

# Business Profile



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# INDEX

|                         |         |
|-------------------------|---------|
| INTRODUCTION            | Page 3  |
| ACTIVITIES              | Page 8  |
| ▪ YOUNG PLANT RAISERS   | Page 9  |
| ▪ GREENHOUSE PRODUCTION | Page 21 |
| ▪ IRRIGATION            | Page 26 |
| KEY PERSONNEL           | Page 29 |
| OFFICE AND AFFILIATES   | Page 34 |
| MAIN PARTNERS           | Page 36 |



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# INTRODUCTION



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## Robinson Group History

Robinson Group S.A.R.L was established in 1973 as an agricultural company distributor for fertilizers, pesticides, seeds, Irrigation equipment, and metallic structures to the agricultural sector in Lebanon supported by a group of agricultural engineers (Crop Advisory Team) whose main responsibility is to assist farmers in managing there farms to get optimum results. In 2001 a food service department was created as part of our customer business development.

In 2002 Robinson Group S.A.R.L expanded its services as a Landscape developer inside Lebanon and throughout the gulf region.



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## Robinson Group Vision

We are a professional agricultural company that take pride in developing the agricultural sector privately and publicly wherever we operate.

We aim to grow our business through developing our customer business and assisting them with the latest agricultural techniques and innovative practices to optimize their cost, production, quality and environmental safety.

## Robinson Group Mission

We seek to be the best and tend for perfection. We grasp every opportunity to meet our customer's expectations.



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## Robinson Group Customers

Our customers are our most valuable asset. Thus, we try our best to keep open lines of communication in all customer relations insuring optimal customer service and follow up. We serve farmers, nurseries and agricultural wholesalers as well as private and public institutions that are involved directly and indirectly in the agricultural services.

Our portfolio of customers in the agricultural business adds up to more then 800 identity.



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## Robinson Group Team

Our people are at the core of our business. We are always keen on recruiting the best talented individuals forming a group of outstanding potentials and skills. We develop ourselves to meet any new novelty in our field. Our team is highly dedicated to accomplish any required job regardless its complexity and volume. Our teams diversity enriches our experience to excel under any environment and climate.



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# ACTIVITIES



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# YOUNG PLANT RAISERS



- Young Plant Raising Nursery
- Grafting Nursery

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## Young plant raising Nurseries

Our experience in producing young plants dates since 1975.

Our nurseries are based in Jbeil, Lebanon and equipped with the latest technologies in plant raising techniques.

We produce all kind of vegetable plants treated under climatically controlled and extreme safety conditions to ensure maximum germination success and meet best quality standards.

Our annual production exceed 6 million plants distributed to all Lebanese areas.



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## Grafting Nurseries

Robinson Group S.A.R.L are the pioneers in introducing grafting techniques in the middle east since 1999 .

The objective was to protect the plants against soil born diseases and nematodes and as a one alternative tool for methyl bromide.

Today we lead the production of grafted vegetable plants in Lebanon with a 60% market share and we always stretch to set new standards in grafting quality throughout the middle east.

We produce 2 million grafted vegetable plants yearly for the following crops; water melon, melon, tomato, eggplant, pepper and cucumber.

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## Grafting techniques

- Grafting unit 1

Multi span Structure



SAS doors (Safety Access System)



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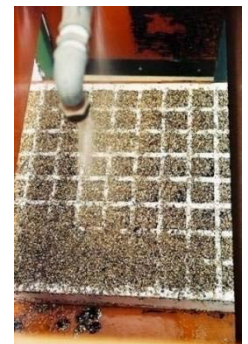
## Grafting techniques

- Grafting unit 2

### Mechanical seeding machine



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## Grafting techniques

- Grafting unit 3

Fans and blowers for temperature and humidity control inside the nursery and insect repulsion at the entries



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Heater for ambient temperature inside the nursery during winter



## Grafting techniques

- Grafting unit 4

Germination room and controllers



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## Grafting techniques

- Grafting materials

Pre - grafting stage

1. 60 cells poly box
2. 112 cells poly box
3. Potting soil
4. Rootstock seeds
5. Variety seeds



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## Grafting techniques

- Grafting materials

### Grafting stage

1. Blades
2. Gloves
3. Clips
4. Detergents



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## Grafting techniques

- Grafting method 1

### Head grafting (Japanese technique)

1. Apical bud elimination
2. 45° cut angle (rootstock)
3. 45° cut angle (variety)
4. Placing the clips on the rootstock
5. Insertion of the variety
6. Final form



