



# AMERICAN LEBANESE CHAMBER OF COMMERCE

*Spring 2018 Newsletter*

## AmCham Convenes General Assembly Meeting of 2018



The American Lebanese Chamber of Commerce held its ordinary general assembly on March 22, 2018 at Le Vendome Hotel.

The meeting began with a welcome word from Chairman Salim Zeenni. Mr Nadim Romanos then presented an overview of the 2017 events and activities, on behalf of Secretary General Nadim Kassar.

Following the presentation of activities, Treasurer Walid Assaf then reviewed the financial status of the Chamber. His report was followed by a representative of Ernst and Young, who presented the auditor's report which was distributed to all attendees. The floor was then opened for discussion.

Chairman Zeenni invited members to be part of the upcoming Startup Lebanon - Executive Innovation Retreat, to be held in San Francisco on June 4-8. He also asked members to share their ideas and take the lead on suggesting activities or initiatives that are relevant to them.

The attendees unanimously stated they had no objection or opposition to the current Board of Directors and the activities conducted and being organized.



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## New Members



Nabil Tabbara  
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Fouad Fadel  
CEO  
Fortrade Offshore SAL  
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Visa is a global payments technology company. By expanding our network, products, partnerships and people over the past 60 years, we have helped make life easier and more secure for millions of people. With the expanding use of electronic payments, people's daily lives improve, businesses operate more smoothly and governments become more efficient. As the hub for a global network Visa must always strive to deliver tangible value to everyone involved. Visa brings our fundamental value proposition — convenience, interoperability, accessibility, and security — to people through new channels and on new kinds of devices.

Mr. Fouad Fadel is the Honorary Consul of Estonia in Lebanon and the CEO of Fadel Group, the agents of multinational companies specialized in the field of paper and packing products as well as chemicals.

## American Lebanese Chamber of Commerce

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## Board of Directors and Officers

Salim J. Zeenni  
Maher Y. Beydoun  
Arslan M. Sinno  
Richard A. Haykel  
Walid T. Assaf  
Nadim Kassar  
Rabah Jaber  
Michel Sawaya  
Nadim Romanos  
Hani Raad  
Barbara Batlouni  
Gaby Tamer  
Doumit Raidy  
Jean Riachi  
Bana Akkad Azhari  
Fadi Saab

Chairman  
VP for Public Relations  
VP for Membership  
VP for International Affairs  
Treasurer  
Secretary General  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
Board Member



Tarik Solomon  
Director  
Shamis Technologies  
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Tarik Solomon is the Director of Shamis Technologies, a private Saudi Arabian engineering company serving the defense and aerospace market. Shamis provides services for Ministry of Defense and American OEM's Raytheon and Harris that manufacture command & control and arms for government programs. Mr. Solomon has spent the past 7 years in Saudi contributing to the expat community. As the Vice-Chairman of the AmCham in Riyadh, he enjoys coordinating outreach activities that heighten public awareness and influence US-Saudi bilateral relations. Lebanese-American, Mr. Solomon spends his free time between the two countries. He graduated with a B.S. in International Hospitality Management from Johnson & Wales University. His MBA is from Duke University's.



## Member News

### Automated Information Management Systems (AIMS)



AIMS, Automated Information Management Systems, is a software company that was established in 1987. It launched Socrate ERP at the birth of the ERP software systems, with a team of software engineers and experts. AIMS is the editor and implementer of Socrate ERP, the latest version is Socrate series 7.

Throughout the years, the company provided its customers with consultancy, computer know-how and software solutions. This business model helped the company expand significantly to become a powerful

organization, proving its strategy and its presence in the MENA market and recently in Europe.

Socrate ERP is a horizontal system, with more than 26 modules, including accounting, Warehousing Procurement-Sales, production, contracting, human resources, assets management, POS-Retail, Workflow, CRM, service center management and Distribution empowered with Socrate mobile. It is available both on premises and on the cloud, and we provide companies the tools to manage their resource.

AIMS products are implemented in more than 30 countries having a wide customer base exceeding 2600 sites and 9000 users around the world. We are appreciated for our solutions and our flexibility and fast implementation cycle. We also have different enterprise products, Socrate platinum, Socrate Series 7 and Socrate Mobile, in addition to a vast range of professional services and datacenters.

To celebrate our 30 year anniversary, AIMS launched the latest Socrate Series 7 at the beginning of 2018.

### Boecker®: Winner of 2018 Best Food Safety Training Markets



The MEA Markets Awards have been launched to bring some much needed recognition to firms in the Middle East who are shaping not only their industries and regions, but the global corporate community.

Boecker® was selected as a winner following a rigorous and in-depth study done by global industry experts. Today, receiving the UAE Business Award for the Best Food Safety Training Provider in the Middle East is an honour for Boecker® and a result of +20 years of expertise in the field.

