

CLEMENTINE

CLEVER COMMUNICATION SINCE 2009



AGENCY CREDENTIALS

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INTRODUCTION

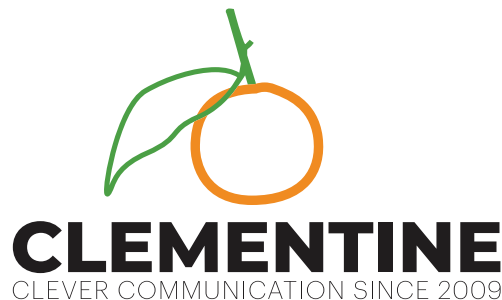
Clémentine SAL is a leading Lebanese independent Ad Agency offering a wide array of services covering the main fields of corporate and marketing communications: advertising creation and strategy, creative services, brand design and identity, graphic design, media planning and engineering, production (TV commercials, radio spots, photography, and print), as well as online and social media communications. The agency also offers consultancy, creative services, and strategic planning in the field of political communication.

Established in 2009, Clémentine counts in its ten springs portfolio innumerable creations and successful ad campaigns. The agency managed to strongly impose itself as the biggest independent ad agency in Lebanon and a very active player in the whole MENA region. It caters to its clients with uttermost professionalism and dedication. The agency's mission is to create clever communications while establishing long-term relationship with clients based on trust and experience gathered over the years. In this regard, it serviced clients of all categories and sizes, in Lebanon, but also in numerous countries including France, the USA, Egypt, Palestine, Cyprus, and others.

The Agency counts today a staff of more than 20 seasoned communications experts, catering for a bouquet of more than 200 clients in Lebanon and the whole MENA region, for whom more than 200 TV commercials were produced and more than 400 national campaigns were led.

In 2018, the Agency has reached a significant turnover of multiple million US Dollars and has started an international expansion plan. Clémentine Armenia was founded in Yerevan in 2019 to cater for the Armenian market and other markets in the region on top of which comes Georgia. Furthermore, an expansion to Tunisia has been established in 2019 to cater for the Tunisian market and all the Maghreb region including Morocco, Mauritania, Libya, and Algeria. The two new offices will be operating in 2020. Besides, Clémentine is today aiming at achieving a new growth and will be expanding to additional countries on top of which comes France, Qatar and Egypt.

The present credentials have the objective of showcasing some of the Agency's works, deliveries, operations, clients, and business standards.



Ten years have passed and the passion remains intact. Ten fruitful springs, countless creations and successful campaigns have contributed to the blossoming of our little CLÉMENTINE. Thanks to its originality, imagination, energy and cheerfulness, our Agency managed to strongly impose itself on the Lebanese and regional markets. We owe this to an ever-growing bouquet of trusting clients and reliable business partners. We also owe it to an incredibly professional team, tirelessly buzzing with creativity, creating beautiful brands, and shaping a world of “clever communication.” For a decade, our tree kept blossoming with countless accomplishments and projects, allowing us to spread our presence to 2 new markets providing high quality services to Lebanese and regional clients.






CLEMENTINE
ADVERTISING & PR

Hello Armenia!

We are excited to announce that, due to our remarkable growth over the past years, we are expanding. We specialize in communication; advertising, PR, media, design and digital solutions that are planted on strategy, cultivated by experience, and realized with creativity and imagination. Our aim is to build you brand skyrocket its performance in today's challenging business environment.



 / clementinesal



TUNISIE
CLEMENTINE
PUBLICITÉ & PR

Bonjour la Tunisie!

C'est avec grand plaisir que nous récoltons les fruits de notre succès, et nous annonçons l'expansion de nos activités. Nous sommes des spécialistes de communication, de publicité, de relations publiques, de médias, de créations et de solutions digitales, une expertise fondée sur la stratégie et réalisée avec créativité et imagination.



THE STORY OF CLÉMENTINE

In 1666, Newton had the inspiration for his theory of gravity whilst sitting under an apple tree. In 2009, it turned out that it was, in fact, a Clémentine® tree! No matter how details in history might change, fundamental lines and facts remain untouched. We love to believe in that eureka moment, where a good idea suddenly comes out of nowhere to the lone genius. That's why we are sharing with you our Clémentine® tree, inspiring source of our fruitful creativity.



WHO ARE WE?

Clémentine®sal is a group of people who have a crazy passion for creativity, which they share with their clients in order to create beautiful brands and to imagine different communications. Thanks to its originality, imagination, energy, and cheerfulness, our agency managed to strongly impose itself on the Lebanese market.

Today an award-winning agency, Clémentine® has become an undeniable trend in the Lebanese communication and advertising landscape. Our young agency became a benchmark in the creative industry and an obligatory passage to all creative wishing to have a tasty, clever, out-of-the-box, and unforgettable campaigning.



THE STORY BEHIND OUR NAME

Our brand name's story can be simply told! When a company that puts creative concepts for sale on the market decides to give itself a name, or a mere tag, the least that could be done is putting some efforts in order to deliver an "out-of-the-box" naming. We hate dull brand name consisting of putting dead letters one next to each other, a very common thing in today's world of advertising.

We did opt for the very minimal name of Clémentine®, which has an interesting brand story to tell. As a matter of fact, clementines are very acid fruits that leave evidence wherever they are put. A clementine is never unnoticed thanks to its strong color, taste, smell, and acidity. There's a very strong coherence between the latter and our view and philosophy of communication. We believe that a successful communication should have all of that. Just like a clementine, it has to be acid, strong, tasty, and colorful ...

Clémentine® is a name, which promises to deliver all of that!



OUR UNIQUE POSITIONING

Clémentine® positions itself as a global, 360-degree communication company, offering services that cover the main fields of modern communications, such as advertising, creative services, graphic design, media planning and engineering, productions (audio – video – photo), and more.

Our agency extends its services to any company, institution, organization, or public organism and proposes adequate solutions to any marketing communications problematic.

360-degree communication constitutes the heart and soul of our agency. All of our activities are thus based on a global approach to brands, more than a merely creative boutique concept.



OUR MISSION

Our mission at Clémentine® consists of bringing new, unique, fresh, clever, and creative concepts to life while putting them on the market in a non-conventional manner. We are determined to provide our clients with the business results they seek, as we offer a different and global concept of creation and advertising. With the elaboration of “Clever Communication”, we are able to set their name apart from the crowd.

OUR VISION

Lebanese at heart, global in performance, Clémentine® strives to be recognized as one of the most innovative, devoted, and productive advertising agencies on the Lebanese and Levant markets. Our agency will become the ideal creative partner for any company, institution, organization, public organism, and political party or figure, eager to manage their marketing and communications in a particularly effective and clever way.





CLEVER COMMUNICATION



CORPORATE CULTURE

Clémentine® corporate culture is based on a system of values, consisting of five strong pillars: creativity, excellence, professionalism, ethics, and corporate social responsibility. These words are behind each step we make. These values are present in each brainstorming we lead, each contact we establish, each relationship we maintain, and each delivery we make.



OUR SERVICES

As an integrated advertising and communications agency, Clémentine® provides its clients with a complete range of creative services and marketing solutions, thus ensuring an effective spread of their messages and a better reach of their targets. We take pride in delivering unrivalled passion as well as an attentive and impeccable client servicing that is equal to the service provided in a 5-star hotel.

CREATION

Copywriting Services

- | Lines
- | Slogan

Ad. Concepts Creation

Full Campaigns Implementations

- | Print
- | Radio
- | TV
- | Press
- | Online

BTL Design Services

- | Brochures
- | Flyers
- | Promotional Items

PRODUCTION

Print Productions

- | Digital
- | Offset

Electronic, Online & Broadcast Productions

- | Radio Spot Productions
- | TVC Productions
- | Online Productions

MEDIA

Traditional Media Planning & Buying

- | Media Strategies Elaborations
- | Tailor-Made Media Plans
- | Traditional Media Buys
- | OOH & Press, TV, Cinema & Radio

Digital Media Ops

- | Digital Campaigns Planning
- | Effective Digital Buys
- | Search Engines
- | Portals, Blogs, Websites

Social Media Management & Sponsoring

- | Social Media Strategies
- | Platforms Creations
- | Social Media Full Management
- | Social Media Sponsoring & Buys / Facebook & Instagram
- | Twitter, etc...



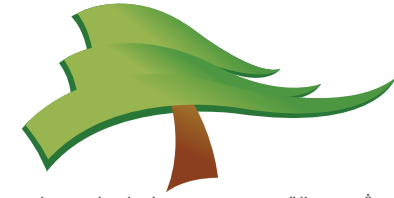
CLIENTS PORTFOLIO

Clémentine® presently works for a very rich assortment of leading Lebanese and regional accounts. These include commercial brands, corporations, political parties, political cabinets, ministries, public administrations, non-governmental organizations, and fine arts entities. Following is a selection of institutions and clients for which the agency has worked.





TOBACCO FREE
INITIATIVE
حياة حرة بلا تدخين



مشروع التحريج في لبنان
LEBANON REFORESTATION INITIATIVE



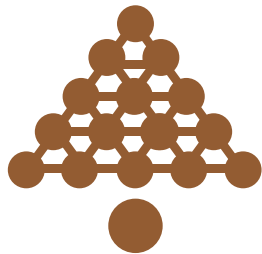
جمعية
شباب
SHABEB ORGANIZATION



جمعية
وطن
Watan Organization



GREENPEACE



المؤسسة الوطنية للتراث

yasa



AFMM
Association
Francophone
pour les
Malades
Mentaux

الجمعية الفرنكوفونية للأمراض النفسية - لبنان
01-892 700 - info@afmmliban.org







جوليا

JULIA BOUTROS

BLUE^{SAL}
SOUND
SOUND EXPERTS

Ajawid Studio

زياد بطرس

DBAYEH
INTERNATIONAL festival

GEMMAYZE
festival

Ehdeniyat
International festival





**LIBRAIRIE
MADI**



trompe l'œil



TALIK A
DEPUIS 1948



Flair



CRISTAL
et rubans



CHATEAU BELLE-VUE
Bhamdoun



custom doors



Kitchinova

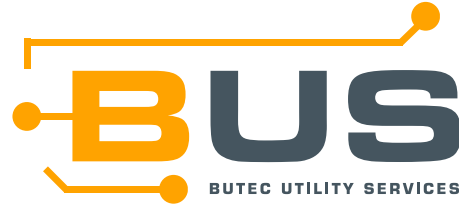


ISOFOOD









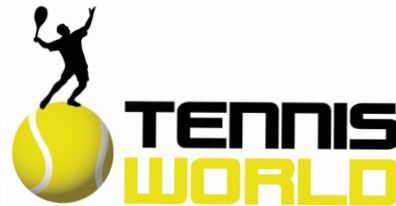


Holy Spirit
University
of Kaslik



NOTRE DAME
UNIVERSITY
— LOUAIZE —
جامعة السيدة
اللويزة

BÉBÉS CÂLINS
L'enfant d'abord
ÉCOLE MATERNELLE



ÉCOLE NATIONALE
D'ADMINISTRATION
المعهد الوطني للإدارة
تأسس عام ١٩٥٩ - FONDÉE EN 1959

INSTITUT
FRANÇAIS
LIBAN



الكفاءات
المدرسة الفندقية
(١٩٥٧)



OTV

92.5 & 92.9 FM صوت
المدى

ArabAd

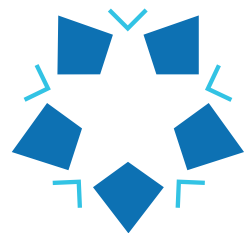
@LNASHRA.COM
الإلكترونية اللبنانية

FAME FM
99.9
99.5 | 99.7
MELODIES AROUND THE CLOCK

لبنان 24

lebanon24.com





NEXHOLD



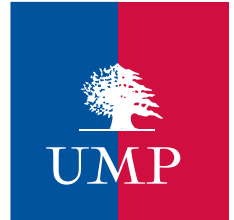
IKAR
NEXHOLD



التيار الوطني الحرّ

اللجنة النيابية
للشباب والرياضة

إبراهيم كنعان
نائب في البرلمان اللبناني
رئيس لجنة المال والموازنة



العميد
شامل روكز

أمل حكمت أبو زيد

ندى
لعبور

إبراهيم
الملاح

Raed Khoury
رائد خوري

فؤاد
مخزومي

ندى بستانى خوري
Nada Boustani Khoury

سيمون أبي رميا
نائب عن بلاد جبيل
رئيس لجنة الشباب والرياضة

GebranBassil
جبران باسيل

مسعود
الأشقر

الجمهورية اللبنانية
مجلس النواب
النائب الياس بو صعب



AWARDS

We take pride in our work and believe it's worth all the time and effort. Apparently, a lot of people agree with us. Within only 4 years of "CLEVER COMMUNICATION", we have already won 4 advertising awards.



Pikasso d'Or 2011 - Citizen Billposter Award -
Tobacco Free Initiative



Pikasso d'Or 2011 - Supersize Bronze -
Lebanese Army / The Rangers Regiment





Dubai Lynx Award 2011 - Film Bronze -
Lebanese Ministry of Youth and Sports



Pikasso d'Or 2012 - Citizen Billposter Award - YASA





Pikasso #NetworkOfHope Award 2015 -
"Hope* Lebanon" Campaign



Embassy of Canada



Ambassade du Canada

43 Jal el-Dib Highway
Coolrite Building
Beirut

Georges Najm
Clementine
Achrafieh, Beirut

July 7, 2011

Dear Mr Najm, *cher Georges,*

I would like to personally thank you for your significant contribution to Window on Canada 2011. It would not have been a success without your help and that of the many partners, sponsors and volunteers who donated their time and enthusiasm. Thanks to your generous efforts, we succeeded in promoting Canadian expertise and excellence, bringing together our community here in Lebanon, and demonstrating the close ties between Lebanon and Canada. The results surpassed all our expectations!

Nous avons vraiment réussi à ouvrir une "Fenêtre sur le Canada", et à mettre en vedette tant les merveilles de notre pays que la richesse de notre culture et nos valeurs. Nous sommes particulièrement fiers de l'inauguration pendant cette période de nouvelles associations libano-canadiennes: L'Association Libano - canadienne du Nord, l'Association des diplômés de l'École Polytechnique de Montréal au Liban, le Réseau des Anciens Canada - Liban. Nous encourageons les individus et les associations à profiter du Réseau des Anciens Canada - Liban pour disséminer des renseignements au sujet des activités et événements canadiens qui ont lieu sur l'ensemble du territoire Libanais. Vous pouvez nous écrire à can-leb-alumni@international.gc.ca. Il nous fera grand plaisir d'entendre de vos nouvelles.

We deeply appreciate your commitment and willingness to support the Window on Canada organizing committee's efforts which resulted in the largest series of Canadian events ever to take place in Lebanon.

Sincerely,

Hilary Childs-Adams
Ambassador of Canada to Lebanon

*Merci beaucoup de votre appui généreux.
La haute qualité de votre travail
ainsi que les résultats que
vous avez atteints ne cessent
de m'impressionner.*

Canada



الجمهورية اللبنانية
وزارة الدفاع الوطني
الجيش
القائد

البرزة في ٢٠١٠/٢/٢٧

جانب إدارة شركة كليمنتين المحترمة،

نتوجه إليكم بخالص الشكر والامتنان على مبادرتكم الطيبة في إعداد العنوان الإعلامي "ع راسنا"، وترويجه،
تحية منكم للجيش في عيد الاستقلال.

وإننا إذ نحني فيكم روح المحبة والتعاون، نرى في مبادرتكم هذه، تعبيراً صادقاً عن نبيل مشاعركم الوطنية،
وعمق تقديركم للجيش، رسالة ودوراً وجهوداً، سائلين الله لكم ولجميع العاملين في شركتكم الموقرة دوام التوفيق
والتقدم.

العماد قهوجي

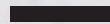
قائد الجيش







MEDIA PLANNING UNIQUE EXPERTISE



Since its inception in 2009, Clémentine has built a dedicated media planning and buying unit, which counts today 3 seasoned media experts who benefit from a very sharp experience and a solid background in terms of advertising media operations. This internal MBU regroups a media planning university lecturer, a senior media planner acting as media director, and a former Business Director of one of the biggest WPP media buying units worldwide, who has worked on numerous multi-million-dollar campaigns reaching an average of 12 million dollars per annum.

In terms of media planning, Clémentine can be counted amongst the biggest and sharpest media agencies in Lebanon. This is justified mainly by the very big volume that the agency manages in terms of billing, which has reached over the years a multiple million-dollars value. Our media planning expertise covers the whole mix of traditional media including newspapers and magazines, radio, TV, and OOH. It has also extended its know-how to the terms of digital and social media operations where it has led multiple campaigns. In addition to this, the agency has built privileged relationships with traditional and non-traditional media suppliers in Lebanon and abroad.



Straight Line travel and tourism
Published by Maria Boutros · 71 · November 8 · 🌐 · 📍

Once a year, go to a place you've never been before!
#StraightLineTravelAndTourism #TravelAgency #Lebanon

TOP 10 INTERNATIONAL Tourism destinations in 2019

1 🇫🇷 FRANCE	6 🇹🇷 TURKEY
2 🇪🇸 SPAIN	7 🇲🇽 MEXICO
3 🇺🇸 UNITED STATES	8 🇩🇪 GERMANY
4 🇨🇳 CHINA	9 🇹🇭 THAILAND
5 🇮🇹 ITALY	10 🇬🇧 UNITED KINGDOM

Straight Line
IT'S A BIG WORLD

www.straightline.com.lb
📞 +961 09 220 400

17,877 People Reached 596 Engagements [Boost Post](#)

👍❤️👏 181 11 Comments 2 Shares

Page Ad Center Inbox Notifications Insights Publishing Tools More ▾ Settings Help ▾

Straight Line

New! Automatically Tag Your Page in Stories From Instagram
When your account is tagged in an Instagram story that's shared to Facebook, the Facebook story can automatically link to your Page. Change this anytime by going to Settings.
[Allow Tagging](#)

Straight Line travel and tourism
@StraightLineTravelAndTourism

Home Services Shop Reviews Photos Videos Posts Events About Community Jobs Iconosquare

[Promote](#) Visit Ad Center

Create 📷 Live 📅 Event 🗨 Offer 💼 Job

Write a post...

[Photo/Video](#) [Get Messages](#) [Feeling/Activ...](#) ...

