



Talk Over Coffee

7 Q & A Chat with Moses Solomon

The Chairman of Canada Business Holdings Inc.

The Other Side
of the Business



"How did you come up with your business idea?"

The original business scope in 2006 was way different. Different in many ways. We wanted to be another conventional “Holding” company with a “Business as Usual” style. But that model changed after the global financial crisis brought a global meltdown in 2008 for business, banks. It hit countries hard at the state level like happened in Iceland and Ireland.

We had to improvise and become different to be able to survive if another or any other similar incident happens again.

Therefore, we decided to go business to government, mega infrastructure projects, and based on public private partnership. In 2012, we were ready to launch our own world class and novel business model. CBH is now one of the 3% top companies worldwide with such business capability.

"What was the turning point that changed everything for you?"

The change everything on any graph you need three points to confirm your path before you make that turning point. That happened for our business world;

The first point, the 2008 global financial crisis.

The second point, the 2012 dramatic events in the Middle East.

Third point, the 2020 COVID-19 global shutdown.

Those are the major events that shaped our business path and redefined the way we work on the global stage.

Three lessons I have learned from three different companies about the importance of ethics and values in any business. The first was from Enron in Houston, Texas. The second one was from Arthur Anderson, the famous accounting firm. The third one was from the Lehman Brothers banking corporation. Three big giants that had money to employ the best people, buy the best technology, and a great business network to get anything done. They collapse because they were lacking on ethics, governance, and accountability. Enron and Lehman thought they were too big to fail but they failed.



"What's the biggest risk you ever took , and did it pay off?"

I had so many risks in my life. The biggest one is to accept change and transformation as a way of life in the dynamic world. I quit my job as an engineer with good salary and stability in the energy sector, which is very stable, to become an entrepreneur.

Before I did that I had to prepare for the change, and I had to set my goals with a timeframe and a solid strategy. I embraced best business practices and continuous business education. I invested in preparing myself for the change before I jumped into the global pool.

I worked in consulting, business incubation, information technology, quality management, project management, financial services, and finally PPP project development. The big prize and pay off was not all about money. It was the self fulfilment in the sense of gaining omnipotence to address challenges and wisely reaching a decision that resolves the situation in my favour.

"What's the smartest decision you've made in business?"

The smartest decision is to write my goals in ink and my strategies in pencil. CBH is a resilient and fast-forward thinking company that is winning by breaking the rigid molds when they are no longer fit or feasible. We keep moving towards filling the gap and the market needs.

CBH does it smarter, faster, better, and cheaper.

We can give you the right answers over a US\$3 coffee chat to save you the loss of US\$1 million on a bad consulting advice. We did that for an investment group in an oil-rich country.

Being aware of the business defining features in the times we live in, can help our clients make the right business decision.

Money doesn't sleep, the clock won't stop, and the business race never ends.



"How do you stay ahead of your competitors?"

We learn from our mistakes and the mistakes of others.

We invest in research and development.

We try to learn, with open mind, the best ways to acquire more knowledge in our business field that has more potential to make the biggest impact with the least resources.

We avoid distractions and focus on what matters most.

Do not hesitate to invest in knowhow. If you think that knowledge is expensive or tiresome, then you should see how much ignorance can cost you.

"What's a failure you learned the most from?"

The loss of opportunity is hard. The loss of a client is harder. However, the loss of ethics and moral values is the hardest.

We had failures and the company lost business projects. The big lessons learned is not to stop trying and find a better opportunity elsewhere. The world is a bigger place than you think, and the opportunities are much more than you imagine.

Our company embraces the blue ocean strategy to keep rejuvenating and creating new markets with greater opportunities. This is the only way to keep winning.

"What drives you to keep going during tough times?"

My work is my passion, and my sense of duty is my drive.

I wake up every morning with a goal and a plan, and I keep doing that every day.

If I get tired, I keep doing it. If I get sick, I keep doing it. If I feel happy or sad, I keep doing it. I systematically do what I must do and get it done, regardless of my condition or my feelings.

Having a business is like having a baby, you don't stop loving or caring for your children or give up if they fail. You just keep trying until they succeed. If you lose today, then try tomorrow. Tomorrow is another day.



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”What added value that CBH brings to the PPP business?”

Thank you for this question. It is an important one. Let me explain to you more in depth.

CBH PPP projects are designed to be durable, inclusive, effective, and affordable. We build the business case to maximise the value, wealth growth, and protection to accelerate and enhance the socioeconomic growth.

CBH business investments are based on solid and true economic principles in the macro and micro aspects. Our PPP project solutions are resilient and dynamic to withstand all conditions and scenarios of world events and overcome all challenges.

At Canada Business Holdings we created the 7-S Investment Framework. The following points are the main features:

1. Strategic
2. Structured
3. Stable
4. Sustainable
5. Safe
6. Secure
7. Synergic

The 7-S Framework will ensure that the investments we make will be:

- A. Steady
- B. Successful, and
- C. Surging

What makes such investments more interesting is that they are made for the Middle-Class people. The hardworking family people who are the backbone of any productive and successful nation.

