



الجمهورية اللبنانية
وزارة الاقتصاد و التجارة
REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE



Lebanese Excellence Award Recognition Book 2009-2014



Programme Funded by the
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Lebanese Excellence Award
Recognition Book
2009-2014



Table of Contents

Part I:	3
• Introduction: About Lebanese Excellence Award	3
Excerpts from Speeches of:	7
• H.E. General Michel Sleiman, former President of the Republic of Lebanon	8
• H.E. Dr. Alain Hakim, Minister of Economy and Trade	10
• H.E. Nicholas Nahas, former Minister of Economy and Trade	12
• H.E. Mohammad Safadi, former Minister of Economy and Trade ..	14
• H.E. Adnan Kassar, former Minister of Economy and Trade and Honorary President of General Union of Arab Chambers	16
• H.E. Angelina Eichhorst, Ambassador of the EU Delegation to Lebanon	18
Part II: Lebanese Excellence Award Jury Panel Private Sector/NGOs and Public Sector	21
• Members of the Jury Panel for Private Sector/NGOs.....	22
• Members of the Jury Panel for Private Sector	30
Part III: LEA Office	36
Part IV: Lebanese Excellence Award Rounds	39
• Round I and winners	49
• Round II and winners.....	65
• Round III and winners.....	69
Part V: LEA Technical Assessors	90



Introduction

About the Lebanese Excellence Award


Under the High Patronage of His Excellency General Michel Sleiman, the President of the Lebanese Republic, QUALEB - the Quality Unit at the Ministry of Economy and Trade initiated in March 2009 the Lebanese Excellence Award (LEA), funded by the European Union. The LEA office has been established under the Quality Unit at the Ministry, with a vision “to be the platform for sustainable Excellence in Lebanon” and a mission “to support Lebanese private and public sectors’ organisations in championing quality management and Excellence”.

Hard work started believing that successful applicants should be very proud of their achievements, given that they will be on the right track to evolve to the status of role models for Excellence and to join an impressive role of honour, which includes some of the region’s most prestigious organisations.

A Lebanese Quality Management Model (LQMM) has been designed and implemented in the evaluation procedure of companies from the private sector.

Independent Jury Panel members with high professional level and expertise in different sectors were nominated/ selected, to assure an valuable and credible Award.


On March 6th, 2009, H.E. Mohammad Safadi, the Minister of Economy and Trade then, officially launched the first round of LEA Award. Results showed success of seven winners from



different sectors, who received the trophies and certificates from H.E. the President and the Minister of Economy and Trade during the ceremony held at the presidential palace on 21st January 2010.

On 15th February 2012, LEA round II has awarded two organisations in a ceremony held at the presidential palace in Baabda where H.E. President General Michel Sleiman distributed the trophies and H.E. Nicolas Nahas handed over the trophies and certificates. After revision of the LEA process, by the Jury Panel presided by H.E. Nicolas Nahas, Minister of Economy and Trade, they recommended that the scope should be upgraded to include three levels: Award Level, Advanced Certificate Level and Certificate Level, to be applied in LEA Round III.

To maintain sustainable and continuous improvement, LEA Round III Award structure has been upgraded by the Jury Panel presided by H.E. Dr. Alain Hakim, Minister of Economy and Trade by introducing an extended scope to include the Public Sector Units in collaboration with Minister of State for Administrative Development, and to include Non-Governmental Organisations. As a result a new model for evaluation of public sector organisations and NGO's named Common Assessment Framework (CAF) has been customised to Lebanese situation and implemented in LEA round III to cover major type of existing organisations in Lebanon. LEA round III has awarded nine organisations from different types and levels, in a ceremony held on the 11th of March, 2014, at the presidential palace in Baabda where H.E. President General Michel Sleiman distributed the trophies and H.E. Dr. Alain Hakim distributed the certificates.



Global affiliations and award recognitions become a must for LEA office, both being major incentives for applicants. In 2014, the Quality Unit has become an affiliate member of the European Foundation for Quality Management (EFQM), and the European Organisation for Quality (EOQ). In addition to the previously signed MOU with the Hellenic Management Association in 2012. A second Jury Panel has been created from high-level members with known credibility and long experience in the public sector, ahead of launching LEA Round IV.

Under the guidance of the Jury Panel headed by H.E. Dr. Alain Hakim, Minister of Economy and Trade, LEA office is still working and discussing further affiliations with other similar Excellence related organisations in Arab and EU countries. This will allow a much better and wider scope of recognition and a higher level of exposure on an international level.

Furthermore, The LEA Jury Panel presided by H.E. Dr. Alain Hakim approved the launch of the “Quality Personality of the Year” initiative suggested by the LEA Office to be associated with the LEA Round IV, in cooperation with the European Organization for Quality (EOQ).

Finally, LEA Round IV is planned to be launched by H.E. Dr. Alain Hakim in collaboration with H.E. Mr. Nabil De Freige, Minister of State for Administrative Development during March 2015 with the support of the EU Delegation to Lebanon.

We are proud to put this Recognition Book in the readers’ hands to date the era of the LEA Award during 2009-2014.

Ali H. Berro, PhD
Director of QUALEB/LEA Award



Excerpts from Speeches of:

- H.E. General Michel Sleiman, former President of the Republic of Lebanon
 - H.E. Dr. Alain Hakim, Minister of Economy and Trade
 - H.E. Nicholas Nahas, former Minister of Economy and Trade
 - H.E. Mohammad Safadi, former Minister of Economy and Trade
 - H.E. Adnan Kassar, former Minister of Economy and Trade and Honorary President of General Union of Arab Chambers
 - H.E. Angelina Eichhorst, Ambassador of the EU Delegation to Lebanon
-


**Excerpts from the speeches of the
H.E. General Michel Sleiman, Former
President of the Republic of Lebanon
at the Lebanese Excellence Awards
Ceremonies at the Presidential
Palace – Baabda (2010-2014)**



I am very pleased to launch this award from the Presidential Palace. This award has become a tradition and a model of caring about the importance of the quality culture and system at the presidency level in Lebanon.

Therefore, it was inevitable to develop a comprehensive strategy for quality through the dissemination of quality culture and excellence, not only in the private sector, but also, and of equal importance, in the public sector and the Lebanese administration, as well as in the civil society, which also must learn how to appreciate the quality of services and products and not just the price. All that to face the fierce competition in the markets, and to provide better products and services for domestic people and foreigners, because the Lebanese citizens deserve the best products at the lowest possible cost, and the improvement of quality helps in achieving that aim.

Globalization has increased the importance of competition worldwide, with the growth of global exchange of convenient products and even craft and household goods. It is certain that Lebanese products cannot compete through mass production



or prices due to the high cost of production. Therefore, the Lebanese industry should build its competitive advantage on the quality of goods and services to enhance competitiveness.

The Lebanese Excellence Award is not a promotional tool for a company or a particular product, but an appreciation for the work that has been achieved. I would like to acknowledge the accomplishments of the Award Jury Panel, which carried out its efforts in a transparent and credible manner. And commend the efforts made by every member starting with the Minister of Economy and Trade, the Delegation of the European Union to Lebanon and the Quality Unit team at the Ministry of Economy and Trade, Heads of Syndicates, the President of the Economic and Social Council, Heads of the Chambers of Commerce, Industry and Agriculture, Owners of the Financial Service and Industrial institutions and the President of the Lebanese Industrialists Association.

All your efforts aim at revealing and honoring the efficiency and we should always find means to stimulate stakeholders to enter into this competition. I renew my congratulations to the winners and I hope that next year the number of applicant organisations participating in the competition will increase. I wish you continuous success in your journey towards Quality and Excellence.

Excerpts from the speech of H.E. Dr. Alain Hakim, Minister of Economy and Trade during the Lebanese Excellence Award - Round III ceremony on March 11th, 2014 at Baabda Presidential Palace



Excellency President Michel Sleiman,
Excellences and attendees,

I would like to express my deep gratitude and great appreciation for you Mr. President for adopting and sponsoring the Lebanese Excellence award initiative and granting it a significant added value for being under your high patronage. This ceremony which is held for the third time at the Presidential Palace to award the Lebanese Excellence Award for the year 2013 to the winning organisations.

The breadth of globalization and the relative openness of the borders between countries in terms of free trade, has led to increased competitiveness in both domestic and foreign markets.

Therefore, it is important that we focus on producing goods and services of high quality and high value-added to enhance our competitiveness. In this context, quality and excellence are key factors in achieving economic goals that will help us grow and enlarge the size of our economy.



The Ministry of Economy and Trade, through its Quality Programme - QUALEB - a European Union funded programme, has developed integrated action plans for the development of operational infrastructure for quality and the promotion of quality and excellence culture in Lebanon.

