



Beirut Digital District



BEIRUT DIGITAL DISTRICT

A UNIQUE INNOVATION CLUSTER FOR THE
DIGITAL CREATIVE COMMUNITY IN LEBANON



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ZRE - Developers Of BDD



NOWADAYS, IT TAKES ONE
SMALL ACTION TO REACH
THE MOON

IMAGINE A PLACE

DEDICATED TO
INNOVATION AND
CREATIVITY ●●●



01



WELCOME TO BEIRUT DIGITAL DISTRICT

ABOUT BDD



BEIRUT DIGITAL DISTRICT (BDD) IS A PROJECT AIMING TO CREATE A HUB FOR THE DIGITAL AND CREATIVE INDUSTRIES IN LEBANON.

Providing the ideal business environment, BDD combines value added services and state-of-the-art infrastructure so that companies can increase their productivity and grow.

BDD offers the healthiest living environment where the young and dynamic workforce can WORK, LIVE & PLAY.

Located in the heart of Beirut City, this all-inclusive community is the center for Incubator and Accelerator Parks designed to host innovative startups and for Commercial Parks to accommodate medium and large enterprises.

VISION
& MISSION



WE AIM TO

Create a self-sustainable and innovative **WORK LIVE AND PLAY** neighborhood where technologies are seamlessly integrated, allowing creative communities to interact and flourish.



OUR MISSION IS TO

Develop the ideal community that will fuel the growth of more than 10,000 dynamic and creative individuals by offering them smart offices and the healthiest living environment, along with value added services and state-of-the-art infrastructure, all at competitive rates.

5 SOLID FOUNDATIONS

BDD IS BUILT ON 5 SOLID FOUNDATIONS:

01

COMMUNITY - An environment catering to creative minds, providing the framework for ambitious and sustainable communities. BDD creates a community for collaboration, facilitates the sharing of ideas and connects decision makers with entrepreneurs.



02

BUSINESS CLUSTER - A business district providing value added services and cutting edge facilities for developing, producing and exchanging innovative tools and applications.



03

DESIGN - A new urban topography that reflects the creative community with innovative and ground breaking architecture seamlessly integrating the latest technological solutions.



04

SUSTAINABILITY - An urban environment focused on minimizing primary energy consumption and reducing the impact of the built environment on human health and nature, with the aim of achieving LEED silver rating.



05

WORK / LIFE BALANCE - A high tech and high quality environment that allows new ways of working and promotes change for more flexible work practices and lifestyles.



IMAGINE A PLACE

WHERE IDEAS ARE
FORMED, WHERE
ENTREPRENEURS
ARE BORN ●●●



02



WHY LEBANON?

LEBANON, WITH ITS OFFICIAL NON-INTERVENTIONIST STANCE TOWARD PRIVATE INVESTMENTS, OFFERS ONE OF THE MOST LIBERAL INVESTMENT CLIMATES IN THE MIDDLE EAST.

The economic openness of the country is harnessed through the absence of legal restrictions on the entry or exit of many firms, encouraging free market competition and furthering the development of the private sector. Liberal trade and investment policies have allowed foreign direct investments to account for a considerable share of Lebanese GDP.

Source: IDAL

WHY LEBANON?

NUMBER OF COMPANIES OPERATING IN ICT PER YEAR IN LEBANON:



Source: IDAL

A NUMBER OF FACTORS MAKE LEBANON A KEY PLAYER AND A PRODUCTION HUB FOR CREATIVE INDUSTRIES IN THE MENA REGION.

› ACCESS TO TALENT:

Characterized by a skilled, multi-talented and competitive workforce due to its advanced education system and significant number of universities.

› STRATEGIC LOCATION:

Positioned at the intersection of Europe, Asia and Africa, Lebanon can provide companies easy access to regional and global markets.

› EXCEPTIONAL LIFESTYLE:

Moderate climatic conditions, rich cultural heritage and diversity in communities.

› SOPHISTICATED BANKING SYSTEM:

No restrictions on the inward and outward movement of capital, banking secrecy and moderate tax rates.

All of this has been accelerated by the introduction of Circular 331 by Lebanon's Central Bank:

"In August 2013, Lebanon's Central Bank, Banque du Liban (BDL), issued Intermediate Circular 331 which aims to inject US 400\$ million into the development of Lebanon's knowledge economy and providing critical funding to the country's promising startup ecosystem.

Initiatives like Intermediate Circular 331 reflect the belief that Lebanon has the potential to produce ideas and transform them into successful businesses, scaling up the whole economy and decreasing unemployment.

Intermediate Circular 331 is an opportunity to boost Lebanon's knowledge economy sector and support human capital, and has the potential to save the country from economic stagnation.

Lebanon is an ideal candidate for a knowledge economy, which is an economy typically directed at the production, distribution and use of knowledge and information.

By making funding accessible, BDL C331 aims to both retain local talent and to attract expatriate talent to setup shop in Lebanon.

The funds will be primarily deployed to develop a technological and digital sector in the country."

03



STRATEGIC LOCATION



 **Beirut Digital District**

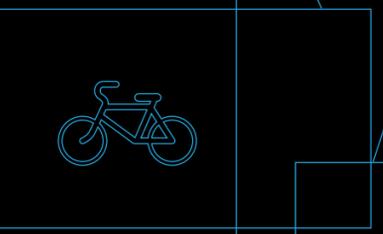
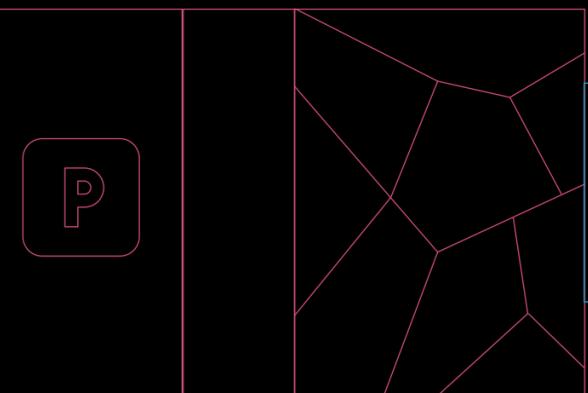
Located in the Bachoura district, in the **center of Beirut City, BDD** is in close proximity to the airport, seaport, downtown and minutes away from more than six universities.

