

GB



Global

Business

Opportunities

Lebanon 2011



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I- Program Overview

For 18 days, starting from the 12th of May 2011 and until the 29th of May, and with the support of the British Council, Sharjah Women Council, Ecole Supérieure des Affaires (ESA) and Junior Chamber International (JCI), 28 participants from Colombia, UAE and Lebanon worked together in Lebanon on building their business planning skills and developing their own projects.

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We were able to break down the barriers between different cultures, ideas and attitudes of young people from different countries and continents, providing them with an opportunity to form long term friendships that will contribute to the establishing or the strengthening of the ties between these countries through partnerships and means of cooperation they will create with their projects in the foreseeable future.

The Global Business Opportunity Program (GBO) acquires important skills that are essential to help the participants develop business plans and successfully start and operate their own business. Successful business ownership requires not only choosing the right type of business but an understanding of legal requirements, accounting, management, and marketing matters. A business plan pulls all these components together.

The program that was conducted in Lebanon in May 2011 included 10 participants from Colombia, 10 from UAE and 8 from Lebanon.

II- Training

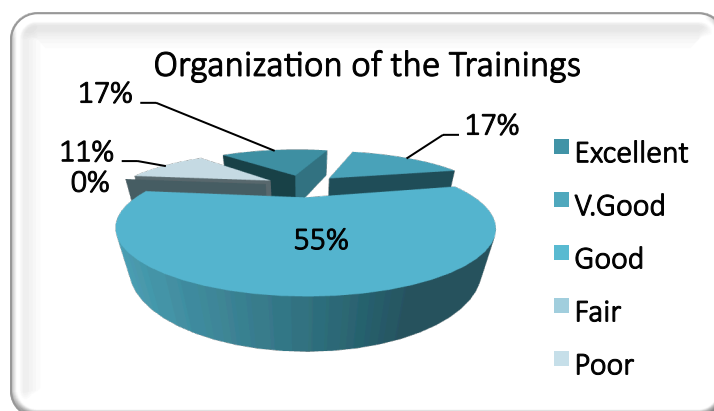
Over 18 days, participants undergone training on more than 17 different business topics to help the participants jump start their own business.

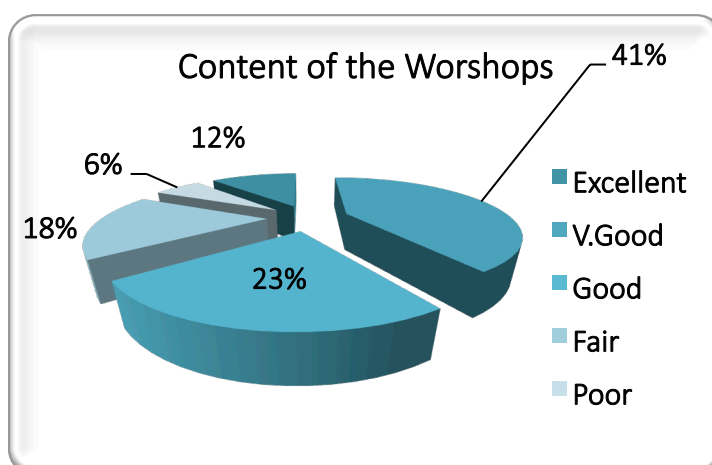
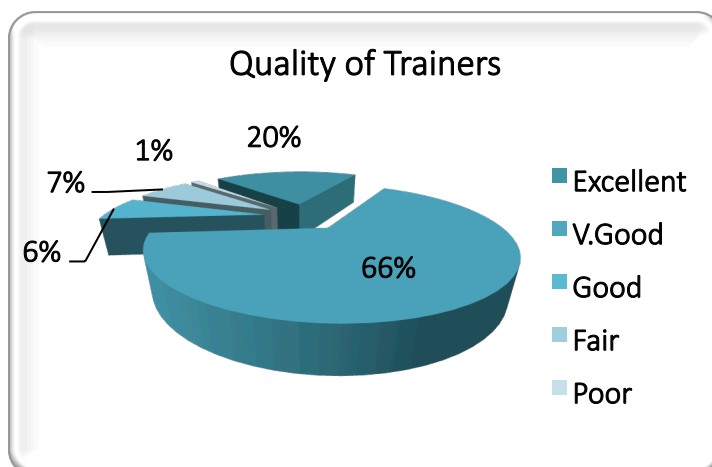
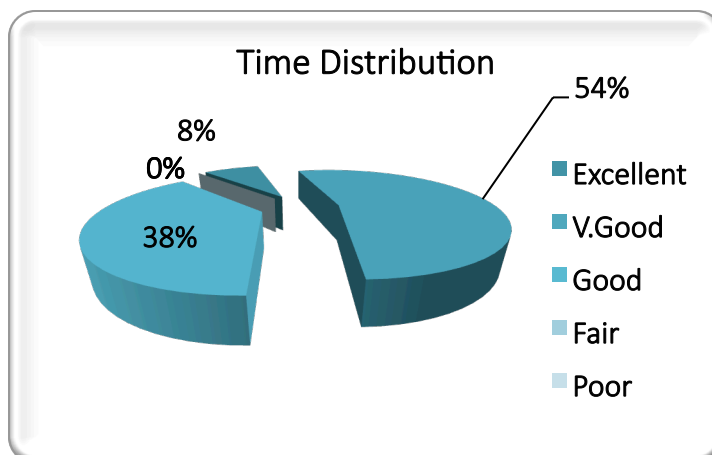
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The training covered the following topics:

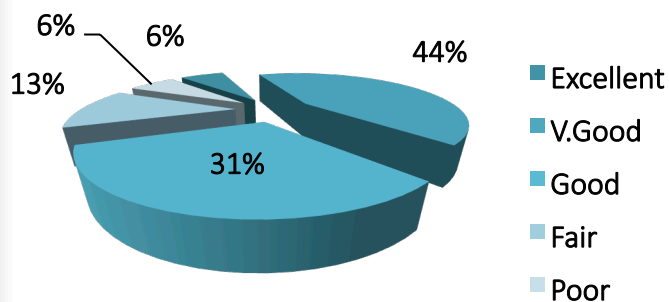
Topic	Trainer name
✓ Unleash the entrepreneur inside you	✓Mr. Tarek Dajani ✓Mr. Tony Feghali
✓ Negotiation Skills/Networking	✓Mr. Samir Zehil
✓ Team Building	✓Promax
✓ Presentation Skills	✓Ms. Lina Hourani
✓ Systematic Innovation	✓Mr. Fawaz Hamdi -BIAT-
✓ Entrepreneur Strategy	✓Mr. Fawaz Hamdi -BIAT-
✓ Project Management	✓Eng. Grace Najjar
✓ International Trade	✓Mrs. Nadine Ghannoum Hage
✓ How to build a Business Plan/ Investment Education	✓Mr. Ziad Ferzly
✓ Human Resources Management	✓Mr. Charles Saliba
✓ Pitching/Investment Education	✓Mr. Antoine Abou Samra -BADER-
✓ IP and Corporate Law	✓Mr. Walid Hanna
✓ Leadership	✓Mr. Andre Awad
✓ Islamic Banking	✓Mr. Ghassan Chammas
✓ Marketing/PR & Branding	✓Dr. Alfred Riachi ✓Mr. Roland Aoun
✓ Sales	✓Mr. Johnny El Ghoul
✓ Social Networking and Modern Media	✓Mr. Mohamad Najm -SMEX-

