1

DIASPORA DIPLOMACY AT THE SERVICE OF NATIONALITY

OBJECTIVE:

Lebanity, was launched during the inauguration ceremony of LDE's 3rd edition in 2016 by H.E. Minister Gebran Bassil shortly after the adoption of a new law in November 2015 bearing the number 41, which simplified the procedure of reclaiming the Lebanese nationality for millions of Lebanese emigrants.

Shortly thereafter, the Ministry of Foreign Affairs and Emigrants launched a digital platform to help Lebanese emigrants find their ancestral origin and to provide them with the needed assistance in the process of reclaiming their nationality.

This year's panel will discuss a new form of 'Diaspora Diplomacy', which not only involves Lebanese diplomatic and consular missions abroad, but also a network of partners including, Lebanese clubs, associations, forums, religious missions, bloggers, social media activists, and NGOs.

THE PANEL WILL ADDRESS:

- The role played by Diaspora institutions, clubs, and associations
- The advantages of nationality reclamation
- The role a newly-formed committee plays in facilitating the procedures leading up to the acquisition of the Lebanese nationality
- The role of Lebanese diplomatic and consular missions in extending the necessary support to new applicants
- The hardships faced by some emigrants throughout their lives
- The role of Lebanese schools, institutions, and cultural centers in promoting the Arabic language as the main tool for the dissemination of Lebanese social and cultural heritage



MODERATOR

H.E. Haytham Jomaa - Director General of Emigrants at the Ministry of Foreign Affairs and Emigrants, Lebanon

He is a Lawyer by vocation who practiced the trade while also being engaged in the political and public spheres. He is a member of the Committee for Nationality Law and Member of the Commission in charge of studying Lebanese nationality reclamations, as well as Author of many publications chief among these is a work entitled, "The Lebanese Emigration Reality and Prospects".

PANELISTS

1. H.E. Ayman Ouaidat - Judge at the Court of Appeals of Beirut, Lebanon

Experienced at working in Negotiation, Arbitration, Immigration Law, and European/Lebanese Law. He was Former President of the Appeals' Court of Beirut and President of the Court of First Instance.



2. H.E. Suzanne Khoury - Director General of Personal Status of the Ministry of Interior, Lebanon

Holder of an M.A. in Advanced Studies in Public Law, she also is a Member of the Commission in charge of studying Lebanese nationality reclaims, President of the High Commission in charge of restudying naturalized citizens' files, and Member of the International Commission of Biometric Data. Among the many titles and honors, she also is the Recipient of the United Nations award for Internal Services in the Management of the 2010 Elections.



3. His Eminence Archbishop Niphon Seikal of Philipopolis Antioch Patriarchal Representative to the Patriarch of Russia

He was born in Zahle, Lebanon and studied Theology at the Moscow Theological Academy. He later was appointed Secretary of the Metropolitan of Zahle before being transferred to Moscow as Archimandrite. In 2009, he was elected Bishop of Philipopolis followed by another promotion as Metropolitan of the Patriarch of Antioch.



4. Mr. Charles Hage - Business Expert, Entrepreneur, and Founding Member of the Maronite Foundation, Lebanon Chapter

After receiving a B.S. in Engineering from Georges Mason University in the US, he founded and led a variety of prominent telecom companies in the United States, the Middle East, Africa, and Virginia. He has over 25 years of worldwide management consulting experience.



5. Mrs. Luz Harb Diaz - Clinical Psychologist, Chile

She is a main participant in the creation of the Lebanese Youth of Chile and the Association of Professionals of Lebanese Origin. She also serves as Director of the Lebanese Circle of Chile.



6. Mr. Abdul Nasser El Rafei - Founder of the Muslim Youth Association, Brazil

He is a Businessman of Lebanese origin who immigrated to Brazil in 1988 to become Founder of the National Islamic Union of Brazil over which he presided for two consecutive terms.



7. Mr. Nabih Chartouni - Lawyer, Mexico

He holds a degree in Pedagogy and Arabic Literature. After immigrating to Mexico, he sensed the lack of verbal communication between Lebanese immigrants and their motherland, which led him to write books to teach colloquial Arabic in hope of affecting change.



8. Mr. Chaim Zaher - Representative of the Lebanese Diaspora Schools, Brazil

Born in Lebanon and immigrated to Brazil at the age of seven to later become a successful Businessman and Investor in the Brazilian educational sector. He has more than 40 years of experience in this field and is currently serving as CEO and President of the SEB Group, one of the largest privately-owned educational players in Brazil.



9. H.E. Jimmy Douaihy - Diplomat at the Ministry of Foreign Affairs and Emigrants, Lebanon

He holds a B.A. in Law and an M.A. in International Private Law. With over 14 years of experience, he worked as a Diplomat at the Lebanese Ministry of Foreign Affairs and served three terms overseas as Counselor at the Embassy of Lebanon in South Africa.



12:45 – 12:50 | MOTIVATIONAL SPEAKER

Captain Philip Beale - Former Captain in the British Navy

He is a zealous admirer of the greatest seafarers of Antiquity, the Phoenicians. In 2007, he built 'Phoenicia', an exact replica of a Phoenician merchant ship and successfully circumnavigated the African continent. This year, he will navigate it from the Mediterranean to the Americas to illustrate that the Phoenicians had capabilities and skills to cross the Atlantic two thousand years before Columbus. This experimental archaeology project is in partnership with the International Association to Save Tyre.

13:00 - 14:30 | LUNCH

15:00 - 16:15 | PANEL 2

SUCCESSFUL POLITICIANS OF THE LEBANESE DIASPORA

OBJECTIVE:

Building on the experience and the achievements of previous LDE conferences in Lebanon and abroad, the Lebanese Diaspora Politicians' panel will focus on further promoting existing initiatives, as well as revealing new avenues open to exploration.

The Panel also aims at highlighting Lebanon's desire to strengthen the relationship with its diaspora and expatriates' through the examination of the specific cultural dimension related to our identity. The goal is to communicate, through this panel, the shared set of values that constitute the solid basis from which Lebanon and its people draw their strength:

OUR LEBANITY.

This panel will introduce three different, yet complementary perspectives shaping future policies.

THE PANEL WILL:

- Shed light on leading political figures of Lebanese descent who will contribute to the promotion of Lebanon through their leadership and political engagement
- Gain from regional and global experiences by drawing lessons from countries with leading diaspora diplomacy
- Establish a networking platform for political members of the Lebanese diaspora spread throughout the world in order to relay local priorities to our foreign partners



MODERATOR

Ambassador Dr. Nassif Hitti - Director of the Higher Institute of Political and Administrative Science at the Holy Spirit University of Kaslik, Lebanon

He was Ambassador/Head of the Arab League Mission to France, Italy and the Holy See. He also served as the Permanent Observer of the Arab League to UNESCO. He has authored two books, in addition to numerous papers on International and Arab Affairs.



PANELISTS

1. H.E. Alfredo Bejos Nicolas - Federal Deputy, Mexico

He holds a B.S. in Dental Surgery and a Diploma in Parliamentary Law. Served as President of the Political Forum of Professionals and Technicians of the C.N.O.P., was Chairman of the Municipal Steering Committee in Pachuca and currently is the State Political Counselor in Hidalgo.



2. Ms. Sandrine Richard - MP Candidate in the Legislative Parisian Elections, France

A Lawyer in practice, she holds a Master's degree in Business Law and International Private Law. In 2010, she was appointed as a Judicial Director at the 'Figaro'.



3. H.E. FRANCISCO REZEK - Former Minister of Foreign Affairs, Brazil

He received his law degree from Oxford University and is Professor of International Law, who also served as Minister of Foreign Affairs of Brazil. He currently practices law while teaching in São Paulo.



4. H.E. Tarek Saab - the Ombudsman of the Bolivarian Republic of Venezuela

He is a Criminal Defense Attorney with a specialization in human rights. As a Deputy and Assembly Member, he presided over the Parliamentary Committees for Culture, Foreign Affairs and Human Rights. In addition, he contributed in the drafting of the Human Rights chapter of the 1999 Constitution and is a renowned Poet with 11 published books in his name.