Automatically Respond to New Messages
Improve people's experience contacting your

Suggested Groups

- Travel Community**
2.3K Members · 20 posts a day
[Join](#)
- ኢትዮጵያ ፍቅር /ethio(')love**
675 Members · 10 posts a day
[Join](#)
- Jobs For Lebanese**
29K Members · 10 posts a day
[Join](#)
- Hire Lebanese...**
55K Members · 50 posts a day
[Join](#)

[Like](#) [Follow](#) [Share](#) ... [Book Now](#)

straightlinetravelandtourism ▾ ☰

Straight Line

648 Posts **849** Followers **1,205** Following

Straight Line Travel & Tourism
Travel Company
The leading travel and destination management service company in Lebanon.
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facebook.com/StraightLineTravelAndTourism
www.straightline.com.lb/

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Lapland starting **3145 €**

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This post is performing better than 90% of other posts on your Page. Boost it to get more great results.

6,045 People Reached 446 Engagements [Boost Post](#)

👍❤️👏 357 1 Comment 4 Shares

Independence VACATION ISTANBUL starting **365 \$**

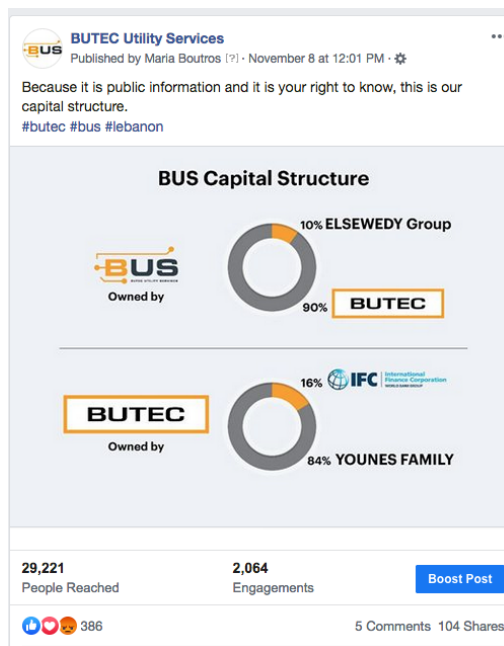
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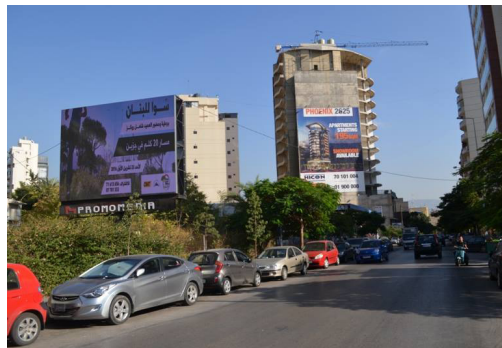
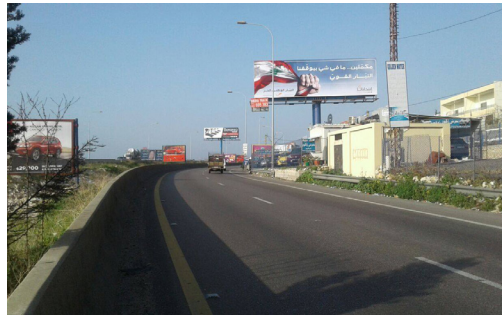
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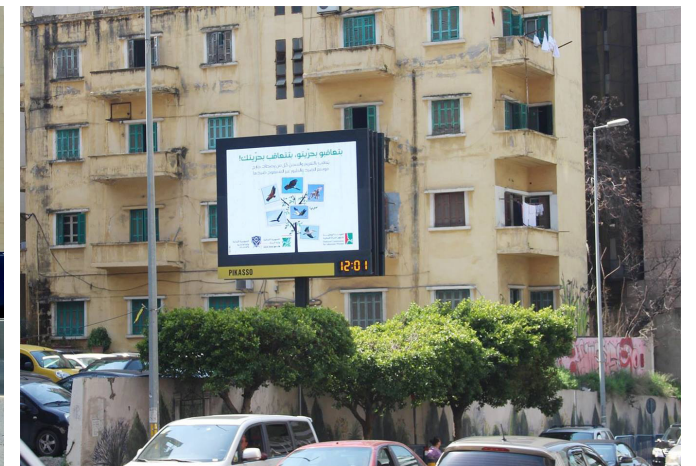
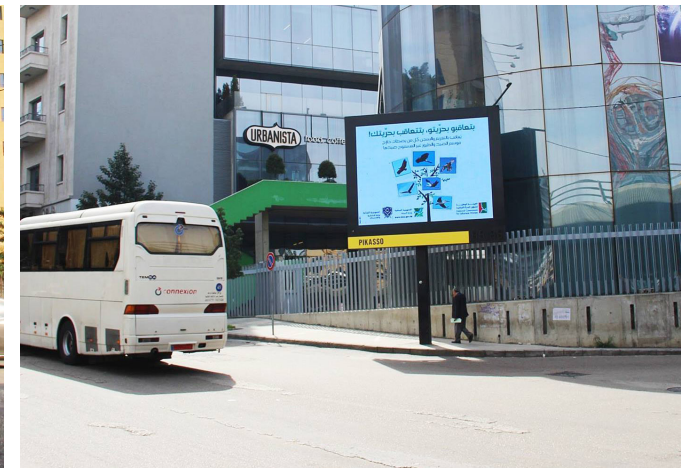
10,083 People Reached 1,174 Engagements [Boost Post](#)

👍❤️👏 986 5 Comments 10 Shares





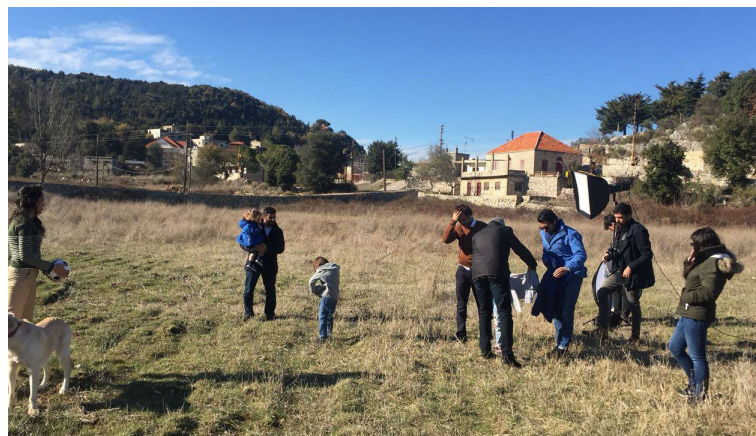
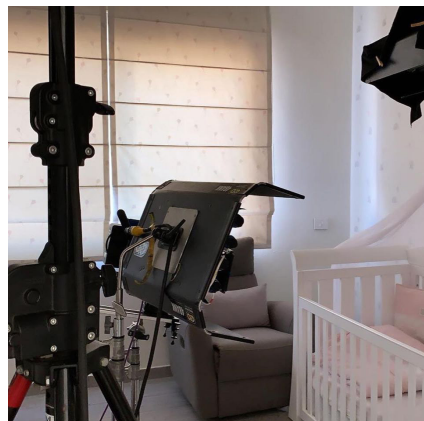
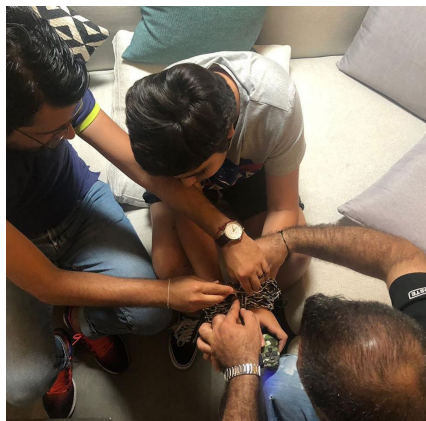


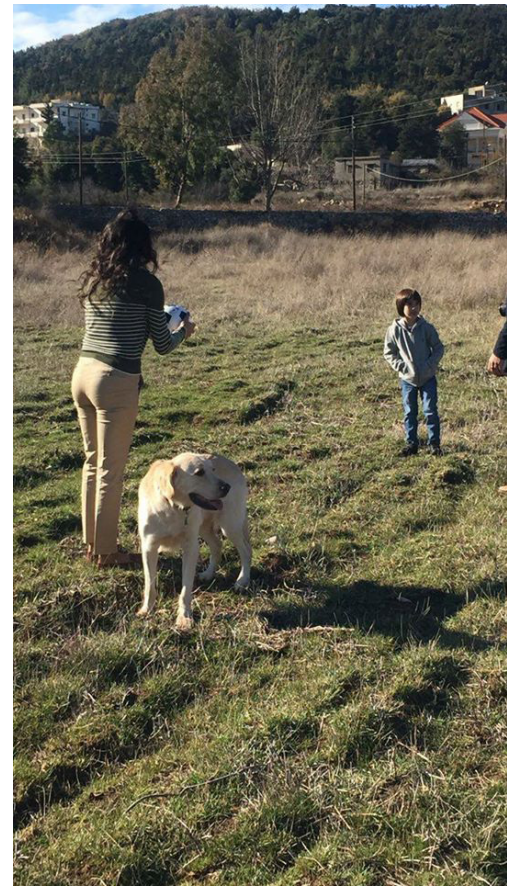


PRODUCTION



Since its establishment in 2009, the agency has produced more than 250 TV commercials. Clémentine is known to have one of the best production price-performance ratio in the country and its expertise is very obvious through its rich delivery. Our clients have also reported highest satisfaction in view of the pricing, the quality, and the creative orientation of all productions. All over its 10 years' existence, the production unit of the agency has built solid and trustworthy relationships with major production houses in Lebanon and in the region, and is capable to carry out sharply, quickly, and efficiently all types of production operations, including audio, video, and photo productions.





WORK ILLUSTRATIONS



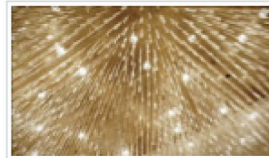
TV Commercials

CLÉMENTINE has created and produced more than 200 TV commercials for an assortment of local and regional accounts. We invite you to view a selection of our best work on our **vimeo** account “ClémentineSAL”.

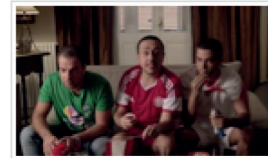
Clémentine SAL's Videos

79 Videos 0 Appearances 79 Total

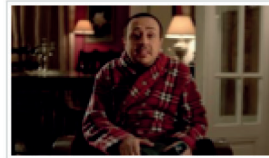
Sort: [Date](#) / [Alphabetical](#) / [Plays](#) / [Likes](#) / [Comments](#) / [Duration](#)



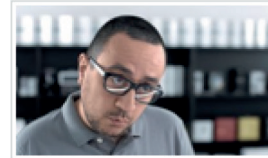
Ministry of Energy and Water - NEEREA
2 months ago



Ministry of Energy and Water - Net Meter
2 months ago



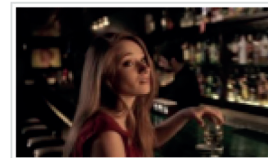
Ministry of Energy and Water - Solar Heater
2 months ago



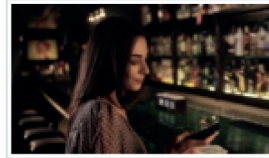
Ministry of Telecommunication - Missed Call
2 months ago



Ministry of Telecommunication - Be the min...
2 months ago



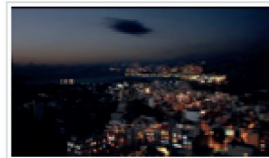
Ministry of Telecommunication - Auction
2 months ago



Ministry of Telecommunication - Auction
2 months ago



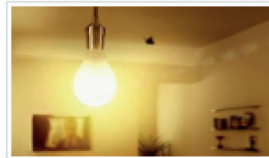
Mondiale
2 months ago



Ministry of Energy & Water - LEBANOFFON
2 months ago



Ministry of Energy and Water - Akhwat Sha...
2 months ago



ministry of Energy and Water - Eco light
2 months ago



Lebanese Army - INDEPENDANCE
2 months ago

BROWSE VIDEOS

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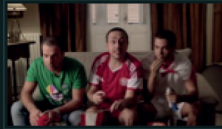
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Clémentine SAL's Videos

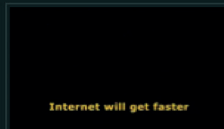




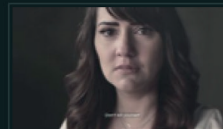
Ministry of Energy and Water - NEEREA
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Ministry of Telecommunication - Loading R...
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Careers - Play Forward
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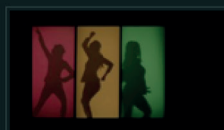
Shammas - Curtain Glass
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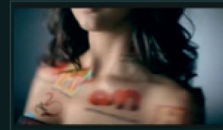
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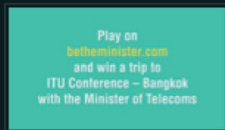
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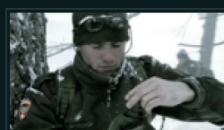
Solet Tapie - sht2elloun
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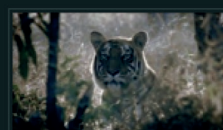
Ministry of Telecommunication - Be the min...
2 months ago



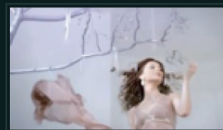
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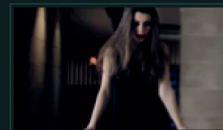
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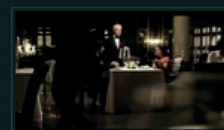
Barraks to Barraks - Koun meghtar la nhar
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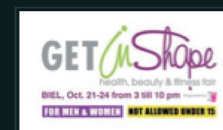
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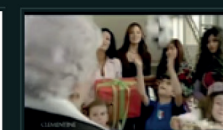
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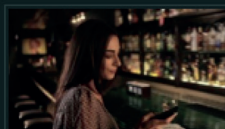
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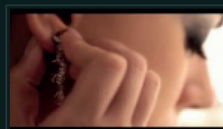
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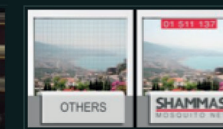
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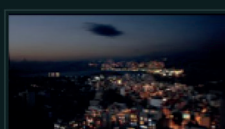
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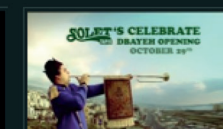
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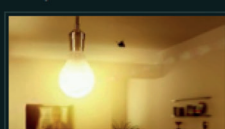
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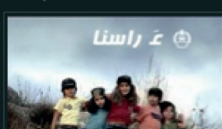
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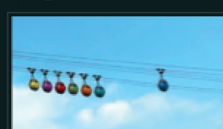
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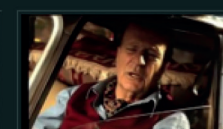
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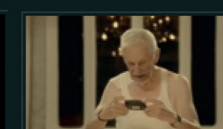
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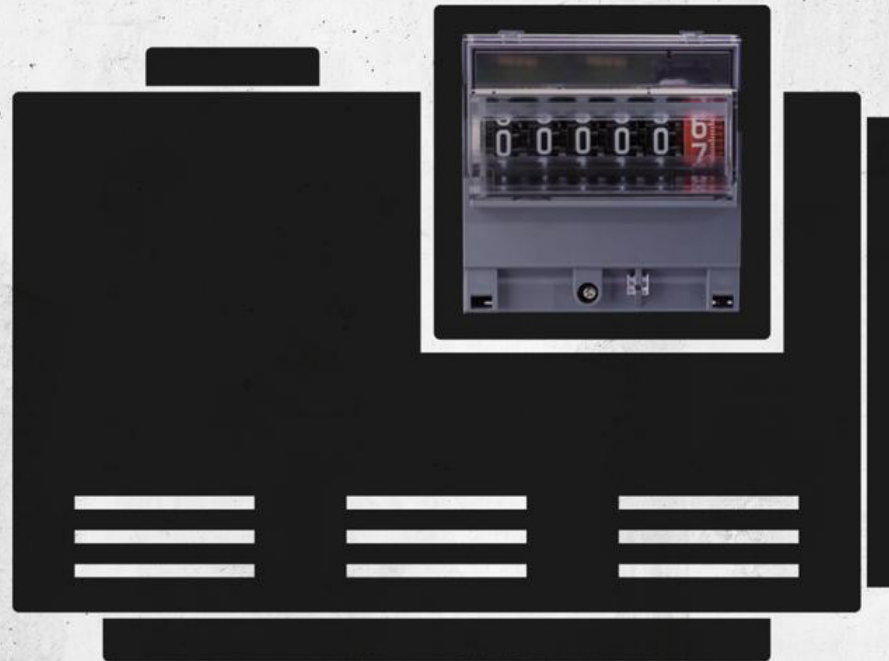
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الخط الساخن 1739







**An equal world is
an enabled world**

#EachforEqual
International Women's Day March 8, 2020

الهيئة الوطنية
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National Commission
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Takla Chamoun



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**نساء ورجال
#التوازن - للأفضل**
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#BalanceforBetter
8 آذار اليوم العالمي للمرأة

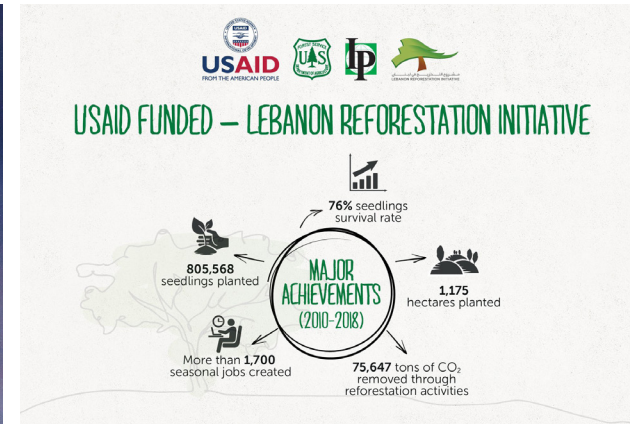
الهيئة الوطنية
لشؤون المرأة اللبنانية
National Commission
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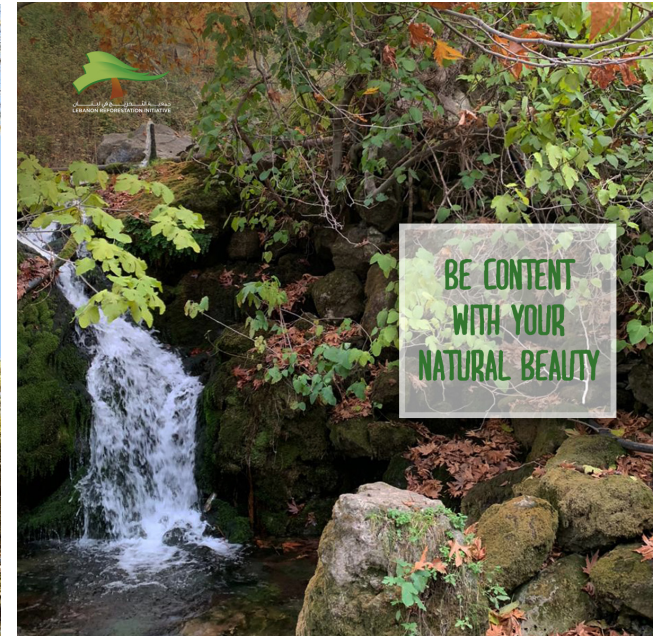
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١ اب - عيد الجيش اللبناني

