

25-26-27 March 2011
Preparatory SYMPOSIUM
for the October 2012 Congress

*Corporate Social
Responsibility*

م أ م



Uniapac

International Federation of
Christian Business Leaders

MA'AM
Gathering

Muslim-Christian
Beirut - Lebanon

MA'AM Logo

The logo was designed based on the acronym MA'AM which is spelt in Arabic with the three following letters (from right to left)

Mim - Aleph - Mim

م ا م

م represents the 1st letter م

The letter ا was preserved as such

The 2nd letter م was placed symmetrically facing the 1st letter م

This led to:

م ا م

in short



Almost all of the old Arabic words are derived from verbs of three consonants. Accents replace the vowels. MA'AM is derived from the verb AMMA that is to aim at, head towards, desire, seek and lead people to prayer... MA'AM, by extension, means "the place that we aim towards or to which we are heading. It is "the path", so to speak. An interesting relation also links AMMA to AIM in English.

A Human-Centered Economy

Preparatory Symposium

25-26-27 march 2011

Muslim and Christian leaders believe in the importance of spiritual and religious meetings that open the way for an interreligious dialogue. Still, no tangible initiatives translate their stance in an operational way and the economic sphere is often forgotten.

Our relentlessly globalizing and finance pre-eminent world is rapidly changing. Having lost its references, it has shifted towards degradation by living a value-free freedom. Regardless of the spirituality to which they belong, believers shall act as role models and witness that ignoring the Truth leads to more selfishness, exploitation of humanity, and denial of dignity.

The current crisis has been controlled by significant financial interventions by governments which could have negative effects on whole communities and carry the seeds of new economic, social, and political crises.

This Symposium aims at laying the foundation for the October 2012 Congress to be held in Lebanon, bringing together a considerable number of Muslim and Christian leaders who shall discuss the place of the Human Being in the economy, the progression routes, the incentives to promote, and the values to control.

Thus, the meaning of
Corporate Social Responsibility
will be better defined and perceived.

Why You?

This invitation was not randomly made. It is rather a personal invitation addressed to you.

Your involvement in the economic world and your religious beliefs make you particularly sensitive to the economy's loss of meaning.

Your contribution will allow economic leaders to reflect on the serious subject of an economy to which the human aspect ought to be restored.

The status quo

As business leaders and believers, we are aware of the remarkable deployment of a market economy based on freedom while forgetting that freedom without Truth reduces man to a slave.

Global economic growth has certainly led hundreds millions of people out of poverty at the cost of the "instrumentalization" of the human person and the increasingly widening of inequality gaps.

The Vision

As business leaders, we affirm that:

- Economy is millions of small and large businesses that create on a daily basis
- Business leaders define the culture and behavior of the human community in their business and so, collectively, those of the economy.

Faith

As believers, Muslims and Christians, we proclaim that:

- The human being is the purpose of all human activity.
- Man's work comes under the Divine Creation.

As entrepreneurs, we feel responsible for creating a global economic society of human purpose. We believe that this economy is the most effective in terms of creating real wealth.

Action

We, as humanity-friendly members and by virtue of our legitimate duty, want to proclaim, along with all other business leaders, to the world, that there is no real wealth other than Man.

A World Congress

Muslims and Christians account for half of humanity. Many business leaders, nourished and inspired by their spirituality, will be meeting in this congress to share their vision of a human-centered humanity to be proclaimed to the world.

Where and When?

In Beirut, on Lebanese territory which is an eminent symbol of spiritual communities living together, inspired by the belief in Man's participation in the development of the divine creation.

Beirut Congress October 2012

Agenda of the meeting

Thursday 24 and Friday 25 March:

- Arrival of participants
- Airport pick up → Hotel
- Distribution of personal files

Friday 25 March:

- 16:30 Gathering and departure to Jamhour
- 18:00 Muslim Christian Common Prayer
- 20:00 On-the-spot meetings- Return to the hotel

Saturday 26 March:

- 09:00 Panel One- workshop groups
- 10:30 Coffee break
- 11:00 Results of Panel One workshop groups
- 12:30 Lunch
- 14:00 Testimonies
- 14:30 Sharing of experiences/Testimonies
- 15:00 Coffee break
- 15:30 Panel Two- workshop groups: feedback
- 17:00 Results of Panel Two workshop groups
- 18:00 Closure
- 18:30 Visit of Beirut Down Town and Museum
Select committee conclusions
- 21:00 Dinner

Sunday 27 March

- 08:00 Mass (optional)
- 09:00 Breakfast
- 10:00 Assembly, conclusions and recommendations
- 12:00 Goodbyes and closing

Tour in Lebanon (Optional)

Program

- 14:00 Departure to Byblos
- 15:00 Field visit and explanations
- 19:30 Dinner on the seaside
- 22:00 Return to the hotel

Monday 28 March

- 08:30 Departure to Baalbek
- 10:00 Visit of Baalbek
- 13:30 Lunch
- 15:00 Departure to Anjar
- 15:30 Visit of Anjar
- 18:00 Return to the hotel
- 19:30 Dinner