

Editorial

***The LDBA is going Digital! How about that?
And this is our first Digital Newsletter.***

Nobody will be able to pretend Liban Post failed to deliver his or her copy! Instead he, or she, will probably blame it on Cyberia... (Always a way out!)

With digitalization, we are hoping (other than to save more trees) to increase our penetration. We will be able to send the Newsletter to hundreds of email addresses in a click, and recipients will be able to forward it to other parties, if necessary, with another click. No copyright infringement to worry about...

Not from our side! Anyway, we are using this platform to sum up the activities of 2010 in this Newsletter, and have thrown in a sprinkle of articles and member company profiles.

A must-read article, worthy of specific notice, though, is that on page 2, by our Vice President, Mr. Antoine Bekhazi, on the subject of Municipalities.

At a time when Lebanon's government has (again) been suffering from an acute case of semi-permanent paralysis, culminating in the recent fall of the Cabinet ("fall" as in "was pushed", rather than "fell"...), with our "leaders" (???) more interested in exchanging insults and accusations of corruption, collaboration, and murder, than in running the country, the role of municipalities is ever more important in filling the gap, and providing services to the people.

As for the LDBA's activities in 2010, we can say that we made the best out of a bad situation, considering the difficulty of planning events, when one is never sure what may happen prior to the date...

The highlight of the year's activities remains the annual Trade Mission to the Netherlands. The number of participants has doubled since we initiated the activity, and hardly anyone has come back disappointed. New contacts have been made, and new business opportunities have resulted, thanks largely to the advance matchmaking efforts of the Dutch Ministry of Economic Affairs, and the Chambers of Commerce of Amsterdam and the Hague (coerced into action by the Netherlands' Beirut Embassy's Commercial Attache, Mr. Tarek Ouerghi, whom we thank profoundly). We do encourage all members to profit from this unique service not available to the average business traveller.

This is why our motto has always been: Together we can do better!
Happy New Year to all, and may we (and our country) stay together.

**Marwan Nasr
Editor**



Marwan Nasr, Editor.

President's Address

***The LDBA in 2010 President
Mohamad Sinno***

First, I would like to welcome the new members who joined us in 2010 and express my best wishes for a happy, healthy and prosperous new year to all of our members.

In 2010, the association played an essential role in establishing strong connections between Lebanon and the Netherlands. In May 2010, the LDBA placed an important milestone by signing a memorandum of cooperation with the European Investment Council represented by the former Dutch Defense Minister. This step will facilitate investment and trade between companies in both markets opening new prospects for growth.

Nonetheless, this will not be possible without even stronger dedication from the members, closer alliance with the Dutch Embassy and more communication with Dutch authorities in the Netherlands.

"Together we can do Better" is our belief. So I invite you all to be more interactive and to join forces together with the Netherlands Embassy and the LDBA so that our association can grow and prosper.

Carrying on with our spirit of improvement, I would like to inform our members that the board is planning out many events this year that would reap more benefits to their business on all levels.



*Mohammad Sinno, LDBA
President*

Annual dinner 2010

Annual dinner 2010 – the LDBA brings Holland to le Royal, Debayeh!

The LDBA's Annual Dinner took place on December 14th, 2010, at le Royal Hotel's Pearl Ballroom. More than 300 dignitaries and guests were seated at tables bearing the names of Dutch cities and towns, and Dutch clogs (klompen) were distributed to all (in miniature, though). Furthermore, Door Prizes were won that included 2 tickets to Holland/Europe offered by KLM/Air France, a Philips LCD TV and a Home Theatre Set, both offered by AZ Electronics, as well as a diamond necklace and diamond ear-rings offered by Nsouli Jewelry (not quite Dutch... but, hey, the diamonds probably came from South Africa... which was once partly Dutch... via Amsterdam!)

Furthermore, most of the men present, and some of the ladies as well, enjoyed exquisite post-dinner Dutch cigars offered by NHS International, Mr. Jean Sarkis. The ensuing smoke clouds added a rich aroma to the atmosphere (according to some!)
The evening was animated by Mr. Raja Rayes and Ms. Bouchra el-Hachem whose diversified music (oldies & newies, soft & dance music, English, French & Spanish) brought the guests to the Dance floor (between speeches...)



New Members

Welcome to our eleven new members

The LDBA is proud to welcome 11 new members that have joined us recently. Our number keeps growing. We must be doing something right! Or maybe we're just cheaper than the Lebanese American, or the Lebanese German...

Either way, we hope to be up to the task of serving all our members' interests, old and new, since it is easier to recruit new (unsuspecting) members, but more difficult to keep them through the years. Which latter we are proud to have done in the case of almost all our start-up members.

