



*Promoting Lebanon's news, events & Business Opportunities
to Lebanese expatriates around the planet*

e-LIBC

Welcome to edition
November 2009

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Founding president's Message

PLANET LEBANON 2010: A response to the global crisis

The sixth Lebanese International Business Council (LIBC) World Conference and exhibition is our response to the global economic and financial crisis, with a special highlight on how to enhance employment, investment and trade prospects by offering the Lebanese, Near Eastern, Gulf and African markets with a rare chance to network with their Lebanese-international and Arab-international counterpart, and remain informed of critical economic strategies and variables via panels of selected speakers.

Held under the high Patronage of the President of the Republic, His Excellency General Michel Sleiman, the event is designed to allow room for expertise exchange, relationship building and cooperation opportunities, and provide a refined, targeted display venue for your products and services.

After the success of Planet Lebanon 2005, and a four-year imposed hiatus, LIBC is proud to relaunch Planet Lebanon 2010, under the title of the Lebanese-Arab Expatriates Networking Conference. Planet Lebanon 2010 is the manifestation of new visions, old hopes and genuine desire for a brand new Lebanon. It is our sincere wish that through providing a place for the creation and development of Arab-international ties, we may play a decisive part in rebuilding our national economy, and paving the way to unprecedented heights.

**Warm regards,
Nassib Fawaz (Founding president LIBC)**

General Executive Secretary's Message

ABOUT e-LIBC

e-LIBC provides Monthly news on Lebanese society worldwide, Lebanon's news, events & Business Opportunities to Lebanese expatriates around the planet and provides links to useful electronic and print resources aimed at strengthening Lebanese society worldwide.

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Lebanon prosperity ranks 8th in MENA

The Legatum Institute 2009 Prosperity Index ranked Lebanon in 86th place among 104 countries around the world and in eighth place among 13 countries in the Middle East and North Africa (MENA) region, as reported by Lebanon This Week, the economic publication of the Byblos Bank Group. Lebanon also came in last place among 22 upper-middle income countries (UMICs) included in the survey. Globally, Lebanon ranked ahead of Bangladesh, Zambia and Nepal and came behind Mali, Senegal and Bela-rus. The index uses a holistic definition of prosperity to include both material wealth and quality of life. It finds the most prosperous nations in the world are not necessarily those that have only a high level of GDP, but are those that also have happy, free and healthy citizens. The data covers 79 variables grouped into nine sub-indices, each identified as a foundation of long-term prosperity. The index rankings are based on the simple average of the scores of the nine sub-indices for each country.

Lebanon ranked in 75th place globally, ninth place in the MENA region and in 21st place among UMICs on the Economic Fundamentals Sub-Index. This category represents a growing and sound economy that provides opportunities for wealth creation. Globally, Lebanon came ahead of Honduras, Ecuador and Bangladesh, and behind Pakistan, Jamaica and El Salvador. Regionally, Lebanon ranked ahead of Algeria, Iran and Sudan and behind Jordan, Tunisia and Egypt. It also ranked ahead of Venezuela and behind Belize among UMICs.

Lebanon ranked in 66th place globally, in sixth place in the MENA region and 20th place among the UMICs on the Entrepreneurship & Innovation Sub-Index. The category reflects the degree of a favorable environment to new enterprises and the commercialization of new ideas. Globally, Lebanon came ahead of Namibia, Indonesia and Kazakhstan and behind Mongolia, Macedonia and Paraguay. Regionally, Lebanon ranked ahead of Iran, Kuwait and Jordan and came behind Morocco, Tunisia and Egypt. It also ranked ahead of Panama and behind Trinidad & Tobago among UMICs.

Lebanon ranked in 79th place globally, in 8th place in the MENA region and in 20th place among the UMICs on the Governance Sub-Index. This category reflects the degree of an honest and effective government that preserves order and encourages productive citizenship. Globally, Lebanon came ahead of Mali, Pakistan and Cambodia and behind Para-guay, Zambia and Mozambique. Regionally, Lebanon ranked ahead of Algeria, Ye-men and Egypt and came be-hind Jordan, Morocco and Saudi Arabia.

Warm regards
Ghayath Rifai (General Executive Secretary)

several gaps in the promotion of Lebanon, particularly in the area of tourism wherein a great number of people around the world are still unaware that Lebanon has so much more to offer than its cedar trees.



PLANET LEBANON 2010 's Tentative Agenda

AXIS I | Strategic Lebanese Involvement in the World Economy

This panel will provide an enlightening insight on the economic and financial power of Lebanese entrepreneurs within the Global Economy, with a particular overview on the business outreach in Lebanon and the Middle East. What role have they acquired in fighting the global recession and shaping tomorrow's economy of the region.

AXIS II | Strengthening Ties among Lebanese Diaspora to Stimulate Economic Development in the Middle East

This panel offers an opportunity to explore more effective and sophisticated ways to expand the role played by the Lebanese Diaspora in growing the World's Economy, by engaging the leading successful business players in Lebanon and throughout the Diaspora.

