



INVESTMENT DEVELOPMENT  
AUTHORITY OF **LEBANON**

Presidency of the Council of Ministers

# INVESTMENT OPPORTUNITIES IN THE AGROFOOD SECTOR 2018



[investinlebanon.gov.lb](http://investinlebanon.gov.lb)

# HEADLINES

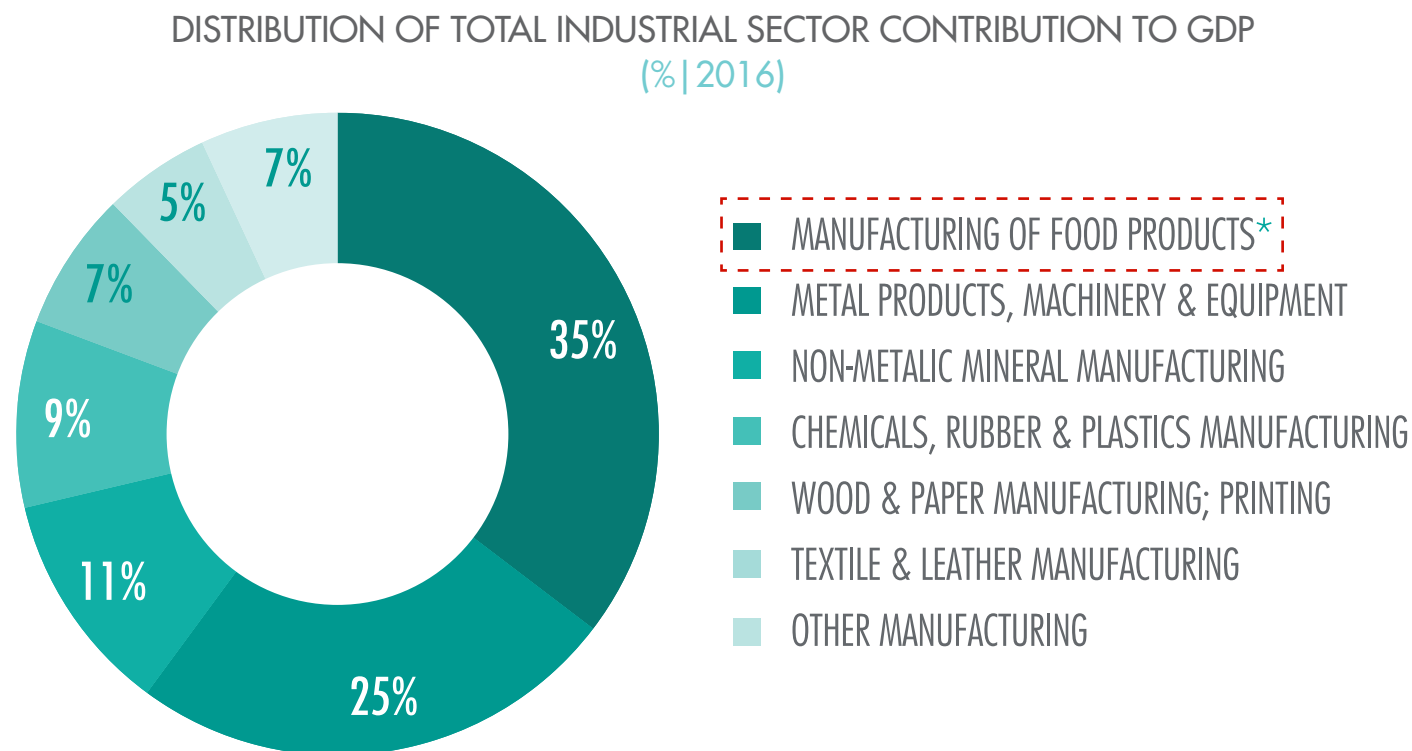
## I. SECTOR OVERVIEW

## 2. COMPETITIVE ADVANTAGES

## 3. INVESTMENT OPPORTUNITIES

## 4. ABOUT IDAL

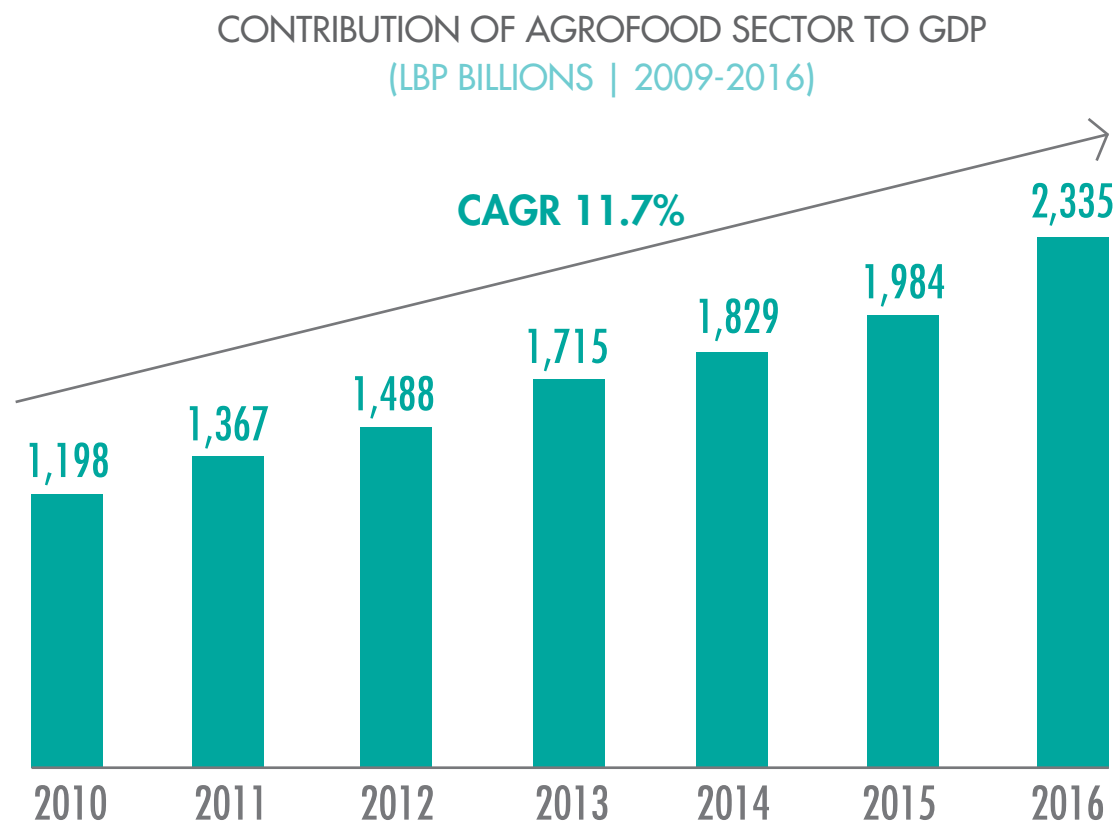
# LEBANON'S AGROFOOD SECTOR IS THE LARGEST INDUSTRIAL SUB SECTOR WHICH CONTRIBUTES TO AROUND 35% OF THE SECTOR'S VALUE ADDED...