The Lebanese Excellence Award initiative has come to top the Ministry's activities in the field of quality and to be a milestone in the course of quality and excellence in Lebanon. The Award Jury Panel worked hard to develop the award once again during the third phase with the assistance of a distinctive European expertise in this area and the LEA Office, opening the door to the participation of the public sector and civil and non-profit organizations.

The importance of this distinctive Award lies in being given by the highest official level in Lebanon and gains its credibility through the existence of an independent Jury Panel at a high level of experience and efficiency in public administration and in business community and are well known for their integrity and impartiality. Also, the qualified technical assessors and specialists trained to do the job according to the Lebanese Quality Management Model, add to the value of the Award.

I would like also to thank the European Union for the support provided to Lebanon, and especially to LEA initiative. I also thank the members of the Award Jury Panel for their tireless efforts, transparency and integrity, as well as the Quality Unit LEA Office team for their hard work and devotion.

Finally, I congratulate the winners and urge them to continue their journey towards excellence.

Excerpts from the speech of H.E. Mr. Nicolas Nahas, Former Minister of Economy and Trade during the Lebanese Excellence Award - Round II ceremony on February 15th, 2012 at Baabda Presidential Palace




Ladies and Gentlemen,

Our world today is characterized by the presence of large-scale economies working within regional and international major economic groups competing in trade under the World Trade Organisation and regional organisations and through multilateral or bilateral trade agreements. This openness to free trade across borders is marked by an increased level of quality standards especially by the developed countries. The importance of quality escalated to become a prerequisite in the production and export of the products and services process, especially for a small country with a modest sized economy like Lebanon.

Based on this, the Ministry of Economy and Trade, through the Quality Unit - QUALEB, integrated an action plan to further developing the quality infrastructure and promoting a culture of quality and excellence, which is a form of change at the national level.

The Lebanese Excellence Award «LEA» initiative under the patronage of the President of the Republic came to be a milestone in the path of quality and excellence in Lebanon.



Today we celebrate together the second round and we present the award to two independent Lebanese companies, after the final decision of the LEA Jury panel.

The path of quality and excellence and the development of infrastructure at the national level is an ongoing process. For this purpose, QUALEB has developed an action plan for the next three years during which there will be a consistent follow-up of quality infrastructure development and the Lebanese Excellence Award, as well as the institutionalisation of the Quality Unit at the Ministry to become responsible for proposing and implementing quality issues including quality policy and plans on a national level.

As for the Lebanese Excellence Award, the jury panel decided to gradually develop the award in accordance with the original model and to maintain its sustainability and credibility.

As I congratulate the institutions that won the award, I invite them to increase their efforts to complete the march towards excellence and improve their performance and the quality of their products and services.

Moreover, I would like to thank H.E. the President for his patronage of the award and his devotion to quality and excellence, praising the support provided by the European Union.


I would also like to express my deep gratitude to the LEA jury panel members for their relentless efforts, impartiality, and transparency, which amplified the credibility of the award. I also acknowledge the hard efforts of QUALEB team to sustain the LEA Award.

Excerpts from the speech of H.E. Minister Mohammad Safadi, Former Minister of Economy and Trade in the launching ceremony of the Lebanese Excellence Award - Round I Launching Ceremony on March 6th, 2009.



In his launching address attended by most of the leading figures in Business Community and some high - level officials from the Lebanese Administration, H.E. Mohammad Safadi, former Minister of Economy and Trade announced that the Lebanese Excellence Award (LEA) will be granted annually and that H.E. the President of the Republic of Lebanon has agreed to have the award under his patronage and present it to the awardees. The award is intended for enterprises and institutions that fulfill the requirements of the Lebanese Quality Management Model (LQMM) and meet the criteria of the LEA. The successful applicants will be selected 'by an independent high-level Jury Panel, reputed for its members experience, impartiality, objectiveness and integrity, from the Lebanese administration and business community, based on the feedback reports submitted by specialised and well-trained independent technical assessors'.

Minister Safadi said that the LQMM Model and the LEA had been jointly designed by well-known European experts and local experts at the Quality Unit, supported by the EU-funded Quality Programme - QUALEB. Minister Safadi noted that 'this



award will have a prestigious international dimension, as the LEA Office at the Quality Unit - Ministry of Economy and Trade, will establish all necessary contacts with similar international entities to ensure recognition for the LEA scheme. Moreover, the LEA winners will play a role model in their sectors, and will be considered pioneers among their peers in adopting quality management systems in their operations and embracing excellence.

In conclusion, the Minister urged Lebanese enterprises and institutions in all sectors ‘to adopt the strategy of Total Quality Management and implement the ‘Lebanese Quality Management Model’, which will enhance their competitiveness and market access opportunities, as well as achieving excellence and allowing them to earn the ‘Lebanese Excellence Award’.

Speech of H.E. Minister Adnan Kassar, Former Minister of Economy and Trade and Honorary President of General Union of Arab Chambers at the Lebanese Excellence Award launching ceremony - Round III on July 8th, 2013



Excellences,

Ladies and Gentlemen,

I am pleased to welcome you to this edifice that we all wanted as an overture for Lebanon and the Arab world to civilization, progress, innovation and excellence.

The launching of the third phase of the Lebanese Excellence Award is an event we are proud of and we support it to the maximum. We congratulate those who work on it at the Ministry of Economy and Trade, the Ministry of State for Administrative Reform and the European Union which provides funding and technical support for the project.

My greetings to the Minister of Economy and Trade, who represents the sponsor of this event President of Lebanon His Excellency General Michel Sleiman, who dedicates great concern to quality at the highest official levels.

This third phase is the continuation and culmination of the previous two phases success, which enabled the quality program - QUALEB - at the Ministry of Economy and Trade to



develop the Lebanese quality infrastructure on the legislative and institutional levels to a large extent. QUALEB phase III includes very vital issues to promote quality in Lebanon, in terms of providing technical and advisory support and training to public institutions, laboratories and the Lebanese food industries in the application of the food safety management system, as well as the updating the Lebanese Excellence Award to include public sector, private and civil sectors.

These creative efforts reflect the serious commitment of the Ministry of Economy and Trade, and the Lebanese- European team who works in an efficient and homogenized way and with great transparency and professionalism in order to increase the competitiveness of the Lebanese products. This would contribute to further growth and add a new value to the Lebanese production, develop a food safety culture, promote export growth opportunities and create more jobs.

We congratulate the Quality Unit implementing the Quality Programme for the efforts done to challenge the hard conditions, which enabled the Lebanese exports to achieve a growth rate exceeding 10% over the previous years, and to continue its growth at a rate estimated at 8% for the first five months of 2013. Thus, making the Quality Programme a fundamental pillar of the Lebanese economy pillars.

Again, congratulations and appreciation for the distinctive and perseverant efforts you are doing to keep Lebanon and its economy in pace with time.

**Excerpts from the speech
of H.E. Ambassador Angelina
Eichhorst, Head of the delegation
of the European Union to Lebanon -
Round III Ceremony on March 11th,
2014, at Baabda Presidential Palace**



Excellences,


Ladies and Gentlemen,

The Lebanese Excellence Award is of particular importance for a number of reasons: it is an inclusive, participatory process from which everyone can benefit; it is open to big and small companies, as well as to NGOs and public institutions; and last but not least, it is modeled on a well-tested and established European quality award system that could be of great benefit for Lebanon.

Excellences,

Ladies and Gentlemen,

Traditionally, we tend to focus mainly on the importance of quality management in companies to guarantee the excellence of products and services. This remains a key priority for the on-going efforts to consolidate the competitiveness of Lebanese products and consequently foster Lebanese exports leading to economic growth and increased employment opportunities.




Through the QUALEB Programme, the European Union is supporting small and medium-sized enterprises in applying Quality Management System and Traceability.

Furthermore, applying the Lebanese Quality Management Model based on the European EFQM Model and leading to the Lebanese Excellence Award, will enable the applying companies, institutions and NGOs to manage their operations more efficiently and to reduce waste and minimise costs.



**Part II: Lebanese Excellence Award Jury
Panels Private Sector/NGOs
and Public Sector**

- 1. Jury Panel for the Private Sector/NGOs**
 - 2. Jury Panel for the Public Sector**
-



The Lebanese Excellence Award (LEA) Jury Panels members are selected by excellence and/or profession, business and state personalities who safeguard the mechanism and the organizational structure which administers the Lebanese Excellence Award scheme.

There are two Jury Panels that ensure proximity and relevance of their members to the particularities of the Private and Public Sectors respectively.

