

MEDIA RELEASE

19th October 2021

FBN Next Generation Lombard Odier Award 2021 awards next generation of entrepreneurs at UNCTAD's 7th World Investment Forum (WIF)

The Family Business Network (FBN) and Lombard Odier have nominated three exceptionally promising young family business entrepreneurs as finalists in the 13th FBN NxG Lombard Odier Award.

Each of the three finalists will introduce their entrepreneurial story, including the role of their family and the perseverance needed to stay focused in these unprecedented times, at the FBN Family Business Week on 18 to 22 October 2021, held during [UNCTAD's](#) 7th World Investment Forum (WIF).

The COVID-19 outbreak has presented intense challenges to any entrepreneurial journey and yet one thing is certain: it will accelerate the next wave of innovation. Throughout these challenging times, FBN and Lombard Odier believe it is essential to consistently foster and support young NxG entrepreneurs.

Family businesses are well-known for their resilience over time and throughout crisis, and the same should hold true for NxG entrepreneurs! The FBN NxG Lombard Odier Award was created in 2009 to celebrate and support outstanding intrapreneurial and entrepreneurial projects initiated by the next generation of family business owners.

The 2021 finalists were chosen by a jury of senior business leaders and entrepreneurs who reviewed candidates aged between 18 and 40 from 10 different countries. The finalists and their projects were selected based on the following criteria: Innovation, Viability, Sustainability, Communication.

This year, the FBN NxG Lombard Odier Award partners with Columbia Business School who offered the winner coaching sessions to help him pursue his ambitions.

The three finalists for the 2021 edition of the NxG Award are:

WINNER: Wissam El Khoury

Lebanon, 2G, K. Invest (Holding) SAL CEO K. Invest (Holding) SAL, founder “Le Pré SAL”
Wissam el Khoury is the CEO of K. Invest (Holding) SAL, a Lebanese based single family office, with an aim of preserving and generating assets by investing in social, durable, and sustainable projects with direct effect on the local community. To that effect, Wissam has founded Le Pré SAL, a start-up fruit juice and vinegar manufacturing company, based in Lebanon, to cater directly to social problems, such as solidification of the rural economy, fruit supply chain improvement by processing the fruits that farmers grow, as well as push the “health” consumption trend.

<https://www.le-pre.com>

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FINALIST : Norah Essam Al Muhaidib

Saudi Arabia, 3G, Al Muhaidib Group

Founder & CEO, “Culture” and eCommerce Manager, Mayar Foods

“Culture” is an ecommerce marketplace exporting Saudi and Middle Eastern fashion, design, and culture to the world. Culture puts local first, showcasing Arabian designers and connecting them to their customers. They have over 90 regional brands across clothing, accessories and lifestyle products.

<https://shopatculture.com>

FINALIST: Dmytro Gutsal

Ukraine, 2G, Camion Oil Board member Camion Oil, Founder of ServicePlace.pro
ServicePlace.pro is a Web platform to develop your own service marketplace. The team developed an engine to launch a marketplace where anyone is able to find, match, book and pay online for services needed from thousands of service professionals. Projects are already launched in automotive, beauty, architecture and sport industries. <https://ServicePlace.pro/eng>

Frédéric Rochat, Managing Partner at Lombard Odier said: *“We offer our sincere congratulations to Wissam El Khoury as the recipient of the FBN NxG Lombard Odier award, and to Norah Essam Al Muhaidib and Dmytro Gutsal for the fantastic achievement of reaching the final stage. Entrepreneurship and innovation sit at the heart of family businesses, and we – as a bank with 7th generation family members still strongly engaged in our firm - are very proud to be a partner in the FBN Next Generation award.”*

“At Lombard Odier, we are convinced that sustainability needs to be at the heart of all business decisions. This is a conviction we share with the members of the Family Business Network and this award champions young entrepreneurs who are building businesses that positively impact their local economies.”

The Winner

Wissam El Khoury

Lebanon, 2G, K. Invest (Holding) SAL

CEO K. Invest (Holding) SAL, founder “Le Pré SAL”

<https://www.le-pre.com>

Wissam el Khoury is the CEO of K. Invest (Holding) SAL, a Lebanese based single family office, with an aim of preserving and generating assets by investing in social, durable, and sustainable projects with direct effect on the local community. The fund ventures into Real Estate, direct Private Equity investments (Food & Beverage and Banking), as well Asset Management.

To that effect, Wissam has founded Le Pré SAL, a start-up fruit juice and vinegar manufacturing company, based in Lebanon, to cater directly to social problems, such as solidification of the rural economy by generating employment in remote villages in the mountain, fruit supply chain improvement by processing the fruits that farmers grow, as well as push the “health” consumption trend by offering consumers 100% natural beverages.

Wissam is a member of the NxG committee of FBN Levant and the 6th generation of an agricultural family. Over the years, previous plantations included wheat and tobacco, which have been totally replaced by fruits since the mid-1950’s.

Wissam holds a Bachelor’s in Industrial Engineering degree from the Lebanese American University (LAU) as well as a Master’s in Business Management degree from the Ecole Supérieure de Commerce de Paris

(ESCP Business School), as well as attending family business courses at IMD Lausanne on how to lead the family office.

“Being part of a family business, is working with a set of values and long term vision. The project was set up for a social need to help local villagers with a long term goal of making the project sustainable. If I wasn’t part of a family business and my goals were shorter term, then definitely the handling of the business and relation to its financial figures would have been completely different with no consideration to the social and people’s impact, especially during the difficult times the country is currently passing through.” Says Wissam.

