

# FORWARD

RECRUITMENT FORUM

**HR** Lebanon  
**summit** 2013

VISIONARY  
ENTREPRENEUR  
PANEL & AWARD **03**

# BUSINESS

—ENTREPRENEURSHIP FORUM—

**BIEL, 18-21 APRIL**  
From 4:00 till 10:00 PM

Organized by

**careers**  
CAREER CONSULTING SERVICES



# “SEE WHAT YOU WANT GET WHAT YOU SEE”

A. Einstein



## 2013 POST SHOW REPORT

[www.forwardforum.com](http://www.forwardforum.com)  
[www.lebanonbusinessforum.com](http://www.lebanonbusinessforum.com)

# Opening Letter



Dear Exhibitors,

CAREERS M.E. and E Square organizing teams would like to thank you once again for having taken part in FORWARD & BUSINESS FORUMS 2013 and for your significant contribution in making this edition the considerable achievement it turned out to be.

FORWARD Recruitment Forum 2013 marked a 13th edition that capped more than a decade of increasingly successful gatherings aiming to promote the Lebanese economy domestically as well as internationally whereas BUSINESS Entrepreneurship Forum marked its 3rd edition as the newest and most promising business venue in the region.

FORWARD & BUSINESS FORUMS 2013 succeeded in attracting 48000 visitors and more than... exhibiting companies despite the regional unfortunate employment's restrictions which hindered the actual presence of many participating foreign companies in the forum!

This year's most important breakthrough was CAREERS's launching of Lebanon 1st International HR Summit within FORWARD 2013! The two days event hosted 18 outstanding international and local HR leaders and was attended by 125 HR managers and top executives from all over the region!

We would also like to grasp this opportunity to express our deepest thanks to the Central Bank of Lebanon for its sponsorship and valuable presence within BUSINESS Forum 2013 as it has certainly reflected the faith and trust in BUSINESS & FORWARD's national mission as well as the support and encouragement to our 13 years dedicated endeavor towards the economic and social growth of our beloved country!

Last but not least, we wish you success all the way and we are looking forward to welcoming you in future even more flourishing editions! We are confident that with your constant support and trust, we are surely heading towards a very promising journey where all businesses, academics, professionals and entrepreneurs have FORWARD & BUSINESS FORUMS as a mandatory annual business meeting on their calendar!

Sincerely,

CAREERS M.E. and E Square Organizing Team



# The Official Inauguration

The opening of the 13th edition of FORWARD and the 3rd edition of BUSINESS took place on the 18th of April, 2013 at the Beirut International Exhibition and Leisure Center "Biel", under the patronage of His Excellency Labor Minister Mr. Nicolas Nahhas and in presence of the honor guest, H.E Minister Mrs. Leila Solh Hamade.

Speeches were given by Mrs. Tania Eid, Managing Partner of CAREERS M.E. and E Square as well as member of the Board of Directors of the Beirut and Mount Lebanon Chamber of Commerce, H.E Minister Mrs. Leila Solh Hamade, H.E Minister Mr. Nicolas Nahhas & Mr. Mohamad Choucair, Chairman of the Federation of the Chambers of Commerce, Industry & Agriculture in Lebanon.

**The Forum's official inauguration featured widespread media coverage from television, newsprint, radio and social media outlets.**

| LBCI                  | FUTURE TV      | OTV              | NEW TV            | MTV           |
|-----------------------|----------------|------------------|-------------------|---------------|
| NBN                   | AN NAHAR       | L'ORIENT LE JOUR | ANWAR             | ADDYAR        |
| HAYAT                 | BALAD          | AL AKHBAR        | SAFIR             | DAILY STAR    |
| AL JUMHOURIYA         | FEMME MAGAZINE | MAGAZINE         | MONDANITE         | SPECIAL       |
| LEBANON OPPORTUNITIES | U MAGAZINE     | SAWT EL GHAD     | RADIO LIBAN LIBRE | RADIO ORIENT  |
| VOIX DU LIBAN         | SAWT EL MADA   | BEIRUTING.COM    | BEIRUT.COM        | GRAND CINEMAS |

(You can find some of the press releases on the fair's website at: [www.forwardforum.com](http://www.forwardforum.com) - [www.lebanonbusinessforum.com](http://www.lebanonbusinessforum.com) )

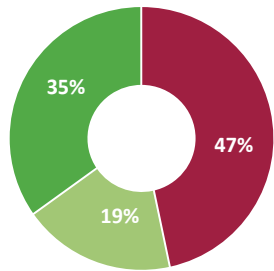


# 76%

of exhibitors confirmed their next year's participation.

