



Institute of Family and Entrepreneurial Business

School of Business

Building Family Business Constitutions

The Institute of Family and Entrepreneurial Business (IFEB) in the School of Business, at the Lebanese American University would like to announce its panel discussion on **“Building Family Business Constitutions”**. The panel will be held on Thursday **March 29, 2012** from 5:30 p.m. till 8:30p.m. in Business Building-Ground Floor- Room 904- **LAU Beirut Campus**. Refreshments and cookies will be served at the end.

This event is restricted to Family Business owners, Family Business leaders, their senior top executives and their close advisors. This private meeting will serve as a special closed forum for family business leaders and family members to identify the needs behind establishing a Family Business Constitution and the thinking framework needed.

Schedule

The panel session is scheduled from 5:30 p.m. till 8:30 p.m, with refreshments at the end.

Program

Thursday, March 29, 2012

5:00-5:30 p.m. Registration

5:30 p.m. - 5:45 p.m. Presentation of the Family Business Network

- Word of Welcome

-Dr. Josiane Fahed-Sreih

-Opening Remarks

- Mr. Youssef Abillama -Mr. Anthony BouKhater- Moderators of the Panel
- Ms. Mira Frem- Briefing about the Network
- Ms. Coralie Zaccar-Presentation of the Speakers.

5:45 p.m. – 6:15 p.m. **Key Note Speech**

Key Note Speaker: **Mr. Raphael Debbane- Chairman of Desco Holding SAL-Debbane Saikaly Group**

-How to Build Family Business Constitutions

6:15 p.m. –6:30 p.m.

Dr. Josiane Fahed-Sreih- Associate Professor of Management-
Lebanese American University

-The Process of Building a Family Business Constitution: A Theoretical Framework on Constitutions

6:30 p.m. –6:45 p.m.

Mrs. Wafa Saab- CEO- Tinol Paints International Co. SAL.

- Personal Experience with the Younger Generation and the Need for a Family Business Constitution

6:45 p.m. –7:00 p.m.

Mr. Carl Bistany- Board Member of SABIS® and President of SABIS®
Educational Systems and SABIS® Educational Services

-SABIS® : Corporate Governance in Practice

7:00 p.m. –7:15 p.m.

Me. Georges Mallat- Partner, Hyam G. Mallat Law Firm
-Legal Aspects of a Family Constitution and Drafting the Right Shareholders' Agreement

7:15 p.m. –7:30 p.m.

Mr. Nicos Sarris- General Manager, Eureka- Cyprus
-The Need and Use of a Family Business Constitution

7:30 p.m. –7:45 p.m.

Ms. Mayssa Abou Adal-Ghanem- Corporate Projects Manager at Holdal Abou Adal Group.
-My Experience with the Family Business: A Younger Generation Perspective

7:45p.m. –8:30p.m. Questions/Answers

The program will close with an open discussion where the presenters will share their learning and experience regarding successful family business constitutions. The session will conclude with a summary of the tools and strategies that can help families enhance success in their family enterprises.

Speakers Biographies



Mr. Raphael Debbane- Chairman of Desco Holding SAL- Debbane – Saikaly Group.

Mr. Debbane is Chairman of Desco Holding SAL-Debbane Saikaly Group Beirut-Lebanon with activities in the following fields: Pesticides, fertilizers,&

seeds, marketing of agricultural produce horticulture & landscaping – wireless broadband operators – building chemicals manufacturers – industrial heat and sound insulation – wine production & trading. He is president of **debbane for modern agriculture (Iraq)** and **Debbane pour l'agriculture (algeria)**. He is member of the board of directors of **Debbane Freres sal (Lebanon)** and **Debbane & Company (Syria)**. He is member of the board of Directors of **Pesco Telecom SAL (Lebanon)**, **Sodamco Holding SAL (Lebanon)** and **Intherpro (United Arab Emirates)**.

He is member of the Board of Directors of Beirut Chamber of Commerce, Industry, and Agriculture since 1995. He is President of the agricultural committee of the federation of chambers of commerce, industry and agriculture in Lebanon. He is General Secretary of the council of Lebanese-Syrian businessmen. He is a member of the board of international advisors of the Lebanese American University (LAU)– Beirut, Lebanon. He is also member and founder of the Lebanese businessmen association (RCDL) – Beirut and past board member of the Lebanese national social security (CNSS).