AXIS III | The Diaspora Gateway for a Prosperous Lebanon

The Conference offers a chance to renew Lebanon's commitment towards stronger connections with the Lebanese Diaspora Business Communities and create new spaces of contact and engagement for local and expatriates businessmen. The keynote panelists would also address the area of potential promising investment-related sectors in Lebanon and the Arab World that would attract Foreign and Arab Investment.

AXIS IV | Challenges of the 21st Century: Shaping Tomorrow's Globalization

This panel includes high level meetings, discussions and debates of top policy makers and prominent economic world leaders committed to address a few of the global issues concerning the future of the World's Economy, with a special insight to their ramifications throughout the Middle East.

A total of \$960.4 million were transferred electronically to Lebanon in 2008, up 31 percent from the previous year, while transfers from Lebanon amounted to \$429.7 million, up 33.7 percent year-on-year. The average amount per transaction to Lebanon was \$927.4 in 2008 compared to \$961.3 in 2007, while the average amount per transaction from Lebanon totaled \$488.

PL2010 SPONSORSHIP OPPORTUNITIES

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PLANET LEBANON 2010 OFFERS SPONSORSHIP PROGRAMS THAT DELIVER CREATIVE, COMPREHENSIVE, MULTI-CHANNEL MARKETING OUTREACH TO MAXIMIZE BUSINESS DEVELOPMENT OBJECTIVES.

The Conference Sponsorship Program combines the leading international congress with special events, an exhibition, specialized newsletter, directories, websites, e-literature and media coverage, that are designed to maximize the synergy benefits of multi-channel marketing and business development. Special stands will also be provided for the sponsors at the concurrently held site.

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Cover the Business Networking Conference of the Year.



› Download the full Media Kit to be fully connected with the information related to this major high profile event.

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› Register now to obtain your full accreditation for the two days.

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Planet Lebanon 2010 unites Lebanese and Arab expatriates *Conference aims to promote business*

The Lebanese International Business Council (LIBC) was established in 1999 under the decree No 4 dated 4/12/1999 issued by the Ministry of Interior. It was created in response to an ever growing need for Lebanese Business people abroad to work together in an increasingly developing market.

A non-profit organization, its aim is to promote the economic and financial development of Lebanon by encouraging investments in various profitable projects while bringing together Lebanese business people around the globe who wish to be part of this unique council.

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The 6th World Conference of the Lebanese International Business Council (LIBC), also known as Planet Lebanon 2010 will take place on June 29-30 at Beirut International Exhibition and Leisure Center. The conference will witness the largest gathering of elite local and expatriate Lebanese and Arab businessmen, said Nassib Fawaz, Lebanese International Business Council (LIBC) chairman.

"This event is the single most important international economic and financial convention of Lebanese and Arab expatriates to date," said Fawaz at a news conference announcing Planet Lebanon 2010 at the Federation of Chambers of Commerce, Industry and Agriculture on Wednesday.

The launching of the event was attended by a crowd of business men, and officials including Minister of Tourism Eli Maroni, President of IDAL Nabil Itani, Ambassador Foad Khazaa representing Ministry of Foreign Affairs and Emigrants, representatives of large companies partaking in the event.

This international event will be held under the high patronage of H.E the President of the republic of Lebanon General Michel Sleiman.

"The biggest difference in this conference is the diversity of participants, especially including the Arab immigrants" said Fawaz.

Still, Fawaz argued, the public sector must move forward with critical improvements in the economy at large. He cautioned that, while many business connections were made at previous Planet Lebanon gatherings, and more connections will likely be made at this year's gathering, "many steps must be taken to improve the business climate.

"Even for the Diaspora, a person doesn't want to move funds to a place unless you know that there is some stability, some possibility for profit." While the private sector is very active and there is a lot of interest from the Diaspora to invest in the Lebanese economy, "the government is also important, to create stability, and an environment where people want to come and invest," Fawaz said.

Top elite businessmen are expected to participate in Planet Lebanon 2010 that will bring together a prominent who's who of Lebanese and Arab expatriates, members of the business and industrial sectors as well as a variety of political and community leaders. Fawaz said.

While a key component of the conference is to develop and advance business opportunities, Fawaz said that social, political, and structural issues will also be high on the agenda. A parallel Fair promoting sponsors business and activities top ministers are also scheduled in parallel to the conference, as. He added.

According to Gayath Rifai the General Secretary of LIBC, the main objective of this conference is to enhance investment and trade through knowledge and network development. The conference aims to achieve this goal by strengthening the links between the Lebanon and the Middle East based Lebanese business community, and the Arab and international business community.

LIBC's Sixth world conference and exhibition is the conclusion to similar events in Belgium, Dubai, Lebanon, Brazil, and Antilles. The conference has seen considerable interest from the business world and will feature, in addition to business associations, exporters and producers, various government agencies and other establishments and organizations.

"The event, connecting Lebanon and its economy with the Diaspora, constitutes an important pathway to solve the economic problems plaguing the country," said Gazi Qorautim president of the Federation of Chambers of Commerce.

The event also witnessed the launching of the event's website www.planetlebanon.net. The website will provide the participants with all relevant information, updates and services and including online registration.



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The editors value your comments, suggestions and contributions.

Speak to us at info@libc.net

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