FORWARD & BUSINESS 2013 featured a remarkable number of local, regional and multinational participating companies. Nearly 212 exhibitors from all fields were present in full force, presenting their company's products and services or employment needs to the 48,000 visitors attending the forums

*In the Recruitment Area, more than 6000 all levels jobs were offered*



- **101** Leading Multinational, Regional and Local Companies in the Employment & Internship Area
- **38** Academic Institutions and Training & Cultural Centers in the Education Area
- **73** Leading Multinational, Regional and Local Companies in the Business Products & Services Area



Exhibitors

**212 international and local exhibitors spread over an area of 11,000sqm**

## Participation in the 2014 Edition

- ▶ **76%** of exhibitors confirmed their next year's participation.
- ▶ **14%** of exhibitors expressed their intention to participate.
- ▶ **10%** of exhibitors were unresolved, depending on their future business & recruitment needs .

Bookings were still requested up to the very last minute which denoted a strong belief in the essence, goals and success of **FORWARD & BUSINESS FORUMS**.

## Exhibitors' Assessment

**90%** confirmed that the event met their objectives

**96%** expressed extreme satisfaction with the organization

## FORWARD & BUSINESS 2013 in Numbers

54,700  
Visitors

212  
Exhibitors

11,000  
Sqm

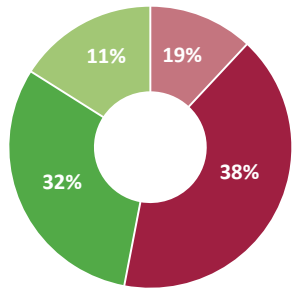
6,000  
Job Offers

32  
Presentations

# 90%

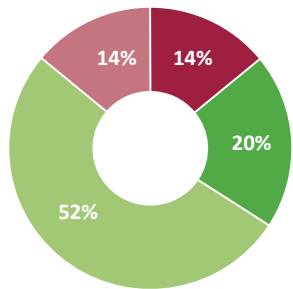
of visitors stated that they found what they were looking for.

FORWARD & BUSINESS FORUMS 2013's visitors significant turnout provided the participating companies with the opportunity to grasp a thorough idea of the market while recruiting the qualified Lebanese talent they were looking for.

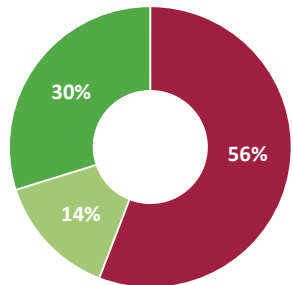


- **6,000** between the age of **17** and **20**
- **21,100** between the age of **21** and **26**
- **17,400** between the age of **27** and **35**
- **10,200** above the age of **35**

**37%** females and **63%** males



- **7,600** High School & University Students
- **10,900** Fresh Graduates & Unemployed
- **28,800** All level Employees & Managers
- **7,400** Entrepreneurs & Business Owners



- **30,600** looking for education, training, and/or internship
- **7,700** looking for products & services to develop their own business
- **16,400** looking for job opportunities



Visitors

**54,700 business owner & job seeker visitors spread over 4 days**

## Visitors' Assessment

All visitors stated that they would advise their relatives and friends to visit both forums.

23% of visitors expressed their wish to have an even larger number of exhibiting companies and educational institutions

A notable number of visitors demanded to have more than one edition per year especially during the holidays' season (December & August) in order to cater for the needs of Lebanese job seekers living abroad

The above facts and figures indisputably show that FORWARD & BUSINESS FORUMS represent the largest recruitment and entrepreneurship assembly in the region, attracting a wider spectrum and a greater number of visitors each year all looking for professional as well as personal growth!



# FORWARD 2013 Highlights

FORWARD



## Lebanon HR Summit

Lebanon 1st International HR Summit was a highly anticipated event endorsed by 12 years of commitment and close interaction with Lebanon and the region's HR executives and HR solution providers through 12 editions of FORWARD and 13 years of recruitment and consulting services provided by Careers Middle East. The HR Summit brought 18 international leading HR figures with 125 local, regional and multinational top HR managers and practitioners!

The 2 days HR Summit presented its prominent attendees with an excellent framework for learning and networking while it highlighted the most innovative approaches to efficient and successful employee training and development.

## Job Openings

Over 6,000 job offers and internships in Lebanon and the region were available in different fields and for all career levels.

## Jobs Avenue

As in previous editions, many companies having job vacancies but not able to be actually present at the forum, benefitted from a unique chance to post their vacancies within the Jobs Avenue designed specifically for this purpose. 100s of job openings in different fields were posted.