As such, we welcome:

- Mr. Mohamad Karnib Karnib Global Trading sal
- Dr. Ali Jazzar Organon
- Mr. Maher Raham Audi Saradar Private Bank sal
- Mr. Hady Halabi Near East Suppliers
- Mr. Michel Nassif Michel Nassif et Fils sal
- Mr. Wassim Abdel Khalek Saka Trading Co. sarl
- Mr. Antoine Hobeika Hobeika Auditing & Consulting Firm
- Dr. Mazen El Tamer Care Cyte B.V.
- Mr. Jacques Abouzeid Levant Express Transport
- Mr. Zein Harb Alfa Interfood sal
- Mr. Camille Saad Saad Chemicals sal

Token of Appreciation

During the LDBA Annual Dinner 2010, the LDBA Board honoured 4 LDBA members for distinguished services, and offered them special memorabilia designed for the occasion. The members were: Mrs. Colette Michaca, Messrs. Joseph Halabi, Elie Nahas, and Marwan Nasr.

Unfortunately, Messrs. Halabi and Nahas were not present at the dinner, but the LDBA Home Delivery Service later delivered Mr. Halabi's shield to his own home... Mr. Nahas will be the next target!



Why is everybody smiling except Colette and Marwan?



If Joe doesn't come to the mountain...

then the mountain goes home to Joe!

Les municipalités et leur importance

A l'instar de la solidité et de la A l'instar de la solidité et de fermeté de toute formule d'organisation rationnelle et opérationnelle, les municipalités restent avides de développement et de progrès, dans toutes les bonnes directions.

Mairies ou municipalités ! Qu'est-ce à dire dans la détermination de leur épithète? Peu importe, tout dépendant des appellations dans chaque pays, tenant compte de ses coutumes et habitudes.



Antoine Bekhazi, LDBA Vice-President

L'on entend dire : **la Mairie de Paris ou la Municipalité de Beyrouth**, comme d'ailleurs nulle part ailleurs.

L'enjeu du bon sens et du potentiel essentiel consiste dans la planification de la diversification des projets publics au profit des habitants des villes, des villages et des localités englobant l'ensemble du pays.

Qui dit projets publics dit automatiquement **le développement constructif, lucratif, durable et viable en vitalité et en convivialité, source de richesse, en liesse, et d'euphorie sans furie**, pour traduire une noblesse d'âme en flamme.

Toute municipalité détient un puissant pouvoir de réhabilitation et de restauration, touchant tous les besoins vitaux et capitaux du citoyen, à tous égards, eues égards aux évolutions et aux évaluations rapides de l'époque contemporaine exigeante, en fonction du présent mode de vie et en harmonie avec.

Lorsque chaque municipalité s'occupe de près des travaux d'infrastructure, au départ, pour compléter et accomplir le reste aussi essentiel, elle aura rempli ses obligations nationales.

Que serait-il advenu alors de plus beau et de plus émouvant quand toutes les municipalités existantes et performantes auront conjugué tous les efforts constructifs au service de la nation libanaise, pour aboutir sûrement à un chef-d'œuvre suprême au-delà de tout rêve, sans trêve.

Vive l'union qui engendre la **force et l'énergie** réunies, combien indispensables et remarquables de nos jours, pour nous tous.

A vrai dire, c'est un **pari et un défi**, un pari de festin et un défi de destin, à l'image de ce message municipal doté d'édiles utiles, intègres et capables.

Antoine Békhazi
Vice-Président de L.D.B.A.
Lebanese Dutch Business Association

2010 Trade Mission to the Netherlands

Business Opportunities

- De Groot International:
is a leading player on the international Fruit and Vegetables market. Its products are imported from over 55 countries all over the world, and exported to more than 40 different countries world wide. They are interested in expanding their business to Lebanon and the Middle East.

For more info please visit their internet-site: www.donmario.nl
Contact: Mr. Wim Valke, Commercial department, Tel: 0031 - 735998815
wimvalke@degroot-int.nl

- Aquadenka Water Treatment
is a Dutch company that has a combination of expertise and specialist knowledge of water and wastewater treatment methods. They see Lebanon and/or the Middle East as potential markets for their company in cooperation with local companies in Lebanon.

Lebanese companies interested in the above may contact Mr. Ronald Denkelaar, Aquadenka Watertreatment, Wickenburg 67, 4385 HS, Vlissingen The Netherlands, Phone: +31 (0) 118 853671, GSM: +31 (0) 6 20412127
www.aquadenka.com

- Q-FOOD B.V.
. is a Dutch exporter of Poultry, Meat, Olive Oil, Sauces (ketchup, etc.), Tropical Fruits and Seeds, Fruit Concentrates (including juice and compote). They are interested in dealing with Lebanese importers and exporters of the above.