*\*Includes the m cturing of food products, beverages, and tobacco*

Source: Lebanese National Accounts, 2016

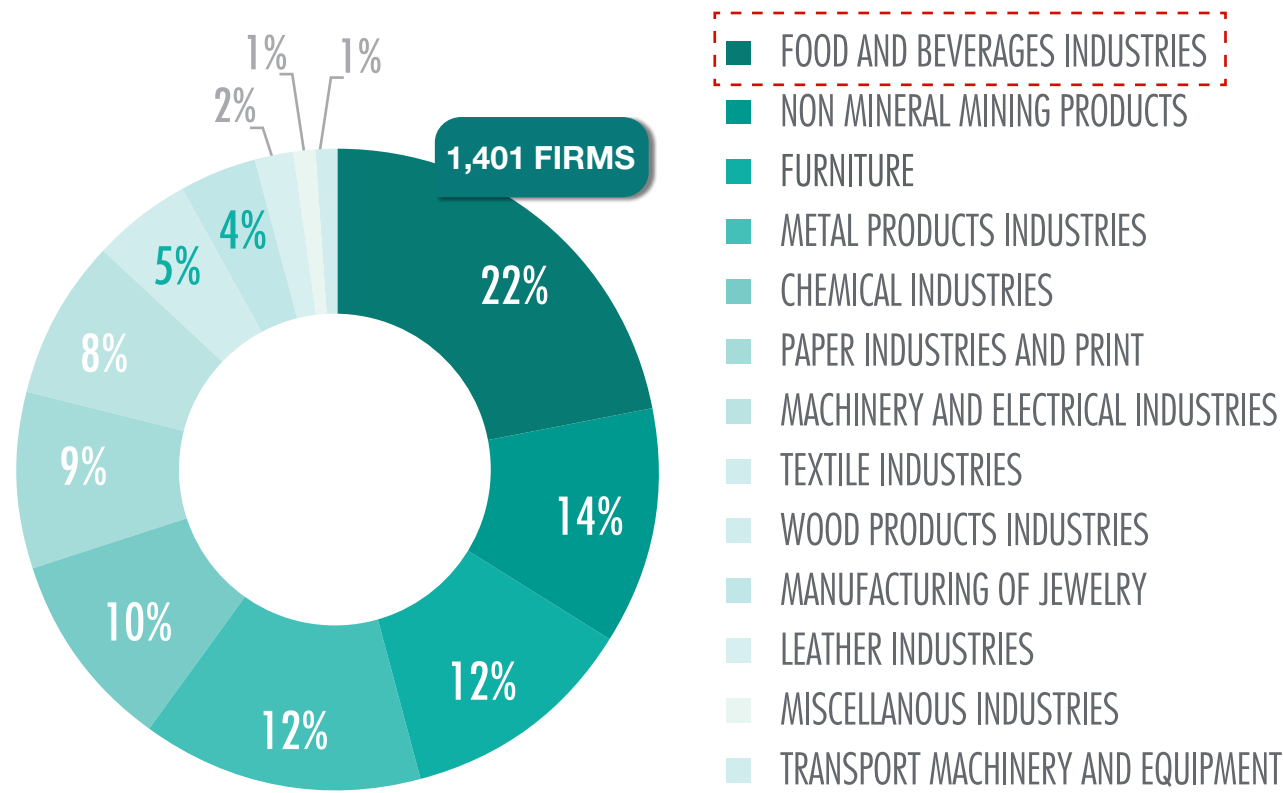
...WITH ITS CONTRIBUTION INCREASING AT A CAGR OF 11.7% FROM 2010 TILL 2016



Source: Lebanese National Accounts, 2017

# THE SECTOR ACCOUNTS FOR THE LARGEST SHARE OF INDUSTRIAL ENTREPRISES...

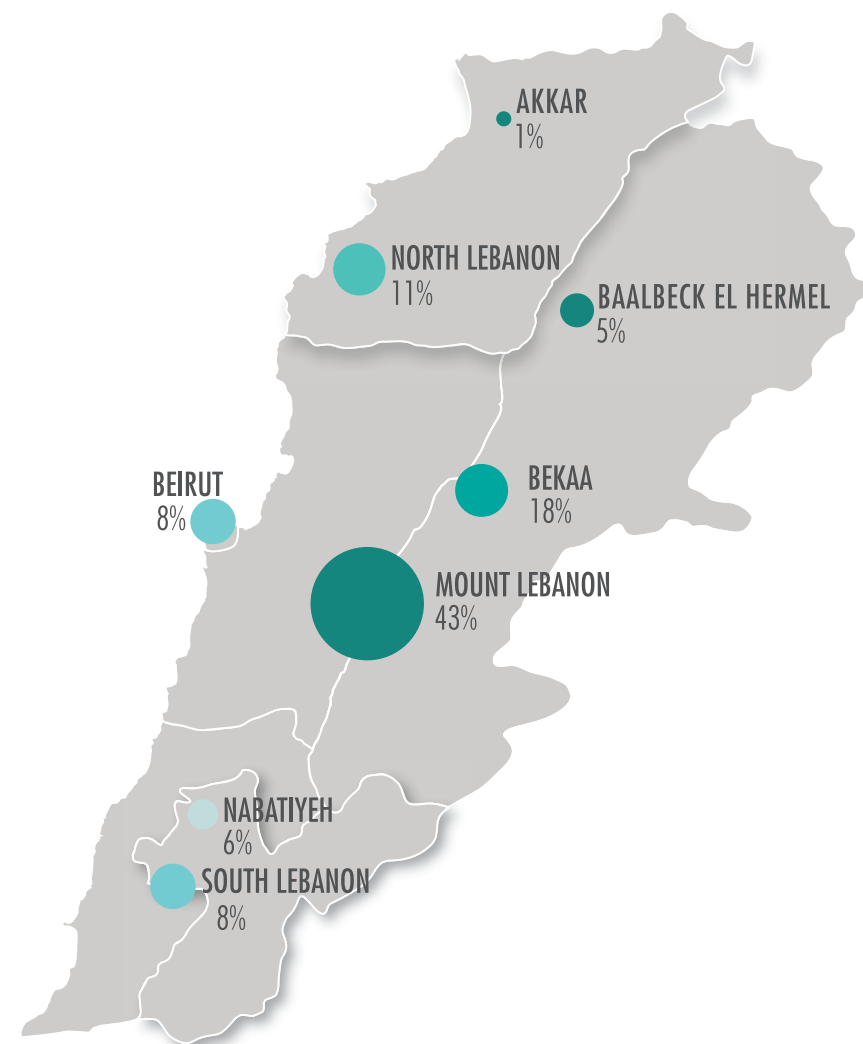
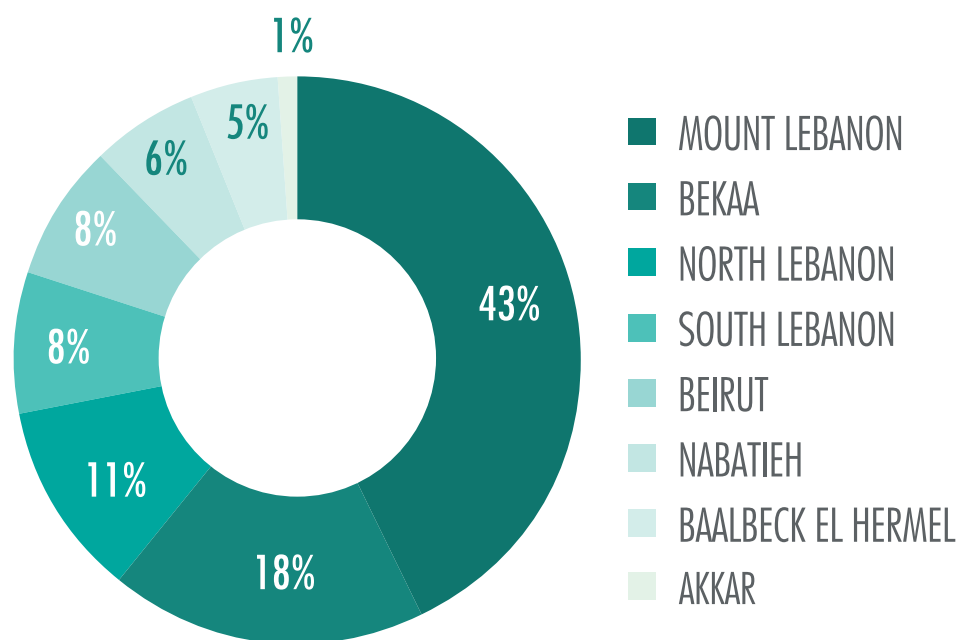
DISTRIBUTION OF ENTREPRISES AMONG INDUSTRY SECTORS (% | 2017)



Source: The Directory of Exports & Industrial Firms in Lebanon, 2017-2018

...WITH THE MAJORITY LOCATED IN MOUNT LEBANON

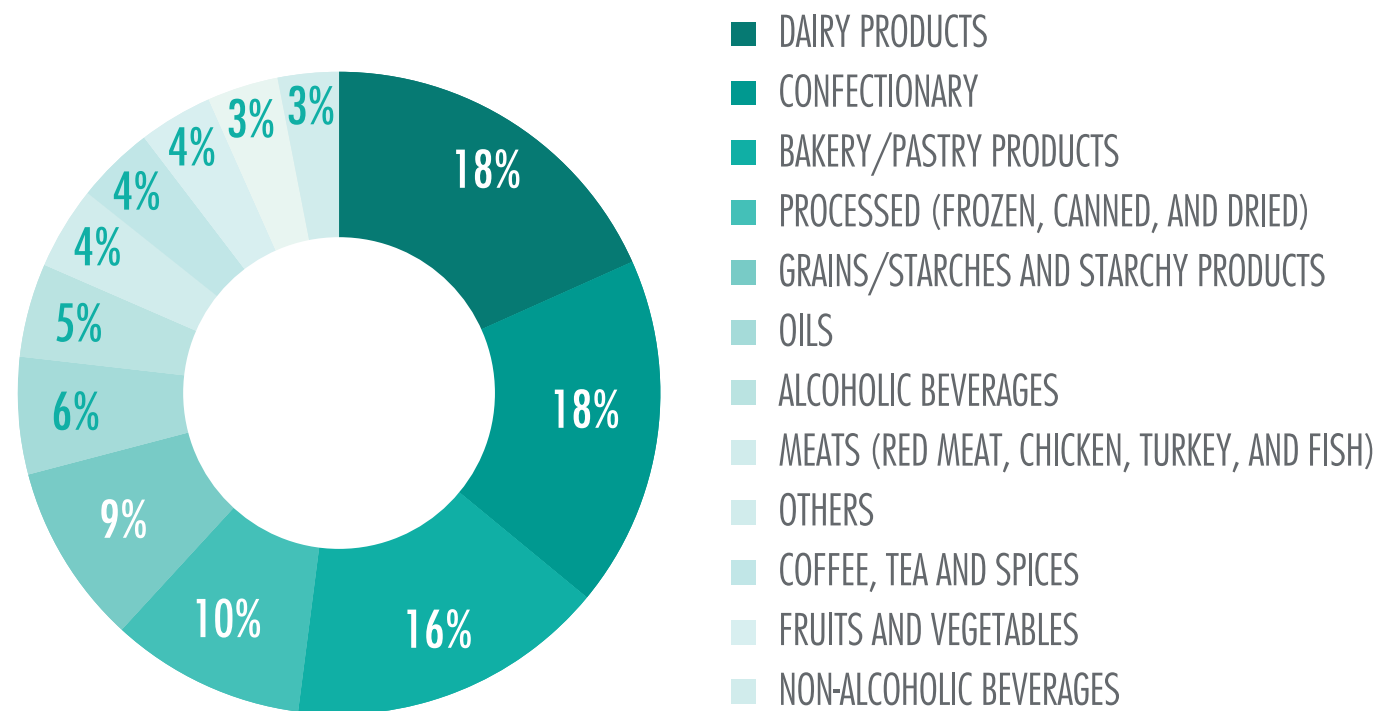
DISTRIBUTION OF AGRO FOOD ENTREPRISES BY REGION  
(% | 2017)



