



AMERICAN LEBANESE CHAMBER OF COMMERCE

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AmCham Lebanon's Delegation to the U.S.

Lebanon Capital Market Day in New York

The American Lebanese Chamber of Commerce (AmCham Lebanon), New York Stock Exchange (NYSE Euronext), Auerbach Grayson, and The Bank of New York Mellon hosted an inaugural Lebanon Capital Market Day at The Palace Hotel in New York City on March 2, 2009. Officials representing Lebanese financial institutions and governmental agencies addressed various economic issues impacting Lebanon and the Middle East. Representatives of Lebanese public companies also met with investors and other market participants.

The day began with a breakfast briefing at the NYSE in the presence of Duncan Niederauer, NYSE Euronext Chief Executive Officer, followed by the ringing of the NYSE Opening BellSM by Riad Salame, Governor of Banque du Liban along with Salim Zeenni, President of the American Lebanese Chamber of Commerce; Roger Nasnas, President of the Economic and Social Council; Antoine Azzam, Lebanese Consul General; Michele J. Sison, U.S. Ambassador to Lebanon; Walid Alameddine, Chairman of the Banking



Control Commission; Fadi Khalaf, Secretary General of the Union of Arab Stock Exchanges and Chairman of the Beirut Stock Exchange; as well as other AmCham Lebanon board members.

"NYSE Euronext is pleased to partner with the organizers of Lebanon Capital Market Day in New York to showcase investment opportunities in Lebanon," said Duncan Niederauer. "This event highlights our

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This issue is sponsored by **Lahoya**

Welcome New Members

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وسهلا



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TELETRADE Computer Systems (TCS) provides technological turnkey solutions to small, medium, and

large businesses in the Lebanese market. TCS was established in 1993. Today, TCS employs more than 100 employees and caters to business around the country. TCS is a major reference in providing studies, designs, and consultancies regarding technological turnkey solutions at all business levels. TCS also provides IT hardware and software products such as IT accessories, printers, computers, notebooks, scanners, UPS, to name a few.

Marwan Chahlawi

Owner and CEO, SETS
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SETS is a Lebanese market leader in information technology, established in Beirut in 1990, and serves a wide range of customers in the Middle East. SETS sells and services a wide range of hardware and software products and solutions such as basic hardware, IT setups, personal computers, workstations, laptops, servers, storage, backup solutions, and custom-tailored solutions. These solutions and services target both home personal users and business corporate systems. SETS represents leading companies such as Dell, Microsoft, IR, and many others. SETS has its own developed branded solutions tailored to issues of HR, time attendance, payroll, and ERP applications.



Roger Khalife
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Crown House Group, strong with the support of its international suppliers and its wide and selective clientele, is in a continuous search to improve quality, design, and comfort. To keep moving ahead, Crown House Group is concerned with offering the best service under international norms and offering a warm environment at work. Crown House Gallery covers all home furniture and accessory needs. Today, Crown House has one goal: Satisfy its customers.

INTERACT Offers For AmCham Members

Aramex will offer all AmCham members a 10% and 15% discount on express/domestic and Shop & Ship (subscription) services respectively. Furthermore, they can benefit from corporate rates for any of our freight forwarding services. For more information, call +961 (1) 517012 ext. 1617 or 1619.

Platinum Pitch LLC will provide AmCham members a 10-15% discount on its following services: franchise consulting, hospitality consulting, and management consulting. For more information, email franchise@platinumpitch.com.

Crown House, a leader in office furniture in Lebanon, offers AmCham members the following:

- Free layout plans for offices
- "Steelcase" chairs, at the same price as U.S. domestic prices with an 8-year warranty period.
- For any non Steelcase products costing more than \$40,000, a Silver Managerial Chair in premium leather from Interstuhl is offered for free.

Offers are valid until December 31, 2009

American Lebanese Chamber of Commerce

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U.S. Delegation (cont. from p. 1)

relationship with Lebanon and we look forward to assisting Lebanese companies seeking to access global capital markets.”

Zeenni said, “This appearance at the Stock Exchange, in what can only be described as troubled times, reflects our belief in the resiliency and dynamism of capitalism even when confronted with the most severe challenges – as now. Indeed, the story of Lebanon, and its own resiliency in the face of decades of war and instability, is a testament to how effective public-private teamwork can enable each partner in the enterprise to perform at maximum capacity for the benefit of all. Lebanon has been able to weather many storms over the past 35 years, and – in the immediate situation – to steer a moderate course through the economic crisis of the last painful months.”

