

# ACTIVITY PROJECT REPORT



PARTNER PROJECT NAME

PROJECT MANAGER


ELCIM/IRI	Naji Abi Zeid
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REPORTING PERIOD

	Sept 2022 – October 2023
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## ACTIVITY PROJECT DETAILS

<b>ACTIVITY NAME</b>	TRANSDAIRY ICT brokerage event		
<b>START DATE</b>	24-05-2023	<b>COMPLETION DATE</b>	25-05-2023
<b>DESCRIPTION (up to 10 lines)</b>	<p>The Euro-Lebanese Centre for Industrial Modernisation (ELCIM) at the Industrial Research Institute (IRI) organized a highly successful ICT brokerage event in the Agri-Food Innovation Days (AFID) 2023 in May the 24th and the 25th in Lebanon.</p> <p>The ICT brokerage event focused on revolutionizing the Dairy Value Chain through digital transformation as a result of the remarkable convergence of dairy producers, technology providers, researchers, and policymakers who are all motivated by the same desire to increase the sustainability and efficiency of the Lebanon industry.</p> <p>The selected participants were given the opportunity to:</p> <ul style="list-style-type: none"> <li>• Meet entrepreneurs, ICT start-ups, spin-offs, distributors and SMEs</li> <li>• Discuss, exchange ideas and secure potential collaboration through workshops and panel discussions</li> <li>• Explore business opportunities and expand their network through B2B meetings and demo sessions for promising technologies</li> </ul> <p>This event provided the project beneficiaries a fantastic opportunity to network with like-minded individuals and showcase the immense potential of digital solutions in ensuring the sustainability of the Dairy Value Chain.</p> <p>The event's opening keynote address was given by Mr. Naji Abi Zeid, director of ELCIM, who delved into the importance of digital transformation and its impact in revolutionizing industries.</p> <p>The primary objective of the ICT Brokerage Event was to create meaningful connections between businesses, investors, and entrepreneurs from different countries, thereby providing a unique opportunity to explore potential collaborations and expand their business horizons.</p>		
<b>SPEAKERS/O RGANIZERS</b>	<p><b>Speakers:</b> Naji Abi Zeid</p>		
<b>NUMBER of ATTEENDEES (and names if possible)</b>	<p><b>90 Experts, Dairy Researchers and ICT Entrepreneurs:</b> Olive Trade / Zejd: Youssef Fares – Yvonne Fares, Dellibano: Salah Malaeb – Assem Malaeb LBDI - Dairiday Ralph: Madi Christine Ohanian, The Good Thymes: Fady Aziz – Chris Hindy Zeit Boulos: Mira Rizk Khoury – Micha Bou Fadel, Natagri: Rita Dagher – Evita Issa, Societe Robert Jabbour: Celine Mkhalel- Rebecca Jabbour, Irma &amp; Co: Aline Kamakian- Alyne Keloghlianian, Nat Bio: Mario Mrad- Patricia Fenianos, Be Salim Organic: Richard hanna- Hanna, Al baraa El mouri Peppernaut :Mounet Nmeir- Romy Nmeir-Mia Nmeir, Soul of Agri-food: Oula Mehyiddin-Mostapha Mehyiddin, My Daily Basket: Fares Murr- Souad Karam, Judilebanon: Majed Kaadan- Mohamad Kaadan, MAHARA FOODS sal: Gudtolli Najwa Youssef- Leila Khalife, Agrifresh: Al Najjar Mills – Jad El Najjar-Rabih, El Najjar, Genco Olive Oil: Alaa Barakat- Wassim Kaakour, AddBloom: Samar Layoun- Karine Jabaji- Karim Dagher- Maliatec: Peter Chalhoub-EMI: Sadek Qmayha, Profiles Software: Joe Hatem, Buy Lebanese: Karim Sekaili, Gout Blanc: Jihad Daher- Claude Aziz, Freeze Breeze: Leila Khalife, Jar of Jam: Jina EL HABER- Joelle EL HABER, 3a droub zahle: Daniele Khayat, Chloe Maatouk, Farming Bee:</p>		

