



I F E B Dedicated to the Continuity of Family Businesses



Sponsored by:

In Association With



The Lebanese American University announces its conference on
Wednesday, May 29, 2013

Entrepreneurship and the Family Business

**Under the Patronage of H.E.
Me. Walid Al Daouk- Minister
of Information**

**Closing Key Note: H.E. Mr. Fadi
Abboud- Minister of Tourism**

9:30 Registration

10:00- 10:30 Opening Ceremony-

-Dr. Josiane Fahed-Sreih

Director- Institute of Family and Entrepreneurial Business-LAU

-Mr. Tony Frem

Advisory Board of the Institute/ Board of Trustees- Lebanese American University

-Dr. Georges Najjar

Provost- Lebanese American University

Joseph Jabbra

President- Lebanese American University

-H.E. Me. Walid El Daouk-

Minister of Information - Lebanese Government

10:30 - 11:00 Coffee Break

11:00 –1:00 Importance of Entrepreneurship

Chair: Dr. Josiane Fahed Sreih- Associate Professor of Management-Director
Institute of Family and Entrepreneurial Business- LAU

-“Conflict Management and Conflict Resolution in a Family Business
Conflict and Negotiation in the Family Business

H.E. Dr. Selim El Sayegh-Former Minister of Social Affairs

-“The Titanic Experience: Leadership is Key to Entrepreneurship”

Mr. Raed Sharaffedine- First Vice-Governor of the Central Bank.

Mrs. Mona Bawarshi- CEO of Jazairi Transport.

-“The Role of Women on Boards of Directors of Family Businesses”

Mrs. May Makhzoumi- President of the Makhzoumi Foundation

-“Creating an Entrepreneurial Spirit in the Family”

Dr. Riad Obegi- CEO of Bemo Bank

1:00-2:00 Lunch Break

2:00- 3:00 Ownership and Financial Structures for Entrepreneurship

Chair: Mrs. Mona Bawarshi- CEO of Jazairi Transport

-“Taking the Business Forward: Encouraging Entrepreneurship and the Role of
Women”

Ms. Joanne Sarraf-Chehab- General Manager of Ch. Sarraf & Co. and Board
Member of Malia Holding

-“Financial and Ownership Structures to promote Entrepreneurship”

Mr. Youssef Abillama- CEO of MMG.

- “ Preserving and Renewing Family Wealth”

Mr. Romen Mathieu- co-founder and Managing Director of the EuroMena

- “Entrepreneurship in a Family Business: a Hands on Experience”.

Mr. Wael Kawar- Jordan- CEO Of Petra Tours

3:00- 4:00 Legal and Governmental Structures to Promote Entrepreneurship

Chair: Mr. Youssef AbiLamaa- CEO of MMG.

- "Government Support for Private Sector Economies. The Support of Kafalat to a Family Business"

Dr. Khater Abi Habib- Chairman and General Manager of both the National Institute for Guarantee of Deposits and Kafalat..

-"Entrepreneurship Support Initiatives in Lebanon"

Dr. Nabil Fahed- Chairman, Fahed Group- Vice-Chairman/Treasurer of the Chamber of Commerce and Industry- Beirut

-"The Macro Economic Framework in Lebanon and the Role for SMEs in a Possible Growth Stimulus Package"

Mr. Abdallah Al Dardari- Chief Economist Director-UN-ESCWA.

-"Creating the Legal Framework to encourage Entrepreneurship in a Family Business and Incorporating legal items in the shareholders' agreement: A Case Study"

Me. Hadi Melki

Me. Ziad El Khoury-Lawyers- El Khoury and Partners and Squire Sanders.

4:00 –4:05 Coffee Break

4:00p.m. 4:30p.m.

Closing Key Note :

**-H.E. Mr. Fadi Abboud-
Minister of Tourism.**



H.E. Me. Walid El Daouk

Me. Walid Daouk is Minister of information since June 2011. He holds a Lebanese law degree and a Master's degree in French law from the St Joseph University. He also holds a bachelor degree from LAU in Business Management.

He is currently a Member of the Beirut Bar Association.

