

# blis

A series of concentric circles in a lighter shade of blue, centered behind the text.

**STRONGER** WINGS  
WIDER **HORIZONS**

**TIME FOR STRATEGIC COLLABORATIONS!**

[www.blis-global.com](http://www.blis-global.com)

# BLIS GLOBAL

Business Life Investment Solutions

People lack trust, awareness and complete  
financial & business planning solutions

[www.blis-global.com](http://www.blis-global.com)

**We are building the first community of strategic collaboration  
between 10 expertise, as well the first public awareness platform to  
enhance financial literacy.**



**Our mission is to elevate the financial planning awareness and standards for the public, experts, businesses, investors, and governments**

## BLIS HISTORY IN NUMBERS

**2500+**

Physical Attendees

**140+**

Speakers

**40+**

Countries

**10,000+**

Virtual Attendees

# ECOSYSTEM STAKEHOLDERS

## Global Sponsors

Sponsors looking  
to enter and  
expand in targeted  
markets



## International Experts

Experts from 10  
complementary  
professions with  
global expertise



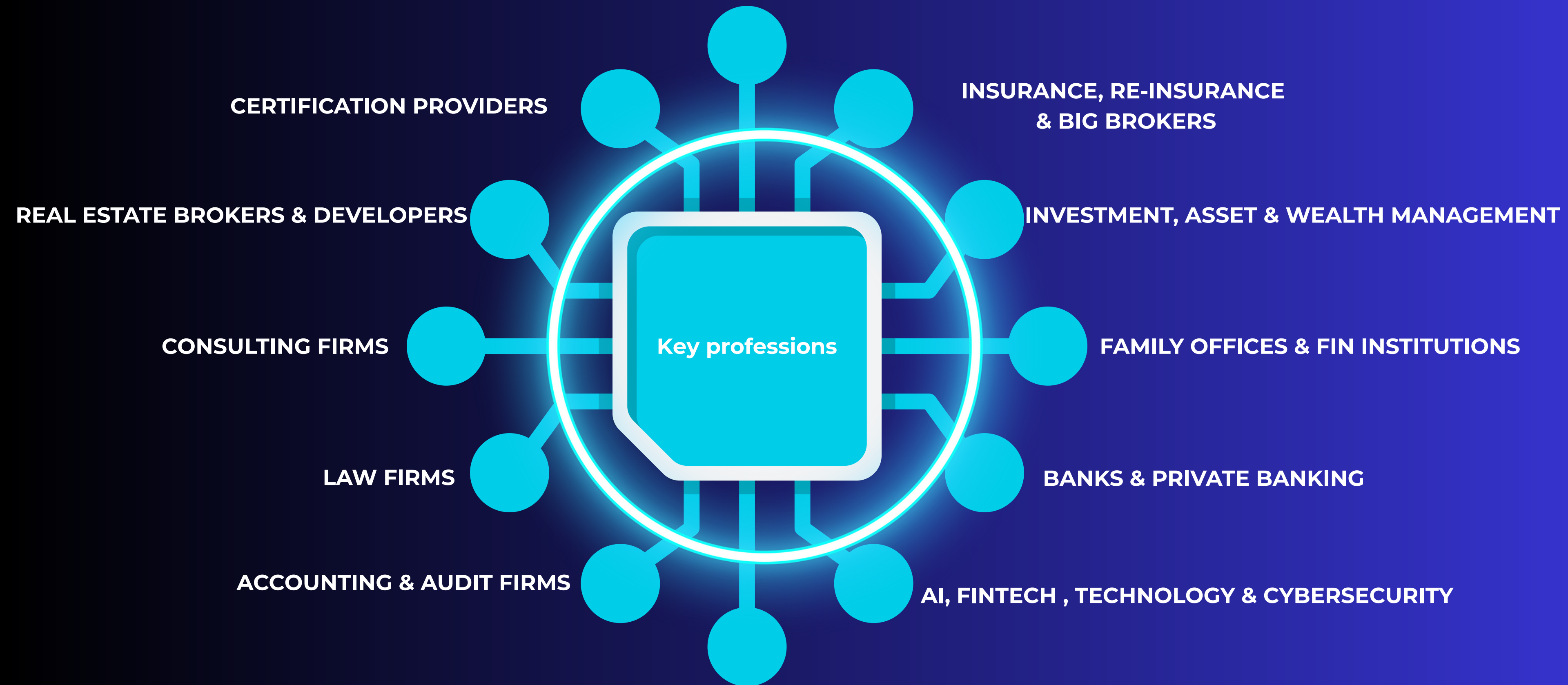
SMEs looking for  
funding, best  
practices &  
international network