He added, “Some of our strongest corporations are with us for this first time experience. I am confident that they will carry Lebanon’s flag forward with great effectiveness.”



U.S. Delegation (cont. from p. 3)

A conference entitled, "Lebanon Capital Market Day," followed the historical bell ringing moment for Lebanon, and was attended by representatives of U.S. companies, investors, fund managers, analysts, and the media.

Welcoming remarks were made by AmCham's Salim Zeenni, David Grayson from Auerbach Grayson, and Mahmoud Salem, from The Bank of New York Mellon. Presenting at the conference were Bank Audi, BLOM Bank, Byblos Bank, Middle East Airlines and Solidere.

Governor of the Central Bank of Lebanon Riad Salame, who was voted Central Banker of the Year for 2009 by The Banker Magazine, discussed the development of the monetary system of Lebanon, the prudent central banking which led to the ability of Lebanon to weather the financial storm, and the specific steps that are being taken to control monetary policy.

A luncheon hosted by FFA Private Bank followed the conference, with the keynote presentation made by Governor Salame.



Several one-on-one meetings were set up for the Lebanese companies during the remaining part of the day, which concluded with a cocktail reception and dinner hosted

by The Bank of New York Mellon and Auerbach Grayson.

On Tuesday, March 3, a breakfast briefing was hosted by the Business Council for International Understanding (BCIU) at the River Club, with U.S. Ambassador to Lebanon Michele Sison as the featured keynote speaker.

BCIU assembled a group of business and banking leaders active in Lebanon,



considering entering Lebanon, and/or experienced business people from the Lebanese diaspora to meet with the AmCham Lebanon delegation. Ambassador Sison spoke about economic and political developments in Lebanon and the region.

The breakfast was followed by a lunch hosted by the Arab Bankers Association of North America (ABANA) at the University Club, honoring Governor Salame who spoke optimistically about the environment currently surrounding Lebanese markets.

The luncheon was attended by a number of diplomats and business leaders as well as the AmCham Lebanon delegation.



U.S. Delegation (cont. from p. 4)

Washington, D.C. Visit

The AmCham Lebanon delegation then headed to Washington, D.C. for the second part of the trip which was a business development mission. The group had meetings with several associations, including the U.S. Department of Commerce, the National Security Council, Export-Import Bank of the United States, the U.S. Trade and Development Agency, the Overseas Private Investment Corporation, and the National Retail Federation. They also met with key officials, such as former Governor John Sununu, U.S. Secretary of Transportation Ray LaHood, and Congressmen Joe Wilson and Gary Ackerman.

The trip also included a lunch hosted by AmCham and the National U.S. Arab Chamber of Commerce at the Ritz Carlton Hotel with Salim Zeenni and Ambassador Sison as the keynote speakers.

At the end of the trip, Lebanese Ambassador to the U.S. Antoine Chedid hosted a dinner at his residence in Washington, D.C. in honor of the visiting AmCham Lebanon delegation.



U.S. Delegation (cont. from p. 5)

Return to Lebanon

On their return to Lebanon, the AmCham Lebanon board met with H.E. President of the Republic of Lebanon Michel Sleiman as well as H.E. Prime Minister Fouad Saniora and briefed them on the trip. The Lebanese flag that hung high on Wall Street outside the NYSE was presented to President Sleiman who signed it and returned it to AmCham Lebanon.



AmCham General Assembly

The American Lebanese Chamber of Commerce held its annual general assembly on February 26, 2009 at the Intercontinental Vendome Hotel.

After a welcome word from AmCham President Salim Zeenni, Secretary General Nadim Kassab presented an overview of the 2008 activities. Treasurer Walid Assaf then reviewed the financial status of the Chamber. Nazih Borghol from Ernst and Young also presented the auditor's report which was distributed to all attendees.

The floor was then opened to questions and suggestions before members got the chance to network over coffee.

Do you have any interesting information or news about your company or field, articles related to your sector that might be appealing to others, or any new data or discoveries?

To share them with us, list an upcoming business event, or sponsor the next issue of the newsletter, please contact us at:

newsletter@amcham.org.lb



News from AmCham Members

AIMS

Socrate uses the latest technologies to provide web interface to users who want to benefit from the web movement and improve their productivity.

