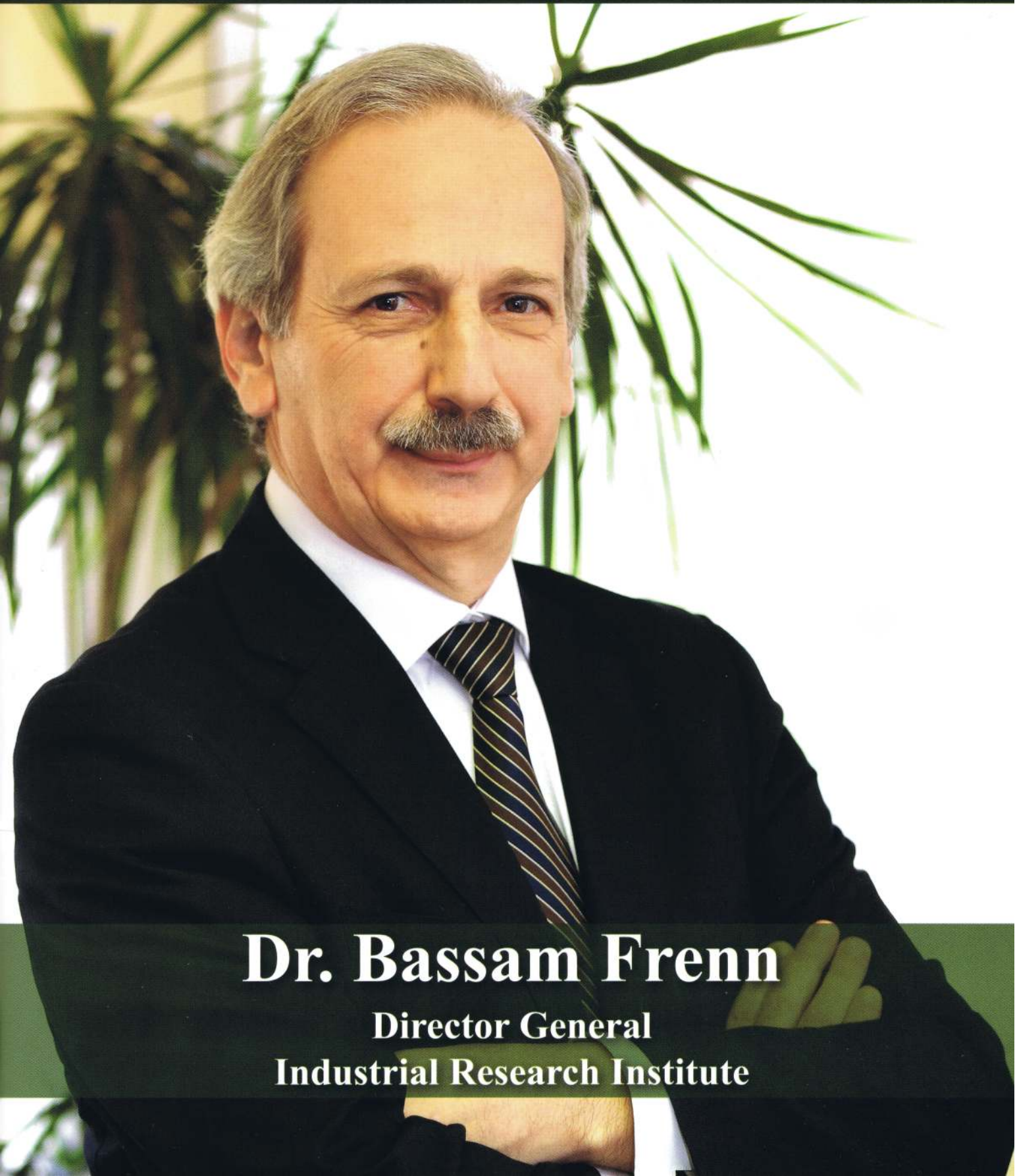


THE GENERAL MANAGER

Volume 24-No.256-258
January-March 2016



Dr. Bassam Frenn

**Director General
Industrial Research Institute**

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Editorial



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2016 Promises Major Advances for Info on the Go



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his first issue in 2016 is loaded with a rich variety of must read actionable features and hands-on articles specifically designed to satisfy our avid readers.