5. H.E. Béatrice Atallah - Minister of Foreign Affairs, Republic of Madagascar



6. H.E. Terence Spencer Nikolaos Quick - Vice-Minister of Foreign Affairs, Greece

He is a well-known Journalist and Politician who in 2012 took the position of Spokesman at the Political Party 'Independent Hellenes'. He was later elected to the Hellenic Parliament as the Parliamentary Spokesman and Head of the Defense and Foreign Affairs Policy. Among his other notable positions, he served as Secretary of the Standing Parliamentary Committee on Greeks Abroad and was a Member of the Permanent Standing Parliamentary Committee on Defense and Foreign Affairs.



7. H.E. Farid El Khazen - Rapporteur of the Foreign Affairs and Emigrants Committee of the Lebanese Parliament

Professor of Political Science at the American University of Beirut. He received a Bachelor's degree in Economics, a Master's degree in International Relations, and a Ph.D. in International Relations. He returned to Lebanon to head the Department of Political Science and Public Administration at AUB.

16:15 - 17:45 | PANEL 3

MEDIA FORUM: CONNECTING LEBANON AROUND THE WORLD

OBJECTIVE:

This unprecedented initiative to the conference aims at shedding light on the role of Lebanese media and the responsibilities played by the relevant ministries. It will also focus on the role played by Lebanese journalists working in foreign media companies. This, on the one hand, will parallel the positive image Lebanon has, and will, on the other, present success stories.

THE PANEL WILL ADDRESS:

- The Ministry of Information's role in enhancing communication with expatriates
- How to strengthen the exchanges between:
 - Lebanese expatriates and the world
 - Expatriates and locals
 - Expatriates, Lebanese embassies, and state institutions via digital means
- How to promote a positive image of Lebanon through a 'Lobbying Policy'
- The role Lebanese media outlets abroad play in fostering communication between Lebanon and its expatriates

SESSION 1

The Role that Lebanese Media Plays in Strengthening Communication with the Expatriate Communities



MODERATOR

H.E. Elias Bou Saab - Minister of Education and Higher Education, Lebanon

He is Co-founder of the American University in Dubai and its Executive Vice President. He holds an M.A. in International Relations from Boston University and a B.A. in Marketing from the American College in London.



OPENING REMARKS

H.E. Melhem Riachy - Minister of Information, Lebanon

He is a Writer, Journalist, and Researcher of Middle East Affairs and Comparative Religions and Professor of Geostrategic Communication at the Holy Spirit University, Kaslik.



1. Mr. Ali Jaber - Lebanese Journalist, Media Consultant, and MBC TV Group Director

He founded and managed what later became Future TV till 2003. During that period, he also started and managed a youth-oriented sister channel, Zen TV, which he ran for five years. Other titles include, Dean of the Mohamad Bin Rashed School for Communication at the American University in Dubai, as well as Board Member of two NGOs, Young Arab Leaders and The Clinton Global Initiative.



2. Mr. Karim Bitar - Editor, Researcher, and Professor, France

Senior Fellow at the Institute for International and Strategic Relations in Paris and Editor of French monthly public affairs magazine L'ENA hors les murs. He is an Associate Professor of International Relations at Lebanon's Université Saint-Joseph, an Associate Fellow at the Geneva Center for Security Policy and a Research Associate at Brussels' Institut Medea.



3. Mr. Alex Saber - Chairman of Publicis Media Middle East, UAE

With over 25 years of experience, he is considered a pioneer of media and communications in this region. He helped define the landscape of the media industry and played a leading role in its transformation through data and technology. Was named one of the most influential Arabs by Arabian Business and 'Media Man' by CEO Middle East.



(SPEAKER) **Mr. Fouad Fares** - Information and Communication Technology Expert

Founder of a start-up that delivered mandates for 500 companies and engaged with 7,000 professionals worldwide. He is Board Member of Beaubois College and the Canadian-Lebanese Chamber of Commerce. He currently is an Instructor at McGill & Sherbrooke University in Canada.



(SPEAKER) **Raghida Dergham** - Journalist and Senior Diplomatic Correspondent

She is the Founder and Executive Chairman of The Beirut Institute, an authority on strategic international relations, and a frequent inspirational Lecturer at universities throughout the United States, Europe and Asia. She is a frequent participant in global Policy conferences, a contributor to The Huffington Post, and Member of the Council on Foreign Relations. She was named one of the 100 Most Powerful Arab Women in 2011 and in 2016.

SESSION 2

The Role Media Plays in Bolstering Relationships between Lebanon and the Diaspora

MODERATOR

Mrs. Rima Maktabi - TV Presenter and Award-Winning Journalist, Lebanon

She is a Senior Anchor at Al Arabiya TV network with over 15 years of experience in television. She formerly hosted CNN's monthly program 'Inside the Middle East' while covering major news stories across the region.



1. Mr. Bechara El Bon - Director of Radio Monte Carlo, France

He is a Lebanese Journalist based in France who throughout his career held several key media posts including, Director of An-Nahar's office in France, President of the Association of Lebanese Journalists in France, and Vice President of the Foreign Press Association of France.



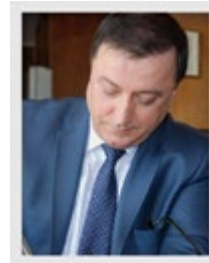
2. Mr. Charbel-Charles Salameh - Senior European Affairs Journalist at Euronews, Brussels

He holds two M.A. degrees in Communication and Public of Culture from Avignon University, France.



3. Mr. Souhel Hajjar - Founder and Managing Director of Radio Nostalgie, Guinee

He launched the first private radio station in Guinea, which became the most-listened-to channel in the country. He also innovated in several fields, notably in the distribution of satellite packages.



4. Mr. Sayed Mikhael - Editor-in-Chief of Al-Anwar newspaper, Australia

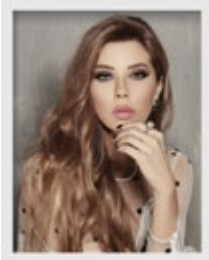
He is a dedicated and reputable Lebanese-Australian Journalist, Poet, and Author with 30 years experience in national/international journalism. He greatly contributed to strengthening Australian-Lebanese community ties. He also is Media Advisor to the Lebanese Australian Chamber of Commerce and Member of the Maronite Catholic Society.



5. Mrs. Lamia Charlebois - PR Consultant, Writer, and Public Speaker, Canada

She has more than 22 years experience in communications, launched her own PR firm, and is a Recipient of the CCICL business award. She also launched the Nouhad F. Ghantous Breast Cancer Foundation.

20:30 | LDE GALA DINNER - Hotel Hilton Grand Habtoor
Master of Ceremony



Mrs. Carla Abou Jaoudeh - TV Presenter, Actress, and Social Media Influencer, Lebanon

She has over half a million Instagram followers and is famous for her humor and satiric flair. Some of the shows she presented were, Mouni3a fi Loubnan, Carla lala, Yaleilyaein, Helwi el Hayet, Khataya Saghira, and Dancing with the Stars.

KEYNOTE SPEAKER



Mr. Jose Fernando Gabriel De Anda - Famous Football player, Mexico

He played for several clubs including, Santos Laguna, Cruz Azul, Pachuca, and Correcaminos. He also participated at the 2002 FIFA World Cup and currently is a pundit for ESPN.

PERFORMANCE



Shaun Agostine, The Young Pianist and Composer

He is a 14-year-old Award Winning Pianist and Composer. He composed his first piece of music at the age of eight and has performed his compositions at a number of prestigious events including, The Julliard School in New York, The Natural History Museum in London, and recorded at Abbey Road Studios in London. Critics and the international media consider him a stunning composer with superior talent.



Mr. Assi El Hallani – Lebanese Singer

His given name at birth is Mohammed El Hallani despite the fact that his fans know him as Assi El Hallani. Assi's music career officially started after winning in 'Studio Al Fan', a TV program for young artists, at the age of 17. He has released more than a dozen albums. Despite his soaring popularity, he has remained consistently involved in humanitarian issues. He regularly performs at fund-raising concerts throughout the Middle East in support of a range of charities in the region. He was chosen as an Ambassador of Goodwill by the UN.

