PRESIDENT'S MESSAGE

NEWSLETTER | JANUARY - MARCH 2022

LLWB’s mission and vision have been consistent over the years: to support women in business and female entrepreneurs in the workforce.

In line with our mission, we carried out a number of activities during the past three months despite the country’s only growing challenging circumstances.

We started the year by releasing the annual report, which highlights our 2021 activities and achievements.

The annual general assembly was held at the Khalil Fattal & Fils Auditorium in Sin-El-Fil and virtually via Zoom, in the presence of our members, partners, donors, and honorable guests. During the event, LLWB’s team shared with the attendees the milestones of 2021 as well as the roadmap ahead. The assembly ended with a lively panel discussion titled “The Impact of Women’s Empowerment from the Donors Perspective”.

LLWB held a Women in Leadership Day at Expo Dubai – Lebanon Pavilion, proudly representing the country and our community. We were happy with the number of attendees interested in joining our network and we look forward to continue growing globally.

As the SAWI project comes to an end, LLWB held an event on March 24th to celebrate the project’s success. Together with our partners, we worked towards national action plans for the dignified and sustainable inclusion of women in formal economies across the Middle East and North Africa (MENA).

LLWB’s objective is to support women lead and succeed. This year we celebrate International Women’s Month by highlighting the accomplishments of women, hoping to inspiring as many girls and women as possible and reminding them that nothing is impossible.

“We are who we choose to be; we are women!”

We are kicking off 2022 with new projects, partnerships, and activities to close the gender gap. Stay connected and follow LLWB’s social media accounts and website to stay updated.

Yusr Sabra
Ms. Nisreen Deeb, LLWB’s Executive Director, took part in a panel discussion about “Sharing Business Experience During Pandemic” at the Businesswomen of Egypt 21-BWE 21 conference, along with other international participants. She shared her experience “Living and Smiling” in Lebanon during these challenging times.
On the occasion of International Women’s Day, LLWB held a session at Fabric Aid, introducing LLWB and highlighting women’s achievements and the importance of supporting and accelerating women inclusion in the workforce.
LLWB in collaboration with EIGL – a division of Tamayyaz organized a Panel Discussion on Gender Diversity on Boards and a Graduation Ceremony for 26 Graduated Board Directors from the ‘Corporate Directors Program’ on March 16th.

Mrs. Asmahan Zein, LLWB Advisor to the Board was a Keynote Speaker, outlining a quick intro to LLWB, Vision and Mission, some of the key challenges we are still facing and the importance to advance the agenda of Gender Diversity.
On 16 March, ITU organized a Web Dialogue on Focus Area 2 of the #Partner2Connect Digital Coalition for launch the P2C Pledging Platform and the Action Framework as well as inspiring discussions around # MeaningfulConnectivity. Ms Nisreen Deeb LLWB’s executive director outlined the challenges related to new technologies and the success factors needed to make the P2C Digital Coalition a success.
LLWB, in partnership with Women in Business launched the third round on Agri-food business, which consisted of a virtual half day workshop info session with agri-food experts covering the MENA region and Germany. The agri-food sector regulation is very specific to each market, and it is important for a businesswoman to understand the market integration rules before thinking about exporting its products.

The information session was structured as follow:
- Expert Workshops covering Algeria, Egypt, Germany, Lebanon and Tunisia.
- Breakout rooms with each expert based on the market interest of each participant. Each breakout room will last 25 minutes.

8 LLWB members participated in this informative workshop.
In an interview with “Executive” magazine, LLWB’s President Yusr Sabra talked about the Lebanese League for Women in Business. “We have noticed that there is a lot of stress on women during crises. Women are the ones on the frontline. You find them the most emotionally tired and stressed. Thus, the trend that we see is that for the mental and emotional support that they need,” Yusr Sabra, tells Executive Magazine.

“Executive” is a monthly business magazine that offers readers in-depth analyses on the Lebanese world of commerce, covering all the major sectors!