The issue also proudly profiles a highly distinguished top executive as GM of the Month in the person of Dr. Bassam Frenn, Director General of Industrial Research Institute based on Lebanese University Campus, Hadat (Baabda).

The Lebanese economic scene was a direct reflection of domestic political uncertainties amid broad regional conflicts. The real economy reported one of its worst years in more than a decade.

The Lebanese banking sector witnessed a year of modest activity growth in 2015. Total sector activity grew by 5.9 % in 2015, marking a slight slowdown relative to the 6.6% assets increase registered in the previous year.

The activity growth slowdown was yet coupled with sustained financial soundness indicators in the realm of liquidity, capital adequacy, asset quality and profitability.

This issue is equally filled with valuable articles of great benefit covering several disciplines that you will definitely enjoy and put to immediate use in your successful organization.

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Dr. Bassam Frenn

Director General

Industrial Research Institute



The General Manager is delighted to profile a very distinguished top executive; Dr. Bassam Frenn, Director General of Industrial Research Institute as General Manager of the Month for this issue due to appear this month.

Dr. Frenn has an outstanding track record of great achievements and major accomplishments covering a wide range of sectors offering a rich variety of specialized services coupled with 14 fully equipped state-of-the art laboratories as well as inspection and control services, training and certification of systems, products and persons.

IRI is assuming a strategic role aimed at boosting the total quality standards of all key sectors in Lebanon under the visionary leadership of Dr. Bassam Frenn.

The General Manager Magazine conducted an enriching interview with Dr. Frenn in his prestigious office in IRI's impressive premises on Lebanese University Campus.

He gracefully responded to our questions as follows:

1- What were the major milestones of your career?

1998- to Present: IRI Industrial Research Institute-Beirut Lebanon

Director General

2015-to Present: Board Member of CCFL (Chambre de Commerce Franco-Libanaise)

2013: Economy Award in the category Public Sector distinction

2009 -to Present: Board member of BBCL (Belgian Business Council in Lebanon)

2004 - to Present : Board Member of UISF-UNESCO Paris (union internationale des ingénieurs et scientifiques parlant la langue française)

2003 -2013: Board Member of LIBNOR (Lebanese Standards Institution)

Motto:

To improve “always, record what you cannot do”.

1986 - 1998: CDR (Council for Development & Reconstruction) - Beirut Lebanon

Sector Manager Industry & Oil, Agriculture and Environment

1993-1995: Ministry of Industry and Petroleum – Beirut Lebanon

Advisor to the Minister for International Affairs

1990-1995: U.S.E.K. (Universite Saint Esprit Kaslik) Lebanon

Board Member and Director of the Economic Department of the Agriculture Engineering Faculty

1988-1996: U.S.E.K. (Universite Saint Esprit Kaslik) Lebanon

Professor of Management, Project Analysis & Project Evaluation

2- How do you describe your leadership style?

A Leader is the one who shares success and gives credit to his collaborators. I also delegate as without delegation corporate results cannot be accomplished.

Capital owners are reluctant to invest in this unstable period in the country.

3- What are the challenges facing your esteemed institute today?

On the national level the mentality has changed due to globalization coupled with a longer life of people. Our mission is consumer health and safety; constraints are quality of life and technical barriers. Since 1998 we founded Lebanon's Quality Club and first ISO conferences.

4- Do you foresee any negative effects due to the political uncertainties in the region?

De-Facto. Capital owners are reluctant to invest in this unstable period in the country. I am optimistic by nature and I hope this current will not endure.

“ IRI's mission is to ensure an adequate service regarding technical and scientific support to the Lebanese industrialists and the national economy.”

5- Who do you consider as your role model?

I am impressed by many authorities:

- Jesus Christ
- Descartes
- Higgens
- Tom Kings in Business and Management

In addition to the impact of the family specifically my father who passed away in 1984 and who was highly educated and a great source of inspiration.

A Leader is the one who shares success and gives credit to his collaborators.