PERFORMING ARTISTS

Julianne Daud

She began her music studies in 1984 and is the Winner of the Maria Callas International Singing Competition. She took part in major opera performances and participated in the staging of 'The Magic Flute'. She also designed, produced, and presented the first world version for stage of the musical "New York New York". She holds a Postgraduate degree in Musical Theater Performance from the renowned Célia Helena Theater School in São Paulo.

Guiomar Milan

She began her music studies at the age of fourteen with Leilah Farah and Elsa Nuñez. In 2000, she received the Revelation Prize at the Maria Callas International competition and debuted in 'Carmen' by at São Paulo Municipal Theatre. She studied in Milan with Tenor Pier Miranda Ferraro and participated as a guest Soloist in leading operatic roles such as 'Hansel und Gretel', 'La Bohème', and 'Carmen'.

FRIDAY, 5 MAY, 2017:**ROOM A****9:00 - 10:30 | PANEL 1****DIASPORA ECONOMIC FORUM:
A DIALOGUE WITH DREAMERS****OBJECTIVE:**

“United we rise, divided we fall” is a quote that especially applies to the sectors of business and economy. The main purpose of this panel builds on that premise.

The Chamber of Commerce is comprised of an association of businesses designed to promote and protect the interests of its members with the aim of shaping policy related to the afore-mentioned sectors.

We currently have four regional CCIs (Beirut, Zahle, Tripoli, and Saida) working under the supervision of the Federation of the Chamber of Commerce (FCCI). In addition, there are different Lebanese Foreign Chambers of Commerce (LFC) operating separately without any collaboration whatsoever.

Last year, during the LDE's 3rd edition, three of these LFCs, in addition to the Association of Lebanese Businessmen in France, (HALFA) signed a declaration of intent to create the International Chamber House.

THE FOLLOWING ISSUES WILL BE DISCUSSED:

- The panel aims to increase the commitment of successful business owners abroad by:
 - Activating the relationships with other existing LFCs and creating new chambers in other countries according to a specific set of criteria based on the size of the Lebanese diaspora, the national GDP, and the trade exchange agreements between these countries and Lebanon.
 - Establishing a multilateral network between the LFCs and the FCCI, which constitutes a fundamental worldwide forum for the global Lebanese business community. This network will take into consideration the uniqueness of the Lebanese diaspora.
 - Reactivating the Ministry of Foreign Affairs and Emigrants role via its ambassadors when communicating with foreign authorities in backing Lebanese businessmen and businesses, especially during the official visits of economic delegations.

THE MAIN OBJECTIVES OF THIS NETWORK:

- Provide a platform to inform and channel the influence of Lebanese economic executives worldwide
- Provide reliable data and consistent information on existing business opportunities for the Lebanese diaspora to ensure better cooperation
- Contribute in the amelioration and development of the Lebanese economy to create what could become a strong Lebanese diaspora hub

THE BENEFITS OF THIS NETWORK:

- Grow a solid and active network, between the Diaspora and Lebanon, for highly skilled Lebanese executives and entrepreneurs
- Contribute in the creation of a community designed to facilitate exchanges, share information, and talent



MODERATOR

Mr. Roger Melki - Senior Development Specialist, Lebanon

He has more than 35 years of consulting experience in Lebanon and the MENA region, and is a Strategic Advisor renowned in furthering cooperation of international institutions and public administrations. Was Acting Advisor to the Ministers of Finance, Economy, and Trade in Lebanon. Has extensive knowledge related to the policies adopted by the UNDP, World Bank, and European Union. In addition, he lectures at the Faculty of Economy at Saint Joseph University in Beirut and is Board Member of the Lebanese Consultants Association.



OPENING REMARKS

H.E. Raed Khoury - Minister of Economy and Trade, Lebanon

He has a B.A. in Economics and a Master's in Banking and Finance. His extensive and varied banking experiences are focused on Wealth Management, Investment, and Commercial Banking Services. A Chartered Financial Analyst (CFA) and Founder of Cedrus Invest Bank and Cedrus Bank SAL, he also was former Director at Barclays Wealth. In addition, he spent more than seven years with Audi Group where he held senior management positions in Private Banking in Lebanon, Switzerland, and Saudi Arabia.



PANELISTS

1. Mr. Mouhamad Choucair - President of the Federation of Chambers of Commerce, Industry, and Agriculture, Lebanon

He is the CEO of Patchi, Manufacturer of high quality chocolates. He developed the company into a multinational firm that is now active in 35 countries. He also served as Board Member and Treasurer of the 'ICC, Lebanese Chapter' and was elected to the Board of the Chamber of Commerce, Industry, and Agriculture of Beirut and Mount Lebanon.



2. Mr. Nabil Itani - Chairman of IDAL, Lebanon

He has a professional career that spans over three decades with significant contributions to the sector of architecture including the design and supervision of landmark projects in Lebanon and the Arab world.



3. H.E. Monie Captan - Former Minister of Foreign Affairs, Liberia

He was a local Businessman, Owner of an independent Liberian newspaper, and a Professor at the University of Liberia before serving as Foreign Minister.



4. Mr. Faddy Zouky - President of the Lebanese Australian Chamber of Commerce in Melbourne, Australia

He represented the United Nations Development Program's Live Lebanon Project as its Australian Ambassador prior to taking on the responsibilities of his current role. This honor followed many years of philanthropic work and the chairing of several charitable committees and community groups.



7. Mr. Charles Abou Khaled - Secretary General of the Lebanese Chamber of Commerce in Montreal, Canada

A certified Engineer with a Master's degree in Project Management. He is Vice President and Partner at Macogep Inc, a consulting firm specialized in project management. He is accredited by the Treasury Board of Québec to conduct due diligence in project management for major infrastructure projects. As a skilled Negotiator, he is often called upon to lecture on project management and construction contractual relations.



5. Dr. Joseph Khoury - President of the Lebanese Chamber of Commerce and Industry in Abidjan, Ivory Coast

He spent over 35 years working in the fields of medicine, education, and economy. Some of the positions he took on were, Chairman of the Board of the International Polyclinic of Indénié and Member of the Economic and Social Council of Côte d'Ivoire. He was previously President and CEO of the Medical Group of Plateau and Shareholder of the Polyclinic Avicennes.



8. Mr. Joe Khattar - President of the Lebanese Australian Chamber of Commerce in Sydney, Australia

In a career spanning close to five decades, Joe has overseen every aspect of the property market. Positions assumed include, President of the George Naim Khattar Foundation, Long Term Board Member of the Westmead Medical Research Foundation, and Founding Member of the Australian Lebanese Foundation.



6. Mr. Alfredo Cotait Neto - President of the Lebanese Chamber of Commerce in Sao Paulo, Brazil

He is a Civil Engineer by vocation and was former Secretary of International Relations of the City of São Paulo. He also was decorated with the mark of Commander of the Order of Rio Branco, for services provided to the Brazilian Foreign Trade.



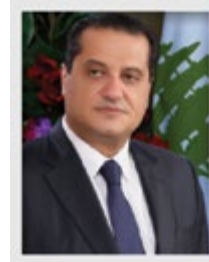
9. H.E. Nouhad Mahmoud - Executive President of the Chamber of Lebanese Businessmen in Mexico

As a prominent figure in multilateral diplomacy at the UN and Arab League, he was assigned Ambassador of Lebanon to Mexico for over a decade. He assumed the role of MOFA as Head of Arab Affairs and frequently appears as guest speaker on TV discussing international events.



10. Mr. Norman Nahas - President of the Lebanese Chamber of Commerce in Halifax-Nova Scotia, Canada

A professional Engineer by vocation, he oversees his family-managed construction company, NANCO Developments, specializing in the construction of residential and commercial buildings. He also sits on the Advisory Committee for the IWK Children's Hospital Foundation.



13. Mr. Elie Rizk - Chairman of the Lebanese-Saudi Economic Development Authority, Saudi Arabia

He heads the Gulf-Mediterranean Development Commission as Chairman and is the President of the Lebanese Exhibition Association. With more than 35 years of experience in Selling, Marketing and Business Development, he also is Chairman of the Board of the International Food Industries Corporation and Member in the Lebanese French Chamber of Commerce.



