









CHAMBER OF COMMERCE INDUSTRY & AGRICULTURE ZAHLE & BEKAA

This booklet is made possible with the support of the American people through the United States Agency for International Development (USAID).

The content is the sole responsibility of Dareb El Najah initiative and does not necessarily reflect the views of USAID or the United States Government.

Content development, copywriting and booklet design by

Maria Munzer Shaya

TABLE OF CONTENTS

ABOUT DAREB EL NAJAH		
ABOUT USAID/LEBANON LIFE PROJECT	5	
ABOUT EDF	5	
ABOUT MDSF	5	
ABOUT CCIAZ	5	
DAREB EL NAJAH PARTICIPANTS & BUSINESSES	6	
MAPS OF LEBANON AND CENTRAL BEQAA	18	
INTRODUCTION	19	
CENTRAL BEQAA TOWNS		
MRAYJAT AND BOUAREJ	20	
JDITA AND MEKSEH	21	
QOB ELIAS	22	
CHTOURA	23	
TAANAYEL	23	
ZAHLE	24	
QAA EL RIM AND HAZERTAH	25	
SAADNAYEL, TAALABAYA, AND BAR ELIAS	26	
FERZOL	27	
ABLAH, NABI AYLA AND NIHA	28	
TERBOL	29	
AANJAR	30	
MAJDAL AANJAR	31	
KFAR ZABAD AND AIN KFAR ZABAD	31	
QOUSAYA, DEIR EL GHAZAL, AND RAIIT	32	
RAYAK, ALI EL NAHRI, AND MASA	32	

ABOUT DAREB EL NAJAH

SUMMARY AND CONSOLIDATION OF SYNERGIES

THE HIDDEN TREASURES OF THE BEQAA booklet is the product of *Dareb El Najah* initiative that was implemented over a period of 13 months (October 2019 - November 2020) under the Livelihoods and Inclusive Finance Expansion (LIFE) project funded by the United States Agency for International Development (USAID).

The objective of this booklet is to provide travel enthusiasts with a tool to explore and experience the best of the Beqaa while promoting a number of Dareb El Najah participants' related businesses and startups.

Dareb El Najah is a Quasi-Hub initiative formed of three partners that worked in synergy in one concentrated area of Central Bequa targeting the undeserved population with the objective of improving their small businesses and creating new job opportunities.

The three partners are as follow:

Entrepreunial Development Foundation (EDF),

Michel Daher Social Foundation (MDSF),

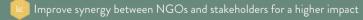
and the Chamber of Commerce, Industry and Agriculture of Zahle and the Beqaa (CCIAZ)

Dareb El Najah initiative consisted of 8 activities that were carefully molded to respond to the challenges faced by micro and small businesses in Central Bekaa. These activities were delivered in close coordination with local governing municipalities to 400 MSMEs from Central Bequa with the objective of building the capacities of business owners and helping them improve their management skills, gain a better market exposure, increase their knowledge about financial services, and adopt advanced food safety practices.

OBJECTIVES









Raise awareness to support initiatives through financial inclusion

ABOUT USAID/LEBANON LIFE PROJECT

The USAID/Lebanon LIFE project will strengthen livelihoods, advance the microfinance community, and expand inclusive finance, in order to improve economic opportunities for under-served entrepreneurs and recipients of microfinance services. The program will provide grants to microfinance institutions and local/international NGOs to provide business development services (BDS), vocational training, and direct livelihood grants/loans to Lebanese micro/small enterprises and entrepreneurs over the five-year life of the program.

ABOUT EDF

The Entrepreneurial Development Foundation is a not-for-profit organization that promotes Lebanese entrepreneurship among the less privileged in Lebanon's rural areas and needy neighborhoods of big cities.

Our mission is to assist in the improvement of the country's overall socio-economic well-being by providing our beneficiaries with entrepreneurial training and business loans.

Our training emphasizes capacity building, to include: pricing, marketing, accounting, finance, customer service, ethical dealings, vocational training, agricultural training including cattle farm, olive mills, chicken farm and services including shops, paint contractors and related.

Our lending scheme is designed to provide financial support for startups and to enable small businesses to grow in order to positively impact the beneficiaries' respective communities.

ABOUT MDSF

Established in 2014, Michel Daher Social Foundation aims to create an enabling environment where each individual achieves his highest potential and to reduce rural migration to urban areas or abroad.

Michel Daher Social Foundation achieves its goals through its Health Care Centers that ensure a healthy community, Economic Development Department that works on developing individuals and enterprises, Social Service Department that provides assistance and support to the underprivileged to preserve their dignity and finally its Community Development Department that aims to reverse cultural and environmental degradation.

ABOUT CCIAZ

Created in 1939 at the agreement and request of a group of merchants and industrialists.

The CCIAZ represents in general the interests of the commercial, industrial and agricultural sectors in Lebanon, provides information, proposals and projects aiming at the development of the Lebanese economy to government departments and affiliated members, facilitates contacts between members and local authorities and foreign embassies, resolves disputes among members by means of reconciliation or arbitration, delivers certificates of origin, validates bills and documents as well as the signatures of registered members, and provides information about the dates and venues of international exhibitions.