Once considered a center of commerce, the area was characterized by its Lebanese heritage, cultural centers and public libraries.

BDD is pumping new blood into Bachoura, making it the heart of a living, integrated, forward-looking community and transforming it into an intelligent digital neighborhood, while preserving its heritage and diversity.



Surrounded by Beirut Central District, Achrafieh, Monot and Saifi



Within walking distance from major landmarks and shopping areas and within 15 minutes' drive by car from major educational and health centers

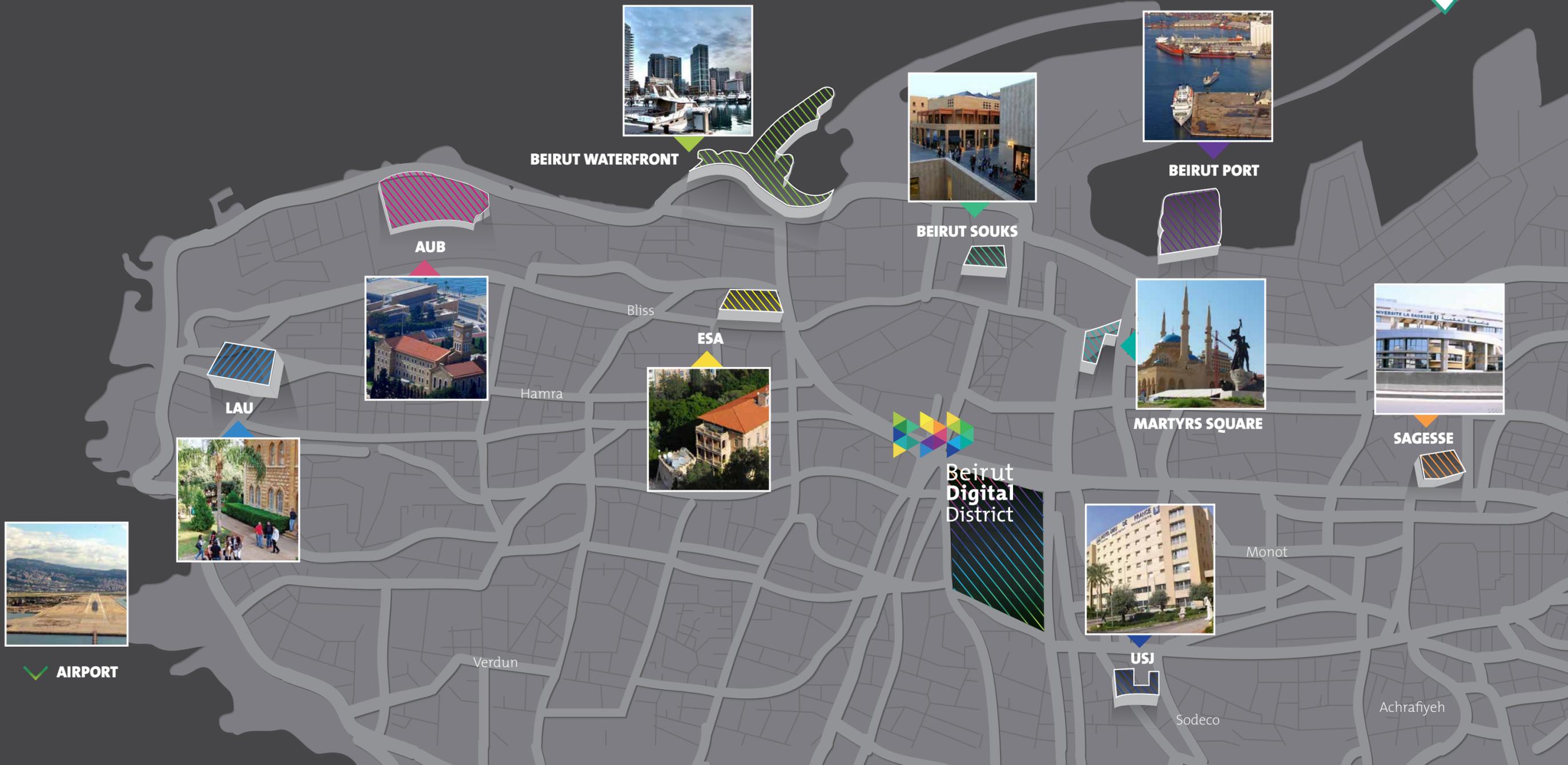


Easy accessibility through major roads and highways and to/from the airport

BDD'S POSITION IN BEIRUT IS AT THE
INTERSECTION
 OF THE **NORTH, EAST, WEST,**
SOUTH.