11. Mr. Antoine Menassa - President of the Association of Lebanese Businessmen in France, HALFA.

Liaison Officer of the Lebanese Emigration Research Center aimed at establishing and maintaining permanent links between local associations and the community of Lebanese immigrants residing in France.



14. Mr. Simon Karam - Vice President of the Lebanese Business Council in Muscat, Sultanate Oman

He holds a Master's degree in Civil Engineering, has been working in Oman since 1970, and started his own business in 1973. He currently is General Manager of Al Taher Group comprised of 18 companies with more than 3,500 employees. Holder of many titles including 'Man of the Year' 2013 in the Oil and Gas Industry and 'Lifetime Achievement' in the Construction business. He also is Founding Member of a number of Omani societies in his field and Vice Chairman of the Economic Committee of the Oman Chamber of Commerce and Industry.



12. Mr. Gaby Tamer - President of the Lebanese Chamber of Commerce in Paris, France

Chairman to a dozen companies, he is a highly decorated figure and a reputed Economist who holds degrees in Banking Studies and an Honorary Doctorate degree from the International College of Dentists in Washington, DC.

10:30 - 12:00 | PANEL 2

**BANKING AND FINANCIAL SYSTEMS: A PERMANENT DEVELOPMENT
IN INVESTMENT OPPORTUNITIES**

OBJECTIVE:

Financial Technology (Fintech) is the software and technology used to support or enable banking and financial services. It has introduced major changes to the asset management, business and personal loans, fund raising, investment, and money transfer fields.

Investment in that sector has grown globally to reach \$25 billion in 2016. However, such growth opportunities in Lebanon face many challenges due to a weak infrastructure, limited regulatory foundations, and an insufficient incubating environment on both the academic and private initiative levels. Accordingly, the question of how to align all efforts to develop this sector, so as to benefit while building on the success of the Lebanese Fintech entrepreneurs abroad, remains open for discussion.

THE GOALS OF THIS PANEL ARE TO:

- Create awareness among all stakeholders of the opportunities this sector can offer in terms of retaining and developing talents in Lebanon.
- Highlight the role banks play in financially supporting this ecosystem.
- Build, with the help of the Fintech ecosystem abroad, a local working model.
- Highlight the challenges of the existing Lebanese Fintech ecosystem from different dimensions.

THE FOLLOWING ISSUES WILL BE DISCUSSED:

- Successes achieved by Lebanese Fintech experts abroad
- The role such a sector plays in increasing investment opportunities for Lebanese and foreigners alike
- Government efforts that have the potential to improve the Fintech ecosystem in Lebanon
- Initiatives taken by Lebanese banks in the Fintech field
- Private initiatives in Fintech (mobile payment solutions, targeted customer services, and digital currency)



MODERATOR

Mr. Ronny Aoun - Vice President/Associate at Aon Hewitt, Canada

He is the Strategic Account Executive for Aon, a global risk management and human capital consulting firm. He focuses on building a trusted and sustainable partnership with the executives, as well as ensures that Aon's deliverables are consistent with the clients' business objectives and context. His knowledge covers all aspects of workforce planning and talent management, including resourcing, employee mobility, performance enhancement, organizational development, and succession planning.



PANELIST

1. Mr. Fadi Assali - Advisor to the President of the Lebanese Republic, Founder, and CEO of Cedrus Invest Bank, Lebanon

He graduated with a B.A. in Economics and an M.B.A. He has amassed an extensive and diverse banking experience with a focus on Wealth Management and Capital Market activities. Former Director at Barclays Wealth, he spent twelve years with Audi Saradar Bank to become Regional Manager and is a Chartered Financial Analyst (CFA).



2. Mr. Chadi Habib - Vice-President/CIO Desjardins, Canada

He serves on the boards of Zag Bank and Monetico International, while overseeing the organization's IT services run by a team of 4,000 employees. Prior to joining Desjardins, he spent five years as CIO and VP Shared Services at Rio Tinto Engineered Products in Paris, France. His mandate was to combine and optimize IT operations, as well as set up a shared services centre for the finance and human resources departments.



3. Mr. Wahid Chammas - Lebanese International Finance Executive, LIFE, London

He is the Founder and CIO of TyreGate Capital Holdings, Co-founder and Managing Director of Real Estate Distressed Investments SAL, and Shareholder/Managing Partner of the Luxury Fund. He spent 11 years at Janus Capital as Managing Director and was recognized in the Financial News (Dow Jones) as a Rising Star, '40 Under 40' in Asset Management. Prior to joining Janus, he spent eight years at Goldman, Sachs & Co.



4. Mr. Najib Shoucair - Executive Director at the Central Bank, Lebanon

He is an active Member of the Open Market Committee, organizer and participant in a number of conferences and seminars held jointly with the IMF, AMF, World Bank, EIB and IFC. He launched numerous initiatives to promote microcredit and lending to SMEs.



5. Mr. Gaby Andari - Chief Financial Officer of Bank of Beirut, Lebanon

He has more than 20 years of IT experience in the high-tech and financial services industries. Prior to joining the Bank, he was the CIO of Canada's largest Registered Education Savings Plan, and the Canadian Scholarship Trust Plan. He has significant experience working with Fortune 500 multinational institutions in the U.S., Canada, and Europe.



6. Mr. Elie A. Badr - Vice President NDU, Academic Affairs (VPAA), Lebanon

He works closely with the President of the Lebanese Republic to provide leadership and institutional planning, educational activities, and research initiatives. Prior to his appointment at NDU, he held several teaching and administrative positions at the Lebanese American University and the American University of Beirut. He received his Ph.D. in Mechanical Engineering from the University of Tulsa, Oklahoma and has an extensive range of publications.



7. Mr. Carl Wazen - Chief Business Officer of Yoco, South Africa

He worked as an Investment Banker at Citigroup and was a Consultant and Investor at Delta Partners based in Dubai and Johannesburg. Since co-founding the company in 2013, he raised over \$7 million in VC funding and grew its base of 8,000 merchants, processing \$100 million in card payments per annum.

12:00 - 13:30 | PANEL 3

LEBANESE CONTRIBUTIONS IN TECHNOLOGY AMIDST THE 4TH REVOLUTION

OBJECTIVE:

To showcase the role and achievements of the Lebanese diaspora while highlighting the country's implementation of various technologies across several government and non-government sectors

THE PANEL WILL ADDRESS:

- The role main stakeholders play, the particularities of the Lebanese diaspora in each field, and the most recent technological advances made by Lebanese emigrants/locals.
- Identify new markets and business opportunities, as well as establish links among Lebanese entrepreneurs in Lebanon and abroad.
- Public and private initiatives in the field of the 4th Revolution in Lebanon
- Current incentives taken by the Lebanese government:
 - BDL initiatives in partnership with the private sector
 - Beirut Digital District
 - The Lebanese Ministry of Telecommunications
 - The public and private partnership initiatives
- Government support of incubators in the technology sector.
- Measures taken by the Lebanese government to attract investments in technology.
- Assess the technological capacity and infrastructure of the public sector in order to provide a platform for recommendations (technical and legislative).
- E-Government.



MODERATOR

Ms. Ranim Bou Khouzam - TV Host, Lebanon

She is a News Reporter and Anchor at LBCI TV. Prior to working in the media field, she was a Consultant on Women's Rights at the NCLW. She also is a Coach on Public Speaking, as well as a Social Media Consultant. She holds an M.A./B.A. in Political and Administrative Sciences from Saint Joseph University, Lebanon.



OPENING REMARKS

H.E. Nicolas Sehnaoui - Vice President of the Free Patriotic Movement of Political Affairs, Lebanon

He served as the Minister of Telecommunications of the Republic of Lebanon between 2011-2014. He successfully upgraded Lebanon's Telecommunications infrastructure rolling out 3G and 4G, securing redundancy on the international connectivity, and launching a national fiber optic backbone. His efforts were crowned by the United Nations International Telecommunication Union that ranked Lebanon 1st out of 157 countries in the 2012 ICT Development Index.