DAREB EL NAJAH PARTICIPANTS & BUSINESSES

ABLAH

NAME

Amani Zein El Dine Nicolas Abou Zaidan Katia Massaad Abou Zeidane

AIN KFARZABAD

NAME

Amal Remi Fatima Abi Abbas Hanan El Sahily Islam Sahli Kamel Sahli Kawthar Sahili Khawla Abi Abbas Michael Sarkis Silvana Sarkis Zeinah Salman

ALI EL NAHRI

NAME

Florence Mkahal Ghalia Haidar Ahmad Jaafar Mazbouh Khaled Baydoun Khouloud Choker Mohamad Al Bitar Samar Akil Woudyan Abbas Mazbou

ANJAR

NAME

Agnouni Manjian Andon Tchaparian Ara Chaparian Ara Tumberian

Maysaa Al Haffar

BUSINESS SECTOR

Mouneh / Sweets Web Development Mouneh

BUSINESS SECTOR

Hair Dressing From Home Photography Collecting Roses & Herbs Mouneh Beekeeping Mouneh

Physiotherapy Mouneh Farm Business

Farm Business

BUSINESS SECTOR

Restaurant Used Cloth Shop-Outlet Mouneh

Construction Business Mouneh

Plumbing Hair Salon

Hair Salon & Makeup

Handcraft

BUSINESS SECTOR

Handcraft Plumbing Jewellery Agriculture Beekeeping

BUSINESS NAME

Cookie Doughie Digital Circle Mantoujat Em Elie

BUSINESS NAME

Fati Photography Soatak Fi Tabia

-

Mounet Set El Beit

Go Well Physiotherapy Clinic

Dairy Products

RUSINESS NAME

Kaser AL Khachab

--

-

Salon Samar

Artistic Painter Zeinab Fouani

BUSINESS NAME

The Local Hive

SOCIAL MEDIA PLATFORMS

:ookie.doughie1/cookie.doughie_

ستوحات الم اللي /mantouiat em elie

SOCIAL MEDIA PLATFORMS

_

fati_photography soatak.fitabia/fitabia

-

-

مونة ست البيت

<u>go_well_physiotherapy_clinic</u>

zizozeien2000

SOCIAL MEDIA DI ATEODM

<u>aser.al.khachab/kaserelkhachab</u>

-

-

-

<u> Artistic-painter-zeinab-fouani</u>

SOCIAL MEDIA PLATFORMS

Rimaysa

--

the less

the-local-hive

ANJAR

711 107

Aram Kenderjian Asadour Tosonian

Berj Tumberian Boghos Chaparian Dikran Bakalian

Dikran Toumberian

Hagop Jabaryan

Harotion Jabaryan

Haytoug Tcheurekjian

Hovnan Keshishian

Jean Banboukian Joseph Istanboulian

Kirob Berjian

Krikor Karabet Sakaian Madleine Nersesian Manoshag Jabaryan Marie Boudourian

Missak Bakalian

Sevan Giragos Khoshian Shaghig Manajian Doudakliar Trasdamad Bahllawanian

Varouj Bakalian Vartouhe Baltajian

BAR ELIAS

Alaa It

Ali Abdel Rahim Barakat Bwarshi Bassima Hayek Bilal Al Hamrawy Ebtissam Kaddoura Ghada Amer

Ghada Hamad Hala Chafic Beyrouty **BUSINESS SECTOR**

Carpentry
Farmer
Handcraft
Agriculture
Organic Farmer
Flactricity & Plu

Electricity & Plumbing

Essential Oils

Tufting chairs and wood crafts

Photography Dental Lab

Electricity Home Repairing Fridge Repairing & Spare Parts Electricity Home Repairing

Printing Lab/ Surveillance cameras

Eco Tourism Carpentry

Car Mechanic Garage Painting Artist

Mouneh Agriculture Catering

Blacksmith
Catering
Catering
Photography
Vermiculture

Makeup

BUSINESS SECTOF

Blacksmith Fresh Juice Aluminum Shop Pastry Snack

Mouneh

Raw Chicken Shop

Grocery

BUSINESS NAME

Printshop Anjar

-Tatriz

Berj Tumberian Walnut

Jacques Studios

king

Koharco Refrigeration Service

Keshishian Ink Anjar Village

kjb Electromechanic Koko Garabet Beit L Mouneh

Mousa Dagh Maro Tcheurekjia

La Bella Cakes & Cookies Bakery Shaghig

Anjar Photographer Group Organic Fertilizer ainjar

Beyond Beauty By Rosa

DUCINIECC NIAME

Alaa Ibrahim for blacksmithing and brick pledging Loz W $\operatorname{\mathsf{Moz}}$

Bwarshi Barakat

Snack Bilal Ibtisam Kitchen Anamel Al Dahabeya Chicken El Raha Healthy Food Store SOCIAL MEDIA PLATFORM

printshopanjar

-

-

-

<u>Jacquesstudios</u>

-

<u>koharco</u>

keshishianini aniarvillage

anjarvillage -

kokogarabet يىتالمونة

mousadagh.marotcheurekjian

la_bella_cakes_and_cookies

bakery-shaghig

organicfertilizerainjar

<u>BBRosa</u>

SOCIAL MEDIA PLATFORMS

<u>llaaibrahim2015</u> <u>-ozwmoz</u>

BKB.86/bwarshi_66

snackbilal مطبخ ابتسام

- .