The following is the participant's evaluation for the program matters:

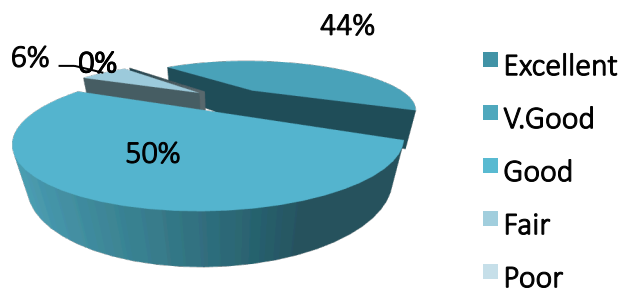




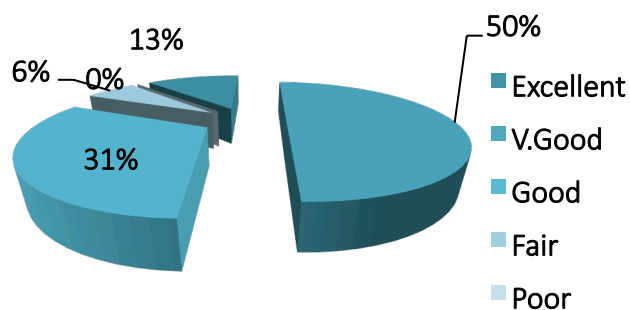
Presentation of the content

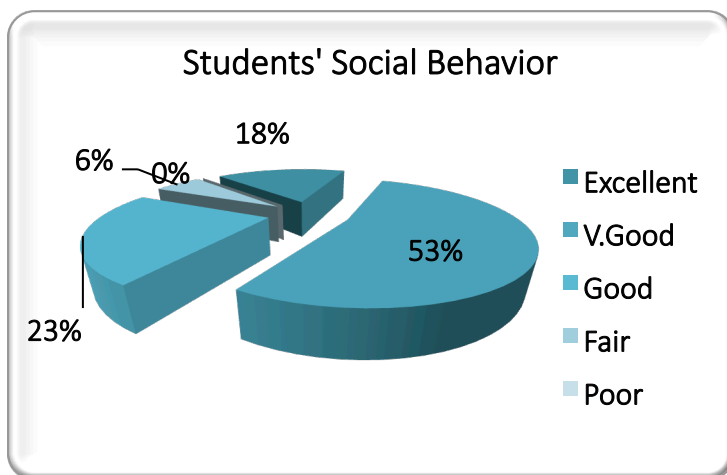
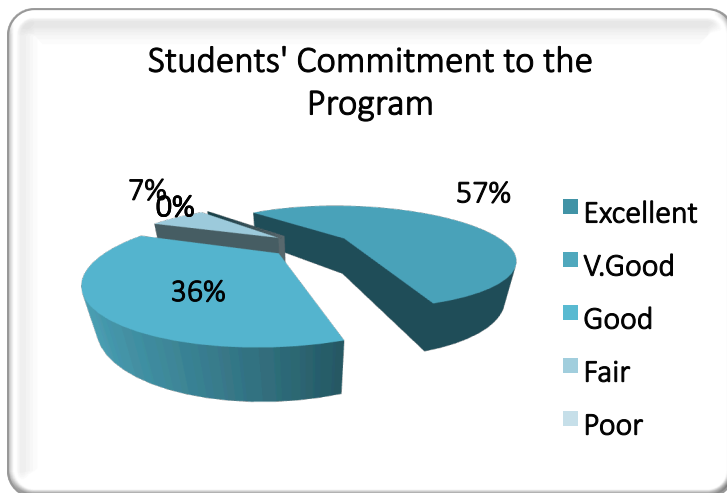
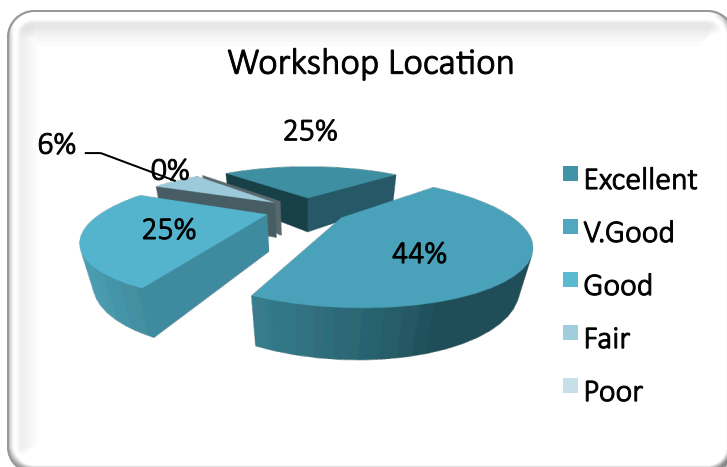


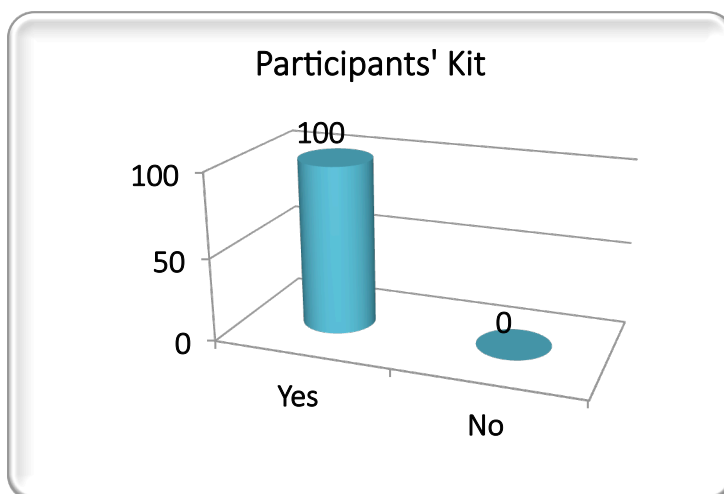
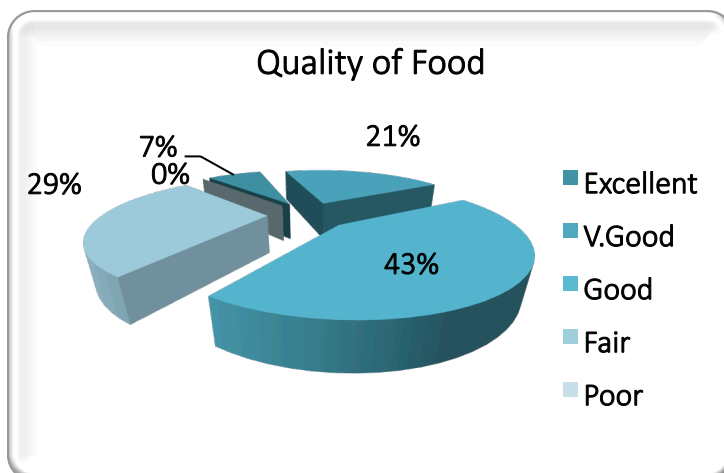
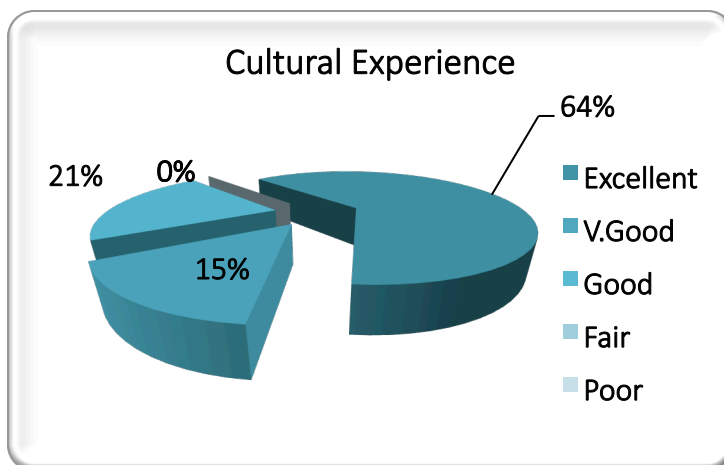
Overall Presentation