SESSION 1

Public and Private Initiatives in the Field of Lebanon's 4th Revolution

PANELISTS

1. **Mrs. Yasmina Khoury Raphael** - Head of the Business Environment on Reform for the Prime Minister, Lebanon

She currently is a Senior Economist leading several climate investment projects. She also is the Director for the Project Administration Office, which provides support in the implementation of EU-funded programs. Prior to her current role, she was an Equity Strategist at Deutsche Bank in New York. She holds a Masters of Science degree and a Masters of Philosophy in Economics from Columbia University where she also taught.

2. **Mr. Fadi Daou** - CEO at Multilane, Lebanon

He is a Technologist and Serial Entrepreneur who founded and sold multiple venture-backed high tech companies in the US and Lebanon. He repatriated to Lebanon in 2006 with the aim to help develop a high technology industry sector.



3. **Mr. Mario Hachem** - CEO TEDMOB, Lebanon

He is an Entrepreneur with a proven track record of product innovations, VAS services, and digital/mobile solutions. With more than 12 years of experience in the Telecommunications field, he has been instrumental in co-founding many digital and mobile agencies. He was recently elected Board Member of the Beirut Creative Cluster.





4. Mr. Karim Kobeissi - Co-Founder and Managing Partner of Kobeissi and Frangie Law Firm, Lebanon

He holds an LL.M. from Harvard Law School and formerly was the Senior Legal and Policy Advisor for Lebanon's Ministry of Telecommunications where he put together the legal and regulatory framework of the country's digital zones. He also is the President of the Harvard Law School Association of Arabia and Member of the Lebanese Order of Engineers.



4. Mr. Mhamad Rabah - General Manager of ZRE s.a.l, Lebanon

He holds a Master's degree in Science and a B.E. in Engineering. He previously worked in strategic and management consulting firms where he developed solutions for the Energy, Aerospace, Transportation and Construction industries. The company he currently runs is responsible for the construction of Lebanon's largest residential high-rise towers. He is currently leading a project for the Beirut Digital District with the aim of further developing the country's creative community cluster.

SESSION 2

Lebanese Contributions to the Main Technological Sectors

1. Mrs. Sandra Chehab - Global Managing Partner, NVIDIA, USA

She graduated from the University of Toronto with a Specialist Bachelor degree in Economics and Finance, a Major degree in Spanish and a Minor in Middle Eastern Islamic Studies. She has been in the Finance and Information Technology industry for 20 years and moved to the US to work with IBM. She has worked for Fortune 500 companies as well as private and consulting firms. She currently is Global Account Manager and Managing-Partner of NVIDIA.

2. Dr. Adnan Bakri - CEO InnovSante, France

3. Mr. Maron Gerard Khouri - Managing Director of Bufori Motor Car Company, Malaysia



He built a classic car by hand when he was only 19. Once completed, the overwhelming response from his brothers and potential customers led to the creation of the Bufori Motor Car Company. Thirty years later, Bufori reached yet another milestone. Handcrafted to the highest international standards, 'The Geneva' represents the pinnacle of automotive craftsmanship.



4. Mr. Christopher Chaghoury - Director of the Chaghouri Group, Nigeria

He holds an M.A. in Business/Tax Law and another in General Legal Studies. He was a Member of the New York Bar Association where he practiced the profession for two years. Upon returning to Nigeria, he joined the Chaghoury Group and now oversees various companies within the network. He currently is the Director of various companies including, Eko Hotel and Suites, ITB Construction Ltd., Nigerian Eagle Flour Mills Ltd., and Saham-Unitrust Insurance Nigeria Ltd.



5. Mr. Michel Fallah - CEO Traxens, France

He is a Lebanese-French citizen, originally from Chekka, who has been living in France since 1978. He started his career as an Electronics Engineer and was one of the pioneers of RFID technology. Michel has successfully negotiated the entry of CMA, CGM, and MSC into TRAXENS' capital along with institutional and financial backers.

ROOM B

09:00 - 10:30 | PANEL 1

HEALTHCARE AT THE SERVICE OF HUMANITY

OBJECTIVE:

This panel provides a suitable platform for prominent doctors of Lebanese origin globally acclaimed for their successes, contributions, and willingness to get involved in humanitarian volunteer work in aid of locals residing in Lebanon who need dire medical attention. This will require uniting those doctors and their Lebanese counterparts such as, the Ministries of Health and Social Affairs, the Lebanese Order of Physicians, the Lebanese Syndicate of Hospitals, and the International Lebanese Medical Association to ensure a successful outcome.

THE PANEL WILL ADDRESS:

- Documentary entitled, 'The Medical Career as a Mission'
- Involvement of the concerned ministries (Health, Social Affairs...)
- Role of the Lebanese Order of Physicians in supporting the panel's cause
- Role of the Lebanese Syndicate of Hospitals in providing logistical support to volunteering doctors using innovative medical techniques
- The contributions of the International Lebanese Medical Association
- Leading doctors of Lebanese descent at the service of humanity (global case studies and achievements)



MODERATOR

Mrs. Karen R. Boustany - Writer, Journalist, TV Host,
President of The Lebanese ALS Association



OPENING REMARKS

H.E. Pierre Bou Assi - Minister of Lebanese
Social Affairs, Lebanon

He spends the better part of his time working on catering to the needs and concerns of all citizens. In addition, he has organized many workshops dedicated to the improvement of the status of, women, children, the elderly, the underprivileged, addicts, and people with special needs.



SESSION 1

Finding ways to extend the humanitarian medical services, by reputed doctors of Lebanese descent operating abroad, into the local sphere

PANELISTS

1. Dr. Usama Hamdan - President of the Global Smile Foundation, US

He is an Otolaryngologist/Facial Plastic Surgeon with university appointments at Harvard, Tufts, and Boston. For his philanthropic service to the people of Ecuador, he was awarded the Knighthood by the President of Ecuador. He has been involved with Outreach Programs for the last 30 years.



2. Prof. Nadey Hakim - Professor of Surgery at the Imperial College of London

He is a pioneering Transplant Surgeon who has written 23 medical textbooks in the field of Surgery, carried out London's first pancreas transplant in 1995, and performed more than 2,000 transplants in a 30-year career. He has a Gastrointestinal Fellowship from the Mayo Clinic and Transplant Fellowship from the University of Minnesota. Has published over 160 papers and was part of the team, which performed the world's first arm transplant.



3. Dr. Gaby Moawad - Assistant Professor of Obstetrics and Gynecology, USA

He is Board-Certified in Obstetrics and Gynecology and the Director of Robotic Surgery at George Washington University. His caring approach to patients and individualized treatment permits him to provide exceptional care that addresses the needs of all patients. In particular, he strives to provide a minimally invasive approach to his patients' surgical needs whenever possible.



4. Dr. Johnny Salameh - Associate Professor and Residency Program Director of the Department of Neurology at AUBMC, Lebanon

He graduated with an M.D. degree from AUB and completed a Neurology residency followed by a Neuromuscular Medicine and EMG Fellowship from Massachusetts General Hospital/Harvard Medical School. He is certified by, the American Board of Psychiatry/Neurology, the American Board of Neuromuscular Medicine, and the American Board of Electrodiagnostic Medicine.



5. Dr. Fernando Hakim - Neurosurgeon at the University Hospital Fundación Santa Fe de Bogotá, Colombia

He earned his medical degree from Escuela Militar de Medicina and continued his medical education in Neurosurgery at Hospital Militar in Bogota, Colombia. After his graduation, he completed a Fellowship at Massachusetts General Hospital and Brigham Women's Hospital in Boston, returning to Colombia soon after. He created the first Normal Pressure Hydrocephalus Clinic in Latin America.

SESSION 2

Fostering relations between emigrant Lebanese doctors and their counterparts in Lebanon

PANELISTS

1. Dr. Walid Ahmar - Interventional and Consultant Cardiologist, Australia



He is the Founder of the Australian Lebanese Medical Association and the current National President of the Australian Lebanese Medical Association. He has a Bachelor of Science Honours degree, Doctor of Philosophy in Medicine, Bachelor of Medicine, Bachelor of Surgery, Fellow of the Royal Australian College of Physicians, Fellow of the Cardiac Society of Australia/New Zealand, and Fellow of the American College of Cardiology.