Healthy-Food-Store

BAR ELIAS

Khaled Shehah Kouther Safieh Maieda Al Bawarshi Ola Almaithoub Sami Al Bakkawi

DEIR EL GHAZAL

Maha Jraijiri Miled Farai Yolla Farai

Aida Abdo Edward Ghassan Flie Mhanna Hadi Ghassan Joseph Abou Zeid Marianne Sidnawi Michel Chehade

Chocolate Decoration Butchery

Beit El Mouneh

Mouneh El Davaa - Bar Elias

Mounet Fm Ali Yasmine Souvenir

Asal Al Jabal

Chechade Dairy Products

Un Petit Beaucoup Msaed Shop For Trade Ready To Örder

Joelle's Cake

Senzy Style

Un petit Beaucoup Chehade Catering Forn El Sadaka

Plumber

Beekeeping & Agriculture

Catering

Catering- Lebanese Bread

Bakery

Nadine Trad

FERZOL

Rita Mrad Zoya Battikh

Ghada Kikano Tanious Khazaka

OAA EL RIM

Greta Tannoury Hala Kadamani Hiam Tannoury Jihane Abou Asali Mountaha Tannoury Nahami Rizk Nassif Riachy Rami Murr

KFAR ZABAD

Adel Khatib

MAJDAL AANJAR

Aiisha Khatib Eitidal Mdalali

Chocolate Shop Kids Entertainement

BeeKeeping

Mouneh Mouneh Mouneh Bakery Cherries Agriculture Mouneh

Plastic Factory Blacksmith

Hair Dressing Salon

Fliot Chocolat Ritam Natural Handmade Soap

Alban Afia 2 Qaa El Rim Coop For Food Processing

Riachy Bakery Cherry-Sh

Ghadir Plast

Salon Amani For Women

MAIDAL AANJAR

MAJUAL AANJAK			
Ekhlas Hamzi	Mouneh		
Elham Yassine	Mouneh/Handcraft		
Enaam Al Khatib	Mouneh	Mounet Beit El Kell	
Entisar Ibrahim Abed El Rahman	Mouneh/Handcraft		
Fatima Abed El Khalek	Mouneh/Handcraft		
Hanadi Janoun	Mouneh	Mouneh Beiteye	
Hatem Hammoud	Mouneh	Shebaa Trade for supplies, grains, and chicken	
Hiam Hammoud	Handcraft	Hand Made	
Insaf Yassine	Clothes Shop	Moon Light	<u>abdkharoub7</u>
Ismael Mohammed Khatib	Detergents Factory	Extra Like	Extra-Like
Jamil Hamed	Detergents Factory		
Khadija Ahmad Saleh	Mouneh	Al Malak Al Abyad	
Khadija Jalloul	Mouneh		
Khaled Al Azrak	Hair Dressing Salon		
Mariam Abdel Rahman	Hair Dressing	Salon Sousou	
Mira Ajaj	Souvenirs & Design	Grand Royal	
Mona Abou Faysal Hammoud (Abou Haykal)			
Nada Abdel Rahman	Hair Dressing Salon & Makeup	Salon Nada & Mariam	
Nahla Yassine	Mouneh	Beit L Mouneh L Arabe	
Omar Tana	Hair Dressing Salon	Salon Omar For Men	
Omar Yassine	Aluminum Shop		
Rana Yassine	Clothes Shop	Sells Women's Cloth	
Randa Abdel Khalek	Hair Dressing Salon	Salon RouRou	
Raya Sawan	Mouneh	Mounet EL Beit	مونة البيت
Rdeye Journaa	Mouneh	Mouneh Bekaaiya	
Roukaya Yassine	Mouneh		
Sahira Yassine	Mouneh		
Saria Yammine	Frozen Foods Catering	Coxinha	
Sawsah Abdel Fattah	Mouneh		
Siham Mahmoud	Mouneh	Alam Siham for Mouneh	
Wafaa Yassine	Makeup		
Yousra Younis Al Khawajah	Mouneh	Yousra Al Khawajah	
Youssef Mansour	Mouneh		
Zeinab Ali Alkarout	Mouneh	Mouneh Al Manzeleyeh	
Maysaa Yassin	Cloth Shop from Home		
Hoda Tana	Women Salon	Salon Eman Tana	Salon-Eman-Tana/salonemantana

Ahed I Hafeez Chatila Abdallah Chatila Mohamad L Mais Rima Bechelany

Soha Dgheidy

MRAYJAT

Nizar Masry

Nicolas Maalouf Pierre Jihad Rmeily

OOB ELIAS

Abdo Baaklini Aida Sawan Ali Saloum

Amal Abou Merhe Chaghaf L Khatib Diana Baalbaki

Heyam Alaa Eddine Heyam Badr

Jilnar Badr

Mona Al Dalank

Car Rent Shisha Shop

Roastery & Coffee Factory Hair Dressing From Home

Catering

Catering & Mouneh

Manufacturing Industrial Machines Manufacturing Industrial Machines

Dress Maker

Hair Dressing Salon

Shisha Style shop

Daniel Bechelany Aluminuim

Pesto Catering

Les Temples

Snack ABDOOOO

Joud Coffee

Meals on Wheals

Elias Bader Inventions Elias Bader Inventions Camilia's Haute Couture Bekaa Mouneh - Qob Elias

Caramella

Baladi Ya Baladi

Tabkha Taybe W 7abet Misk

Al Naim

OOB ELIAS

Mouna Abed L Mawla Nada Kyame Nancy Śaliba Randa Maalouf Rawya Serhan

Safeya Issa Theres Badr Tony Badr

OOUSAYA

Rita Kaadi

Samir Abou Trad

Ali Boustany Bouchra Abbas Fatima L Mhamad Jossette Abdo

Safaa Hallak Zeinab Akil

SAADNAYEL

Ali Hamad Fatima Adib Deny Mohamad Abou Nassif Mohamad Salloum Mourjana Badr Arafat Mahmoud El Choum Amany Kassem Chhimi