Source: The Directory of Exports & Industrial Firms in Lebanon, 2017-2018

# 52% OF THESE ENTERPRISES ARE INVOLVED IN THE PRODUCTION OF DAIRY PRODUCTS, PRESERVED FRUITS AND VEGETABLES, AND BAKERY PRODUCTS

DISTRIBUTION OF AGROFOOD ENTERPRISES IN LEBANON BY TYPE OF PRODUCTION (%) | 2017)



Source: The Directory of Exports & Industrial Firms in Lebanon, 2017-2018

# MANY KEY INTERNATIONAL AGROFOOD COMPANIES HAVE SET UP THEIR BUSINESSES IN LEBANON TO SERVE THE LOCAL AND REGIONAL MARKETS

\* NON-EXHAUSTIVE



## PEPSI

Country of Origin: **USA**

No. of Employees in Lebanon: **~800**



## COCA-COLA

Country of Origin: **USA**

No. of Employees in Lebanon: **~800**



## JAPAN TOBACCO INTERNATIONAL

Country of Origin: **Switzerland**

No. of Employees in Lebanon: **~100**



## BEL

Country of Origin: **France**

No. of Employees in Lebanon: **~50**



## NESTLE

Country of Origin: **France**

No. of Employees in Lebanon: **~250**



## ARLA FOODS

Country of Origin: **Denmark**

No. of Employees in Lebanon: **~100**



# THE SECTOR BENEFITS FROM A STRONG COUNTRY BRAND AWARENESS AND GROWING REGIONAL MARKETS FOR LEBANESE AGROFOOD PRODUCTS...

- ▶ **Agrofood exports** reached **328,848 tons** in 2017
- ▶ **Agrofood exports** increased at a **CAGR of 3%** from 2012 to 2017 and accounted for 17% of total Lebanese exports in 2017.

- ▶ **“The Lebanese wine industry is booming”**

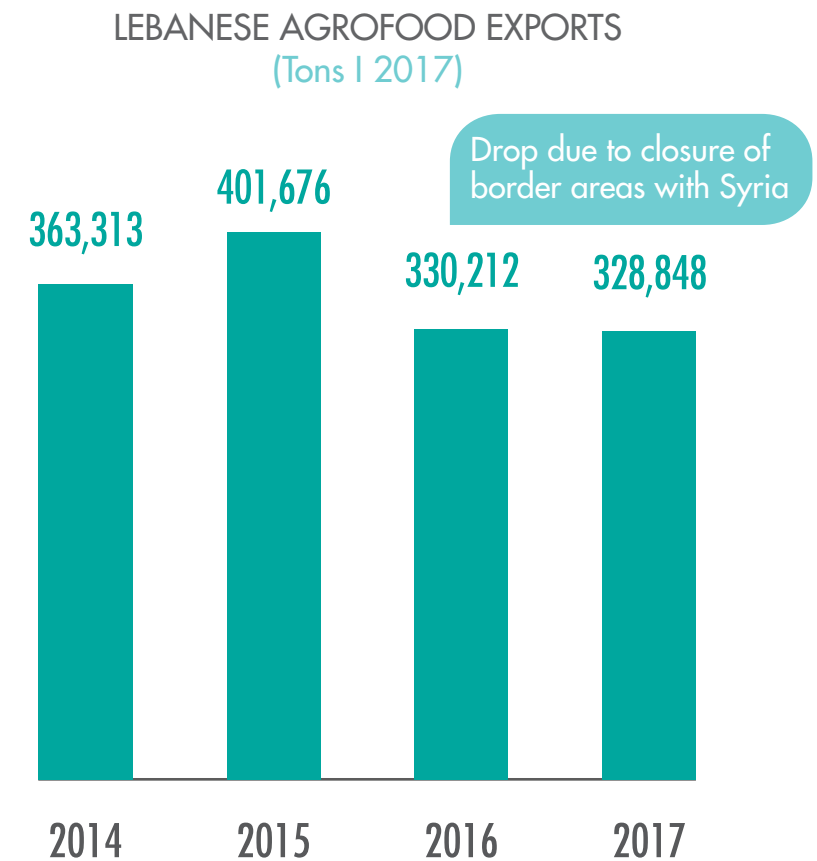
*Muriel Rozelier, reporter and author of “Zawaq Guide to Lebanese wine”*

- ▶ **“Lebanese wines are as exciting as the war-torn country from which they come”**

*Victoria Moore, The Telegraph*

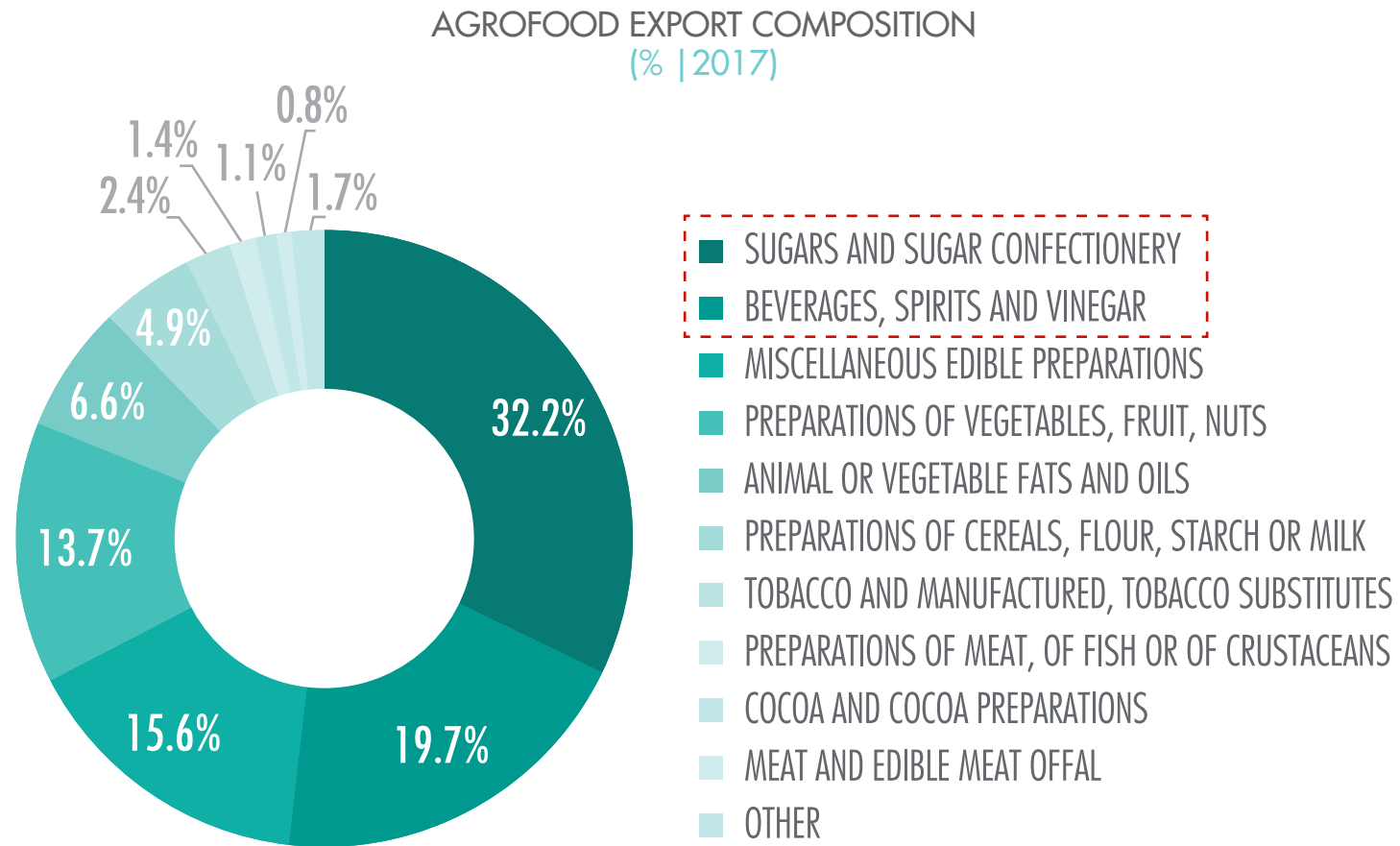
- ▶ **“We were able to reach 12 percent market share in Sweden, 4 percent in Norway and 18 percent in Denmark”**

*Moussa Al Rifai, Al Rifai General Manager*



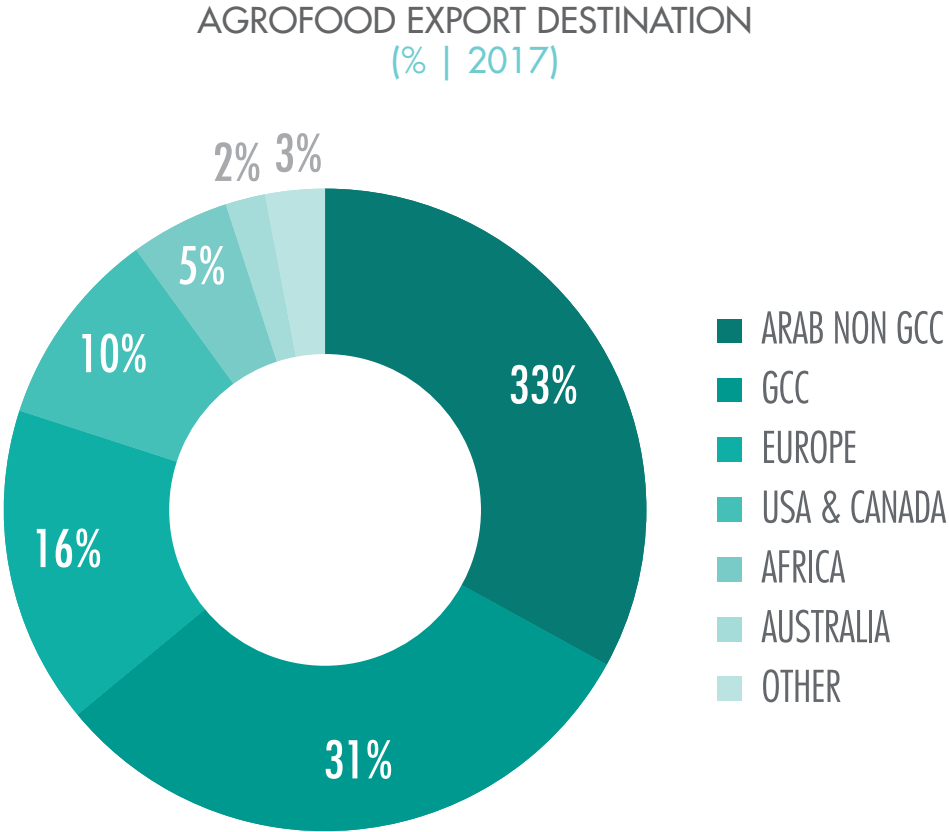
Source: Lebanese Customs

...MAINLY FOR PREPARED CONFECTIONARY (32%), AND BEVERAGES (20%)