2. Dr. Ray Hachem - Professor of Medicine, US



He is the Director of the Extramural Education Program in the Department of Infectious Diseases and Infection Control at the University of Texas and President of the American-Lebanese Medical Association. He sits on the Board of Directors of Health Outreach to the Middle East, a non-profit organization committed to providing charitable and humanitarian medical care for underserved people in Lebanon and the Middle East. He is also a Co-inventor of several US patents for medical related inventions.



3. **Dr. Marta Kehdi** - President of the Sirio-Lebanese Hospital, Sao Paulo, Brazil

She is the President of the 'Ladies Benefit Society', Associate of the Syrian Home Pro-Childhood, and Associate of the Syrian Sanatorium Heart Hospital.



4. **Prof. Raymond Sayegh** - President of the Lebanese Order of Physicians, Lebanon

He is a Professor of Gastroenterology and Hepatology at St. Joseph University who spent the past 32 years teaching and practicing medicine. He was Former Chief of the Department of Medicine and Medical Director at Hotel-Dieu Hospital and Co-author of many scientific publications.



5. **Dr. Firass Abiad** - Chairman of Rafic Hariri University Hospital, Lebanon

He is the Minimally Invasive and Bariatric Surgeon at the American University of Beirut Medical Center, Founding Faculty Member at the Lebanese American University School of Medicine, and Fellow of the Royal College of Surgeons.

10:30 - 12:00 | PANEL 2

LEBANESE BRAIN POWER: SUCCESSFUL INVESTMENT IN THE YOUTH

OBJECTIVE:

Lebanon has always been renowned for being a 'talent hub' evidenced, in part, by the projects of university students pursuing various degrees. Concurrently, Lebanon suffers from a 'talent drain' as a significant number of these very same students, upon graduation, seek employment opportunities abroad.

THE PANEL WILL:

- Showcase the exceptional projects submitted by Lebanese university students.
- Highlight the successes achieved and the challenges faced.
- Discuss various ways to foster their projects internationally with the backing of prominent higher education figures from the Lebanese diaspora and the institutions they represent.



MODERATOR

Mr. Maurice Matta - TV Host and Economist, Lebanon

He is a Media Expert who has been the Head of An-Nahar newspaper's Economic section since 2015. He also is the Media Relations Consultant at the American University of Technology in Beirut and Member of the Organizing Committee for the Annual Business Acceleration Conference organized by the Lebanese Central Bank. He has held several advisory positions for Lebanese and Arab Financial and Banking associations.



PANELISTS

1. Dr. Ahmad Ezzeddine - Senior Associate to the President for Strategic Planning and Special Initiatives at Wayne State University, USA

He leads Wayne State University's National, Global, and Corporate Educational Outreach Programs. He is responsible for recruiting international talent to the university, as well as creating and expanding experiences for WSU students and faculty across the globe.



2. Father Professor Georges Hobeika - President at the Holy Spirit University of Kaslik, Lebanon

He received his Ph.D. in German Philosophy from Paris-Sorbonne University. He also served as Dean of the Faculty of Philosophy and Humanities, Vice-President for Research and Francophone Relations, President of the Higher Center for Research and Doctoral College, Vice-President for International Affairs, and Deputy President for Francophone International Affairs.



3. Dr. Joseph Jabbra - President of the Lebanese American University, Lebanon

He served as Academic Vice President at LMU in LA and was Vice President of Academic and Research at SMU in Halifax, Canada. He earned a Law degree from USJ in Beirut and a Ph.D. in Political Science from CUA in Washington, D.C. He is Author, Co-author, and Co-editor of 12 books. The latest, 'Public Administration in Transition', was recently published in London.



4. Mr. Riad Sakr - Vice President of the American University of Science and Technology, Lebanon

He brings with him a background in leadership and a distinguished career as an Engineer and Manager at various U.S. companies.



5. Dr. Bassam Badran - Dean of the Faculty of Sciences at the Lebanese University, Lebanon

He has a Masters in Biochemistry, a DEA in Molecular Biology, and a Ph.D. in Molecular Immunology. He also is a Research Fellow at the Free University of Brussels and Dean of the Faculty of Sciences at the Lebanese University. He published more than 50 articles in various international scientific journals.



6. Dr. Karma El-Hassan - Director of the Office of Research and Assessment, American University of Beirut, Lebanon

She is a UNESCO Consultant and Associate Professor of Educational Psychology, Measurement, and Evaluation at the American University of Beirut, as well as Director of the Office of Institutional Research and Assessment. She has extensive experience in teaching undergraduate/graduate courses, training, and research. She also participated and presented at local, regional, and international conferences on topics related to Modern Assessment and Language Policies.

7. Professor Dani Mezher - Ecole Supérieure d'Ingénieurs de Beyrouth (ESIB), Université Saint-Joseph, Lebanon

He is a Professor at Saint-Joseph University of Beirut where he lectures on Software Engineering. He served as the Chairman of the Electrical Engineering Department from 2007-2016. He holds an Electrical Engineering degree with a major in Computer Engineering, an MSc in Applied Mathematics, and a Ph.D. in High Performance Computing and Networking.



8. Dr. Hassan S. Bazzi - Associate Dean for Research and Professor of Chemistry at Texas A&M University, Qatar

He is the Executive Director of the Office of Development, Engagement, and Outreach. He holds the Dean's Achievement Award, the Dean's Leadership Excellence Award, and the Faculty Excellence Award. He also worked with the UN as a Chemical Weapons Inspector in Iraq.

12:00 - 13:30 | PANEL 3

BUY LEBANESE, TOOLS AND INSTRUMENTS TO EXPAND BRANDING LEBANON THROUGH ITS PRODUCTS AND SERVICES

OBJECTIVE:

'Buy Lebanese', a concept initiated by the Ministry of Foreign Affairs in 2014, seeks to highlight the real competitive advantages of the country's products and services. This year, the panel will tackle the various unexploited tools that could be used to promote the culture of buying Lebanese and branding Lebanon. The panel will also shed light on the role the Lebanese diaspora could play in promoting 'Brand Lebanon' abroad.

THE MAIN OBJECTIVES OF THIS PANEL ARE TO:

- Explore different structural, digital, and human promotional tools in order to:
 - Increase export of Lebanese commodities, brands, and services.
 - Publicize the culture of buying Lebanese through its products.
- Emphasize the role expats play in activating each of these promotional tools.
- Highlight new creative approaches in developing the concept of 'Buy Lebanese'.

THE PANEL WILL:

- Introduce the different promotional tools by:
 - Assessing the (EPA's) role in enhancing trade.
 - Reinvigorating 'Lebanon Connect' through a digital platform service.
 - Highlighting the importance of international trade fairs and exhibitions in creating relationships and networks in Lebanon and abroad.
- Emphasizing the role of social media by:
 - Using crowd-funding as a financial platform to enhance SMEs and startups.
 - Employing social influencers to further promote the initiative.
- Emphasizing the key roles women and chefs of Lebanese cuisine play as vehicles to evolve local products and services.
- Define the relationship economic diplomacy plays by:
 - The Export sector and the Ministry of Trade
 - Local representatives (commercial attachés)
 - Embassies
- Discuss the transversal strategy of involving the Lebanese expats in buying, promoting, and selling Lebanese brands, products and services.



MODERATOR

H.E. Jeanne Mrad - Diplomat at the Ministry of Foreign Affairs and Emigrants of Lebanon

She is a career Diplomat with 14 years of working experience at the Lebanese Ministry of Foreign Affairs and three overseas assignments, two of which she served in multilateral posts, namely in Geneva and Vienna, and which have provided her with an array of diversified multifaceted experiences on different levels with a specialized knowledge in the working methods and functioning of international, governmental/ nongovernmental organizations.



OPENING REMARKS

H.E. Dr. Hussein El Hajj Hassan - Minister of Industry, Lebanon

He holds a Ph.D. in Molecular Biophysical Chemistry from the University of Orléans, France. He also was elected Deputy of the Bekaa, Chairman of the Parliamentary Committee on Agriculture and Tourism, Member of the Parliamentary Committee on Public Works and Transportation, Member of the Finance and Budget Committee, and Minister of Agriculture.