Contact: Mr. Theo Demmer
St.Nicolaasdijk 39, 8262 CD Kampen, Holland
tel direct: 0031-6-53327579
email: theodemmer@0653327579.com

- Sasma B.V.
is a worldwide ethanol supplier from Holland. They are specialized in the production, import, export and distribution of a wide variety of Alcohol (Ethanol) and other Alcohol (Ethanol) based products. They are looking for distributors in the Middle East. For more info log onto their website: <http://www.sasmabv.com> or contact: sales@sasmabv.com

A Trade Mission to The Netherlands organized by the Lebanese Dutch Business Association and the Commercial Section of The Embassy of the Kingdom of The Netherlands took place from May 17 till May 22, 2010. The 18-member-strong Delegation was hosted by the EVD (Agency for International Business Cooperation). Its activities included visits to the PLMA (Private Label Manufacturers' Association) Exhibition in Amsterdam, various private meetings with business partners, as well as the signing of an important Memorandum of Cooperation with the European Investment Council.

The Delegation members further enjoyed various dinner experiences with the EDV members, the Lebanese Ambassador to the Netherlands, H.E. Zaidan Saghir, and with all three ex-Dutch Ambassadors to Lebanon, who remain great supporters of the LDBA, and personal friends!

The next Trade Mission will take place in May of 2011. It's an annual "pilgrimage" that has become a tradition with the Association's members, as a result of the great success of all previous Missions. The Mission is open to all LDBA members that wish to participate. The more, the merrier! Book the above date into your agenda. More details in the beginning of next year



Visit to the Minister of Economy

On Tuesday the 23rd of March 2010, a delegation from the LDBA visited Minister of Economy Mohammad Safadi at his office in DT, in order to brief him about the Association and its activities, and hear his advice on how to further improve economical relations between Lebanon and the Netherlands.

Reception in Honor of the New Netherlands Ambassador

The LDBA hosted a cocktail reception at the Crowne Plaza Hotel in Hamra, on the 2nd of March, 2010, in honor of the new Netherlands Ambassador to Lebanon, H.E. Hero de Boer, and his wife, Mrs. Gerda de Boer. The event was an occasion for the recently-arrived couple to meet with members of the Association and their spouses, as well as many Lebanese dignitaries and other ambassadors.



Ambassador Hero de Boer



As usual, Mr. Bekhazi gave a boost to the cultural level of the event, with a richly worded, warm welcome speech. En français, évidemment!



With the Spanish Ambassador and Messrs Halabi, Bekhazi, and Sinno.

Gulf Food, 2010

A delegation from the LDBA attended the Gulf Food, Hotel and Equipment Exhibition, and Salon Culinare which took place at the Dubai International Convention and Exhibition Center, from 20 to 23 February 2010.

New Telephone Numbers and Website Address for the Embassy of the Kingdom of the Netherlands
We have been advised by the Embassy of the Kingdom of the Netherlands of a change in its telephone numbers and website address, effective as from 29-09-2010.

The new telephone and fax numbers are:

- Main Embassy line 01/211150
- Visa and Consular Information line 01/211175
- Fax 01/211173
- Fax Consular Section 01/211174
- New Website Address : <http://lebanon.nlembassy.org>

General Assembly 2010

The LDBA will hold its 2010 General Assembly on the 22nd of February, 2011, at 16:30 pm, at a venue to be advised shortly.

Please book the date in your agenda, since the Assembly will include the election of new Board members. This will be preceded by a presentation of the past year's activities, and of the accounts that will be subject to the Assembly's approval.

The outgoing Board will also present its proposed activities plan for 2011.

The Dutch Alumni Business Society

**We received the following Notice from the Netherlands Embassy:
Dear LDBA Members and/or Dutch alumni.**

The Embassy of the Kingdom of the Netherlands would like to introduce to you the Dutch Alumni Business Society (www.dab-society.com) and strongly recommends that you join it.

The Dutch Alumni Business Society is a network site, on behalf of the Dutch government, for people who are somehow connected to the Netherlands. The network is a business networking tool which is very proficient to stay in touch or to create new acquaintances in business life. By joining the DAB society you will be connected to opportunities the Dutch and their alumni have to offer on a global level. On a local level you can keep up with Dutch society/Embassy events through the available events calendar.

This Embassy encourages you to register seeing the obvious benefits the DAB society will provide.