Boecker® is considered today a key player in the Food Safety in the region as it has the largest number of full-time professional and certified consultants spread





over 8 branches a solid background in the industry. Providing workers with appropriate training has a direct impact on the business, this is where we take the lead of training 10,000 food handlers every year. These internationally certified trainings have been described as the best in the Middle East for following

international standards that are equally recognized by local authorities, available in various languages, for all levels, and delivered with practical cases. These trainings aim at providing food establishment workers with knowledge and expertise to safeguard the business' reputation.

## AMIDEAST: Board Congratulates Students Who Won \$ 2.5 Million in US Scholarships



As part of its mission to expand opportunity through education and training, this spring AMIDEAST helped thirteen bright high school students from Lebanon win \$ 2,481,044 in scholarship funding to cover four years of undergraduate studies at some of America's top universities. These young scholars are the latest to benefit from different AMIDEAST programs its Advisory Board launched to expand U.S. university opportunities for talented

youth with limited financial means. These students will join over 100 other students from Lebanon whom AMIDEAST helped to win \$ 18 million in scholarship funding over the past several years.

AMIDEAST's student programs help to open doors to educational opportunity for deserving youth from all Lebanese regions and socio-economic backgrounds to some of the best educational institutions in the U.S. , including Harvard, Columbia, Cornell, New York University, University of Chicago, Georgetown, Notre Dame University, and University of Pennsylvania, among others.

Those opportunities would not have been possible without the generous support of AMIDEAST/ Lebanon Advisory Board members. To generate more support for students in Lebanon, the board will host a gala dinner this fall to celebrate AMIDEAST's 50th anniversary in Lebanon, and to honor its annual Education Hero Award recipient.

## Philip Morris Takes Part in Lebanon's First-Ever Anti-Illicit Trade Conference



In a high-profile and inclusive event, and as part of its ongoing efforts to fight the inflow/outflow of illicitly traded merchandise, namely tobacco products, the Regie Libanaise des Tabacs et Tombacs ("Regie")

organized the country's first national conference on illicit trade at the Pavillion Royal in Beirut, on 28 March, 2018.

The event, which was attended by high-level Philip Morris participants from across the region, served to showcase the utmost importance of fighting the illicit trade epidemic, be it in contraband or counterfeit products, while sharing experiences and best practices from countries and governments that have been, and are, enduring this rampant issue in their own backyards.

Speeches, interventions, and discussions stressed the significance of the tobacco sector as a vital source of revenues for Lebanon's economy and national



treasury, as well as the importance of shielding this sector from imminent challenges that threaten its legitimate existence, including mounting dangers emanating from illicitly traded tobacco products. It is worth noting that Philip Morris International, through its affiliates and network across the globe, spearheads the ongoing fight against the illicit trade of tobacco products through various and advanced projects and initiatives.



## Networked Energy Services: Smart Cities Trade Mission



NES participated in a US Commerce Department Smart Cities Trade Mission aimed at helping cities implement real IoT and Smart Grid solutions. The trade mission, which was coordinated by the BCIU (Business Council for International Understanding), occurred from March 16 - 12 in Poland and the Czech Republic. The delegation participating in the mission included leading US based corporations, including Cisco, Microsoft, Visa, and Networked Energy Services (NES), focused on enabling smart cities by providing a variety of IT, communication and automation technologies and solutions.

NES, which has a regional office in Beirut, was one of the selected companies invited to take part in the Smart Cities Trade Mission. The company continues to play an important role across Smart Cities transformation efforts. In fact, NES is credited with being an important vendor in Tauron's Smart City Wroclaw project, which is a great example of how to securely utilize smart metering and smart grid systems to benefit the DSO (Distribution System Operator), the city and its residents.

One of the key objectives was to assist cities with implementing real IoT and Smart Grid solutions that benefit cities and citizens. The mission focused on successful projects, such as the Smart City Wroclaw project in Poland that provides IoT, Mobility, Smart Metering and Smart Grid solutions to enable a genuine smart city. Of course these applications are equally important to the Middle East region, and projects, such as Smart City Wroclaw, serve as templates and models for what can be accomplished in cities around the world.

## Commvault Partners with SETS in Lebanon



*SETS to offer cutting-edge Commvault data management solutions to clients across Lebanon and wider Middle East region*

Commvault, a global leader in enterprise data management, has appointed SETS as an authorized partner in Lebanon.

The appointment enables the distribution of Commvault's industry leading enterprise backup, recovery, archive and cloud solutions to customers across Lebanon and the Levant region. As a national





leader in information technology with more than 25 years of experience in the industry, SETS will be able to provide customers with comprehensive end-to-end professional Commvault services in addition to the company's latest solutions.

Shady Saba, Regional Director, Levant & Turkey at Commvault, said, "We are delighted to be partnering with SETS to introduce our state of the art solutions to customers in Lebanon and the Levant region. I look forward to working closely with SETS to offer customers a complete data management solution from the end-point, to the data center and to the cloud."

Maher Chahlawi, CEO of SETS, commented, "Becoming a Commvault partner allows us to offer the full Commvault solution to our customers, from design to implementation, delivery and support. Our appointment recognizes our technical skills and knowledge as well as our extensive industry experience in Lebanon and the wider Levant region."

