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**LA BANQUE
DU LIBAN**

55 ans d'équilibre
financier

A trek through the
GRAND CANYON

**BUSINESS
BANKING &**

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Published by

RAIDY

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أرقق الفنادق لإجازة صيفية



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CINÉMA

Le Festival du Film Libanais

Longtemps orpheline, L'INDUSTRIE LIBANAISE du FILM est désormais en PLEIN ESSOR, notamment grâce au FESTIVAL DU FILM LIBANAIS dont la 13^e ÉDITION aura lieu en SEPTEMBRE. Explications de WAF'À CÉLINE HALAWI, directrice de cette plateforme depuis 2015.

Le Festival du Film Libanais est le descendant direct du Festival "Né à Beyrouth" fondé en 2001 par Pierre Sarraf, Nadim Tabet, Danielle Arbid et Wadih Safieddine. Le but de ce collectif d'artistes de l'audiovisuel était de créer une plateforme permettant aux cinéastes libanais de projeter leurs films, assurer un soutien financier à leurs futurs projets, rencontrer des professionnels de l'industrie ainsi que leur public libanais. En 2018, Le Festival du Film Libanais poursuit le même objectif et reste le seul festival au Liban centré uniquement sur les films libanais.

Pluie de récompenses

Voilà quelques années que le cinéma libanais se fait connaître et reconnaître à l'international. En 2018, "Capharnaüm" de Nadine Labaki remporte le Prix du Jury au Festival de Cannes et "L'insulte" de Ziad Doueiry est nommé pour l'Oscar du Meilleur Film Étranger. Mais le Festival du Film libanais soutient et promeut aussi de nombreux autres cinéastes depuis leurs débuts, et ces derniers sont aujourd'hui sélectionnés et primés dans les plus grands festivals du monde: Cannes 2015, avec une Palme d'Or pour Ely Dagher ; Fipresci Award 2015 pour Rana Salem ; le Prix Robert Bosch Stiftung décerné en 2016, à Berlin, aux projets de Feyrouz Serhal et Eliane Raheb ; les films de Wissam Charaf, Nadim Tabet, Mounia Akl et Darine Hotait sélectionnés à Cannes en 2016; le Prix Muhr, Dubai 2016, pour "Tramontane" de Vatche Boulghourjian ; le Prix du Public de la Berlinale 2017 pour "Insyriated" de Philippe Van Leeuw, sans oublier le succès de Jihane Chouaib avec "Go Home", pour n'en citer que quelques-uns.

Tout cela démontre bien que malgré tous les défis sociaux, professionnels et financiers, il existe un cinéma libanais bien ancré, constitué de nombreux talents qui continuent de le faire avancer. Mais cela renforce aussi le rôle du Festival qui sert parfois de tremplin vers l'étranger autant que de piste d'atterrissage, offrant aux réalisateurs une projection dans leur propre pays et l'indispensable reconnaissance de leur public, « chez eux ».

La programmation de septembre

Cette année, le Festival aura lieu une fois de plus à Beirut Souks Cinemacity. Plus de 70 films locaux seront projetés parallèlement à un riche programme qui inclut une Carte Blanche à la Cinémathèque Française, une projection spéciale du film de Heiny Srour, la première réalisatrice libanaise sélectionnée en compétition au Festival de Cannes (1974), ainsi qu'une table ronde organisée avec Femmes d'Avenir en Méditerranée, un programme de SciencePo Paris. Par ailleurs, il ne faudra pas manquer « Les Courts des Grandes », un programme qui présente les premiers court-métrages de réalisatrices libanaises reconnues, en partenariat avec Nadi Lekol Nas. Est également prévue par ailleurs une projection en plein air en partenariat avec Beirut Art Fair et Opera Gallery.

Les femmes à l'honneur

Cette année, le Festival commence aussi une collaboration avec "Films Femmes Francophones Méditerranée" (FFMed), une résidence d'écriture de scénarios dédiée aux femmes francophones de la Méditerranée, organisée par Carol Mezher, directrice de "Bande à Part Productions." Véritable initiative de tourisme culturel, cette résidence a pour but d'accompagner des talents féminins du pourtour méditerranéen portant des projets en incubation, mais aussi de promouvoir la région du Chouf qui les accueillera comme potentiel lieu de tournage, avec le soutien de l'Institut Français de Deir-el Qamar où se tiendra l'événement pendant une semaine.