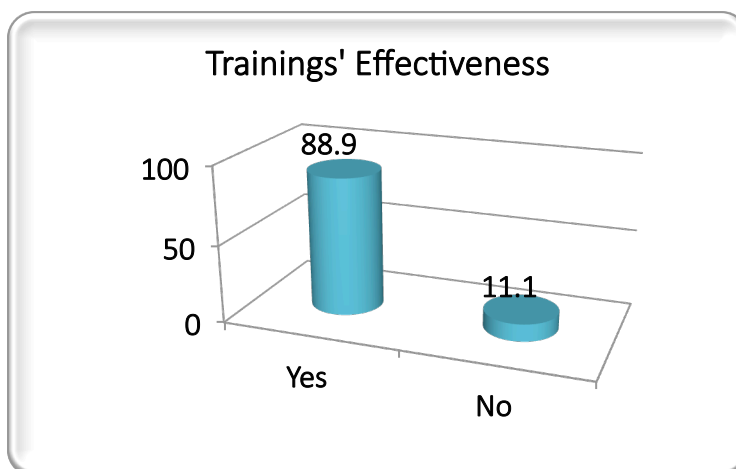
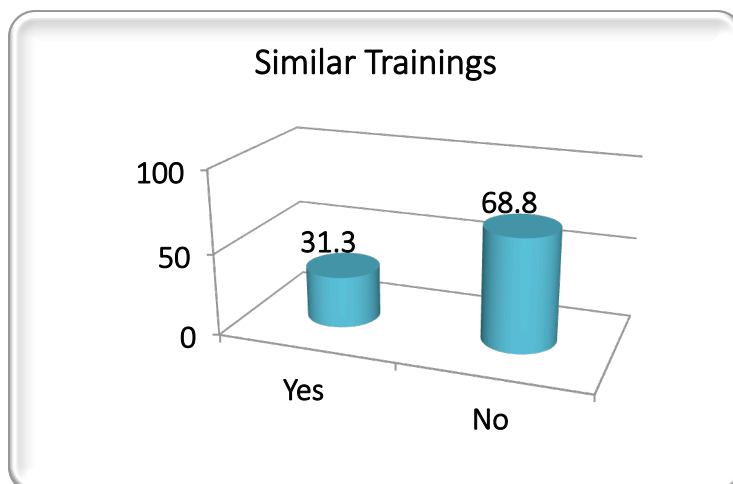


Students' Performance in Trainings









III- Schedule Details

The GBO trainings took place in three different areas in Lebanon:

- Beirut
- Douma
- Tripoli

Each location have significantly contributed to the diversity of this program and given a special taste for the trainings conducted at its premises.

The following is a full schedule of the participant's stay in Lebanon:

GBO Lebanon 2011 Program

Time	12-May-11	13-May-11	14-May-11	15-May-11	16-May-11	17-May-11	18-May-11	19-May-11	20-May-11
	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 > 1:00	Arrival	Unleash the entrepreneur inside you	Team Building / Natural Resort	FREE	Systematic innovation	Announcing The Teams Group Working	ESA Presentation	International Trade Cross cultural relationships & opportunities	Human Resources management
1:00 > 2:00		Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
2:00 > 6:00		Networking Negotiation skills	Team Building / Natural Resort	Visit to Byblos Travel to Biat TRIPOLI	Entrepreneur strategy	Business field visit INDEVCO Travel back to Beirut	Project Management	How to build a business plan	Investment Education Pitching
8:00 > 9:00	Welcoming Dinner	Travel to Mountain/ Dinner	Dinner Campfire	Dinner Tripoli	Dinner	Dinner	Dinner	Official Opening	Dinner

Time	21-May-11	22-May-11	23-May-11	24-May-11	25-May-11	26-May-11	27-May-11	28-May-11	29-May-11
	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 > 1:00	IP & Corporate law Leadership	Visit to Jeita Grotto	Marketing	Sales	Group working Social networking & Modern media	Business field visits	Final Project Presentations Press Conference	FREE	Departure
1:00 > 2:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch		
2:00 > 6:00	Islamic Banking	Group working	PR & Branding	Meeting The Designers Building Business Document	Meeting The Coaches Meeting Successful entrepreneurs / Networking event	Group Working for the final presentation	Official Closing		
8:00 > 9:00	Dinner	Dinner	Lebanese Cultural night	Colombian Cultural night	UAE Cultural Night	Dinner	Dinner		

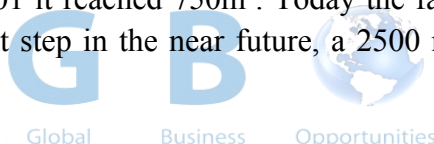
The participant's field visits two successful enterprises:



- **UniPak:** Union Packaging Corporation (Unipak) specializes in manufacturing corrugated board, corrugated containers, carton packaging, high-graphics shelf-ready packaging, promotional point-of-purchase displays and counter stands. Established in 1965 in Halat, Lebanon, Unipak caters to the agricultural, processed food, beverage, catering, dairy, hygiene disposables, pharmaceutical, industrial, households, chemical and petrochemical markets in Europe, the Middle East and Africa. They are a member of INDEVCO Paper Containers, a division of the multinational INDEVCO Group.



- **Tony's Food:** Cherfan Commercial Est. was established in 1988 by Mr. Tony I. Cherfan and immediately became a part of the "Association of Lebanese Industrialists", registered at Baabda license number 27157 with two franchises: first one in Beirut, Rawda and the second one in Kesrouan, Bouar. Cherfan Commercial Est. started as producers and manufacturers of frozen dough and pastry selected from the finest Lebanese gourmet. Our products brand name "TONY'S FOOD®" is well known in Lebanon and the Arabic countries for its matchless products' quality. From a 45 m² factory in 1988, to a 250 m² after two years, in 2001 it reached 750m². Today the factory is based on a 1500 m² and still aiming for a giant step in the near future, a 2500 m² professional and international factory.



And met some of the most successful entrepreneurs in Lebanon:

- **Miss. Lara Tarakjian, Owner of Silkor -Laser Medical Center-.** Silkor is a company specialized in treatments that promote smoother, more radiant skin, for both men and women. Treatments are performed by highly skilled medical professionals and take place in a relaxed and comforting atmosphere. The story after the company's success makes the owners one of the most successful entrepreneurs in the Middle East and GCC area. Miss Lara shared her experience in entrepreneurship and provided the participants with important tips concerning managing any new business.
- **Mr. Jihad Habib, GM of DOTCOM-UNITY.** The company produces T-shirts with special themes and messages. The topics covered are:
 - Political and Social Events
 - Urban Fashion (Graffiti on the walls replicated on the T-Shirts)
 - Unified Lebanese Party (T-Shirt with a Cedar in the middle)

They started selling their T-Shirts at:

- Virgin
- ABC Achrafieh (3 employees to sell the T-shirts at ABC)
- Airport.