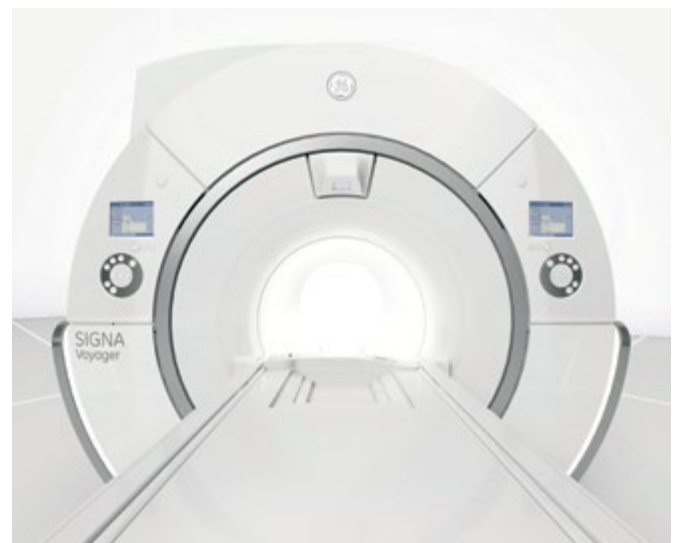
## Haykel Hospital Launches MRI



In the world of healthcare, Magnetic Resonance Imaging (MRI) is a continuously evolving technology that offers tremendous value as a diagnostic tool.

Thanks to recent breakthroughs, MR scans now offer more convenience as they tend to be shorter in duration, while full-body MRI screening with diffusion is quickly becoming a more efficient alternative to a PET scan.

At Haykel Hospital, our patient-centered policy strives to match American and European standards by providing the most advanced facilities available



today. We believe that each patient deserves the best comprehensive care in a welcoming environment that offers the highest level of quality.

For this reason, we have installed the GE Signa Voyager 1.5 T, a state-of-the-art machine specifically tailored to our needs. Featuring a well-ventilated 70 cm wide bore and silent MR sequences, it allows for a much more comfortable experience to all especially for children. In addition, its superior imaging capability also enables doctors to achieve the most accurate diagnosis possible.

At Haykel Hospital, we promise, because we can!



## Announcing Start-Up Lebanon Executive Innovation Retreat

**START UP  
LEBANON**

*Executive*  
**INNOVATION**  
retreat, June 4-8

San Francisco, California



During a press conference on May 24, the American Lebanese Chamber of Commerce announced its upcoming Startup Lebanon – Executive Innovation Retreat, scheduled for June 2018, in and around San Francisco. As the third edition of the Startup Lebanon series, this year will focus on the corporate sector, with over 20 executives witnessing the future of technology and current innovation trends that will transform their businesses. They will take part in a two-day Design Thinking Workshop by Frog Design - the world's leading design agency - which has worked with giants like Apple, Sony, Microsoft, Disney, and so many others. The retreat also includes three days of immersive roundtables, site visits, talks, and workshops with experts in artificial intelligence, autonomous driving, blockchain, the internet of things, augmented and virtual reality, and more.

During the press conference, U.S. Ambassador Elizabeth Richard commented, “This will be a great opportunity for Lebanese executives to meet with the Silicon Valley experts. The impressive five-day program will connect you with many of the Bay Area’s top business people and innovators.” She

added, “I want to highlight AmCham’s work in encouraging U.S. investment and trade in Lebanon, which helps improve Lebanon’s business climate.”

The Ambassador noted that the U.S. government has invested 4.5\$ million in 16 Lebanese startups and two investment firms through USAID. She stressed that foreign investment in Lebanon is critical for the country’s growth, but pointed out the need to address corruption through reforms and transparency.

Salim Zeenni, Chairman of AmCham, stated, “At the heart of its mission, AmCham is devoted to developing the relationship between Lebanon and the U.S., working at the edge of technology and current trends, to bring these two worlds together for the benefit of both our countries.”

He added, “This year we went a step further because we wanted our economic engine, the private sector, to learn about current disruptive technologies and the future of innovation, so that they can come back to their home country and make the necessary changes and leaps to grow and develop their businesses, and





was created to showcase Lebanon's top startups and entrepreneurs, in a full day conference at the Plaza Hotel, featuring keynote speakers, panels, and an exhibition, followed by a spectacular gala dinner at the top of the Rockefeller Center.

The second edition, Startup Lebanon - Silicon Valley Roadshow, took place in 2016, to showcase the best of Silicon Valley to Lebanon's top change makers. Twenty-five executives, entrepreneurs, startups, and investors participated in the -o-day roadshow with visits to Facebook, Google, Instagram, Stanford University, and other in site visits, conferences, luncheons, dinners, talks, and demos. The Roadshow wrapped up with a gala dinner featuring inspiring keynote remarks by leaders in the world of technology.

The first edition, Startup Lebanon - New York City,