## The Public

Public awareness to  
understand the  
value of planning &  
access international  
solutions







## **COORDINATION AND COLLABORATION WITH**

**GOVERNMENTAL AGENCIES, ASSOCIATIONS & REGULATORS**

**INVESTMENT AUTHORITIES, MINISTRY OF ECONOMY, CHAMBER OF COMMERCE**

**UNIONS & SYNDICATES**

**UNIVERSITIES, EDUCATIONAL INSTITUTIONS & RESEARCH CENTERS**

**WHY  
NOW**

**Most SMEs need funding**

to scale, expand and have the right  
international network

**Chaotic times  
globally**

**Most people not  
satisfied financially**

**Uncertain future  
in all industries**

**Technological revolution  
in super high speed**

**Social and economic  
changes worldwide**



# HI 5!

5 years



5 services



5 regions



## Why 5?

**Because turning points take time, space & system;  
we are changing mindset, awareness & culture**

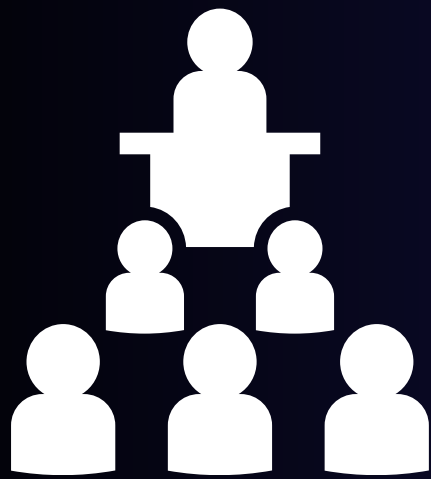
## WHY 5 SERVICES?

To build an ecosystem!

5 services



### BLIS Experience Yearly Event



- For experts, public & SMEs
- Average 25 speakers
- Exhibition area for partners & SMEs
- Unique experience
- CSR support

### BLIS Retreat



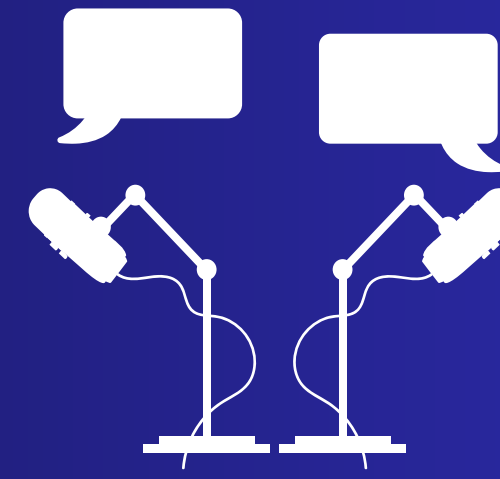
- For senior experts, managers & HNWI
- Average 10 speakers
- Exhibition area for partners
- Round tables
- Hands on experience

