

Gabby Deek on the Partnership for Lebanon

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Cisco has introduced the concept of CSR to this country, through mainly the PFL Initiative that was led for more than three years, or a little bit more, by Cisco. And, I'm really very proud to the work - by the work that we have done with Cisco on several initiatives, especially those that are related to broadband and the establishment of the broadband strategy for this country. And the creation of a very powerful and effective pressure group that was the LBSG, the Lebanese Broadband State Quarters Group. Through this initiative we have achieved a lot of awareness among politicians, decision makers, and top level business leaders.

For the importance of a real broadband set of services and infrastructure that will definitely lead this country to become one day a major player in the global knowledge economy. And Cisco participated also and helped us establish an extremely important project. That is the Beirut Internet Exchange, linking all the ISPs and the service providers to each, to each other and providing free local connectivity to reduce the cost of the internet service for the Lebanese consumers.

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