

THE
**GENERAL
MANAGER**

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A portrait of Mr. Assaad Charles Nakad, a middle-aged man with short, graying hair and glasses. He is wearing a dark blue pinstriped suit jacket, a white dress shirt, and a dark blue tie with small white polka dots. He has a serious expression and is looking slightly to the left of the camera. The background is a blurred crowd of people, suggesting a public event or conference.

Mr. Assaad Charles Nakad
General Manager Electricité de Zahlé (EDZ)

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The General Manager Magazine is delighted to profile a distinguished corporate leader Mr. Assaad Nakad, General Manager of Electricité de Zahlé (EDZ) as our GM of the month. We firmly believe that Mr. Nakad is a pioneering pace setter in Lebanon and the first leader to succeed the impossible challenge of providing the Lebanese citizens with an effective and permanent solution to their energy needs.

Armed with this strong faith, we are honored to highlight his unique role in our cover story; GM of the month in this current issue of January-February, 2014 allowing our sixteen thousand readers to admire and appreciate his valuable contributions in solving this very tough national problem.

Mr. Nakad gracefully responded to GM questionnaire as follows:

1. What were the major milestones of your career?

Trust, honesty, transparency, commitment, determination, hardworking, communicating, and respect, but above all is my great belief in God, all are virtues that worked for me and made who I am.

2. How do you describe your leadership style?

You always put a target to achieve, you use different methods and approaches to encourage people by letting them do their best and make them feel that they are continuously at challenge and at the end rewarded.

Family spirit is very important with what you do, there must always be a positive attitude in order to achieve the goals, and if there is a criticism along the way it would only be for the sake of motivating people and rectifying the path.

3. What are the challenges facing your esteemed company today?

Electricité de Zahlé (EDZ) "ISO 9001 certified" has been a leader in the energy sector, since it was founded in the beginning of 1920 By concession agreement with the Lebanese government as a producer and distributor of electric energy.

Today EDZ's concession area includes 52,500 customers with collection rate reaches 100%, and commercial and technical losses rate of 5%, far ahead of any similar utility in the surrounding countries.

EDZ operates in accordance with western quality and performance standards has implemented cutting edge technology to exercise its activities (including, GIS system, telemetry, GPS/fleet management, automatic meter reading, prepaid meters, load flow and network

Motto:

“ Always towards the best

دائماً نحو الأفضل

has been EDZ slogan, it wakens up the challenge inside and gives you a new momentum. “

modeling) and benefits from highly dedicated personnel. EDZ has carried out power production activities for about 50 years until it was requested by the Lebanese Government in the late 1960's to progressively reduce its production in order to allow EDL to sell off its production surplus. EDZ's acceptance to suspend its right under the Concession Agreement was conditional to EDL fulfillment of its obligation to provide EDZ with electrical power 24 hours a day all year long. EDZ stopped its production activities during the war.

In view of EDL's financial difficulties, it is clear that EDL will no longer be able to meet the requirements and obligations of the growing market demand; further more EDL's delivery to EDZ stagnates below half of EDZ yearly required energy, so EDZ has no choice but to develop its own power production facility. Its concession agreement with the government allows doing so, this will grant EDZ full autonomy and will bring in numerous benefits to all concerned parties: Allowing the development of the economy in a rural area: industries, agriculture and other large scale products will have a stronger incentive to invest and develop as reliable energy supply is a prerequisite, and the most important, customers will only have one energy bill 35 to 40% cheaper than the 2 bills they are paying now. This is our target now, we hope that the concerned authorities would help us realize this project.

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

We live in Lebanon, negative effects are all around, it exists from the time we were born, but you always need to see the positive side. I am a man who believes in Lebanon and always trying to contribute in the revival of this country and preserving its history as a gateway and cradle of civilizations of the East.

5. Who do you consider as your role model?

My dear father.

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

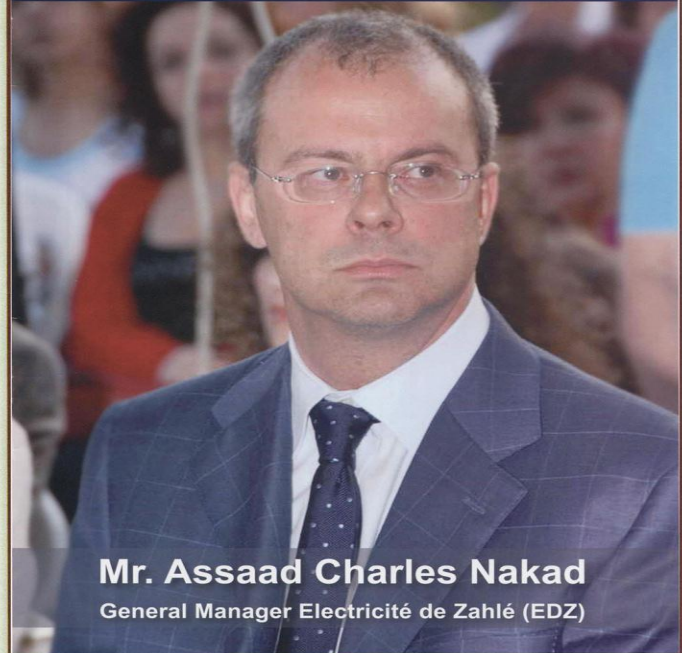
Time is manageable; you can do a lot in one day.

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

I read a book about Nelson Mandela, how man can forgive and triumph over difficulties.

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