Source: Lebanese Customs

# ARAB, GCC AND EUROPEAN COUNTRIES TOP THE LIST OF TARGET CONSUMERS OF LEBANESE AGROFOOD PRODUCTS



Source: Lebanese Customs

# HEADLINES

I. SECTOR OVERVIEW

**2. COMPETITIVE ADVANTAGES**

3. INVESTMENT OPPORTUNITIES

4. ABOUT IDAL

## THE SECTOR BENEFITS FROM A WEALTH OF TECHNICAL SUPPORT AT VARIOUS STAGES OF THE VALUE CHAIN

### ► AGRITECH INCUBATOR

Founded in 2017 and managed by Berytech, it is the first incubator providing business coaching, technical & financial assistance and industry connections to new and existing businesses that are operating in the agrotech sector. It is funded by Berytech and the Embassy of the Netherlands.

[www.agrytech.org](http://www.agrytech.org)

### ► THE BUSINESS SUPPORT UNIT (BSU)

Founded in 2018, BSU is a new unit by the Investment Development Authority of Lebanon (IDAL) that provides startups operating in productive sectors including Agrofood with market information, free legal and tax/accounting advice as well as licensing support in order to help them establish and grow their company in Lebanon.

[www.investinlebanon.gov.lb](http://www.investinlebanon.gov.lb)

### ► THE AGRICULTURAL RESEARCH INSTITUTE OF LEBANON (LARI)

LARI is a governmental organization under the Minister of Agriculture supervision that conducts applied and basic scientific research for the development and advancement of the agricultural and agrofood sectors in Lebanon (food quality control, trainings field days, extension booklets, soil analysis, feed composition plant protection, production of quality seeds, diagnosis of animal diseases, and others).

[www.lari.gov.lb](http://www.lari.gov.lb)

### ► USAID LIVCD PROJECT

Is a five-year program aimed at improving the competitiveness of Lebanese products through providing technical assistance for SMEs and Lebanese farms.

[www.dai.com](http://www.dai.com)

## THE SECTOR EMPLOYS A WELL TRAINED LABOR FORCE THAT BENEFITS FROM TOP MATCH UNIVERSITY PROGRAMS

► The sector has an estimated workforce of **20,607**, the highest share of the industrial sector workforce at **25%**

► **Availability of well trained workforce**

Many universities (American University of Beirut, Lebanese University, Universite Saint Joseph and Balamand) offer agriculture and food industry study programs that serve the agrofood supply chain.

► In 2017, 23,402 students graduated with a degree in Engineering, Agrofood and Production.

► **Vocational schools**

Specialized in food industry are also available across the country. Lebanon's human capital relies on technical education with a total of **390 technical schools** mainly **concentrated in Mount and North Lebanon**

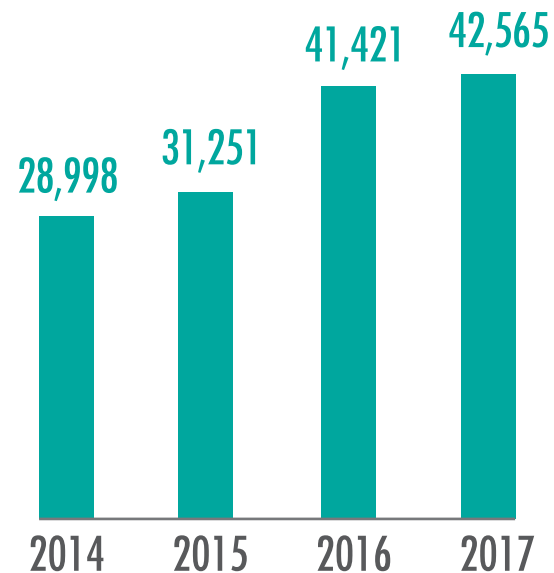
**Source:** Industrial Survey, 2007  
The Center for Educational Research and Development, 2016-2017

## LEBANESE AGROFOOD PRODUCTS BENEFIT FROM SEVERAL BILATERAL AND MULTILATERAL AGREEMENTS SIGNED BY THE GOVERNMENT TO ACCESS NEW MARKETS

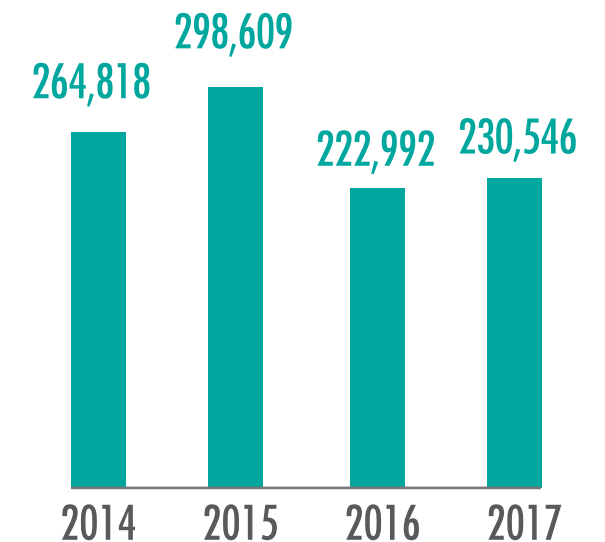
► Lebanon is a member of the **Greater Arab Free Trade Area** (GAFTA), the **Euro-Med Partnership** as well the **European Free Trade Area** (EFTA) which have had a positive impact on the growth of Lebanese exports in external markets

► Lebanese Agrofood exports to EU and Arab countries **reached 42,565 tons and 230,546 tons respectively in 2017**

LEBANESE AGROFOOD PRODUCTS  
EXPORTS TO EU  
(Tons | 2014-2017)



LEBANESE AGROFOOD  
EXPORTS TO ARAB COUNTRIES  
(Tons | 2014-2017)



Source: Lebanese Customs

## IT EQUALLY BENEFITS FROM VARIOUS FINANCIAL SUPPORT SCHEMES AIMED AT FACILITATING ACCESS TO FINANCE

### ► FINANCIAL INCENTIVES

**The Investment Development Authority of Lebanon** offers tax breaks on corporate income tax for up to 10 years, as well as other incentives to local and foreign companies operating in the agrofood sector and meeting specific investments requirements

[www.investinlebanon.gov.lb](http://www.investinlebanon.gov.lb)

### ► EXPORT PROMOTION INCENTIVES

**The Investment Development Authority of Lebanon** provides through the “**Agro-Map**” program, exporters with the opportunity to promote their products in foreign markets through subsidizing their participation in international fairs

[www.investinlebanon.gov.lb](http://www.investinlebanon.gov.lb)

### ► FINANCIAL GUARANTEES

**Kafalat** provides financial guarantees for loans (up to **USD 400,000**) granted by commercial banks to the SMEs operating in the agrofood sector

[www.kafalat.com.lb](http://www.kafalat.com.lb)

### ► GRANTS

**Economic and Social Fund For Development:** program funded by EU and the Lebanese Government that provides loans up to 50,000 for SMEs in the agrofood sector

[www.esfd.cdr.gov.lb](http://www.esfd.cdr.gov.lb)

**Note:** For more information on IDAL's incentives and support schemes visit our website [www.investinlebanon.gov.lb](http://www.investinlebanon.gov.lb)