PANELISTS

1. Mr. Charles Arbid - Founder and President of the Lebanese Franchise Association, Lebanon

He has a B.S. in Economics from the American University of Beirut and holds the titles, Founding Member of BADER, Member of the Board of Directors of the Franco-Lebanese Chamber of Commerce, Chairman and Chief Executive Officer of KARLSON Holding, CEO/Founder of RECTANGLE YELLOW Textile Industries, CEO/Founder of Snack System Restaurant and Cafés chain.



2. Ms. Fransesca Zadro - Trade Commissioner of the Italian Trade Agency in Beirut ICE, Lebanon

She holds a degree in Political Science, International Studies, and an M.A. in International Relations. She formerly was appointed Expert of the United Nations Economic Commission for Europe on Trade Facilitation.



3. Ms. Joumana Damous - Co-founder and Managing Director of Horeca Hospitality Services, Lebanon

Founded by a father-daughter team, Hospitality Services is an Event Management and Publishing Company that organizes major industry trade fairs and events for the public.



4. Mr. Abdallah Aabsi - Founder and Owner of Zommal Crowd-funding Platform in San Francisco, US

He founded what is considered as the Arab world's leading crowd-funding platform, which supports creativity with the backing of top VCs in the MENA region. He also runs an NGO that supports student entrepreneurs in Lebanon with 70 projects in the pipeline.



5. Mrs. Lana Saheley - Entrepreneur and Blogger, France and Africa

She is the Founder of the fashion, beauty, and lifestyle website L'Armoire de Lana. This online platform, established six years ago, grew from being a blog focused on written content to an extended online destination for an audience based in the Arab region and the rest of the world.



6. Mr. Nemer Saade - Lebanese Men's Fashion Designer, Lebanon

He studied Pattern Making and Design at ESMOD before launching his first collection. He was the first Lebanese Designer for men in the Middle East to hold a fashion show in Beirut. He dressed Adam Lambert, Slash (Guns N' Roses), Usher, and David Guetta at the 2010 Grammy Awards.



7. Mr. Anthony Salame - Presenter on Virgin Radio, Australia

He hosts one of the most famous and listened-to morning radio shows. His style and talent have proven conducive to the promotion of 'Brand Lebanon'.

8. Dr. Jose Eid - Orthopedic Surgeon, Brazil

He is the Founder and Former President of the Brazilian Medical Shock Treatment Society and President of Ibero American Federation for Medical Treatment.

POST PANEL: **PERFORMANCE****Mr. Georges Chalhoub** - Lebanese Actor**14:00 – 15:30 | LUNCH****16:00 – 17:30 | OFFICIAL CLOSING CEREMONY**

Master of Ceremony

Mrs. Karen R. Boustany - Writer, Journalist, TV Host, President of The Lebanese ALS Association

Closing Song

Ms. Kyle Fisher

Guest-Life Testimony

Dr. Jamil Zogheib - Founder of the Lebanese ALS Association

He is a Pediatrician by vocation who in 2008 suffered from ALS, which paralyzed every part of his body except for his eyes. Operating a computer through eye movement, he wrote articles on Facebook where he created a free medical consultation page for Lebanon and the world. He then began lecturing on the disease, via Skype, to a global audience. He also wrote nine books and produced a documentary on the disease.



KEYNOTE SPEAKERS:

- H.E. Rodrigo Maia - President of the Chamber of Deputies, Brazil

He has served as Federal Deputy for Rio de Janeiro for five consecutive terms. Throughout his political trajectory, he also became the first National President of the Democratic Party and is constantly referenced in economic debates.

**- Mr. John Kuri** - Author, Movie Producer, Screenwriter, and Director

His filmography lists over forty titles. He is Emmy® nominated and received the Christopher® Award for his Disney movie, One More Mountain. He also is a Senior Fellow with the NSIC, a Washington, DC based education-research foundation sponsored in part by the State Department, USAID, and Georgetown University.

**- Honorable Norma Abdala de Matarazzo** - Deputy and Vice President of the Chamber of Deputies, Argentina

She graduated to become a teacher and later joined the Public Administration sphere when elected Mayor of her hometown. She went on to become the National Deputy of the Province of Santiago Del Estero. In 2011, she was unanimously voted as First Vice President of the Chamber of Deputies. She also is a Member of the Parliamentary Friendship Group between Argentina and Lebanon.

LDE 2017 RECOMMENDATIONS

CLOSING SPEECH



CLOSING SPEECH

H.E. GEBRAN BASSIL

Minister of Foreign Affairs and Emigrants

HONORS AND AWARDS**20:30 | MUSIC CONCERT BY
'THE LEBANESE DREAM'**

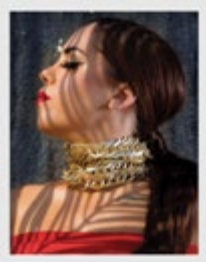
Casino Du Liban

**1. Mr. Michel Fadel** - Renowned Pianist and Music Arranger

He obtained a Master's degree in Classical Piano from the Lebanese National Conservatory and studied Composition and Orchestra at the Bologna Conservatory. He went to become the main Pianist for Fairuz, Majida El Roumy, and Julia Boutros. He won first prize at the World Championships of Performing Arts and composed, as well as arranged the Official Anthem for the Arab Olympic Games.

**2. Ms. Mayssa Karaa** - Lebanese/American Grammy Nominated Singer-Songwriter, California

She graduated from the Berklee College of Music and was the featured Vocalist on the Arabic version of Jefferson's Airplane, 'White Rabbit' on the blockbuster movie 'American Hustle' soundtrack, which was nominated at the Grammy Awards as Best Compilation Soundtrack for Visual Media in 2015. She sings fluently in nine different languages and is about to release her debut solo album, a unique blend of American pop and Middle Eastern melodies.



3. Ms. Carol Souki - A Venezuelan-born Eclectic Singer/
Songwriter of Lebanese origin

She got a degree in Music Therapy and Vocal Performance from Berklee College of Music and works as a Private Music Instructor in Kuwait where she lives. She has performed countless times around the region and has received various awards such as, The United Nations Peace Award and The Music and Peace Award from the Mayor of Kentucky, US. Additionally, she has shared the stage with Gloria Estephan, Rosa Pasos, Zade, Nawaf al Ghreibah, and Michel Fadel.



4. Mr. Maen Zakariyah - Singer and Performer

He started his artistic journey with the Fayhaa Choir and won 1st place at the Group Singing Festival for Best Chorus and Maestro. He sang Mouwachahat as a Soloist with the chorus and performed at several regional and international festivals in more than 25 countries around the world. He was the first person to ever perform the Azan alongside Ave Maria with Soprano Tania Kassis at the Union Prayer. He later performed in Milano, Italy at the Duomo Cathedral's courtyard by request from the Pope himself.

SATURDAY, 6 MAY, 2017:

09:00 – 10:00 | MEETING WITH
H.E. THE PRESIDENT OF THE LEBANESE REPUBLIC
GENERAL MICHEL AOUN

12:00 – 13:30 | OFFICIAL INAUGURATION OF:

- AMERICAN - LEBANESE DIASPORA HOUSE
- EMIRATI - LEBANESE DIASPORA HOUSE
- CANADIAN - LEBANESE DIASPORA HOUSE
- BRAZILIAN - LEBANESE DIASPORA HOUSE

THE LAUNCHING OF:

- MEXICAN-LEBANESE DIASPORA HOUSE
- AFRICAN-LEBANESE DIASPORA HOUSE

14:00 – 16:00 | TRADITIONAL LEBANESE
LUNCH - BATROUNIYAT

Hosted by **H.E. MINISTER GEBRAN BASSIL**
Featuring: Al Fersan Al Arbaa

SUNDAY, 7 MAY, 2017:


LEBANESE DIASPORA PLANTING DAY
GROW YOUR LEBANESE ROOTS
 Lebanese Diaspora Forest, Shatine
 May 7th, 2017

10:00 - 12:00 Departure from Beirut towards Shatine - Tannourine

12:00 Arrival to Chatine

12:00 - 12:05 Mr. Boutros Younes, Vice President of Chatine's Municipality

12:05 - 12:10 Dr. Anne Patterson, USAID's Mission Director in Lebanon

12:10 - 12:20 H.E. Minister Gebran Bassil, Minister of Foreign Affairs and Emigrants

12:20 - 12:25 Planting a Cedar Tree

12:25 - 12:30 How to plant your seedling correctly

12:30 - 01:30 Planting on-site

01:30 - 02:30 Lunch

02:00 - 03:30 Balaa Sinkhole (Balou3 Balaa) site seeing

For registration, please visit the info desk at LDE dinner site

GENERAL INQUIRIES: **79 172429**LOGISTICS: **03 679676**SECURITY: **76 620 204**ORGANIZER: **70 328884**MEDIA: **71 636628**

ONLINE NETWORKING PLATFORM

LDE constitutes a tie of interests alongside its emotional aspect. It is a chance to share experiences, enhance relations, and establish business and social connections.