Participating companies found the fair to be a mandatory step in their annual recruitment process with results continuing long after the forum ends.

Whereas, job seekers, alongside initiating a direct contact with exhibiting companies, are now able to benefit from Careers Middle East all year-round services & job opportunities in Lebanon and the Gulf region.



# FORWARD 2013 Highlights

To make out of the job seekers' visit to the forum an ultimate satisfactory experience, many services were further added or improved at FORWARD 2013. The developed features were as below:

## Career Services Pavilion

CAREERS' specialists assisted job seekers in enhancing their search through career development tools specially integrated in the Pavilion to help candidates find a matching career. Job Seekers were given tips that guided them towards the right occupation and received advice on ways to achieve self-awareness and thus ultimately enhance their career opportunities.

## Jobs Avenue

Featuring job postings from organizations unable to attend FORWARD, the Jobs Avenue enabled visitors to check and apply to hundreds of job vacancies in Lebanon and abroad.

## Self-Assessment Tests

CAREERS' psychologists applied scientific methods to draw conclusions about human behavior, providing candidates and exhibitors with an opportunity to better understand how an individual behaves, reacts, and interacts in various situations, inside the workplace as well as outside. Moreover, the proposed tests allowed candidates to form a better idea on the kind of company and job that will best suit their personality.

## Career Counseling

CAREERS' counselors provided visitors with consultations aiming at exposing them to more career possibilities than the ones the candidates had originally anticipated. Counselors worked on fostering the candidates' potential and generating options to determine their career's track.

## Professional Resume Assessment Center

CAREERS HR specialists offered FORWARD's visitors a unique opportunity to improve their resume through personalized sessions. Visitors interested in the service were able to get advice on how to better present their CV and mark themselves as attractive candidates to potential employers.

## Video CV

An exclusive feature of FORWARD! The candidates benefitted from an opportunity to record a video CV and present it to potential employers which allowed them to better display their personality and people skills in a manner that a paper CV cannot fully capture.



**On-Going Training Sessions and Conferences:** over 20 training sessions aimed at updating nearly 1,000 participants with the latest management solutions to the ever-growing demands of the challenging business market. Attracting managers and key decision makers from various fields, these sessions spanned over all four days of the Forum and were presented by experts and coaches from leading companies, universities and acclaimed business institutions.

# BUSINESS 2013 Highlights

Endless Opportunities for Entrepreneurs, Business Owners & SME Managers looking to develop or expand their business!

Aiming at supporting and empowering SME's and entrepreneurs in achieving their business and personal potential and at assisting startups and businessmen in attaining the funding and resources they may need to successfully begin their endeavors, BUSINESS provided these parties with the opportunity to meet with professionals, institutions and NGOs whose objective was listening, discovering and helping them bring their projects to life. BUSINESS offered an ideal platform for entrepreneurs, business owners, managers, investors, inventors and professional advisors to exchange services, ideas, advice and investment opportunities.

## BUSINESS 2013 TALK SHOW STAGE:

**The Visionary Entrepreneur Panels** - CAREERS M.E. & Management Mix have met the challenge of launching this first of its kind event in Lebanon through BUSINESS's very first edition in 2011. These unique panels were of tremendous success as they hosted over the four days forum 4 ministers and 12 outstanding Lebanese entrepreneurs. Each guest shared his impressive success story with the fair's professional audience & gave guidance and inspiration to new starters. This event was attended by more than 3000 Entrepreneurs and Businessmen and amazingly covered by most of the regional media.

**Women Economic Empowerment - Case of Najah Loan** presented by the National Commission for Lebanese Women – NCLW.

**Entrepreneurship – The View from the United States** organized by the Embassy of the United States.

**A Model Strategy for Data Journalism in a Country without Open Data** presented by Datoscala.

## Business Meeting Lounge

An elegant get-together area that provided a vital professional networking hub where many promising business opportunities were discussed and new business deals were concluded.



## On-Going Training Sessions and Conferences:

A program featuring over 20 training sessions aiming to update nearly 900 participants with the latest management solutions to the ever-growing demands of the current market. Attracting managers and key decision makers in a number of fields, training sessions spanned all four days of the Forum with presentations from BDL – Central Bank of Lebanon, Continuing Education Program – CEP @ LAU, AUB-CEC & CMCS-Lebanon, Scoll Up, PwC's Academy (Price Waterhouse Coopers), Morgan International, ICTN, Talal Abu Ghazaleh Organization and others.