"EVENTS LEAVE A LASTING IMPRESSION"
LLWB held its annual General Assembly on Friday, January 28th at the Khalil Fattal & Fils Auditorium in Sin-El-Fil and virtually via Zoom, in the presence of its members, partners, donors and honourable guests; where we reviewed LLWB's past year's collective achievements and shared the roadmap ahead of us.

A panel discussion titled “The Impact of Women Empowerment from the Donors Perspective,” was moderated by Mrs. Asmahan Zein, LLWB’s Advisor to the Board.

Together we have come a long way to drive the change and empower women’s lives.
LLWB, in collaboration with Antwork, held a Women in Leadership Day at Expo Dubai – Lebanon Pavilion on Tuesday, February 15, 2022. During the different panels, a variety of topics were discussed with Lebanese leaders and entrepreneurs, featuring the women empowerment, and sharing their insights and expertise, highlighting the Power of Network in Empowering Women, the Motherhood & Entrepreneurship, the Challenges Faced by Women Led-Businesses, the Women in the Workplace, and Women in ICT topics. The event was streamed live on LLWB’s Instagram account and covered by LLWB new media partners Lebtivity and Smashi TV.
LLWB in collaboration with Antwork and as a business support organization supporting entrepreneurs, participated in the Digital Fair event at the Lebanon Pavilion Expo Dubai that happened on March 23.
The event was organized by Antwork, in partnership with PCA and in collaboration with the Lebanese Embassy in the UAE, and it hosted tech startups from Lebanon.
Three of LLWB’s entrepreneurs had booths to present their work during the fair: SE Factory, Codi, and Ostaz.
In the presence of the Lebanese Ambassador in the UAE, Mr. Fouad Dandan, LLWB’s Executive Director, Ms. Nisreen Deeb, presented LLWB’s activities and projects.
SAWI (Support and Accelerate Women Inclusion) Closing Event took place on Thursday, March 24, 2022, at Radisson Blu Martinez Hotel. LLWB’s Advisor to the Board Ms. Asmahan Zein and LLWB’s Executive Director, Ms. Nisreen Deeb welcomed the invitees, introduced LLWB and discussed the importance of SAWI Project. LLWB’s Project Manager, Ms. Sarah Abi Abdallah, highlighted the lessons learned throughout the 2-year project. Following a statement from Dr. Charlotte Karam, Director of International Partnership at CIBL, and then the floor was opened to the ten SAWI Key Employers, who shared their experiences in the project. The project’s hard work and success were celebrated, and the attendees got the chance to network at the end of the event.
and the attendees got the chance to network at the end of the event.
Congratulations to Mrs. Elissar Farah Antonios, a remarkable LLWB member, for being selected among the Forbes' **50 Most Powerful Businesswomen** in the MENA.

Mrs. Elissar Farah Antonios, is a seasoned banker with over 25 years of experience focused on the Middle East. Appointed as CEO for Citi UAE in 2016 and Citi Cluster head for UAE, Levant & Iraq in 2019. In Dec 2020, promoted to Head of MENA.
RANA SALHAB | LLWB MEMBER WAS SELECTED BY AACSB INTERNATIONAL AS AN INFLUENTIAL LEADER FOR 2022

Congratulations to Mrs. Rana Ghandour Salhab, a remarkable LLWB member, for being selected by AACSB International as an influential leader for 2022.

Mrs. Rana Ghandour Salhab is a Partner - People & Purpose / Brand & Communications at Deloitte.

"COMPETITION MAKES US FASTER; "COLLABORATION" MAKES US BETTER!"
Memorandum of Understanding (MoU)

Between

LLWB & OUTERPOND

We are delighted to announce a new partnership between LLWB and Outerpond LTD. An MOU was signed to promote cross-border business opportunities between Lebanon-based service providers and foreign-based service seekers, interconnections that might lead to strategic partnerships, a useful platform with multilevel search options for both service providers and service seekers, global corporate citizenship and positive social impact.