- Specialized in Commercial Law, Civil law and Property Law .
- Lawyer and legal advisor for multinational and Lebanese companies performing business in various fields (Investment, Finance (Privatization), Real Estate, Construction, Advertising, Distribution, Publishing)
- Member of the board of directors of the Counsel for Development and Reconstruction of Lebanon (CDR) (2001-2004) .
- Commissioner of the Lebanese Government at the Beirut Stock Exchange since 1994.
- Board member of Lebanese companies in various area of activity including Fransabank SAL, BLC Bank SAL, Media International Holding SAL, Bancassurance SAL, Phoenician Village SAL, BelAir Reality SAL, M &M Holding SAL, Sea Front Diamond SAL , Beirut Water Front Development SAL, Semaramis Real Estate SAL.....
- Board member of Fransabank (FRANCE) SA, Fransabank El Djazaïr SPA, USB Bank PLC (Cyprus), Active Mania M.E., Stow Capital Partners Ltd. (Bermuda).

He is also involved in community service and acts as a board member in many associations.

- Vice Chairman of the International Affairs Commission within the Beirut Bar Association (2005 -2009).
- Member of the Arbitration Commission within the Beirut Bar Association (2008-2009).
- Member of the Board of Trustees of Louise Wegmann College since 2005 .

- Member of the Board of Trustees of the International College (IC) since 2009.
- Member of the Board of Trustees of Dar Al Aytam Al Islamya since January 2005.
- Member of the Board of Trustees of Club la Sagesse (2005-2006).
- Member of the Board of Trustees of Ajjalouna since 1995.
- Member of the Lebanese Red Cross Central Committee. (1994 - 1997).
- Member of Daouk Family Association since 2005.
- Auditor of the International Federation for University Sports (1987 - 1995).
- General secretary of the Lebanese Federation for University Sports (1985 - 1991).



Mr. Tony Frem

ANTOINE N. FREM is a Chemical Engineer from Wayne State University Detroit Michigan (U.S.A.) and a graduate from the Advanced Management Program at Harvard Business School.

Mr. Frem is Vice- Chairman of INDEVCO –Industrial Development Company – headquartered in Lebanon – a group of manufacturing enterprises specialized in the manufacturing of paperboard, corrugated cartons, plastics, sanitary products (facial tissues, baby diapers, feminine napkins, towels, etc...) operating in Lebanon, Saudi Arabia, Egypt and the United States of America.

Mr. Frem is also Chairman of the Board of Interstate Resources Inc. USA – an affiliate of the INDEVCO Group –

Mr. Frem is also the President of JOUNIEH – Lebanon - Municipal Council (Mayor of the City of Jounieh) .

Mr. Frem is currently serving on the following Boards:

- The Board of Directors of the Lebanese American University, and he has previously been the Chairman of this same Board.
- The Advisory Board of the Institute of Family and Entrepreneurial Business at the Lebanese American University.
- The Board of Directors of the Lebanese Management Association LMA
- The Board of Directors of YMCA
- The Board of Directors of AMIDEAST Washington- American Mideast Educational and Training Services.

- The Board of Directors of the Children Cancer Center Lebanon –CCCL – affiliated with St. Jude Children’s Research Hospital.



H.E. Dr. Sélim El Sayegh

Sélim El Sayegh is a Professor of Law and International Relations at the Paris-XI University since 1993. He is currently the Director of the Master’s Program in Diplomacy & Strategic Negotiations at Paris XI University & La Sagesse University in Beirut, and the President of CADMOS (Center for the Analysis of Disputes and their Modes of Settlement) since 1994 and 2001 respectively. He has been the Co-Founder and Vice-President of the American Graduate School of Diplomacy since 1995 in Paris. He has been a Visiting Professor in more than twenty universities around the world. His main area of specialization is conflict resolution, negotiation, diplomacy & development studies.

El Sayegh was the Minister of Social Affairs from 2009 till 2011 serving under the Hariri Government. During his leading position in the government, El Sayegh developed policies and strategies that excelled the social sector in Lebanon. He led the development of the Social Pact & the National Strategy for Social Development in Lebanon; oversaw the implementation of the Good Governance Standards to NGO’s; led the creation of the 1st Middle Eastern Master’s Degree of NGO Management; established the National Documentation Center for Childhood; and developed the elderly care taking centers standards. El Sayegh contributed to the development of many innovative national programs aiming at enhancing the living conditions of the most disadvantaged citizens of Lebanon, such as the National Program for Improving the Living Conditions of the Poor.

EL Sayegh is an internationally and regionally recognized expert in his field. He currently serves as a Senior Adviser for the UNESCO Program on Intercultural Dialogue. He has been on the board of World Bank for Social Politics in the MENA region since 2012. He is a distinguished lecturer and frequently quoted in the national and regional media. He has also obtained a number of international academic professional awards and appointments. He is the author of numerous publications in French, English and Arabic.