	<p>Wissam Bou Hamdan- Jad Abou Hamdan, Green TaQa: Afif Wehbe - Rosalie Matta, Hommos Hummus: Nizar Sarieddine, Lebotanica: Jamil Mourad- Marwan Mourad, Chocozoo by Mama's Bakes: Christina Al Banna- RamiGhanem, "Bon Choix Company L'arome": Adel Mkhaiber – Fadi Mkhaiber - Ruba Fayyad-Yasmine Sayegh, Grapeful: Bahaa Kadamani – Mounir Kadamani, Bazco Group - Raw Bites-Nour Bazzaz, Green Gardens Agro Industries: Rami Rafeh- Dana Chami, Triana sarl: Paul Abi Ramia-Joanna Abi Ramia, Melqart's Forest sarl: Halim Aboulhosn-Samer Aboulhosn- Mezmix Nemer Mansour Maria Nehme, Michel Daher Foundation: Eliana Saïdy-Elise Jdeidani, ACIE: Farah Social Foundation-Dina Abou Karroum- Jad Salman, Drayke: nour abdel massih rasha nehme, Najji Abi Zeid/ELCIM Joelle Chebli/ELCIM – Antoine Abou Samra/ELCIM – Joseph Matta/IRI – Cynthia EL Helou/IRI</p>
<p><b>LINK TO THE NEWS POSTED ON ENI CBC MED website</b></p>	<p><a href="https://www.enicbcmcd.eu/transdairy-unlocks-dairy-innovation-and-sustainability-ict-dairy-value-chain-brokerage-event?fbclid=IwAR3UVkyznQIEiNSWQdNpu1SbCqPwaX8fqNsgsq4J44G7Clmpl7c_7bVhig_aem_AtC_sY8ugCC7RyTtoilyOr2ge-c7ntrO3_uBWQ1vBfw4VhHkMQYWg2bbLO6qbH-Yth4&amp;fs=e&amp;s=cl">https://www.enicbcmcd.eu/transdairy-unlocks-dairy-innovation-and-sustainability-ict-dairy-value-chain-brokerage-event?fbclid=IwAR3UVkyznQIEiNSWQdNpu1SbCqPwaX8fqNsgsq4J44G7Clmpl7c_7bVhig_aem_AtC_sY8ugCC7RyTtoilyOr2ge-c7ntrO3_uBWQ1vBfw4VhHkMQYWg2bbLO6qbH-Yth4&amp;fs=e&amp;s=cl</a></p>
<p><b>LINKS TO SOCIAL MEDIA WHERE THE NEWS HAS BEEN UPLOADED</b></p>	<p>Event Landing Page:  <a href="https://www.facebook.com/100057501825957/posts/pfbid02FS07iDCwVtvtuLKmdejhaBryxrbnnEKLt2K1X4ogrvmEKFD6t7KzSbUPBFmF2fyl/?d=n">https://www.facebook.com/100057501825957/posts/pfbid02FS07iDCwVtvtuLKmdejhaBryxrbnnEKLt2K1X4ogrvmEKFD6t7KzSbUPBFmF2fyl/?d=n</a>  <a href="https://www.facebook.com/100057501825957/posts/pfbid0i7DFhD9peEVQosejnX7zyaexjwyTuHUG86ogXLRRRL7LW1Zb4PMDd6PiWqJkapiL9l/?d=n">https://www.facebook.com/100057501825957/posts/pfbid0i7DFhD9peEVQosejnX7zyaexjwyTuHUG86ogXLRRRL7LW1Zb4PMDd6PiWqJkapiL9l/?d=n</a>  <a href="https://www.facebook.com/100057501825957/posts/pfbid031Nzgh4SK9R2wsMTjNJgfsEHo2u7Zhep5GPHYbp2ZzmcbV42VAs1rZ9hJ2cufuPsul/?d=n">https://www.facebook.com/100057501825957/posts/pfbid031Nzgh4SK9R2wsMTjNJgfsEHo2u7Zhep5GPHYbp2ZzmcbV42VAs1rZ9hJ2cufuPsul/?d=n</a></p>
<p><b>ATTACH AT LEAST ONE PHOTO OF THE ACTIVITY</b></p>	
<p><b>COMMENTS</b></p>	
<p><b>EXISTENT ISSUES TO OVERCOME</b></p>	