Pour sa 13^{ème} édition, le Festival du Film libanais rend donc hommage aux femmes, surtout celles du cinéma libanais. Et comme le notait malicieusement un ami producteur, le Liban est un des rares pays où il semble y avoir plus de réalisatrices que de réalisateurs.

Je ne suis pas sûre que ce résultat soit dû à une plus grande soif de cinéma chez les femmes,

ou simplement à un grand déséquilibre démographique, mais il est vrai que la présence des femmes dans l'industrie du cinéma au Liban est marquée et marquante. Et il ne s'agit pas uniquement de réalisatrices, mais aussi de productrices, actrices, ingénieures son, chefs opératrices, chefs décoratrices et tant d'autres.

En 2012, le Festival du Film Libanais m'avait invitée à projeter mon film "We Might As Well" à la soirée d'ouverture. Première projection de mon premier film de danse au Liban ! En 2014, j'ai eu le plaisir d'y présenter les soirées d'ouverture et de clôture aux côtés de ma collègue Marwa Khalil. A l'époque, je ne me doutais pas qu'en 2015 je prendrais la relève de Sabyl Ghoussoub, lui succédant à la direction du Festival, et que j'aurais l'honneur de jouer un rôle dans l'essor de cette industrie et de participer activement à cet élan qui nous réunit, nous émeut et nous fait rêver, et qui fera certainement encore bouger bien des choses.

LE FESTIVAL DU FILM LIBANAIS AURA LIEU DU 17 AU 21 SEPTEMBRE 2018 À BEIRUT SOUKS CINEMACITY.

lebanesefilmfestival.org



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DESTINATION

Une BULLE sous les ÉTOILES

Qui n'a jamais RÊVÉ de DORMIR à la BELLE ÉTOILE ? De contempler le CIEL et de compter les ÉTOILES ? Si vous avez l'esprit d'aventure, L'ATTRAP'RÊVES, un HÔTEL formé d'une constellation de BULLES en pleine nature pourrait vous PLAIRE.

Depuis Paris, il suffit de 3h en train ou 1h en avion pour accéder à ce lieu de rêve en bordure de Marseille. Là vous attend « Un confortable cocon pour redécouvrir les nuits à la belle étoile mais sans les inconvénients : adieu à l'humidité et aux petites bêtes volantes ou rampantes. Un concept valable aussi bien en été qu'en hiver par beau temps, la tête dans les nuages ou même sous la pluie », ainsi que le détaille l'enseigne.

Plusieurs igloos écologiques sont ainsi proposées, « bulle nature » pour une immersion intégrale dans l'environnement ; « bulle zen » pour un moment de relaxation, ou encore « bulle glamour » pour un week-end passionné.

Imaginez-vous dans une bulle placée en pleine nature, mais à l'abri de l'humidité et de la chaleur. Dans votre cocon douillet, tout au long d'un week-end en amoureux, vous observez la nature se réveiller, vous écoutez le bruissement des arbres et le chant des oiseaux, et plus tard le soir, une vue panoramique sur le coucher du soleil vous attend. La nuit, l'expérience se poursuit puisque vous pouvez, de votre lit, observer le ciel et espérer apercevoir une étoile filante, comme un point d'orgue de ce rêve à deux.



“Une expérience poétique inoubliable.”

Télescope et carte du ciel pour optimiser l'expérience

Loin du quotidien, cette immersion dans les éléments vous fera vivre une expérience poétique inoubliable. Attrap'Rêves est actuellement présent dans des bulles à Allauch, Forcalquier, La Bouilladise, Montagnac Montpezat et Puget Ville. Semi-ou totalement transparentes, les bulles proposées sont fabriquées en matières recyclées et se marient parfaitement dans la nature. Des services culinaires et de relaxation sont aussi proposés à la demande. Un télescope et une carte du ciel sont mis à votre disposition pour optimiser l'expérience. Décliné en 18 bulles à thèmes, le concept Attrap'Rêves, dans ses cinq différents emplacements en France, vous garantit un dépaysement absolu.

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Multicolored WONDER

Peru's Rainbow Mountain is a sight to behold. Also called Vinicunca and Montaña de Siete Colores, this naturally formed rainbow consists of a band of lavender, turquoise, red and gold and is located high in the Peruvian Andes. Its singular colors are the result of sediments created from mineral deposits over the years. Rainbow Mountain was discovered only five years ago, when the snows covering its peaks melted as a result of climate change and global warming. Since then it's become a major visitor draw, with an average of 1,000 hikers per day.