TOGETHER WE CAN DO SO MUCH! CAMPAIGNS
LLWB’s International Women’s Month Campaign

LLWB launched an International Women’s Month Campaign, by sharing quotes from inspirational women who worked hard towards their goals and reached a level where they proved that there is no place for discrimination and inequality, to encourage girls and women to Take the Lead and Succeed.

“Supporting women gain economic power reduces inequalities and makes countries more resilient. Make it a habit to ask yourself when and how did you last support another woman?”

YUSR SABRA

“DKCGS FOUNADATION believes in women as agents of change. The innovative mindset of women entrepreneurs is essential to positively transform economies, remove barriers related to gender and create opportunities for all.”

Suba Umalevav

“Rebuilding the Lebanese economy cannot happen without the engagement of the full gender spectrum of this society; women entrepreneurs not only play a role in the overall economic growth, they also participate in hiring and inspiring other women.”

YARA NASSAR

“On International Women’s Day, I stand with every businesswoman that is facing difficulties and challenges with a big heart. However, every Lebanese woman should not forget that she is able to create a change and make an impact in the society since she has a great responsibility in these exceptional circumstances.”

Iman Okka Masri
“Don’t be afraid to want it all: good companion, family, job, money, and fun. A career in ICT can provide. PS: Life will adjust goals with time.”

“Passion wins hearts: Be the woman who knows what she wants to achieve and works hard for it.”

“Being a woman in IT is very challenging and exciting as you bring detailed, unique, and inclusive solutions to the table. You own IT, you deserve IT, be brave and follow your passion, you will EXCEL IT.”

“The business case for building inclusive economies is not enough. We need real narrative investments to ensure dignified work for women in Lebanon and across the globe. With our partners - activists, CSOs, universities, public sector actors, local employers, and employees - we work to build more inclusive human resource policies and practices to help reduce forms of gender-based violence and discrimination. The road was long and tough at times (especially today in Lebanon) but together we can climb to the summit. Together we are making the difference.”

“Gender_equality where there is a will, there is a way. Set your plan, set your metrics, and make an action. In only 20 months, RDCCL grew from 3.9% women engagement to 33.2%. Not less than 50% is our target. The need is long but only together can we succeed, and the journey starts with an initial confident step. A call for women business leaders to join RDCCL. #Gender_equality at the core of our values. Together stronger, thinking the talk and leading by example.”

“Those who believe that human endeavors in any walk of life can achieve their full potential without empowering women are not victimizing women alone. They are short-changing the whole of society.”
"Women keep high ethics, passion, innovation, a growth mindset, and a collaborative and strategic approach which leads to unique and inclusive perspectives in any decision-making process. That's what leadership requires."

NISREEN DEEB
Executive Director, Lebanese League for Women in Business

"All of the research points in the same direction: when you have more gender-diverse boards, you end up with better decisions at the board level, as well as higher return on investment and equity."

Badri El Mieoachi
Chief of Staff, Lebanese League for Women in Business

"I am tired of giving speeches and sharing recommendations. Wake up ladies, wake up gentlemen and face our situation with serious action plans, with serious joint work. Now more time to lose. Either you join forces now, or you will be accountable for all future consequences."

Asmaan Zain
CEO, Lebanese Women's Association for Business

"The preveling question today is: What are our value propositions to organisations by not having women in the boardroom? The business case in driving a gender diverse board with a minimum of 30% of women directors, business board effectiveness - increasing organisational culture and structure - stimulates a diverse and innovative perspective - creates customer representation, improves financial performance and profitability. I invite women to take charge and claim their seat at the table and move to embrace that having women on boards and in business leadership matters."

Christine Francis
CEO, Lebanese Women's Association for Business
LLWB Participated in the CIPE’s “WomensHistoryMonth” Twitter Campaign!