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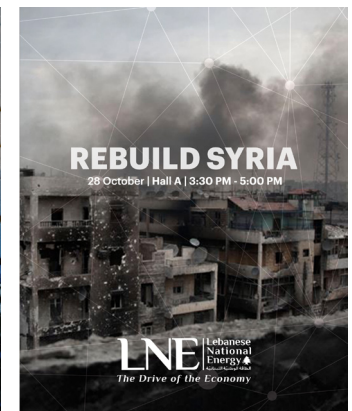
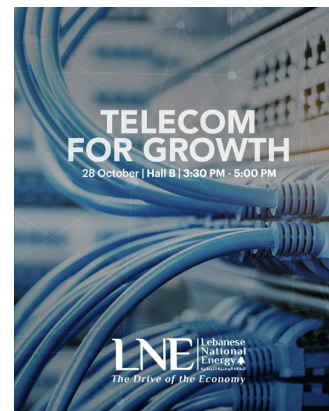
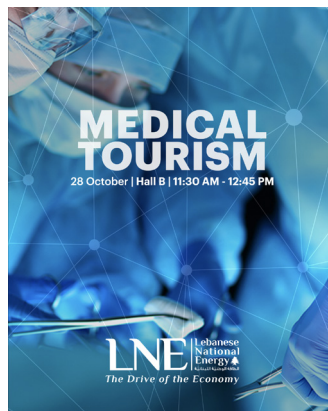
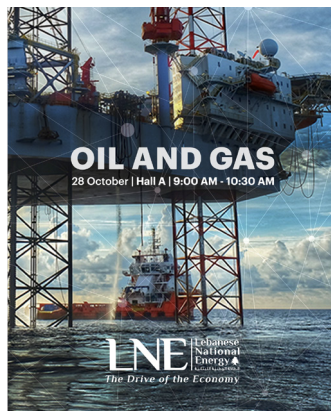
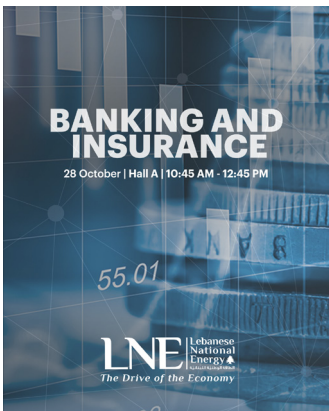
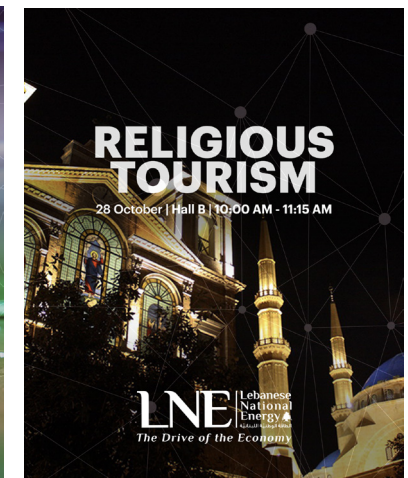














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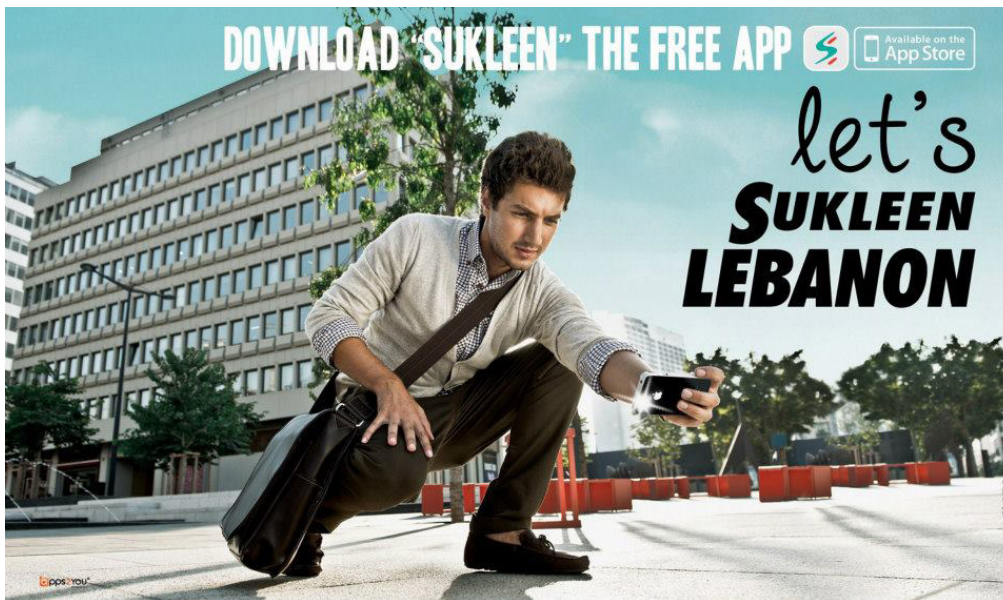
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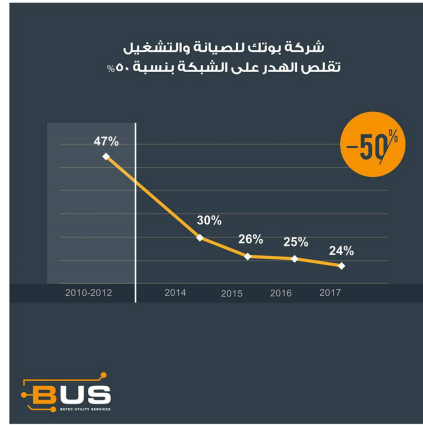
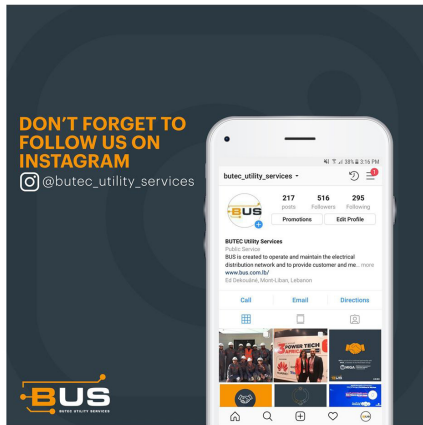
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RÉDUCTIONS
10%-25% FOURNITURES | 15%-60% CARTABLES

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Après les vacances, la rentrée !

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Depuis 1957

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INTERNATIONAL Festival



SHERINE
ABDEL WAHHAB
Thursday 6th of July
Waterfront City Dbayeh

Ehdeniyat



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من تنظيم

بيت المونة البكترونيّة
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CLAMANTINE





NATIONAL MOURNING
8TH OF SEPTEMBER 2017



DBAYEH
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PRESENTS
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شهر 10 • يوم 10 • ساعة 10

الأربعاء 10 تشرين الأول
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JUNE 23 8:30 PM

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DBAYEH
INTERNATIONAL festival

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ARMENIAN STATE DANCE TROUPE

Friday 7th of July
Waterfront City Dbayeh

TICKETS: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

DBAYEH
INTERNATIONAL festival

SHERINE
ABDEL WAHHAB

Thursday 6th of July
Waterfront City Dbayeh

TICKETS: 10, 20, 30, 40, 50, 60, 70, 80, 90, 100



have a nice life

Les Rives de Laqlouq is a premium gated community situated a few minutes from the ski slopes. Unfolding over 65,000 sqm amid parks, lakes, biking and hiking trails, the project comprises a boutique hotel and a clubhouse with all their amenities including restaurants, shops, terraces, a fully equipped gym, internal and external pools, lounges, kids areas, and more.

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CLÉMENTINE

Chalets of 65 - 95 sqm • Duplexes of 140 - 150 sqm • Villas of 400 sqm
Prices Starting \$130,000 • \$15,000 Down Payment

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Les Rives de Laqlouq is a premium gated community situated a few minutes from the ski slopes. Unfolding over 65,000 sqm amid parks, lakes, biking and hiking trails, the project comprises a boutique hotel and a clubhouse with all their amenities including restaurants, shops, terraces, a fully equipped gym, internal and external pools, lounges, kids areas, and more.

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have a nice life

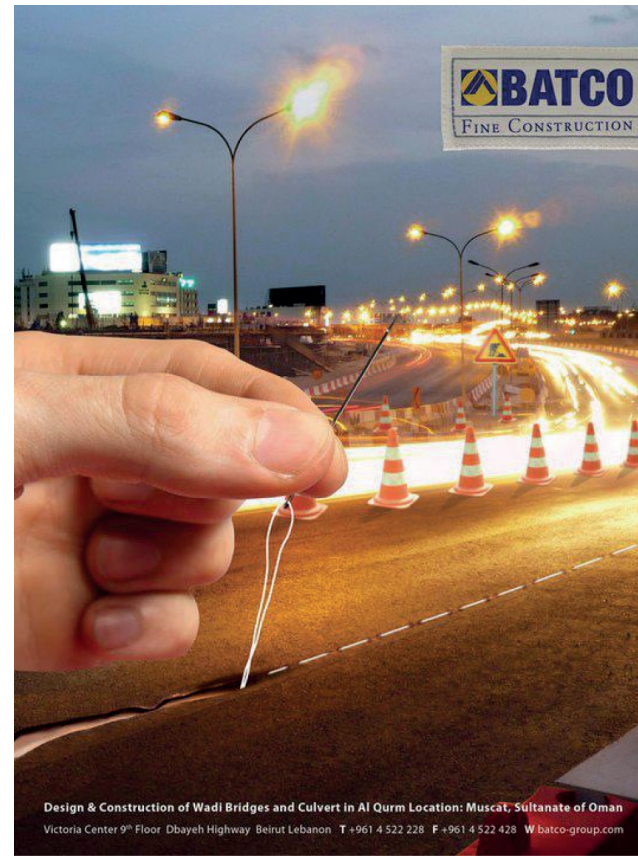
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الإلكترونية اللبنانية





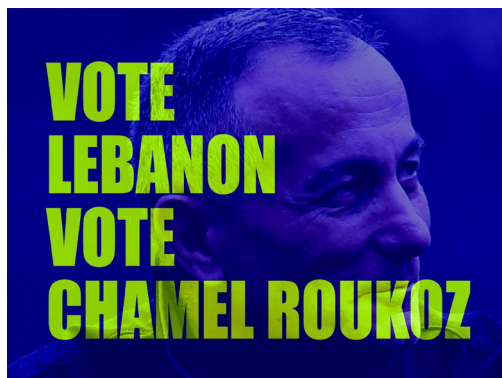
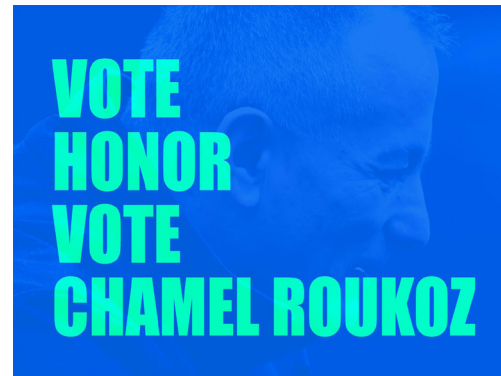




عماد الجمهوريّة









بعد إيقاف مشاريع المتن وجبل لبنان المُقرّة سابقاً، كنعان من البرلمان:
**”لا يمكن للحكومة أن تلبس معنا وجين،
 وجّ بالسرايا ووجّ البربارة بالمجلس!“**



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

إنماء المتن الشمالي
 بكل ملقّاته
 ضمن برنامج "موقف مسؤول"
 مع ربيكا أبو ناضر

الخميس 17 تشرين الأوّل 2019
 10:00 صباحاً

عبر أنثر إذاعة FM 93.3 صوت لبنان



**100 مليون ليرة لبنانية
 لتفاح بسكنتا**



نتيجة المبادرة التي قمنا بها مع عدد من بلديات المتن الشمالي
 والأصدقاء في الأيام الأخيرة لدعم مزارعي التفاح في بسكنتا

إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

**”ألم يحن الوقت
 ليقفلوا مسارحهم ويوقفوا
 استغلال وجع وطن وشعب؟“**

13 أيلول 2019



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

**”أدعو إلى تأمين اعتمادات استثنائية
 لتوفير امكانات مواجهة الحرائق وسأرفض
 أي تخفيض يطال موازنة الدفاع المدني
 في موازنة 2020“**



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

**”مبادرة شراء محصول تفاح
 بسكنتا أسهمت في معالجة
 مشكلة المزارعين وأدعو كل
 مسؤول إلى الصعود من
 الدرك السياسي الى مقاربة
 هموم الناس لأن الصراعات
 لا توصل إلى نتيجة
 والمطلوب المعالجة“**

كنعان لصوت لبنان FM 93.3

عبر أنثر إذاعة صوت لبنان



كنعان للجمهورية:

**”لبنان
 غير مفلس
 ولن يغرق
 ولنساعد
 أنفسنا أولاً!“**



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

**”قطوعات الحسابات
 منذ العام 1997
 لم تحملها بعد
 ”السلفاة“
 إلى المجلس النيابي“**

#شفافية_محاسبة



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

النائب إبراهيم كنعان

يتحدّث عن ملقّات السّاعة
 والإصلاحات، التوظيف العشوائي،
 الموازنة والحسابات الماليّة

مع الإعلامية
 أمال الياس سليمان
 ضمن برنامج "مدى الصوت"

غداً السبت 27 نيسان 2019
 الساعة 10:00 صباحاً

عبر أنثر إذاعة
المنيا
 FM 92.9 - 92.5



إبراهيم كنعان
 النائب في البرلمان اللبناني
 رئيس كتلة الكفّة البيضاء

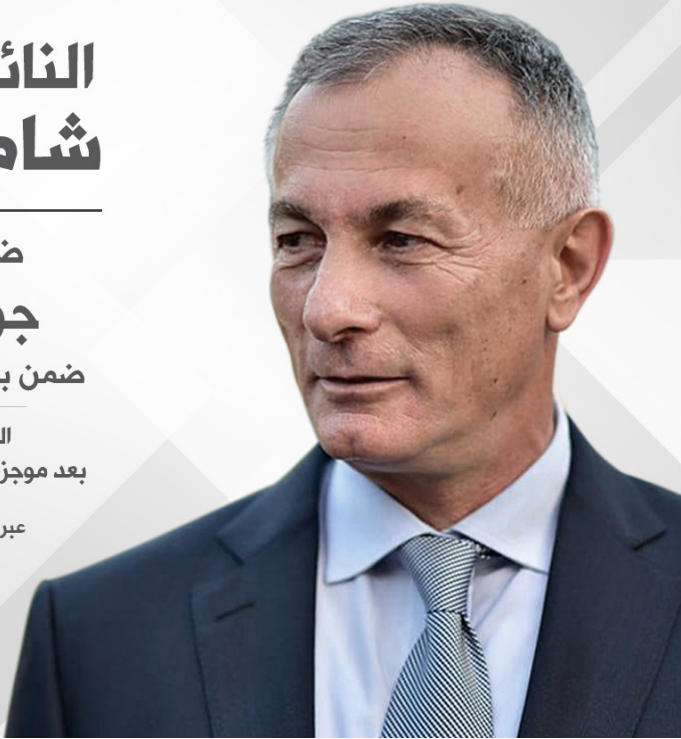




النائب العميد شامل روكز

ضيف الإعلامي
جورج يزبك
ضمن برنامج "اليوم السابع"

السبت ٤ أيار ٢٠١٩
بعد موجز أخبار الساعة ٩:١٥ صباحاً



النائب العميد شامل روكز

ضيف الإعلامي
جورج الرحباني
ضمن برنامج هوا NET

الجمعة ٣ أيار ٢٠١٩
مباشرة على صفحة
watanon.org





إنماء المتن الشمالي بكل ملفاته

ضمن برنامج "موقف مسؤول"

مع ربيبيكا أبو ناضر

الخميس 17 تشرين الأول 2019
10:00 صباحاً

W/L
صوت لبنان
FM 93.3
عبر أثير إذاعة



النائب إبراهيم كنعان

ضيف الإعلامية
مريم العلية
ضمن برنامج
"الضيف سياسي"

عدا الجمعة 11 كانون الثاني 2019
الساعة 12:30 بعد الظهر



إبراهيم كنعان
نائب في البرلمان اللبناني
رئيس لجنة المتابعة والمصالحة



النائب إبراهيم كنعان

يتحدث عن
"التقرير النهائي للتوظيف"
بالأرقام والمستندات...
وخارطة المحاسبة والإصلاح

مباشرة من المجلس النيابي

الخميس 23 أيار 2019
الساعة 12:00 ظهراً















**منكم أنطلق
ومعكم سأبقى**

طارق الخطيب

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد السنّي في الشوف وعاليه

عون الشوف

ماريو عون

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في الشوف وعاليه

**الوطن السليم
في الصوت السليم**

سليم عون

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في زحلة

آلان عون

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في بعبدا

جزيين

صوتك وحده يحميها

زياد أسود

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في جزيين-صيدا

**وحدك
سيد قرارك**

ميشاك ضاهر

التيار الوطني الحر

انتخابات
ELECTIONS 2018

مقعد الروم الكاثوليك في علبك الهرمك

**حتى نرجع
حقّ عكار**

أسعد درغام

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الأرثوذكسي في عكار

**صوتك متّين...
متّين بعد.**

ابراهيم كنعان

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في المتن الشمالي

**لتصير
بيروت الأولى**

نقولا صحنواوي

التيار الوطني الحر

انتخابات
ELECTIONS 2018

مقعد الروم الكاثوليك في بيروت الأولى

**أملنا قويّ
بمنطقة جزيين**

أمل أبو زيد

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الماروني في جزيين-صيدا

**قوة جزيين
بصوتك السليم**

سليم خوري

التيار الوطني الحر

انتخابات
ELECTIONS 2018

مقعد الروم كاثوليك في صيدا - جزيين

الياس بو صعب

التيار الوطني الحر

انتخابات
ELECTIONS 2018

المقعد الأرثوذكسي في المتن الشمالي





7 آب 2019
إحتفال بوضع حجر الأساس
للمقر العام للتيار

أنتم الأساس



التيار الوطني الحر

الجلوس حسب الوصول
اللباس: رياضي

O Ciel - قرب Océan
إبتداءً من الساعة 18:00

بلديات 3

وطنكم بحاجة لعودتكم
أزمة النروح ودور البلديات في حلها

السبت 15 حزيران 2019
Forum de Beyrouth

التيار الوطني الحر

أكثر من 80% من أراضي
سوريا بانت مستقرة

اللجنة المركزية للبلديات

#AskGebran

JOIN ME TO ANSWER
YOUR QUESTIONS

Tuesday, March 13, 8:00 PM
at the Forum de Beyrouth

The event will be live streamed
f LIVE /GebranBassil

دُنِ الْحَقَّ فَأُنْبِتَ انْتصاراً

7:00 مساءً | Platea | 13 تشرين الأول 2017

التيار الوطني الحر

منتوِّف عند الذكرى،
ومكْمِلين لبُكرى.

