



FACT SHEET

“YOUR BUSINESS SUCCESS IS OUR CHALLENGE”

Our Mission Statement:

Our Business Development center’s mission is to identify, incubate, host, network, train and support value added business opportunities. We are committed to assisting and promoting growth potential sectors in North Lebanon.

What we do?

BIAT offers a wide variety of services to its entrepreneurs and SMEs:

-Room for Growth-

BIAT offers space as “Freelancer’s Desk”, “Executive offices”, or “light Industrial space”, where a new business can get birth, and existing enterprises can flourish and grow. Both large and small organizations will, at some stage of their development, need flexible space arrangements from which to grow or develop new products or services. The following is a brief list of our facilities

Infrastructure	Facilities	Administration Support
24 hrs access & security	Access to computer room	Common Reception Area
24/7 power supply	Access to conference room	Message taking
Phone/Data/UPS/Electricity outlets	Access to auditorium	Comprehensive office services
Reception & Cafeteria	On site car parking	Post handling
Broadband Internet	Catering services	Photocopier
	Exhibiting facilities	Facsimile

-Business support services-

- Business Counseling: Marketing plans, Business plans, Feasibility studies, Business diagnosis, and others.
- Legal Assistance: Company legal form, Registration, Contracts...
- Help Accessing Capital: Commercial banks, Leasing, Kafalat, Equity....
- Marketing & sales: Packaging, Labeling, Pricing, and Distribution channels, Market niches...
- Financial & Accounting: Cash flow projections, Cost analysis, Tax...
- Exporting Guidance: Export strategy, Selling and distribution in overseas markets, Legal obligations, Working with cultures, and others

- Graphic design and IT support: Web designs, Packaging designs, Logos, and all needed IT-related solutions.

- Training Services-

Once BIAT accepts the outline business proposal, we carry out a “Training Needs Analysis” in order to spot the skills needed and train the staff, whether in Finance & Accounting , Marketing & Selling, Technology, Exporting, or Managerial skills.

Who is eligible?

Evaluation criteria include, but not limited to, the following:

- Background, commitment, and entrepreneurial experience of the candidate
- Financial viability and sustainability of the project.
- Status of business plan and growth potential.
- Potential for interaction with other hosted companies.
- Preferably from IT, graphics, F&B, health, tourism, and light industries such as handicraft businesses with growth potential.

Why we can offer you a better service?

BIAT provides services with no direct competition due to differentiation derived from uniqueness of the whole concept.

- BIAT enjoys the support of its consortium members (Chamber of Commerce, Rene Mouawad Foundation, Municipalities of Tripoli and El- Mina, University of Balamand, and others) and places this support at the service of its clients.
- BIAT has the back up pf the European Union and the Ministry of Economy.
- One -stop-shop concept of a wide variety of business support services.
- BIAT building offers clients a supportive business environment in which to start and grow.

IT IS INTERNATIONALLY KNOWN, THAT COMPANIES WHO WORK WITH A BUSINESS DEVELOPMENT CENTER LIKE BIAT HAVE A MUCH HIGHER SUCCESS RATE THAN THOSE WORKING ON THEIR OWN.

Who we are?

BIAT, a not-for-profit organization, was established with the assistance of the Integrated SME support programme, an EU funded project at the Ministry of Economy and Trade of Lebanon. BIAT is managed by a motivated, professional, experienced, and caring team ready to assist clients throughout their companies’ development path. Our team can provide financial, technical, marketing, legal, accounting and training support along with relevant authorities’ connection.

For more information, please contact:

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