Socially Mr. Debbane is also active, he is a member of Rotary International (since 1965), honorary consul of Italy in Saida, Lebanon (1994 - 2009), member of the government council of the sovereign order of Malta - Roma., chancellor of the Association of the Knights of the order of Malta, Lebanon. And finally, President of Debbane foundation, Saida – Lebanon.



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

Dr. Josiane Fahed-Sreih is a full time Associate Professor of Management in the School of Business at the Lebanese American University. She is the founder and currently the Director of the Institute of Family and Entrepreneurial Business at the Lebanese American University. She holds a Ph-D from the Sorbonne University and is a fellow member of the Family Firm Institute, USA. She holds the responsibility of the Middle East Coordinator for the Family Firm Institute, USA. She is a Family Wealth and a Family Business Consultant. She is the winner of the 2007 International Award from the Family Firm Institute in the US, in recognition for outstanding achievement in furthering the understanding of family business issues that occur between two or more countries. She participated and

organized international conferences, workshops and seminars. She has presented in major conferences locally and internationally and consulted on management issues in many countries and specially the Middle East: Saudi Arabia, Dubai, Jordan, Kuwait, Syria, Bahrain, France and Lebanon. She currently sits on three boards of directors as a shareholder, one as a Chairman of the board, and one as an independent advisor in the private sector; she is also involved as an advisor on boards of community service organizations.

She speaks regularly to trade and professional groups, and presents her research in academic conferences worldwide. Her research interests are in Management, Family Business Management, Boards of Directors functioning and Corporate Governance. She published in 2004 her book in the US on "Facts and Figures concerning Family Business in Lebanon" and contributed to many compendiums on Family Business Management in the Middle East in articles, chapters in books, book reviews, and academic articles in Internationally Refereed Journals.



Wafa F Saab – CEO- Tinol Paints International Co. SAL

Mrs. Saab has held key positions at Tinol Paints International Co. sal since 1999. She holds a BA in Human Development from LAU and an Executive MBA from AUB.

Her family business career started with her appointment as Marketing Manager, followed by Administrative Manager, to reach the position of Deputy Managing Director in 2010. In recognition of her leadership role and organizational achievements, in 2011, Mrs. Saab was elected by the Board of Shareholders to become Tinol's CEO, the responsibility that she holds to-date.

Mrs. Saab has extensive executive experience with various Humanitarian, Social and Cultural Non-Profit Organizations including: The Lebanese Red Cross, The Baalbeck International Festival, The Beiteddine Art Festival, The Motherhood Committee of Lebanon, The Alzheimer's Association, and the WAAAUB Programs Committee, among others.



Mr. Carl Bistany- Board member of SABIS® - President of SABIS® Educational Systems and SABIS® Educational Services.

Carl Bistany is a board member of SABIS® Holdings and the president of two education management companies, SABIS® Educational Services s.a.l. and SABIS® Educational Systems, Inc. These two companies manage schools within the SABIS® School Network, which currently serves Pre-K, K-12 schools, and a university located in fifteen countries on four continents. Since joining SABIS® in 1992, Mr. Bistany has led the fourth generation family-owned business and transitioned it into a globally-recognized, professionally-managed enterprise at the forefront of education management. He has been instrumental in the expansion of the SABIS® School Network into various countries as well as into the Public-Private-Partnership arena in the U.A.E, U.S., and Kurdistan. In addition to his active involvement as president of SABIS®, Mr. Bistany spends his time developing the network and overseeing the establishment of private and public schools around the world.

Mr. Bistany holds two Masters' degrees, one in Mathematics and the other in Computer Science from Syracuse University, NY. He is also a Harvard alumnus, having completed the Harvard Business School Executive Education Owner/President Manager program. He serves as a board member of several organizations including the Advisory Board of the Institute of Family and Entrepreneurial Business at the Lebanese American University. He is currently an Area Vice President of the Chief Executives' Organization (CEO) and was the founding Chairman of the Lebanese Chapter of the Young President Organization (YPO) as well as the World Presidents' Organization (WPO). He has also served as a senior member of the Executive Board of the Institute for Social and Economic Policy in the Middle East at the John F. Kennedy School of Government, Harvard University. He is a member of the World Bank Advisory Group on Engaging the Private Sector and is a sought-after speaker at global education conferences and events.



Mr. Nicos Sarris- General Manager- Eureka Cyprus

Mr. Sarris was born in Famagusta Cyprus in 1954 and went to England to City University in 1976 and got a BS. in Economics and a Master's degree in Managerial Studies and Administration Sciences. He is managing his family company since 1981 at the time his father died at the age of 27.