Why wait to be in office to check your orders, timesheets, log in calls, plan schedules, etc.? Open the door to your customers to check anytime the status of their orders or to post their requests on your web site. Set up Socrate platinum web and you'll benefit instantly by:

- Serving your customers better since your business is always accessible;
- Accomplishing your work at your convenient time and place;
- Positioning your company as highly professional and flexible; and
- Being better informed.

The main features of Socrate platinum web interface include service center management, human resources management, time management, requisition orders, request for quotations, project management, etc. A small investment now is a must for a technology that is becoming the essential means of communication. Socrate Web is here to support your decision in shifting your business to the web era.

Expand to America

Expand To America (ETA) is proud to announce that Dr. George Farag has joined our team as the Regional Consultant. George is a former United States diplomat and Consular (Visa) Officer who served at various postings throughout the Middle East. As the Consular Officer he adjudicated Immigrant and non-Immigrant visa applications subject to highly complex clearance procedures and ensured that visa processing was conducted efficiently and consistent with United States laws and regulations. As the Regional Consultant George will serve as the primary point of contact for all clients, throughout the Middle East, who are interested in expanding their business to the United States.

ETA assists foreign entrepreneurs to expand their business to the United States. ETA provides the opportunity to open branch offices - of current businesses - in the U.S. as well as assists high-net-worth individuals identify, structure, implement and manage capital investments in America. By doing business in the U.S., ETA clients enjoy the prospect of earning an American green card. Our services include:

- **Strategy Development:** Develop a strategy for doing

business in the United States

- **Strategy Implementation:** Register your business with the authorities in the U.S. as well as complete required processes for tax, employment, and financial designations.
- **Immigration Management:** Manage your U.S. visa and/or immigration process.

For more information on how ETA can help you expand your business to the US, please do not hesitate to contact George Farag at:

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Farra Design Center

Farra Design Center has a constant and loyal commitment to Corporate Social Responsibility with projects supporting:

- **Education of youth with Injaz Lebanon:** Founded in 2001, Injaz Lebanon (Junior Achievement) is a local non-governmental and non-profit organization that works to bridge the gap between the educational field and the market place through extra-curricular programs that empower the youth and nurture their entrepreneurial spirit. Injaz Lebanon recruits and trains volunteers from the private sector to deliver the programs in schools. Every company has the potential to offer volunteers to help in schools or to fund classes. www.injaz-lebanon.org

- **Environment with Trees4Lebanon, a one million tree reforestation plan:** Support planting 1 million trees all over Lebanon over a period of 10 years, a project of Rotary Club of Baabda. "Trees-4-Lebanon" is a mega project that needs everyone's help. "Trees-4-Lebanon" has a yearly objective set, and this objective scales up gradually. By starting small then growing bigger, the project acquires experience, builds up support from the population, improves control on revenue and expenditure, and creates the momentum to achieve the total target of 1 million trees. This year 25,000 trees have been planted between December and March in 10 different areas from the South to the North. Needed: more companies to pitch in. www.trees4lebanon.org

- **Health through help for the elderly sick at Renée Wehbé Center:** The Home of the Elderly Sick People was founded in 1965 by Renée Anis Wehbé to shelter and care for elderly people suffering from incurable illnesses regardless of race, nationality, and religion who cannot be cared for in hospitals and asylums. Needed: all kinds of help. www.centrehbe.org



News from AmCham Members (cont. from p. 7)

Istisharat

Computerizing Iraqi Banks: an American – Lebanese Cooperation Case Study

The continuous improvement of the security situation in Iraq has resulted in the take off of the banking sector. More than 30 private banks have been licensed so far and half of them have begun operations.

Most of these banks opted for a state of the art, web enabled computer system covering all universal banking functions, such as retail, corporate, investment and capital markets, in addition to the required interfaces with Swift (Inter bank messages and transactions), ATM network and clearing and the RTGS system (electronic check clearing) installed by the Central Bank of Iraq.

A U.S.– Lebanese solution has been adopted by eight of those banks and is now being deployed:

- The software application is developed by a Lebanese company, BML Istisharat.
- The database system, Oracle, and the equipment (IBM, HP) are U.S. made.
- The Central Bank of Iraq is also a user of BML Istisharat software.