The price of a T-Shirt is not less than \$30, and they produce up to 6000 T-Shirts per year in Lebanon.



- **Mr. Naji Soaiby, MD, MPH, NHM.** “Polyvalence across the year”, he has the ability to hold many positions and do many things at the same time, in the medical field, in the training field, president of different organizations... The requirements of such life are flexibility, availability and competence.

IV- Working Groups Formation

Five days into the program, six working teams were formed. Each team is formed of four or five participants from Colombia, UAE and Lebanon. All those teams have started working on establishing their own companies. A designer was assigned to each company, to help them come up with a theme and a logo of their own.

Here is the name and logo with a brief about each company and the core of their business:

- **Inspirarte Sociedad (InSo):**



Inspirarte Sociedad is an idea that came about to integrate the passion of learning and coffee under one roof. InSo is a social community hub, which will

Team 1

Meytha Al Mutawaa
Ali Al Jasmi
Juanita Cepero
Miguel Velásquez
Rima Abou Mrad

be based in a coffee shop. At InSo we will provide a space for young professional to work, study, explore and mingle. The coffee shop main area will be dedicate for people to enjoy their time and work. There will also be a section with different rooms dedicated for classes and workshops. The main focus and theme of the classes would be related to the creative industry such as graphic design, music, and art. InSo will also be a place that will hold networking events related to the industry. InSo will dedicate itself to being a place to inspire and connect people.

- **SkinCandy:**



Skin Candy is a unique woman's fashion retail store that will offer specialized selections of all time famous Colombian designed and produced underwear, the store will be launched in a mall (we are targeting the Dubai Mall) by December, 2012 and will seek to provide adventurous customers with uniquely designed, high quality intimate wear at reasonable prices. Our mission is to sell an experience, a pleasant, unforgettable and personalized purchase experience. We will captivate our customers with an enjoyable atmosphere as a result of original state of art interior design, and a few other secrets that will build on a truly unique brand. We aim for SkinCandy to be appreciated by sight, hearing, touch, smell and taste.

- **Touchy**

Team 3

Ghada Al-Amer
Khalil Ibrahim
Natalia Saravia
Andrés Venegas
Tarek Matar

With the use of interactive media, touchy keeps customers in the malls and shops longer, increasing brand awareness and the conversion rate of mall goers into customers. Touchy creates a more entertaining



environment for mall goers with the use of interactive media outlets, such as glass touch panels and interactive floor projections. The interactive media industry is a vital part of advertising, as it allows for a one on one interaction between the customer and the brand, giving the customer a personal experience with the brand. Touchy's clients are the stores in the malls; also, large stores or convenient stores that are not necessarily in a mall can also benefit from touchy's offering. There is an important distinction to be made here; the end user and the client are different. The end-user will be the mall goers and the shoppers.

- **Cerco**

Team 4

Jamila Al Suwaidi
Khalid Abdullah
José Helo
Pascale Baaklini



• **Tri:**

Team 5

Amna Abdalla
Ali Dhanhani
José Kalil Lahud
Sindy Paulina
Zuluaga
Johnny Khoury

Tri is an environmental friendly project that seeks to find a new use for the tires that are out of the market, betting on a better future for the tires and using them for creating rugs, carpets, and tiles for industrial use.



• **Paisano**



Paisano is the first Colombian themed restaurant located in Lebanon. It is a place where people can find much more than just Colombian food and drinks. The concept of Paisano is to have a carnival-like experience; as seen in

many Colombian festivals. People would feel a passionate place, full with joy, uniqueness, amiability, creativity and authenticity. Paisano appears at the Lebanese restaurant scene to stand out as a special and exotic place, where people will never want to leave.

Team 6

Clara Nader
Karen
Ohood Omar
Adham Al Hajj

V- Evaluation & Monitoring

The six groups presented their business ideas to a panel of four distinguished judges; they were refereed on the basis of present ability and viability of proposed business.

➤ Jury Members

Name	Title
✓ Mr. Maxance Dault	✓ The Ecole Superieure des Affaires -ESA-
✓ Mrs. Tania Saba Mazraani	✓ Berytech
✓ Mr. Behlok	✓ HR Manager at Banque Libano Francaise
✓ Mr. Ramy Majzoub	✓ International Vice President Junior Chamber International

➤ Judges Results and Advices:

On the 27th of May, the students were prepared to present their initial business plans for the judges and below are the judges' results and advices for each team:



Team 1: Inspirarte Sociedad

Comments from the advisors

- Unclear message.
- Weak presentation skills.
- Major weakness in the team spirit.
- They did not manage to sell the idea to the advisors.
- They should have a clearer idea, with clearer statistics if not, they have to change it completely.
- Lebanese representation was not present.

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Team 2: Skin Candy

Slogan: Go Figure!!

Comments from the advisors

- Roles need to be more defined.
- The other 2 took a back seat.
- The idea is realistic.
- They have passion for the idea.
- They did a good market research.
- They did surveys and checked places here.



Team 3: Touchy

Slogan: Touch the brand

Comments from the advisors:

- Teams reading too much.
- Too vague and it would have been presented more properly. They could have been more focused and clear.
- Is it expensive? Running operations. Idea innovative but it needs to be modified and researched better.
- Did they pick the right CEO? We don't know.
- PowerPoint presentation is too old. They could have used videos to make it interactive.
- They could have incorporated videos to show this interactivity

Questions:

We would have wanted to see more how the relationship between you and the managers, pricing.



Ghada: We have three more months to elaborate more. The idea exists with GGB Company in the USA. They use it to track the information. Our concern is to advertise in a new way; indirect advertising.

Which market have you studied?

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UAE we already made studies. This will be new idea. Market will be for kids and women. Women in general have the financial power. We will focus on encouraging the mothers to encourage their kids to play the game.

Team 4: Cerco

Slogan: Smart Luxury

Comments from the advisors:

- Very nice but theoretical.
- Best presentation and everybody was empowered.
- Beginning was catchy
- The only thing is if it's possible or not? Not convinced about if it is possible.
- If you have famous designers it will make it luxurious.
- If they can rethink as repositioning themselves as accessible products not luxury it will be more achievable.
- Eco and fashion go along but their weakness is no market understanding for this subject.
- They should create awareness so that they can sell the idea more.
- **As a presentation and content you advise to more research and it can be feasible.**

Questions:

Did you think about how you will keep these designers?

With a great workplace environment. We will provide all the means for them.

Have you done any research about availability? Who are your competitors?

Yes we have research in many aspects. We searched about recycling markets and found that Colombia is good in that. Lebanon has good designers and good market in Dubai.

Terra cycle in USA up-cycle products but they don't aim for high-end luxurious market. We want to ensure high end products. Also in Italy they do something like that, trying to upscale into a more high-end market.

We will be different by introducing it with awareness and smartness, eco fashion.

Team 5: Tri

Slogan: We make use of it.

Comments from the advisors

- Weak from all aspects.
- Missing details.
- They need to submit a clear structure with a deadline.
- Layout is weak
- No passion.
- Test the presentation first.