El Sayegh received his PhD in International Law & National accreditation to supervise PhD Thesis from Paris University in 1992. He has DEA (M.Phil) in History from the Sorbonne University (Paris 1), and an M.A in Diplomacy and International Relations from Paris-XI University in 1990 and 1989 respectively. He has Bachelor degrees in Political Science, Law & Business Management from different universities in Lebanon in 1986, 1985 & 1983 respectively."



Mr. Raed H. Charafeddine

Raed H. Charafeddine has served as the first vice-governor of the Banque du Liban, Lebanon's central bank, since April 2009. He is the alternate governor for Lebanon at the International Monetary Fund (IMF) and the Arab Monetary Fund (AMF) and the alternate chairman of the Capital Markets Authority in Lebanon. In 2013, he was elected executive director for the Levant region at the AMF's board of executive directors.

Mr. Charafeddine represents Lebanon at the IFC committee on central bank statistics at the Bank for International Settlements (BIS) and is the national coordinator for Lebanon's participation in the IMF's General Data Dissemination System (GDDS). Mr. Charafeddine is also the co-chairman of the capacity building task force of the COMCEC Capital Market Regulators Forum.

At BDL, he chairs the information security management and Islamic banking regulatory committees and is a member of the bank's central council (governing board), the open market, and the investment committees. He also oversees several areas at the bank, including:

- Strategy and corporate governance
- Statistics and economic research
- Information technology
- BDL branch network
- Cash operations

Mr. Charafeddine is the chairman of the Advisory Council for the Islamic Finance Qualification (IFQ), an internationally-renowned certificate and a jury panelist in the "Lebanese Excellence Award", Lebanon's national quality award.

Prior to assuming his current responsibility, Mr. Charafeddine had 20 years of banking experience. He held senior positions including deputy general manager, regional manager, and branch manager in leading commercial banks such as Fransabank and Byblos Bank in Lebanon as well as Mashreqbank in Dubai, U.A.E.

As a lifelong activist, Mr. Charafeddine also served as a board member in several NGOs dealing with social justice as well as organizational, human, and local community development.

In the academic realm, Mr. Charafeddine lectured at Harvard, Yale and INSEAD on the current challenges of the Arab transition, particularly on the economic, financial, social and cultural aspects. In Lebanon, he was a visiting lecturer at select universities where he facilitated graduate and undergraduate courses in strategic management, leadership, and leading change. He also trained senior staff in many corporations, educational institutions, governmental and non-governmental organizations and made numerous contributions to national and international forums on the issues of governance, quality management systems, conflict management, peace building, interfaith dialogue, and personal and group development.

Mr. Charafeddine holds masters and bachelor degrees in business administration from the University of North Carolina (Charlotte, USA) and participated in several executive education programs at Harvard University (Cambridge, Mass., USA).



Mrs. Mona Bou Izza Bawarshi

Mona Bou Azza Bawarshi holds an MBA from the American University of Beirut (AUB), and is Owner, Chairman and CEO of Gezairi Transport group of companies. A family owned Freight Forwarding, Shipping, and Logistics Company based in Lebanon as Head Office, and branches in Syria, Turkey, Jordan, Iraq and Cyprus.

She is also an active Licensed Customs Broker in Lebanon. Mona Bawarshi is a member of the Lebanese Vessels Owners Committee, International Federation of Freight Forwarders Association (FIATA) in Zurich, International Air Transport Association (IATA) in Geneva, a member of Lebanese Management Association (LMA) in Beirut and on the Advisory Board of The Institute for Family and Entrepreneurial Business at the Lebanese American University (LAU).

She is a true believer in social work, philanthropy, and education. She is a founding Member of Injaz, the President of Abdul Salam Bou Azza El-Gezairi Charity Foundation,

member of the Board of Trustees of Makassed Philanthropic Islamic Association of Beirut, and member of the Board of Trustees of the International College (IC) Board of Trustees.

Mrs. Bawarshi is a highly respected social and business figure. She is recognized and listed among the Most Influential Arab Women by Forbes, CEO Middle East and Arabian Business.



