



Global compact

Communication On Progress

Presented By:

AI BAYAN GROUP

Chairman and CEO

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AI BAYAN – GROUP

*It's a pleasure to us to start talking about our gratitude to all our partners, suppliers, workers, employees those who we deal with **AI BAYAN** and will be in the coming future.*

*For that I find it appropriate to give a quick review about founding "**AL BAYAN**" and its companies more like how it started , its' points of strength ,challenges encountered through its history.*

*Now day we can say that "**AL BAYAN GROUP**" the Ads. Agency and printing house rapidly became an indispensable name for the industry in Aleppo to reach more than half of the market share in Aleppo and Syria.*

*More than a decade ago in 1992, the Deiri Family had a vision of pioneering the printing market and they proudly launched one of the most revered printing houses in the City of Aleppo. By Offering cutting-edge technology, and unparalleled high quality work, in the printing market, Bayan Printing House rapidly became an indispensable name for the industry in Aleppo. Soon after, in 1993, the company under the name of **Bayan-Group** started its journey of expansion into the world of unlimited creativity by offering an extensive range of advertising, marketing, and graphic design services. In 1996, **Bayan-Group** successfully started its independent advertising agency. **Bayan-Group** expansion as a company both inside and outside Syria continues till today. **Bayan-Group's** faithful and unmatched commitment to satisfying the wants and needs and its solid experience in the local market has made*

the company itself a brand name in Syria
In 1999, The Syrian European Business Center provided Bayan-Group with a subsidy from the European Union to restructure the company management and train the staff on the European Union Standards in the work environment. **Bayan-Group** has become the first company in Syria to apply the EU standards. Now, **Bayan-Group** accounts for more than half of the market share of the industry in Aleppo and the Company takes legitimate pride for being described as one the most relied on companies for Syrian businesses and business activities. Our ultimate objective at **Bayan-Group** is to guide your business needs from the early stages of conceptualization of ideas through the process of actualization and implementation.



Bayan – Group in a snapshot:

2006 Syria Al-Ghad Radio Station exclusive agent in northern Syria.

- 2004 **Bayan-Group** builds its own LOOK billboard company of 40 networks each with 5 advertising faces.

- 2003 **Bayan-Group** a step out of Syria becomes an exclusive agent for many Radio Stations Sawt El-Ghad, Radio One Lebanon, and Syria FM Sawt El-Shabab.

- 2003 Exclusive agents for SAAB International Diaries.



- 2002 **Bayan-Group** the first agent of Arab Advertising Association.
- 2001 **Bayan-Group** sponsored the art director to attend courses in the business of art in the United States.
- 2000 Participation in First Engineering Exhibition, Agricultural Exhibition, Food and Packaging Exhibition, and the third comprehensive International Economic Exhibition in Syria.
- 2000 Second Fashion Exhibition.
- 1999 Subsidy by the EU through the Syrian European Center to restructure Bayan-Group according to the EU standards.
- 1999 **Bayan-Group** Staff is retrained in marketing, finance, and sales under the Supervision of the Syrian European Business Center.
- 1999 Expansion of the Creative Department and the Printing House to design and print Kawalies Billboard Ads.
- 1998 Designing and printing the monthly magazine of the Aleppo Association of Engineers.
- 1998 Medical Advertising Department under the supervision of specialized physician.
- 1998 First Fashion Exhibition in Aleppo.
- 1997 "Snob" Lebanese Journal approves **Bayan-Group** Designs.
- 1997 Kawalies exclusive agent in northern Syria.





- 1996 the Establishment of **Bayan-Group** Advertising Agency.
- 1993 the Establishment of Digitized Graphic Design Department.
- 1992 the Establishment of Bayan Printing House as the first stone of the Bayan.

Although there is one key to **Al Bayan Group** competitive strength is our various work force that include people from different cultural backgrounds ,we comply with all applicable labor and employment laws, we follow the principle for fair treatment and non-discrimination to ensure that our employees are well trained and fair treated and safe in their work places.

So I would like to thank all of the groups' employees for achieving the marvelous reputation and trust for the company to those who we are dealing with.

Feras Deiri
Chairman, CEO



support for the united nation global compact

***Al Bayan Group** Supports The 10 Principles Of The United Nations Global Compact, In So Many Different Ways, Human Right, Labor Right, Protection Of The Environment, Anti Corruption In So Many Different Ways To Promote To A Higher Level Of Professionalism.*

We implement our global compact programs through many of the our compliance programs, for example, to address the issue of human right we audit our management to ensure that there is no child or slave labor involved and that wages and working conditions are acceptable, in our own operation we have fair employment programs to make sure our employees are in a safe and healthy environment and in condition that comply with all applicable standards as to employment .



