



EURO-MED INNOVATION DAY

Water, Food & Energy

Organized by
Berytech
The Ecosystem
for Entrepreneurs

in cooperation
with
LEAP
LEBANON
DIGITAL
INITIATIVE



Panels Speakers and Matchmaking Experts

I. Panels Speakers



Maroun Chammas
Chairman and CEO
Berytech

Maroun Chammas is a successful Lebanese entrepreneur with activities ranging from Oil and Gas, to Telecom and F&B, as well as Technology and Innovation. He is the Chairman and CEO of Berytech. He is also a Shareholder and the Vice Chairman of the Chammas Group of Companies - one of the largest, privately held, groups of companies in the Near-East. Chammas established Lebanese Internet Service Provider IDM in 1995, regarded as being among the pioneers in bringing the digital universe to the country.



Virginie Cossoul
Trade Attachée
EU Delegation to Lebanon

Virginie is in charge of the Trade and Private Sector development portfolio. She is a lawyer by background. The EU implements many projects to support the private sector and competitiveness of small and medium size enterprises in Lebanon, including on facilitating market access opportunities in Europe. The EU is currently implementing a big programme to improve value chains in the fields of agro-business and wood processing sectors.



Fouad Mrad
Frontier Technologies Program
United Nations ESCWA

Professor Fouad Mrad is currently managing the Frontier Technologies Program assisting in policy making and strategies in Arab countries. He received his Ph.D. and MS degrees from Purdue University and BSc in Electrical and Computer Engineering from State University of New York, USA. From 1990 to 1993, he joined IBM in Minnesota, USA. He then moved to Lebanon and served as a Professor of Electrical and Computer Engineering at the American University of Beirut (AUB) up until 2009.



Gustavo Pérez Gonzalez
Project Manager
Autonomous University of Barcelona

Gustavo is specialized in Project Management, Knowledge and Technology Management & Transfer. He is responsible for analytical testing services offered by GTS to SMEs and public administration. He holds a PhD in Analytical Chemistry.



Ramy Boujawdeh
Deputy General Manager
Berytech

Ramy amassed a diversified knowledge in the fields of change management, quality management, operations, Quality and Change Management. He sits on the Board of Rural Entrepreneurs and is a member of the council of representatives at the order of Engineers and Architects. Ramy holds a bachelor's degree in Agriculture Engineering from AUB, and a Master's degree in Business Management and Economics.



Pierre El Khoury
General Director and President
Center for Energy Conservation (LCEC)

Pierre is an Advisor to the Lebanese Minister of Energy and Water on all issues related to sustainable energy. He is currently the Regional Energy Advisor of the UN ESCWA. He holds a Bachelor degree in Electrical Engineering and a Master degree in Engineering Management, both from the American University of Beirut. he is also the Board of Trustees member representing Lebanon in the RCREEE.



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Mohamed Wageih

**Research & Innovation Adviser, Heliopolis
Innovation & Research Office, HIRO
Heliopolis University for Sustainable
Development**

Mr. Wageih has received his M.Sc. degree from Sunderland University, in information technology. He joined the Heliopolis University as a Research and Innovation Advisor. Currently, he is managing the University Innovation & Research Observatory, responsible for developing its RTI strategy. He is managing several Eu-funded projects. He is the coordinator of a EuropeAid project and he has been selected as one of the Horizon 2020-5Tol "Research & Innovation Champions in MENA region".



Alberto Soraci

**Head of technology transfer department
Innova BIC – University of Messina**

Alberto Soraci is the head of enterprise development and technological transfers department. He has got more than 10 years of experience in identification, starting and developing national and international projects, dealing with research cooperation, scientific development and technological innovation. He is the President of the Technology Broker Italian Association.



Dr. Andrey Girenko

**Founding and managing Director at GIRAF
PM, R&D manager at DFKI
GIRAF PM**

Dr. Andrey Girenko is the Managing Director and Senior Consultant at GIRAF. He has been Head of International Relations at Tver State University and now is Research Administrator at the German Research Center for Artificial Intelligence. He also works closely in several education and innovation related projects with TU Berlin.