Handmade soap

Hair Dressing Salon

Handmade Cotton Works Handmade Cotton Works

Home Painting

Beekeeping/ Agriculture Beauty Salon Handcraft Crochet

Beauty Salon

Photography Studio

Bakery Social Services Butcher/restaurant Bakery

Artisanat by Nada Kyame Couture Randa

Souf By Teta Souf By Teta

Panda's Balloons Fatima Korde Alawfar Online

Ali Hamad Shop Forn El Dayaa

Cultural Economic Saadnayel Committee

SAADNAYEL

Maryam Taktak Wedyan Karout

TAALABAYA

Ahmad Youssef Madona Bitar Mirvat Saleh Al Rifai

Rosette Kawzali Safaa Khalaf Sanaa Al Tarshishi

TERBOL

Marie Claire Sayah

Charbel Farah Chris Mallo Danielle Khayat Elias Abou Tanous Flias Al Skaff Elias Georges Najjar Elias Ghossein Flie Maalouf

Flie Saade

Elie Toumie Fadia Aoun

Bakery

Beauty Salon

Photography

Farm Business

Catering-Sweets

Car Upholstery

Sweets

Bakery

Sweets-Brazilian

Whole Sale Grains & Food Products

Pain De Matin

Maachelany For Carpentry Madona's Institue

Home Made Gallery Diverto

Désirée Stephane

Mounet Beit Jeddi Abou Tanous VW Service Parfumerie Rainbow Ared Jedde

Forn Saade

ZAHLE

NAME

Farah El Zein Chalhoub Fawzy Maalouf Gabriel Ramia Georges Khalaf Georges Ten

Georgette Toni Frenn Ghada Boutrous

Ghada Karam Ghalia Ibry Ghiwa Braidy

Hanan Gharib Maalouf

Jenny Choul Jihad kassouf Joe Mallo

Joelle Barhouch John Youssef

Joseph Abou Younis Joumana Faraj Joumana Houbieka

Lamia Kadri

Lourda Machaalany

Maria Hitti Marie Youssef Maroun Abou H Maroun Lian

Maya HajjChahi Melhem Fraiha Metri Felefli Mia Aoun

Michel Jabbou Michel Malek Milad Kallas

Mounir Semaan Micheline Dahrouj BUSINESS SECTO

Interior Design Snack & Butchery Pub / Restaurant Catering & Pastry Hair Dressing Salor

Mouneh

Mouneh
Beauty Products
Hair Dressing Salon
BB Apartments
Mouneh& Catering

Makeup

Carpentry/Sculpturing

Cable TV

lair Dressing Salon

Carpentery

Construction Business

Mouneh Chocolate Shop NGO

NGO Makeup Event Planner Tailoring

Private Lesson Center BB Apartments Sushi Catering

Catering Car Paints Ice Cream

Car Mechanic Garage Handcrafts (For Blind)

Turkish Bath

NA

Shoe Fixer - Cobbler

BUSINESS NAME

Green Shift Leb Man2alji Old Bar Khalaf Catering

Best Cut Zahle

Matbakh Toll W Douk

Skin Jems
Salon Ghalia
Auberge Braidy
La Mouneh Kit
Café Al Ahram
Institute Rita
Bricolage by Jihad

Mallo Net

Youssef Wood Works

-

Caramel Saint Vincent De Paul Saint Vincent De Paul Lourda Machaalany Salon

Celebrea Events
Clothes Tailoring

Tricademy
Berdawni Appartments

Authentic Sushi House

Royal Bite Metri Paint Cafe Kraitem

Garage Tanos Jabbour

Haramoun Charitable Society

Gold Spa

Elias Bedwane Shop

SOCIAL MEDIA PLATFORN

<u>greenshiftleb/greenshiftleb_joy_farah</u>:

Man2alji

OldBarZahle/oldbarsnacl

Rost (

Best Cut Zahle

طیخ طل و خوق

-

<u>AubergeBraidy/aubergebraidy</u>

La Mouneh Kit cafe_alahram Institute Rita

<u> Bricolage-by-JIHAD-KassoutC</u>

-

Youssef-wood-works

Ī.,

وستتروارطون

stvincentzahle stvincentzahle lourdamachaalany Celebrea.lb

Private-lessons/tricadem

ROYAL-BITE-Catering/royalbitecatering

nia.pdp.aoun/cafekraitem

حمعية حمونالخييية

. .

<u>محلات الياس بدوان لتصنيح الاحذيه وتصليح</u> حميح انواع الحلديات

عميح الواع الجلديات

ZAHLE

NIA AAT

Nada El Khatib Nadia Charro Nadia Haidar Pauline Chamoun

Pauline Chamoun Pierre Mallo Pierre Trad Rabih Hajjar Rania Masaad Rinadala Barhoush Rita Skaff Nassar

Rica Skall Massal Roger Wehbe Rosalie Zeito Saad L Kassouf Salwa Barhouch Samar Abou Haidar Samih Gedeon Sassine

Sandy Trad Sarkis Demerjian Sobhi Berro Jouki Suheil Afram Tarek Saidy

Vanessa Barhoush Vivianne Freiha Saikaly Zeina Abou Zeid Elise Abssi Elias Richan

Pascal Bou Hayla

ZAHLE - HAWCH AL OMARA

NAM

Zoubaida Saade Charbel Mechaalany Fady Daoud Georges Abed Al Ahad Joud Al Riachy Leila Boukadah Nada Kfoury **BUSINESS SECTOR**