Around the World

what's ON, what's HOT

Table Tales

Interior architect Wael Farran creates one-of-a-kind tables rich with stories. "Because tables are the focal point of a space and of our human interactions, they deserve special attention," says the Lebanese designer. Named Formitable, his collection of tables features pieces made with decorative paints, wood, rusted iron encrusted with soft lacquered wood and oxidized elements mixed with veneers, mother of pearl, metal, bronze, brass and copper. In 2017, Farran's tables were exhibited at the Venice Art Biennale and Milan Design Week. This year, they're part of the Venice Architecture Biennale.

THE BUS *is back*

VOLKSWAGEN HAS RELEASED A MAJOR UPDATE TO ITS IMMENSELY POPULAR BUZZ CAMPER VAN, WITH A FUTURISTIC APPEAL ON THE AESTHETIC SIDE, PLUS UPDATED TECHNOLOGY AND AUTONOMOUS DRIVING FEATURES. ALTHOUGH IT WILL NOT GO ON SALE UNTIL 2020, THE HYPE IS ALREADY OUT THERE FOR VW FANS AS WELL AS FAMILIES. CREATED IN PARTNERSHIP WITH AMERICAN TECH COMPANY NVIDIA, THE BUZZ WILL EVENTUALLY SPORT VARIOUS ARTIFICIAL INTELLIGENCE FEATURES, WITH NVIDIA FOUNDER AND CEO JENSEN HUANG STATING THAT AI WILL TRANSFORM THE AUTO INDUSTRY IN THE FUTURE.





Spaceship on the Hill



Russian businessman Vladislav Doronin is lucky enough to live in the only residence ever created by late architect Zaha Hadid. Built like a futuristic spaceship, the project was only just completed, and it's a veritable masterpiece, full of surprises, curves and complexities. While it is ultimately quite a livable space, the home looks more like a giant art sculpture than an actual residence. Doronin, the founder, chairman and CEO of OKO Group, an international real estate development firm, commissioned Hadid to create his futuristic home on a remote plot of land outside Moscow back in 2006, naming it Capital Hill Residence.

Pizza-Ordering Shoes

Pizza Hut has launched custom-made basketball shoes that have revolutionized the way you order pizza. These Pizza Hut Pie Tops allow you to order pizza with just the touch of a button, located on the tongue of the shoe. The button connects to the user's Pie Tops app, on their phone via Bluetooth.



A Car for the FUTURE

CAR COMPANY XEV HAS BUILT A NEW VEHICLE USING 3D-PRINTING TECHNOLOGY. NAMED LSEV AND PRICED AT US\$7,500, THE CONCEPT CAR WAS BUILT WITH 57 PARTS ONLY – INSTEAD OF THE USUAL 2000 – WHILE EXCLUDING PARTS THAT SO FAR HAD BEEN CONSIDERED ESSENTIAL, SUCH AS MIRRORS, CHASSIS AND MORE. THE FIRST MASS-PRODUCED VEHICLE USING ONLY 3D-PRINTING TECHNOLOGY, THE LSEV IS SLATED FOR RELEASE IN 2019.



Recycle Away



MINIWIZ HAS LAUNCHED TRASHPRESSO, THE WORLD'S FIRST MOBILE PLASTIC AND FABRIC WASTE RECYCLING PLANT. THIS NIFTY NEW MACHINE COMPACTS THE RECYCLING PROCESS INTO FIVE SIMPLE STEPS: SHREDDING, WASHING, AIR DRYING, DEHUMIDIFYING AND BAKING. IN ADDITION, AN AIR AND WATER FILTER MINIMIZES THE ENVIRONMENTAL IMPACT OF THE OPERATIONS. THROUGH TRASHPRESSO, MINIWIZ HOPES TO BRING INDUSTRIAL-GRADE RECYCLING TO ISOLATED COMMUNITIES AROUND THE WORLD, ON A MOBILE, AUTOMATED AND SELF-POWERED PLATFORM.

A photograph of a coastal scene viewed through a window. The window has a stone arch on the left and teal-colored frames on the right. The view outside shows a bright blue sky with white clouds, a turquoise sea with white waves, and a rocky shoreline. The text is overlaid on the left side of the image.