Mrs. May Makhzoumi

Mrs. May Makhzoumi is President of Makhzoumi Foundation, the non-profit organisation that was set up in Lebanon in 1997 to support the Lebanese community through a series of successful programmes designed to enrich their daily lives. The Foundation recognizes the importance of investing into communities across the nation in order to foster ongoing economic growth and prosperity for the country.

A widely recognized name in women's involvement in the world of business Mrs. Makhzoumi has actively participated in and attended influential regional forums, including the Arab Forum for Social Innovation (AFSI), Arab Women Leadership Foundation Conference, Lebanon Economic Forum, New Arab Economic Forum, Women in Leadership (WIL) and many more. Mrs. Makhzoumi is also a member of The Board of Institute of Family and Entrepreneurial Business, The Institute of Philanthropy, The American University of Beirut President's Club and Alumni Association and has been invited to sit on Lebanese American University International Advisory Board.

Mrs. Makhzoumi currently serves on the Board of Directors of several Future Group Companies. The Group is involved in diverse fields ranging from industrial, engineering, and real estate and construction management to investment planning and infrastructure development, and she as well held the Director position of Future Pipe Group London, UK.

Mrs. Makhzoumi holds a B.S. in Pharmaceutical Sciences from the American University of Beirut (AUB).



Dr. Riad Obegi

Dr. Riad Obegi is a PhD. Holder from the University of Lyon- Lumiere in France and holds a PMD from Harvard University in the US. He is the Chairman of Banque Bemo, Saudi Fransi (BBSF Syria), Chairman and General manager of Banque Bemo, SAL Lebanon and Bemo Europe France. He held the position of Vice Chair of the Board of Directors and CEO of Banque Bemo Saudi Fransi Syria, from 2007 till 2009 and was a board member of Banque Bemo Lebanon from 199 till 2010 and the Chairman of the Board of Directors of Bemo Syria from 2004 till 2007. He was general manager of BEMO Lebanon from 2001 till 2003.



Mrs. Joanne Sarraf-Chehab

Joanne Chehab is General Manager of Ch. Sarraf & Co. / member of Malia Group, a consumer goods distribution company covering the Lebanese market. She is also member of Malia Group's Board of Directors and board member of Syrmadi, Malia Group's consumer goods distribution company covering the Syrian territory. Joanne has, since 2006, steered Ch. Sarraf & Co.'s business activities leading to profitable top-and bottom-lines and to the acquisition of new agencies. Malia Group's own personal care brand – Cosmaline – has seen increase in market share under her leadership. Well positioned to understand the dynamics of a fast-growing family business with regional reach and sector diversity, Joanne started her career in different job functions at Malia Group such as Product Manager, Procurement Officer, Credit Supervisor and Human

Resources Manager. Joanne is the founding member of Jean & Charlotte Sarraf Foundation. She holds a BA in Economics from USJ and an MBA from ESSEC/France.



Mr. Youssef Abillama

Youssef Abillama is board member in the Abillama group a 3rd generation lebanese family business group present in Europe and the Middle East. The group is involved in the automotive industry, elevator installation and maintenance, with several shareholding interests in banking and real estate projects. He is also the co-founder and CEO of MMG Overseas Ltd. an 11-year old regional facility management group present in 5 countries in the Middle East (UAE, Qatar, Lebanon, Syria and Jordan) with more than 600 technical and administrative staff. Youssef holds a bachelor of Science in Management Information systems from Boston University.

Mr. Roman Mathieu

Romen Mathieu is the co-founder and Managing Director of the EuroMena private equity funds of Capital Trust since 2004, covering Middle East and North Africa. He sits on the board of numerous companies in a large number of sectors.

Mr. Mathieu is also the executive Chairman of Khoury Home SAL (turnover: 120MUSD), the leader in household appliances in Lebanon. He is also a Board member of the International Chamber of Commerce - Lebanon.

He has more than 20 years experience in corporate transactions and family owned businesses, covering Europe and MENA. He was a Partner of Ernst &Young Corporate Finance and M&A in France. Prior to that, Mr. Mathieu worked with Lazard frères in M&A. From 1996 to 1998, he headed the credit department of Banque Saradar in Lebanon.

He began his career with Arthur Andersen, in its corporate restructuring and finance division in France. Mr. Mathieu holds two graduate degrees in Finance (DESS and Magistère) and a Master's degree in Management from the Sorbonne University. He is fluent in Arabic, English and French.

Mr. Mathieu is born in Beirut on August 3, 1970. He is a Lebanese and French national. He is married and has 3 kids.