### BLIS Roadshow



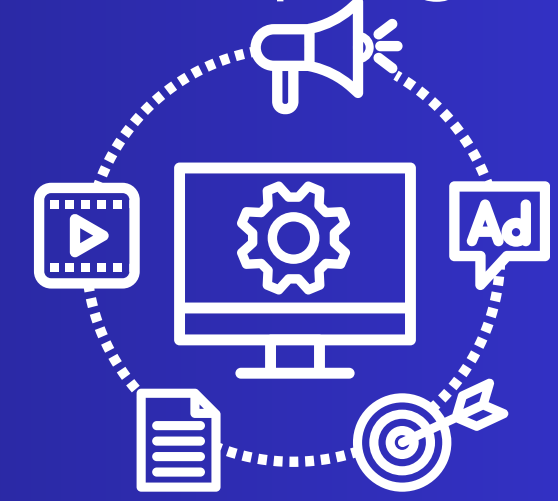
- Average 10 trips - 5 speakers
- Exhibition area for partners & SMEs
- Public & B 2 B strategic alliances
- Connecting sponsors to the market
- 1 day focused events

### BLIS Podcast



- Weekly episodes
- Top speakers, experts & testimonials
- Showcasing case studies
- Raising public awareness
- Impressive stories to share

### BLIS Campaign



- Digital marketing boosting
- TV exposure
- Radio exposure
- Magazine articles
- Exhibition booths

# WHY THESE COUNTRIES?



## GULF

Average life insurance  
penetration rate in  
selected countries: **1.35%**  
(financial planning  
indicator)