UNDER THE SOUTHERN SKY

The Lebanese
coastal city
of TYRE
*is undergoing a
well-deserved
renaissance*

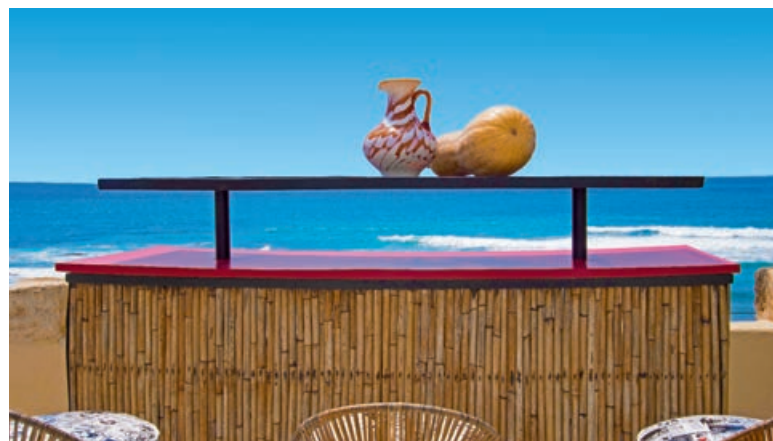
by Mariejoe J.Raidy

For years, the southern LEBANESE city of TYRE seemed to languish on the VINE. It had a PRETTY PORT, a charming OLD TOWN, a couple of RESTAURANTS (such as the marvelous fish and seafood haven Le Phénicien) and magnificent ROMAN RUINS, including a well-preserved HIPPODROME and a Roman colonnaded road. Its historic significance earned TYRE a UNESCO World Heritage SITE DESIGNATION.



©The Little KiteTyre

“Tyre is now a favored resort destination for the Lebanese.”



The town’s history stretches back to the third millennium BC, a time when Tyre was an important Phoenician city-state. Tyre is where the color purple was originally discovered, when a dog went swimming and came back with his muzzle colored in purple. It turned out he’d eaten a sea snail known as Murex. The Phoenicians soon started using Murex snails to dye fabrics, exporting their textiles across the known world. Tyre is also rich in lore and legend. Sometimes referred to as the “Mother of Europa,” Tyre is where Europa, the mother of King Minos of Crete, was abducted by Zeus in the form of a white bull who fell in love with her (and it’s after her that the European continent was named).

Yet, in spite of its ancient history and amazing attractions, Tyre remained a sleepy little city, often bypassed by visitors to Lebanon. But all that’s changed in recent years. Tyre is now a favored resort destination for the Lebanese, thanks to its fantastic stretch of beach, charming boutique hotels and lively restaurants.

One of the best spots in Tyre is Dalya Farran’s Cloud 59, a restaurant and beach resort set right on Tyre’s protected sandy beach. Founder and owner Farran offers music, cocktails, food, great service and a special ambiance, always ensuring that people leave her place happy and wanting more. This year, Farran has expanded the reach of her resort by adding two intimate guesthouses nearby: Little Kite, a traditional Lebanese house with three bedrooms located in Tyre’s old city, and the two-bedroom Lemon Tree. Farran also offers an event venue, Portal Two, where cultural, artistic and musical performances take place on a regular basis. Now you know where to go next time you visit Lebanon’s engaging southern city.

TRAVEL

Meet Me in LONDON

by Mariejoe J. Raidy

Few cities in the world are as exciting as LONDON. More than a CAPITAL city, the northern European METROPOLIS is a GLOBAL HUB of culture, art, design, finance and information, a place where new ideas are continually being born and where some of the world's most innovative citizens are devising up new and DYNAMIC WAYS to change the FUTURE. With its FASCINATING history, MULTI-ETHNIC restaurants, bijou HOTELS and endless SHOPPING opportunities, London is easily one of the world's most THRILLING cities.

Arts and Culture

London is one of the global centers for art and design. Travelers can visit renowned art institutions such as the Tate Modern, where must-see current exhibits include "Picasso 1932 – Love, Fame, Tragedy," running until September 9. At its sister institution Tate Britain, the season's highlight is the exhibit "All Too Human: Bacon, Freud and a Century of Painting Life," on view until August 27.