Dr. Khater Abi Habib

Dr. Khater Abi Habib is born in Roumieh El metn in 1951, He is the holder of a BA in Economics Hons. from the University Of Manchester (1972); an M.A. (Econ.) in Government (1974-1975); and a Ph.D. in Social Anthropology from the University of Manchester (1983). He occupied the positions of:

- Delegated Member of the Board of Directors at the Lebanese Swiss Bank (1988-1992);
- Vice Chairman at the Lebanese Swiss Bank (1992–1997);

At present, he is the Chairman & General Manager of the National Institute for the Guarantee of Deposits (since 1997); and Chairman & General Manager of Kafalat s.a.l. (since 1999).



Dr. Nabil Fahed

Dr. Nabil Fahed is Vice Chairman and Treasurer of the Chamber of Commerce and Industry of Beirut and Mount Lebanon and the Chairman of the Board of GS1 Lebanon. Dr Fahed is the Chairman and CEO of Fahed Holding, a group of retail and distribution companies in Lebanon.

He had previously held the positions of Investment Officer at the International Finance Corporation/ World Bank in Washington D.C, Managing Director of Middle East Capital Group and a Consultant for the IFC and the World Bank in Lebanon.

He has taught since 1992 Finance and Management courses at the Olayan School of Business and previously at the George Washington University. He holds Doctorate and Masters Degrees in Engineering Management from the George Washington University in Washington DC and a BE in Electrical Engineering from AUB.

Dr. Abdallah Al Dardari

Dr. Al Dardari holds a Master of Philosophy in International Relations from the London School of Economic and Political Science, London (UK). He holds a Master of Arts in International Economic Relations from the University of Southern California (UK

Graduate programme), Regent's College London (UK). He has a Bachelor of Arts Degree in Economics and Certificate in Computer Science from the Richmond – American International University of London, London (UK).

He is currently Chief Economist at the United Nations Economic and Social Commission for Western Asia (UNESCWA) and held positions at the Economic Development and Globalisation Division, Beirut (Lebanon).



Me. Hadi Melki

Hadi Melki holds a JD in Law from the Saint Joseph University in Beirut (1996) as well as a Master in Banking and Finance from the Sorbonne University in Paris (1997) and a Master in Private Law from the Lebanese University (1999). He is a Partner at Squire Sanders, co-founder of the Lebanese law firm El-Khoury & Partners Legal Counsel and works throughout the Middle East region in Corporate, Regulatory, Public Private Partnerships, Real Estate, Construction with particular focus on Information Technology and Telecommunications and Family Business matters. He has advised family business, governments, regulators, telecommunications operators, vendors and service providers throughout the Middle East region.

He represents major corporations and business interests in the Middle East region covering a variety of activities.



Me. Ziad El Khoury

Ziad El-Khoury holds an JD from La Sagesse University (1996) and an LL.M. from the Washington D.C. (1997). He is a Global Partner in the US law firm Squire Sanders US LLP and founder and Managing Partner of the Lebanese law firm El-Khoury & Partners Legal Counsel. Prior to joining Squire Sanders, Ziad practiced in two of the leading Lebanese firms in Beirut for seven years before joining a law firm in Riyadh, Saudi Arabia in 2003, where he served as manager of international operations. In 2005, he founded his own firm El-Khoury & Partners Legal Counsel.

He was appointed by Decree Law of the Lebanese Council of Ministers as a board member of the National Archives Center, a public service supervised by the Lebanese Prime Ministry. He has a wide range of experience in corporate, financial, regulatory and civil law matters with particular emphasis on telecommunications, banking and finance, corporate, business and commercial law. Ziad has also handled matters involving bankruptcy, real estate, litigation and alternative dispute resolution.

He has represented major corporations and business interests in Lebanon and the Middle East covering a wide range of activities in Lebanon, Saudi Arabia, the UAE, Qatar, Bahrain and Syria and on behalf of numerous clients in Europe, America and the Middle East.

Mr. Fadi Abboud

Mr. Fadi Abboud is currently Minister of Tourism. Since April 1992, the President of the Association of Lebanese Industrialists. Prior to that, he held the presidency of the Industrialists' Union of North Metn for 10 years. Mr. Abboud is a graduate of the University of Westminster - London in economic studies. At the private professional level, Mr. Abboud is the Chairman of General Packaging Industries – Lebanon and Director of other businesses in London.