WHERE WE ARE

		
AUB	14 mins	—
BEIRUT WATERFRONT	7 mins	23 mins
BEIRUT SOUKS	5 mins	15 mins
BEIRUT PORT	10 mins	—
MARTYRS SQUARE	3 mins	10 mins
SAGESSE	16 mins	11 mins
USJ	7 mins	19 mins
LAU	11 mins	39 mins
ESA	10 mins	29 mins
AIRPORT	15 mins	—



IMAGINE A PLACE

MEANT TO INSPIRE,
CHALLENGE, EMPOWER.
A UNIQUE ECOSYSTEM WHERE
CREATIVE TALENTS CONNECT,
INTERACT AND FLOURISH ●●●



04

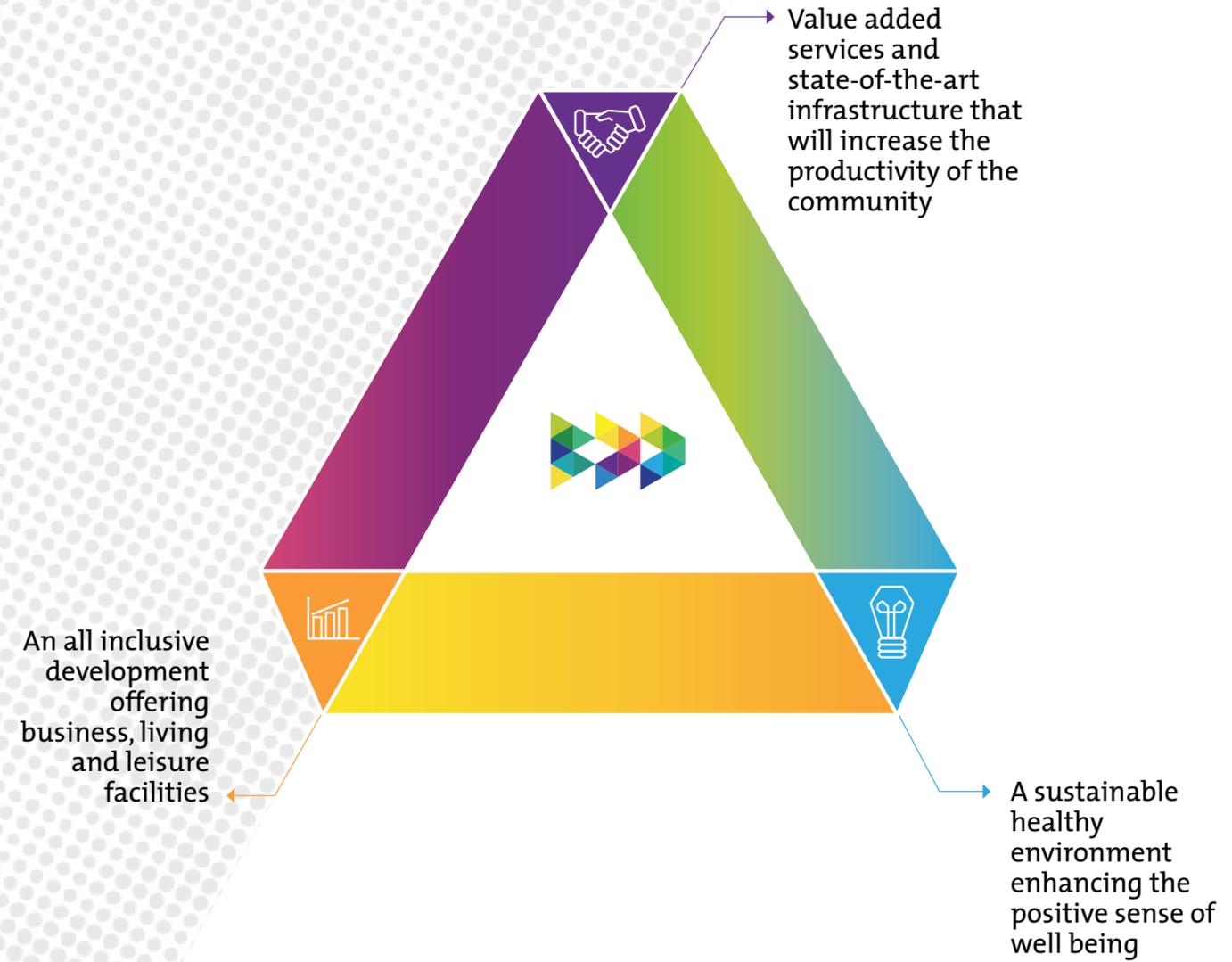


WHY BDD?

OUR WINNING FORMULA

THE BDD WILL BE THE ULTIMATE PLACE WHERE THE DIGITAL CREATIVE COMMUNITY WILL

**WORK,
LIVE &
PLAY.**



WHY ESTABLISH BDD?

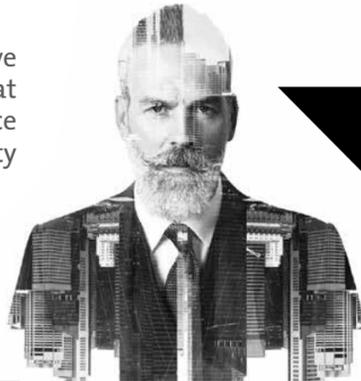
SUCCESS IN THE NEW GLOBAL ECONOMY MEANS APPROACHING ECONOMIC DEVELOPMENT WITH A NEW SENSE OF CREATIVITY AND INNOVATION, WITH AN EMPHASIS ON A MORE COMPETITIVE BUSINESS CLIMATE.

Currently there are more than 1,500 companies working in the ICT field in Lebanon. According to 'The Future of Lebanon's Knowledge Economy' report issued by the UK Lebanon Tech Hub in June 2016, the ICT sector is expected to create 25,000 new jobs by 2030. Moreover, 'the new jobs created as well as the spill-over effects on the various sectors in general will contribute in an additional US 7\$ billion to Lebanon's GDP by 2025'.

BDD aims to create a community of experts that will connect entrepreneurs, answer all their needs, and link them with established companies and industry decision makers. Creating BDD will help them build new companies offering services, applications and tools for the digital economy in Lebanon, its surrounding region and beyond.

WHY IS BDD THE IDEAL GO-TO DESTINATION?

01. **BDD** is the first cost competitive all-inclusive facility in Lebanon that aims to become the ultimate place where the creative digital community will WORK, LIVE, and PLAY.



02. **BDD** offers a superior business environment embracing digital startups and entrepreneurship, creating a platform where innovative companies can connect, share expertise, increase their productivity and competitiveness and grow beyond Lebanon's borders.