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## Grafting techniques

- Grafting method 2

### Cleft grafting (V shape technique)

1. Apical bud elimination
2. V cut of the rootstock
3. Variety insertion in the cut
4. Placing the clips
5. Final form



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## Grafting techniques

- Post grafting stage

Dispose of the grafted plants inside tables

1. 2 plastic film layers (50 and 200 microns)
2. 1<sup>st</sup> film removal 3 DAG (days after grafting)
3. 2<sup>nd</sup> film removal 6 DAG
4. Ceiling and acclimatization 14 DAG
5. Screening and clips removal
6. Delivery



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# GREENHOUSE PRODUCTION



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- History
- Production
  - Tunnels
  - Multi span

## History

Robinson Group SARL was a pioneer in introducing greenhouse technology to Lebanon in 1973 and since then we produce different types of greenhouse models according to international standards for the local market and overseas. We are always keen on upgrading our structure design to meet new novelties in the agriculture field as well to maximize the vegetable production efficiency under greenhouses. Our main export markets are Australia, Golf area, Russia and Irak. Our production team is committed to execute and install any greenhouse metal structure model regardless of its complexity and volume.



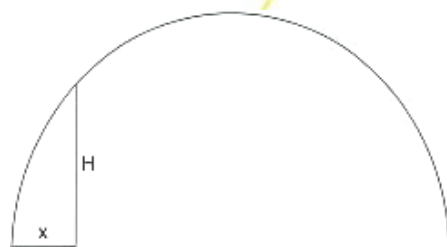
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## Tunnels

Robinson Group implement the international specifications in greenhouse production. The inclination of the side arches in traditional greenhouses permit to exploit to the maximum the covered area.

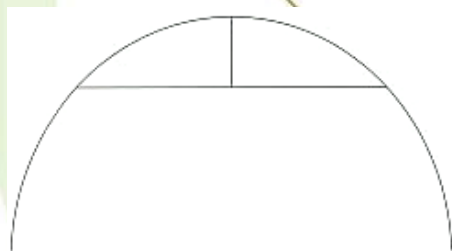
| Greenhouse width | x=30cm | x=50cm | x=75cm | x=100cm |
|------------------|--------|--------|--------|---------|
| 5m               | 125cm  | 163cm  | 185cm  | 215cm   |
| 6m               | 120cm  | 155cm  | 185cm  | 207cm   |
| 7m               | 123cm  | 154cm  | 186cm  | 200cm   |
| 8m               | 121cm  | 151cm  | 178cm  | 200cm   |
| 9m               | 121cm  | 154cm  | 178cm  | 202cm   |



Higher greenhouses are more aerated



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| Greenhouse width | Crop Support | peak  |
|------------------|--------------|-------|
| 5m               | 215cm        | 280cm |
| 6m               | 208cm        | 287cm |
| 7m               | 215cm        | 287cm |
| 8m               | 215cm        | 300cm |
| 9m               | 215cm        | 320cm |



## Metallic Structure

All arches and steel used parts in greenhouse production are made of galvanized steel pipes according to Sindzimir Z33 technique.

1. Main arches: 60 mm diameter and 1.5 mm thick.
2. Spacers: 32 mm diameter and 1.5 mm thick.
3. Crop support: 32 mm diameter and 1.5 mm thick.
4. Crosses: 55 mm and 27 mm bases and 1.8mm thick joint mechanically and not welded.
5. Distance between spacers: 200 cm or 250 cm.

### Specifications:

- Metallic structure easy to mount
- Metallic structure wind resistant



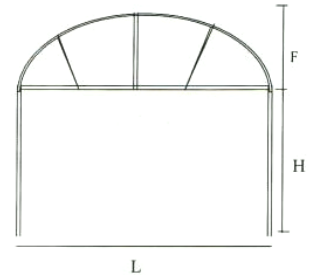
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## Multi Span

Robinson Group S.A.R.L are capable to produce all multi spans design according to international standards. Our engineers are ready to study and implement any advanced structure according to client demands.

| L     | H            | F      |
|-------|--------------|--------|
| 4.0 m | 2.00 - 5.00m | 0.60 m |
| 5.0 m |              | 0.80 m |
| 6.0 m |              | 0.95 m |
| 7.0 m |              | 1.30 m |
| 8.0 m |              | 1.47 m |
| 9.0 m |              | 1.64 m |



### Specifications:

- Adjustable greenhouse height according to plant habit.
- Vertical side pillars permit to optimize to the maximum the exploited area.
- All Steel parts are galvanized according to Sindzimir Z33 and it is resistant to climatic conditions and rust.
- Galvanized gutters of 2mm thick and 50 cm wide for better raining water collection.
- Aluminum profile for better fixation of the plastic cover on sides and gutters.
- Side openings for better ventilation.
- SAS doors for better insect protection.