BML Istisharat develops, in Lebanon, core applications for banks, insurance companies, manufacturing and distribution firms. All applications integrate goods of U.S. origin. Those applications are now deployed in 29 countries including the U.S., Europe, Africa and the Middle East.

MOBI

Wireless Broadband Innovation Awards 2009

The judges have spoken – **Imad Tarabay, CEO of Cedarcom-Mobi** is the **Official Winner** for the **Wireless Broadband Innovation Awards 2009** in the Individual Achievement in Wireless Broadband category, that honors outstanding leadership and vision in Wireless Broadband!

Leadership in Wireless Broadband needs strategy, enthusiasm, and honesty. True leaders must inspire others to share their beliefs. Winners have these qualities in abundance. They have shown us how success can be achieved and they have shared their success with others, which is the true mark of a leader.

The Wireless Broadband Innovation Awards 2009 - Recognizing leadership, innovation and excellence in wireless broadband!

The WBI Awards is the only fully independent and globally oriented institution that recognizes leadership and the very best in innovation for Wireless Broadband. Entries for the 2009 Wireless Broadband Innovation Awards were of a very high standard and very international. Submissions from more than 35 countries were received.

For more details about the WBI Awards please visit:
www.wbiawards.com

Latest News about Cedarcom - Mobi

New MOBI™ Breakthrough - USB Dongle Modem

MOBI is proud to announce the introduction of the new USB Dongle Modem! The USB Dongle Modem is a sleek, sophisticatedly engineered, and smallest-in-market modem with style and portability in mind. It has a class of its own to redefine versatility and flexibility and weighs only 50 grams. The user experience is further enhanced with a USB Dongle's integrated extendible high performance antenna. Like the previous USB Modem, the Dongle works with a wide range of devices and does not require electricity to turn on.

MOBI Dashboard

MOBI is at the leading edge of broadband revolution in Lebanon by introducing the newest software to ensure that MOBI goes from strength to strength in 2009. MOBI launched a new and exclusive MOBI Dashboard software application with unique features. Another first in Lebanon! Using the MOBI Dashboard, users will be exposed to all the needed information to ensure the MOBI experience is fruitful and bursting with excitement, such as checking signal strength, connection download and upload speed, and other account information.

MOBI - Coverage Expansion

The 2009 coverage expansion plan for MOBI is astonishing this year. MOBI will be extending its coverage to at least 40 new cities and will enhance the current coverage. MOBI's new expansion plan will cover southern cities of Nakoura, Nabatieh, Bint Jbeil, Jizeen, Chhim and their surroundings; northern cities of Ehden, Zghorta, Batroun, Amsheet, Amioun el Koura, Tripoli and their surroundings; Mount Lebanon cities of Baabda, Chouifat, Dohat Aaramoun, Ain Saade, Mansourieh, Hazmieh, Baakleen, Deir el Kamar, Alay, Bhamdon, Hammana, Soufar, Bekfaya, Baabdat; Keserwan cities of Ajaltoun, Zouk Mosbeh, Balloune, Aachkout, Ghazir/Aaramoun and surroundings; and the Bekaa valley cities of Baalbek, Zahle, Shtoura and surroundings.

The MOBI service is available today in areas extending from Tabarja to Khaldeh, all Metn facing the waterfront, Tripoli, Faqra and Faraya. We are continuously expanding and we recently added coverage in Faraya, Tyr, Saida, Jbeil and their surrounding areas; Keserwan, Metn South, Metn North, and Beirut International Airport.

Better Business Values

The Better Business Group (BBG) at the American Lebanese Chamber of Commerce launched Better Business Values (BBV) on April 22, 2009 at the Phoenicia Intercontinental Hotel.

The launching event included opening speeches from Chairman of the Better Business Group Fadi Saab, President of the American Lebanese Chamber of Commerce Salim Zeenni, U.S. Ambassador to Lebanon Michele Sison, and Minister of Economy and Trade Mohamad Safadi.

Saab explained that this official launching ceremony marks the significant accomplishment of a crucial milestone in our successful evolution from the previously recognized Business Ethics and Transparency Committee at AmCham, to the now leading BBG paradigm. Saab also explained that the BBG vision is to "build a trustworthy business-friendly environment in Lebanon, by establishing an extensive network of like-minded decision-makers, collaborating together to jointly promote their shared business morals and ideals."