Manuel Valiente

**Professor of Analytical Chemistry
Autonomous University of Barcelona**

Manuel Valiente has a Ph.D. in inorganic chemistry. He Published 188 papers in international refereed journals, he had 7 patents, he was invited to 20 lectures, supervisor of 29 Ph.D. thesis and 34 graduate thesis. He is the Coordinator of 6 EU projects and 18 Spanish projects. Specialist in environmental monitoring, remediation technologies and assessment of heavy metals mobility and availability is one of the most important research lines focused on environmental pollution problems.



Bassel Aoun

**Project Manager
Kafalat iSME Programme**

Bassel joined Kafalat in 2015 as Project Manager for the iSME Programme. Before joining Kafalat, Bassel spent 6 years working for Quartilium, the Funds of Funds division of ACG Capital. Prior to that, he had more than 4 years of Strategic Asset Allocation and Alternative Investments experience working for leading European insurance companies as AXA and Groupama in Paris. He holds a Master degree in finance from the European Business School in Paris.



Christoforos Perakis

**Energy Expert
Center for Renewable Energy Sources and
Saving**

Dr. Perakis acquired his PhD in chemical thermodynamics from the National Technical University of Athens in 2007. From 2007 to 2009 he has worked for a private Greek company in the study and development of RE investment projects. Since 2009 he's working at CRES as an Energy Expert. Dr. Perakis has significant working experience in the European Southern Neighborhood area as he was the coordinator of the recent MARE FP7 project. He has also participated in the ENSIAP ENPI-CBC-MED project as a RE expert.



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Rana El Hajj
Program manager for Climate Change & Environment
Issam Fares Institute, AUB

Rana works on advancing and linking research to policy on climate change related topics in Lebanon and the region including the Water-Energy- Food nexus. She held various positions in environmental non-governmental organizations in Lebanon, project manager of several environment and development projects and program coordinator for research and project development at the Association for Forests, Development and Conservation; she holds a B.Sc in Agriculture, an Agriculture Engineering diploma and a Master's degree in Environmental Sciences with a focus on Ecosystem management.



Octavi Quintana
Director of the R&I program
PRIMA Foundation

Octavi is a physician by training and specialist in Critical Care and MPH. He worked in different management positions in the health care, he worked in the CoE as delegate of Spain in the CAHBI which later became the CDBI. He served as chair for a couple of years during the drafting of the European Convention on Bioethics. He was also one of the members of the European Group of Ethics advising the President of the EC. He also worked on Humanitarian Aid, he was the director for International Affairs of the Ministry of Health in Spain and was appointed as director for Health Research at the EU Commission.



Rula Atweh
Programme Officers/International Cooperation
CNRS-L

Graduated from The George Washington University, Elliott School of International Affairs with a MA in International Affairs, and a concentration on Development, focus on Educational Development. Ms. Atweh joined the National Council for Scientific Research – Lebanon (CNRS-L) in 2008 where she has worked to develop and implement, in collaboration with CNRS-L Secretary General, staff members, consultants, and international experts, a number of proposals within the framework of international funding and EU funding opportunities.



Frank Utsola
Facility Manager
Sahara Forest Project

Frank started with SFP in May 2017. He moved to Aqaba in August 2017 to fulfil construction of the launch station. Frank is a 54-year-old Engineer from Norway, with a wide experience in green field project development and facility management.



Nadim Abdo
Director of Programs
Arcenciel

Prior to Arcenciel, Nadim worked as Sociologist and Urban Planner at the Town Planning Department of Solidere in Beirut. He is board member of the Lebanese Federation of Youth Hostels, and Secretary General of "Les Scouts du Liban" Lebanese Scouts Association. Nadim holds a BA in Social and Behavioral Sciences from AUB and an MSc in Regional and Urban Planning Studies from the London School of Economics and Political Sciences.