# Testimonials

*Yes, we benefited from the happening of BUSINESS Forum & FORWARD Forum at the same place and time; we were able to recruit and to prospect clients at the same time*

Mona Farah - Administrative & Personnel Manager / **Bankers Assurance S.A.L.**

*It's a challenging experience since companies compete indirectly in attracting the best talents in the market through making more effort regarding their booth display and the marketing they do around their booth which makes them a target for most visiting candidates that get attracted with the professionalism of the stand and its staff.*

Sarah Bou Maroun - HR Manager / **M.O Gandour**

*Gulf University truly enjoyed participating in the event and we have surely benefited on different levels. We wish the organizers more success year after year. We look FORWARD to joining the fair again.*

Wahib Kharrat - Operations & Development Manager / **Gulf University**

*FORWARD 2013 did meet my objectives and helped me in my recruitment process, so all the luck in your next exhibitions.*

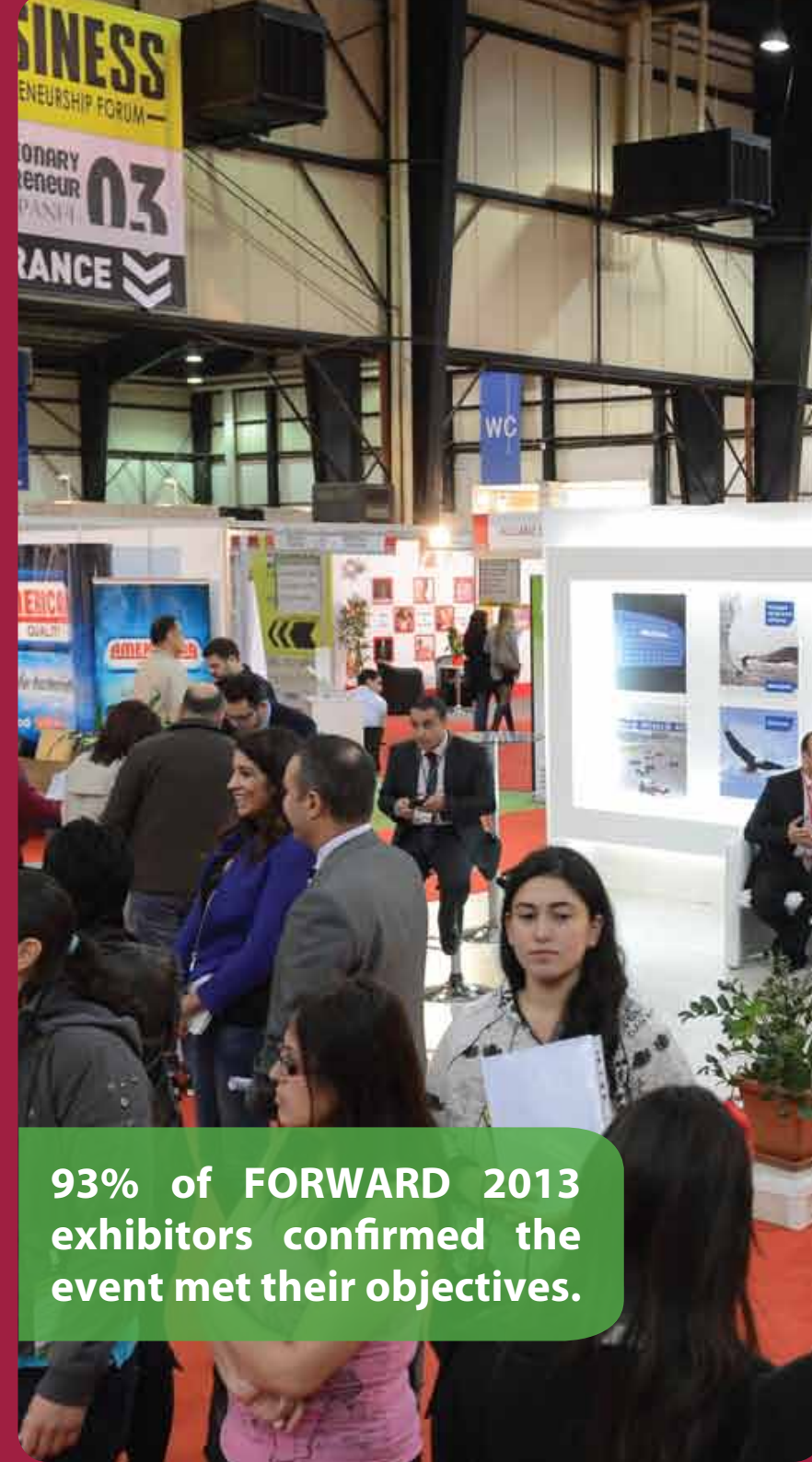
Sabine Aoun – HR Manager / **GGI GROUP**