The Eureka has been in business since 1959 when Xanthos Sarris founded the first company in Cyprus that later operated in Greece, and then went through the acquisition of a Romanian company with major hidden difficulties. Now the company has survived and is in the third generation.



Mrs. Maissa Abu Adal-Ghanem- Corporate Projects Manager at Hoidal Abou Adal Group.

Maissa was born in Beirut in 1977. She grew-up between Lebanon, France and Canada and lived in Paris, Beirut, Montreal, Toronto, London and Dubai. After graduating from Concordia University in Canada in 1998 she joined SEARS as a Management Trainee and became a Sales Manager at age 21 with a team of 12 Sales Associates. She later joined L'Oreal in Montreal as a Sales Representative for Lancôme before becoming the Product Manager for the brand. She then moved to Paris and joined Kenzo Parfums (part of LVMH Group) as a Trainer for Europe, Middle East and North Africa where her extensive travel experience was particularly enriching. She moved with Kenzo Parfums to Dubai as Area Manager GCC . In 2003, she decided to experience for the first time working for a family business, although not hers. She joined Al Fahim Enterprises (Paris Gallery Group) a Middle East regional player in the Perfumes & Cosmetics industry as a Business Development

Manager. After a stint with the Limited Group (Victoria's Secret) as a scout in the Middle East, she moved back to Lebanon and joined HOLDAL (Abou Adal Group) as PR & Events Manager and in November 2010, she became in charge of the Corporate Strategy of the Group along with the Internal & Corporate Communication. She has played an instrumental role in driving the 10-Year Growth Plan/Transformation Process called 'Make It Happen HOLDAL 2020'.

She never entirely fulfills her dreams as she keeps on reinventing herself, learning more about herself and the people around her and wanting something different at every stage of her life. Her philosophy in life is: "take the best from every experience, learn from your mistakes, admit you can be wrong and move on with a positive inner belief and self-talk. You have to nurture that inner-passion for what you do, be true to your values, be self-disciplined and committed no matter how many obstacles arise".

Maissa is the co-author of a book (with her friend Ghia Khayat Hawari) entitled 'Recettes de Vie' whose profits are 100% dedicated to charities.

Maissa is married to Alexandre Ghanem and has two kids: Lila-Jade (5) and Robert-Luca (2)



Mr. Youssef Abillama-Board Member of Abillama Group and CEO of MMG Overseas Ltd.

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.



Miss Coralie Zaccar- Head of Microinsurance Department at Commercial Insurance Company.

Coralie Zaccar is the Head of the Microinsurance Department at Commercial Insurance Company, a 3rd generation family business company currently operating in Lebanon. Commercial Insurance offers both life and non-life insurance services.

She is the treasurer of the Family Business Network and was the President of the family business club at INSEAD.

She is also the treasurer and fundraiser in the Youth of the Order of Malta in Lebanon and a Member of the Lebanese Association of the Knights of Malta since November 2011.

Coralie holds a Bachelor in Business Administration from AUB and a Master in Business Administration from INSEAD.

Cost and Payment

The activity is **free of charge**.

To enroll in the program, participants are asked to send an email to Dr. Josiane Fahed-Sreih at: jsreih@lau.edu.lb; **as soon as possible**.

Venue

The Lebanese American University, will host the event on the **Beirut Campus**, in the Business Building- Ground Floor Room 904.

Potential Program Participants

This program is restricted to family business owners, family business leaders, their top executives and their close advisors. This private meeting will serve as a special closed forum for family business leaders and owners to identify their needs to build constitutions.

The Institute Statement of Purpose

The Institute of Family and Entrepreneurial Business is a non-profit academic-based organization developing educational programs that support individuals and families in the growth and continuity of successful family enterprises. It is characterized by integrity in research and commitment to LAU values.

The purpose of the Institute is to enhance the continuity, health and growth of family enterprises by:

- developing and maintaining a center of research and innovation in a field that hasn't received its due attention;
- being a leader in developmental activities in the family business field in Lebanon and the Middle East through generating and disseminating information and data on leading and managing family owned businesses;
- serving family businesses by offering high powered courses in the field;
- allowing family members to interact freely and openly in an intellectually stimulating environment, while at the same time encouraging the education and development of individuals involved in the management and ownership of family owned businesses;
- Improving knowledge of family businesses, facilitating links among professionals serving family businesses and assisting family members solve their problems and maximize the potential of their businesses.

Application and Registration

For more information regarding applications and registration, please contact:

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