1. Jury Panel for the Private Sector/NGOs
2. Jury Panel for the Public Sector

The Jury panels must manage and ensure the following values of the LEA scheme:

1. Validity and credibility
2. Independence- Self Efficiency
3. Flexibility
4. Infrastructure and resources

1. THE JURY PANEL - Private Sector/NGOs

The Jury panel of the private sector/NGOs is presided by **H.E. Dr. Alain Hakim**, Minister of Economy and Trade

- **Mr. Mohammad Choucair**, President of the Federation of Chambers of Commerce, Industry and Agriculture in Lebanon
- **Dr. Fadi Gemayel**, President of the Association of the Lebanese Industrialists
- **Mr. Raed H. Charafeddine**, First Vice Governor of the Central Bank of Lebanon (Banque Du Liban – BDL)

- **Mrs. Alia Abbas**, General Director of Economy and Trade
- **Dr. Khater Abi 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 H. Berro**, Programme Director – QUALEB & Vice – Chairman of COLIBAC Board of Directors.

Dr. Alain Hakim

Profile Summary



- Minister of Economy and Trade
- Deputy General Manager at the Credit Libanais Group
- CEO of Hermes T&T company - Credit Libanais subsidiary.
- Board of Directors member of several Credit Libanais subsidiaries.
- Held previously several other high managerial positions in the banking sector
- Participated in several academic research studies in the business management field
- Chairperson at the Business Administration Faculty of Saint Joseph University
- Lecturer at the «Institut Supérieur d'Etudes Bancaires».

Diploma

Saint Joseph University

Doctorate in Business and Management

Mr. Mohammad Choucair

Profile Summary



- Chairman of the CCIA Beirut & Mount Lebanon
- Lebanese and French businessman
- Owns, with his family, the chocolate brand «Patchi», a developing business in 35 countries through 165 outlets
- President of «Echtab Holding» and «Ekar Estate Capital» and Director of «Benchmark»
- Chairman of the Federation of Lebanese Chambers since 2011
- On the 9th of May 2012, he was named Chevalier de l'Ordre National du Mérite by the President of the French Republic Mr. François Hollande
- Chairman of the Association of Chambers of Commerce and Industry of the Mediterranean – ASCAME in April 2012.

Diploma

Graduate of International Business Studies

Dr. Fadi Gemayel

Profile Summary



- Elected in 2014 as President of the Association of the Lebanese Industrialists
- Chairman of the Board and General Manager of the company Gemayel Brothers and several other Lebanese and French companies.
- President of the syndicate of paper and packaging industries owners in Lebanon (SOPIL)
- Founder and president of the Lebanese Center for Packaging (LibanPack)
- President of the Arab Union for paper industries, printing and packaging
- Key advisor to the late Minister of Industry Sheikh Pierre Gemayel during 2005-2006.

Diploma

University of Paris I, Sorbonne – France

PhD in Strategic Science in 2001

Georgetown

Master of Economic Science in 1981

Mr. Raed H. Charafeddine

Profile Summary



- First Vice-Governor of Banque du Liban, Lebanon's Central Bank, a position he's held since April 2009
- He was a member of several master and doctoral juries and a visiting lecturer at select universities to facilitate courses in Strategic Management, Leadership, and Leading Change
- He also lectured at Harvard, Yale, Tufts and INSEAD on the current challenges of the Arab transition, particularly on the economic, financial, social and cultural aspects
- He had an extensive banking experience of over 20 years and has held senior positions including deputy general manager and program director of Total Quality Management (TQM)

Diploma

University of North Carolina, USA

BA and an MBA

Harvard University

Executive Education programs

Mrs. Alia Abbas

Profile Summary



- Appointed as General Director of Economy and Trade in May 2014
- Head of Expenditures Directorate, Head of Indirect Taxes department from 1994 to May 2014
- Advisor at the National Council for Scientific Research from 1999 to May 2014
- Head of Indirect Taxes Bureau from 1994 to 1999
- Member of the Council of the Central Bank since May 2014
- Member of the Capital Market Authority since May 2014
- Member of the National Council for Pricing Policy
- Member of the National Council for Consumer Protection
- Coordinator of Trade Remedies Investigating Authority
- President of the Special Committee to ensure the best implementation of the Kimberly Process
- Lecturer in General Accounting and Public Finance at ENA (Ecole Nationale de l' Administration) since 2000 and a lecturer in Public Finance at Sagesse University since 2005

Diploma

Saint Joseph University in Beirut and Sorbonne University and the University of Dauphine in Paris
Master in Business Administration in 2004

Lebanese University
Bachelor degree in Law in 1999
Bachelor degree in French literature in 1980

Dr. Khater Abi Habib

Profile Summary



- CEO and DG of Kafalat SAL since 1999
- Chairman & General Manager of the National Institute for the Guarantee of Deposits (since 1997)
- Vice Chairman at the Lebanese Swiss Bank (1992–1997)
- Delegated Member of the Board of Directors at the Lebanese Swiss Bank (1988-1992)

Diploma

University Of Manchester

BA (Econ.) Hons. (1972)

MA (Econ.) in Government (1974-1975)

University of Manchester

PhD Social Anthropology (1983)

Mr. Wajih Bizri

Profile Summary



- President of International Chamber of Commerce - Lebanon
- President - SIPES Group
- Vice President - BIVEN Group for Investment (Investments in local banks, first class hotels and resorts)
- Vice President - Steel Lebanon Manufacturing Company
- Board Member - Credit Libanais Bank
- Board Member - Lebanese Islamic Bank
- Board Member - Credit Lease – Lebanon
- Honorary Consul of the Republic of South Africa in Lebanon
- President of the Lebanese - Turkish Business Council
- President - Levant Business Union
- Vice President of Business in the Community Association
- Former Vice President - Association of Lebanese Industrialists

Diploma

American University of Beirut

BA Economics

Eng. Habib Ghaziri

Profile Summary



- Chairman of the Board of Directors of LIBNOR (Lebanese Standards Institution)
- Regional Projects Director within the Lebanese Company for the Development and Reconstruction of the Beirut Central District (SOLIDERE) and Solidere International
- Member of the Management Committee for the Sursock Museum
- Member of the Rotary Club de Beyrouth for which he served as President for the year 2013-2014

Diploma

Ecole Centrale des Arts et Manufactures - Paris

Dr. Toufic Rizk

Profile Summary



- Dean of the Faculty of Sciences at Université Saint Joseph - USJ
- Member of the National Quality Committee since 2004, and the National Metrology Council since 2012
- Local Expertise for Macle Project; «Enhancing the GHP/GMP/GAP Level for selected Tahina & Halawa Factories». United Nation Industrial Development Organization, June 2008 - Mars 2009
- National assessment on GMP and HACCP implementation with the collaboration of the United Nations Industrial Development and the Ministry of Economy and Trade, 2001-2004
- Certified Food Safety Auditor from SA and MI
- Director of Public Health Faculty, Lebanese University, 1985 - 1991

Diploma

Pierre et Marie Curie University

PhD in Science with the right Honorable Grade, 1984
Thesis University in Sciences, 1981

Dr. Ali H. Berro

Profile Summary



- Director of the Quality Unit/QUALEB projects at the Ministry of Economy and Trade since 2004, and has managed 6 EU-funded projects.
- Managing Lebanese Excellence Award and member of its Jury Panels
- Team Leader, World Bank Seeds & Services project in Yemen, 1996
- Member of the Board of Directors of the Lebanese Standards Institute – LIBNOR, 2003-2006
- Vice - chairman of the Board of Directors of the Lebanese Accreditation Council – COLIBAC since February 2006
- Member of the National Metrology Council since 2012
- Instructor/lecturer at the American University of Beirut (AUB) and the Ecole Nationale de l'Administration (ENA)

Diploma

USEK University

PhD degree in Management

University of Ottawa-Canada

MBA, B.COM (Honors) and BBA degrees

2. Lebanese Excellence Award Jury Panel - Public Sector

The Jury panel of the public sector is presided by **H.E. Dr. Alain Hakim**, Minister of Economy and Trade

- **Judge Ahmad Hamdan**, President of the Financial Judiciary Audit Court
- **Judge Fatima El Sayegh**, President of the Board of Civil Service
- **Judge Marwan Abboud**, President of the Supreme Disciplinary Authority
- **Judge George Aouad**, President of the Central Inspection Authority
- **Mr. Raed H. Charafeddine**, First Vice Governor of the Central Bank of Lebanon (Banque Du Liban – BDL)
- **Mrs. Alia Abbas**, General Director of Economy and Trade
- **Dr. George Labaki**, Chairman of the Board of Directors of Ecole National d'Administration - ENA
- **Mr. Nasser Israoui**, UNDP Project Manager - Office of the Minister of State for Administrative Reform (OMSAR)
- **Dr. Ali H. Berro**, Programme Director – QUALEB and Vice-Chairman of B.O.D. of the Lebanese Accreditation Council (COLIBAC).