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Questions

Do you have figures? Have you done any research?

Jose: Yes we did and we know that the three materials are nylon; plastic and rubber are the raw materials.

Financing?

Amina: From the UAE.



I didn't understand the HR. Can u clarify it again please?

Jose: yes we gathered our strengths that each one has. Amina creativity, Johnny IT, Ali knows about marketing. Paulina financial officer and Jose CEO.

Team 6: Paisano

Slogan: A Colombian Experience

Comments from the advisors:

- It's pretty classic. It could work. An idea of a new brand and it is fine.
- The added value is a Colombian experience it is classic but no need for too many key people like HR and others. Too many people to be officers.
- They have to add to the idea if they have all to work in it.

Questions:

Be careful about the introduction of the idea.

Financing?

We aim to get investors.



Did you think of a venue?

Monot or booming area of Jounieh. We have some ideas.

Why not the Lebanese experience in Colombia.?

In Colombia there are few Lebanese restaurants.

You talked to us about the passion but didn't show it?..

We wanted it to be simple.

➤ Teams follow up after leaving Lebanon:

The teams had to present the work at the end of September 2011. To ensure that, a following up was necessary to make sure that the participant's commitment level is monitored and up to the requested level. We are using the following M&E (Monitoring & Evaluation) system for each and every step:

- **A clear set of deadlines** was communicated with the participants as soon as they made it back to their homes; identifying the documents (idea summary, executive summary, contribution table, draft business plan and final business plan etc...) they need to submit to the GBO management and stating the deadlines clearly. A professional is assigned on our end to coach the documents submitted by participants and all mail between the groups are closely watched.
- **A mentor was assigned to each team**, the reason is to have this experience mentor help the teams out in all the hardships and obstacles that they come through, and help them with conducting their business plan.
- **An online mentorship management system is introduced** to facilitate the communication between the mentors and the teams. The system will ease the flow of communication and report all the data back to the GBO management team.
- **Dedicated personnel are assigned to follow up** on team's status and communication, and to remind participants of their deadlines and ensure smooth evolution of matters through e-mails and phone calls.

VI- Cultural Activities

➤ Cultural Nights:

The beauty of different cultures was shining through three very special cultural nights. The aim of those nights is for participants to learn about different cultures and exchange knowledge.



Through those nights, participants have shared many of their traditions:

- Traditional food.
- Traditional music.
- Traditional dances.
- Country history.
- Economical information.
- General information about the country.

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The Lebanese delegation won the award for Best Cultural Night -Lebanon 2011-.

➤ Entertainment & Tourism:

Students had the opportunity to visit touristic attractions all over Lebanon, and experience the merger between the historical venues and the new face of Beirut.

- Douma Old Souk
- Hiking in Douma
- Baloua Balaa
- Byblos Old Souk
- Tripoli Old Souk
- Jeita Grotto
- Beiteddine & Shouf Area
- Downtown Beirut



➤ Students Awards & Closing Event:

The closing event took place at the heart of ESA on the 27th of May 2011. Some students stood out, and that has urged the need for us to acknowledge their efforts throughout the GBO experience:

- **Best Team Player:** Ali Al Jasmi
- **Best Country representative :** Omar Al Busaidy
- **Best in business ethics:** Pascale Baaklini
- **Best Public speaker:** Meytha Al Mutawaa
- **Best in time management:** Andres Venegas
- **Best Team Leader:** Elias Marun Helo

- **Most popular participant** (voted by participants): Clara Nader

Our closing event included all our supporters, partners, trainers and judges whom we acknowledged for supporting our youth and program with the presence of the ambassador of Colombia in Lebanon.

➤ The Ambassadors' availability:



- **Emirati Embassy:** The Emirati ambassador in Lebanon, His E. Erhama Hussain AlZaabi, attended the opening and closing events of the GBO and supported the Emirati delegation on different occasions, especially during the cultural night. He made sure that his delegation is provided with all the material they needed in order to allow their fellow friends from different nationalities to

live the Emirati experience. The Emirati ambassador himself, along with other members of the consulate, attended the cultural night and listened to what the students have learned throughout the GBO and how it might be changing their lives in the near future hopefully.

- **Colombian Embassy:** The Colombian Ambassador in Lebanon; Her E. Rena Al Khoury attended all official events and showed a lot of interest in supporting the Colombian delegation and provided them with the necessary material for their cultural day. The Colombian ambassador herself set a meeting with the Colombian delegation and listened to their experience throughout this program. She was delighted for what she has heard and she gave the participants a great boost of motivation, which made them feel closer to their home country.



VII- GBO Challenges & Lessons Learned

➤ Our Challenges:

The GBO management has found many different challenges through its journey; those challenges can be categorized to the following:

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- **Conflict management challenges**

Managers should be ready and trained to manage the programs and teams. The Lebanese delegation was neither ready nor complete and that proved to be unfair for the Lebanese participants.

- **Keeping the participants motivated and well engaged**

Participants had the need to be motivated throughout the program, they had a great amount of pressure and sometimes discomforts with the place, weather or food

After the program ended in Lebanon we need to make sure that the students will commit to their responsibilities towards the program and their teams (we suggest that they sign a commitment letter before they leave their country for the coming program.)




➤ Areas of improvement:










- The participant's selection criteria should include the idea that a participant has personal competences and soft skills should be the second most important criteria for selection. Hence; the participants would have to send in written concept papers backed up with preliminary research.
- More practical and field work should be included.
- Take into consideration different eating habits or timings, check for special diets.
- Participants must sign a commitment letter.
- Safe Bookings for restaurants and hotels.
- Hosting partner should participate heavily in all official events and must be updated on daily bases.
- Keep the partner well engaged.



VIII- GBO Participants

UAE Participants	
	<p>Ghada Al-Ameri</p> <p>Age: N/A</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - IT Project Management and System Integration (SIPM), Institut Supérieur d'Electronique de PARIS (ISEP), Paris, France. - Computer Systems, Zayed University, Abu Dhabi <p>Interests: Classics, fine art, reading and traveling</p> <p>Email: gaalameri@gmail.com</p>
	<p>Méytha Al Mutawaa</p> <p>Age: 26</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Master of Science, School of Business, University of Birmingham, United Kingdom - Bachelor of Science, Collage of Communication and Media Sciences, Zayed University Dubai, United Arab Emirates <p>Interests: Softball, Basketball (Ex-player of Al Ahli Basketball Team), Solving Puzzles and Learning new languages and cultures.</p> <p>Email: meythaa@gmail.com</p> <p>Award: Best Public Speaker</p> <p>Testimonial: Its great learning about different cultures and how their working behavior is.</p>
	<p>Amna Ali Ahmad Abdalla</p> <p>Age: 25</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Student at College of Fine Arts and Design, University of Sharjah <p>Interests: Arts & Photography.</p> <p>Email: amna_ali_Ahmad@hotmail.com</p> <p>Testimonial: I had a great unforgettable experience which I benefited from professionally and personally. I have been very lucky to have been part of GBO. It was life changing.</p>