Should you have any questions regarding this matter please contact the Embassy, tel. 01-211150

Seminar on "Energy From Waste"

The Embassy of The Netherlands invited 4 Dutch Specialists in the field of Waste Management to Lebanon, in order to visit the local Waste Management facilities, and exchange views with the responsible Lebanese officials, and avail to them the experience that Holland has had in that field during the last few decades.

The visit culminated in a day-long seminar at the Rotana Gefinor Hotel on Monday the 1st of March, 2010, hosted by the Embassy, and attended by Minister of Environment Mohammad Rahal, as well as a number of engineers, consultants, and Environmental NGO representatives. The LDBA cosponsored the Seminar, and a large number of its members were present.



Saida's beach, not far from the Garbage Dump.



Waste treatment energy conversion plant in the Netherlands.

Member Company Profiles

As with every previous edition, and as part of our effort to get all our members to know about each other, we present below a short introduction of 4 of our member companies. We would welcome more profiles from other members for future publication.



SAKA Trading is one of Lebanon's oldest well-established wholesalers and retailers of tires, batteries and car accessories.

Established on 21/02/1975, SAKA Trading initial operations were confined to the Lebanese market. Since then, the business has proved to be one of Lebanon's fastest growing companies in its industry, sourcing tires from all over the world.

Building on its internal strength and the fast growing pace of the Arab economies, SAKA Trading has been rapidly and continuously expanding regionally since the mid 80's by networking with Arab and foreign counterparts.

In addition to its wide customer base, SAKA Trading currently has tire service centers, points of sale as well as a state-of-the art show room for accessories. Moreover, SAKA Trading has established subsidiaries and purchasing offices in Khartoum – Sudan, Dubai - United Arab Emirates and Guangzhou – China.

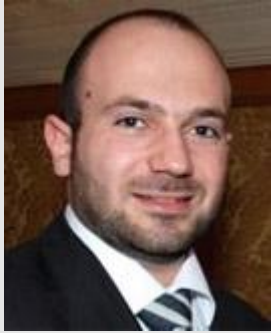
SAKA Trading trades with partner companies in over 30 countries worldwide and currently handles more than 10 tire and battery brands on exclusive agreement basis.

Its strength lies in the goodwill built over a period of more than 25 years, and which it aims to preserve in its endeavor to continuously expand its operations geographically throughout the international market.



CareCyte BV: Dr. Mazen El Tamer is the Owner and General Director of CareCyte BV, a new generation company for food and healthcare. He received his PhD degree in Biotechnology-Molecular Biology in 2002 from Wageningen University in the Netherlands. He was the first scientist to clone the genes contributing to the smell and taste of Citrus lemon and report for the first time change of a plant smell by genetic means. He completed a year of post-doctoral fellowship at the Swammerdam Institute for Life Sciences in the University of Amsterdam, then was promoted to chief scientific officer of the Institute's first spinoff Biotech company specialized in brain-based screening systems of compounds for management of patients with anosmia (taste and smell disorders). He then joined the Heart and Lung Institute at the University Medical Center Utrecht where he researched on genetic regulation of ion channels of human cardiac stem cells aiding in differentiation to cardiomyocytes for management of heart disease patients.

He later joined the Abuhaidar Neuroscience Institute and the Tissue & Cell Culture Core Laboratories at the American University of Beirut Faculty of Medicine and Medical Center, researching on human neurodegenerative disorder. Dr. El Tamer has extensive experience in starting-up new laboratories, (stem) cell and tissue banks, training, tutoring and directing their staff with background in medicine, health, biological, clinical nutrition and related sciences. Currently, Dr El Tamer and his sister Zena aim to establish a business in the Agriculture & Healthy Food Industry between Lebanon and The Netherlands.



Bou Khalil Société Moderne sarl

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- 3 Supermarkets
- 1 Commercial Center
- 1 Mall
- 2 Franchises : – Pier Import - Au p'tit café de Paris.
- 23 international suppliers
- More than 1000 local suppliers, manufacturers and importers
- More than 400 employees.



M. NASSIF & FILS SAL

M. Nassif & Fils SAL was founded in 1907 in Beirut.

Our main activities are representation, import and distribution of products in all the Lebanese territory. The company has been the sole agent and distributor for many entities and brands.

Our products are present all over the Lebanese territory through our local distributors and commercial representatives, together with a team of dynamic and consummated professionals working under the supervision of managing director: Mr. Michel Nassif. The company concentrates its efforts at maintaining outstanding and fruitful relationship with its suppliers who seek an adequate and appropriate solution for the distribution and success of their products in Lebanon and Syria.

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