



غرفة التجارة والصناعة والزراعة
Chamber of Commerce Industry
and Agriculture
of Beirut and Mount-Lebanon في بيروت وجبل لبنان

TALAL ABU GHAZALEH AND THE LEBANESE UNIVERSITY

A PARTNERSHIP OF WILL

Wael Achkar

TAG AND THE LEBANESE UNIVERSITY

- Earlier in 2023, Talal Abu Ghazaleh's company (TAG) announced its concerns in collaborating with the Lebanese University for the production of digital devices
- Before arriving to Lebanon, the project took place in China, Cairo and Amman.
- The priority for Lebanon to be part of this plan came from the duty of Dr. Abu Ghazaleh and his special consideration for the country.
- After accomplishing the procedures required, TAG TECH factories and the Lebanese University are preparing themselves to start assembling the devices as a first stage.



THE DEVICES THAT TAG TECH PRODUCES



Laptops



Smartphones



Tablets



Accessories

A decorative graphic on the left side of the image, consisting of a network of white lines and small circles on a dark blue background, resembling a circuit board or data network.

THE PRODUCTS OFFERED BY TAG TECH

LAPTOPS

- Currently, TAG tech has more than 10 models of laptops:



Tagitop-Plus III



Tagitop-Multi



Tagitop-Edu



Tagitop-Flip



Tagitop-Pro



Tagitop-Uni

PHONES

- The smartphone models produced are:



TAG-Phone Special



TAG-Phone Advanced



TAG-Phone Plus



TAG- Phone

TABLETS

- Among the tablets produced by TAG tech:



TAG-Tab III



TAG- DC



TAG-Tab Kids



TAG-Tab II

ACCESSORIES

Alongside the devices mentioned above, the accessories produced are:



Power Bank



Bluetooth Earphone



Headset



Wireless Mouse



THE PARTNERSHIP:

FROM THE LEBANESE SIDE

THE INFORMATION PROVIDED IN THIS PRESENTATION WERE GIVEN BY MR. BURHAN AL ASHKAR – EXECUTIVE DIRECTOR AND REPRESENTATIVE OF DR. ABU GHAZALEH FOR MEDIA AND CULTURE IN LEBANON.

THE COMPONENTS AND THE SOFTWARE

- At the first stage, the Lebanese University will act as an assembly line for the electronic goods.
- The components will be shipped mainly from China
- Future plans will consider components from local Lebanese producers that can supply suitable parts for the production.
- The software is designed by engineers from the Lebanese University and the design houses in China to fit the market demand and fulfill the tasks required.
- Custom made designs are provided for governments and consumers based on their demand which provides a substitute for the devices already available in the market.

WHEN WILL THE PRODUCTION START?

- The production location will take place at one of the Lebanese University campuses
- The equipment arrived to Lebanon and are ready to be assembled.
- Production is expected to begin during the last quarter of the current year



WHO WILL BE EMPLOYED IN THE PRODUCTION PROCESS?

- The transfer of knowledge will be the starting point.
- Employment/ recruitment will be for Lebanese experts and these tasks will be managed by the University.
- Senior students in their year of graduation are considered first for job vacations in this project.

WHAT ARE THE LESSONS OF THIS PROJECT LEARNED FROM SIMILAR PARTNERSHIPS IN OTHER COUNTRIES.

- Among the lessons learned is the successful accomplishment of goals due to the collaboration between public and private entities.
- This is due mainly because of the unification of capabilities and experience.
- For example, in Egypt, the collaboration between TAG Tech and the Arab Organization for Industrialization resulted in an expansion.
- In 2018, the initiative in Egypt started with one production line. In 2023, the project operated with 6 production lines.

THE BOTTOM LINE

- Despite the economic crisis that is hitting Lebanon, the capabilities of shining again never faded.
- The Lebanese students are equipped with high skills making them able to take part in innovative projects that are concerned with booming and sustaining sectors such as technology.
- TAG Tech believed in these students and took the initiative to collaborate with one of Lebanon's main recovery pillars: the Lebanese University.
- The success of this project is highly expected and give a promising claim of the possibility that Lebanon will start its recovery in the right path.