LLWB’s Executive Director, Ms. Nisreen Deeb, contributed to the #WomensHistoryMonth twitter campaign, organized by the Center for International Private Enterprise (CIPE), highlighting #CIPEchampions for women's economic empowerment, by sharing a quote on why #WomenLeaders are important.

LLWB contributed to the CIBL International Women’s Day Campaign

On the International Women's Day, Aline Kamakian, Entrepreneur and Founder of Mayrig, Batchig, and Lahmajun chain restaurants, Leila Serhan, Senior Vice President and General Manager for Visa’s North Africa, Levant, and Pakistan business, and Sarah Abi Abdallah, LLWB's Project Manager, contributed to the CIBL campaign by sharing videos addressing women “Hala2 Wa2ta”!
Let's make #IWD2022 the time to join forces for more inclusive workplace policies and more equitable economies.
C'est un défi, mais je suis là pour vous dire qu'il n'existe pas de monde dominé par les hommes.

Mais si nous pouvons reconstruire l'économie d'aujourd'hui après la crise sanitaire.
The Women in Business Celebrated the Great Achievement of LLWB Members During the International Women’s Month
Throughout the past three months, a survey and interview analysis report were written for SAWI’s conducted research on 50 Lebanese women and 130 Lebanese employers. A closing event to celebrate the SAWI Project’s achievements, challenges, benefits, and lessons learned was prepared and celebrated in the presence of the founding members of the Center for Inclusive Business and Leadership (CIBL) for women at AUB, the SAWI Key Employers in Lebanon, and LLWB’s community.
UNDER THE WOMEN ENTREPRENEURS PROGRAM, LLWB HELD 3 "CIRCLES OF DIALOGUE" ACTIVITIES.

The Circles of Dialogue sessions were moderated by Mr. Hadi Choucair and Mr. Ramy Bou Khalil, business experts’ moderators. 20 women entrepreneurs participated in each session.

During these circles, women discussed their challenges and shared their relevant experiences, and ultimately came up with appropriate ways to address those challenges in coordination.

The topics that were discussed were pre-defined by our experts in close coordination with the participating women, and the discussions followed those preset sets of topics.

The topics represented the major and most relevant challenges that these women have communicated to us, and they were further discussed and addressed by our experts.

This DROSOS-funded project aims to assist women entrepreneurs in the Bekaa and North areas in developing tools and skills for starting their own businesses and/or developing or growing their existing small and medium businesses.
In partnership with UN Women, LLWB signed a new component, that aims to provide e-commerce one-on-one training sessions to 20 SMEs in Beirut in addition to providing them with marketing support to enhance their online presence and boost their products on social media.

In addition, LLWB has initiated the training of trainers (ToT) delivered to 4 experts and 10 trainers in QEWA’s first component. This equipped the trainers with the content and needed tools to further deliver the training to the 600 women beneficiaries working in the fruits, vegetables and nuts value chain.
Techwood

In collaboration with Akkar for Network and Development, LLWB implemented the Techwood program in the Akkar area for 6 days during March 2022. The “Techwood” workshop is an empowerment technical training program, addressed to youth aged between 16 and 25 years. “Techwood” is a holistic approach to designing and implementing woodwork models using advanced tools and technology; thus, transforming a traditional crafting industry into high tech, low-cost one.

The “Techwood” workshops were divided into three levels as per the below:

- **Level 1**: Entry level
- **Level 2**: Advanced Prototyping and Machining Application
- **Level 3**: Ideation and Model Fabrication
The Ardi Ardak Initiative is still concentrating on monetizing the services provided, particularly land assessments and agricultural consultations for landowners. Engineers executed land visits and implementations in the north and Beqaa areas.
If you're interested in becoming an LLWB Member, please contact Ms. Ghada Salibi on program.manager@llwb.org or by visiting our website and clicking on Become a Member.

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