Mouneh
Restaurant
Mouneh
Cheese Factory
Perfume shop
Carpentry
Restaurant

Arabian Sweets

Mouneh

Car Mechanic Garage

Private Lesson Center
BB Apartments

Sweets Mouneh

Roses & Herbs Distellin Wood Handcrafting Hydroponics

Bee keeping/Carpetner

Bakery
Catering
Kids Nursery
Bakery
Mouneh
Online Shop

Online Shop Catering Carpenter

RUSINESS SECTOR

Mouneh Snack Mouneh Electricity Power 3D Printing

Snack Ticketing **BUSINESS NAME**

Nada Home Made Food & Desserts Nada's Kitchen

Rollz & Joyz Restaurant

--Scent Old Wood

Restaurant Masaad

-Mantouiatour

- Wantoujatouna Chegnei Daya

Tricademy
Studio Zahle for Rent

Salwa Hanna Mounet Em Fadi

Garden Herbal Tea

Juzur

Chamoun and Joucky

Dekkan 3ajin Royal Bite

Royaume Des Anges Saliba Bakery Mounet Zeina

Mounet Zeina Fiore

Richan Catering

BUSINESS NAME

Homemade Jam Lebanon

Recardo's Snack Star

JR Project

Snack Elias Abou Naoum

Fly Gate Agency

SOCIAL MEDIA PLATFOR*N*

ada.aikiiateeb.ioo/iiau

rollzandjoyz/rollz_and_joyz

_

SCENT

-Che8el.Davetni

-

Private-lessons/tricademy

-

gardenherbaltea/gardenherbalt

<u>Juzur</u> hydro.greens Isobhijouky Dekkan-3ajin-

Royal-Bite-Catering/royalbitecatering

_

Saliba-Bakery مونةزينة

-

OCIAL MEDIA PLATFORMS

Homemade-jam-Lebanon/homemadejamlel

-

JRProject7/joud_riachy

-

<u>flygateagency</u>/<u>fly_gate</u>

ZAHLE - HAWCH AL OMARA

Najwa Abdel Ahad Youssef Abou Farah

ZAHLE - KARAK NOUH

Hala AL Tachem Hussein L Atat

Dory Chamoun Hala Afram Joelle Yazbek Najat Osta Paul Chahine Ramza Youssef

ZAHLE - MAALAQAH

Charbel Aboud Georges Abou Yakzan Rolanda Sleimane Hermes

Takla Nassif Zolika Skaff Anthoine Fthel

Restaurant

Ka3k B Semsom

Mr 3P

Couture Du Bois

Wood Designs

Seafood Catering

Chocolate Shop Hair Dressing & Makup

Plumbing

Coffee Shop Hair Dressing Salon Hair Dressing Salon & Makup

Butcherv Mouneh

Miella Chocolaterie

Saraz Shop

Le Poulet Snack

ZAHLE - RASSIEH

NAM

Bchara Khalaf Berbara Hobieka Charbel Sadaka Elie Kassouf Hoda Abou Young Joey Hajjar

Hoda Abou Younes Joey Hajjar Joumana Maalouf Maria Al Chami Mary Sadaka Nathalie Ghorra Nicolas Abou Hanna Pascale Deaybess

Sahar Riachy Taline Nourieh

ZAHLE - WADI EL AARAYESH

Aline Harika Ayoub Al Kassouf Elie Daoud Nathalie Deaibes Salim Harika

BUSINESS SECTOR

Bakery Sweets Snack

Roses & Herbs Distil Balloons For Events

Heating Mosaique Cookies Catering Handcraft Roses & Herbs Distilling

Hair Dressing Salon & Makup

Grocery

Dairy Products

BUSINESS SECTOR

Mouneh

Whole Sale Grains
Dairy Products
Handcraft

BUSINESS NAME

Bakery Khalaf Barbarita Sweets Snack Sadaka Abou L Mich Confetti Balloons

Abou L Mich Confetti Balloons Cheminee Mhanna ART By Joumana Mookies by Maria Sadakaz Catering Nat Broderie Cave Abou Bana

Sabaya Hair Beauty Lounge Kam Khachabe

Mini Market Elie Shopp

Fromabon

BUSINESS NAME

Mounet Al Wadi Mathanet L Chames

Plus On

Asal Jerd el Wadi

SOCIAL MEDIA PLATFORMS

-

<u>randmasnut</u>

-

onfetti.balloons.l nhanna.fireplace NPT By Journal

mookiesbymaria

<u>adakazcatering/sadakazcaterin</u>

caveabouhanna9

bayahairbeautyloung

Aini-market-Elie-shop

-

SOCIAL MEDIA PLATFORMS

<u>ounitelwadi</u>

_

plusone.needleart/plusone.art

Asaljerdelwad



Lebanon, the home for beauty and paradise for travelers, holds in its heart a piece of heaven called Beqaa. The place where the adventure starts and never ends.

The spectacular landmark of Bequa Valley paints its perfect picture with colorful plains planted with the sweetest fruit trees, the juiciest vineyards, and the fresh vegetables harvested by the farmers from the valley's fertile soil.

In every corner of the Beqaa, history lies hidden within its ruins, reflected by its architecture, expressed through its art, and narrated by the welcoming locals.

The place where taste buds are awakened by the delightful flavors that are embedded within every dish, preserved in the mouneh, savored in the dairy products, and sipped through every glass of wine and Araq.

If you are a travel enthusiast or an adventure seeker, hop in the car and enjoy an unforgettable journey in the Beqaa. Talk to locals, listen to their stories, taste the food, walk the trails, find the hidden gems, reminisce the history, and embrace the beauty of the Beqaa.



MRAYJAT AND BOUAREJ

Start your journey of an unforgettable experience as you enter the gate to the Beqaa Valley from Mrayjat.

The very first village you pass through offers nature lovers the escape they need to hike along the abandoned railways where the French architecture and its creativity are mirrored. Stop by the local restaurants that you see on your left as you pass by, only to taste an authentic breakfast from the various *mouneh* and dairy products, made with love by the women of Mrayjat.

As you start your adventure, your curiosity and excitement will reach a new threshold with the teasers offered from the unique panoramic views, portraying a mosaic of earthy colors of the Beqaa valley from Bouarej village.