Judge Ahmad Hamdan

Profile Summary



- President of the Financial Judiciary Audit Court
- Judge in criminal and civil courts since 11/11/1994
- Inspector General to the legitimate courts
- Attorney Court in Beirut from 11/7/1980 till 11/11/1994

Diploma

Lebanese University

Law Decree in 1979

Judge Fatima El Sayegh

Profile Summary



- Appointed on 24/4/2014 to carry out the functions of head of the Civil Service Council for six years
- Associate Consultant - first rank in the staffing of the State Council on 12/13/1991
- Advisor at the State Council on 8/6/2004
- Held several other positions including: member of the Board and in several cases the courts of rooms, Chairman of the Commission of Objections to the Fees and Charges in the Field of Telecommunications.
- Appointed to carry out legal studies and consulting For the Ministry of Culture, and appointed as a member in the Legal Advisory Board of the Lebanese University.

Diploma

Institute of Judiciary Studies

Graduated in 1986

Lebanese university

BA in Law in 1983

Judge Marwan Abboud

Profile Summary



- In 2012, he was nominated head of the Supreme Disciplinary Council
- Appointed an assistant public prosecutor at the court of audit on 2/10/2003
- Appointed on 10/10/1994 auditor to the court of audit
- Appointed inherent judge in the financial judiciary in the court of audit on 3/2/1999

Diploma

institute of Judiciary Studies

Graduated in 1998

Lebanese university

MA in Law and BA in Political Sciences

Judge George Auouad

Profile Summary



- Appointed In 2004 as President of the Central Inspection Authority
- Appointed In 2000 as a member of the Supreme Judicial Council
- Appointed in 1994 as a Judge in the cadre of the judicial system in his capacity as an advisor to the Court of Appeal of Beirut
- Lecturer at the Lebanese penal law and materials of Civil Procedure and the obligations and contracts at USJ and USEK universities

Diploma

Saint Joseph University

- Master of Advanced Studies (Diplôme d'Etudes Approfondies) for private rights in 1980
- Bachelor degree of law in 1977

Dr. Georges T. Labaki

Profile Summary



- Chairman of the Board of Ecole National d'Administration (ENA)
- Former Professor at Maryland University, Georgetown University and the School of Advanced and International Studies at John Hopkins University
- Worked as a consultant upon the recommendations of the French President
- Received the Medallion of the «Ordre National du Mérite»
- Holds 2 distinctions from late Pope John Paul II and from Pope Benedictus XVI

Diploma

Sorbonne

PhD in Public Administration, Finance and Taxation

University of Paris XII

PhD in French literature

Nasser Israoui

Profile Summary



- UNDP project manager for the «Support to Civil Service Reform and Management Capacity in the Public Administrations» at the Office of the Minister of State for Administrative Reform (OMSAR)
- Director of the Technical Cooperation Unit in OMSAR, Mr. Israoui is supervising the management and execution of a donors' funded portfolio of projects exceeding 100 million dollars

Diploma

American University of Beirut

MBA and Masters in Money and Banking

Tribute to previous LEA Jury Panel-Private Sector Members

H.E. Fadi Abboud

Profile Summary



- Former Minister of Tourism and former President of the Association of Lebanese Industrialists

Mr. Mohammed Zaatari

Profile Summary



- Former President of the Federation of Chambers of Commerce, Industry and Agriculture in Lebanon

Mr. Neemat Frem

Profile Summary



- Former President of the Association of Lebanese Industrialists

Ms. Carla Saade

Profile Summary



- Former Secretary General of the International Chamber of Commerce (ICC) in Lebanon

Mr. Omar Hallab

Profile Summary



- Board Member of the Association of Lebanese Industrialists



Part III: LEA Office

LEA Office Main Tasks:

- Design and upgrade of the LQMM model and the LEA process
- Organise Jury Panels' meetings
- Organise LEA Launching events
- Organise and update assessors training
- Receiving, reviewing and validating LEA applications
- Informing eligible applicants who meet the requirement to proceed with the development of submission documents
- Organize informative sessions for eligible applicants regarding the submission documents development
- Receiving and reviewing submission documents
- Teaming up assessors based on assessors' backgrounds and the applicant profile
- Coordinate with the applicants and assessors teams
- Review and validate feedback reports prepared by the assessors after their assessment visits
- Prepare for the jury panel deliberation meetings
- Organise the LEA Ceremonies



LEA Office Team:

Dr. Ali H. Berro	QUALEB/LEA Director
Mrs. Rola Nasrallah	LEA Coordinator
Ms. Marie Therese Khalil	Quality Specialist
Ms. Hiyam Kojok	Quality Specialist
Ms. Farah Awada	Quality Specialist

Special Acknowledgement:

LEA office acknowledge the technical support of EU Expert Mr. Anthony Spanos in help designing and upgrading of the LEA process.

Mr. Spanos is a renown excellence expert and a lead assessor/trainer with EFQM, and an author of 2 books/manuals on excellence.

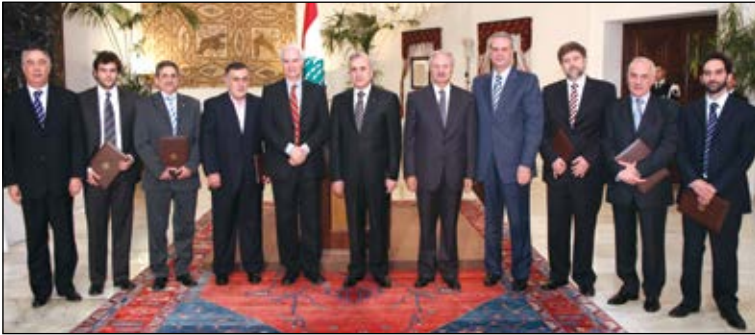


LEA Winners - Round I



LEA Award 2009 Ceremony was held on January 21st 2010 at the Presidential Palace under the patronage of His Excellency General Michel Sleiman, the President of the Lebanese Republic, in the presence of H.E. Mr. Mohammad Safadi, Minister of Economy and Trade; H.E. Mr. Mohammed Fneich, Minister of State for Administrative Development; H.E. Mr. Abraham Dediyan, Minister of Industry; H.E. Mr. Patrick Laurent, Head of DEU to Lebanon; Mr. Roger Nasnas, President of ECOSOC; and a large number of leading economic figures as well as the heads of Chambers of Commerce, Industry, and Agriculture; the Lebanese Excellence Award jury panel members; the Association of Industrialists; Beirut Traders Association and heads of many other syndicates

H.E. President Michel Sleiman handed the award Trophies, while H.E. Minister Mohammad Safadi handed the award certificates to 7 organizations:



LEA Round I	
Applicants	Awarded Organizations
25	<i>7 Organizations:</i> Cosmaline Unipak Tissue Mill Technica International Master Pak Second House Rassoul El Aazam Hospital Unipak



LEA Round I

COSMALINE
Member of Malia Group

UNIPAK
TISSUE MILL
member of **INDEVCO** group

techn'ca

masterpak
member of **INDEVCO** group

UNIPAK
Corrugated Packaging

SH
Second House Products
The Home of Mediterranean
Food Specialties

مستشفى الرسول الاعظم (ص)
الريادة في الخدمات الصحية




Lebanese Excellence Award
Winners Round I

LEA Winners- Round II



The Presidential Palace has witnessed on the 15th of February 2012 the Lebanese Excellence Awards 2010-2011 Ceremony under the high patronage of H.E. Excellency General Michel Sleiman, the President of the Lebanese Republic, in the presence of H.E. Mr. Nicolas Nahas, Minister of Economy and Trade; H.E. Mr. Freij Sabounjian, Minister of Industry; H.E. Mr. Nazem Khoury, Minister of Environment; Chairman of the Board of Civil Service H.E. former Minister Khaled Qabbani; the Chargee d'affaires of the Delegation of the European Union to Lebanon Ms. Elsa Fennet and a large number of leading economic figures, as well as the heads of Chambers of Commerce, Industry, and Agriculture; the Lebanese Excellence Award jury panel members; the Association of Industrialists; Beirut Traders Association and heads of several other syndicates.

H.E. President Michel Sleiman handed the award trophies, while Minister Nicolas Nahas handed the award certificate



to each of Mr. Zafer Chaoui, CEO of «Chateau Ksara» and Mr. Nehmat Ephrem, CEO of «Unipack Tissue mill».