# HEADLINES

I. SECTOR OVERVIEW

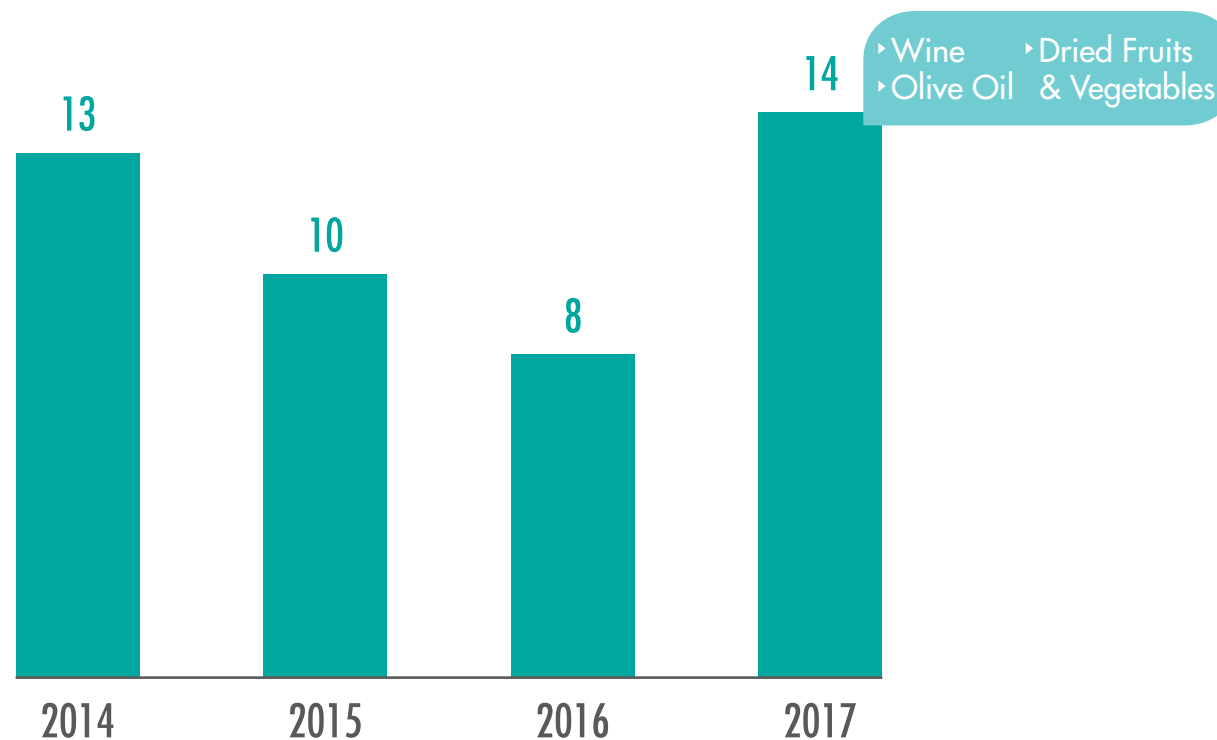
2. COMPETITIVE ADVANTAGES

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DUE TO THE INCREASING DEMAND FOR LEBANESE AGROFOOD PRODUCTS,  
INVESTMENTS IN THE SECTOR HAVE INCREASED OVER THE LAST FOUR YEARS...

NUMBER OF AGROFOOD PROJECTS PROCESSED BY IDAL  
(2014-2017)

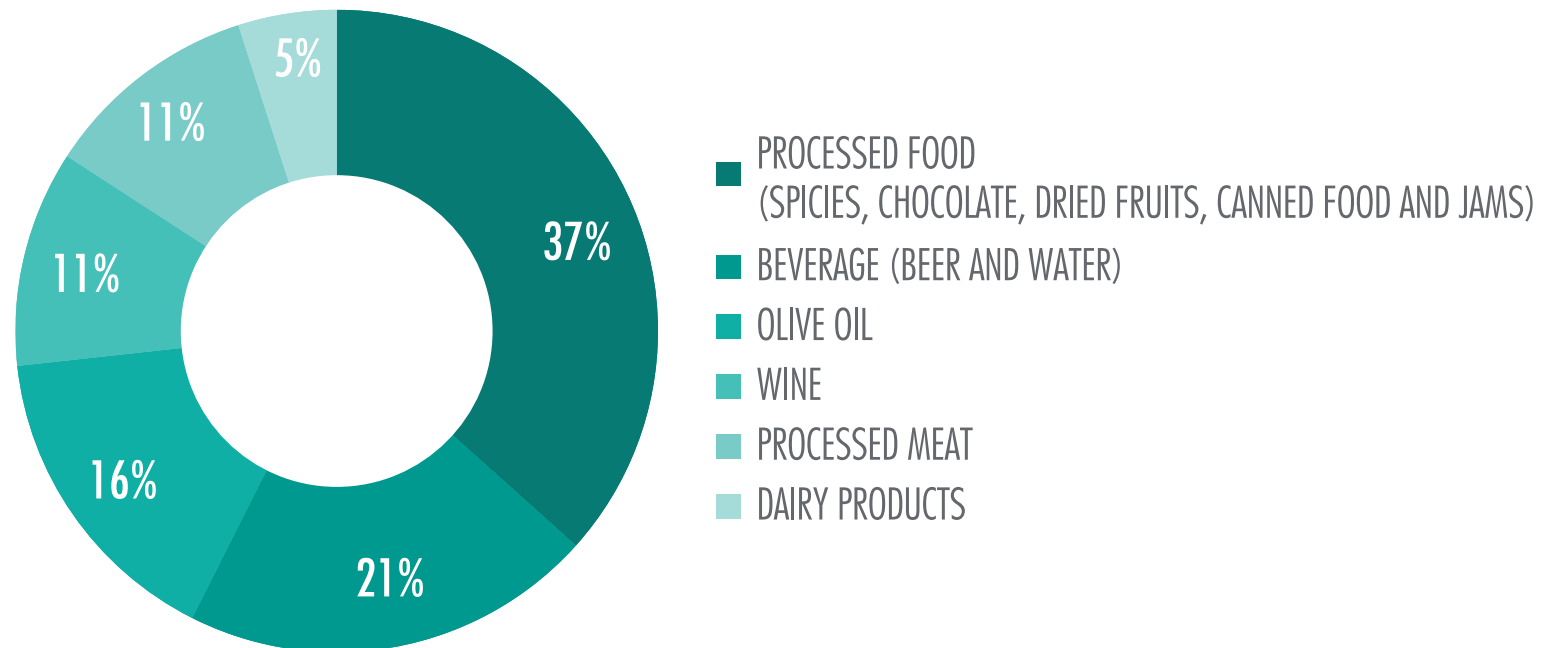


**Source:** IDAL's Calculations, 2017

**Note:** These figures are based on projects processed by the One-Stop-Shop directorate and does not represent all the investments in Lebanon

## ...WITH PROCESSED FOOD HAVING THE LARGEST SHARE IN ANNOUNCED AGROFOOD INVESTMENTS (37%)

DISTRIBUTION OF ANNOUNCED AGROFOOD INVESTMENTS BY PRODUCT  
(% | 2016-2018)



**Note:** These data are based on announced projects, verified through direct contact with IDAL (face to face meeting, phone call, email), press release, and data provided by the FDI Markets - The Financial Times.

# UNTIL 2018, 15 AGROFOOD ENTERPRISES WITH A TOTAL INVESTMENT VALUE OF USD 229 MILLION BENEFITED FROM IDAL'S INCENTIVES...



## ALMAZA\*

Investment Value: **43,627,665 USD**  
Jobs Created: **10**



## Al Taghzieh\*

Investment Value: **29,772,500 USD**  
Jobs Created: **161**



## ICP

Investment Value: **6,025,000 USD**  
Jobs Created: **62**



## Wilco PM

Investment Value: **11,109,850 USD**  
Jobs Created: **58**



## Master Chips

Investment Value: **16,744,000 USD**  
Jobs Created: **157**



## Hawa Chicken

Investment Value: **52,600,000 USD**  
Jobs Created: **309**



## Rifai Roastery

Investment Value: **4,562,063 USD**  
Jobs Created: **97**



## Lebanese Roasting Group

Investment Value: **5,975,900 USD**  
Jobs Created: **75**



## Omran Industrial Food

Investment Value: **4,051,098 USD**  
Jobs Created: **33**



## Tayyebat

Investment Value: **2,958,313 USD**  
Jobs Created: **16**



## Cedars Premium Food & Beverage

Investment Value: **14,493,914 USD**  
Jobs Created: **81**



## Poppins Cornflakes

Investment Value: **17,675,526 USD**  
Jobs Created: **259**



## Riviera Biscuit\*

Investment Value: **4,000,000 USD**  
Jobs Created: **61**



## Le Pré\*

Investment Value: **5,421,500 USD**  
Jobs Created: **50**



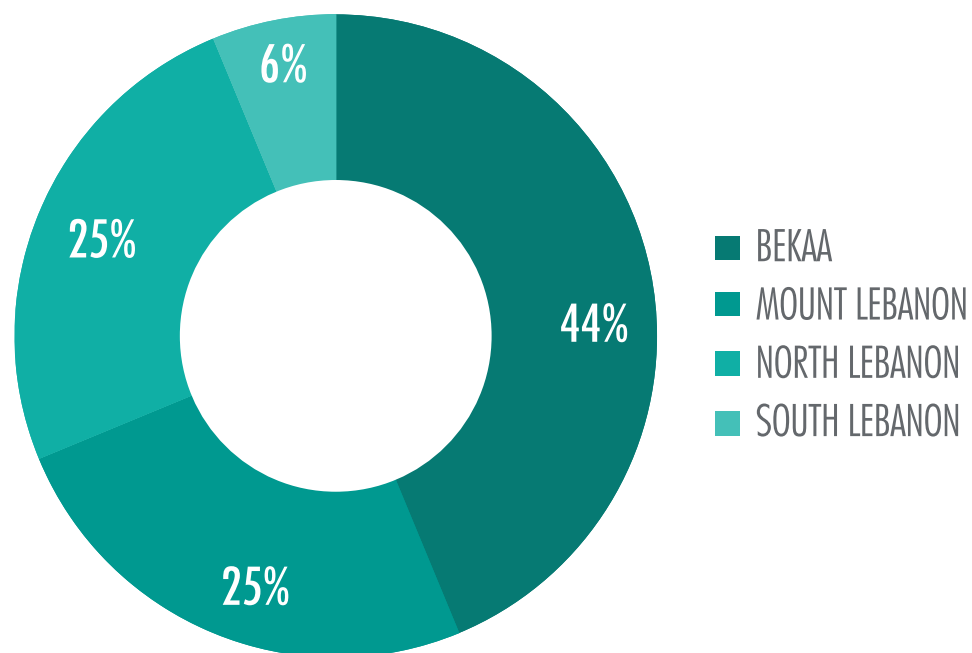
## GLOBAL SNACKS

Investment Value: **10,025,000 USD**  
Jobs Created: **92**

**Note:** \*These projects are in process of being approved for IDAL's incentives

...OF WHICH 44% ARE LOCATED IN THE BEKAA REGION, THE AGRICULTURE HUB OF LEBANON

DISTRIBUTION OF AGROFOOD PROJECTS BY GOVERNORATE  
(% | 2014-2018)