الأحد 5 آب 2018

لقاء عائلة التيار في يوم ترفيهي
بمناسبة ذكرى 7 آب

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التيار الوطني الحر

ماضي للغد

الأحد 13 تشرين الأول 2019
ساحة الحدث
الساعة 5:00 عصرًا

التيار الوطني الحر

الساحة بتشهدلنا

ساحة 7 آب
PLACE 7 AOÛT

الإثنين 7 آب، الساعة 8:00 مساءً
في ساحة 7 آب، ساحة العدلية سابقًا

التيار الوطني الحر

ذكرى ١٣ تشرين

من البداية... إلى اللانهاية

السبت ١٣ تشرين الأول ٢٠١٨، مساءً
BIEL - فرن الشباك

التيار الوطني الحر



FABIENNE BLINEAU

CANDIDATE À L'INVESTITURE
DES SÉNATORIALES 2017

CONSEILLÈRE À L'AFE ZONE ASIE ET MOYEN ORIENT
CONSEILLÈRE CONSULAIRE LIBAN-SYRIE



Mesdames et Messieurs les parlementaires,
Chers collègues,

Être sénatrice donc parlementaire de la République française au service de nos compatriotes vivant à l'étranger serait un grand honneur. Servir son pays ne s'improvise pas.

30 ANS D'ENGAGEMENT À VOTRE SERVICE

Engagée et fidèle à **ma famille politique depuis près de 30 ans, je n'ai cessé de travailler au RPR, puis à UMP et enfin chez Les Républicains. De Nantes à Paris puis Beyrouth**, j'ai acquis une expérience politique : de mes débuts comme déléguée départementale à la jeunesse de Loire Atlantique puis responsable des fédérations jeunes au niveau national à Paris pour être élue depuis 2006 déléguée des Républicains au Liban et en Syrie. Militer toutes ces années à Nantes, Paris et 10 ans à l'étranger **symbolise ma fidélité**. J'ai organisé au Liban des centaines de réunions politiques et j'anime **une des sections les plus importantes de l'étranger**.

J'ai eu la chance et l'honneur de commencer ma vie militante **auprès du gaulliste Olivier Guichard, je la poursuis aujourd'hui auprès du juge anti-terroriste Alain Marsaud**.



Depuis 10 ans, je travaille sur la zone du Moyen-Orient et me déplace sur des zones de guerre et le courage ne me manque pas. A mon sens, nous manquons aujourd'hui de personnalités politiques courageuses qui sont trop souvent soucieuses de leur image ou des retours médiatiques...

C'est la raison pour laquelle, j'ai aussi pris la décision de ne pas être la suppléante du candidat Alain Marsaud pour les Elections Législatives de juin 2017.

Je resterai évidemment à ses côtés, et ferai avec mon équipe une campagne rigoureuse. Notre amitié, complicité et amour pour le Liban sont aujourd'hui plus forts, et ensemble, nous formons une équipe au profit de nos compatriotes.

AU SERVICE DE MES COMPATRIOTES

Depuis mon arrivée au Liban, **je me suis mise à disposition de la communauté française sur tout le territoire libanais. Elue conseillère consulaire en 2014, j'officialise ces rencontres par une permanence hebdomadaire à Beyrouth et mensuelle en Syrie**. Je visite les écoles conventionnées et homologuées avec mon collègue Ghassan Ayoub. J'assiste bien sûr comme vous aux conseils consulaires, conseils d'établissements et conseils de sécurité.

Depuis 2011, la France a rompu tout lien diplomatique avec la Syrie. Mes visites auprès de nos compatriotes sont donc ressenties comme un retour de la France, et j'ai alors pris conscience du sens de notre mission d'élue de terrain.

Elue à l'Assemblée des Français de l'Etranger, je travaille étroitement avec tous mes collègues de ma zone Asie Centrale et Moyen Orient.



Notre pays a la chance d'avoir une excellente représentativité à l'étranger et au sein du Parlement, mais paradoxalement, nos compatriotes en métropole, voire nos élus, au mieux nous connaissent mal...au pire nous « collent » une fausse image. Nous sommes loin de l'égalité entre le compatriote de métropole et celui de l'étranger. Je souhaite travailler en vue d'atténuer cette inégalité, tant sur les droits que sur les devoirs. Et j'aurai l'occasion de développer une idée qui me tient à cœur, celle d'allouer le budget de la suppression de la CMU en France au Français de l'Etranger, principalement pour l'Allocation Handicapée.

MON ENGAGEMENT AUPRÈS DES MINORITÉS D'ORIENT

Depuis mon arrivée au Liban, il y a plus de 10 ans, je ressens la « frustration » des minorités et particulièrement celles des Chrétiens d'Orient d'être les perpétuels oubliés voire les « victimes » sur la scène internationale !

J'ai passé Noël à Alep, et ce malgré la fatigue, la dépression et après cinq années de guerre, j'ai pu me rendre compte de l'Espérance et de la soif de Renaissance du peuple syrien.

Mon engagement est personnel, mais défendre la présence des minorités dont les Chrétiens en Orient, n'est et ne doit pas être un effet de mode mais un choix et une volonté politique. La France doit retrouver sa place et sa grandeur en Orient, ce qu'elle a perdu...



Comme je m'engage aujourd'hui auprès de mes compatriotes au Liban et en Syrie, **je m'engagerai demain pour tous les compatriotes vivant à l'étranger.**

Riche de mes années militantes, forte de mes expériences de terrain, je veux mettre à profit cette connaissance de l'Orient au Parlement. Cette région compliquée est aujourd'hui au cœur de beaucoup de tensions, et il est important d'avoir des parlementaires avertis au Parlement français.

Travailleuse, courageuse, je prendrai plaisir à vous rencontrer et vous défendre même sur des zones oubliées, car mieux que quiconque, **je mesure toute ma mission d'élue mais aussi toute la grandeur de la France quand elle a abandonné les siens depuis plusieurs années...**

C'est pourquoi, vous pourrez compter sur moi.

Fidèlement,

Fabienne Blineau





Fabienne Blineau-Abiramia
Conseillère AFE
Conseillère Consulaire Liban-Syrie
Suppléante du Député Alain Marsaud

*reçoit les Français à sa permanence tous les
Mardis de 9h00 à 13h00
à L'Institut Français – Salle des Associations
Beyrouth – Liban*

📞 70 / 12 17 13 @BABiramia ✉ fabienne.abiramia@gmail.com



À la rencontre de
François Fillon
à Beyrouth.

**La #Primaire2016 concerne
tous les français !**

Judi 2 juin à 18h00
Hôtel Alexandre – Achrafiyeh, Beyrouth

En présence des parlementaires
Catherine Deroche, Pierre Lellouche,
Jérôme Chartier, Camille de Rocca Serra
et de la déléguée des Républicains
au Liban Fabienne Blineau-Abiramia.

Pour toute information
ou pour confirmer votre présence:
Liban.fillon@gmail.com ou 70161010

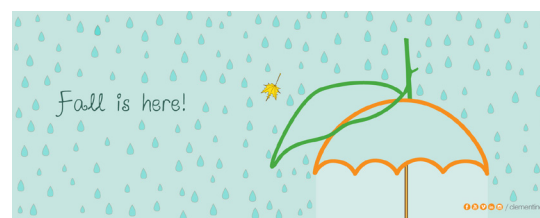
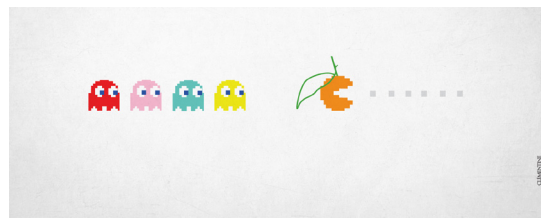
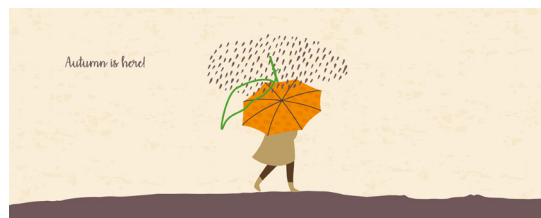
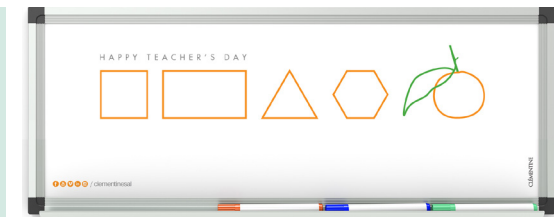
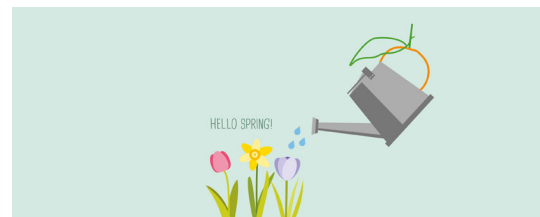
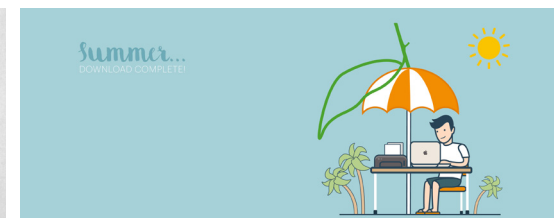
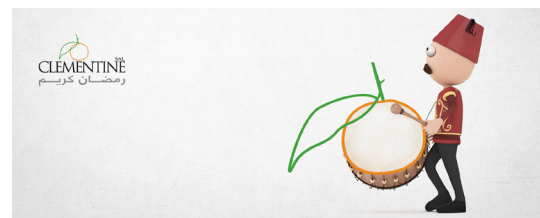
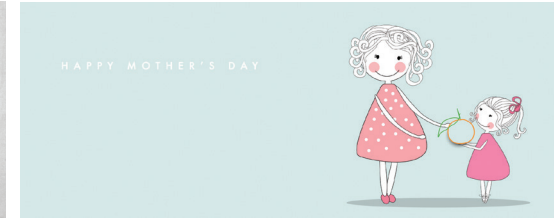


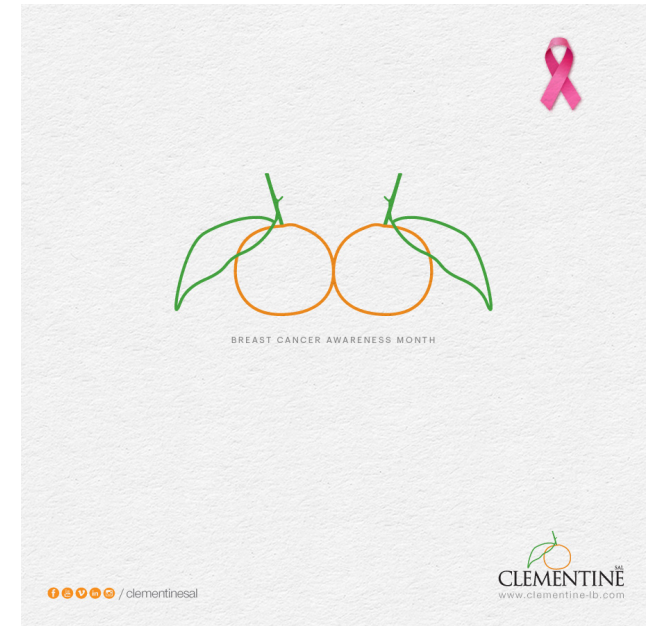
2017

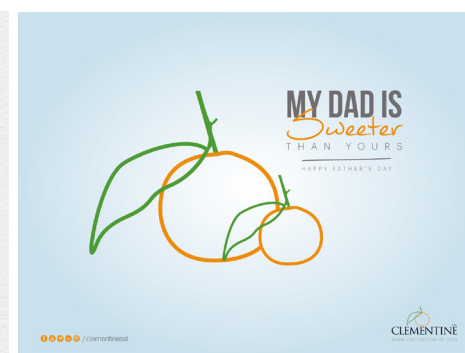
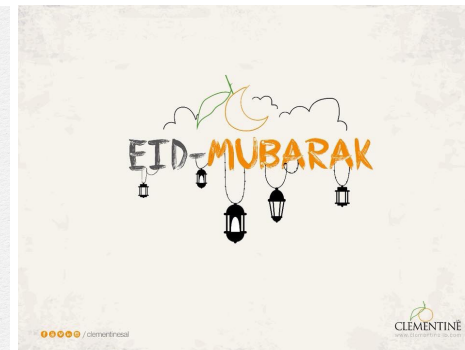
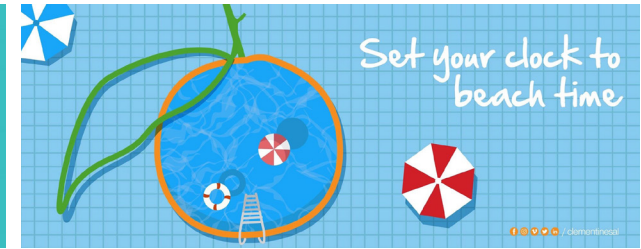
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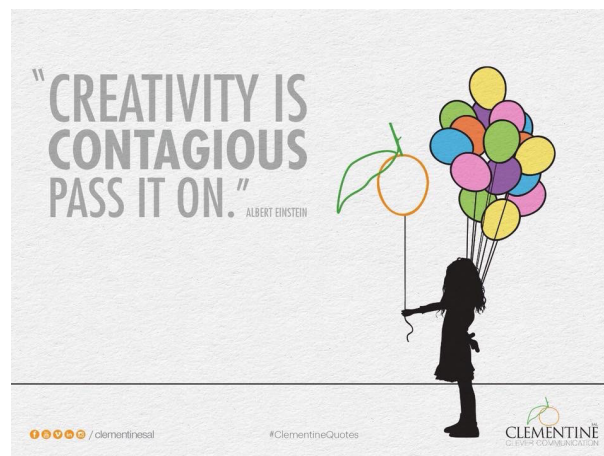
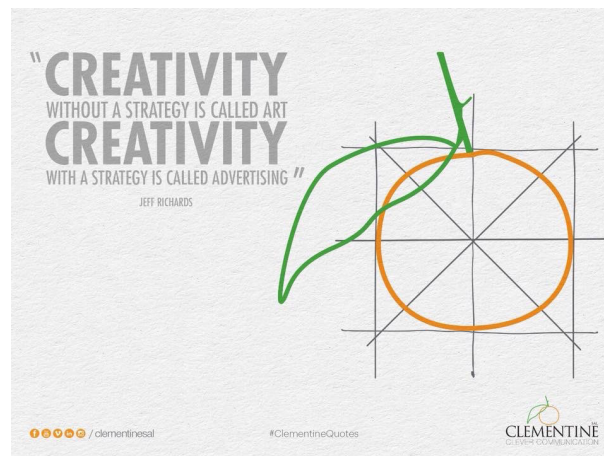
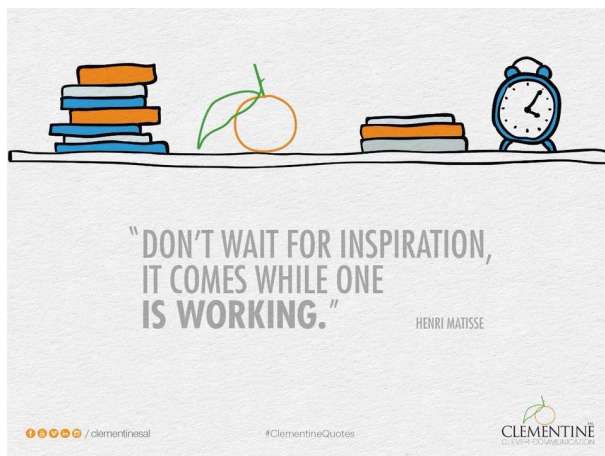
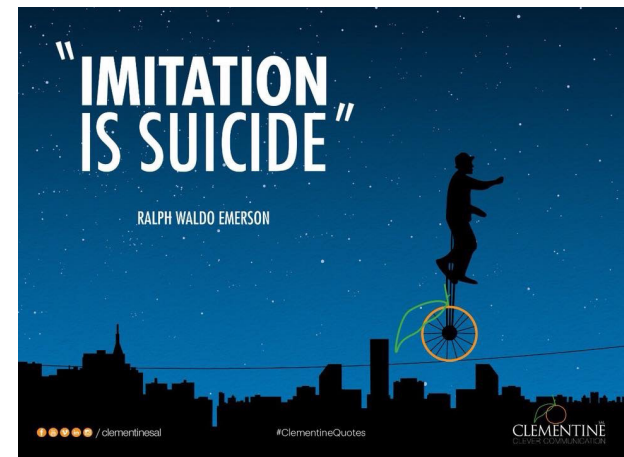
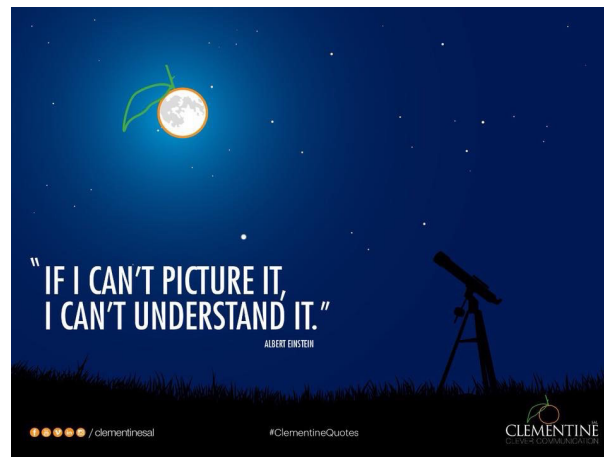


