



Lebanon's Caux Round Table: Is Moral Capitalism Possible?

Workshop/Seminar
(March 8-9 2017)

Introduction

Unbridled global capitalism, with its corresponding industries, weapons, food, drug, pharmaceutical, auto, oil, pornography, and all those industries that tend to destroy nature and turn human beings into commodities, is a destructive and relentless force that seems inexorable. Auspiciously, many people of good will have recognized this threat and have organized humane and creative movements to save and change the world, for it is not enough to identify what is wrong with the world, something better must be offered. In this regard, one such movement deserves special mention, namely, The *Caux Round Table* (CRT). By clearly articulating, developing, and trying to live by, global ethical principles, this movement of business leaders has been promoting what can be called *moral capitalism* for over four decades now! Lebanon's CRT movement had a magnificent beginning due primarily to the efforts of Mr. George Frem (INDEVCO) and is presently in need of being organized and developed into a formal Chapter. This may be achieved through solidarity with other similar movements in Lebanon and abroad. It is our conviction that commitment to such global ethical principles in business must be rooted in strong intellectual convictions that are cultivated by solid traditional family life and faith-based liberal arts education. In this regard the celebration of International Women's Day (March 8th) and the March 25th Marian Movement shall both be integral parts of the seminar/workshop.

Objectives and Goals

- To promote best practices among business leaders and entrepreneurs
- To support and encourage Lebanon's participation in the UN Global Compact
- To celebrate the UN International Women's Day, emphasizing the unique role and vocation of women in business
- To acknowledge and celebrate the good work already begun by Lebanon's *Caux Round Table* movement
- To identify specific ways in which this movement can be organized into a formal and vital Chapter
- To celebrate the *March 25th Marian Movement* in the context of its important implications for Business in Lebanon and the world

Day One: Wednesday, March 8, 2017
Venue: Friends Hall

OPENING

- 8:30 – 9:00 Registration and welcoming coffee and refreshments
- 9:00 – 9:05 *Welcoming Remarks:* **Kamal Abouchedid**, Dean of the Faculty of Humanities, Notre Dame University-Louaize (**NDU**) and **Edward J. Alam**, Chairholder, Benedict XVI Endowed Chair of Religious, Cultural, and Philosophical Studies, Faculty of Humanities, **NDU**
- 9:05 – 9:15 *Opening Remarks:* **Robert MacGregor**, Co-chairman, Caux Round Table, **USA**
- 9:15 – 9:25 *Recognition of INDEVCO's commitment to Global Ethical Principles in Business:*
Yussef Zgheib, Interim Dean, Faculty of Business Administration & Economics (FBAE), **NDU**
Antoine Frem, Chairman of INDEVCO Management Resources Inc.
- 9:25 – 9:30 *Opening Remarks:* **Raymond Sfeir**, Member of *EDC-France (Entrepreneurs et Dirigeants Chrétiens)*, founder of *EDC-Liban*, Chair of the Christian Islamic Dialogue at UNIAPAC (International Christian Union of Business Executives), and Secretary General of **MA'AM** (Islamic Christian Forum for Businessmen)

PAPERS

- 9:30 – 9:50 *Pillars of Trust in the Economy*
Michael Smith, Journalist, Author and Head of Business Programs at Initiatives of Change, **UK**
- 9:50 – 10:10 Discussion
- 10:10 – 10:30 *The Profit of Values: Management for Long-lasting Enterprises*
Raymond Sfeir, Secretary General of **MA'AM**
- 10:30 – 10:50 Discussion
- 10:50 – 11:10 Coffee Break

