

The Lebanese Excellence Award (LEA) with Dr. Ali Berro



Following the example of many countries and the European Union, QUALEB, the branch focusing on Quality Programme at the Ministry of Economy and Trade, has introduced an initiative to enhance the competitiveness of the Lebanese economy. This initiative is the Lebanese Excellence Award.

The Lebanese Quality Management Model (LQMM) attuned to Lebanon's needs, was designed to help managers apply systematic management practices. The efficient use of this model could lead any organization to receive the Lebanese Excellence Award. To inquire about this initiative, *ECONEWS* met with Dr. Ali Berro, the Programme Director of QUALEB and member of LEA Jury Panel.

HOW DID THE PROCESS OF THE LEBANESE EXCELLENCE AWARD COME ABOUT?

AB: The initiative was prepared in 2008 and launched in March 2009 under the tutelage of his Excellency the President of the Republic of Lebanon Michel Sleiman. For this purpose, we have trained over 55 technical assistants and have formed a high level jury panel presided by the Ministry of Economy and Trade.

When speaking of excellence, we speak of something higher than quality. This award is open to entrepreneurs or any businesses that have excelled in their fields of operation. The Lebanese Quality Management Model is based on the European Foundation for Quality Management, which is the most widely used model in the world. The Award Jury Panel, headed by H.E. the Minister of Economy and Trade, is independently formed as a Committee. It is constituted of 9 Members, selected by ex-

cellence and appointed by the Minister of Economy & Trade.

THE SELECTED MEMBERS OF THE LEA JURY PANEL ARE:

- Mr. Mohamed Choucair, the President of the Federation of Chambers of Commerce, Industry and Agriculture.
- Representative of the Association of the Lebanese Industrialists.
- Mr. Raed Charafeddine, Vice President of the Central Bank of Lebanon (Banque Du Liban – BDL).
- Dr. Khater Bou Habib, CEO and DG of 'Kafalat SAL'.
- Mr Wajih Bizri, President of the International Chamber of Commerce (ICC) in Lebanon.
- Eng. Habib Ghaziri, Chairman of the Board of Directors of LIBNOR (Lebanese Standards Institution).
- Dr. Toufic Rizk, Dean of the Faculty of Sciences at Université Saint Joseph – USJ.
- Dr. Ali Berro, Quality Programme Director and Vice Chairman of B.O.D of the Lebanese Accreditation Council COLIBAC.

CAN YOU PLEASE EXPLAIN THE RELEVANCE OF THE LEBANESE QUALITY MANAGEMENT MODEL TO LEA?

AB: The evaluation and assessment in that model is based on four key areas: Three are named 'Approaches' and one is named 'Outcomes'. The three 'Approaches' include the Infrastructure Management- 16%, the Processes and Customer Management- 16%, the Human Capital Management- 19% , and finally the 'Outcomes' make up 50%. For each of the first three Approaches there are Outcomes. As an applicant organization, you are allowed to

choose within each Approach at least one approach that you think you have excelled in. There are 100 approaches to select from.

WHO WERE THE PREVIOUS RECIPIENTS OF THE AWARDS?

AB: In 2009, seven organizations won the first Lebanese Excellence Award. In 2011, and due to increased requirements, only two companies were granted the second Award. Companies were requested to prove they are environmentally responsible. The aim is to promote a culture of quality, excellence and also of Lebanese identity as well as corporate social responsibility. We are trying to promote this culture, which unfortunately lacks in Lebanon. In the upcoming third LEA, we have opened the door for establishments of the public sector and non-governmental organizations, in addition to the business community organizations consisting of corporate entities and SMEs.

In 2009, seven organizations out of a total of 16 applicants, received the LEA:

- Cosmaline
- Tissue Mill
- Technica International
- Masterpak
- Second House Products
- Al Rassoul Al Aazam Hospital
- Unipak

In 2010-2011, two organizations, out of a total of 16 applicants, received the LEA:

- Unipack – Tissue Mill
- Chateau Ksara

The Award is based on three levels. The first is the certification level, that means if an organization is on the

right track to attain excellence, and has achieved little but is committed to continue, then it is eligible to apply for the certification level. This entails the three approaches plus the environmental approach. The second level is the advanced certification level. The third level entails the submission of all documents with details including the outcomes for those approaches. An independent assessor will carry out the assessment process.



WHAT WOULD BE THE EXPECTATIONS OF LEA WINNERS?

AB: First of all, with the excellence model, companies will be able to improve their operations, as it will help them align their resources to their strategic objectives and goals. Throughout this process, and with the experts at hand assessing their organization, weaknesses are sought out and improved. This improvement will reduce their waste of time and in human resources. The LEA office provides them with adequate support. Applying will better position the organization and help with recognizing their business as a leader in its field of activities.

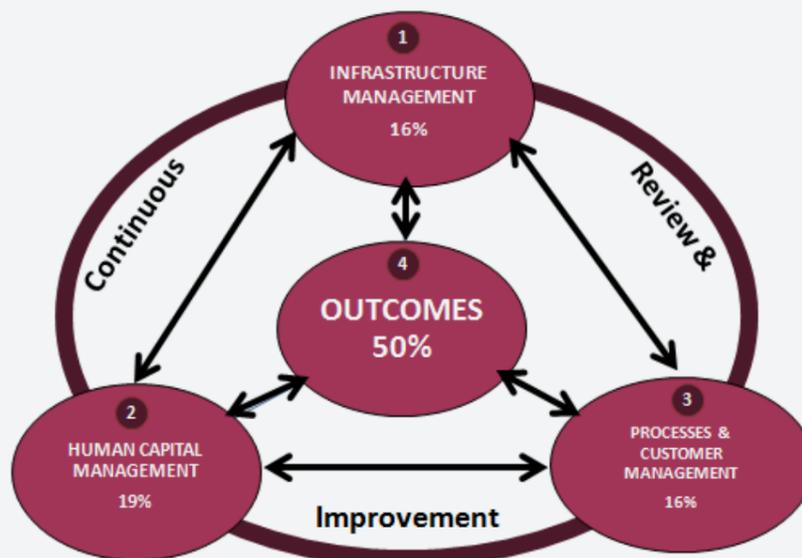
WHO CAN APPLY?

All organizations/institutions – large businesses, small and medium sized enterprises, public sector organizations, and or operational units of the public sector organizations, in addition to NGOs provided they employ more than eight people and can show a certain maturity of their management system by proven relevant results (over at least two years).

HOW TO APPLY

Applicants are requested to complete the Assessors Application Form and the specific EU-CV format and send them electronically to the following address: lea@qualeb.org. For more information, please call: +961-1-982357 or +961-1-982360/5; Ext: 1817, 1820, 1822 or 1802.

You can also visit www.economy.gov.lb for further information



THE LEBANESE QUALITY MANAGEMENT MODEL