



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

SIBA Jan 2018 Report

Feb 1

Version 1.0

by Rama Chakaki

Summary

Summary

- Board Activities
 - Legal
 - Finance
 - Communications
 - Service Development
 - Human Capital
 - Information Technology
 - Chapter Structure Development
 - Community Engagement
- Impact Statistics
- 2018 Planning

Legal



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

Legal

- Canada Org Setup
- UK Chapter Setup
- Started Jordan, Turkey, Egypt Chapter setup
- Developed ByLaws
- Developed Chapter Operating Manual

Finance



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

Finance

- Built services budgets
- Built Communications & IT budgets
- Developed 2018 budget
- Built Financial Procedures
- Bank Setup

Communications



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

Communication

- Brand Development
- Communication Strategy
- Activation
 - Website Development (Arabic / English)
 - Newsletter
 - Social Media Platforms
 - Traditional Media Presence
 - RoadShow
- Budget Planning
- Communications Policies & Procedures

Service Development



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION



Service Development

- Developed Service Rollout Procedure
- Defined Service Portfolio
- Detailed 2018 Service Concepts
- Budgeted for 2018 Services

Human Capital



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION



Human Capital

- SIBA Organization Structure
- Job Profiles
 - Executive Director
 - Marketing Communications Manager
 - Community Manager
- Recruitment, Hiring, Training Process
- Job Scale Recommendations

Information Technology



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

Information Technology

- Defined Information Technology infrastructure and support service requirements
- Defined Community Platform Requirements
- Shortlisted community platform service providers

- Activation
 - Client Relationship Management Platform (CRM as an interim step to community platform)
 - Newsletter management system
 - Website, email, G-Suite Services
- Defined budget

Chapter Structure Development



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION



Chapter Structure Development

- Developed Chapter Operating Procedures

Community Engagement



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION

Activities - Digital

- Community Survey to solicit input on membership fees
- Country point of contact survey - to gather info on community



Community Engagement - Members

Event	Attendees	Date	Purpose	Outcome
Dubai Roadshow	Mr. Emad Ghrawati Mr. Abdulkader Sankari Mr. Adel Mardini Mr. Ghazi Jaroudi Ms. Yasmin Azhari Mr. Maher Mamlouk	October	<ol style="list-style-type: none"> 1. Introduce SIBA 2. Solicit feedback on membership fees 	<ul style="list-style-type: none"> - Validated donor readiness for funding - Surveyed community requirements
Egypt Visit	Mr. Aziz Kabbani Mr. Sukkar	October	<ol style="list-style-type: none"> 1. Introduce SIBA 2. Solicit feedback on membership fees 	<ul style="list-style-type: none"> - Surveyed community requirements - Documented community challenges
IOM conference in Beirut	UN, IOM, MENA countries	Sep 2017	Presenting SIBA's mission and goals	<ul style="list-style-type: none"> - Established connections with the major Int'l organisations.
SIBA Introduction Meetings	Syrian business community	Fall 2017	<ol style="list-style-type: none"> 1. Introduce SIBA 2. Solicit feedback on membership fees 	
Toronto Visit	Mr. Mohamad Zeibak Mr. NGO Lawyer	October	<ol style="list-style-type: none"> 1. Review SIBA Status 2. Agree on a course of action for legal setup 	<ul style="list-style-type: none"> - Brief the board on latest status - Set follow up with the board
Toronto Visit	Jusoor Conference	October	<ol style="list-style-type: none"> 1. Represent SIBA among a target audience 	<ul style="list-style-type: none"> - Presented SIBA briefly and networked with community



Community Engagement - MNOs & Gov

Event	Attendees	Date	Purpose	Outcome
Stockholm	Staffan di Mestura -UN	August	SIBA Introduction	Acknowledged
London Visit	MENA Minister - FCO	August	SIBA Introduction	Acknowledged
Beirut Visit	Turkish Ambassador	September	SIBA Introduction	Acknowledged
			SIBA Turkey Visit	Coordinating with Ankara
Beirut Visit	Turkish Ambassador	October	Turkish Visa	Will review Procedures
	Russian Ambassador		SIBA Introduction	Acknowledged
	Ukrainian Ambassador		SIBA Introduction	Suggested Syrian Businessmen in Ukrain to join SIBA



Community Engagement - MNOs & Gov

Event	Attendees	Date	Purpose	Outcome
Beirut Visit	Turkish Ambassador	November	Turkish Visa	Follow Up visit
	FCO MENA REPS		SIBA Involvement	Suggestions for UK Govt Policy on Syria for Business
Geneva Visit	UN HQ	November	SIBA Introduction	SIBA Relationship with UN, WB, IMF etc.
Beirut Visit	Turkish Ambassador	December	Turkish Visa	Changes Promised
	Russian Ambassador		Follow Up	Will Arrange Contacts in Moscow
	UN Rep		Follow Up	Meeting Syrian Businessmen
Beirut Visit	Turkish Ambassador	January	Turkish Visa	Changes Implemented-Visa procees reduced from 9 mo to 2 weeks
Vienna	Staffan di Mestura -UN	January	SIBA Involvement	Follow up Meeting

Community Engagement - MNOs & Gov

Event	Attendees	Date	Purpose	Outcome
World Bank	Mr. Dardari	August	<ol style="list-style-type: none"> 1. Introduce SIBA 2. Solicit feedback on membership fees 	
IOM Egypt	Mr Roberto cancel Mrs Shirehan Habib	October	<ol style="list-style-type: none"> 1. Egypt Chapter Registration & launch 	Chapter registration Chapter launch sponsorship Legal advice on chapter functions
Ministry of Planning	H.E. Imad N. Fakhoury	Fall 2017	<ol style="list-style-type: none"> 1. Introduce SIBA 2. International Cooperation in Jordan 3. Establishing a chapter 	
Ministry of Industry	H.E. Yarub Qudah	Fall 2017	Facilitate working permits for Syrians in Jordan	



Community Engagement - Media

Channel	Date	Purpose	Outcome
News Deeply	August	1. Introduce SIBA	https://www.newsdeeply.com/syria/community/2017/08/14/syrian-businessmen-around-world-aim-to-get-syrians-to-help-syrians
Facebook	Established in August	1. Engage online community	
Twitter	Established in August	1. Engage online community	
Linked-in	Established in August	1. Engage online community	
Whatsapp Group	Established in November	1. Deliver SIBA News	

Impact Statistics



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION



Impact Statistics

Activity	Time Spent	Outcome
Number of hours spent by collective board	250 hours	<ul style="list-style-type: none">- Establish legal structure, foundational policies and procedures across the organization
Number of hours developing the services	90 hours	<ul style="list-style-type: none">- Created the service portfolio concept papers and budget
Number of hours on communication	180 hours	<ul style="list-style-type: none">- Built a communications strategy- Developed the brand- Built the website, established channels
Number of hours developing Bylaws and Chapter Manual	172 hours	<ul style="list-style-type: none">- Built the bylaws- Developed Chapter Manual
Total number of hours	692 hours	

Challenges & Mitigations





Challenges and Mitigations

Challenge	Solutions
Legal & Bank Account Establishment	Process planned to conclude in a week took 6 months

2018 Planning - to be provided in a separate document



SYRIAN INTERNATIONAL
BUSINESS ASSOCIATION



Reference Documentation

- Chapter Manual
- Service Development (Concept Papers)
- Legal Setup Documentation
- Bylaws
- Brand Manual
- Constituting Statute
- Media Briefing
- Frequently Asked Questions
- Website Blog
- Annual Reports
- Events Guidebook
- Communication Policies & Procedures
- Board Meeting Minutes