Ihab Jomaa
Head of the Department of Irrigation and AgroMeteorology
Lebanese Agricultural Research Institute (LARI)

Dr. Ihab is the coordinator of several applied research projects in the field of irrigation. He is also involved in hydrology models for the sake of measuring sediment flows in mountainous areas. He worked for 12 years at the National Center for Remote Sensing at the Lebanese Council for Scientific Research. He also joined various research projects on local and national basis.



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Nicola Tucci
CEO, Ph. D.
Innolabs srl

Dr. Nicola Tucci is Senior Governance, Legal and Environmental Policy Advisor and is actually working in public and private sector. He has more than 10 years of experience as Project Manager with specialization in EU environmental and governance projects. Nicola is graduated in Political Science (2003), has a Master of Arts in Political Governance (2007) and a Ph. D. in Geopolitics (2008).



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II. Matchmaking Experts

Topic: Intellectual Property

If you developed a research project, novel technology or product, this meeting focuses on learning more about the Intellectual Property process and what it takes to protect your innovation (patents for inventions, trademarks, industrial designs and geographical indications).



Amal Abdallah
Shareholder & Country Manager
Saba IP

Before joining Saba IP, Amal worked at Eurogulf Trading. She prepared training plans and budgets among departments.

Professional Qualifications: Leadership; people management; strategic planning; business development; Intellectual property

Amal holds a bachelor degree in Business Management and an MBA Masters in Business Administration. She is a member of APPIMAF, INTA.

Topic: Water reuse and recycling

This meeting focuses on research and technology projects that are related to Water reuse and recycling aiming at exchanging best practices in the field and exploring potential collaboration opportunities.



Hussam Hawwa
Director
Difaf

Hussam holds a BSc. in Agricultural Engineer from the American University of Beirut, an MSc. in Integrated Water Resources Management Wageningen University in The Netherlands, and several environmental engineering certificates. He has gathered more than 10 years of technical, social, and project management work experience in the water, wastewater and environmental sectors.

Topic: Financing for innovation

If you are looking to fund your innovation, this meeting will highlight what are the criteria that investors look for when evaluating a project, the steps needed to get a funding and potential available funding mechanisms in Lebanon that target the water, energy and food sector.



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Danny Maalouly
Investment Manager
Berytech Fund Management

Danny brings over 14 years of experience in Financial Markets, Asset Management, Wealth Management and Venture Capital. Prior to joining Berytech Fund, Danny worked as an Investment Advisor and a Senior Trader at Bank of America Merrill Lynch in Boston-USA, and SHUAA Capital in Dubai-UAE. He also managed the trading activities of several Hedge Funds covering multiple asset classes. He holds an Executive Education from Harvard Business School, an Executive MBA from ESCP Europe, a BBA in Finance from the American University of Beirut, and several investment management certificates.

Topic: Technology commercialization

This meeting targets innovators who are looking to market their research or technology and create a commercial value. It tackles the process of valorization of the innovation, taking it to the market with a suitable go-to-market strategy.



Mohammed Aljafari
Managing Director
Royal Scientific Society

Mohammed is an experienced strategy, entrepreneurship, IP, innovation, commercialization, investment, and finance professional with more than 15 years of leadership experience. He has engineered and successfully executed alliances across multiple sectors and has been involved in countless projects over the entire lifecycle of enterprise and academic innovation and commercialization. He is a member of numerous technical and advisory boards, at academic and private institutions worldwide. He has a PhD in Pharmaceutical Sciences from Nottingham University.

Topic: Agrifood technologies and value chain services

This meeting focuses on research and technology projects that are related to agrifood technologies and value chain services, aiming at exchanging best practices and exploring potential collaboration opportunities.



Lucien Azzi
Founder
Teknologix

Lucien graduated in Mechanical Engineering from the Lebanese University in 2000 and earned a master's degree in Industrial Automation in 2003 from the University of Technology of Compiègne. He was ranked first in the Association of Lebanese Industrialists competition for best designed machine. He worked in the packing machines manufacturing and lead development projects.