## AFRICA

## EUROPE

## ASIA

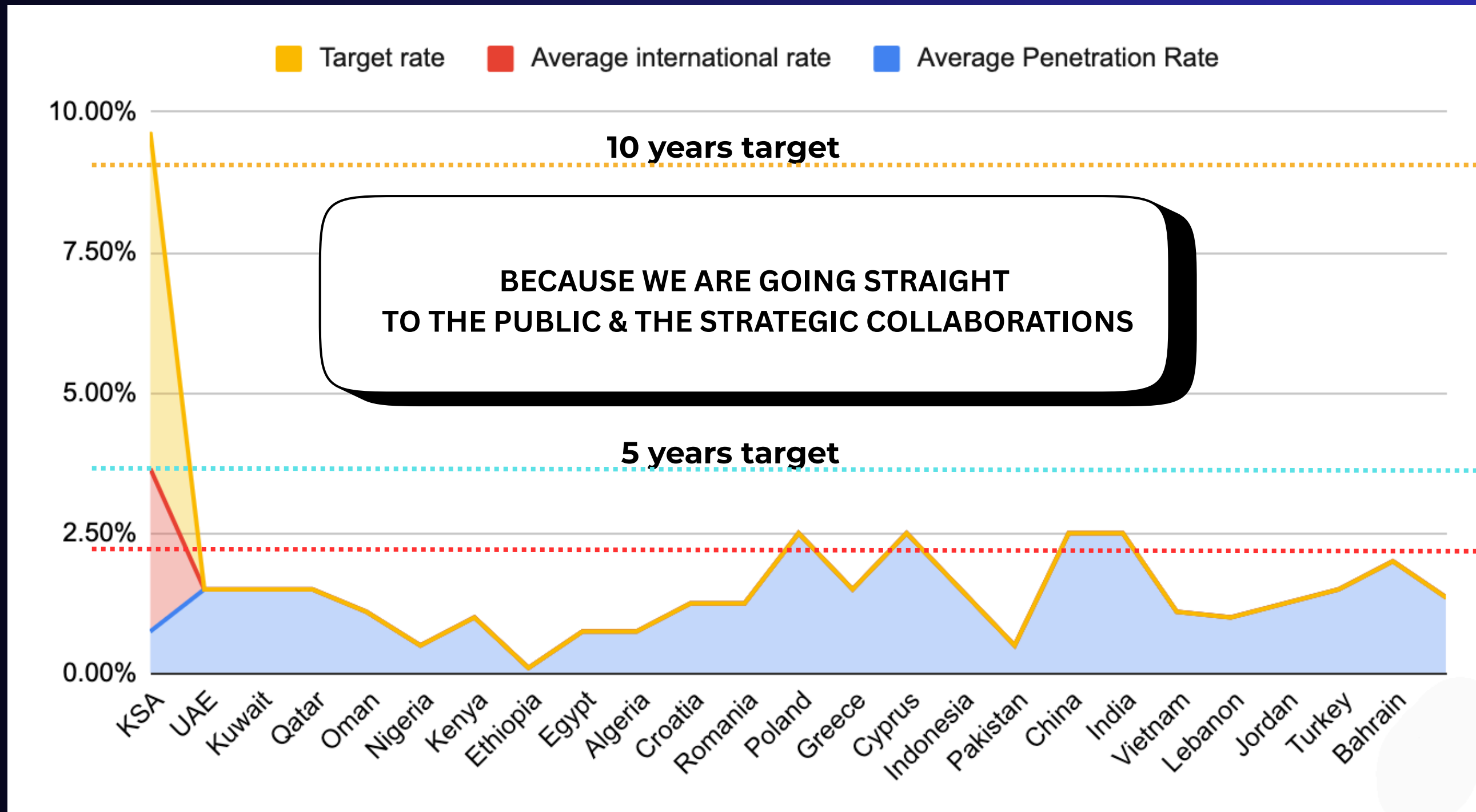
## MIDDLE EAST

Average **90%** of SMEs worldwide

**4.8%** unemployment rate

Average life insurance  
penetration rate internationally:  
**2.9%**

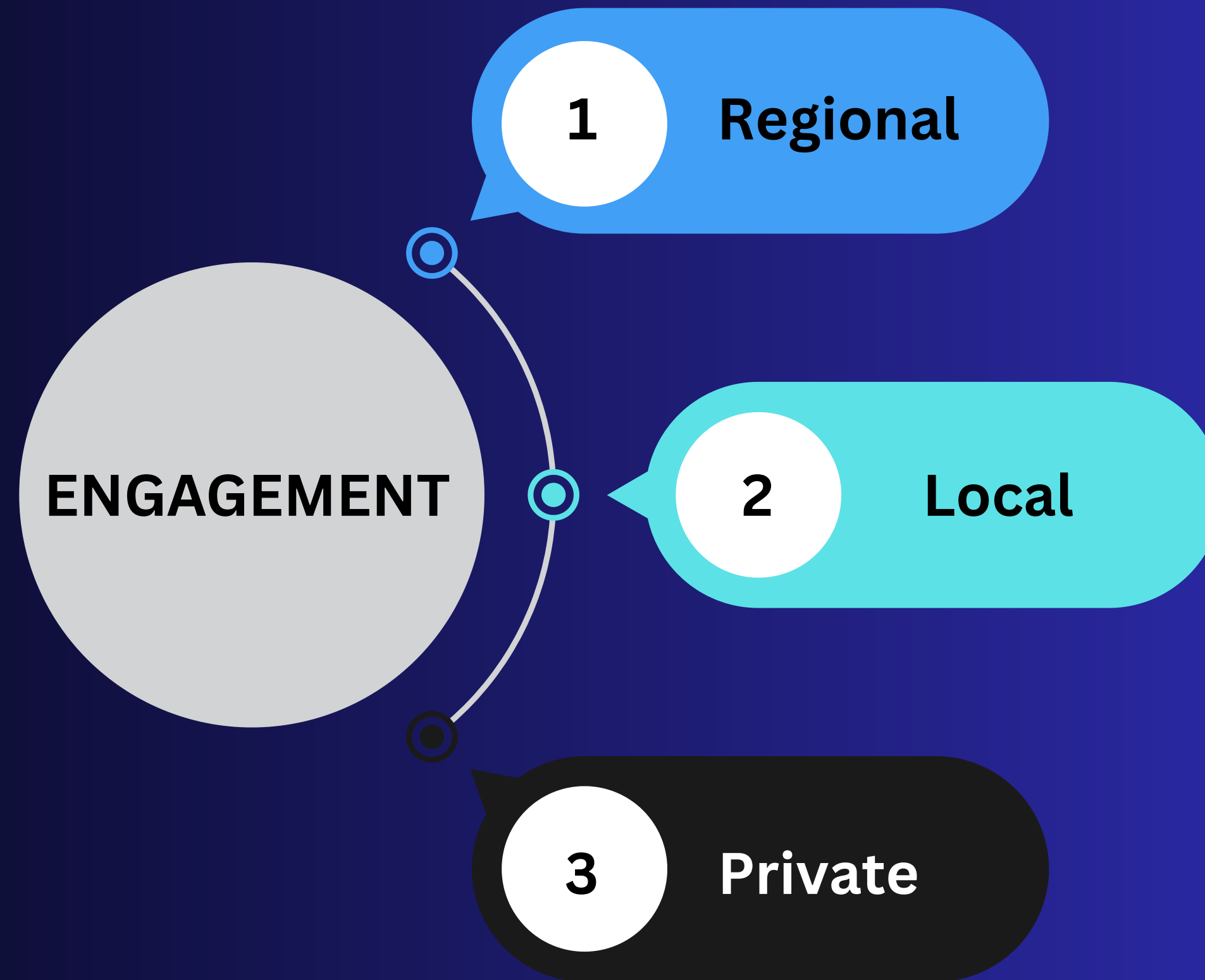
# WHY AIM HIGH?