LEA Round II	
Applicants	Awarded Organizations
34	<i>2 Organizations:</i> Chateau Ksara Unipack Tissue Mill



LEA Award Round II



CHATEAU
KSARA

LEA Winners - Round III



H.E. the President General Michel Sleiman presided the 2013 Lebanese Excellence Award ceremony, which was held on Tuesday March 11th 2014, at the Presidential Palace in Baabda. He felicitated the winners admiring their entrepreneurial spirit and initiative spread in different countries bearing the name of Lebanon. The ceremony was attended by H.E. Dr. Alain Hakim, Minister of Economy and Trade; H.E. Mr. Nabil De Freige, Minister of State for Administrative Development; H.E. Mr. Mohammed Mashnouk, Minister of Environment; H.E. Ambassador Angelina Eichhorst, Head of the Delegation of the EU to Lebanon; Dr. Antoine Choucair, Director General of the Presidency in addition to the CEOs of the winning companies and leading economic figures, high-level



public officials, and the members of the jury panel. At the end of the ceremony, President Michel Sleiman handed the award Trophies to the winner companies. H.E. Dr. Alain Hakim also presented the certificates to the winners.

LEA Round III	
Applicants	Awarded organizations
38	Winners Round 2013 Advanced Level Awardees <ul style="list-style-type: none"> • Technica International • Matelec sal • G. Tamer Holding • Al Rifai International Holding ltd.
	Private Sector Advanced Level Certificate <ul style="list-style-type: none"> • Second House Products sarl for Trading & Industry
	Private Sector Certificate Level <ul style="list-style-type: none"> • Al Bina sal • Atlas Holding sal • The Lebanese Company for Modern Food Industry sarl Gardenia Grain D'Or
	NGO Certificate Level <ul style="list-style-type: none"> • Lebanese Franchise Association (LFA)



Award Level

techn'ca

G.TAMER
HOLDING



MATELEC GROUP



ALRIFAI

Advanced Certificate Level



Certificate Level

ATLAS
Investments for life

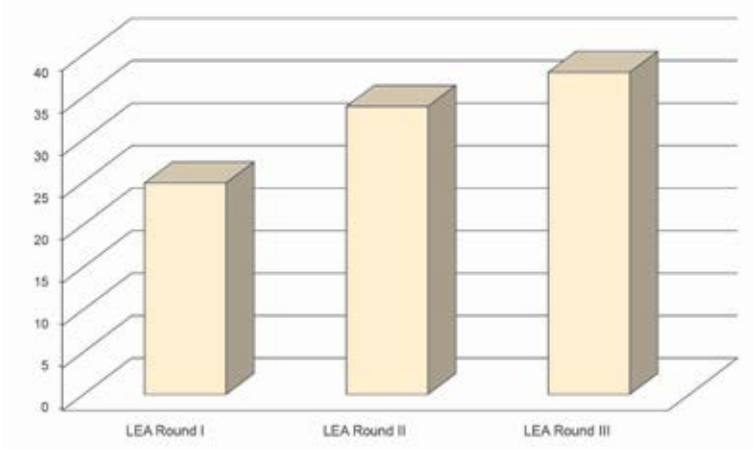
ALBINA

GARDENIA
GRAIN D'OR

LFA
LEBANESE FRANCHISE ASSOCIATION
الجمعية اللبنانية لدراسي الامتياز

Lebanese Excellence Award

Winners Round III



- Progress in LEA number of applications per Round



LEA Round I Winners' Profile



Organization Profile

Cosmaline offers personal care products of the highest quality that promote better living. We have earned a reputation in contract manufacturing and



private label services of personal care, household and aerosol products. Providing clients with solutions that extend beyond the industry norms, our high-capacity plant includes extensive state-of-the-art manufacturing facilities where we offer a full suite of product formulation, concept innovation and marketing support services. We also market our own in-house developed personal care brands, Cosmaline and Cosmaline Pro.

Being a member of Malia Group, Cosmaline is driven by a belief in innovative products and services. Our expansion and evolution is a witness to a strong adherence to our core values. Malia Group member companies and team members embody and carry out the very beliefs that define our success.

Modernity • Ambition • Leadership • Integrity • Ardor



Our experience with the LEA process and the added value of the LEA Award:

The LEA Award process supervised by the EU-funded Quality Programme - QUALEB at the Ministry of Economy and Trade, added value includes but is not limited to:

- Receiving independent feedback of the company overall performance
- An opportunity for improvement offering a smooth implementation of the LQMM
- An external recognition at the national level of the company's quality achievements


Organization Profile

Since **1995**, Unipak Tissue Mill (UTM) has manufactured and supplied tissue converters and raw material traders with high-quality jumbo tissue rolls for



conversion into an array of finished products. Our customer base has primarily become export markets throughout the **Mediterranean Basin, Europe, the Middle East** and **Africa**. We attribute this success directly to our **state-of-the-art technology**, which allows us to consistently meet converters' expectations for quality, softness, strength, and bulk. In addition, our **well-trained staff** works constantly to maintain quality assurance. As a whole, we operate our production facilities with the latest technology, equipment, and training available in the tissue paper industry.

As a member of INDEVCO Group, we base our approach to the environment on our group concept, which emphasizes harmony among industry, community, and environment. UTM has put a number of systems in place to minimize the adverse impact of manufacturing on its surroundings.



UTM has invested considerably in machinery and personnel for the development of an efficient Effluent Treatment Plant (ETP). The physical and chemical properties of the mill's discharge are continuously monitored to conform to governmental environmental standards.

UTM constantly modifies and improves its mill processes to minimize the quantity of fresh water used per ton of tissue. Water is increasingly a precious commodity in our region.

It is out of sincere and comprehensive respect to Mother Nature that UTM management and employees target the safeguard of the environment in our daily operations.

Our experience with the LEA process and the added value of the LEA Award:

LEA process managed by the Quality Unit at the Ministry of Economy and Trade provided Tissue Mill with the opportunity to exchange experiences with the independent assessors, while highlighting the company's management system maturity and performance strengths; and on the other hand, offering gateway for continuous development, by reflecting areas of improvement.


Organization Profile

Founded in 1982 by Tony Haddad, Technica is a shares company with 100,000 shares and paid up capital of 2 million USD, the factory area covers



6000 m² built over a plot of 11,000 m² in the industrial park of Bickfaya, Lebanon.

Technica delivers innovative, customized, high quality solutions and turnkey lines in the Middle East, GCC, Europe, Asia and Africa, designed to satisfy the automation needs and the product handling of our customers, in order to improve their operation efficiency and to increase their exports. The company network includes 9 branches with sales and customer service support: Jeddah, Riyadh, Cairo, Nicosia, Dubai, Lagos, Accra, Khartoum and Baghdad. The main customers of Technica are companies working in the following sectors: paper and carton, beverages, water, equipment manufacturers, food, chemicals, glass, plastic, dairy, construction and medicals. Our valued customer database includes multinational companies like P&G,



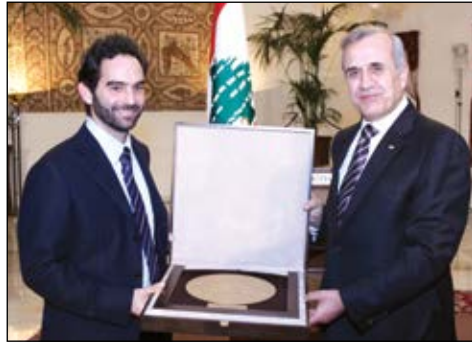
Al Marai, Danone, Pepsi Cola, Coca Cola, Nestle, Heineken, Mars, Unilever and Arla Food. In order to complete our product portfolio we have built alliances with strategic partners: ABB - Baumer - Gernep - Graham - Lanfranchi - Thimon - Bertolaso - Zalkin - Kliklok - Ilpra.

Our experience with the LEA process and the added value of the LEA Award:

Technica International was granted the Lebanese Excellence Award twice in 2010 and 2013. Introducing this award in Lebanon was a great initiative to help and encourage Lebanese companies in applying quality and excellence in their work processes. Technica used the Lebanese Excellence Model to evaluate its Quality Management System in comparison to the European model and to define opportunities for improvement. Benchmarking was the main problem faced when applying for the award because the culture of sharing data among Lebanese companies is not widespread yet, so we took European figures to proceed. The companies who were granted the Lebanese Excellence Award, with the help of QUALEB, should create a platform for sharing their experiences and knowledge to create a quality culture in Lebanon.