LDE 2017 will feature a special Online Networking Platform where interested attendees will be able to schedule meetings with their peers, share experiences, and discuss opportunities.

Using the Online Networking Platform on our website www.lde-leb.com, individuals will be able to request meetings from other available attendees at their convenient time and place.

We are happy to provide a limited number of meeting rooms for our guests during the conference on the 5th and 6th of May 2017 from 10 AM to 5 PM at BIEL.

Please note that due to the extraordinary high demand for meeting rooms during the conference, slots have to be booked in advance using the Online Networking Platform and are generally restricted to 25 minutes per session.

ACCESS INFORMATION

Badges / Security

The organizer and the local security personnel will do everything to ensure your safety.

Attendees will be subject, at the main entrance, to a thorough security check using body scanners. We kindly ask you to wear and keep your badge visible at all times. If you have any questions, please feel free to contact the staff at the information desk at the entrance of BIEL.

All badges are color-coded and display the wearer's name and country of residence.

Color of Lanyards and Badges

Lanyard	Badge
Black	Locals
Black	Exhibitor
Blue	Diaspora
Blue	Guest
Red	Media

THURSDAY, 4 MAY, 2017:

20:30 | OFFICIAL GALA DINNER OF THE MINISTRY
OF FOREIGN AFFAIRS AND EMIGRANTS

Hilton Grand Habtoor Hotel

Restricted to Invitees only (Kindly pick up your personal ticket at the registration desk
after the opening ceremony)

Friday, 5 May, 2017

20:30 | CELEBRATING “THE LEBANESE DREAM” CONCERT
CONDUCTED BY MICHEL FADEL, FEATURING MAYSSA KARAA

Casino Du Liban

Restricted to Invitees only (Tickets are required)

SATURDAY, 6 MAY, 2017:

09:00 – 10:00 | MEETING WITH
H.E. THE PRESIDENT OF THE LEBANESE REPUBLIC
GENERAL MICHEL AOUN

12:00 – 13:30 | OFFICIAL INAUGURATION OF:

- AMERICAN - LEBANESE DIASPORA HOUSE
- EMIRATI - LEBANESE DIASPORA HOUSE
- CANADIAN - LEBANESE DIASPORA HOUSE
- BRAZILIAN - LEBANESE DIASPORA HOUSE

THE LAUNCHING OF:

- MEXICAN-LEBANESE DIASPORA HOUSE
- AFRICAN-LEBANESE DIASPORA HOUSE

14:00 – 16:00 | TRADITIONAL LEBANESE
LUNCH - BATROUNIYAT

Hosted by **H.E. MINISTER GEBRAN BASSIL**
Featuring: Al Fersan Al Arbaa

TRANSPORTATION INFORMATION

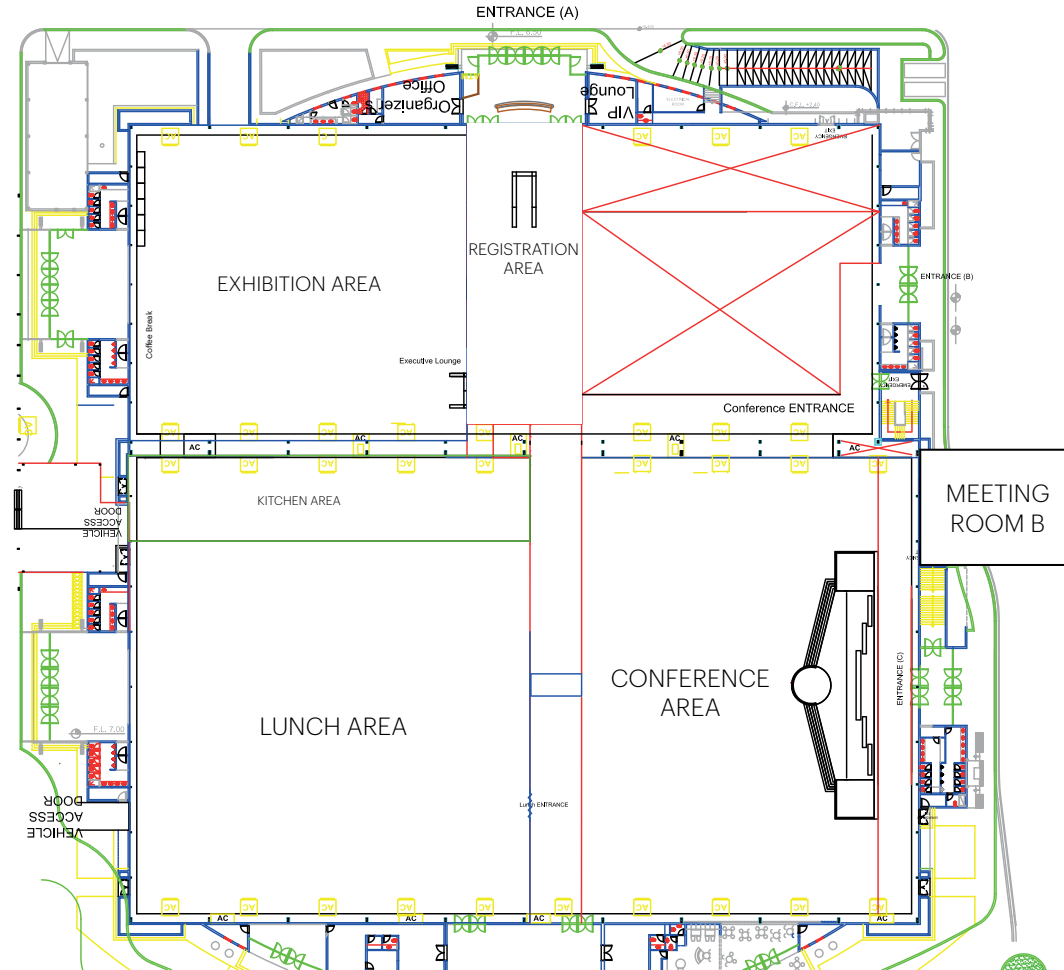
Transportation by bus will be provided to and from the side events.

If you have not requested transportation during your online registration, please contact the staff at the information desk to reserve your places.

Transportation Schedule

Date	Time	From	Destination
4/5/2017	07:30	Partner Hotels	BIEL
4/5/2017	18:00	BIEL	Partner Hotels
4/5/2017	20:00	Partner Hotels	Hilton Grand Habtoor
4/5/2017	23:30	Hilton Grand Habtoor	Partner Hotels
5/5/2017	8:30	Partner Hotels	BIEL
5/5/2017	18:00	BIEL	Partner Hotels
5/5/2017	19:30	Partner Hotels	Casino Du Liban
5/5/2017	19:30	Casino Du Liban	Partner Hotels
6/5/2017	07:30	Partner Hotels	Presidential Palace
6/5/2017	10:30	Presidential Palace	Batroun
6/5/2017	17:00	Batroun	Partner Hotels

Note: Invitees visiting the Presidential Palace using their own mode of transportation should park their vehicles at an assigned space near McDonald's Baabda where shuttle busses will transport them to their destination.



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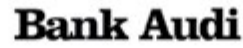


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