Human right section:

Principle 1: *our business support and respect the protection of internationally proclaimed human rights.*

Principle 2: *we make sure that we are not complicit in any human right abuses.*

We have implemented a system for checking and recording that all employees are paid minimum wage and to avoid excessive overtime hours. And this system tracks violation and installed back-payment system of wages. Employment contract stating the terms and conditions of services are made available to all employees and we have installed an independent monitoring program regarding labor conditions and receive an annual reporting.

When it comes to salary differences between men and women the group has defined the salary margins for each employment category ;this mean that each team member regardless of his / her gender is paid based on the quality of work and the result of 360°evaluation.





Labor right section:

Principle 3: *our group respects the freedom of association and upholds the effective recognition of the right to collective bargaining;*

Principle 4: *we don't allow forced or compulsory labor in any aspect within our operation or supply chain.*

Principle 5: *we don't allow child labor within our operation or supply.*

Principle 6: *we don't allow discrimination within our work place in respect of employment and occupation*

The group introduced a new approach to personal and professional development based on our value diversity to equally appreciate our similarities and differences.

Fosters direct communication between management and employees based on an "open door" policy.

Facilitates continual participation in decision making and strategy shaping through different engagement methods.

Assessment Surveys, Personal Development Plans (PDP) and occasional strategic meetings with senior staff or all employees.





Environmental section:

Principle 7: *we take a precautionary approach to environmental challenges.*

Principle 8: *undertake initiative to promote greater environmental responsibility.*

Principle 9: *encourage the development and diffusion of environmental friendly.*

Due to sensitivity and responsibility toward society and environment the company is committed to encourage and support a clean environmental and to implement appropriate measure within production.

We have worked actively to reduce power consumption in our facility. The focus has been on enhancing the expertise to our property management staff, making more efficient use of lighting and heating, turning down heating at night, heating recovery and installing heat pumps. For internal correspondence our employees use recycled paper and recycle extra papers from printing



We placed the rational energy use label in all of our offices - Be rational with the energy! It serves as a reminder that each employee should check energy-using appliances (air-conditioning, IT equipment, electricity) before leaving the office. In addition, each day the last person remaining in the office checks if all energy-using appliances are properly shut down (turned off). During the summer period, employees proposed opening windows instead of using air-conditioning. This initiative led to electricity saving.





Anti - Corruption section:

Principle 10: businesses should work against corruption in all its forms, including extortion and bribery.

Corruption sabotages policies and programs that aim to reduce poverty, so attacking corruption is critical to the achievement of overarching mission of poverty reduction. We believe that an effective anticorruption strategy builds on few elements:

- ✓ *Hiring and promotion of public officials*
- ✓ *Remuneration of public officials*
- ✓ *Regulation on conflicts of interest and conduct in office*
- ✓ *Conflict of interest regarding the exercise of economic or political activities.*
- ✓ *Regulation concerning gifts and hospitality*
- ✓ *Conflict of interest arising from post service employment.*
- ✓ *Guidance and training on ethical conduct and risks of corruption.*
- ✓ *Enforcement of codes of conduct.*
- ✓ *Duties to report on assets and liabilities.*
- ✓ *Rotation of officials.*
- ✓ *Auditing of procedures and institutions.*
- ✓ *Increasing public administration's accountability through surveys.*

To reduce the corrosion impact of corruption in a sustainable way, it is important to go beyond the symptoms to tackle the causes of corruption.



Mission

Faithful work, high quality and commitment and creativity are the heart of BAYAN-GROUP's mission statement. We care for the clients wants and needs and we work day and night to ensure transferring their ideas to the real world, our ultimate pleasure is to offer high quality services and solutions that make your business satisfied.



Vision

We establish and maintain lifelong customer relationship through superior graphic communication services and printed products. We strive for excellence in all we do and treat everyone with dignity and respect.

Many companies have a vision statement, we make everything we do a vision statement.

Our believe is that in a highly competitive marketing environment there is an increasing need, to move products from shelves into the faces of consumers in a way that value success.



Value

Our value and what we stand for:

Our customers: *Bayan-group expect that every customer to be treated equally and regardless of their size of their account value.*

Our team: *Bayan-Group encourages promote from within wherever possibility making a continuous investment in our personnel.*

Our resource: *are to be fully used to fulfill our customers' needs.*

Occupational health and safety: *Bayan-Group is constantly striving to sustain and improve the health and safety of all employees, by reducing the possibility of any work place injury or illness.*

Privacy: *Bayan-Group is committed to protecting the privacy of the personal information of our customers' employees, suppliers, and other stakeholders.*



Strength points of AL BAYAN - GROUP

- ✚ *Al bayan- Group the largest printers in Aleppo city
highest quality products available for our customers.*
- ✚ *Offset printing.*
- ✚ *Being exclusive agent for private and governmental
media outlet inside and outside Syria.*
- ✚ *Short delivery time: up to 15 days for urgent orders.*
- ✚ *Being the exclusive agent for different radio station.*
- ✚ *Our account planners are always at the top of the
latest media development.*
- ✚ *15 years experience in printing, advertisement,
consulting, PR.*



Thank you...

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