Organization Profile

Established in 1974, Masterpak produces high-quality co-extruded polyethylene (PE) films and bags and supplies customers in Europe, the Arabian Gulf, Middle East, Africa, Asia, America and Australia.




Located in Zouk Mosbeh, Lebanon, our manufacturing plant, warehouses and offices occupy an area of **approximately 44,310 m²**. We employ **280 people** and our current annual **production capacity is 30,000 MT**.

Masterpak is a member of INDEVCO Flexible Packaging, a division of INDEVCO Group.

We are uniquely positioned to offer to our valued distributors and customers a wide range of advanced technical films, a global sales network, a prompt technical support and highly-responsive customer service, all served by a technology-driven and customer-friendly team.

Flexibility, responsiveness and excellence are the hallmarks of Masterpak's approach to customer service.



Masterpak's strength and success come from its long-standing focus on consistently delivering quality and continuous improvement, operating with the highest standards of ethics and values.

We forge long-term relationships with our customers, creating synergies of knowledge and adaptability as well as a superior value-delivery network. Our customer partners influence every aspect of our business and represent the foundation of our success. On that basis, as our customers grow and prosper, so do we.

Our experience with the LEA process and the added value of the LEA Award

In 2009, the **Lebanese Ministry of Economy & Trade** honored Masterpak s.a.l. with the Lebanese Excellence Award. Internationally renowned, this award boosted our pride and motivation for continuous improvement and commitment to excellence. This prestigious award placed us as a market leader in its industry. It also highlighted our company as a national role model and an adopter of the quality management systems and Lebanese Quality Management Model approaches designed and executed by the Lebanese Ministry of Economy and Trade. The Lebanese Excellence Award is an initiative that aims at increasing the competitiveness of the Lebanese economy and we strongly support it.



Organization Profile

Second House Products, is a family business founded by Mr. François Rizk since 1986, with an entrepreneurial spirit focused on organic growth.



The company is engaged in manufacturing and exporting the finest Lebanese and Mediterranean food specialties, through continuous adaptation to food safety trends in each country's culture, thereby leading to continual organizational improvement.

Serving both retail and food industry sectors besides food service channels with customized culinary solutions: create, develop, deploy and upgrade signature seasoning, mixes and blends that brings culinary masterpiece to customer recipes.

The company maintains two integrated ISO systems since 2008 being ISO 9001:2008 (Quality Management System) and ISO 22000:2005 (Food Safety Management System). Holding these two systems is considered



a competitive advantage in the Lebanese food industry, thus entering foreign markets, manufacturing under a private label and gaining trustworthiness in customized/tailor-made projects. It is also a tool to maintain control, consistency and innovation of key processes and to upgrade products and services in supply chain.

Second House Products experience with the LEA process:

- Business processes evaluation based on European inspired quality management module and experts
- Continuous improvement in business practices
- Recognition among Lebanese players and key customers
- Contribution in creating awareness toward business excellence and creating competitive advantage



Organization Profile

Al Rassoul Al-Azham Hospital (R.A.H.) is a medical institution that was established in 1988 as a branch of Al-Shaheed Charitable Social Association.



The hospital's goal is to provide optimal care to all patients regardless of their religious or ethnic affiliations. Since it has devoted itself to serve the community, the hospital developed to be a 250 bed today, admitting over **20,883 patients** for the last year (2013) with an occupancy rate of 85%. It provides all kinds of medical care in its different departments, such as emergency treatment that can serve 31 patients at a time with 15 ICU beds (13 Adult ICU and 2 Paediatric ICU) equipped with the latest up-to-date medical equipment, with a group of highly skilled medical and nursing teams. The medical laboratories and blood bank unit are separated, renovated and equipped in the last two years to cope with universal progress in medical technology.

A new extension **Beirut Cardiac Institute (BCI)** of 91 bed building was devoted to be a **cardiac centre**, specialized in

cardiovascular surgery and diseases, was inaugurated on the 7th of May 2009, the project is made up of seven floors with a total area of 16000 sq. meters; this project is made to be a role model so that our country and the region can benefit from its medical facilities.

RAH experience with the LEA process:

RAH was until then, the only Lebanese hospital to obtain the Lebanese Excellence Award “LEA” that is granted by the highest official Lebanese authorities to institutions and companies that adopt quality standards aiming to excel in daily activities and implement Lebanese model in approaching quality standards. The award promotes assurance of performance excellence as an increasingly important element in competitiveness. It also promotes sharing of successful performance strategies and the benefits derived from using these strategies.

Year	Accreditation and Recognition
2000	Was ranked as «A» five stars hospital according to the Ministry of Health evaluation
2002	A hospital with the second place among the Lebanese Hospitals according to the Lebanese-Australian Accreditation
2003	ISO 2008 – 9001 Certificate of Quality Management
2005	Was ranked as «A» hospital according to the Lebanese Hospital's Accreditation
2008	ISO-22000:2005 Certificate of Food Safety
2009	Obtained «Lebanese Excellence Award» from the Ministry of Economy and Trade
2011	Was ranked as «A» hospital according to the Lebanese Hospital's Accreditation
2014	Leadership Award for Specialty Hospital by Arab Hospitals Federation



Organization Profile

UNIPAK is an internationally oriented company aiming to become the leader in its markets and be perceived as a reliable partner by offering customer



focused and innovative quality packaging solutions. Located in Halat, Lebanon, the company specializes in manufacturing corrugated board and a wide range of paper-based packaging. UNIPAK focuses on high-resolution solutions for promotion and shelf displays and is the market leader in the Levant region in this field in addition to agriculture trays, telescopic and detergent boxes. Established in 1965, UNIPAK caters to a variety of sectors including agriculture, food and beverage, takeaway food, personal and household goods. The manufacturing strategic location gives UNIPAK an excellent logistical advantage to deliver competitive services to Europe, the Middle East and North Africa. UNIPAK is an ISO 9001:2008, GMP and HACCP certified manufacturer employing 350 people and a member of INDEVCO Group.



Our experience with the LEA process and the added value of the LEA Award:

Unipak has implemented the Lebanese Quality Management Model (LQMM) and applied for the Lebanese Excellence Award (LEA) by applying systematic management practices that have led the company to earn the Lebanese Excellence Award in 2009.

UNIPAK is very proud of having received this prestigious award. Moreover, the award has committed the company to further work towards even more challenging excellence in its business practices.

The «LEA» has provided UNIPAK the opportunity to be recognized for the improvement and maturity of its management systems, leading to many benefits:

- Higher efficiency and increasing competitiveness among other Lebanese enterprises
- Benchmarking UNIPAK with organizations of a similar level of maturity
- Becoming more competitive through change and improvement initiatives
- Getting an outside perspective from the Feedback Process that identified new improvement potential



LEA Round II Winners' Profile






Organization Profile

Château Ksara's 157 years of uninterrupted wine production, often in times of change and upheaval, is such a remarkable achievement. It is also a source of immense



national pride, for the name and the wine are woven deeply onto Lebanon's modern heritage. Not only is Château Ksara Lebanon's oldest winery, it is also one of Lebanon's oldest and most successful businesses, a household name that is exported all over the world, making new friends wherever it goes. However, in developing the brand, improving the wines and consolidating a strong position in local and overseas markets, one must not forget Château Ksara's strong tradition: one that stretches back to 1857, when a determined group of Jesuit monks decided to make a wine like no other. After years of hard work and astute financial investment, Château Ksara has today become one of the most modern wineries in the world. So while the Bekaa continues to be one of the most fertile plots of land on earth, it is complemented by Ksara's state-of-the-art equipment, its innovative wines and its skilled



and dedicated staff. Indeed, Château Ksara has never been in a better position and faces the future with confidence, optimism and determination.

Our philosophy is to make wines of the highest quality that capture the spirit of Lebanon and express of the generous Bekaa Valley terroir. To base everything we do on skill, hard work and respect for the legacy of previous generations. To set an example of excellence, good conduct and best practices at home and across the region.

Our experience with the LEA process and the added value of the LEA Award:

The application of The Lebanese Quality Management Model (LQMM) helped us to apply systematic management practices beyond ISO compliances. It created an opportunity to prove and demonstrate Chateau Ksara's hard and meticulous work throughout the years, building a culture of quality and excellence. The Lebanese Excellence Award managed by the Quality Unit at the Ministry of Economy and Trade and supported by the EU funds, was an acknowledgement for the improvement and maturity of our management systems, leading to higher commitments, efficiency and increased competitiveness. Thus, we are proud and grateful for this national recognition which gave us an additional push and responsibility to be regarded as a national role model developing a solid history of continuous improvement.