6- Does your busy schedule allow you to pursue other passions?

Used to be a very active athlete but due to two recent surgeries in my legs and back I had to stop for the time being. This is what I miss and regret so much.

7- What is the last book you read and what influence did it leave on your thinking?

Several books - all disciplines which have a lasting impact.

- La femme dans la Pub. Recently published
- Broken wings of Gibran
- Prophet of Gibran
- Shakespeare

8- Are you optimistic about the Future?

I am always optimistic by nature. A major criterion to reach your goal is to be always optimistic

On the national level the mentality has changed due to globalization coupled with a longer life of people.

PERSONAL BIO-DATA

• Education background

HIGHER EDUCATION University Degrees

1985- Mastere Specialise (Cycle Doctoral)
Economic development
Ciheam Montpellier France

1977- Licence Gestion des EntreprisesUSJ
Université Saint Joseph, Beirut LEBANON

1986- Cycle D'études Spécialisées
Applications De L'informatique Dans Le
Développement
IAM Montpellier France

2010- Professor Honoris ICOU - UK

• Marital status

Married

Name of spouse: Mrs. Colette Frenn

Name of offsprings: Miss Fabienne Frenn

• Training and seminars successfully completed

2015- October 6-10, 2015: EUROLAB National
Members' Meeting, TCQA meeting and
TURKLAB-EUROLAB seminar – Istanbul

2015- September 21-22, 2015: Research Evaluation
& Assessing Research Quality Berlin

2015- June 24, 2015: General Meeting of the
Franco-Lebanese Chamber of Commerce
(CCFL) – Paris

2015- June 10-11, 2015: The 22nd meeting of the
Pan-Euro-Med Working Group in Brussels

2015- May 6-7, 2015: B2B meetings: Agro-food
sector - Expo Milan 2015 –Italy

2015- March 16-18, 2015: Economy Today
conference – Rome, Italy

2014- May 21-22, 2014: The 2nd meeting of the
pan-Euro-Med Joint Committee and 20th
meeting of the pan-Euro-Med Working
Group in Brussels

2014- April 01, 2014: EUROLAB General Assembly-
Warsaw

2014- November 27, 2014: The 6th Edition of the
Mediterranean Tourism forum-Meditour 2014
in Barcelona

2014- October 30, 2014: Tools for growth: driving
investment in the Mediterranean Region
14th FEMIP conference – Naples, Italy

2014- October 22-23, 2014: The 21st meeting of the
pan-Euro-Med Working Group in Brussels



IRI INSTITUTE PROFILE

The Industrial Research Institute (IRI) was founded in 1953 and linked to the Ministry of Industry pursuant to Article 3 of Law n° 642 of June 2, 1997. IRI is registered as a Lebanese nonprofit institution declared of public utility with administrative and financial autonomy for studies, industrial research and scientific testing, calibration, inspection and certification (system, product and personnel). Our mission is to ensure an adequate service regarding technical and scientific support to the Lebanese industrialists and the national economy. IRI provides training and consultancy for laboratories' accreditation on National, Regional and International level and it is designated as the accreditation body to all types of welding activities in Lebanon. Within its structure, IRI comprises 14 laboratories among which six are already accredited by the American accreditation body ANAB according to ISO 17025: 2005 (IRI is the first accredited body in Lebanon since 2004).

The number of IRI staff members amounted to 153 at the end of 2015.



INDUSTRIAL RESEARCH INSTITUTE



OUR SERVICES

LABORATORIES

- Wet Chemistry
- Physical Chemistry
- Microbiology
- Paint & Packaging
- Petroleum and Derivatives
- Textile, Leather, Rubber and Plastic
- Grains, Flour and Bread
- Water
- Soil Mechanics and Civil Engineering
- Mechanical Engineering
- Electrical Engineering
- Metrology & Calibration
- Solar Water Heater
- Refrigerants Reclamation



CERTIFICATION

- System Certification
- Product Certification
- Certification of Persons



INSPECTION AND CONTROL

- Industrial field
- Application of decree-laws

WELDING

- Training, Qualification, Inspection & Certification
- Non Destructive Testing