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# IRRIGATION



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## Irrigation Systems Development.

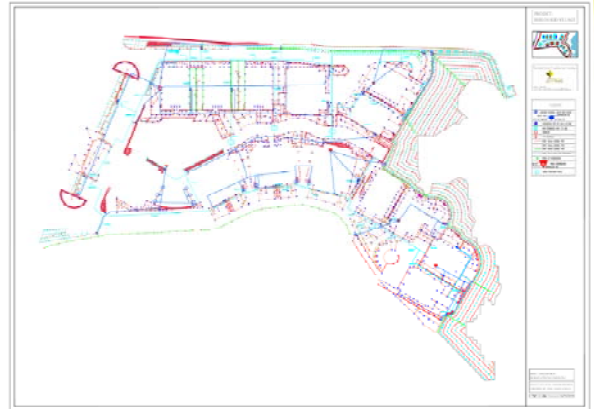
Robinson Group S.A.R.L irrigation experts are dedicated to study, design, supply and install any basic and advanced irrigation system either manual or automatic and maintain it for an optimal performance throughout the years. We provide our clients with complete water solutions using the latest design technology from small watering systems to major irrigation projects covering landscape, arboriculture and horticulture projects.

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## Our range of services includes

- Complete design and analysis
- Complete installation services
- Supply of irrigation product
- Maintenance



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# KEY PERSONNEL



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## KEY PERSONNEL

| Name             | Title                                     | Nationality | Academical Background       | Experience |
|------------------|---|-------------|-----------------------------|------------|
| Wissam Baroudi   | General Manager                           | Lebanese    | B. Sc. Agriculture Engineer | 14 Years   |
| Antoine El-Am    | Sales and Marketing Manager               | Lebanese    | B sc. Finance / Marketing   | 9 Years    |
| Roger Ward       | Product Manager                           | Lebanese    | DEA .Agriculture Engineer   | 14 Years   |
| Hadi Aouad       | Metallic Structure and Irrigation Manager | Lebanese    | B. Sc. Agriculture Engineer | 9 Years    |
| Pierre Sarkis    | Project Manager                           | Lebanese    | B. Sc Agriculture Engineer  | 10 Years   |
| Naim El Boustany | Nursery Manager                           | Lebanese    | DEA .Agriculture Engineer   | 8 Years    |

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## **WISSAM BAROUDI**

**POSITION:** General Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1973

**EDUCATION:** B.Sc. in agriculture, AUB, 1996

**EXPERIENCE:** 1997 to date: General Manager Of “Robinson Group SARL”.

## **ANTOINE EL-AM**

**POSITION:** Sales and Marketing Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1978

**EDUCATION:** B.Sc. Marketing and Finance, LAU, 2001

**EXPERIENCE:** 2002-2006: Sales and marketing FMCG

2006 to date: Sales and Marketing Manager Robinson Group



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## **ROGER WARD**

**POSITION:** Product Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1972

**EDUCATION:** Master in Agriculture, UREF, 1997

Diploma of Agricultural Engineer, LUFA, 1995

**EXPERIENCE:** 1998- 2000: R&D Assistant Manager (Debbane Frères')

2001- 2002 : Technico-Commercial Engineer (ARD)

2003 : Nursery Manager, Robinson Group

2006 to date: Product Manager, Robinson Group

## **HADI AOUD**

**POSITION:** Project Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1975

**EDUCATION:** B.Sc. Agriculture, LUFA, 1999

**EXPERIENCE:** 2001-2004: Freelance Landscape

2006 to date: Project Manager Robinson Group

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## **PIERRE SARKIS**

**POSITION:** Project Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1976

**EDUCATION:** Diploma of Agricultural Engineer, LUFA, 2000

**EXPERIENCE:** 2000-2004: Landscape Engineer , Robinson Group.

2005 to date: Project manager, Robinson Group.

