

## Georges Ghosn

Journalist, Chair Publishing conglomerate



Georges Ghosn is a journalist and a French-Lebanese businessman, who successively acquired the publishing conglomerates of la Tribune, Le Nouvel Economiste, France Soir and V S D.

Born on January 15th, 1954 in Beirut, Georges Ghosn is the son of Hanna Ghosn, journalist and owner of the Lebanese everyday life (daily paper) Al-Diar, which was one of the pillars of the popular press in the Lebanon. At the age of 24, he becomes the youngest editor-in-chief of France, while he is still student to the IEP (INSTITUTE OF POLITICAL STUDIES) of Paris, after a Bachelor of history and archaeology.

He is committed at first by Marc Vigier, boss of the Group Monitor, as editor in chief of a new publication, Construction Afrique, that he makes progress.

In 1983, at age 29, he proposed to a British group specializing in economic information and the publication of specialized letters, MEED (Middle East Economic Digest), the translation into French articles devoted to major contracts from Arab countries. To this end, he creates the joint venture International Economic Publications. He launches other letters: Telex Arabia, African Markets, and Asia Export, then proposes to Groupe Expansion to take 80% of the capital, which is accepted in 1987.

At the same time, with his wife Lina, he created in 1988 the chain of high-end sandwich bars "Lina's", with elegant sales areas dark green color, of which a hundred points of sale will later be opened through the world, a remarkable success story, which gives it great confidence in the business community.

In October 1988, he announced his intention to buy the flourishing daily newspaper La Cote Desfossés. He has the journal evolve, to complete the stock prices contained in the rating, he adds articles of analysis on French and international news as well as background surveys. Its circulation, which was only 43 000 in 1963 reached 96 700 copies in 1988 and 113 069 copies in 1991. It also develops a subsidiary that will be a great success, Victoire Telematique.

He therefore decides to buy Agefi, the owner of which is JL Servan Schreiber's Expansion Group.

In 1992, he bought La Tribune, which already had a paid circulation of 43 500 copies, then it merges La Cote Desfossés with La Tribune, to create La Tribune Desfossés. The distribution of La Tribune thus goes from 43 500 to 70 457 paid copies.

In 1996, Georges Ghosn, associated with Claude Solarz, an industrialist specializing in the recovery of waste paper, took over Le Nouvel Économiste.

In 1999, he took over the France Soir newspaper from the Hersant group, and appointed Jean-Luc Mano, former France 2 information director, to his management. The newspaper was sold the same year to Italian artist Poligrafici Editoriale, who was trying a new formula.

From 2003 to 2008 after the sale of Press Alliance he created a Hotel Fund and bought four hotels in Montreux with Jacques Gaston Murray and launched the "Grand Beach" chain in Miami, Florida with 450 rooms.

From 2012, he resumed business restructuring and bought Swisscosmetics Ch. He is interested again in the press from 2015 and is a candidate for the acquisition of Nice Matin, where he is a finalist and Le Chasseur Français and PARIS Turf for which his offer is retained but it does not follow up for a question of agreement on the price which does not suit him.

In June 2018, he bought the weekly magazine VSD from the Prisma Press group.