



INVESTMENT OPPORTUNITIES IN THE ICT & TECH SECTORS
CCFL – IDAL – BUSINESS FRANCE
March 17, 2016

Location: Maison de l'UNESCO, Paris – France (7, place de Fontenoy 75007, 7th floor)

Objective

The purpose of this event is to introduce the competitive advantages of Lebanese companies operating in the technology and information technology sectors to the French market and to foster the creation of business linkages between Lebanese and French companies.

This seminar will present how French companies can leverage the competitive advantages of the Lebanese firms to serve the MENA market.

Program

8:30 – 9:00 Coffee and Registration

9:00 – 9:30

- **Welcome Note:**
Chairman of the Chambre de commerce franco-libanaise, CCFL – Mr. Gaby Tamer, Chairman-General Manager at the Investment Development Authority of Lebanon, IDAL – Mr. Nabil Itani
- **Introduction:** Overview of the seminar, and the new goal of the CCFL as a platform for matchmaking between French companies and Lebanese enterprises and the Lebanese diaspora in the Middle East and Africa – *Mr. Nicolas Abou Chahine, Secretary General of the CCFL.*

9:30 – 10:15 PANEL 1: Attractiveness of Lebanese and Regional Markets

This panel will provide an overview on the competitive advantages of the IT market in Lebanon and the potential of the Middle Eastern and African markets for businesses in the IT sector.

- The competitive advantages of the Lebanese IT market – *Mr. Henri Castorès, Director of Business France Liban.*

- The Lebanese IT Sector: Overview and Investment Opportunities – *Ms. Leila Sawaya, Economic Advisor at IDAL.*
- The commercial potential of the African ICT market – *Mr. Eric Adja, Director of the Francophonie Numérique at the International Organization of La Francophonie.*

10:15 – 11:15 PANEL 2: The French Market: Needs and Opportunities

This panel will provide an overview of the IT and technology markets in France and the needs of French companies for outsourcing to cost competitive countries. The objective is to allow Lebanese companies to identify the needs, opportunities, and the conditions of collaboration with French companies.

- Presentation on the French market and export opportunities – *Ms. Charlotte Baylac, Public Affairs Official, Syntec Numérique.* Fiscal aspects of outsourcing – *Me. Frédéric Gérard, Partner at Velvet Avocats*
- Case study of an outsourcing experience of the French maritime company CMA-CGM – *Mr. Eli Zeenny, Senior Vice President, Group IT systems, CMA-CGM.*
- Case study of an outsourcing collaboration: *Mr. Nasser Hammoud, Director of Sword group in the Middle East.* Presentation on the modalities of the collaboration, and how to optimize the competitiveness of the ICT service offers in the Middle eastern and African markets.

11:15 – 11:45: Coffee Break

11:45 – 13:00 PANEL 3: The Lebanese IT and Tech Markets

This panel will demonstrate the local know-how available in different IT sub-sectors (technical, vertical, international certification, accreditations). It aims to shed light on Lebanese potential as an outsourcing hub for Europe and Africa.

- Investment Opportunities in **Enterprise Software and Mobile Network Administration** – *Labib Shalak, Founder and CEO of Mobinets.*
- Investment Opportunities in **Information Systems** – *Bechara Raad, CEO at EI-Technologies.*
- Investment Opportunities in **Advanced Analytics & Big Data** – *Paul Taouk, Founder of Implify.*
- Investment Opportunities in **Internet of Things** – *Michel Fallah, CEO and Founder of TRAXENS.*

13:00 – 14:00: Networking lunch

14:30: B2B MEETINGS: Personalized b2b meetings between professionals to bring closer offer and demand and encourage the creation of business partnerships between French and Lebanese companies.