JDITA AND MEKSEH

The village vibe echoes as you enter Jdita, where visitors are welcomed with the *I love Jdita* sign.

With the natural keen pure air that enters your lungs, you will no longer worry about asthma when you're in Jdita, the place that has been and still is a revival for its visitors.







In Jdita, you will taste a labneh sandwich like no other, mixed with the freshly picked tomatoes and cucumbers from the surrounding agricultural lands, or you can treat your taste buds with the delightful *Karishi* made from the fresh farm milk, served with love along with the heavenly voice of Fairuz playing in the background.

Tour through the bronze age with a wine tasting experience in the oldest winery, where Frenchman François-Eugène Brun laid the foundation stone in 1868. While there, you will learn the secret of this winery from the youngest of the three generations of winemakers, which they founded on the wine cellars remains, and you will be able to taste their passion in their wine.

Spoil yourself with a visit to the luxurious hotels in Jdita, where you would enjoy modernity with a mixture of the beautiful oak trees and the splendid nature around you.

Your next stop, Mekseh, also offers you a luxurious stay with a modern spot, where you can treat yourself with a comfortable night stay after a long day by the pool.



QOB ELIAS

The ideal place to visit an invigorating market for fruits and vegetables, archeological sites, and ecotourism is your next stop, Qob Elias.

Unravel the historical sites with a visit to the Roman altar of Haydara" to see an astonishing face carved over a cliff.

Make sure to check the Fakhreddine fortress to observe the remains of a 12th-century castle overlooking the beautiful plains of Beqaa.

The history of the village continues to be carved within its heritage houses that you are welcomed to visit in the old souk, where you will also see the medieval architecture portrayed by a historic mosque and the tomb of Prophet Eliiah.



Relish your tour with an exceptional hike on the trails over-looking the unique landmarks where you can also enjoy harvesting activities and cycling.

Your trip will not be complete if you leave without tasting the heavenly spinach *manqoushe* from one of the delightful and fresh bakeries that have been a normal stop for travelers and locals for many years.







CHTOURA

Just when you see the fertile plain of Beqaa valley, you would have reached the charming village of Chtoura.

This busy city has been and still is a link that connects the Beqaa with its surrounding, welcoming visitors from Beirut, Syria, Jordan, and the eastern cities of the Beqaa.

TAANAYEL

This lovely village is a slice of paradise, known for its abundant farms, beautiful scenery and vineyards. There are several alleys of trees all over this place, ducks wandering a tranquil lake, and wine-growing fields.

You start your day in Taanayel with a delightful breakfast, freshly and specially cooked for you, where eggs are taken directly from the farms, cheese, and the famous labneh produced from the farm cows and sheep.



In Taanayel, you will find the ideal traditional Lebanese restaurant specifically designed to welcome travelers from all around the world.

The architecture of the place symbolizes the old Lebanese way of building with clay bricks giving you a sense of the cultural heritage of the region while promoting sustainable eco-tourism in the Beqaa. Afterward, you can embrace your love of nature by riding a bike or taking a stroll in the woods and enjoy the flora and fauna of indigenous people.

Indulge with serenity as you spend your time by the Taanayel Lake, where a magnificent view is guaranteed along with the peace of mind needed. Make sure to tour the vineyards of the wineries there, where you will be served a superb wine tasting tour.

End your visit with a tour through the 19th century art collection at Emile Hannouche museum where you will explore the Lebanese paintings telling you the story of art evolution through the time.

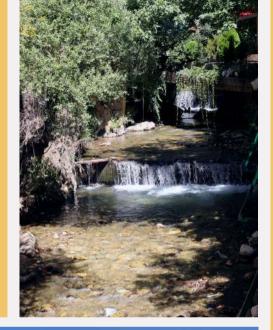


ZAHLE

As you reach a region filled with beautiful landscapes, interesting places to explore, and tasty food, you would have reached the spectacular Zahle, the Beqaa Governorate's capital.

Food and nature lovers, the Bride of Beqaa is the place to go for beautiful scenery and delicious food.

Start your day with the delightful manqoushe from local bakeries, along with special bread with thyme and olives, leaving you with a splendid taste. But in Zahle, one breakfast is not enough, as you stumble across another local bakery dating back to 1949, you will taste the most delightful milk cookies and oblation bread, melting in your mouth.







Zahle locals, the inventors of the Lebanese Mezza will not let you leave without giving you a taste of it. You will find yourself attracted to a promenade, located alongside the Berdawni river, filled with restaurants and cafes, serving you the ultimate Lebanese lunch while enjoying the freshness of the river.

Continue your trip around Zahle and uncover its history that lies in the ancient churches from St. Elias Al-Saviour Church, Church of St. George, and the St. Michael Church, full of drawings telling you the historical stories that the ancestries have left behind.

Stop by the house of the venerable Father Bechara Mrad to sneak a peek at his religious and humble journey, then pass by the famous Lady of Zahle, to relish the spectacular view from the top of the hill over the splendid Begaa Governorate.

Make sure not to miss out on Noah's Tomb in Karak that has been around since the 10th century.

Learn about the history and literature of Zahle, the city of poets, through its public library only to observe the fascinating work of art done by our ancestors.

While wandering in Zahle, you will not only enjoy the sight of the vineyards, but you will also be rewarded by their ancient taste as you visit the popular winery.

The ever known winery will treat you with a wide variety of wine and tour you through their famous vineyards, where you will be left with a tasteful mark of beauty.



Feel the time being frozen in the picturesque lake splendid with earthly beauty of its own. Listen to the chorus of the birds singing as you relax next to the magical and teardrop-silver lake.