AGENCY SELF-PROMOTION

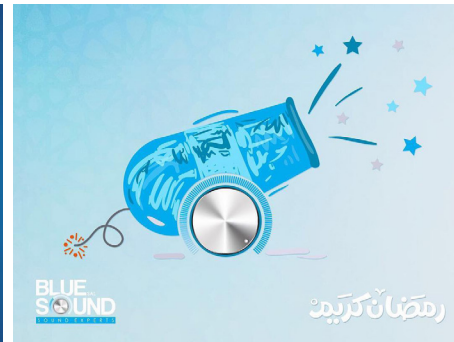
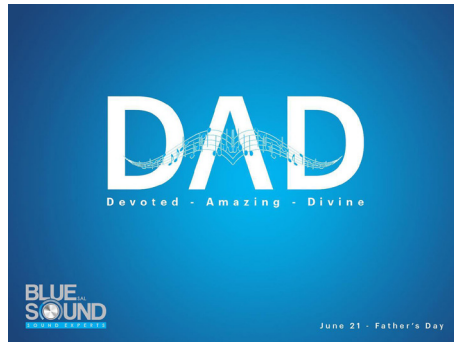








OTHER DELIVERY ILLUSTRATIONS





إنتَ سَيطر عَحياتك

 Institute for Internet & Technology Addiction

الإدمان على الهواتف الذكية

 يضاعف ١٣,٤ مرة المشاكل العائلية

مصدر البحث: د. علي - سماعة، م. (٢٠١٧) العلاقة بين إدمان الهواتف الذكية، والقلق، والعدوان العائلية. السلوكيات والتكنولوجيا المعطومان (١)، ١٣٦ (١٤٦) - ١٣٦ (١٤٦) - ١٣٦ (١٤٦)





إنتَ سَيطر عَحياتك

 Institute for Internet & Technology Addiction

الإدمان على الألعاب الإلكترونية

 يصيب أكثر من ١٢,٠٠٠ مراهق ويعرض ٤٧,٠٠٠ لخطره

مصدر البحث: د. علي - سماعة، م. (٢٠١٧) العلاقة بين إدمان الهواتف الذكية، والقلق، والعدوان العائلية. السلوكيات والتكنولوجيا المعطومان (١)، ١٣٦ (١٤٦) - ١٣٦ (١٤٦) - ١٣٦ (١٤٦)





إنتَ سَيطر عَحياتك

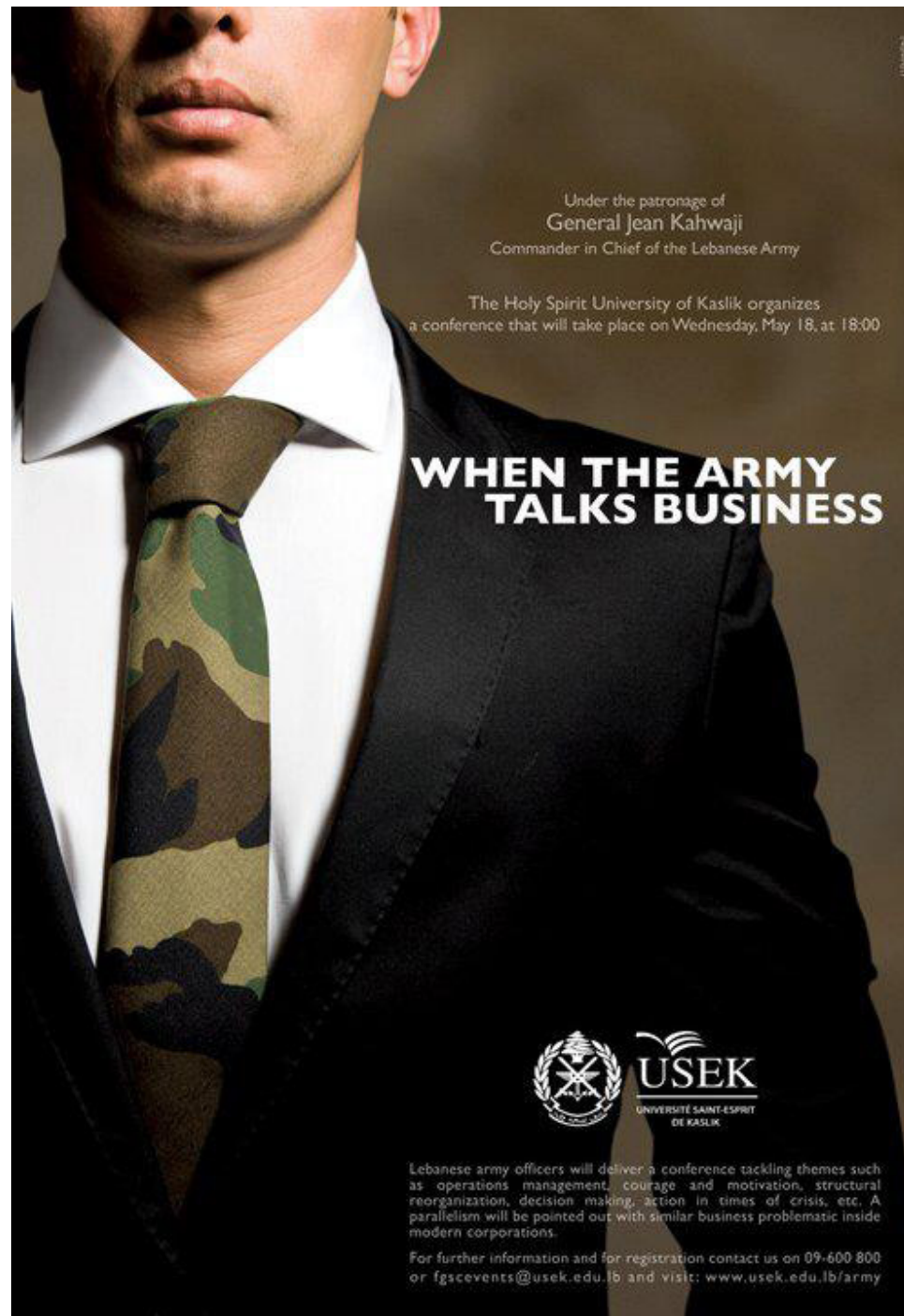
 Institute for Internet & Technology Addiction

التكنولوجيا و"تربية" الأولاد

 يستعين بها ٨٠٪ من الأهل لضبط السلوك

مصدر البحث: د. علي - سماعة، م. (٢٠١٧) العلاقة بين إدمان الهواتف الذكية، والقلق، والعدوان العائلية. السلوكيات والتكنولوجيا المعطومان (١)، ١٣٦ (١٤٦) - ١٣٦ (١٤٦) - ١٣٦ (١٤٦)






A close-up photograph of a man's face and torso. He is wearing a dark suit jacket, a white dress shirt, and a tie with a camouflage pattern in shades of green, brown, and black. The background is a solid dark color.

Under the patronage of
General Jean Kahwaji
Commander in Chief of the Lebanese Army

The Holy Spirit University of Kaslik organizes
a conference that will take place on Wednesday, May 18, at 18:00

WHEN THE ARMY TALKS BUSINESS



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Lebanese army officers will deliver a conference tackling themes such as operations management, courage and motivation, structural reorganization, decision making, action in times of crisis, etc. A parallelism will be pointed out with similar business problematic inside modern corporations.

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DROIT À L'INFORMATION OU LIBERTÉ DE L'INFORMATION ?

Les 9 et 10 décembre 2013, au Campus principal de l'USEK
La séance d'ouverture aura lieu le lundi 9 décembre, à 18h00, à l'Amphithéâtre Jean Paul II.



Ce colloque, innovant, organisé par la Faculté de Droit de l'USEK, tend à développer la sensibilisation et l'ouverture au droit de l'information.

USEK FACILITE LE TRAVAIL 25

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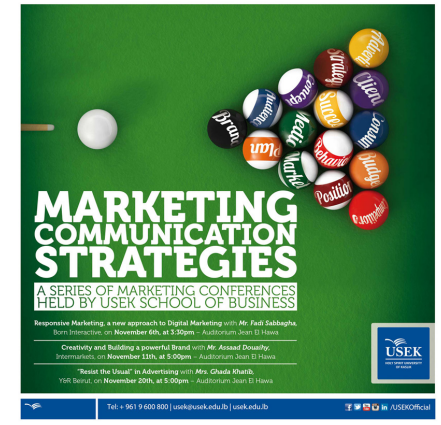
MARKETING COMMUNICATION STRATEGIES

A SERIES OF MARKETING CONFERENCES
HELD BY USEK SCHOOL OF BUSINESS

Responding Marketing, a new approach to Digital Marketing with Mr. Fati Sabagha, Born Interactive, on November 6th, at 5:00pm - Auditorium Jean El Hana

Creativity and Building a powerful Brand with Mr. Assad Douayli, International, on November 13th, at 5:00pm - Auditorium Jean El Hana

Research the Brand in Advertising with Mr. Ghada Thabit, Y&R Beirut, on November 20th, at 5:00pm - Auditorium Jean El Hana

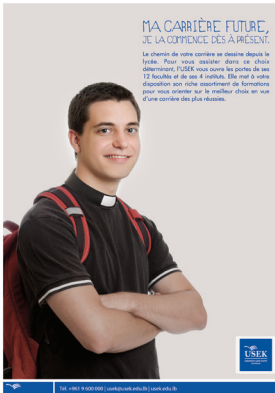


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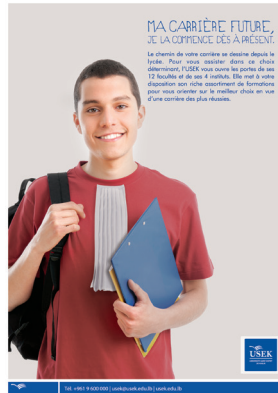


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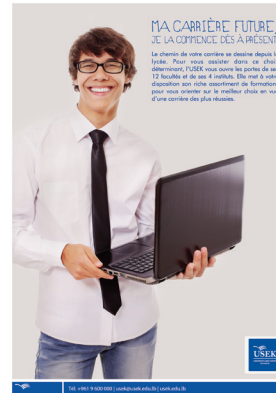


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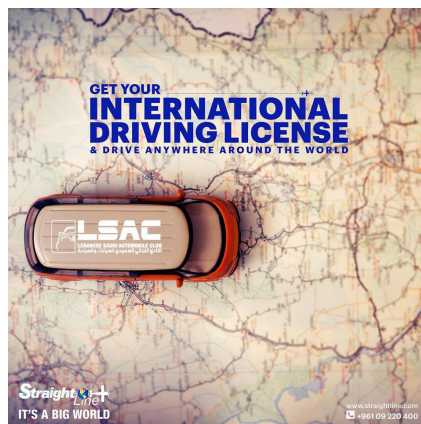
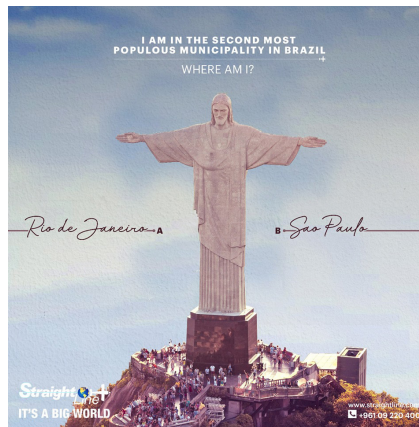
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Italy

Official Name: Italian Republic
Form of Government: Republic
Capital: Rome
Population: 60, 806, 230
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Money: Euro
Area: 301,337 square kilometers
Major Mountain Ranges: Alps, Apennines
Major Rivers: Po, Adige, Arno, Tiber

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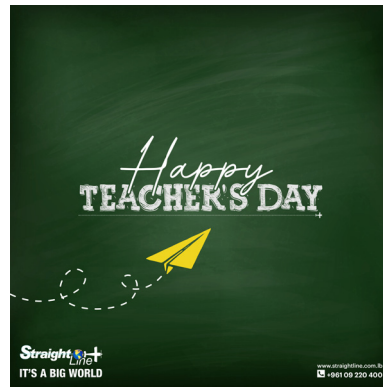
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JOYEUX NOËL & BONNE ANNÉE



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ADYAR participera au 25^{ème} Festival international de films sur la vigne et le vin

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Du 28 Juin au 1^{er} Juillet 2018 au Théâtre Gabrielle Dorziat à Épernay

2018 OFFICIAL SELECTION OENOVIDÉO INTERNATIONAL FILM & WINE FILM FESTIVAL



ADYAR

VIN DE GLACE

Icewine 2014

ADYAR lance son nouveau vin de glace "Icewine 2014", le premier et le seul vin de glace produit au Liban. Ce vin de dessert est conçu par Frédéric Cacchia, le producteur de vin de l'Ordre Libanais Maronite. Le raisin est planté dans le Monastère «vin El Rehbani, Beit Chabbab. Le goût sucré de ce vin de glace est le résultat naturel du fait que le raisin est cueilli lorsque la température chute et les fruits gèlent. Icewine 2014 est un accord harmonieux entre les poires et les fleurs d'orange d'une part et le Sauvignon d'une autre, avec un arrière goût épicé d'orange d'orange.

ADYAR

L'AIRIE 2016

Blending: 50% Syrah, 30% Mourvèdre, 20% Sangiovese

Tasting: In the mouth, the wine reveals directly a very good freshness, which is associated with a very big complexity. Indeed, the blend of this wine makes you very delicious with aromas of red berries and medicinal herbs, but which also comes along with a floral notes and citrus fruits. This pretty wine is deep and delicate.

Sweet Accord: Delicious with fat or sauce.

Alcohol Level: 14% vol.



ADYAR

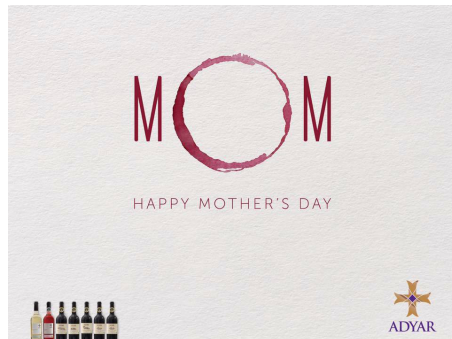
Vert de Sapin, Verre de Joie!

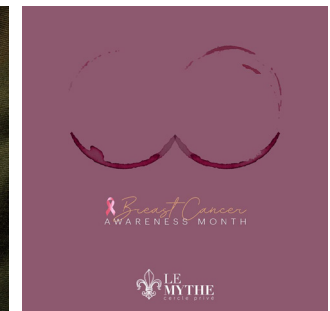
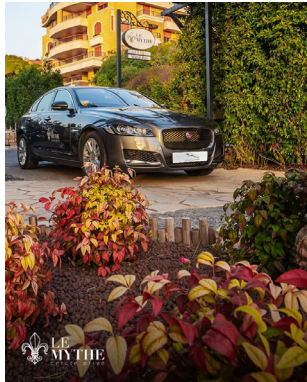
JOYEUX NOËL & BONNE ANNÉE



ADYAR









MERRY
Christmas
ميلاد مجيد
JOYEUX
Noël

CLAUDINE AOUN ROUKOZ





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كُلِّ عَامٍ وَأَنْتُمْ بِخَيْرٍ

العميد
شامل روكز

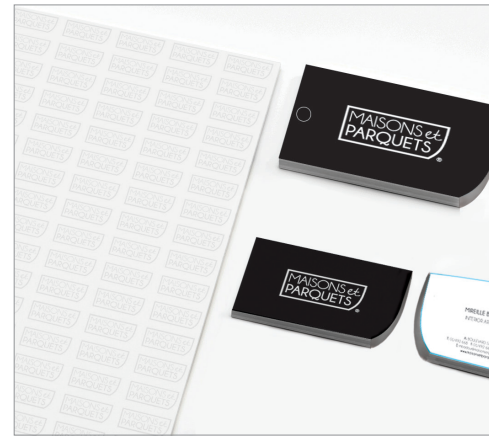


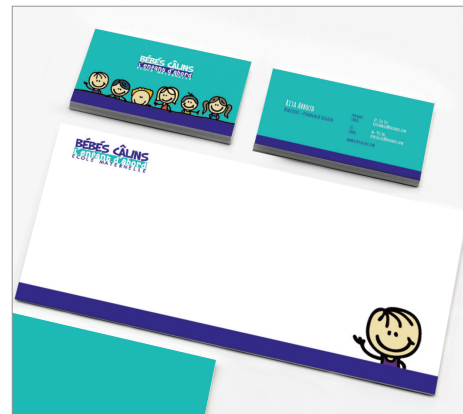
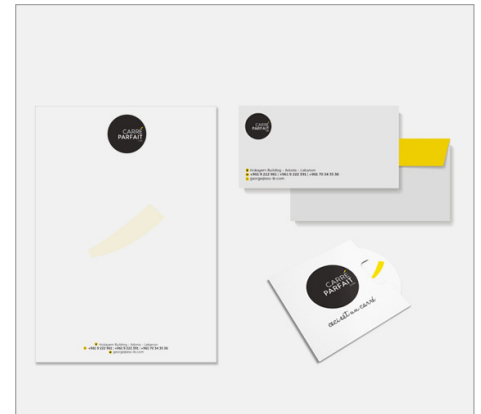
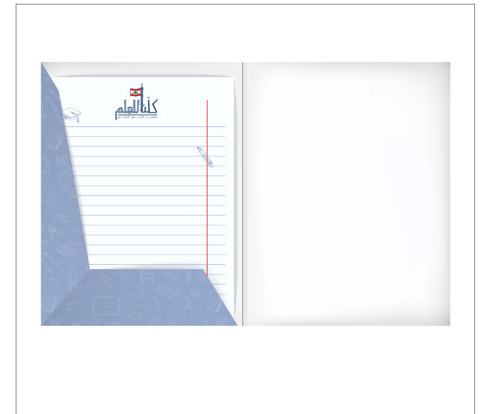
GRAPHIC DESIGN



CLÉMENTINE has provided a large number of BTL implementation such as brochures, stationery, flyers, and newsletters.