03. **BDD's** rich networking opportunities and cluster effect allow companies to build on each other's competencies, create partnerships and establish synergies. The proximity of all these high-impact individuals produces a business environment that helps them develop and innovate. develop and innovate.



04. **BDD** will be a pioneer in offering a one-stop-shop for companies to ensure full professional comfort and business support, coupled with a solid and reliable infrastructure. Services will extend from assistance in business set-up and operation to time-saving services needed to cater to a company's daily requirements, allowing tenants to focus on their core business.



05. **BDD** is a sustainable district that provides the healthiest living environment and eco-friendly buildings with a permanent, resource-efficient energy supply, ample leisure facilities and open spaces, ensuring reduced impact on the environment.





WITH A STATE-OF-THE-ART INFRASTRUCTURE IN A **VERY ACCESSIBLE AND ATTRACTIVE AREA OF BEIRUT**, THE CLUSTER EFFECT OF BDD WILL TRIGGER **INNOVATION, UNLEASH THE YOUNG LEBANESE ENTREPRENEURIAL POTENTIAL, AND CREATE EMPLOYMENT OPPORTUNITIES** THAT WILL HELP REVERSE THE EMIGRATION OF CREATIVE LEBANESE TALENT.

05



A SMART LIFESTYLE

AN IDEAL PLACE TO WORK, GROW, AND SUCCEED

- 01.** Office spaces ranging from co-working spaces to 1,000 sqm private offices catering to companies' demands and allowing businesses to grow and expand.
- 02.** Adaptable architecture integrating innovative technologies unleashing the full potential of its workforce.
- 03.** Conferencing facilities including meeting, training and audio-conferencing rooms operated through high speed broadband internet.
- 04.** Events and workshop spaces labeling BDD as the center of all creative gatherings, bringing together the digital community to connect, build new relations and generate business opportunities.



- 05.** An auditorium for developing, engaging, and enlightening audiences.
 - 06.** Professional recording studios providing the perfect environment to learn and boost skills such as music recording, photography studios, film making and more.
 - 07.** An R&D center for innovation providing young talents with training and development opportunities enabling them to expand their ideas.
- All designed to the highest standards: special needs compliant architecture, anti-seismic structure and firefighting system with fire escape stairs.

**BDD WILL BECOME A
MAGNIFICENT PLACE TO
CALL HOME**

> **Small living units** ranging from 75 to 300 sqm designed to make optimum use of space, featuring the very latest in technology; the perfect destination for the young dynamic workforce and Lebanese expatriates seeking a home in their country.

> **Short term and long term rental of furnished apartments** for companies' voyageurs and foreign employees.

> **A business-oriented, modern and fresh 4/3* hotel** for business travelers, offering affordable yet trendy accommodation.



VALUE ADDED SERVICES COUPLED WITH STATE-OF-THE-ART INFRASTRUCTURE

01

▶ TIME SAVING SERVICES

ALLOWING COMPANIES TO FOCUS ON THEIR CORE BUSINESS. SERVICES INCLUDE FOLLOW-UP AT THE MINISTRY OF FINANCE, MUNICIPALITY AND NATIONAL SECURITY SOCIAL FUNDS, AS WELL AS PAYMENT OF UTILITY BILLS.

02

▶ SUPPORT IN FACILITATING BUSINESS SET-UP

by providing hassle free company establishment as well as legal, auditing and financial consulting at reduced rates.

03

▶ EASY ACCESS TO BUSINESS FUNDING

(75% of Lebanon's VCs operate from BDD).

04

▶ HR SERVICES ASSISTING BDD COMPANIES

with finding and recruiting the best talents, while reducing costs and improving efficiency.

05

▶ A RESILIENT AND RELIABLE IT INFRASTRUCTURE

including Fiber Optics, 4G Broadband and free WIFI connectivity, in addition to a dedicated technical support team.

06

▶ 24 HOUR FACILITY MANAGEMENT,

including reception teams to handle calls and greet visitors, state-of-the-art security including CCTV and security control, 24/7 power with 100% back up facilities ensuring permanent power supply to all users, and cleaning services including internal office cleaning on demand.

07

▶ ABUNDANT PARKING SPACES.

08

▶ SUPPORT SERVICES FACILITATING THE EVERYDAY LIFE OF BDD TENANTS

including laundry services, car wash and repair, event organization, and delivery services.



09

> **CONVENIENCE FACILITIES SO THAT BDD TENANTS CAN ACHIEVE ALL THEIR DAILY CHORES FROM THE COMFORT OF THEIR OFFICE, INCLUDING:**



Common canteens and food courts offering a selection of meals and drinks at affordable prices for employees, plus business catering on request



A selection of restaurants and coffee bars



Libraries



Fitness classes allowing tenants to preserve their work life balance



ATMs and banks



Printing houses



Mini-markets

10

> **OUR ONE-STOP-SHOP PACKAGE WILL EVOLVE TO OFFER:**

> **Accommodation services** to help companies settle in Lebanon by offering apartment screening

> **Concierge services** to book taxis, airline tickets, group outings and hotel reservations