You also have the V&A Museum, one of the world's leading showcases of art and design. Be sure to catch "The Future Starts Here," an exhibition running until November 4 that displays more than 100 objects that may soon change the way we live our lives. And then there's the National Gallery, a rich showcase of European art masterpieces.

"The London Eye is still the most popular paid tourist attraction in the United Kingdom"

Other favorites include the Design Museum on Kensington High Street, where visitors can view art and design as well as learn about modern technologies; the Somerset House, with its Impressionist and Post-Impressionist collections; and the Barbican Centre, where art, music, film and theater take center stage.

On a more playful note, head to the London Eye, a giant Ferris wheel on the South Bank of the River Thames.

The structure is 135 meters tall and

has a diameter of 120 meters. When it opened to the public in 2000, it was the world's tallest Ferris wheel and offered the highest public viewing point in London until The Shard opened in 2013. The London Eye is still the most popular paid tourist attraction in the United Kingdom, with over 3.75 million visitors per year.



Food and Comfort

You'll find hotels to suit virtually every taste and budget in the British capital. If you're looking to be in the middle of the action, you may want to consider the Soho Hotel, part of Firdale Hotels, the exclusive chain of properties created by husband-and-wife team Kit and Tim Kemp. Hotel attractions include two cinemas that can be booked for private screenings and a lively bar where Londoners congregate after work. Their Honesty bar offers a pretty awesome concept: customers serve themselves and write what they took on a piece of paper, making it based on trust, therefore the term "honesty," as the customer is also the bartender. There are many great restaurants near the Soho Hotel, including Bao on Lexington street, a Taiwanese place serving baos, a meal packed in a white, warm, soft bun, Yauatcha, a Chinese place specialising in dim sum, and Inko Nito, a new unconventional Japanese place on Broadwick street. Further afield you have Italian restaurant Pulia. The casual eatery and café cooks up traditional dishes from southern Italy including fresh pasta and homemade pizza. Pulia is all about going back to basics, supporting local producers and sharing the tastes of the southern Italian regions. For a change of pace, try Tonteria, a Mexican restaurant that turns into a pulsating club. R&B music plays every Monday, when tequila shots are served all night long.

Bars and Magic

If you're a fan of spy-themed experiences, then The Bletchley in Chelsea is for you. Everything in this cocktail bar is coded, and you need to decode the info using WW2 enigma-like machines. Inspired by Alan Turing and Sherlock Holmes, it was named "bar of the future" by CNN. The eccentric Coppa Club welcomes you in riverside heated igloos in winter and paradise pods in summer, complete with bright colors, lush palm leaves and a knockout view of London's iconic skyline.

Inspired by the hit TV series "Breaking Bad," the ABQ bar is set up in an RV where you cook your own drinks in a hazmat suit, making it London's first immersive molecular cocktail bar. You get to infuse your drinks while listening to banging hip-hop and gangster rap tunes. Then there's The Cauldron bar, which offers a fantasy-themed, immersive experience where guests use working magic wands to brew molecular cocktails. Everything is designed from an interactive, science-based perspective. The Cauldron is a pop-up bar scheduled to re-open in September.

If you love to play ping-pong while drinking, then head to The Bat and Ball at Westfield Stratford City, and by the end of the night you will most probably be playing beer pong instead.

Markets and Shopping

If you're a food and heritage fan, you'll want to visit the Borough Market, London's oldest food market, having served people for more than 1000 years. The heritage is extraordinary and an important part of its appeal. Organized tours and events are available for visitors, so be sure to check their website for further details.

If you like antiques and collector's items, go to Portobello Market. Portobello is really several markets in one, and Saturday is when all of them are in full swing. Every Saturday, there are hundreds of antique and specialist shops and stalls to peruse. This reporter stumbled upon the same vintage video camera that the King of England offered Queen Elisabeth as a wedding gift.

Fashion, art and food buffs should visit Brick Lane Market. The shops and restaurants are open daily, but the best bargains are on Sunday, when shoppers can also watch a variety of street performers. At Brick Lane Market you'll find second-hand furniture, unusual clothes and bric-a-brac, anything from leather clothing, old magazines and kitsch collectibles to stunning Art Deco furniture. The Brick Lane area is popular with London's edgy, artistic crowd, and it features amazing galleries, restaurants, markets and festivals throughout the year.