See profile on page 52



LEA Round III Winners' Profile
Private Sector - Award Level






See profile on page 54

Organization Profile

Matelec sal, part of Matelec Group, was founded in 1974 to produce distribution transformers and since then has grown into a diversified electricity business



player. Matelec is spread on around 186,000 sq.m plot with 5,000 sq.m of offices and 42,000 sq.m of workshops including warehouses located in Ghorfine - Lebanon. In an effort to further ensure the proper efficiency of its operation across the various subsidiaries and affiliates, some areas of activities such as marketing, design, engineering, and procurement activities are carried out at the group headquarters in Amchit, Lebanon. With the operation of its industrial division and its engineering and contracting division, Matelec is currently able to provide a wide variety of products and services such as distribution and power transformers, switchgears, panel boards, package and mobile substations and the design and execution of turnkey projects, including MV and HV substations, diesel power plants, cable pulling, and industrial solutions serving thereby a wide customer base comprised of a multitude of companies



that work in various sectors such as electric companies, prime contractors in the electricity field and distributors of distribution equipment. Throughout the years, Matelec group expanded its manufacturing capabilities in the Middle East, Africa, and Europe with the acquisition or participation in many factories.

Our experience with the LEA process and the added value of the LEA Award:

Although we have been certified against ISO 9001: 2008 since 1996, the Lebanese excellence model introduced a new perspective of the quality system by focusing more on the outcomes of the system and promoting the excellence culture.

Applying to the Lebanese Excellence Award was a great experience. The LEA team at the Quality Unit - Ministry of Economy and Trade was very supportive throughout the LEA process and provided us with great assistance to familiarize us with the excellence model. The training sessions were very helpful and guided us on how to fulfil the model requirements; they also gave us incentives to start benchmarking our performance. The team of assessors was very cooperative and the approach of the assessment was constructive focusing on the possible improvement schemes and clarifying to us the model objectives.

The Lebanese Excellence Award was of great benefit to our company. Besides the important market recognition, it pushed us to think beyond the traditional quality systems and led us to draw our objectives in a more effective way. Thanks to the EU, Ministry of Economy and Trade and QUALEB.

Organization Profile

Our journey began in 1908 as the third registered company in Beirut. At that time, three sons of the Tamer family joined forces to form a trade and industry



business. The trade division initially imported dental products and supplies, while the industry division was involved in manufacturing vegetable oil, paints and detergent products.

Today, three generations later, Tamer Holding is the leader in the dental, paramedical and toys segments and we are major players in the distribution of cosmetics and luxury products in the markets we serve. We are continually expanding, with a recent outreach into Turkey, Iraq and Dubai, opening up new markets and opportunities for us. Through the Tamer Foundation, we take active commitments to preserve nature, remain ecologically responsible and set the example for respecting the environment. Our entire team is devoted to delivering our core value: bank on tradition while investing in innovation



Our experience with the LEA process and the added value of the LEA Award:

The experience of Tamer Industries SLEE sal with LEA was a very pleasant and positive experience. The LEA process, directed by the Quality Unit at the Ministry of Economy and Trade, reflected a high level of professionalism aligned with the European standards. The main LEA added values are:

- The LEA Award brought even more trust and reliability to our business relations with our suppliers and clients who contacted us from all over the world to congratulate us for winning the award. It also gave more confidence to our working team of specialists.
- The LEA rose our positioning in the markets we serve
- The LEA attracted new export and expansion opportunities as we were contacted by many interested importers from the Arab region, Africa and Europe
- LEA gave us a push to complete our application for the ISO 14001 and GMP as it showed us that we fulfill most of the criteria requested by the mentioned certificates
- The LEA award is an added value to our country's image as it allows us to proudly say: «Made in Lebanon»




AL RIFAI
Irresistible since 1948

Organization Profile

Al Rifai Stores offer freshly roasted nuts, coffee and premium quality products ranging from confectionaries, chocolate and a large variety of homemade



products. Our stores are a direct reflection of the special Know-how of Al Rifai heritage. It is the homey taste away from home. The Rifai business dates back to 1948 when Hajj Moussa Rifai opened a small shop on Mazraa Street in Beirut, Lebanon to roast and sell nuts and kernels. Due to the high quality of his products, the venture proved to be successful, and eventually became known as Al Rifai Roastery. Today, Al Rifai operates 60 stores across Lebanon and 250 franchised stores in the MENA; 5 shops in Cyprus one of which is in Larnaca International Airport. All the production facilities are certified according to major international food production standards such as ISO 22000, IFS and BRC. Mohamed Al Rifai, CEO of the group has a strong conviction that «roasting is a science in itself based on experience and innovation». It requires mastery of product selection, superb roasting



taste and impeccable presentation». Breakthrough product creations are a source of our pride and joy.

Our experience with the LEA process and the added value of the LEA Award:

Al Rifai International Holding's experience with the LEA process proved to be a challenging, interesting and constructive one. As a winner of the LEA in the 2013 round, Al Rifai proudly goes back on this experience since this award enabled us to assess our organization against the building blocks of the Lebanese Quality Management model and to prove that these requirements are met and achieved in our applied management system. Indeed, the assessment of the LEA requirements gave our organization the opportunity to establish key performance indicators and to compare them to national and international benchmarks; this allowed to show superior results in critical areas especially in terms of efficiency, customer satisfaction, cost reductions, etc. The LEA entitled Al Rifai to be recognized for the improvement, effectiveness and maturity of its management system which lead to higher efficiency in its processes and permitted to pinpoint key competitive advantages that the organization will continuously monitor, improve and develop. Finally, Al Rifai thanks the QUALEB team for its cooperation and assistance. The Ministry of Economy and QUALEB, through the LEA program, granted us the opportunity to assure once again that we are «Nuts About Excellency»!



LEA Round III Winners' Profile
Private Sector
Advanced Certificate Level





See profile on page 58



LEA Round III Winners' Profile
Private Sector - Certificate Level



Organization Profile


We are highly specialized in the marketing and distribution of electro-mechanical, electrical, heating, automation and home appliances products.



Our leading position in the market gets its source from our dedication to propose and implement actual solutions as opposed to the traditional idea of mere «static» products.

First, by our presence all over Lebanon through our current 6 main points of sale which will be extended to cover the nearby markets and from our presence in Qatar to cover the Gulf region. Second, by offering top quality products that are guaranteed to meet and exceed your expectations. Last but not least, by having a highly professional technical and sales team that stands ready at all times to answer your inquiries and meet your daily needs.

Our vision is to become the industry reference in the Lebanese market and one of the important market players in the Gulf and the Levant regions within the next 5 years and



that by continuously striving to maximize the value of our stakeholders.

Our mission is to provide our target clients with the most reliable and best possible mechanical, electrical, automation and home appliances solutions and services in the construction industry.

ALBINA experience with the LEA process:

We have had the opportunity to apply for the «Lebanese Excellence Award» organized by the LEA Office - QUALEB - Ministry of Economy and Trade.

We were eager to participate for the reason that ALBINA insists on its quality management system, in addition that it represents a real challenge to our business strategy.

In fact, we have submitted our certification submission documents in respecting the four key areas of the Lebanese Quality Management Model (LQMM). In this respect, an assessors' team has visited our premises to verify closely the infrastructure management, processes and customer management outcomes. Afterward, the assessment was implemented and the feedback was positive; consequently, we were approved and we had the honor to receive the «Lebanese Excellence Award» 2013.

We are proud to receive the certificate which is actually put up in the Chairman's office where our suppliers, bankers, and substantial visitors can see it.

In addition to the ISO certification, the «LEA» is a true factual added value to our corporation.



Organization Profile


Atlas Holding sal is a Lebanese holding company operating in the field of trade and investment for nearly 30 years, specializing in managing companies and projects that



fall in the sectors of medicine and fuel, and owns several companies operating in these areas. Atlas Holding sal company mainly offers administrative services related to the planning and finance, financial management, human resources management, information management, quality, consulting and legal affairs for its subsidiaries: Al Amana Petroleum sal, Shahed Pharm Company sal and Medic sal:

Our experience with the LEA process and the added value of the LEA Award:

Atlas Holding Company sal applied to the Lebanese Award of Excellence in 2013 in an attempt to engage in more competition and to conduct a self-evaluation of its performance on several levels.



Atlas Holding's experience with the Lebanese Award of Excellence represented a real leap, as it was the first time that the company was subject to an assessment at the administrative and organizational level by an independent third party.

It is natural that our organization benefits from participating in this development program, which is under the high patronage of H.E. the President of the Lebanese Republic and implemented by the LEA Office/QUALEB at the Ministry of Economy and Trade. Receiving the Lebanese Excellence Award certificate was motivating and encouraging for the organization's staff.