NOTES TO EDITORS

The Jury

Biographies and photos: <https://www.fbn-nxgaward.com/jury>

- Alexis du Roy de Blicquy, Switzerland, CEO of FBN-The Family Business Network
- Edouard de Saint Pierre, Switzerland, Managing Director of Lombard Odier France, Lombard Odier Group
- Patricia Angus, USA, Managing Director Global Family Enterprise Program, Adjunct Professor of Business
- Joachin Uriach, Spain, G5 Grupo Uriach, FBN Board member
- Max Parmentier, Belgium, NxG Award winner 2020, Founder of “Birdie”
- Laura Moreno, Colombia, G2 Café Quindio
- Sarah Mohammadi, Gulf, Director FBN Gulf (Family Business Council Gulf)
- Vladimir Domanin, Ukraine, Director FBN Ukraine

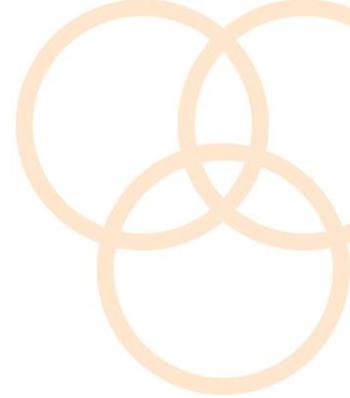
About the FBN Next Generation Lombard Odier Award

Entrepreneurship is what lies at the heart of a family business. Every family business started with an idea and one person (or a group of people) who had the drive to make it happen and the willingness to take a risk. The entrepreneurial mind-set is part of the genetic makeup of family business.

The NxG Award was created in 2009 with the purpose of championing young family business members who initiated entrepreneurial or intrapreneurial projects. Since its launch, the Award has supported young innovators in their journey. Building on 12 years of successful entrepreneurial stories, the Award fosters a community of young NxG entrepreneurs within the global network. <https://www.fbn-nxgaward.com/>

About Lombard Odier

With over 225 years of experience, Lombard Odier aspires to be a pioneering bank of choice for private and institutional clients seeking a tailored, sustainable approach to wealth and asset management. Founded in 1796, we are a seventh-generation family business guided by a simple philosophy: ‘Rethink Everything’. Having grown stronger through 40 financial crises since our founding, we credit our longevity to three essential attributes: tradition, sustainability and innovation. We constantly rethink the world around us, imagine new possibilities and welcome change as an opportunity. Together, these qualities enable us to stay resilient as we create inventive solutions that help our clients meet their needs and achieve their ambitions.



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Throughout our history, we have been deeply committed to the principles that guide the transmission of family wealth to future generations. These include responsibility, sustainability, long-term commitment and a desire for excellence.

The Family Business Network (FBN) Next-Generation (NxG) Lombard Odier Award, as well as the associated projects FBN NxG Entrepreneurship Day and FBN NxG International Summit, are a natural extension of these principles. Created to support original projects devised by the next generation of family entrepreneurs, the programme examines criteria such as innovation, feasibility, sustainability and communication.

True to our Rethink Everything philosophy and awareness of the need to build a CLIC™ (Circular, Lean, Inclusive and Clean) economy, we encourage future family business leaders to contribute to a sustainable tomorrow and bring their pioneering ideas to life.

For new perspectives, visit lombardodier.com

About the Family Business Network (FBN)

The Family Business Network is the world's leading organization of business families.

Founded in 1989 and headquartered in Lausanne, FBN is a federation of Member Associations spanning 65 countries. A vibrant community, FBN brings together 4,000 business families - encompassing 16,000 individuals of which 6,400 are Next Generation - through 1,000+ annual events online and offline.

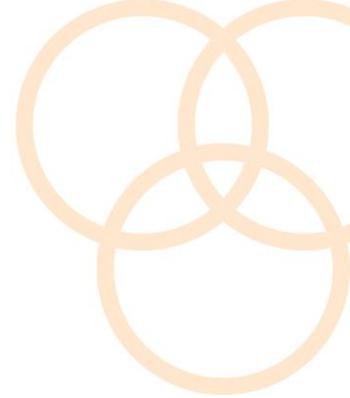
At FBN, we enable our members to thrive and transform across generations to build a more sustainable future. Our activities offer a safe space where business families can learn from, share with and inspire each other in a variety of formal and informal settings.

FBN is an inclusive organization that welcomes all business family members. **We are a community of communities** that develops programming tailored to the wide needs and interests of our members including by generation, role, and topic.

Our **Next Generation** community is comprised of over 6,400 members that actively connect and support each other via numerous events and activities, including an annual NxG Summit, an internship program and an online community.

Polaris is a global movement of business families championing Family Business as a Force for Good. We create thought leadership content, develop case studies, and design events to enable family businesses to Redefine Success Across Generations.

We also provide a safe space for **Entrepreneurs** to gather together as a community, inspiring and challenging each other to build new and better business ventures.



Our newest communities support:

The Now Generation: business leaders that are actively involved with their family business but perhaps not fully in power yet.

Large Families: cousins' consortiums with 50 or more shareholders.

Family Office: family businesses transforming into families in business.

Family Business for Sustainable Development is a partnership between FBN & the United Nations focused on advancing sustainability practices of family businesses and creating a shared prosperity for all. The FBSD Pledge is a global call to action for business-owning families, their firms and the wider family business ecosystem to promote a more purpose driven business model therefore contributing to global sustainable development, inclusive growth and prosperity for all.

Watch our campaign

https://www.youtube.com/watch?v=v4BiAUbQ9MY&feature=emb_logo

Our Values

- Confidentiality and non-solicitation
- Diversity and Inclusion
- Commitment and Involvement
- Fun
- Be a force for good

For further insights, please visit www.fbn-i.org and read our activity report.

<https://www.fbn-i.org/sites/default/files/2020-06/FBN-Activity-report-2019-Interactive-PDF.pdf>

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