Client: The Lebanese Ministry of Foreign Affairs and Emigrants – Governmental Entity

Services Provided: Logo Uplift
| Tagline Creation | Stationery Design



Services Provided: LDE Event and Conference
| Logo and Identity Creation | BTL Implementation
| Stationery Design | Branding



Client: The Lebanese Ministry of Telecommunications – Governmental Entity
 Services Provided: Brochure Design in 3 Languages

Client: The Lebanese Ministry of Energy and Water – Governmental Entity
 Services Provided: Logo Uplift | Tagline Creation
 | “A Nation’s Dream” Booklet Illustration and Design



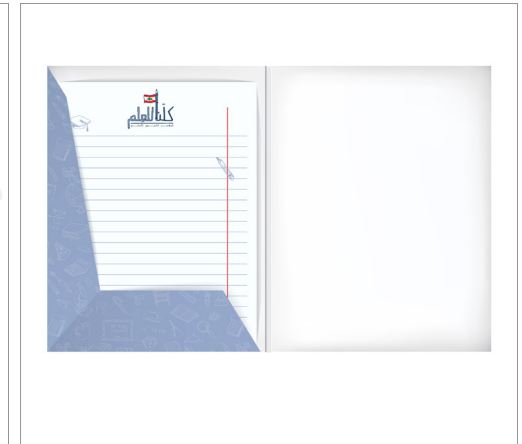
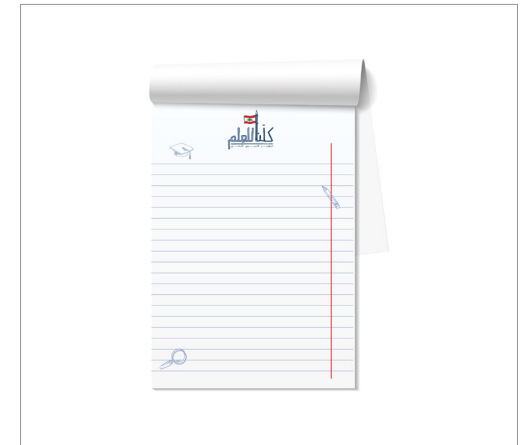
**Client: The Lebanese Ministry of Energy
and Water – Governmental Entity**

Services Provided: Logo Uplift | Tagline Creation
| “A Nation’s Dream” Booklet Illustration and Design



**Client: The Lebanese Ministry of Education
and Higher Education – Governmental Entity**

Services Provided: Name Creation | Logo and
Identity Creation | BTL Implementation
| Stationery Design | Branding



Client: Energy for Lebanon - Lebanese Diaspora Project

Service Provided: Logo Creation | BTL Implementation | Branding



Client: Zerock – Construction and Civil Engineering

Services Provided: Logo Uplift | Stationery | Calendar Design | BTL Implementation | Brochure Design



Client: BATCO – Construction and Civil Engineering

Services Provided: Logo Uplift | Tagline Creation | Stationery | BTL Implementation



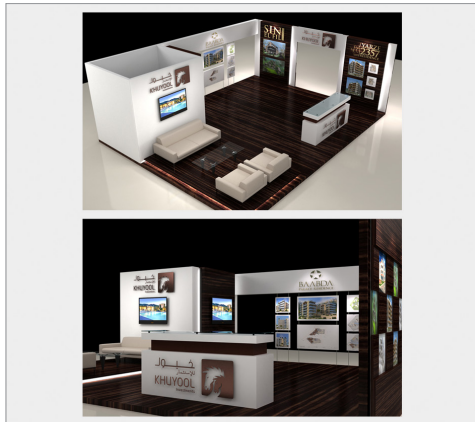
**Client: Nassar Group International
(NGI) – Construction Company**
Service Provided: Brochure Design



**Client: Building Decoration - Interior
Finishing Company - Qatar**
Service Provided: Logo Design | Tagline Creation
| Stationery Design | Brochure Design



Client: Khuyool – M.A.K.S. Partners -
Property Development and Investment
 Services Provided: Business Card Design
 | BTL Implementation | Stand Branding



خيول
 للاستثمار
KHUYOOL
 Investments



M.A.K.S.
 & Partners


TILAL BHERSAF
 تلال بحرصاف



Client: Tilal Faqra – Residential Community
Services Provided: Logo Design | Tagline Creation | BTL Implementation

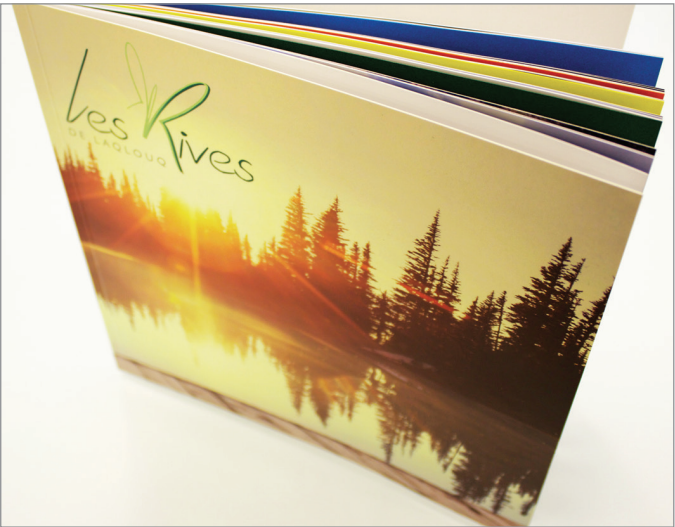
Client: Yarze 2357 – Residential Community
Services Provided: Logo Design | Brochure Design





Client: Les Rives de Laqlouq - Mountain Resort by SAYFCO Holding

Services Provided: Name Creation | Logo Design | Tagline Creation | BTL Implementation | Brochure Content and Design



Client: Laqlouq Les Cimes – Mountain Resort

Services Provided: Name Creation | Logo Design
| Tagline Creation | Postcard Design | BTL Implementation

Laqlouq
les cimes



Client: Beach 37 – Beach Resort

Services Provided: Logo Design
Stationery | BTL Implementation

Beach 37



Client: ICA – Morocco Conference

Services Provided: Logo Design | Stationery Design | Catalog Design | BTL Implementation



Client: Interarab Cambist Association

(ICA) - Professional Association

Services Provided: Logo Design | Stationery Design



Client: LAVAJET - International Waste Management Company

Services Provided: Logo Uplift | Greeting Cards Designs



Client: The Lebanese Petroleum Administration – Sector Regulator

Services Provided: Logo Design | Stationery Design



Client: Nexhold

Service Provided: Logo Uplift | Stationery Design
| Corporate Brochure Content and Design



**Client: France Accréditation – Operator of
the French Healthcare Accreditation Abroad**

Services Provided: Logo Design | Stationery
Design | Certificate Design



Client: Integrated Health Solutions
Service Provided: Logo Design | Stationery Design



Client: Bogofinance - Financial Institution
Service Provided: Logo Uplift | Tagline Creation
| Stationery Design | BTL Implementation



Client: Foundation Mouna Bustros
Service Provided: Brochure Content Editing and Design



Client: Rotary Club Beirut Cedars – Civil Society Association
Services Provided: “No to Drugs” BTL Implementation



Client: Kafa – Women's Rights Organization

Services Provided: Stationery | BTL Implementation



Client: Le Bar À Vin – Wine Bar

Services Provided: Name Creation | Logo Design |
Tagline Creation | Stationery Design | Shop Branding
| BTL Implementation



Client: Cave du Monastère St. Jean – Winery

Services Provided: Logo Uplift | Stationery Design
| Labeling | BTL Implementation



Client: Ehdeniyat – International Festival

Services Provided: Catalog Design | BTL Implementation



Client: Cruise with the Stars – Touristic Concept

Services Provided: Logo Design | Tagline Creation
| Stationery Design | Brochure Content & Design
| BTL Implementation



Client: Batrouniyat – Lebanese Restaurant and Event Venue

Services Provided: Logo Uplift | Stationery
| BTL Implementation



Client: Al Batrouni – Lebanese Restaurant

Services Provided: Name Creation | Logo Design
| Tagline Creation | Menu Creation | Stationery
Designs | BTL Implementation



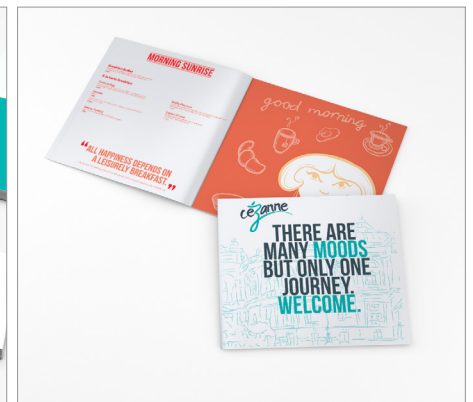
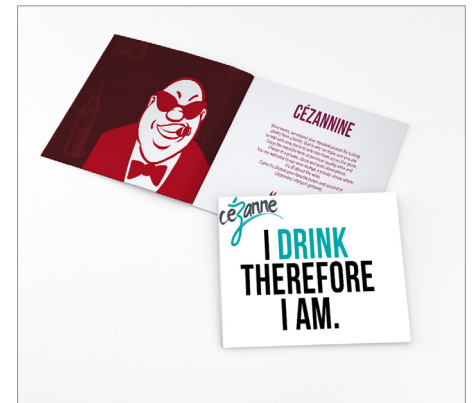
AL BATROUNI
البتروني



Client: Cézanne – Restaurant

Services Provided: Name Creation | Logo Design | Menu Creation
| Stationery Design | Outdoor Branding | BTL Implementation

cézanne



Client: Cézanne – Restaurant

Services Provided: Name Creation | Logo Design | Menu Creation | Stationery Design | Outdoor Branding | BTL Implementation



Client: Le Kimono – Asian Restaurant

Services Provided: Name Creation | Logo Design | Business Card Design | Greeting Card Design



Client: Gio's Trattoria – Italian Restaurant

Services Provided: Name Creation | Logo Design
| Tagline Creation | Menu Design | Stationery Design
| BTL Implementation



Client: Tomate Cerise – Fruit and Vegetable Outlet

Services Provided: Name Creation | Logo Design | Stationery
Design | Shop Branding | BTL Implementation



Client: Tomate Cerise – Fruit and Vegetable Outlet

Services Provided: Name Creation | Logo Design | Stationery Design | Shop Branding | BTL Implementation



Client: Jouzourna – Organic Food Products

Services Provided: Logo Design | Tagline Creation
| Business Card Design | Packaging

جذورنا
منتجات خالية من أي دُخيل



Client: LTEIF (Sarkis Lteif & Sons) – Electrical Household Appliances

Services Provided: Logo Uplift | Stationery Design



Client: Kougar – Integrated Security Solutions

Services Provided: Name Creation | Logo Design
| Tagline Creation | Stationery Design



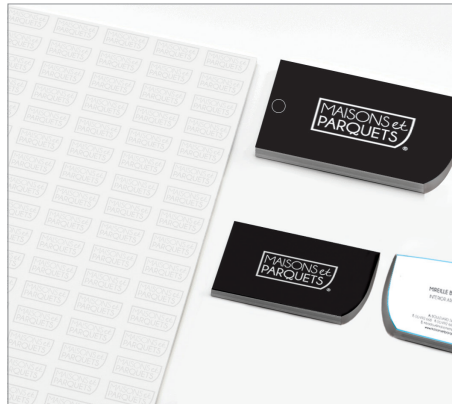
Client: Wevila – Holding Company

Services Provided: Logo Design | Stationery Design



Client: Maisons et Parquets – Home Decor and Accessories

Services Provided: Logo Design | Stationery Design | Shop Branding



Client: Flair – Crystal and Home Decoration Boutique

Services Provided: Name Creation | Logo Design | Tagline Creation | Stationery Design | BTL Implementation



Client: Drap d'lit – Household Linen Company

Services Provided: Logo Design | Stationery Design



Drap d'lit
— LINGE DE MAISON —



Client: Ratatouille – Culinary Apparel

Services Provided: Name Creation | Logo Design
| Tagline Creation | BTL and Online Implementation



Client: Fame FM – Radio Station

Services Provided: Logo Design | Taglines
Creations | BTL Implementation



MELODIES AROUND THE CLOCK



Client: Sawt El Mada – Radio Station

Client: Librairie Madi – Book Store & Copy Center
Service Provided: Logo Uplift



Client: Ziad Boutros – Lebanese Composer

Services Provided: Album Cover Design
| Album Catalog Design | CD Label Design



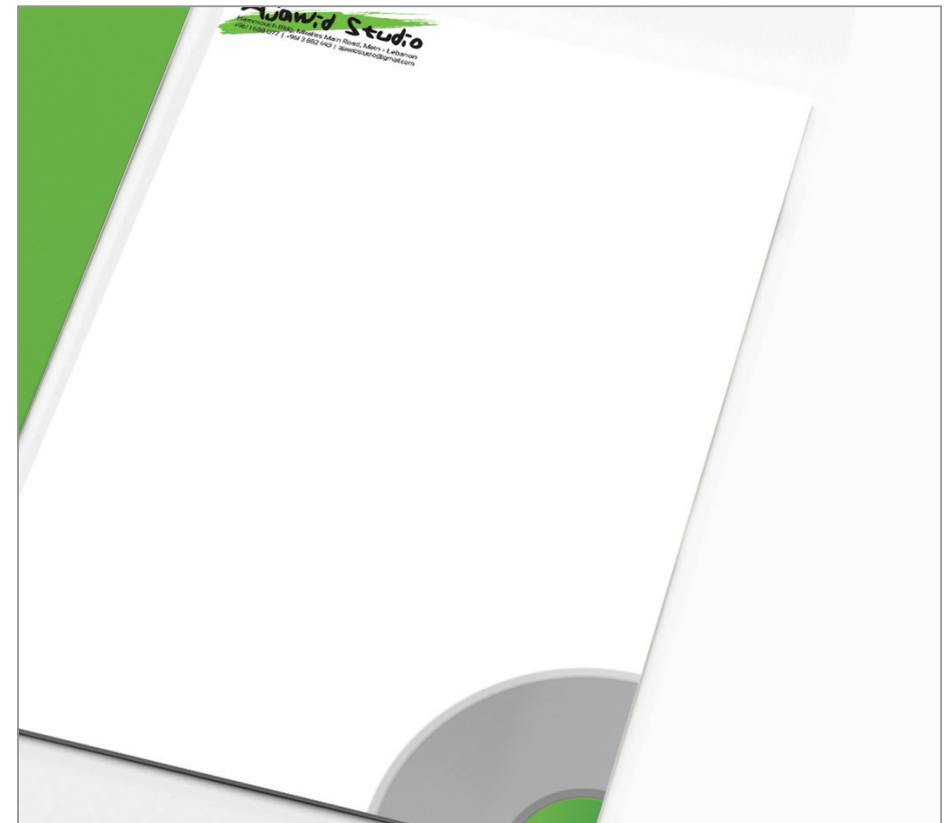
زياد بطرس



Client: Ajawid – Music Studio

Services Provided: Logo Design | Stationery Design

Ajawid Studio



Client: Talos Productions – Production House
 Services Provided: Name Creation | Logo Design
 | Business Card | BTL Implementation



Client: Mazen H. Abboud – Environmental Consultant and Writer
 Service Provided: Book Cover Designs

مازن ح. عبود



Client: Cablevision – Cable TV Provider

Services Provided: Logo Uplift | Tagline Creation
| Stationery | BTL Implementation



Client: Purple Martin – HR Outsourcing Company

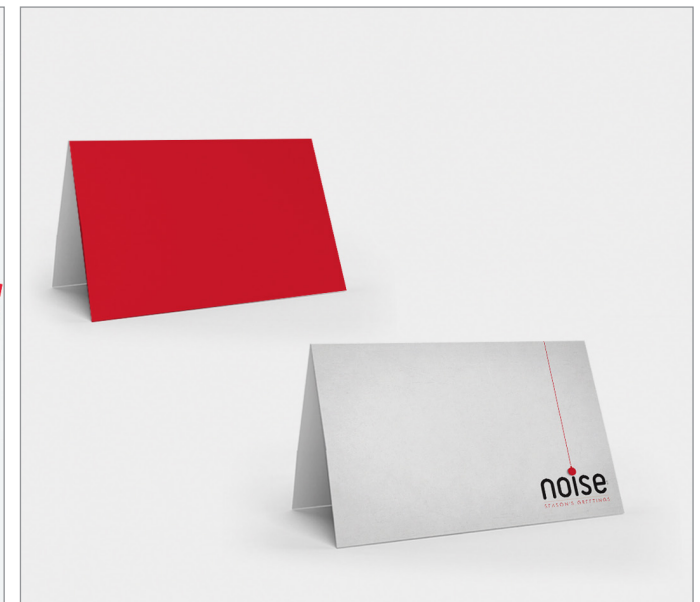
Services Provided: Name Creation | Logo Design |
Stationery Design | BTL Implementation



Client: Noise – PR, Events and Marcom Solutions Agency (Sister Company of Clémentine SAL)

Services Provided: Name Creation | Logo Design | Tagline Creation | Stationery Design | Greeting Cards Designs | BTL Implementation

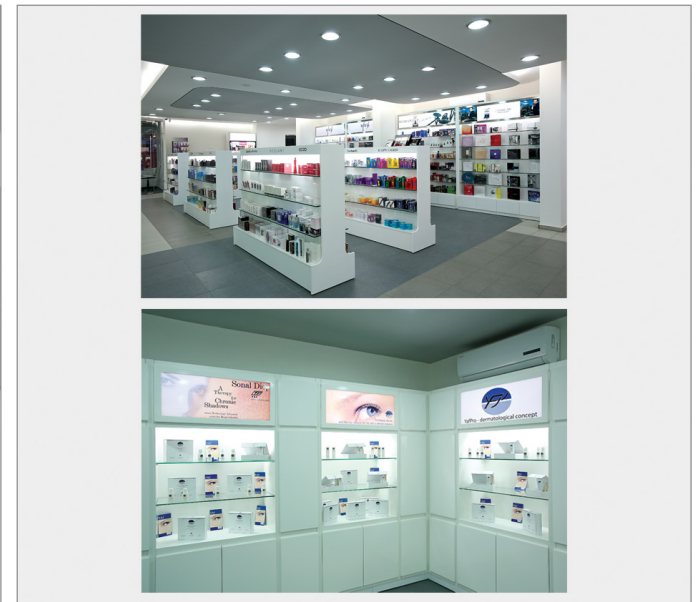
noise^{sal}
PR FIRM



Client: Refresh – Beauty Lounge

Services Provided: Name Creation | Logo Design | Stationery Design | Shop Branding | BTL Implementation

the perception of beauty
refresh



Client: Re-Edith – Image Consultant

Services Provided: Name Creation | Logo Design | Stationery Design

re·edith
I M A G E C O N S U L T A N T



Client: ITFL – Technical Institute

Service Provided: Corporate Brochure Design



Client: Bébés Câlines - Nursery

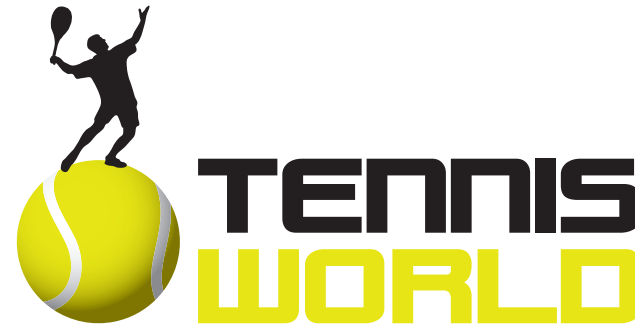
Services Provided: Name Creation | Logo Design |
Tagline Creation | Stationery Design

