

Ṭrāblos, or Tripoli, is historically a cluster of three fragrant orange orchards cities. Through the ages, Tripoli earned recognition for many crafts and industries among which woodcraft dating back to the 1850's. The city's craftsmanship grew in fame and Tripoli became a regional hub for luxury and beautifully crafted furniture. For more than half a century, wood was a vital part of the city's existence, a traditional art and main source of livelihood. People of this city were born here and have lived and breathed wood from birth, as their ancestors did before them.

CHALLENGES

Following long years of war, this golden era ceased to be. Tripoli's woodcraft industry suffered deeply from many ailments leading to decline and disregard. Lately the situation was worsening due to the emergence of low-cost imported furniture dominating the market. Something needed to be done!

INTERVENTION

Facing a crumbling industry and a massive drop in furniture manufacturing, the Private Sector Development (PSD) Program, funded by the European Union and implemented by Expertise France, has identified an opportunity for a potential revival of the industry, raising the necessity to facilitate the communication and access to market for Tripoli wood furniture suppliers, tightening as such the existing gap between them and the market demand. Within the scope of this program, the organization created Minjara, a common platform and brand for furniture producers to help them elevate their skills and develop their productivity.

DISCOVER MINJARA

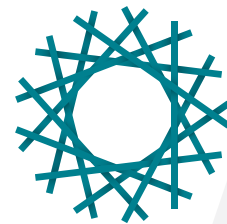
Minjara is a brand that features the works of skilled furniture producers in Tripoli and brings them together under one umbrella. The label will undergo strict control at every stage of production ensuring the best quality standards to customers who should expect nothing but the finest products and services. Capturing the essence and unique know-how of this sector in Lebanon, Minjara positions itself as a hub for business support to Tripoli's manufacturing community.

For this cause, a value chain information system was created along with marketing strategies and a physical facility was installed at Rachid Karami International Fair where designers and manufacturers meet to, develop, build and showcase their best creations.

Today, we build our brand on a solid foundation of heritage and a modern vision of rising yet again. Through mutual trust, professional service and enhanced competitiveness, we are determined to keep this woodcraft tradition alive by revamping shops, introducing professional work systems and most of all requiring strict quality regulations. By applying these crucial steps, we aim at attracting local and regional architects, interiors designers, product designers and consumers to Tripoli's furniture hub.

MINJARA PLATFORM

Minjara's activities are set in the iconic Rachid Karami International Fair in Tripoli. Located on the fair site, this integrated platform is a melting pot of different talents and a hub designed to facilitate the product development from ideation, prototyping area and machinery to extensive training and open access to designers. The location serves as well as a showroom for branded Minjara items.



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M I N J A R A

www.minjara.com

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This project is funded
by the European Union



WOOD PROCESSING
PRIVATE SECTOR
DEVELOPMENT PROGRAMME

Inclusive • Elevating skills • Driving Competitiveness





NETWORKING & CLUSTERING

Formalization of a consolidated and representative organization for the furniture sector in Tripoli.
Development of a list of activities.

MARKETING, PROMOTION & SALES

Direct connexion to the market in order to ensure the coherence of the products developed on the platform with the demand.

MATERIAL LIBRARY

Gathering samples and technical specifications of key materials and inputs for the furniture production and ensure the sharing of information with the beneficiaries.

PROTOTYPING

Connect manufacturers and designers to facilitate the development of furniture prototypes and prototypes.

PRE-PRODUCTION

Testing the production of the designed prototypes and optimizing production practices.

QUALITY MANAGEMENT

Management of all needed activities to test and control the quality of the products and processes.
Creation of a quality label.

KNOWLEDGE MANAGEMENT SYSTEM

Gather all the relevant information and data and consolidate it in the observatory so to make it available.
OBSERVATORY website: www.furnituretripoli.com

TRAINING & CAPACITY BUILDING

Provide the relevant training and master classes in order to reinforce the capacities and skills of all the agents of the furniture value chain in Tripoli.

In partnership with



The Association of Lebanese Industrialists (ALI), Established in 1942, is the main national association of manufacturing companies operating in Lebanon. It deals with both economic and social issues concerning business and advocates a policy of balanced industrial development for all Lebanese regions.

The Association seeks to create and maintain an environment which is favorable to industrial investment, job creation, growth and development.

ROLE IN MINJARA

Association of Lebanese Industrialists (ALI) is supporting in the strategic development and management of the Minjara platform activities in coordination with relevant partners. ALI is a permanent member of Minjara association.



TEREA is an international consulting firm specializing in environment and forestry, wood industry sectors teaming up with national and international experts

ROLE IN MINJARA

TEREA is in charge of the daily operations and management of the platform and for that TERE A has set up a permanent and multidisciplinary team, based in the platform.



Markits Consulting is a boutique research and strategy consultancy, founded in 2013, and based in Beirut. It specializes in the development of custom-made solutions structured around the specific strategic goals of its clients. Its managing partners accumulate years of experience advising NGOs as well as lead brands and retailers, including World Bank, Expertise France, Cigna Insurance, Pepsi Co, L'Oreal, Azadea and others.

ROLE IN MINJARA

Markits Consulting is currently handling the development and management of the communication, marketing and sales strategies for the Tripoli Furniture Cluster.



BIAT is the pulse of SMEs support and sustainable economic development in Tripoli and the North. It makes business opportunities and development projects thrive.

Its systematic approach and diversified competencies imprints its mission with excellence.

ROLE IN MINJARA

BIAT is a project coordinator providing trainings and workshop to the cluster's member. Additionally BIAT is permanent member of Minjara association.



Rachid Karami International Fair, Tripoli is a 15 structures spread over 100ha, designed by legendary Brazilian architect Oscar Niemeyer in 1963. It remains unfinished due to the project's abandonment during the country's civil war in 1975.

ROLE IN MINJARA

Rachid Karami International Fair, Tripoli is hosting Minjara Platform in its original Oscar Niemeyer's Guest House.



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