Based on this experience, we appreciate the work of the assessors' team who showed efficient, professional, impartial and ethical performance and gave very beneficial comments and recommendations that encouraged us to start preparing for acquiring ISO 9001 certification the next year. We recommend the LEA constructive challenging experience to all public and private institutions since it opens opportunity for improvement.




Organization Profile

The Lebanese Company for Modern Food Industry sarl is one of the region's largest and most well-known producers and distributors of premium quality,



branded and private label food. Gardenia Grain D'Or is a trademark of the Lebanese Company for Modern Food Industry sarl. It was initiated in 1989 with the aim to satisfy the increasing demand in the Lebanese market for spices, grains, pickles, and extra virgin olive oil. Since then, the brand's portfolio has developed and added vinegars, instant Lebanese mixtures, canned food and ready-to-eat meals. All the products are ISO 22000 certified for Food Safety Management and FDA approved.

Gardenia Grain D'Or is a trademark of the Lebanese Company for Modern Food Industry sarl. It was initiated in 1989 with the aim to satisfy the increasing demand in the Lebanese market for spices, grains, pickles, and extra virgin olive oil. The brand also tried to keep the traditional



ingredients/meals of Lebanon, such as Bulgur, Frikeh, Zaatar, Meghli, Sahlab and Mohallabieh, at the reach of the large Lebanese diaspora all over the world.

The Lebanese company for Modern Food Industry employs approximately 200 employees and has four factories in Lebanon. Throughout the year, the company participates in many international fairs under its brand name Gardenia Grain D'Or, the most important being ANUGA (Germany), SIAL (France), Fancy Food Show (USA), Gulfood (UAE) and HORECA (Lebanon). Through these events, the company seeks new markets and stays up-to-date with the latest technologies and trends in the food industry, but above all, it aims to restore international confidence and interest in Lebanese products and to reposition Lebanon as one of the leading producers and exporters of food ingredients worldwide.

Gardenia Grain D'Or experience with the LEA process:

Gardenia Grain D'or experience with the LEA Process was great and well organized.

Also, it was an occasion to emphasize that our system is well handled and maintained.

We were very happy to add the LEA certificate to the other certificates that we already have.



LEA Round III Winners' Profile
NGO - Certificate Level

Organization Profile


The LFA was established in 2006 to represent the growing franchise industry in Lebanon. The LFA is a young, dynamic and ambitious organization



that has set high standards by launching innovative initiatives. The «LFA Brand» is synonymous with creativity and dynamism.

The association's membership has expanded from a handful of companies when it was launched, to over 200 today. The LFA includes well-known local and international brands and plays an increasingly important role locally, regionally and globally to promote the interests of the franchising industry in Lebanon and enhance its stature, by coordinating closely with LFA members and exemplifying excellence in franchising.

The LFA's foremost goal is to present Lebanon to the world as a modern, globally-oriented country, by drawing attention to the Lebanese people's creativity, joie de vivre and impeccable good taste.



Additionally, the LFA seeks to continue boosting its role as a national, regional and international platform for the benefit of LFA members.

LFA experience with the LEA Process:

The LFA applied at the end of 2013 for the LEA certificate (NGOs categories) and after a professional process done by the LEA team, LFA had been nominated for the award.

The Lebanese President H.E. General Michel Sleiman handed the award certificate to LFA president Mr. Charles Arbid on the 11th of March 2014.

It was a successful experience with LEA team and we noticed the professionalism of the assessor's team.

Added Values of the LEA Certificate:

- LFA is the first and only NGO to get the certificate in Lebanon
- Strengthens community confidence in the quality services
- Provides a competitive edge in the marketplace
- Improves the image of the company
- Improves management of the company
- Reduces the association expenditures by improving efficiency and performance
- Systematic approach to evaluate the association

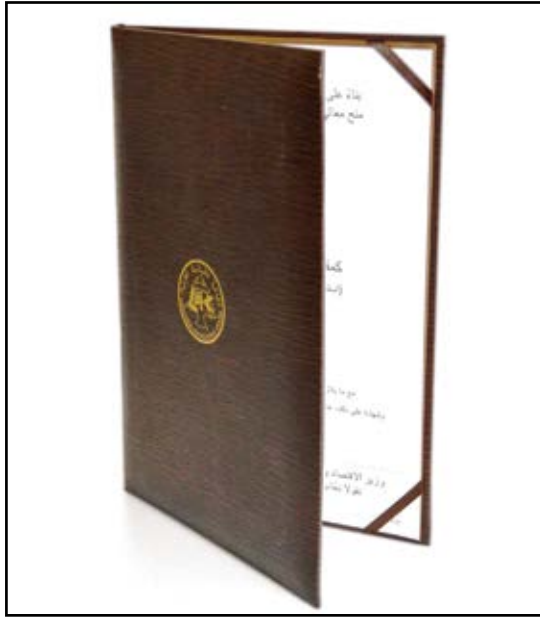
LEA Technical Assessors



LEA Office would like to take this opportunity to express the sincere appreciation for the work and contribution of LEA assessors in assessing the applicants for three consecutive rounds. Assessors deploy the quality principles in Lebanon by offering a unique and highly practical development opportunity to senior managers from all functions and disciplines. The community of LEA Assessors is an elite group of managers from all over Lebanon. They form an extended network across organisations and the country learning from each other, from the LEA office and from the organisations that apply for the award.







List of LEA Technical Assessors

Name	Institution	Position
BOURGHOL Amer	Diana de Beauté	President
CHEHAYEB Rana	EFSD	Officer
DACCACHE Claudine	Unipak – Tissue Mill	Quality Assurance Representative HR Manager
NASRALLAH Rola	QUALEB - Ministry of Economy and Trade	LEA Manager - EFQM Assessor - Twinning Advisor Counterpart
TABCHY Aline	QUALEB - Ministry of Economy and Trade	Enterprise Counterpart
GHOLMIEH Bernadette	QUALEB - Ministry of Economy and Trade	Quality Specialist
HAMADE Nadia	Al-Rassoul Al-Aazam Hospital	Quality Manager
SALIBA BOUERI Nancy	Mimosa	QM and Budget Development
SEMAAN Micheline	3A Solutions Group	Management Consultant
RAYESS Akram	TAGI	Consulting and Training Manager
AL JAZZAR Nidal*	Talaya	Quality Manager
AMMOUN Imad	Fanar Laboratory (Public Testing Laboratory for Food Safety and Control) LARI	Quality Manager
ASSI Lina	Ministry of Industry	Agro - Food Engineer
CHAREFEDDINE Louay	LUCID Investment	Manager - Business development
HAKIM Ziad	Meguna	General Manager
AYOUB Marcel	Self-employed (Real Estate)	
NEHME Nada	Lebanese University	Lecturer
BASSIL Gretta SALLOUM	Second House Products sarl	Chief Accountant Manager

MAKSOUD RIZK Joyce	Second House Products sarl	Managing Partner-Quality Assurance Manager/ Export Manager
SALLOUM Roula	Second House Products sarl	Quality Control Manager
HADDAD Walid	Self Employed	Managing Partner
ABI HABIB Roland	Cosmaline sal	Quality Assurance Manager
MOUKALED Zeinab	Lebanese International University - Fadel Accounting Office	Dean assistant - Trainee
EL KOJOK Hiyam	QUALEB - Ministry of Economy and Trade	Quality Specialist
KHALIL Therese Marie	QUALEB - Ministry of Economy and Trade	Quality Specialist
AWADA Farah	QUALEB - Ministry of Economy and Trade	Quality Specialist
RAMMAL Ihsan	Al-Rassoul Al-Aazam Hospital	Chief Pharmacist – Chief of Clinical Pharmacists
ELIAS Hanan	Junior Consultant	Masters in Food Service Management
BADER EL DEEN Douaa	Highlight Clinic and Diet Shop	Owner of Clinic and Diet Shop - Trainer
AAD Pamela	Expert Future Management	Junior Consultant
BOU KHOUZAM Rola	Lebanese Atomic Energy Commission	Quality Manager/ Expert and Trainer on Quality Systems
HAMDAN Najah	The Ecole Nationale d'Administration (ENA Liban)	Expenditures Commitment Controller
YOUNESS Jeanine	Fouad Bocti & Co.	Medical Representative - Clinical Dietitian
NAKHOUL Layal	Pharmaline	Quality Assurance Coordinator
DACCACHE Julie	Ministry Of Information	National News Agency
FRANCAOUI Christelle	3A Solutions Group	General Manager

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KARAKY PRINTING PRESS
Kraitem - Beirut - Lebanon
Telefax: +961 1 862500
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