BÉBÉS CÂLINS
L'enfant d'abord
ÉCOLE MATERNELLE



Client: Tennis World – Tennis Training Facility

Services Provided: Logo Creation | Leaflet Design | BTL Implementation



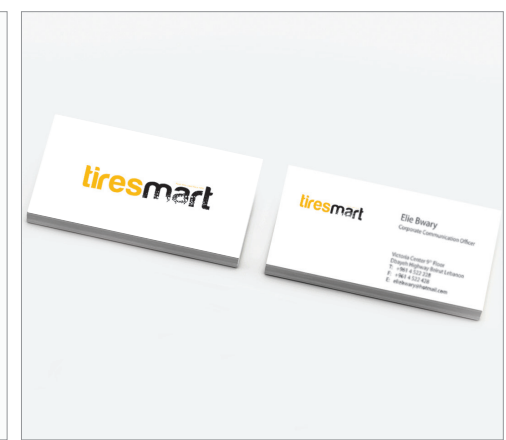
Client: Activity Square - Pastime and Education Center

Service Provided: Logo Creation | Tagline Creation
| Stationery Design | BTL Implementation



Client: Tiresmart – Wheel Parts Agent

Services Provided: Logo Creation | Stationery Design



Client: Taxi of the Town – Taxi Company

Services Provided: Name Creation | Logo Design | Stationery Design | Car Branding | BTL Implementation



Client: Le Taxi – Taxi Company

Services Provided: Name Creation | Logo Design | Stationery Design | BTL Implementation



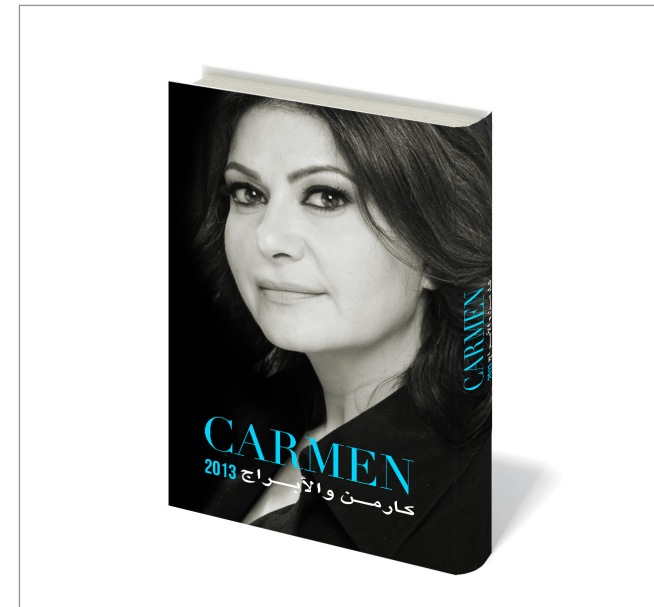
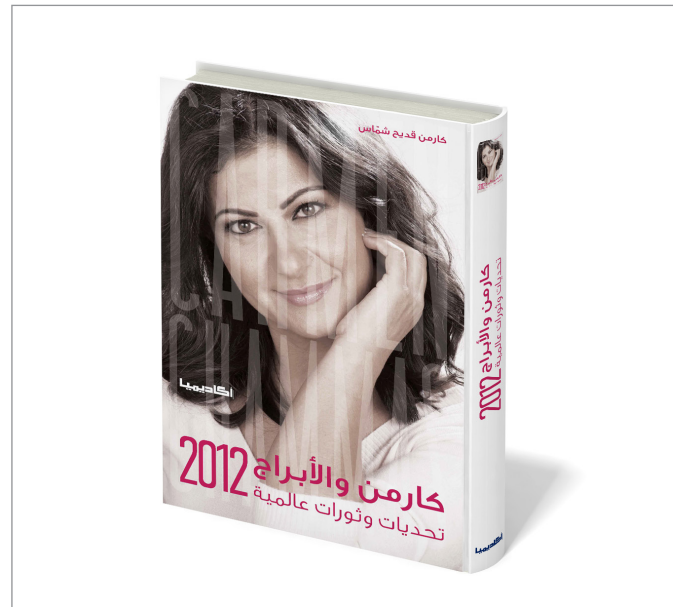
Client: Fuelite - Additive for Gasoline
Service Provided: BTL Implementation

Client: Carmen Chammas - Astrologer
Service Provided: Book Cover Design

FUELITE

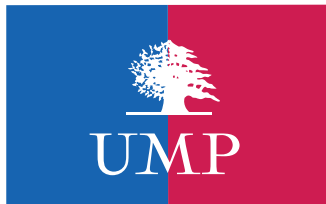


CARMEN CHAMMAS



Client: UMP Liban – Political Party

Services Provided: Logo Creation | Full Electoral Campaign Materials & BTL Implementation

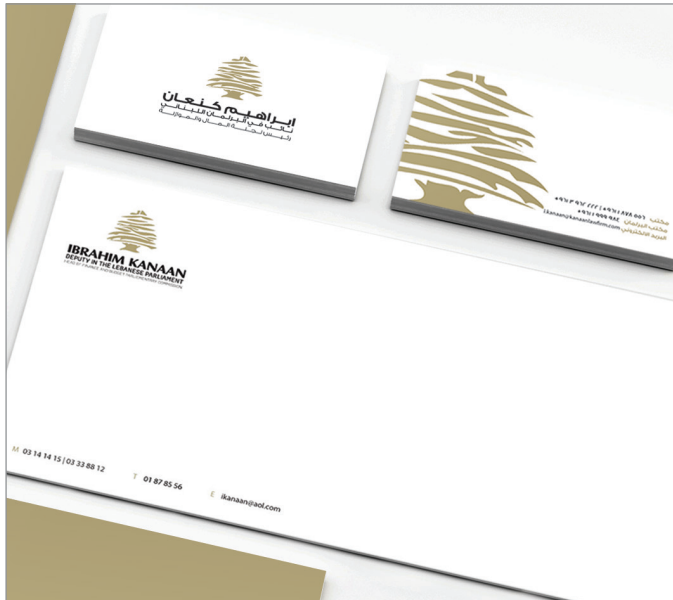


Client: اللقاء المسيحي – Christian Gathering

Services Provided: Logo Creation | Brochure Design | BTL Implementation



Client: Ibrahim Kanaan – Political Figure
Services Provided: Logo Design | Stationery Design | BTL Implementation



Client: General Chamel Roukoz

Service Provided: Logo Design | Stationery Design

العميد شامل روكز



العميد
شامل روكز

العنوان: قطاع رقم 2، شارع رقم 53، بناية منصور رقم 90، ط. 1
النقاش - لبنان
الهاتف: +961 3 777 761 | +961 4 419 117 | +961 4 419 116
البريد الإلكتروني: gcr@chamelroukoz.com

GENERAL
CHAMEL ROUKOZ

Address: Sector #2, Street #53, Mansour Bldg #90, 1st Floor,
New Naccache - Lebanon
Telephone: +961 3 777 761 | +961 4 419 117 | +961 4 419 116
Email: gcr@chamelroukoz.com

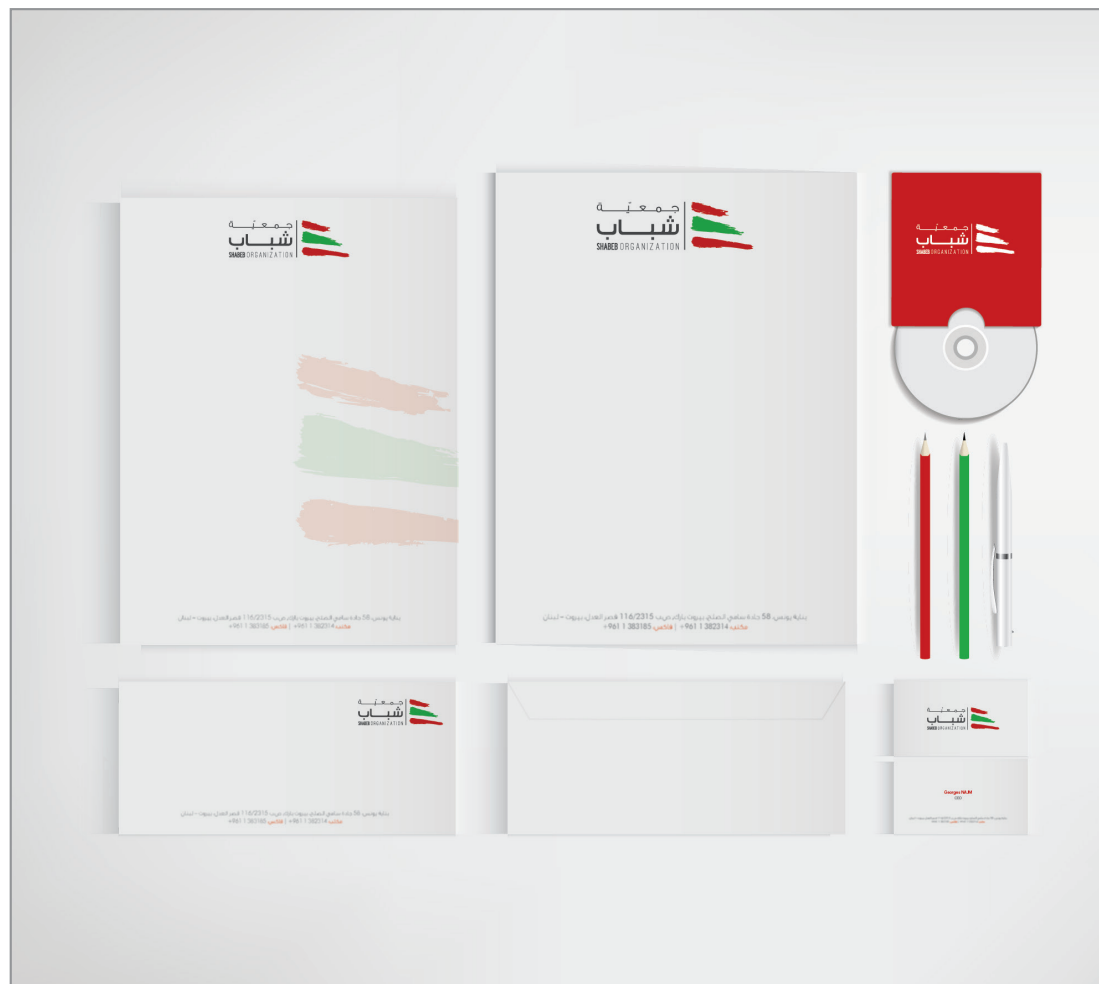


Client: Patrouille Des Sommets - Liban
Service Provided: Logo Design | Stationery Design



Client: Patrouille Shabeb Organization

Service Provided: Logo Design | Stationery Design



Service Provided: Logo Design | Stationery Design



Clients: Roads & Silk

Service Provided: Logo Design | Stationery Design





لجنة النقابات
في التيار الوطني الحر

هيئة المهندسين
في التيار الوطني الحر

هيئة الأطباء
في التيار الوطني الحر

هيئة المحامين
في التيار الوطني الحر

قطاع الشباب
في التيار الوطني الحر

seven
هيئة دعم التيار الوطني الحر



Client: Youth and Student Affairs Committee of the Free Patriotic Movement – Political Entity
Services Provided: Logo Creation | Declaration of the Student Politics Brochure Design

لجنة الشباب والشؤون الطالبة في التيار الوطني الحر



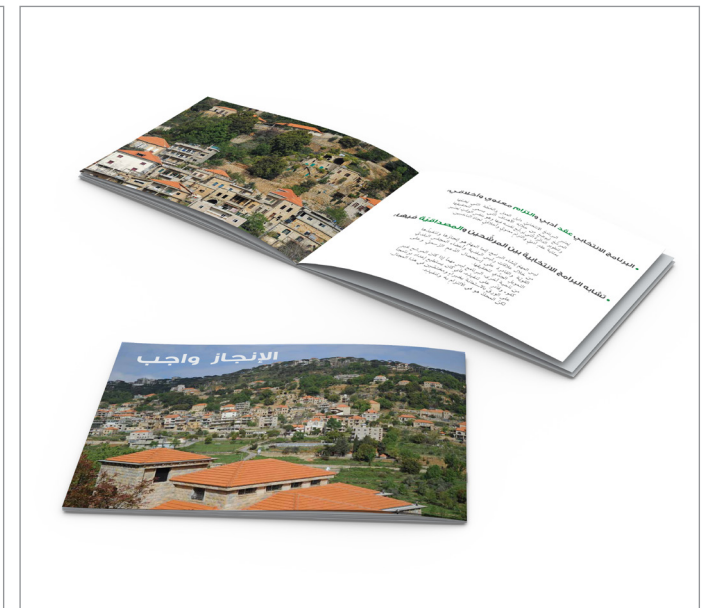
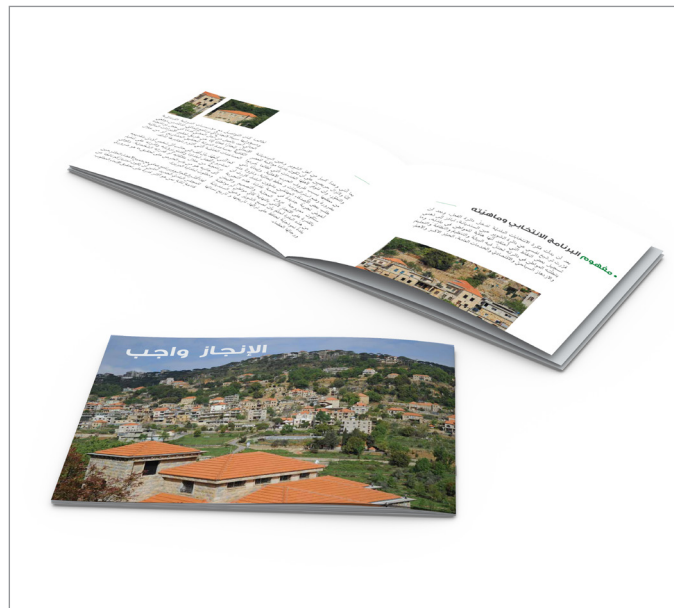


التيار الوطني الحر



Client: "Al Enjaz Wajeb" - Electoral Program of Minister Elias Bou Saab for Dhour Chweir Municipal Elections

Services Provided: Electoral List Logo design | Tagline Creation | Brochure Design



Client: “Baldati Awwalan” - Electoral List

Services Provided: Name Creation | Logo Design | Tagline Creation | Electoral Program Brochure Design

لائحة
بلدتي أولا جل الديب بقنايا



Client: Free Patriotic Movement

Services Provided: Christmas Card | Convention Booklet

التيار الوطني الحرّ



Client: Free Patriotic Movement

Services Provided: Municipalities | National Convention Branding

التيّار الوطني الحرّ



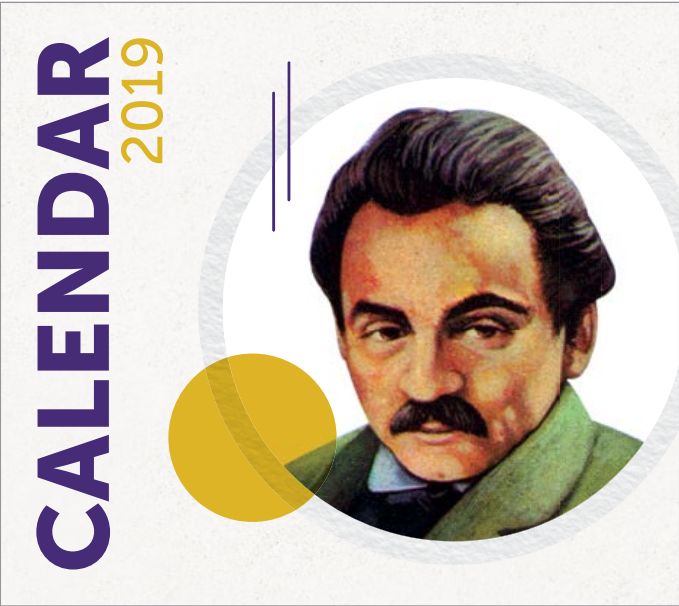


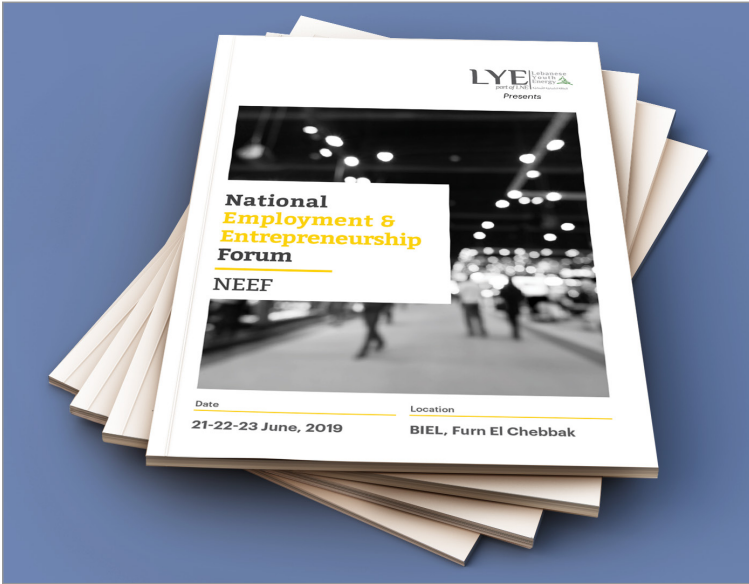
Client: Lebanese National Energy
Services Provided: Trophy Design | Name Creation | Logo Design | Booklet Design