Saab added that in order to achieve its goal, BBG will form a solid alliance of individuals, corporations, and family owned businesses that would team up to create stronger national awareness of the importance of improving corporate performance. "Corporate performance," according to Saab, "could be achieved by adopting the values of: ethical standards, equal employment opportunity, leadership skills, corporate social responsibility, corporate governance, accountability and transparency, antitrust adherence, quality and consumer protection, intellectual property rights, lobbying and advocacy, as well as other best business practices and standards of excellence that are necessary to survive and grow in today's competitive global economies."



Zeenni explained that, "As part of its mission to develop the Lebanese economy by encouraging trade and investment, the American Lebanese Chamber of Commerce has always promoted better business practices and has strived to advance the business environment in Lebanon by raising awareness about the concepts it believes in. Transparency, business ethics and conduct, consumer protection, corporate citizenship and social responsibility, intellectual property rights protection, and corporate governance are some of these concepts that we passionately encourage."

Zeenni added, "AmCham is committed to the development and advancement of Lebanese companies and to fulfilling the mission of the BBG. The Better Business Values code is one way to bring us closer to this goal. It is a guide that sums up the basis of an ethical, well governed, accountable, transparent, and profitable company. It brings you, the companies that choose to adopt these values, closer together in essence and vision, and it creates a culture of businesses with common ground and principles, ready and more willing to do business with one another, and more confident in the face of outside investment. The BBV is a worthy tool you can own that will put you amongst others who share a similar vision that is commendable."

Ambassador Sison welcomed AmCham's initiative, noting that it "focuses on business values including business ethics, accountability and transparency that are the basics of doing business. Every company should prioritize these business values before starting a business. Better business values motivate employees,



BBV (cont. from p. 9)

provide a healthy working environment and lead to prosperity.”

Minister Safadi expressed the ministry’s continuous support of this project and declared the ministry to be BBG’s “main partner in helping you achieve your goals of promoting a culture of better business in this new age. Our commitment to promote sound business values stretches across our core work functions and current priorities. To name but a few examples, we are looking to create new laws governing information technology and electronic signatures that will help better organize the IT domain and deliver goods and services produced by both the public and private sectors in a more transparent and secure manner.”

The welcoming speeches were followed by a presentation about the BBV. MarieJoe J. Raidy presented and introduced the new BBG website available at www.betterbusinessgroup.org. After the introduction of the new website, Nadim Najjar, Wajih Choueiry, and Gina Chammas Mrad presented the concepts behind BBV.

A copy of the BBV booklet in English and Arabic was distributed to all the attending members, who showed their commitment to these values by signing it.

Saab explained that a wide scale awareness campaign to spread these concepts and to solicit endorsements to a commitment has commenced. The endorsement states the following: We hereby commit to proactively comply with the Better Business Values, to disseminate them publicly, to assist all stakeholders in adhering to their principles and to partner with others to create an exemplary cluster of prominent supporters.





International Buyer Program 2009

www.buyusa.gov/lebanon/en/ibp.html

Event	Industry	Subsectors	Show Venue	Start Date	End Date
Institute of Food Technologist (IFT 2009)	Hospitality	Food Science and Technology	Anaheim, California	6-Jun-09	10-Jun-09
Waste Expo 2009	Environmental	Waste Collections, Landfill management, Recycling, waste technology	Las Vegas, Nevada	8-Jun-09	10-Jun-09
NXT Comm 2009	ICT	Networking Equipment, applications, content	Chicago, Illinois	9-Jun-09	11-Jun-09
InfoComm 2009	ICT	Audiovisual for display projection, audio, control and networking	Orlando, Florida	17-Jun-09	19-Jun-09
The International Plastics Showcase (NPE 2009)	Manufacturing	Plastics and Elastomers	Chicago, Illinois	22-Jun-09	26-Jun-09
Association of Woodworking & Furnishings Suppliers (AWFS 2009)	Manufacturing	Manufacturers and distributors of machinery, hardware, lumber, upholstery, materials, bedding and other supplies to furniture, cabinet manufacturers and custom woodworkers.	Las Vegas, Nevada	15-Jul-09	18-Jul-09
American Association for Clinical Chemistry (AACC 2009)	Healthcare Technology	Laboratory Testing Equipment and Medical Devices	Washington, D.C.	23-Jul-09	27-Jul-09
The WSA Show Including the Collections at WSA (Summer) 2009	Footwear & Accessories		Las Vegas, Nevada	31-Jul-09	2-Aug-09

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