**Source:** IDAL's Calculations, 2017

**Note:** These figures are based on projects processed by the One-Stop-Shop directorate and does not represent all the investments in Lebanon

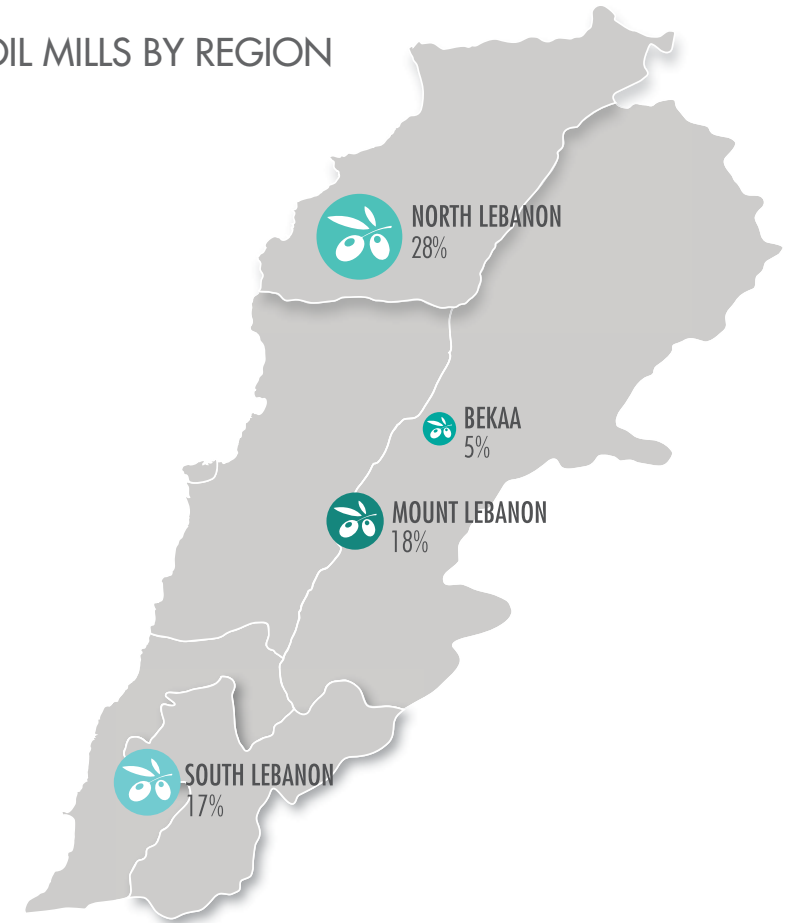
**THE DIVERSIFICATION  
OF THE LEBANESE  
AGROFOOD  
SECTOR RESULTS  
IN A NUMBER  
OF INVESTMENT  
OPPORTUNITIES IN  
KEY SUB SECTORS.**

	SUB-SECTOR	OPPORTUNITIES
1	OLIVE OIL	There are increased opportunities for olive oil production ; Lebanon's diverse topography, fertile soil, microclimates, and olive varieties allow farmers to produce uniquely flavored products
2	DAIRY PRODUCTS	The dairy sector in Lebanon is still in the infancy stage but there is a great potential for growth opportunity view the availability of farming locations (Bekaa and North Lebanon) and the increasing demand for dairy products
3	NUTS & DRIED FRUITS	Global dried fruits and nuts production increased 16% and 21% respectively in 2017 compared to 10 years ago. In Lebanon, it's one of the leading exported agro food sub-sector with exports reaching a value of USD 66 million in 2017
4	WINE	The sub-sector encompasses 59 wineries that export mainly to the UK. Investment opportunities exist in wine tourism activities such as wine countries, traditional vineyards, etc...

# 1- INVESTMENT OPPORTUNITY: OLIVE OIL

- ▶ **563 km<sup>2</sup> of olive trees** in Lebanon or the equivalent of **5.4% of the country's territory, or 8% of total agricultural lands.**
- ▶ In 2017, **olive oil production reached 23,000 tons** growing at a **CAGR of 4.7 % between 2011 and 2017.**
- ▶ Six major regions for olive groves: Batroun, Koura, Zgharta, Akkar, Rashaya El Foukhar, and Hasbaya
- ▶ **113 oil mills** of which 27% are located in North Lebanon

DISTRIBUTION OF OLIVE OIL MILLS BY REGION  
(% | 2017)



Source: The Directory of Exports & Industrial Firms in Lebanon, 2018-2017

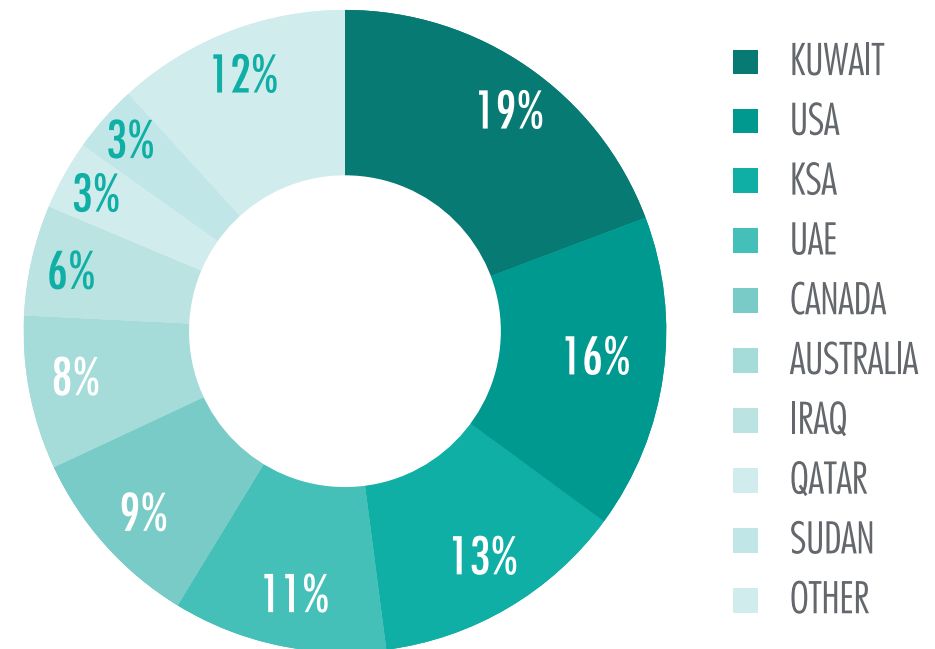
# 1- INVESTMENT OPPORTUNITY: OLIVE OIL

► **Olive oil exports reached 7,703 tons with a value of USD 24.3 Million in 2017** with Kuwait & USA topping the destinations

► Growth opportunities exist in **new varieties of extra virgin olive oil** such as Barnea (Senolia), Frantoio and other olive varieties obtained through new breeding techniques

► **Flavored olive oils** with different herbs and spices are becoming popular and represent a good investment opportunity in the Lebanese market.

TOP DESTINATIONS FOR OLIVE OIL EXPORTS (% | 2017)



Source: Lebanese Customs



## 2- INVESTMENT OPPORTUNITIES: DAIRY PRODUCTS

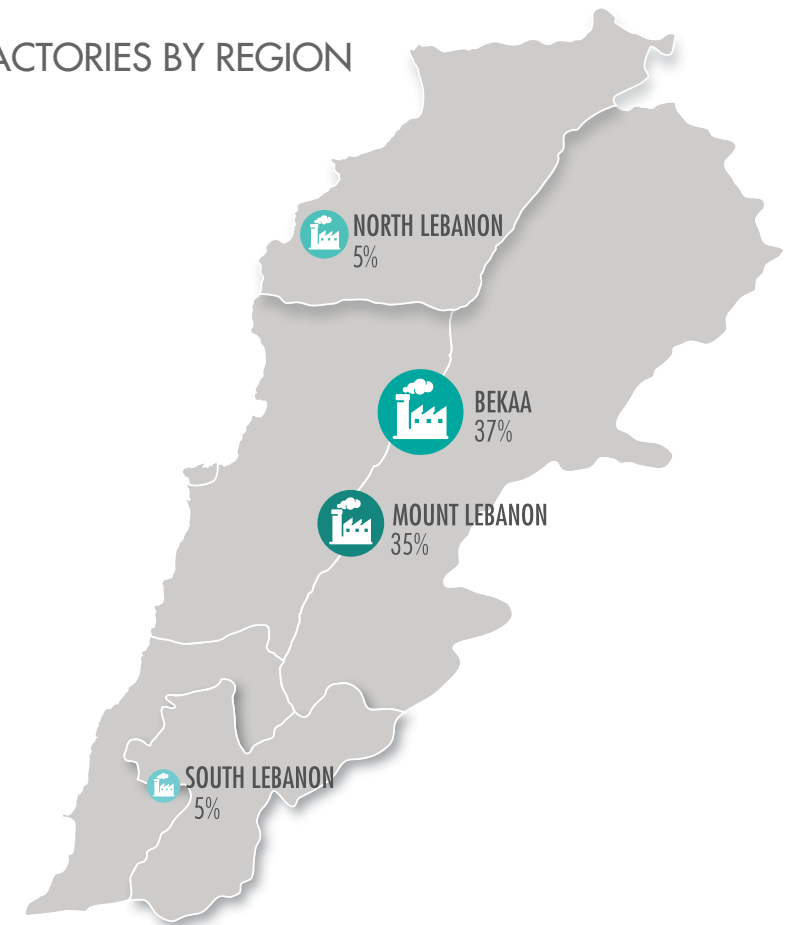
- ▶ Large number of players: Liban Lait, Dairy Khoury & Co, Skaff Dairy, Jaber & Sons, Taanayel Les Fermes and Hawa Dairy.