Get your yoga mattress ready, breathe in the fresh air and release all the stress, connect with your inner self, and regain your peace.

Before you end your adventure, pass by the local stores and enjoy a taste of this tranquil paradise savored through its organic honey jars.

The following village, Hazertah, reflects a beautiful destination which is ideally visited during winter, making it the fairy tale village. Step into a winter wonderland where you will see a white blanket of snow covering the trees, ground, and houses. Feel the peace as you walk into this magical place, enjoy the calmness, and awaken your inner child

QAA EL-RIM AND HAZERTAH

Just when you thought you have seen it all, your breath would be taken again as you reach the mesmerizing Qaa El-Rim.

Discover the beauty of Qaa El-Rim with a hike or a bicycle ride over the hiking trail overlooking the beautiful scenery of Beqaa region, along with the panoramic view all the way from Sannine mountain to the Bride of Beqaa, Zahle.

Spend a day full of incredible experiences and adventures on the King's Rock. Here, you can enjoy a stroll through the beautiful scenery, endeavor the balance boards, and explore three distinct rappelling routes.



SAADNAYEL, TAALABAYA AND BAR ELIAS

The journey of a thousand railways continues when you pass by Saadnayel. Take a stop at the railway station and snap a few pictures with the French-style architecture.



Your next stop will be the center of Beqaa valley, the second largest town, Bar Elias. Throughout your visit, you will enjoy your experience with cultural tourism with your visit to the heritage museum of Salim Araji. Your interest will peak as you look at the remarkable antique stone instruments from hand millstones to mortars and rollers.

The beautiful nature destination overlooking thousands of forest trees is the perfect place to go and enjoy a wide variety of activities. You can start off by a hike in the midst of the evergreen forest, surrounded by splendid trees reaching the sky, and reconnect with harmony to mother nature, then stop by the Chamsine River for an outstanding scenery coupled with the fun of canoe and calm rafting.



Hop on the train ruins and take an imaginary ride to your next destination Taalabaya. While there, make sure to do some local shopping at the Tuesday market next to the town's mosque.



FERZOL

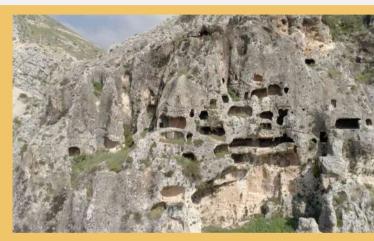
As you enter Ferzol, you find yourself in the heart of Beqaa, surrounded by the agricultural lands filled with all sorts of crops from fruits and vegetables. Only to find yourself in front of yet another breathtaking land filled with vines blooming through the dry air of this fascinating agriculture plain in Lebanon.



These colorful plains not only present the beauty of the village but also constitute the working place for women. As you approach the hardworking women

picking what the prosperous land has given them, you will hear all about the famous local products made from traditional recipes, which include fermented fruit juice, apple juice, stuffed eggplants, hummus, baba ghannoui, and more.





As you continue to explore the village, you will hear about the famous Habis cave in Ferzol that was a hideout during Roman eras.

Wander through the valley to reach the historic cave providing you with just the right amount of shade to sit back, relax, and enjoy an outstanding landscape overlooking the Beqaa valley and Wadi El-Habis. Challenge yourself and climb to reach the top of the valley, where you will be rewarded with a picture of a perfect landscape.

Just when you think you are ready to leave, you will find yourself in the midst of a fruits and vegetable market, eating the freshly picked products from farmers all over Beqaa valley.



ABLAH, NABI AYLA, AND NIHA

The ancient feel strikes you as you enter Ablah village, reflected from the architecture of the aged buildings and mature almond and cherry trees that the villagers have long taken care of.





For the outdoor enthusiasts, you are welcomed to explore the beauty of Nabi Ayla with its green countryside and plantation that makes the village a great place.

As you continue, you will find a village settling in a small canyon, and it's the famous Niha the home of the Roman temples.

There, you can enjoy a hike along the canyon overlooking the outstanding scenery of the green mountains meeting and the endless evergreen plains providing with the calm and serenity you need.

As you reach the first temple, you will discover the history of the Romans carved through their magnificent architecture, only to learn more about their goddesses while reading their inscriptions on the stone.

If you feel like reconnecting with the earth and its prosperity, a visit to Nabi Ayla will nourish your soul and feed your satisfaction.

First, you will be welcomed upon your arrival by Maqam el Nabi Ayla, a popular pilgrimage site for both Muslims and Christians.

Your connection to earth deepens as you admire the villagers' passion towards their lands, and if you're lucky to visit in May, you are welcomed to participate in the cherry-picking season.





TERBOL

While entering Terbol, one is surrounded by the ever terrestrial, ripe, and purple vineyards.

The fascination for this primeval village starts with the sight of small gardens found next to each village house and the agricultural lands planted with potatoes, parsley for the famous Lebanese Tabouli, wheat, and many others.

You will get an overwhelming sense of the classical and ancient village vibe continuing with the view of farmers with their sheep and cows in the beautiful green field.

If you seek to connect with yourself, this is the place to come to meditate, pray, and enjoy the inner peace along with the ultimate connection to Mother Nature, while also enjoying a hiking trail leading to the Terbol cave.

As you are exploring the village, make sure to stop by the local markets to try the available local products, where you will definitely be welcomed to a traditional cup of coffee served with freshly picked fruits and vegetables from their lands and gardens.





Unravel the preserved history within the Terbol Museum, where you will be fascinated by the house style which is constructed of sole, clay, marl-coated and whitewashed bricks, and a roof consists of a wooden beam with ribs and clay tamped. As you tour the museum, you will find a wide variety of old tools, traditionally used by Lebanese farmers, while learning all about it from the poet Nehmeh Saghbini, master of many of the devices.