## **NAIM BOUSTANY**

**POSITION:** Nursery Manager

**NATIONALITY:** Lebanese

**DATE OF BIRTH:** 1979

**EDUCATION:** Master in Agriculture, USEK, 2008

B. Sc in Agriculture, USEK, 2002

**EXPERIENCE:** 2003 - 2006: Landscape Engineer , Baroudi Enterprises.

2006 - Date: Nursery Manager, Robinson group



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# OFFICES AND AFILIATES



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## OFFICES

### 1- Robinson Group s.a.r.l

Mastita – Jbeil – Main Road – Baroudi Bldg

T: + 961 9 796 143 – Po Box: 53 – Jbeil

E: [robinson@bwholding.net](mailto:robinson@bwholding.net)

Website: [www.bwholding.net](http://www.bwholding.net)

## AFFILIATES

### 2- Bloom Agricultural L.L.C

Landscape Contracting

Abu Dhabi – UAE – Khalidiya Street – Khalidiya Tower – 5<sup>th</sup> Floor – Apt 504

T: + 971 2 667 8086 F: +971 2 667 8082

E: [bloom06@eim.ae](mailto:bloom06@eim.ae)

### 3- Baroudi Enterprises.

General Contracting

Mastita – Jbeil – Main Road – Baroudi Bldg

T: + 961 9 795 222-777 – Po Box: 53 – Jbeil

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# OUR MAIN PARTNERS



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## 1. Syngenta seeds



Syngenta Seeds B.V.  
Westeinde 62, P.O Box2  
1600AA Enkhuizen- The Netherlands  
Tel: +31 228 3663 11 Fax: +31 228 3663 12

## 2. Plantin "Soluble fertilizers"



USINE LA ROLANDE  
84350 COURTHEZON  
T : 04 90 70 20 03  
F : 04 90 70 23 52  
[plantin@plantin.fr](mailto:plantin@plantin.fr)

## 3. Valagro "Soluble fertilizers"



Zona Industriale - 66041 Atesa (CH) ITALY  
**Phone number:** 0872 881.1  
**Fax:** 0872 897.416  
[info@valagro.com](mailto:info@valagro.com)

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## 4. Stender "Peat and Potting soil"



Stender AG Schermbeck  
Alte Poststraße 121  
D-46514 Schermbeck

Phone +49/28 53/9 69-0 +49/28 53/9 69-0  
Fax+49/28 53/9 69-22 E-Mail: [info@stender.de](mailto:info@stender.de)

## 5. Memon "Organic fertilizers"



MeMon BV  
PO Box 1129  
6801 BC Arnhem  
The Netherlands  
Phone: +31 26 3523100 +31 26 3523100  
Fax :+31 26 4451911  
[Info@memon.nl](mailto:Info@memon.nl)

## 6. Plastic puglia "Irrigation pipes"



**Plastic Puglia**  
Via Aldo Moro, 31 - 70043 Monopoli (Ba) Italy  
Tel: +39 080.802122 +39 080.802122  
Fax: +39 080.802567  
[info@plasticpuglia.it](mailto:info@plasticpuglia.it)

## 7. Masterpak "P.E films"



Masterpak – Zouk industrial complex  
Phone: 00961 9 209001  
Fax: 00961 9 209002  
P.O Box: 11-2354 Beirut Lebanon  
[info@masterpaklb.com](mailto:info@masterpaklb.com)

## 8. Agriphar "Pesticides"



Agriphar S.A. • Rue de Renory, 26 / 1  
B-4102 Ougrée  
Tel. +32 4 385 97 11 • Fax +32 4 385 97 49  
[info@agriphar.com](mailto:info@agriphar.com)

## 9. Tecnografting "grafting tools"



Technografting s.r.l via arno, 44  
60027 Osimo (An)- ITALY  
Phone: +39 071 7236 118  
Fax: +39 071 7134 092  
[info@technografting.com](mailto:info@technografting.com)

## 10. Georg fischer “Irrigation fittings”



Georg Fischer Alprene S.r.l  
Via Bonazzi, 32  
40013 Castel Maggiore (BO)-Italy  
Phone: +39 - 051 632 4211  
Fax: +39 - 051 632 4213  
[alprene.ps@georgfischer.com](mailto:alprene.ps@georgfischer.com)

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