Some of London's more unusual attractions include Hackney City Farm, which is the only farm located inside the British capital, in Haggerston. You can take a stroll with animals at your side, enjoy farm fresh eggs for breakfast or dinner in their garden. On Sunday morning, you can visit the Columbia Road Flower Market, a great spot for amateur photographers and a most beautiful way to start your day in London.

TRAVEL THE WORLD WITH MEA AND OUR SKYTEAM PARTNERS.

"If you're looking to be in the middle of the action, you may want to consider the Soho Hotel."



FUNDING THE FUTURE

Beirut-born HENRI ASSEILY lived in his native city until he was FORCED to leave due to the WAR. His family moved to LONDON and then PARIS, and before his 18th birthday he left Europe on his own to study math and ECONOMICS at the University of Pennsylvania in PHILADELPHIA. He worked two years as a site ENGINEER, building a cement factory in former East GERMANY, before going back to the University of PENNSYLVANIA, this time for an MBA at the WHARTON School.

Lebanese entrepreneur HENRI ASSEILY

talks about founding Shopzilla and then moving on to create Leap Ventures

by Mariejoe J. Raidy



How did Bizrate.com/Shopzilla come to be?

I was lucky enough to be at the right place (the United States, a university setting) at the right time (1994). The web had just been invented, Amazon had just been created and the university gave us access to fast Internet and server resources. With my future partner Farhad Mohit we started building websites, including the site of the school newspaper. Then one Sunday night in my apartment, between 9pm and 2am, we brainstormed what might work on the Internet. As we're both men who don't appreciate mall shopping, we wanted to help others like us shop online and avoid the hassle. So the first step was to find and rate merchants. And thus the concept of Bizrate.com was invented, and it turned into a venture class final project. Where we incidentally barely got a passing grade "for the work done." After graduation we drove Farhad's old VW GTI across the United States, back to his parents' house in Los Angeles where we set up our computers in the garage.

You were ahead of your time in the Middle-East when you ventured into this business (online ecommerce). Who inspired you to take this risky path? How did you manage to move forward in a professional path that was still so new?

In the mid 1990s the Middle East still wasn't on the Internet map. In fact the whole Internet population was maybe 150 million, with the crushing majority in the United States. But I would fly home regularly to Beirut to see my family and would be asked the question "Why don't you do this in Lebanon and MENA?" And my answer used to be that I had more people coming to my site every day than there was population in Lebanon or Internet-enabled machines in the whole of MENA. Just as every entrepreneur will tell you, it's very lonely starting a company in a new space. People will be incredulous, doubtful, jealous or outright sarcastic about your chances. But that's just human nature, wanting to sound prescient and able to say "I knew they'd fail," which is far and away the most likely outcome anyway.

At what valuation was Bizrate.com/Shopzilla sold?

Scripps paid \$525 million in cash for 100 percent of Shopzilla. Shopzilla shareholders also received the amount of Shopzilla's net working capital at the time of closing, about \$45 million.

What is the total funding amount of Leap Ventures in Lebanon and in Europe? And what type of investments are you mostly focused and interested in doing?

Leap has around \$100 million of funds under management, it's a young venture capital company founded in 2015. Leap's focus is generally in deep tech for global markets, and industry agnostic.

Why did you choose Lebanon as your base? And is France the second one?

We've had great support from the Lebanese Central Bank initiatives, and although we used to have Internet infrastructure issues, those have been largely resolved. And Lebanon is an excellent base from which to work: at the border of Europe but still able to fly in and out of Dubai in a single day, a climate with four real seasons (from surfing to skiing), and with a great quality of life and schools/universities. In Europe, today's hottest startup city is without any doubt Paris, where the French government has been allocating for a decade incredible resources for the success of the startup ecosystem.

What is your next expansion step? How do you usually expect to take profit from the companies you invest in, whether in new technology or private equity or other?

The VC model is to help build values in companies that are then either sold in an acquisition by a larger group, or taken public. In both cases the plan is to make the shares liquid and sell them at a significant upside. Another key particularity of Leap Ventures in the region is that it is an entrepreneur-led VC. We've been there before, started and scaled and sold companies. We are intimately familiar with operating risks of startups, and we're very hands-on in our approach.

the Sun whispered to the Moon
that the Snow met with the Sea...

La CITADELLE

... a story to be told



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