	<p>Jamila Al Suwaidi</p> <p>Age: 24</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Civil Engineering Student at American University of Sharjah, United Arab Emirates <p>Interests: N/A</p> <p>Email: Jamela_Engineer@hotmail.com</p> <p>Testimonial: Great experience and learned a lot! Made me a better person in life.</p>
	<p>Ohood Omar Abdulla</p> <p>Age: 27</p> <p>Qualifications:</p> <p>Interests:</p> <p>Email : ohood_omar@hotmail.com</p> <p>Testimonial: To have such an experience is one of a kind Well organized and well planned.</p>
	<p>Aref Ghareeb Mohammed Al Housani</p> <p>Age: 26</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Business Information Systems, Al Ittihad University, United Arab Emirates <p>Interests: Web and & Graphic Design, Table Tennis, Photography, Swimming & football</p> <p>Email: aref.gharib@gmail.com</p> <p>Testimonial: It was a great and I hope I can repeat it again.</p>
	<p>Omar Mohammed Al Busaidy</p> <p>Age: 25</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - B.Sc. in Marketing - American University in Dubai <p>Interests: Basketball, Soccer, Volleyball, Jogging, Surfing the internet, reading books on Politics and Business leadership</p> <p>Email: omar.albusaidy@yahoo.com</p> <p>Award: Best Country Representative</p>

	<p>Ali Al Jasmi</p> <p>Age: 25</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Network Engineering, UAE University <p>Interests: Graphic Design, Soccer, Swimming, Mixed martial Arts, Latin Dancing and Music</p> <p>Email: aljasmi.ali@gmail.com</p> <p>Award: Best Team Player</p>
	<p>Ali Abdulrahim Al Dhanhani</p> <p>Age: 25</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Business Technology Diploma – Higher Colleges of Technology, United Arab Emirates <p>Interests: Photography, Designing, Online Surfing and Reading</p> <p>Email : ali_aldhanhani@live.com</p>
	<p>Khalid Abdullah</p> <p>Age: 25</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - BA of Fine Arts, University of Sharjah, United Arab Emirates <p>Interests: N/A</p> <p>Email : k.abdul@gmail.com</p>

Colombian Participants



Daniela Pineda Fonrodona

Age: N/A

Qualifications:

- Bachelor in International Logistics from Instituto Colombo-Alemán para la Formación Tecnológica- ICAFT- and student of Business Administration at CESA, trilingual (Spanish, English, German)

Interests: Painting

Email: daniela_pineda@hotmail.com

Testimonial: THE BEST EXPERIENCE OF MY LIFE.



Elías Alberto Marún Helo

Age: 27

Qualifications:

- Undergraduate Law Program at Universidad de Los Andes, Colombia
- Minor Degree in Business Administration. Universidad de los Andes, Colombia

Interests: Mountain Biking, Country Biking, reading, travelling

Email: eliasmarun@gmail.com

Award: Best Team Leader

Testimonial: The organization after the program should improve because we were supposed to receive feedback on the financial and marketing plan before the final business plan is delivered and it never happened. Also, the amount of the prize is too small to motivate the participants after the program it should be at least doubled.



José Salomón Marun Helo

Age: 23




Qualifications:

- Student at CESA Business School, Colombia

Interests: Music




Email: josamarun@hotmail.com

	<p>Andrés Venegas</p> <p>Age: 23</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia <p>Interests: N/A</p> <p>Email: mamoncada_89@hotmail.com</p> <p>Award: Best Time Management</p>
	<p>José Luis Kalil Lahud</p> <p>Age: 22</p> <p>Qualification:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia. <p>Interests: Golf, polo, cycling, collecting 1/18 scale cars & spending time with family.</p> <p>E-mail: josskhalil@gmail.com</p> <p>Testimonial: Excellent experience to understand worldwide business, and get to know other cultures much better!</p>
	<p>Karen Gineth Rodríguez Velandia</p> <p>Age: 22</p> <p>Qualifications: Student at CESA Business School, Colombia</p> <p>Interests: Music, Oriental culture and languages</p> <p>Email : kren_a90@hotmail.com</p> <p>Testimonial: IT'S SOMETHING TO REMEMBER FOR EVER. PEOPLE ARE THE MOST VALUABLE THING TO MEET, KNOW AND APPRECIATE.</p>
	<p>Sindy Paulina López Zuluaga</p> <p>Age: 21</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia <p>Interests: Ballet, singing, volunteer work</p> <p>Email: paulinita2006@hotmail.com</p>

	<p>Miguel Ángel Moncada Velásquez</p> <p>Age: 21</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia <p>Interests: Music</p> <p>Email: mamoncada_89@hotmail.com</p>
	<p>Juanita Cepero</p> <p>Age: 22</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia <p>Interests: Writing, reading, Baking, and Extreme sports</p> <p>Email: juanis_c25@hotmail.com</p>
	<p>Natalia Saravia</p> <p>Age: 23</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Student at CESA Business School, Colombia <p>Interests: Reading, Painting and Travelling</p> <p>Email : natis2001@hotmail.com</p>

Lebanese Participants

	<p>Tarek Salem MATAR</p> <p>Age: 27</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Banking & Finance (UQAM, ESIG) - MBA in process (USEK) <p>Interests: Swimming, Squash, Hiking</p> <p>Email: tarmatar@gmail.com</p>
	<p>Adham El-Hajj</p> <p>Age: 23</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - Technical Superior in Electronics and Communication, CCNA <p>Interests: Hunting, Sports</p> <p>Email: adhamalhajj@gmail.com</p>
	<p>Pascale Baaklini</p> <p>Age: 24</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - MBA, Universita di Pisa, Italy - BA in Multimedia, ALBA, Lebanon <p>Interests: Online Media, Web Design, Traveling, Environmental Activism</p> <p>Email: pmbaaklini@gmail.com</p> <p>Award: Best Business Ethics</p>
	<p>Clara Nader</p> <p>Age: 27</p> <p>Qualifications:</p> <ul style="list-style-type: none"> - MBA, USEK, Lebanon - BA in Finance, USEK, Lebanon <p>Interests: Swimming, Skiing, Traveling</p> <p>Email: clara.nader@gmail.com</p> <p>Award: Most Popular Participant</p> <p>Testimonial: It was an exceptional experience that opened a lot of opportunities for me.</p>

	<p>Johnny Khoury</p> <p>Age: 24</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Telecommunications engineering <p>Interests: Swimming, Skiing, Traveling</p> <p>Email: Johnny_khoury30@gmail.com</p> <p>Testimonial: The GBO has give me the experience to upgrade my qualifications in the future ...</p>
	<p>Rima Abou Mrad</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – Master in Conflict Resolution, Mediation and Non-Violent Education, Academic University for Non-Violence and Human Rights, Lebanon (expected graduation: end of 2011) – Master in Corporate and Finance Law, Wayne State University, Michigan, USA (Graduated in May 2008) – Bachelor's degree in law, Université Saint Joseph, Beirut, Lebanon <p>Interests: Community service, mentoring and coaching, Ballroom dancing, yoga, outdoors activities</p> <p>Email: prima@shioriginal.com</p> <p>Testimonial: It was a great experience. I met wonderful people from Lebanon, UAE and Colombia. I learned lots of valuable information from excellent trainers. The only thing that could be improved in the time management in this program. It was too condensed. The phase after the program was extremely time consuming because the deadlines where very short.</p>
	<p>Ghia Zaatari</p> <p>Age: 26</p> <p>Qualifications:</p> <ul style="list-style-type: none"> – B.A. Harvard University, M.A Architectural Association <p>Interests: Dance, Fine Arts & Biking</p> <p>Email: ghia.zaatari@gmail.com</p>



Khalil Ibrahim

Age: 26

Qualifications:

- MSc Management – Boston University, BA Economics – American University of Beirut

Interests: Volleyball, Reading

Email: khalilaibrahim@gmail.com



Global
العالمية



Business
التيه



Opportunities
الفرص

IX- GBO Media Coverage

Women with firm plans for world

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[Caline Malek](#)

Jun 26, 2011



DUBAI // Five young Emirati women are now firmly in the business of transforming their ideas for companies into international brands.