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Topic: EU-MED project development

Looking to apply for potential Euro-Med projects and learn about the fundraising and application process? The experts will share their experience in the field and guide you towards useful resources and opportunities.



Nicola Tucci
CEO, Ph. D.
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Topic: Decision support systems and monitoring

If you have technologies that improve the monitoring and decision-making process in the fields of water, energy and food, you will be able to discuss with an expert from National Instruments about best practices and tools that offer a technology platform to accelerate productivity, innovation, and sustainability of the processes (hardware platforms and system design software)



Ralph Saab
Electrical and communication engineer
National Instruments

Ralph holds a master degree in electrical and communication engineering from the Lebanese university. He founded RMS company for industrial and automation consultancy and implementation. He joined Grome Dubai in 2004 as a technical consultant and trainer. He joined National Instruments in 2006 as a field application engineer providing technical support, training and consultation in the MENA region.

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Topic: Sustainable management of water, food and energy.

This meeting focuses on research and technology projects that are related to sustainable management of water, food and energy, aiming at exchanging best practices and exploring potential collaboration opportunities.



Nadim Farajalla
Director
Climate Change and Environment
Program
Issam Fares Institute, AUB

Dr. Farajalla's started out his academic studies in irrigation engineering attaining an MS from Utah State University in Logan, Utah, USA and then an MS and a PhD in environmental engineering from the University of Oklahoma, USA. He has worked extensively in the private sector in the US, Europe, the Middle East and Africa. He is currently the director of the Climate Change and the Environment Program at the Issam Fares Institute for Public Policy and International Affairs at the American University of Beirut. His current research focuses on the impact of climate change on human settlements and activities, through extreme events of flooding and droughts; the nexus of water-energy-food and climate change with focus on adaptation and resilience; and recovery of devastated land due to anthropogenic activities such as wars, farming, quarrying, etc.

Topic: EU-MED project development

Looking to apply for potential Euro-Med projects and learn about the fundraising and application process? The experts will share their experience in the field and guide you towards useful resources and opportunities.



Raniero Chelli
Coordinator of EU projects
UNIMED

Raniero is active since 1985 in European projects (mainly in RTD, training and international cooperation), as a Commission Official (ESPRIT Programme 85-88), Project Manager, Project Design specialist, Evaluator and reviewer, Quality assurance manager, National Delegate in IST management Committees and trainer on EU programmes and funding. He is coordinator of EU projects at UNIMED, The Association of Mediterranean Universities where is in charge, to identify appropriate calls for proposals, cooperating in setting up successful proposals and consortia, and supporting the management of selected projects. Over the years he managed more than 20 significant projects funded by the European Commission through R&D Framework Programmes, TEMPUS, Erasmus+ CBHE and Euromed.



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Shada El Sharif
Sustainability & Low Carbon
Development Consultant

Seffen Faten
Head of Chamber of Commerce & Industry of
the Center

Seffen holds a Combined Master of Modern Languages in English - Japanese - Arabic. She is the Head of the International Department at the Chamber of Commerce and Industry of the center. She is a member of the MEPI projects 1,2,3,4 and she organizes conferences, events, forums and seminars. She is the European Project Coordinator for Tempus- FP7, H2020, Prima, ENICBCMED)

Shada has a diverse background in sustainable development consultancy, project management and strategic leadership of diverse projects and teams. Shada has proven experience in mobilizing stakeholders from the public sector, private sector and international towards the development and delivery of sustainable development and cleantech activities in the MENA region and beyond. Shada is specialized in the areas of low carbon development, climate change policy and clean energy, having delivered projects and papers on related topics in regional and international settings. Shada is a member of the Nexus Think Thank (NTT), and a certified trainer of the AEE Renewable Energy Professional (REP) course, a Certified Energy Manager (CEM) and a LEED Accredited Professional (LEED AP). She holds M Eng and B Sc degrees in Environmental Engineering from Cornell University.