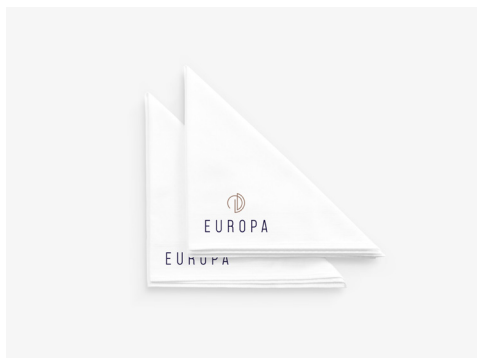
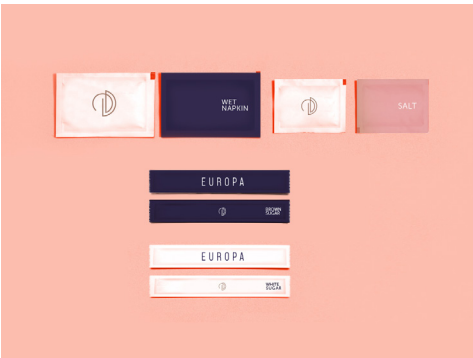
Client: ADIR

Services Provided: Mother's Day | Calendar | Christmas E-Card





Client: Le Mythe
Services Provided: Admission Card | Bag Design | Le Patricien Branding Identity





الجمهورية اللبنانية
وزارة الدفاع الوطني

رخصة حمل سلاح
دبلوماسية

الإسم:
إسم الأم:
محل الولادة:
تاريخ الولادة:
الصفة:

وزير الدفاع الوطني

نوع السلاح:

صالحة لغاية:

الشروط:

- يُمنع حمل السلاح بشكل ظاهر
- في حال العثور على هذه البطاقة، الرجاء تسليمها إلى أقرب مركز عسكري
- إن إساءة استعمال البطاقة يعرض صاحبها للملاحقة القانونية
- لا تخوّل هذه البطاقة صاحبها حمل سلاح صيد أو ممارسة الصيد على أنواعه

الجمهورية اللبنانية
وزارة الدفاع الوطني

رخصة حمل سلاح
رسمية

الإسم:
إسم الأم:
محل الولادة:
تاريخ الولادة:
الصفة:

وزير الدفاع الوطني

نوع السلاح:

صالحة لغاية:

الشروط:

- يُمنع حمل السلاح بشكل ظاهر
- في حال العثور على هذه البطاقة، الرجاء تسليمها إلى أقرب مركز عسكري
- إن إساءة استعمال البطاقة يعرض صاحبها للملاحقة القانونية
- لا تخوّل هذه البطاقة صاحبها حمل سلاح صيد أو ممارسة الصيد على أنواعه

الجمهورية اللبنانية
وزارة الدفاع الوطني

رخصة حمل سلاح
خاصة

الإسم:
إسم الأم:
محل الولادة:
تاريخ الولادة:
الصفة:

وزير الدفاع الوطني

نوع السلاح:

صالحة لغاية:

الشروط:

- يُمنع حمل السلاح بشكل ظاهر
- في حال العثور على هذه البطاقة، الرجاء تسليمها إلى أقرب مركز عسكري
- إن إساءة استعمال البطاقة يعرض صاحبها للملاحقة القانونية
- لا تخوّل هذه البطاقة صاحبها حمل سلاح صيد أو ممارسة الصيد على أنواعه

الجمهورية اللبنانية
وزارة الدفاع الوطني

رخصة حمل سلاح
سلاح صيد لولبي

الإسم:
إسم الأم:
محل الولادة:
تاريخ الولادة:
الصفة:

وزير الدفاع الوطني

نوع السلاح:

صالحة لغاية:

الشروط:

- يُمنع حمل السلاح بشكل ظاهر
- في حال العثور على هذه البطاقة، الرجاء تسليمها إلى أقرب مركز عسكري
- إن إساءة استعمال البطاقة يعرض صاحبها للملاحقة القانونية
- لا تخوّل هذه البطاقة صاحبها ممارسة الصيد على أنواعه

الجمهورية اللبنانية
وزارة الدفاع الوطني

رخصة حمل سلاح
الغرفة العسكرية

الإسم:
إسم الأم:
محل الولادة:
تاريخ الولادة:
الصفة:

وزير الدفاع الوطني

نوع السلاح:

صالحة لغاية:

الشروط:

- يُمنع حمل السلاح بشكل ظاهر
- في حال العثور على هذه البطاقة، الرجاء تسليمها إلى أقرب مركز عسكري
- إن إساءة استعمال البطاقة يعرض صاحبها للملاحقة القانونية
- لا تخوّل هذه البطاقة صاحبها حمل سلاح صيد أو ممارسة الصيد على أنواعه



CLEMENTINE IN THE PRESS



CEO NOISE, Partner and Managing Director, CLEVENTINE

EMERGENCY PLAN

Lebanon has unfortunately been living, for years now, in a truly difficult economic phase. Economic growth is terribly slow, even nonexistent. The market seems to be in a freezing situation. Companies are generally afraid to invest and to develop their business. There is a trend of "freezing the dollar side", which communication practitioners face on a daily basis. This being said, giving in is never an option. Corporations should absolutely create opportunities and invest in tough times! As a matter of fact, this is certainly the only way out... In this regard, the advertising industry is suffering from the ongoing crisis and get caught in this vicious economic downturn. The role of advertising should be reinvented and create substantial value for its clients. They should guide their partners through difficult times and supply them with the proper communication, while tackling positively the current market situation. Our history shows that we have witnessed several hard crises, yet, we remained resilient and adapted our ways to survive and win. Thus, we have responsibility to continue our clients that, in these tough times, we need to invest and do our part.

COPIING WITH DIFFICULT TIMES

LET'S FOCUS ON DIGITAL MEDIA

Undoubtedly, digital and social media revolutionized the way that communication is carried. We all know that advertising has had its glory days and been a social catalyst of change in its beginnings. It has evolved throughout the times of technological and economic innovations, considerably modernizing itself. Today, the digital and social media trend is taking much of the advertising industry's spotlight. We are seeing a major shift towards the digital channels as more budgets are leaning towards these new platforms and are stripped from traditional outlets. Ad agencies can play this card, creating new campaigns, new concepts, new productions, new methods. They can recruit a new and different type of clients that eventually pay less but which will be certainly on the rise, while not on the right track. However, they must keep in mind that advertising in the traditional sense of the term still remains the original spring board from which brands blossom and create their identity, and this is particularly relevant for Lebanese brands in spite of the new digital reality.

REINVENTED CREATIVITY Creativity has always been the bread and butter of our Lebanese agency. Actually, it became the Lebanese trademark, as fragrance and vines are the pride of the French. It is the "Maison" fragrance. And that's exactly what we say to our clients. Yet, we are unfortunately seeing a drainage of creative concepts, and we are not bringing at least in this market, to the industry's expectations. That is why we need to rebuild our creative potential and reinvent advertising concepts and ideas. In this sense, schools and universities have a big role in sparking the fire of creativity and inspiration to create executives who have abundant communication skills flowing with a rich stream of thoughts to rival the highly competitive markets of Dubai and the GCC that brilliantly managed to establish themselves as the "creative hub" of the region.

EXORD

Given the challenging situation we are facing in the local market, and in light of the huge responsibilities that advertising agencies have towards their employees, their partners and their clients and to ensure their sustainability, it is of utmost importance for local agencies to expand outside Lebanon with so many untapped markets, thirsty for Lebanese talents. Taking the place, moving constantly, if small actors don't have the means to. They can simply lose, prosper, prevent, sell, produce locally, pitch abroad, and bill from Beirut. It is a way to survive on the individual level. On a more important macro level, it is a precious way to export local talent abroad.

INVESTING IN TRAINING LOCAL TALENTS

Finally, one of the key elements to survive this crisis is for advertising agencies to start seriously investing in the Lebanese human capital, the existing one. In difficult and uneasy times, instead of recruiting low-caliber human force and cutting expenses, retain what you have and train them. This human capital was always the cornerstone and the engine of the Lebanese economy, and most particularly the advertising industry. It is crucial to adapt continuing education and training as a means to allow these professionals to cope with the growing challenges they face on a daily basis, to spend energy, to counter the hardships to continuing their clients to advertising money, and to keep up with new realities in the market.

Sep/Oct 2015 ARABAD 15

Clevert Communication profile page including contact info, team photos, and services.

Clevert Communication profile page including contact info, team photos, and services.

Clevert Communication profile page including contact info, team photos, and services.

PLAY IT CLEVER! advertisement featuring a maze graphic and CLEVENTINE logo.

HECTIC My Life IN ADVERTISING advertisement featuring Cynthia Khoury and a coffee cup.

Advertising Agencies advertisement featuring Clevert Communication and Georges Najm.

FIVE YEARS ALREADY advertisement featuring Clevert Communication and a birthday cake illustration.

OUR OFFICES







RATE CARD

DESCRIPTION OF CREATIVE SERVICES	PRICE
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1. NAMING AND VISUAL IDENTITY CREATION

A. NAMING <ul style="list-style-type: none"> • Simple name creation, without visual development 	\$ 3,500
<ul style="list-style-type: none"> • Tagline creation 	\$ 2,000
<ul style="list-style-type: none"> • Both name and slogan creation 	\$ 5,000
B. VISUAL IDENTITY CREATION	
<ul style="list-style-type: none"> • Logo creation without applications 	\$ 6,000
<ul style="list-style-type: none"> • Logo applications creation, including: <ul style="list-style-type: none"> - Business cards - Letterheads - Envelops - Invitation cards - Uniforms - Stickers - Mail signatures - CD covers - Notepads - Placemats - Desk pads - Match boxes - Napkins - Bags - Gift wraps - Vehicles branding - Pens - Receipts, invoices, business letters - Key chains - T-shirts - CD covers - Flags - Mugs - Badges - Etc. 	\$ 4,000
<ul style="list-style-type: none"> • Both logo creation and applications 	\$ 8,000
<ul style="list-style-type: none"> • Graphic guidelines development 	\$ 7,000



2. PRINT CAMPAIGN CONCEPT AND ADAPTATIONS

• General concept creation (Master Concept)	\$ 6,000
• Adaptation of the concept to a full print campaign	\$ 1,000 per visual

3. AUDIOVISUAL CAMPAIGN CONCEPT AND ADAPTATIONS

• Master Concept creation	\$ 7,500
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4. GLOBAL CAMPAIGN CONCEPT AND ADAPTATIONS

• Creation of the Master Concept of the print campaign and the Master Concept of the audiovisual campaign	\$ 10,000
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5. CREATION AND GRAPHIC DESIGN

<ul style="list-style-type: none"> • Layout of: <ul style="list-style-type: none"> - Brochure - Flyer - Newsletter - PowerPoint presentation - Etc. 	\$ 500 per page
• Artwork and finalization	\$ 110 per page

6. COPYWRITING

• Content creation	\$ 400 per average A4 page
• Proofreading and editing	\$ 200 per average A4 page

7. FINALIZATION

• Master artwork	\$ 750 per average A4 page
• Artwork finalization and pricing supervision	\$ 200 per page / image / file



ADVERTISING & SOCIAL MEDIA SERVICES RETAINER FEES FORMULA

- The Agency Retainer Fees vary between **3,500 USD** and **12,000 USD** VAT excluded per month, depending on the scope of services covered, the frequency and volume of the client's requests, as well as the human capital size dedicated to the account in question. The agency services to the retained clients cover a very wide array of full and 360 degrees communications services including consultancy, concept creations, campaigns full management, adaptations and IMC implementations, art direction services, graphic design services, copywriting and editorial services, campaigns management, productions supervision and execution (including audio, radio, video, photo and print), as well as media planning and effective buying operations. The Agency can handle, in addition to those listed creative services, social media platforms creations and management and all other types of digital operations (Google ads, Facebook, Twitter, Instagram, etc.)
- The exact retained fees figures have to be confirmed in detailed quotations, following a briefing session with each client and a preliminary analysis of the requests, made on an annual projection basis.
- The above figures exclude all kind of productions noting that:
 - Print productions are subject to 7,5% Agency Fees.
 - Audio-Visual productions are subject to 15% mark-ups.
 - Traditional Media Bookings are subject to 5% Agency Fees.
 - Social Media Sponsoring ops are subject to 12% Agency Fees.
 - 11% VAT is applied on all agency billings with no exceptions.



10 REASONS TO DO BUSINESS WITH US

- A proven highly successful delivery.
- A highly professional, creative, dynamic, and performing team.
- A solid professional track in the fields of communication and advertising.
- A unique know-how of different fields and their specific communications methods.
- A one-stop-shop in which ideas are conceived, produced, booked, and aired.
- A unique sense of creating beautiful communications that push people to react, dream, laugh, and love.
- A firm audacity to deliver daring concepts and air them.
- A very ethical business approach.
- A very considerate client relation approach.
- A high sense of excellence in each and every product the agency delivers.



AGENCY MANAGEMENT

MANAGEMENT



CLAUDINE AOUN ROUKOZ
FOUNDER & CEO

Claudine Aoun is a Lebanese entrepreneur and a senior communications expert who has been engaged since more than 20 years in political advocacy, media, entrepreneurship, as well as environmental and women's rights activism over the last twenty years. Mrs. Aoun holds a Master's degree and a BA in Cinematographic and Audio-Visual Studies from the Sorbonne University in Paris, which has enabled her to take on a multi-layered career path. She also acts as a Special Assistant to the President of the Lebanese Republic H.E. General Michel Aoun since his election in 2016, where she is in charge of numerous files including cultural and environmental affairs. She is also renown for having led and managed numerous initiatives and events for the Lebanese protection law, education and awareness actions, special needs inclusion initiatives, etc. She was appointed as President of the National Commission for Lebanese Women (NCLW) in 2017, where she works on empowering Lebanese women, protecting their rights, as well as ensuring their effective participation in society. At NCLW, she initiated as well a considerable number of important actions and plans including the adoption by the Lebanese government of UN resolution 1325 on Women, Peace and Security; drugs prevention actions and laws, gender equality advocacy, etc. She is a member of the Party Constitution Board of the Free Patriotic Movement (FPM), acting from 2005 until 2009 as a Senior Political Consultant and Cabinet Director for President General Michel Aoun. Mrs. Aoun is also an environmental activist, working on several important matters including the protection of migratory birds as well as preserving the environment and ensuring its cleanliness. She is the founder and CEO of Clémentine SAL, a fast-growing communications agency that meets the needs of more than 100 companies and accounts in Lebanon and the MENA region. Her agency has also two branches in Armenia and Tunisia. She was as well a Forbes Lebanon 100 awardee in 2017. She is married to Member of Parliament General Chamel Roukoz and is mother to five children: Joseph, Michèle, Emma, Jad, and Imad. Aside from her work, Claudine is a dedicated swimmer, a professional hiker (having won the prestigious Lebanese Army Rangers Regiment "Barracks to Barracks" and "Raid des cèdres" races three times), as well as a cinema, reading, photography, and cuisine enthusiast.

MANAGEMENT



GEORGES NAJM
MBA, MS MARKETING

PARTNER - MANAGING DIRECTOR

Georges Najm is a Lebanese Entrepreneur and Senior Communication Advisor. He is the Founder & CEO of Noise PR Firm, Co-founder, Partner and Managing Director of Clémentine Advertising Agency, Chairman and CEO of DEEPS Energy & Petroleum Services, Partner & Member of the Board of Grey Matter Financial Advisory Firm, in addition to being a Marketing Communications University Lecturer. Najm led Clémentine and Noise to a steady growth since their inception, in 2009 and 2013 respectively. Drawing on over 20 years of extensive experience in communication, he successfully managed a significant number of accounts covering advertising and PR clients, spearheading large scale events, while providing consultancy to a top-tier group of entities from various industries. Thanks to a strong background in advocacy and public opinion forming, Najm has been advising numerous top-brass political actors and decision makers, providing them with strategic consulting on major public affairs issues. He benefits from an in-depth knowledge and experience covering the main fields of the marcom industry such as advertising, brands management, media planning, production, public relations, events, lobbying, public affairs, copywriting, and political communications. In addition to Lebanon, Najm led countless communications operations in numerous countries including France, Russia, Egypt, the GCC countries (mainly KSA, Qatar, Bahrein, UAE), Turkey, China, and Cyprus. In 2019, he started an international expansion plan founding Clémentine in Yerevan, a full communications agency with the aim of catering for the Armenian and other markets in the region. Furthermore, he led an expansion to Tunisia where he established Clémentine to cater for the Tunisian market and the Maghreb region. In 2018, and in partnership with top-notch international veterans in the field, he founded DEEPS Energy & Petroleum Services, where he acts as Chairman and CEO. Specialized in oil and gas services, the platform aims to servicing companies that will be operating offshore the Lebanese coasts. Najm has previously held key positions for a 7-year period at the Ecole Supérieure des Affaires (ESA-Beirut), a French School of Business run by the Paris Chamber of Commerce and Industry, and associated pole to ESCP Europe Business School. As Head of Communication and PR, Najm led numerous events for this prestigious French institution, as well as pivotal communications projects and campaigns. In 2002, he served in the Lebanese Armed Forces as a Lieutenant and an operations officer in the Lebanese Army central command (J3). Najm is also an instructor at USEK School of Business, where he delivers 5 courses in Marketing: Media Planning and Advertising for BA students, Brands' Strategies and Communications for MBA students, in addition to Digital Media Planning and Brands' Digital Communication Strategies to students of EMBA / MS Digital Management in collaboration with ESCA Business School (France). Najm is also a post-MBA lecturer, and has conducted numerous conferences in key regional events and institutions including a branding conference in Tehran (with more than 500 CEOs gathered) and the prestigious Dubai Business Internship program (DBI). He holds an MBA from the Ecole Supérieure des Affaires (ESA-Beirut), a Specialized Masters in Marketing Communications from ESCP Europe (Paris, France), and a BA in Corporate Finance from Beirut Saint Joseph University (USJ). His professional thesis in communications, supervised by ESCP Professor Benoît Heilbrunn, was dedicated to the study of the uses and advantages of fine arts integration to corporate communications. He is an avid enthusiast of geopolitics, history, military affairs, espionage, aviation, cinema, Cuban cigars, wines, and especially music through piano, composition, and orchestra conduction. He masters Arabic, French, and English perfectly, and possesses good command of Spanish and beginners' knowledge of Chinese. He is 41, married, and father of two children.



Contact Us

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