*Sure, we will participate for the 5th year at FORWARD in 2014 - We consider ourselves to be from the big family of FORWARD Exhibition!.*

Chantal Sahyoun – Branch Manager / **Edugate Gateway**

*We have received 360 CVs and 48 CVs matched our organization's requirements. the location Biel is the best location for any fair in Lebanon and the timing is perfect since it is 2 months before graduations.*

Georgina Al Mondalak - Human Resources Manager / **A.N.Boukather S.A.L.**



**93% of FORWARD 2013 exhibitors confirmed the event met their objectives.**

# Testimonials


*FCCIAL benefits greatly from its participation in BUSINESS, as we get to promote our brand and services in one of the premiere business events on the Lebanese business calendar. Additionally, BUSINESS provides an important forum for our Chairman, Mr. Mohamed Choucair, to talk about FCCIAL's vision for a more dynamic Lebanese economy based on jobs creation, and a more prosperous Lebanon.*

Raja Habre, DG / **FCCIAL**

*Actually Business Entrepreneurship forum 2013 was important for us since it was the only successful event made in Lebanon for the year 2013 and it was a chance for us to meet new people and see other companies' provided services. We are looking forward to have better support from the Lebanese state and governments organizations and we have to invite all Arab people to come and attend this event and get profit of the quality of services provided by Lebanese company.*

Mohamad Barada – Managing Partner / **Scroll Up**

/



**86% of BUSINESS 2013 exhibitors trust that the event will generate good business leads.**





# FORWARD & BUSINESS 2013 Closing

A gala dinner celebrating the closing of FORWARD & BUSINESS 2013's edition as well as the "Visionary Entrepreneur Award Ceremony" was held at Music Hall and attended by various ministers, deputies, prominent political, diplomatic, economical and media figures as well as by the forums' exhibiting companies owners and top management.

Mrs. Tania Eid , Managing Partner of Careers M.E. & President of E Square, started the evening by an invigorating Welcome Speech highlighting the fact that the evening was not a celebration of the closing of FORWARD & BUSINESS 2013's edition but a celebration of the many future ones to come especially that the preparations of the 2014's edition have actually already started! The speech was followed by a small projection featuring FORWARD's 13 years sturdy journey and ever growing achievements as well as BUSINESS's successful 3 editions despite the ongoing challenges and crisis Lebanon as well as the whole region have been relentlessly facing.

Afterwards, the "Visionary Entrepreneur Award Ceremony" was initiated. The 2013 Visionary Entrepreneur Panels speakers were honored for exceptional achievement in their business field and valuable contribution in the support of the entrepreneurial community in Lebanon. These outstanding Lebanese business figures were: Mr. Saad Azhari, Mr. Fouad Makhzoumi, Mr. Mohamad El Hout, Mr. Gilbert Ghostine, Mr. Michel Abchee, Mr. Nicolas E. Chammas, Mr. Fadi Malas, Mr. Ralph Debbas, Mr. Oscar Darakjian, Mr. Imad Jomaa, Mr. Nazih Hamad, Mrs. Ingie Chalhoub and Mr. Elias Bou Saab.

The presence of the guest of honor, H.E Minister Mrs. Leila Solh Hamade and of the 2013 Panels' honored guests H.E Minister Mr. Nicolas Nahas and H.E Minister Mr. Jihad Azour alongside the one of 2011 and 2022 honored guests H.E Minister Mr. Walid Daouk, H.E Minister Mr. Vrej Sabounjian, Mr. Charles Arbid, Mr. Marwan Hayek, Mrs. Christine Aswad Sfeir, Mr. Salah Osseiran & Mr. Michel Elefteriades and their active heartfelt involvement in the trophies' distribution have greatly contributed in making this evening a memorable one.

In conclusion, FORWARD & BUSINESS FORUMS 2013 have successfully achieved their main objective of strengthening the trust in Lebanon and the belief in a promising tomorrow by revealing the job as well as the overall business market, providing the biggest platform to seize great career growth opportunities and encouraging investment as well as the creation of new companies thus more employment opportunities.

Organized by Platinum Sponsor Silver Sponsor In Collaboration with



Media Partners



Supporting Media



For more info:

Contact us on tel: +961 5 456745

E-mail: [info@esquareme.com](mailto:info@esquareme.com)

