



Developing Lebanon's tech sector through the Lebanese diaspora

ACTION BASICS

<p>Beneficiary</p>	 <p>Association Franco-Libanaise des Professionnels de l'Informatique (AFPI) is a not-for-profit diaspora organisation for Lebanese IT professionals in France that provides support to IT professionals in Lebanon and promotes technological exchange between the two countries.</p> <p><i>In partnership with</i></p>
<p>Partner</p>	 <p>Berytech Foundation is a Lebanon-based incubator and accelerator that provides support to start-ups through research, incubation, networking, mentoring, funding, access to markets, company hosting and acceleration.</p>
<p>Duration</p>	<p>12 months</p>
<p>Sustainable Development Goals</p>	  

MAIN FEATURES

<p>Context & needs</p>	<p>Following the financial and economic crises in Lebanon in 2019 and 2020, high rates of skilled labour migration, business shutdowns and hyperinflation have made it difficult for businesses to thrive. To counter these effects, the Lebanese diaspora in France aims to support the development of the tech market in Lebanon, a priority sector for the government over the past years.</p> <p>AFPI and Berytech, in partnership with the Chambre de Commerce Franco-Libanaise (CCFL) and Smart ESA, launched the Cedars Tech initiative to support Lebanese tech companies that wish to enter the EU market, particularly France. Cedars Tech still aims to establish a framework, platform and network, thus, it requested support (1) to further develop the label; (2) to train Lebanese tech companies to enter the French market; and (3) to promote AFPI's services and the Lebanese tech sector.</p>
<p>Objectives</p>	<p>General objective</p> <p>The action aims to equip the Lebanese diaspora in France with knowledge, skills and tools to support the development of the Lebanese tech sector.</p> <p>Specific objectives</p> <ul style="list-style-type: none"> • Ease the access of Lebanese companies to the French market by building on the diaspora's expertise to tailor a training tool, the "French Market Acceleration Program"; • Strengthen the credibility of the Lebanese tech sector by supporting AFPI in drafting the guidelines for the Cedars Tech label; and • Develop the capacities of AFPI to promote its services and the Lebanese tech sector locally and internationally.



ACTION PLAN

EUDiF Areas of intervention



Empowering diaspora organisations based in Europe



Supporting partner countries in enabling diaspora engagement for development



Fostering multi-stakeholder partnerships

Capacity development support



Conduct of assessments, research and/or evaluations

- **Assessment of training needs** of Lebanese tech companies to enter the French market
- **Assessment of communication capacities** of AFPI, focused on tools and target audience
- **Monitoring and evaluation plans and tools** to assess the impact and sustainability of activities



Organisation of knowledge transfer events

- **Training of trainers** to equip diaspora members with soft skills to teach the “French market acceleration program” to local stakeholders
- **Peer-learning activities** with regional partners and existing tech labels who have extensive experience in label operations and management



Development of strategic documents and/or training tools

- Creation of **training modules** by AFPI diaspora members for the “French Market Acceleration Program”
- **Technical guidance in drafting the Cedars Tech label guidelines** in partnership with an expert



Visibility and communication activities

- **Development of a communication toolkit** containing tools and techniques for effective engagement with target audiences



Facilitation of networking and partnerships

Outputs

- A **training programme** to develop the capacities of Lebanese tech companies to enter the French market, to be delivered online
- **Guidelines for AFPI's Cedars Tech Label**, which would serve as quality assurance for services provided by the Lebanese tech sector
- A **communications plan** to increase the visibility of Lebanese companies in the French market
- **Monitoring and evaluation tools** for the training programme and the communication plan to examine the long-term impacts and sustainability of the action

Expected results

- Increased knowledge and understanding of the French ICT market
- Increased pedagogical capacity and ready-to-use training tools for AFPI
- Increased knowledge of communication techniques and ready-to-use tools to promote AFPI's work and the Lebanese tech sector in France
- Increased knowledge of operations and management capacity for the Cedars Tech label
- Increased organisational knowledge and use of M&E practices and impact assessments
- Increased reliance on the internal capacities of AFPI and Berytech to sustain the action post-EUDiF intervention

Find out more at www.diasporafordevelopment.eu

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