PANEL PRESENTATIONS & DISCUSSIONS

- 11:10 – 11:50 *The Paris 2015 Global Agreement on Climate Change: Challenges and Opportunities for the Energy and Waste sectors in Lebanon*
Sophia Ghanimeh, Assistant Professor, Environmental Engineering, Faculty of Engineering, **NDU**
Rabih Osta, Area General Manager of **Phoenix** Group, Member of INDEVCO Group
Moderated by **Omar Sakr**, Lecturer, Faculty of Business Administration & Economics, **NDU**
- 12:00 – 1:00 *Business and Moral Capitalism: Unique Contribution of Women Entrepreneurs*
Panel with Women Entrepreneurs organized by **Rouba el-Helou**, Lecturer of Media Studies, and
Moderated by **Hasan Youness**, Lecturer, Trust and Integrity in the Global Economy, **Lebanon**

LUNCH

Venue: Abou Khater Auditorium

CELEBRATION

- 2:30 – 3:15 *The March 25th Marian Movement in Business: Significance for Lebanon and the World*
- Introduction: **Cheikh Mohamed Nokkari**, President of **MA'AM**
 - Children's Choir: A Muslim/Christian veneration of the Virgin
 - Remarks: **Joe Hatem**, Board Member of **MA'AM**
- 3:15 – 4:00 *Where do we go from here? How to Organize a Formal and Vital CRT Chapter in Lebanon*
Robert MacGregor, Co-chairman, Caux Round Table, **USA**
Antoine Frem, Chairman of INDEVCO Management Resources Inc.
Tony Feghali, Edupreneur and CEO of Aimee

Day Two: Thursday, March 9, 2017

Venue: Friends Hall

OPENING

- 8:30 – 9:00 Registration and Welcoming coffee and refreshments
9:00 – 9:10 *Opening Remarks: Brief Summary of Day One*
Eugene Sensenig, Initiatives of Change, Associate Professor of Political Science, Faculty of Law & Political Science, **NDU**

PAPERS

- 9:10 – 9:30 *Liberal Arts 'Matters' for Business*
Patricia Grieve, Professor of Humanities, Columbia University, **USA**
9:30 – 9:50 Discussion
9:50 – 10:10 *Is Moral Capitalism Possible? How Lebanon Copes with the Refugee Influx from Syria*
Martin Beck, Professor of Middle East Studies at the Center for Contemporary Middle East Studies, University of Southern Denmark, **Denmark**
10:10 – 10:30 Discussion
10:30 – 10:50 *Nationalism and Moral Economy*
Robert Gallagher, Professor of Classical Philosophy and Political Economy, **Lebanon**
10:50 – 11:10 Discussion and Formal Response to Robert Gallagher's paper by Eugene Sensenig, Initiatives of Change, Associate Professor of Political Science, Faculty of Law & Political Science, **NDU**
11:10 – 11:20 Coffee Break

PANEL PRESENTATIONS & DISCUSSION

- 11:20 – 12:20 *Communication and Media: Moral Implications for Business*
Journalism Panel with the Media organized and moderated by **Rouba el-Helou**, Lecturer of Media Studies, Faculty of Humanities, **NDU**
Hala Bejjani, Chairman and Managing Partner of Planet News Business (*Kel Yom*)
Yasser Akkaoui, Publisher and editor-in-chief of the Executive Magazine
Nidal Ayoub, President of l'Association Francophone de Journalism-AFEJ, Script writer

CELEBRATION

- 12:20 – 1:15 *The March 25th Marian Movement in Business: Significance for Lebanon and the World*
▪ Introduction: **Nagy el-Khoury**, Secretary General of the Muslim-Christian Marian Encounter (Together Around the Virgin Mary)
▪ Choir Performance: A Muslim/Christian veneration of the Virgin
▪ Remarks: **Eugene Sensenig**, Initiatives of Change, Associate Professor of Political Science, Faculty of Law & Political Science, **NDU**
1:15 – 1:30 *Closing Remarks*
Raymond Sfeir, Secretary General of **MA'AM**
Edward J. Alam, Chairholder, Benedict XVI Endowed Chair of Religious, Cultural, and Philosophical Studies, Faculty of Humanities, Notre Dame University-Louaize (**NDU**)

CLOSING LUNCH