- ▶ **Around 167 dairy factories** mainly concentrated in Bekaa and Mount Lebanon and employing around 2,000 workers
- ▶ Total livestock in Lebanon is amounted to 92,920 cattle, 365,493 sheep and 400,302 goats **mainly concentrated in Bekaa and Baalback El Hermel** (32.6% and 30.5% respectively)

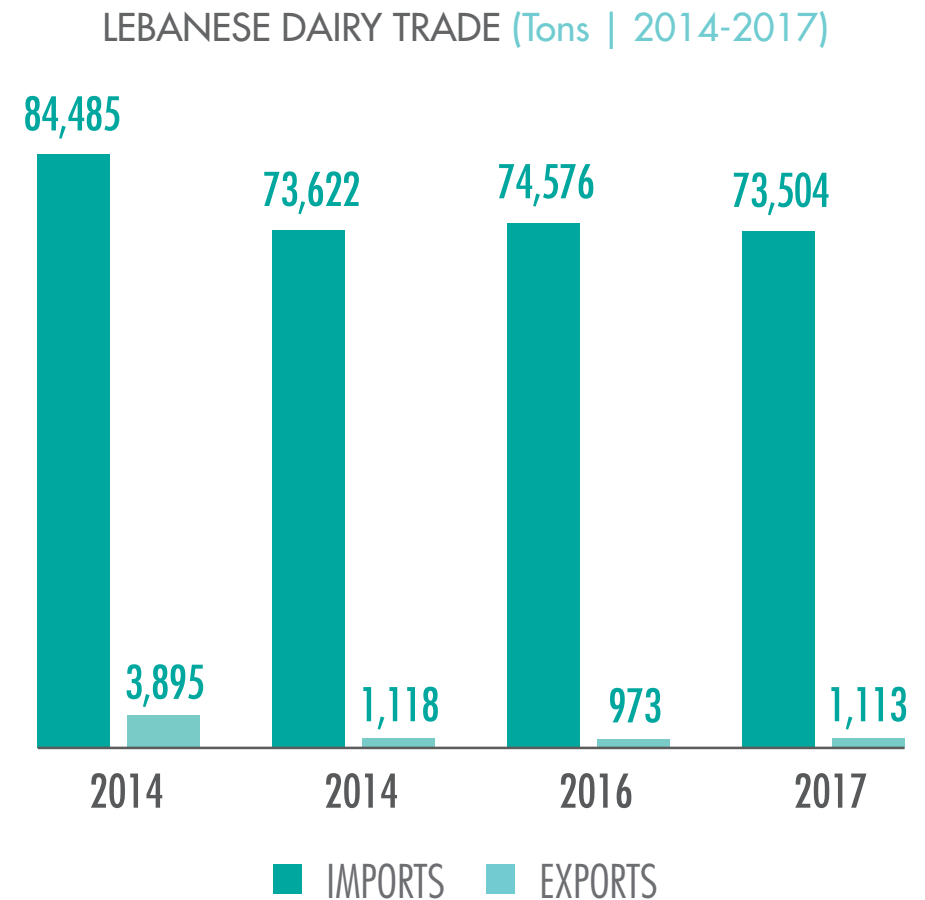
**Source:** The Directory of Exports & Industrial Firms in Lebanon, 2018-2017

DISTRIBUTION OF DAIRY FACTORIES BY REGION  
(% | 2017)



## 2- INVESTMENT OPPORTUNITIES: DAIRY PRODUCTS

- ▶ **Dairy products exports reached 73,504 tons** in 2017
- ▶ Dairy products imports have gone down during the 2015-2017 period creating ample opportunities for local producers to grow and improve their production
- ▶ **New opportunities for manufacturing organic dairy products** particularly those targeted to children like flavored milks and dairy snacks as **the global market is growing at a CAGR of 14.25%** for the 2016-2022 period



Source: Lebanese Customs

### 3- INVESTMENT OPPORTUNITIES: DRIED FRUITS & NUTS

► The sector encompasses **130 roasteries of which 40% are concentrated in Mount Lebanon**

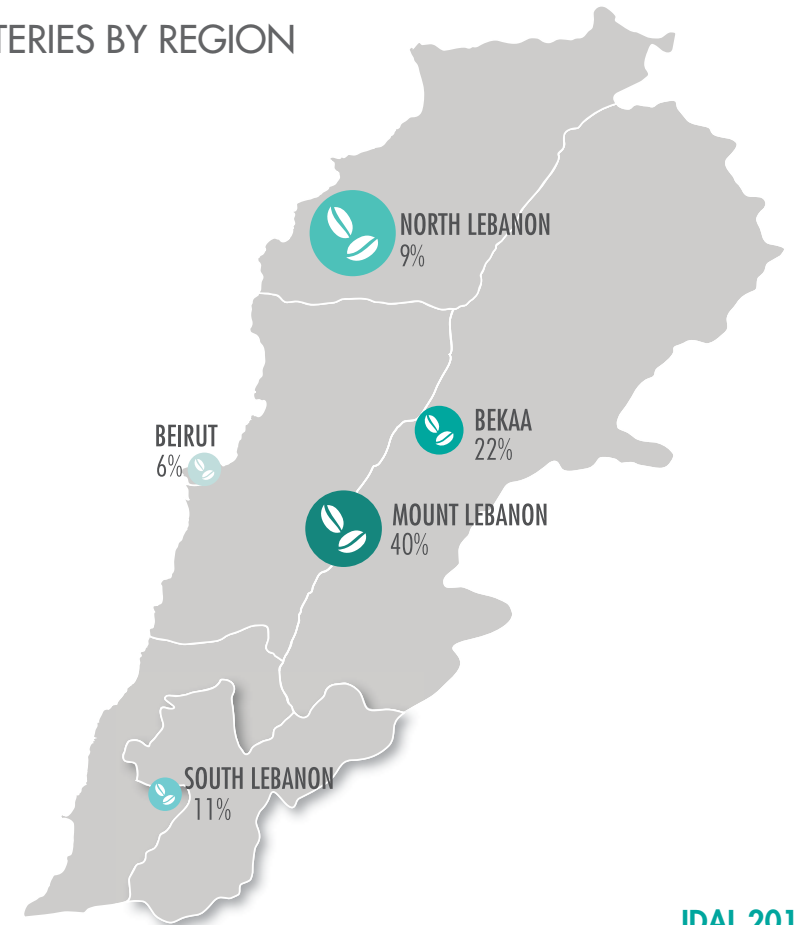
► Dried fruits and nuts is one of the leading exporting Agrofood sub-sector in Lebanon with major players in the markets:



► The dried fruits and nuts value chain in Lebanon can be restructured to create higher value after addressing the EU quality certification requirements (moisture content, sizing, specific cut, level and types of used preservatives and quality class)

**Source:** The Directory of Exports & Industrial Firms in Lebanon, 2017-2018

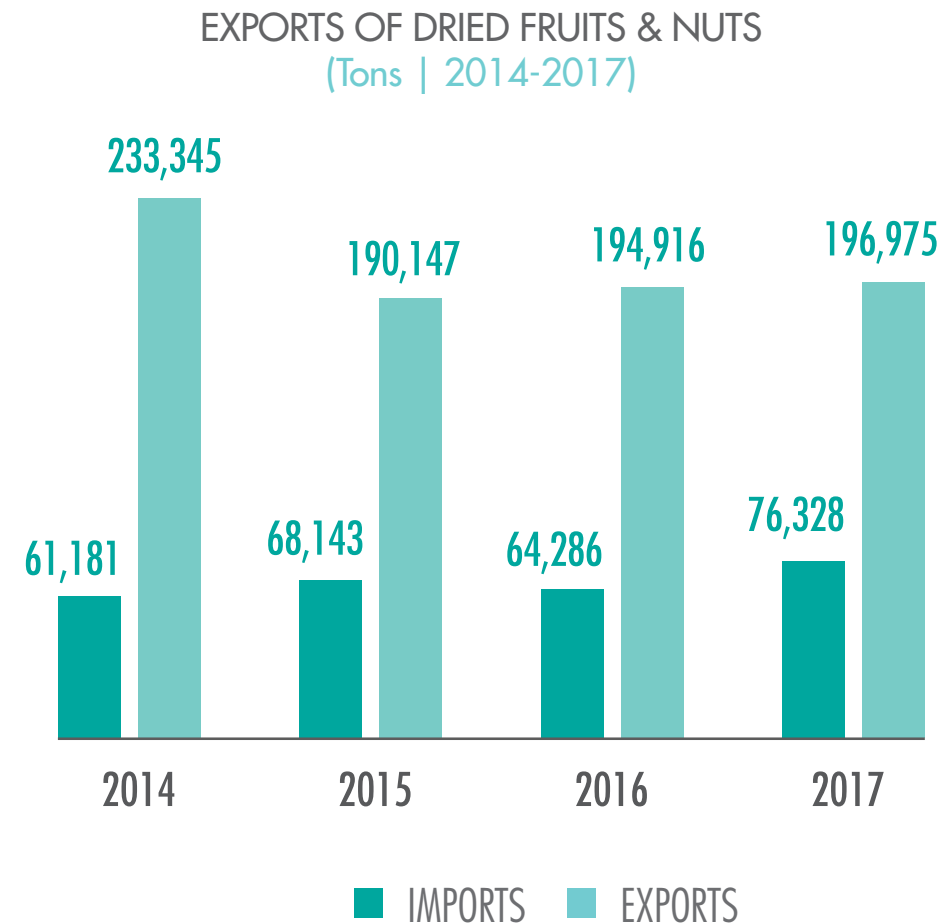
DISTRIBUTION OF ROASTERIES BY REGION  
(% | 2017)