Total population targeted: 4,200,233,017  
 5% penetration rate: 210,011,650 people (target in 5 years)

**Gap from 1.35% = 153,308,505 people**

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# PRIVATE ENGAGEMENT

## TAILORED UPON BUDGET



### Global Expertise

Access top international speakers



### Impactful Events

Exclusive roadshows, strategic retreats  
Elevating knowledge, skills, sales, and inspiration for your teams



### Trust-Building Content

Engage experts and the public with memorable  
podcasts, documentaries, and speeches



### Tailored System & Workforce Optimization

Recruitment, development, coaching,  
and digital system enhancement



### International Business Development

Connecting companies with potential partners globally



# WHY SPONSOR THE ECOSYSTEM

- Marketing exposure to the public
- Networking with other professionals
- Access to top international speakers for learning & development on individual and corporate levels
- Motivation and inspiration for the team
- Being part of a modern ecosystem that will make a difference
- Recruitment opportunities

## SPONSORSHIP FEES EUR

Level	Regional 1 year rate	Founding sponsorship 2025*	Founding members
Main	250,000	50,000	15,000
Platinum	100,000	20,000	10,000
Gold	75,000	15,000	5,000
Silver	50,000	10,000	2,500
Bronze	25,000	5,000	1,000

- Selecting strategic sponsors who share big dreams, ambitious goals, and aligned vision, mission and values.
- Strategic sponsors we are looking for must also act as team players to think, make surveys, and add value in different ways, besides the financial contribution.

**Local event rate: available and tailored on case by case**

### **Founding sponsors/members 2025:**

- Name listed on the website as founding member for life with special privileges
- Logo and website link connected to the personal website and social media
- Non-equity member - just as an advocate and supporter for the cause

Strategic partnership Benefits	Bronze €25,000/year	Silver €50,000/year	Gold €75,000/year	Platinum €100,000/year	Main €250,000/year
Voting for dates & locations	Weight: x1	Weight: x2	Weight: x3	Weight: x4	Weight: x5
Logo	Small	Medium	Large	X Large	XXLarge
Email Newsletter/blog	1/month	2/month	3/month	4/month	Available in all
Website	Small logo with url	Medium logo with url	Large logo with url & video	X Large logo with video and landing page	XX Logo with video, banner cover & page
Social media Besides logos in all communication	1 post per month	2 posts per month	3 posts per month	4 posts per month	5 posts per month
Podcast	1 session	2 sessions	3 sessions	4 sessions	5 sessions + full documentary
Roadshows	Booth space x 1	Booth space x 2	Booth space x 3	Booth space x 4	Booth space x 5
Discount on tickets & membership	10% + 1 event ticket	20% + 2 event tickets	30% + 3 event tickets	40% + 5 event tickets	50% + 10 event tickets
Video ads in podcast & events' screens in breaks	5 seconds	10 seconds	15 seconds	20 seconds	25 seconds

## MEMBERSHIP

- **Membership fees:**

- €240/year VIP membership 20% discount on tickets & be part of the global directory (Right of admission reserved. Limited membership available), vip seats upon availability. First Priority for event before announcing to the public.
- €120/year basic membership 10% discounts on tickets. Second Priority for event before announcing to the public.