Meytha Al Mutawaa, Amna Ali Abdullah, Ghada Al Amiri, Jamila Al Suweidi and Ohood Omar Abdullah all took part in a two-week entrepreneurship program in Lebanon last month in an attempt to broaden their business horizons.

The Global Business Opportunities programme introduced the girls, all in their 20s, to 10 Colombian and eight Lebanese entrepreneurs to team up and create a business idea. Over the summer, the program will move to London and South Africa. The overall winner will get US\$20,000 (Dh73,000), as well as network support from the organizers.

"Emiratis really want to be their own boss," Ms Al Mutawaa said. "My parents missed out on so many business opportunities and I always ask why?"

She plans on starting a coffee shop, where speakers can give talks to inspire other entrepreneurs and expand their business network.

"I looked at what the UAE was missing and what I wanted to introduce," she said, "and the

programme really taught me how to choose a partner and how to work under pressure." After setting up in Dubai, her team plans to expand to Beirut and Bogota.

Ms Al Suweidi, a civil engineer from the American University of Sharjah, hopes to help save the world's environment.

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"I want to improve the environment through my business of recycling material from Colombia as I know they have a lot, and I can do it thanks to my Colombian team member," she said

The course taught her how to look for investors and learn from her co-workers' cultures.

"You learn a lot more by mixing cultures," she said.

"Emirati girls should be more exposed to other cultures; it's rare because it's not traditional. But I want to make a difference in the world and put the Emirati stamp on it."

Along with business classes, the girls took part in physical activities such as hiking, to understand the concept of teamwork.

"It taught me to depend on myself and that no matter how different our cultures are, you can always work together," said Ms Al Suweidi.

Ms Al Amiri, a graduate in computer systems from Zayed University in Abu Dhabi, studied leadership in Canada, which she said helped her understand how to lead in a government-based company.

"That's not what I want to do though," she said. "I want to lead in my own business once I establish it and the program have taught me that."

Independence is of the utmost importance, she said. Securing a job is no longer enough, especially for a woman.

"Owning a business will secure you for life - and for us young Emirati women, it will empower us."

Her objective is to create an interactive advertising company by involving the public. She has already created a website in order to communicate with her Colombian and Lebanese counterparts.

With her first company up and running, Ms Al Amiri plans to follow it with a second, in jewellery design.

"The most important thing is to build a network - knowledge is good but networking is crucial to allow your business to grow," she said.

Ms Abdullah's background in art has not stopped her from joining the programme either. After

graduating in fine arts from the American University of Sharjah, she worked at the Sharjah Biennial and now plans to open an arts-related company.

"I wanted a backbone to create my own business in arts and this really showed me how to look at arts from a business point of view," she said.

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And Ms Abdullah hopes this is just the start. More young Emirati women need to catch the entrepreneurial bug and take a step away from traditional thinking, she said.

"In this day and age, Emirati women are moving towards independent mindsets and the younger we start doing this, the better it is for the next generation."

«ليلة إماراتية ثقافية» في بيروت

صورة 1 من 1



جريدة الإتحاد تاريخ النشر: الجمعة 27 مايو 2011

أقامت مجموعة
سفارة دولة الإمارات
الإماراتي التقليدي
رقصات اليولا، و
(تصوير عزيز طاهر)

أسس الأول «ليلة إماراتية ثقافية»، بمشاركة ودعم

Estudiantes del CESA Premiados en los Emiratos Arabes

23/06/2011

En días pasados se llevó a cabo en el Líbano el programa de Liderazgo y Emprendimiento GBO (Global Business Opportunities) en el que participaron algunos estudiantes del Colegio de Estudios Superiores de Administración CESA.

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Al finalizar el programa, los estudiantes debían presentar un proyecto empresarial en donde aplicaban los conceptos aprendidos durante el programa. El proyecto ganador fue el de José Marun estudiante del CESA quien gracias a su capacidad de liderazgo logró alcanzar el mayor reconocimiento del certamen.

Otros reconocimientos recibidos por los estudiantes del CESA fueron el de Puntualidad otorgado a Andrés Venegas y el de Gentileza para José Kalil.

Igualmente, el **CESA** quiere hacer una mención especial a Elías Marun, hermano de José Marun por el reconocimiento al mejor líder otorgado durante el evento.

Para el país y **el CESA, es motivo de orgullo contar con estos jóvenes entre sus estudiantes** que dejaron en alto no solo el nombre de la institución sino del país en general

Fuente: Colegio de Estudios Superiores de Administración- CESA



AL Bayan
June 2011

نشاطات

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IEG تشارك في ندوة (ESA) عن المسؤولية الاجتماعية للمؤسسات



مازن خوري يحاضر في الـ ESA

شاركت مجموعة INTEGRATED ENERGY GROUP (IEG) في ندوة المعهد العالي للأعمال تحت عنوان «المسؤولية الاجتماعية للمؤسسات والتنمية المستدامة». وقد عقدت هذه الندوة في مقر المعهد في منطقة رأس بيروت مساء الأربعاء الموافق ١٨ أيار (مايو) ٢٠١١.

وتحدث السيد مازن خوري، وهو أحد مؤسسي IEG والمسؤول عن استراتيجية المجموعة، خلال الندوة عن نمو وازدياد الوعي لدى المؤسسات الكبرى بأهمية المسؤولية الاجتماعية وانعكاس هذه المسؤولية ايجاباً على أداء وسمعة هذه المؤسسات.

وسلط خوري الضوء على نجاح مشروع توفير الطاقة الذي أنجزته مجموعة IEG مؤخراً في فرع مركز سلطان (TSC) في منطقة الجناح في بيروت، والذي حقق الى نهاية آذار (مارس) الماضي انخفاضاً في الحمولات الإجمالية بنسبة ٥٣٪، مما أدى الى انخفاض يساوي ٦٠٪ في استهلاك الإنارة.

الأهلي القابضة، تطلق برنامج الفرص الاقتصادية تعاوناً مع JCI لبنان والمعهد العالي للأعمال ESA



من اليسار: روبير جريصاتي، السفير ارحمة الزعابي، سفيرة كولومبيا اديانا دي اورو، JAINE A.GNECCO، شريل مارون واولغا مجذوب



من اليسار: ستيفان أتالي، لينا حوراني ورامي مجذوب

أطلقت مجموعة الأهلي القابضة الإماراتية، بالتعاون مع جي سي آي (JCI) لبنان والمعهد العالي للأعمال ESA النسخة الرابعة من برنامج الفرص الاقتصادية العالمية (GBO) الذي يهدف الى تدريب الشباب وإعدادهم لإطلاق مشاريعهم الخاصة. حضر حفل الافتتاح نخبة من أبرز الشخصيات القيادية والسفراء ورجال الأعمال في مقدمتهم سفير دولة الإمارات ارحمة حسين الزعابي وسفير كولومبيا في لبنان رضا الخوري، الى جانب حشد من ممثلي المؤسسات التعليمية والتدريبية والإعلاميين.