> **A kindergarten** making working mothers' lives easier

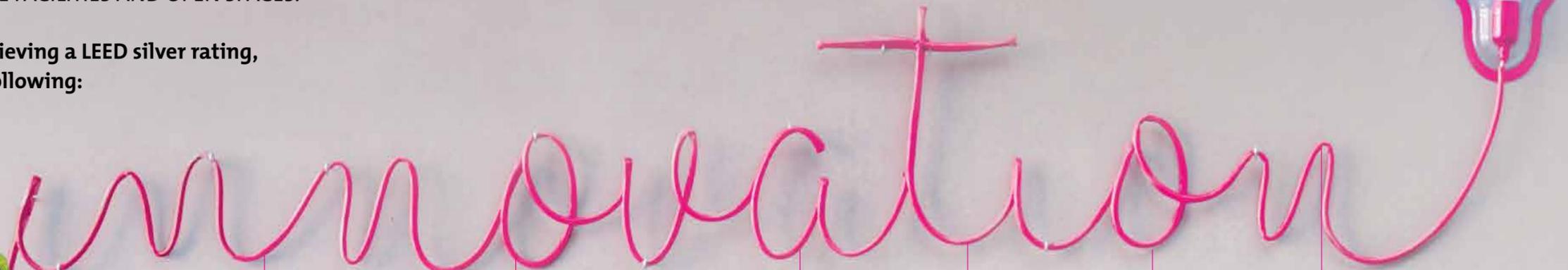
> **A beauty and wellness spa**

> **Medical services**

SUSTAINABLE ECO-FRIENDLY DEVELOPEMENT

BDD IS A SUSTAINABLE ECO-FRIENDLY DEVELOPMENT WITH AMPLE LEISURE FACILITIES AND OPEN SPACES.

With the aim of achieving a LEED silver rating, BDD will offer the following:



Eco-friendly buildings with reduced impact on the environment

Reductions in energy, water, and natural resources consumption

Controlled and metered water supply

Permanent power supply with own renewable power generation

Intensive landscaping for improved air quality and microclimate

Building massing to allow maximized natural day light provision

Most importantly, BDD will maximize open and shared spaces, gardens and playgrounds offering a unique daily experience.

Grey water recycling and on site recycling facilities

IMAGINE A PLACE

VIBRATING WITH
IDEAS, PLANS AND
ENERGY ●●●





BDD TODAY AND BDD TOMORROW

PHASE A TIMELINE

MIRROR TO A CITY

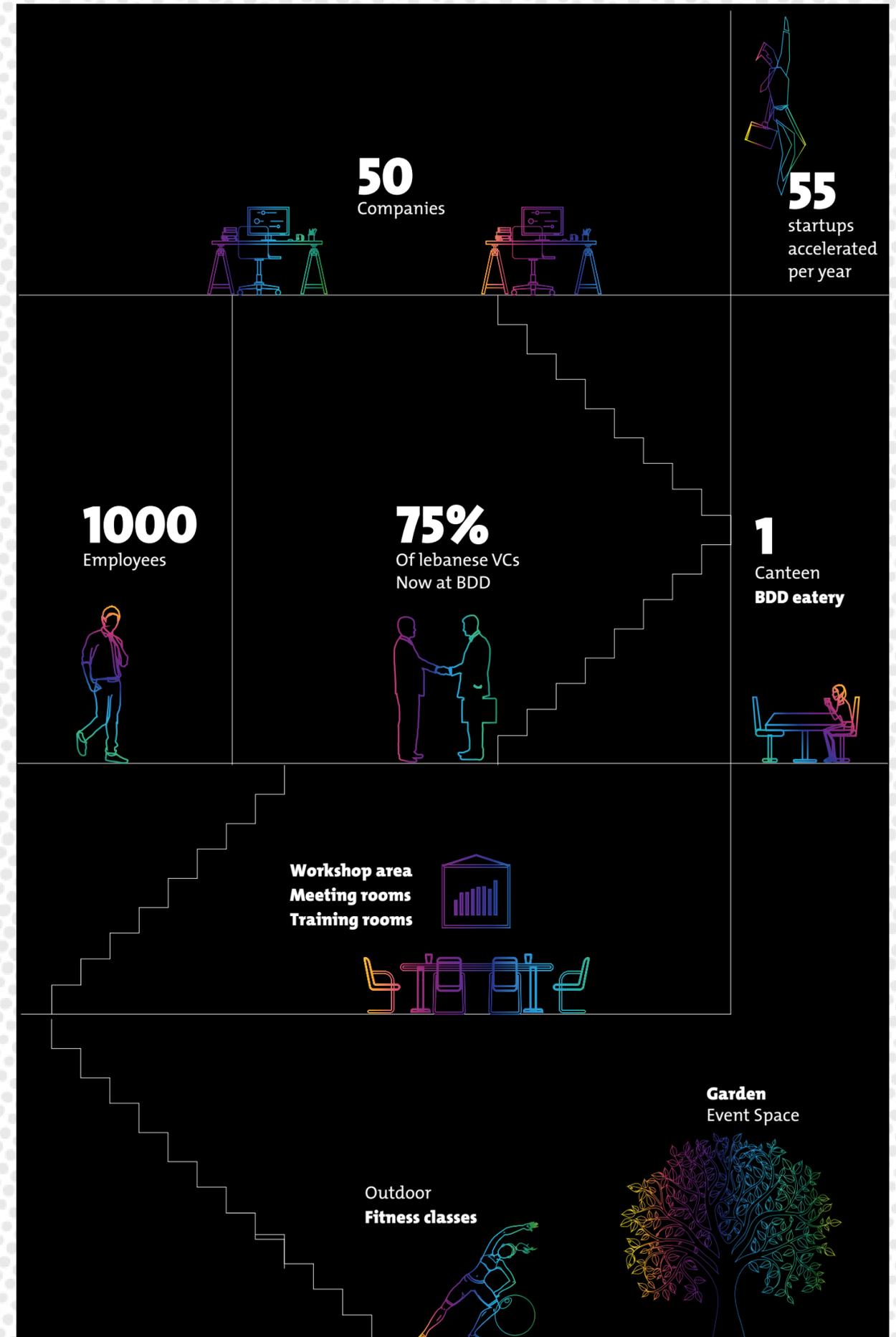


PHASE A
WHERE ARE WE IN 2016?

7
BUILDINGS

17,500
SQM

UNTIL NOW, **17,500 SQM** OF OFFICE SPACE HAS BEEN COMPLETED HOSTING AROUND **50** OF THE FAST GROWING CREATIVE COMPANIES IN LEBANON.