- **Main benefits:**

- Exclusive content through videos and blog
- 50% on the paid online events & free for other online webinars
- Manuals and presentations to be downloaded
- Local events for brainstorming and networking
- Access to newsletter
- Live attendance in technical webinars
- Discounts & benefits from the network of partners
- Access to the online shop for orders; to be launched soon: Badge, mug, pin, mousepad, and other gadgets
- Digital badge for every member

- **Notes:**

- Corporate packages for companies
  - 10% for groups above 10 people
  - 20% from 25-100 people
  - 30% above 100 people

# ORG CHART

Details & criteria available in our internal management structure

Chairman &  
Founder

Honorary Board

CEO

Partners  
(5 years sponsors)

Advisory Board

Honorary  
ambassadors

Collaborators,  
supporters &  
Assocications

PR & Media  
Agencies

Country  
Ambassadors

Advocates

Ambassadors

Administrative  
Team

Digital Marketing  
Team

Production Team

Finance Team

Learning &  
Development Team

# OVERVIEW

ALPHABETICAL

## Honorary Board

**Brian Heckert**  
**Solomon Hicks**  
**Joe Jordan**

## Chief Patron of BLIS Experience

**Tony Gordon**

## Advisory Board

**Aamir Chalisa**  
**Clayton J Zammit**  
**Georges Kazzi**  
**Ghassan Kosta**  
**Wajih Choueiry**  
**Walid Madi**  
**Yannis Stephanou**  
**Cynthia Hicks**

## Ambassadors

**Albena Ignatova**  
**Dimitra Lemousia**  
**Jarmila Somolányiová**  
**Laura Efthimiou**  
**Maria Economou**  
**Leonidas Diamantopoulos**  
**Nabil Sabbagh**  
**Remus Ungureanu**  
**Raksmey Phally**



## MANAGEMENT TEAM

### Naji A. Haddad, Founder & Chairman

A self-taught financial expert, dedicated to making a real difference in people's lives. After studying economics and financial management, Naji started in banking before shifting to financial advisory. He developed his skills through coaching, training, and attending global events like the MDRT, then became an MDRT member, speaker, and now holds leadership roles in the organization. In parallel, Naji founded "Legacy Builders," a consultancy firm aimed at helping people plan for the future.

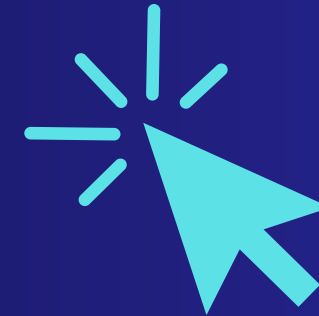


### Jade W. Dagher, CEO & Partner

Business and income strategist, CMC certified. Bringing over 23 years of experience, he specializes in aiding SMEs and family businesses in expanding sales, going global, navigating succession, franchising, and optimizing investments and wealth. As a Certified Management Consultant and chair of the professional development committee of the CMC-GI Institute, he has operated in the EMEA region, engaging with diverse nationalities. He founded Expand Strategies in 2002, focusing on banking, feasibility studies, and financial planning for startups and medium-sized businesses.

# WHY BLIS GLOBAL

CHECK US OUT



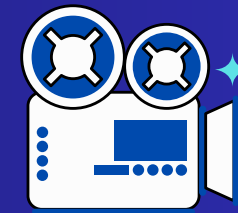
Testimonials

WATCH VIDEO

Summaries



BLIS CSR



Documentaries

**LET'S JOIN HANDS  
TO ELEVATE  
THE FINANCIAL & BUSINESS PLANNING  
ECOSYSTEM**

**COLLABORATE**

**INVEST**

**SPONSOR**