AANJAR

Get your sunscreen and hats ready, the city of sun, Aanjar, is waiting for you. Aanjar makes a perfect place to enjoy breakfast in nature. The locals would not let you leave without trying the delicious eggs mixed with the famous Armenian souiouk.

As you wander through the village, an irresistible delicious smell from the small bakeries in Aanjar, fills the air around you. The temptation leads you to the inside only to try the famous Lebanese *manqoushe* along with an Armenian one mixed with their enchanting spices.

The beautiful scenery of Aanjar fulfills your heart with ultimate joy as you see the erosion of waterfalls falling against the rocky ledge. Rich in clean water surroundings, locals use their lakes to raise their own fish during the winter, only to get the most delightful and fresh fish plates served at the famous numerous Aanjar restaurants. Satisfy your taste buds with a feast of traditional dishes from the Beqaa mixed with a touch of Armenian heritage.







If you are looking for some souvenirs to take away with you, the product of women talent in Anjar and their open-heartedness is presented in the Armenian artisans, where 200 women volunteer to make the most fascinating handicrafts, the profit of which is used to help the less fortunate locals.

For travel enthusiasts, you can experience the Roman history that Aanjar carries through a visit to the historical ruins of the Umayyad City. Constructed at the start of the Islamist period, you will be able to see the reflection on the evolution of the construction technicians, architectural and decorative elements that can be seen in the different monuments from the Proto-Byzantine culture to the development of Islamic Art.

MAJDAL AANJAR

Your glimpse of Roman history continues with your visit to "The Castle" in Majdal Aanjar overlooking beautiful scenery where the plains meet the mountains and the mountains meet the sky. There's a hill that you can see from afar and if you dare drive your car through the little alleys in the town on either side of the border with the Syrian border and the Beqaa valley on the other, you can enjoy a beautiful view.









KFAR ZABAD AND AIN KFAR ZABAD

The next village, Kfar Zabad, resembles a mixture of ancient villages presented by the architecture of its houses while ensuring self-sustainability through its local businesses.

The atmosphere of Kfar Zabad provides you with the perfect opportunity to meet people and connect with the surrounding. As you wander through the tiny yet anciently beautiful roads, you will be invited to try the famous "Tout" (mulberry) drinks made specially and by all the love of the housewives in the village.

The never-ending breathtaking evergreen plain is a special feature for Kfar Zabad and the perfect place to enjoy your time while blending with nature.

The plains of Kfar Zabad offer you a variety of unique activities. There, you'll feel the connection to the land with the view of a field filled with farmers planting and harvesting.

Relax your eyes with a picture-perfect bird watching scenery and relish yourself with activities from hiking on long trails to enjoying a bike ride or even a donkey ride.

Roaming through the village, you will find mosques and old churches portraying the ancient architecture with the 900 years old church.

Yet, more awaits you with the discovery of the caves connecting it to the next village Ain Kfar Zabad famous for its water resources. This discovery overwhelmed the locals with pride and joy as the monstrously ancient cave offers unique features from various shapes and forms will leave a mark on you. The beauty of this mysterious cave resembles the famous Jeita Grotto, with the hope that it will become the next touristic destination to look forward to visiting.

QOUSAYA, DEIR EL GHAZAL, AND RAIIT

Tired of the car ride and feel like stretching your legs? The next three villages Qousaya, Deir El Ghazel, and Raiit provide the perfect spot for refreshment. Enjoy a walk through the small alleys of the villages where you will be surrounded by buildings and churches aging back to hundreds and hundreds of years.

If you feel like treating yourself with some famous Lebanese Arak or some locally made products make sure to shop some of the local "mouneh" made by the women of the village. If you are up for camping, get your tent ready, find yourself a green spot in the peripheries of these villages, sit back, and embrace the view.



RAYAK, ALI EL NAHRI, AND MASA

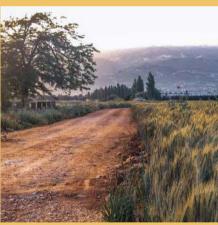
Rayak village is found between two of the most important tourist cities in Lebanon, Zahle, and Baalbek, in the middle of the Beqaa Valley. A list of activities awaits you once you decide to visit this town which beautifully portrays Lebanon's rich history.

Start your day by visiting the military aircraft museum to see a variety of military airplanes while observing the military airport. This will allow you an inside look at the secret world of the army. You will leave believing that you are a General fighting a great war.

Like every warrior, you will need a rich meal. Indulge in a savory lunch at a nearby restaurant that offers a delicious Lebanese menu. The locals will describe it as a landmark, due to its history. Knowing that it once served the dedicated workers of the Middle East's biggest train station seventy years ago, will give you chills.

Wander through the abandoned train station, the rusted locomotives, and the deserted factories. It can only be described as the exploration of a giant time capsule buried years ago.





Nature lovers can admire the work of nature around and inside the old ruined cabins where trees grew tall out of broken windows and small birds built their homes inside decayed metal boxes adding a romantic yet melancholic touch. Capture these memories with movie-like pictures in the rustic station and soldiers' room, portraying the ancient French architecture at the time.

Get on your bike and cycle your way through the agricultural roads of Ali El Nahri, and if it happens to be the golden hour, you are lucky to experience the fields turn to gold as the sunrays say goodbye.

End your journey with one last stop at the mountainious village of Masa. This semi-toursitic village, famous for the Litani river that cuts through the lush agricultural fields, offers you one last chance to enjoy the remarkable scenery of the Bekaa.



www.darebelnajah.org