BDD TOMORROW THE MASTERPLAN

CREATING A BALANCED COMMUNITY
ACCESSIBLE TO ALL AND
HARMONIOUSLY INTEGRATING WITH
ITS ADJOINING DISTRICTS.

The phasing and programming of BDD is a step by step approach ensuring the organic growth of BDD into a vibrant urban district highly attractive to the creative community and benchmarked against international developments such as:

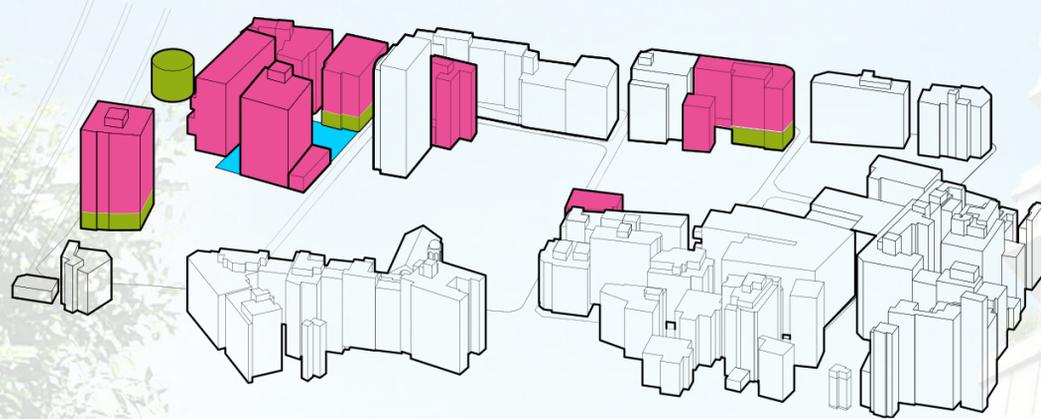
- > 22 @Barcelona in Spain
- > Tech City in London, UK
- > The Digital Hub Dublin in Ireland

LEGEND

- 1_1104 GREEN AREA
- 2_B temp RETAIL
- 3_1499 OFFICES
- 4_1082 HOTEL
- 5_1243 APARTMENTS
- 6_1294 FURNISHED APT
- BDD CLOUB