Stephane Attali

Robert Jreissaty,
l'ambassadeur des
Emirats arabes unis

Stephane Attali, Lina Hourani, Rami Majzoub

ESA et JCI lancent «Global Business Opportunities Program» (GBO)

C'est lors d'une cérémonie officielle en présence de l'ambassadeur des Émirats arabes unis, de M. Stéphane Attali, directeur de l'École Supérieure des Affaires (ESA), de M. Rami Majzoub, vice-président exécutif international de JCI (Junior Chamber International), et de Lina Hourani représentant CSR Al Ahli Holding Group, qu'a été donné le coup d'envoi du programme GBO, le 19 mai 2011. Ce programme organisé en partenariat avec Al Ahli Holding et FCI Lebanon est un projet éducatif et culturel qui a pour but de rassembler des jeunes leaders provenant de différentes cultures, d'identifier les opportunités d'affaires, et de développer les compétences entrepreneuriales de ces jeunes «leaders», ainsi que leur capacité à monter une entreprise.

Le programme GBO a été déjà réalisé avec succès en Argentine (2008), Jordanie (2009) et Brésil (2010). Pour le Liban il s'est déroulé sur 17 jours du 12 au 28 mai dernier.



AMADEUS
Your technology partner



M. Selim Boutros, directeur
d'Amadeus Liban

M. Antoine
Medawar
vice-président
d'Amadeus pour
la région MENA



AMADEUS réaffirme son engagement envers le Liban

C'est au cours d'un cocktail dînatoire, organisé par AMADEUS – leader des solutions technologiques pour l'industrie du tourisme et du voyage, le 24 mai dernier, que le débat a été lancé sur l'avenir des services offerts au sein des agences de voyage au Liban. En effet, la société propose à celles-ci une large gamme de solutions technologiques qui leur permettent d'améliorer leur productivité, d'accroître leurs revenus et de faciliter leur accès au contenu.



L'équipe d'Amadeus



mardi 24 mai 2011

www.albaladonline.com

Perspective13

ESA GBO

Pour aller de l'avant

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Doté d'une richesse culturelle, le monde arabe regorge de potentiels et évolue à une vitesse vertigineuse ; plusieurs pays et bien que partis de la case départ ont réussi à se reconstruire grâce à des compétences d'entrepreneuriat exceptionnelles. Toutefois, ces développements ne se seraient pas avérés sans les capacités de jeunes arabes ambitieux.

Par Carine Bou Abdo
et Bassam Antoun

Un projet pour les jeunes
C'est dans ce cadre que s'inscrit le programme culturel et éducatif GBO (The Global Business Opportunities). En effet, il s'agit d'une première visant à regrouper des jeunes de tous horizons pour les aider à développer leurs potentiels et leur offrir de nouvelles opportunités. Grâce à l'Ecole Supérieure des Affaires (ESA) qui prône continuellement la responsabilité sociale, ce projet est devenu réalité. Sa mission étant de former une nouvelle génération d'entrepreneurs, cette grande école a organisé un partenariat avec le département de la responsabilité sociale de Al Ahli Holding Group qui finance ce programme et avec la Jeune Chambre Internationale (JCI) de Beyrouth. Ainsi, et après s'être implanté en Argentine, au Brésil et en Jordanie, le programme d'entrepreneuriat GBO qui est à sa 4^{ème} session a été accueilli par l'ESA.

Le but ultime est d'apprendre les participants à éviter autant que possible les erreurs commises par ceux qui les ont précédés.

Un programme intensif
Dix Colombiens, dix Émiratis, dix Libanais entre 20 et 27 ans suivent un programme de formation intensif durant 17 jours au cours duquel ils sont introduits aux nouvelles

techniques de ressources humaines, financières, administratives et de marketing. En effet, ce programme est bien unique dans son genre puisqu'il met les participants sous le fait accompli ; la pratique étant de mise, ils rencontrent une pléthore du monde des affaires, développent leur réseau de contact, visitent des sociétés de renommée. De grands entrepreneurs partagent également leur expérience avec les jeunes pour leur faire acquérir les exigences du domaine des affaires. Par ailleurs, le but ultime est d'apprendre les participants à éviter autant que possible les erreurs commises par ceux

qui les ont précédés. Donc jusque-là, côté pratique, ce programme révèle les clés de la réussite : comment lancer et fonder sa propre entreprise ?

Un côté éthique
Outre son rôle de formation, ce programme vise à créer une communauté en reliant les différentes cultures et renforçant le dialogue entre les pays arabes et le reste du monde. En effet, les participants sont évalués non seulement selon leurs compétences mais surtout selon leurs aptitudes sociales, leurs comportements vis-à-vis d'autrui etc.. De plus, les jeunes acquièrent petit à petit un esprit d'équipe

Ce programme vise à créer une communauté en reliant les différentes cultures et renforçant le dialogue entre les pays arabes et le reste du monde.

solide et apprennent à dépasser leurs différends en s'ouvrant aux autres. Ainsi, une contribution tous azimuts leur est offerte pour tester ensuite leur capacité de s'adapter à tout genre

de situation.

Un cadre professionnel
Une fois le programme achevé, les jeunes participants seront capables d'entamer une étude de marché, de mettre en place leur propre business et d'élaborer un plan de marketing exhaustif. Ils pourront désormais développer leur propre structure et stratégie ; après avoir acquis les compétences nécessaires, il leur sera facile de gérer leur entreprise, de cadrer leurs employés allant du recrutement jusqu'au management. Notons que l'un des objectifs principaux est d'affronter le défi du chômage relevé pour l'année 2020.



L'ESA prône continuellement la responsabilité sociale.



Lina Hourani : Directrice de Al Ahli Holding Group

Notre but est de soutenir les jeunes entrepreneurs arabes et de les lancer dans le monde de l'entrepreneuriat. C'est en leur donnant les moyens de s'y prendre et le savoir-faire, qu'ils deviennent de véritables créateurs d'emploi. Plutôt que d'être à la recherche de travail, nous leur offrons une formation complète en les dotant de capacités de communication et ce, pour en faire des personnes habiles capables de s'imposer sur le mar-

ché. La compétition consiste en des équipes qui se disputent le meilleur concept, plus précisément un projet d'affaire pour un prix de 20.000\$ qui les aidera par la suite à enregistrer leur société. Sachant que cet argent ne pourrait servir à d'autres fins. D'autre part, si nous avons choisi exclusivement des partenaires puissants comme l'Ecole Supérieure des Affaires et la Jeune Chambre Internationale, c'est grâce à l'élite des étudiants qu'ils

nous ont assurés et les locaux nécessaires qu'ils nous ont offerts. L'idée du programme est de créer un véritable partenariat entre les organisateurs pour éviter tout besoin et remplir toute carence. Par ailleurs, le programme est global et vise à inculquer aux participants des valeurs requises par le monde des affaires. En effet, les étudiants apprennent à tisser de vrais liens au sein de l'équipe et à s'entraider tout au long du parcours de la

formation sur mesure. En outre, nous œuvrons afin de changer l'image des jeunes entrepreneurs dans le monde, loin des stéréotypes négatifs. Notons que les étudiants doivent avoir entre 20 et 27 ans, détenir le passeport du pays dont ils sont originaires, être très tolérants et extrêmement motivés. En deux mots, notre objectif est d'exposer les jeunes à un public qui s'intéresserait à eux, et pourquoi pas à investir avec eux.