

IPT wins an Award at the 2011 Global Rebrand Awards and Announces it in a Press Conference Sponsored by the Lebanese Franchise Association

Amid massive media coverage, IPT announced that it won an Award at the 2011 Global Rebrand Awards during a press conference held at the Lebanese Press Club, under the patronage of Mr. Charles Arbid, President of the Lebanese Franchise Association (LFA). Among the main speakers were Mr. Charles Arbid, Dr. Tony Issa, member of the IPT Board of Directors, and Mrs. Maya Karanouh, CEO of TAGbrands.

In his address, Dr. Issa considered this recognition to be a reward for IPT's constant development efforts since its establishment in 1987. Dr. Issa shed some light on a number of issues related to the oil import and distribution industries, and encouraged the Lebanese oil sector to be ready for the future changes the potential hydrocarbon exploration in Lebanese waters would bring. Issa called the authorities and companies in the oil sector for the renewal of trademarks as a part of an integrated process to ensure social responsibility and the protection of the environment and the consumer through providing him with high-quality products. He also highlighted the many efforts IPT is making in achieving this objective, which enabled it to enter new economic sectors and become the first oil company affiliated with LFA – where the strength and popularity of the trademark are the highest priority – and the first company in Lebanon to **give its franchise to its partners and customers**.

Towards the end of his speech, Issa commended TAGbrands, which also won an Award at the 2011 Global Rebrand Awards for the design of the IPT trademark, and thanked its CEO, Mrs. Maya Karanouh, winner of the Young Entrepreneur Award in the Middle East. He also thanked Mr. Charles Arbid for sponsoring the event.

Mrs. Maya Karanouh expressed her pride in the success of TAGbrands at the international level and praised the accomplishments of IPT, which overcame the obstacles of the 25 year Civil War and became one of the best oil companies in Lebanon. Karanouh highlighted the fact that trademarks are not simply names or slogans; they are rather a commitment to the customers to maintain both quality and values. She further added that they are the intangible assets of companies that must be developed to maintain their competitive strengths, stating that this is what qualified IPT to win the Rebrand Award and enabled it to make its mark despite the intense competition. Karanouh went on to say that the cooperation between IPT and TAGbrands aimed at preserving IPT's reputation and credibility in dealing with customers, and that the care invested in implementing the trademark strategy helped it spread in more than 120 IPT fuel stations, where it was very welcomed by the consumers.

In this conference that aims to shed some light on franchises and trademark success stories, Mr. Charles Arbid welcomed the audience and spoke of the determination of LFA to point out the importance of individual and collective creative work that benefits Lebanon. He also called for Lebanese officials to make every effort to provide small and medium-sized enterprises with an environment that enables them to develop within the intense global competition; develop useful social and economic policies; and combine their efforts for the good of the country. Mr. Arbid also congratulated LFA member, ITP, for the award won at the 2011 Global Rebrand Awards.

Mr. Arbid highlighted the importance of Branding for all the benefits a trademark and the reputation of a company alike may get from it. He also announced that LFA is working to launch Branding Lebanon, a venture that will encourage competitive and creative initiatives, and urged the relevant parties, both public and private, to contribute to its success. He concluded his speech by wishing IPT more success and triumph, and thanking the media for their support of the conference.