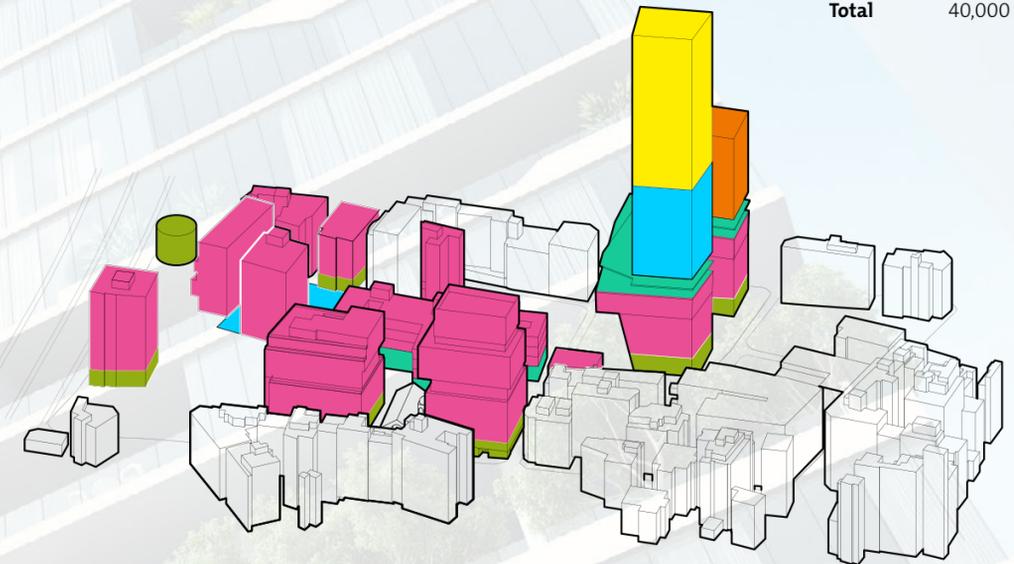
PHASE A

Total 17,500 M²



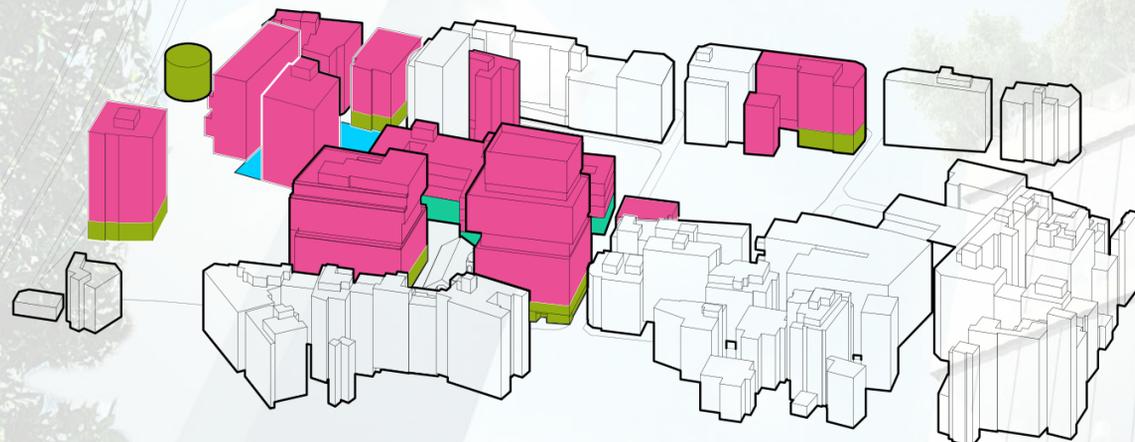
PHASE C

Total 40,000 M²



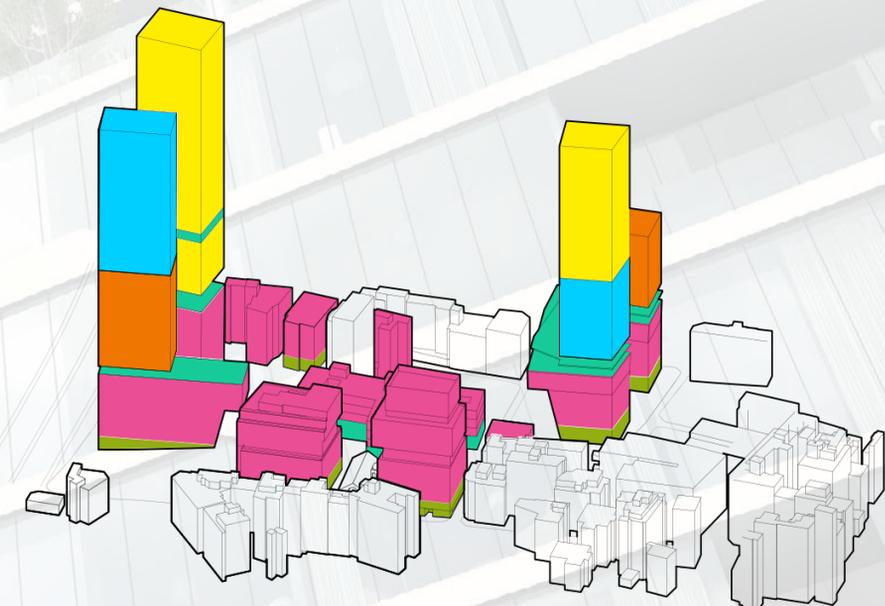
PHASE B

Total 27,000 M²



PHASE D

Total 50,000 M²



IMAGINE A PLACE

WHERE THE
IMPOSSIBLE
BECOMES
POSSIBLE ●●●





THE REFLECTION OF A CITY
INSPIRES US TO REACH HIGHER



**A CLOSER LOOK
THE BDD COMMUNITY**

PARTNERS



Building Communities



INCUBATORS, ACCELERATORS AND VENTURE CAPITAL FIRMS



STARTUPS



REAL TALK



DIGITAL INNOVATION



MEACORE

PROPER WORDS

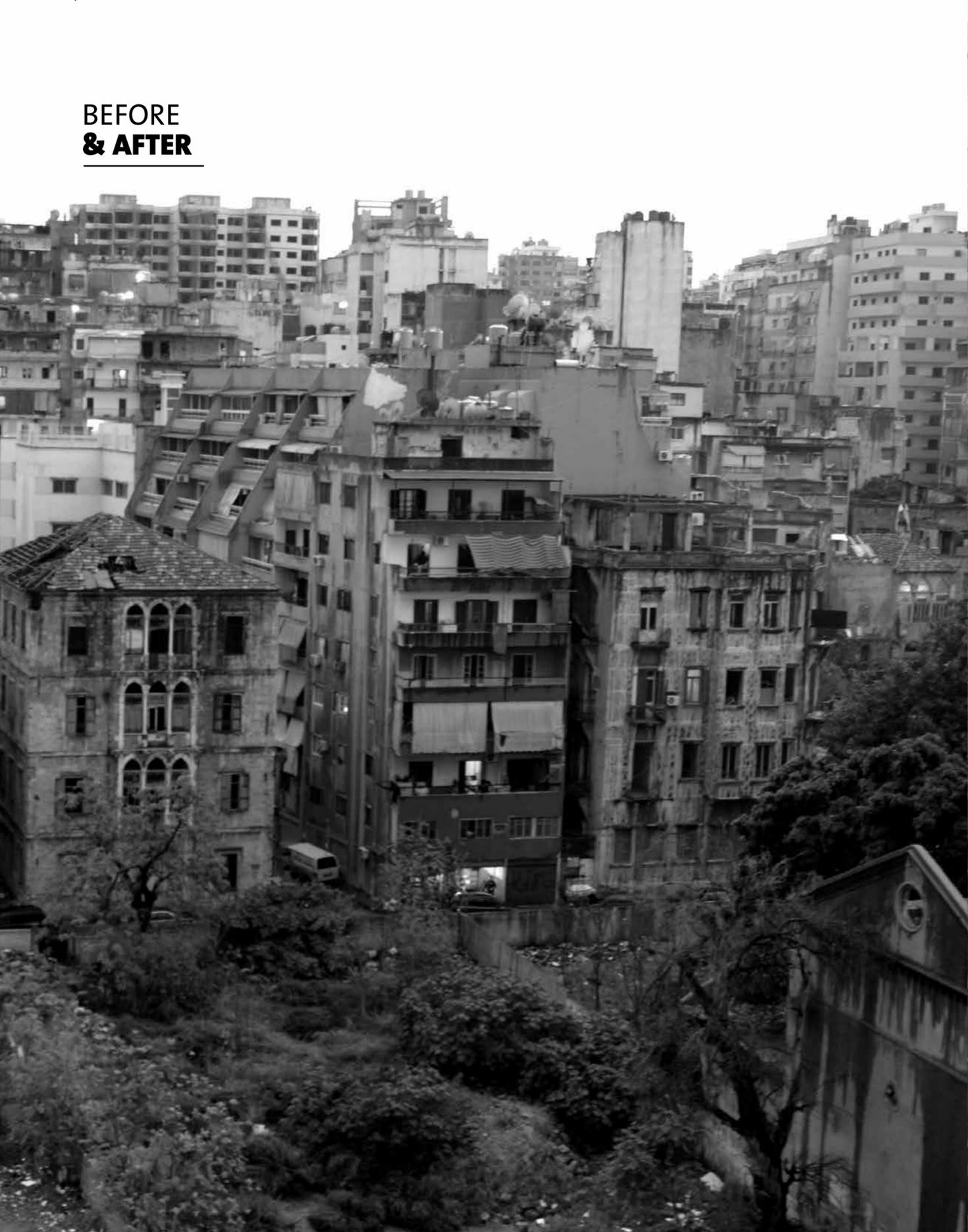
HEARTS



Beirut Digital District



**BEFORE
& AFTER**





08



IN REVIEW

BDD IN THE NEWS

01. Berytech, ZRE & the Ministry of Telecom Launch Beirut Digital District

Date: Sep 3, 2012

Media: Naharnet

Type: Article

Link: Arabnet.me/beirut-digital-district/

02. Welcome to the World's New Silicon Valley

Date: Apr 29, 2015

Media: Wall Street Daily

Type: Article

Link: Wallstreetdaily.com/2015/04/29/beirut-internet-technology-hub/#.VZgN8AJrH8R

07. منظوم 331 فسحة الأمل - الجزء الأول

Date: April 4, 2016

Media: MTV

Type: Reportage

Link: [Youtube.com/watch?v=5yo6w8lHy-qw&feature=youtu.be&t=1008](https://www.youtube.com/watch?v=5yo6w8lHy-qw&feature=youtu.be&t=1008)

03. مبادرة جديدة في بيروت لتطوير الاقتصاد الرقمي في لبنان

Date: May 2, 2015

Media: BBC

Type: Reportage

Link: Bbc.com/arabic/multimedia/2015/05/150502_lebanon_digital_economy

04. Lebanon's Silicon Valley

Date: May 11, 2015

Media: CNN

Type: Reportage

Link: Edition.cnn.com/videos/world/2015/05/11/pkg-stevens-transformations-beirut.cnn

05. How a physical space like BDD is supporting entrepreneurship in Beirut

Date: August 4, 2015

Media: Wamda TV

Type: Reportage

Link: Wamda.com/2015/08/physical-space-bdd-supporting-entrepreneurship-beirut-wamda-tv

06. Beirut Digital District: technology's new home in Lebanon

Date: Sept 2015

Media: EuroMoney

Type: Article – Not online, we have the PDF (attached)

TESTIMONIALS

Colm Reilly
CEO,

UK Lebanon Tech Hub

June 10, 2016

“BDD is the standard. Whenever I walk through Beirut and dream of what it can be in the next decade, I get to the BDD buildings and I feel assured it has begun. BDD is the proof that resilience, tenacity and vision beat negativity any day.”

Habib Haddad
Founder and CEO,

Wamda

June 6, 2016

“There is a level of inexplicable energy that you find by being part of the BDD community and sharing a space with so many other great people teaches you amazing things every day.”

Omar Onsi
Founder & CEO,

Nymgo

May 10, 2016

“I approached BDD because I was looking for a unique place where I can build my company's culture in. I would recommend every Tech Startup who is looking to be part of a growing tech culture to be part of the BDD community!”

Omar Christidis
Founder and CEO,

ArabNet

May 9, 2016

“Over the past few years BDD has built a dynamic community of decision-makers, investors and ecosystem players, rapidly becoming the go-to destination for anyone working in digital in Lebanon.”

Omar Bader
CEO,

PinPay

June 9, 2016

“The facilities and support which are available for BDD community members is invaluable. The BDD customer care team has impressed us immensely by going above and beyond to create a special bond between all community members and by organizing so many events and activities.”

Michel G Haddad
Academic Program Director,

National Instruments

June 10, 2016

“It is very exciting to be part of the BDD; the place vibrates with youth, innovation, discovery and creativity. It is one of the best places a technology company can be based at.”

Maroun Chammas
Chairman

Berytech

June 3, 2016

“The successes we have witnessed in the emerging of innovative projects, expanding businesses, the closing of deals, the collaboration linking entrepreneurs to big corporates and support structures, has proven that the vision of this project of retaining local talent and exporting innovation is solid and will only catalyze similar growth in the future.”

WAS JOY FEEL TI S

HOW? THROUGH TECHNOLOGY,
CONNECTIONS, SYNERGY AND
ABOVE ALL, THROUGH PEOPLE ...





MIRROR TO A CITY

THIS IS



A UNIQUE ONE-OF-A-KIND
COMMUNITY.

09



ZRE – DEVELOPERS OF BDD

ZRE IS A REAL ESTATE DEVELOPMENT GROUP FOCUSED ON CREATING UNIQUE LIVING AND WORKING EXPERIENCES WITH DISTINCTIVE ATMOSPHERES AND A WIDE RANGE OF SERVICES BY BUILDING STRONG COMMUNITIES THAT EMBRACE NATURE AND THEIR ENVIRONMENT.

Our objective at ZRE is to create value-added communities emphasizing on client satisfaction, while maintaining shareholder values. From residential to commercial developments, ZRE projects are characterized by their **innovation, comfort, and unparalleled quality.**

Building Communities

ZRE's success relies on the professionalism and commitment of our team. From vision to project completion, our company is committed to joining the creative with the feasible. We aim at giving the consumer peaceful and superior spaces to live and work in. Our finest architects strive for everlasting designs and innovative techniques that transform our vision into reality.

Well-known for our extensive follow-up, our clients' satisfaction is paramount as we strive to maintain long term and mutually beneficial relationships. Word-of-mouth and our reputation are our most valued marketing tools.

With several projects underway, ZRE is expanding their unique development ideas and sustainable community centered projects on a regional and global scale. At ZRE we aim to turn real estate into a different occupational and personal living experience that goes beyond bricks and stones. Our main priority is giving people and communities better living and working solutions that translate into tranquility, solidarity and belonging.



JUST
IMAGINE

www.beirutdigitaldistrict.com