### 3- INVESTMENT OPPORTUNITIES: DRIED FRUITS & NUTS

► **Exports of dried fruits and nuts** reached **196,975 tons** in 2017 and valued at **USD 66 Million**

► Local wholesale operations and exports of Lebanese dried fruits & nuts have been growing fast during the last years with the presence of many food distribution companies such as:



Source: Lebanese Customs

## 4- INVESTMENT OPPORTUNITIES: WINE

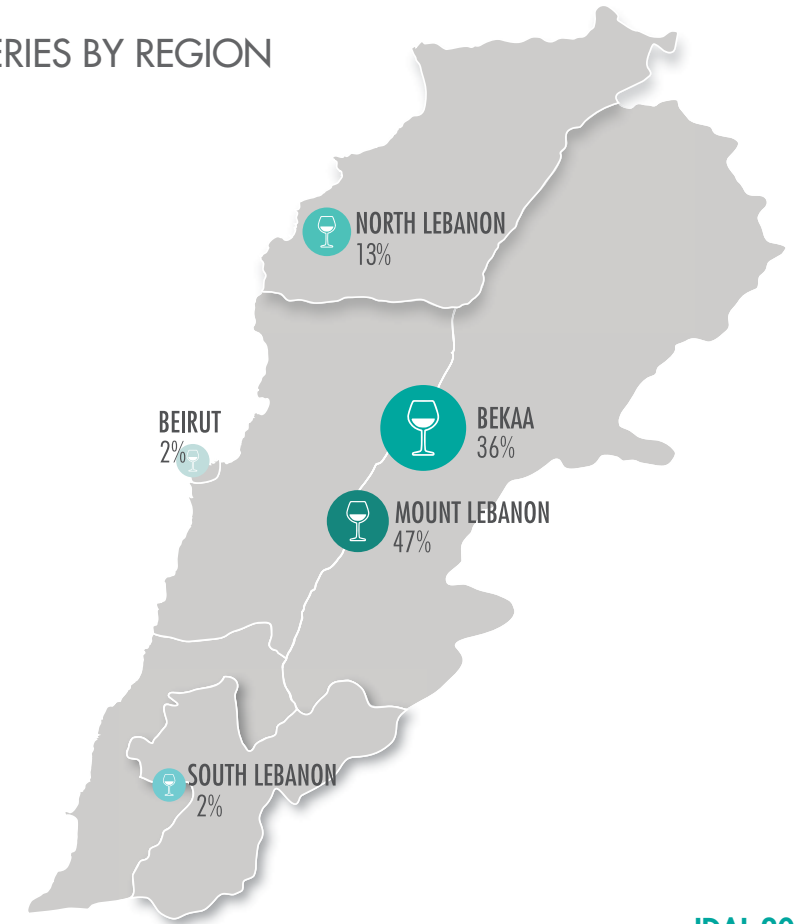
- ▶ The sub-sector encompasses **59 wineries** with Chateau Ksara and Chateau Kefraya accounting for almost half of the total production value



- ▶ The success of the Lebanese wine industry dictates a shift toward high quality wines
- ▶ There is increasing trend in supporting wine tourism activities through conducting tours in their vineyards, with the possibility for overnight stays in hotels
- ▶ Wine production reached 14,700 tons in 2014 (latest available figures)

**Source:** The Directory of Exports & Industrial Firms in Lebanon, 2018-2017

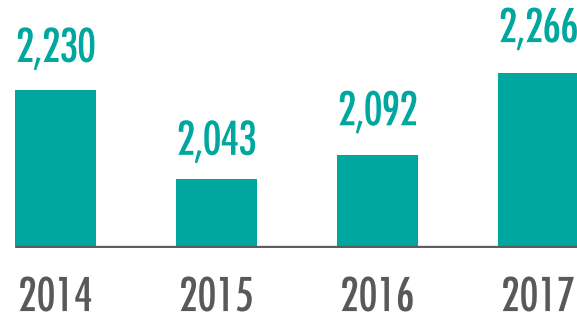
DISTRIBUTION OF WINERIES BY REGION  
(% | 2017)



## 4- INVESTMENT OPPORTUNITIES: WINE

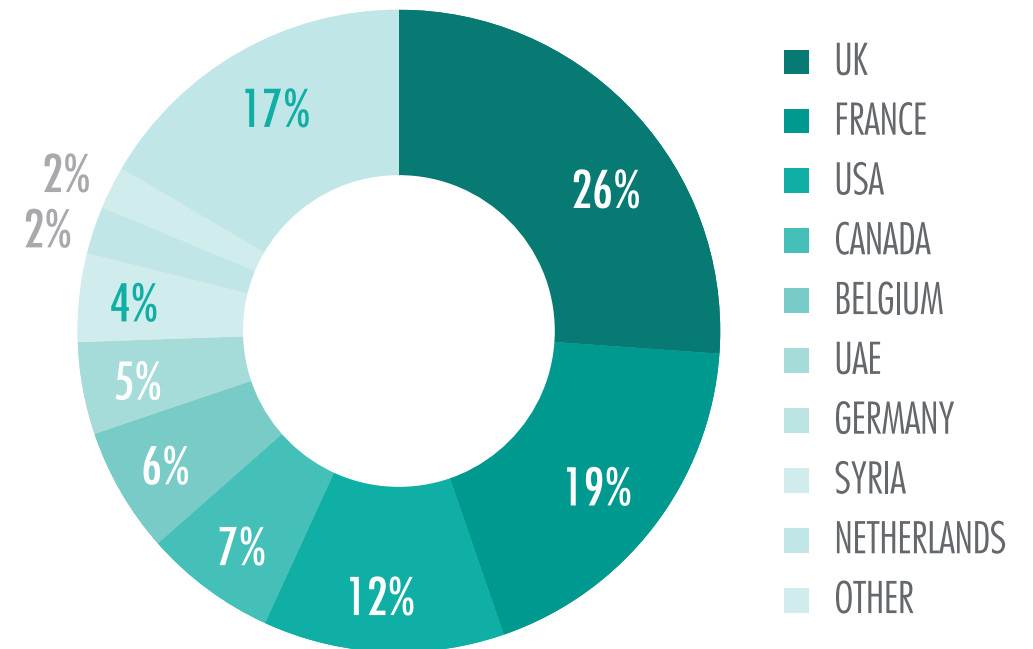
- ▶ Wine exports have increased slightly **during the 2014-2017 period**
- ▶ **Wine is exported to over 40 countries** and has a positive balance of trade view the regional interest in its quality

LEBANESE WINE EXPORTS (Tons | 2014-2017)



- ▶ **UK is the main consumer of Lebanese wine (26%) with France in the second place (19%)**
- ▶ In 2015 seven Lebanese wineries funded the **“Wine Traveler”** project that aims to conduct tasting for Lebanese Wine in high end restaurants and global consumer events outside Lebanon

TOP DESTINATIONS OF WINE EXPORTS  
(% | 2017)



Source: Lebanese Customs

# HEADLINES

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# THE GOVERNMENT OF LEBANON, THROUGH IDAL, OFFERS INVESTORS A RANGE OF FACILITATION SERVICES AND FISCAL EXEMPTIONS

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## ABOUT US

The National Investment Promotion Agency of Lebanon

## HISTORY

Established in 1994 with the aim of promoting Lebanon as a key investment destination and attracting, facilitating & retaining investments in the country

## GOVERNANCE

IDAL reports to the Presidency of the Council of Ministers (who exercises a tutorial authority over it), and has financial & administrative autonomy

## LEGISLATION

Investment Law No. 360 was enacted in 2001 to regulate investment activities in Lebanon



# OUR MANDATES

## INVESTMENT PROMOTION

- ▶ Provide economic, commercial and legal information of relevance to investors
- ▶ Identifies business opportunities across various economic sectors
- ▶ Provide in depth analysis of sectors
- ▶ Grant fiscal exemptions and fees reduction to investment projects
- ▶ Facilitate issuance of permits and licenses
- ▶ Provide on-going support for investment projects
- ▶ Actively promotes Lebanon as key investment destination

## EXPORT PROMOTION

- ▶ Provide data on external markets
- ▶ Support companies in accessing external markets
- ▶ Subsidize participation in foreign fairs

### **IDAL CURRENTLY HAS 3 EXPORT PROMOTION PROGRAMS IN PLACE:**

#### **1. AGRI PLUS (2012):**

Which provides subsidies and support to exporters of agricultural products

#### **2. AGRO MAP (2004):**

Which subsidizes the participation of agrofood companies in foreign fairs

#### **3. MARITIME BRIDGE PROGRAM (2015):**

Which provides support to exporters of Lebanese products to Gulf countries and Jordan

# IDAL OFFERS INVESTORS A RANGE OF SERVICES THROUGHOUT THEIR DIFFERENT STAGES OF OPERATION

## 1 PRE-INVESTMENT STAGE MARKET INTELLIGENCE

- ▶ Information on investment opportunities
- ▶ Data on economic sectors with growth potential Legal, financial, industrial information
- ▶ Data on investment climate
- ▶ Business Matchmaking support

## 2 FINANCING STAGE PACKAGE OF INCENTIVES

### **FISCAL INCENTIVES:**

Exemptions from corporate income tax generated by the project which can go up to 100% exemption for 10 years

### **FINANCIAL INCENTIVES:**

Reduction on land registration fees

### **NON-FINANCIAL INCENTIVES:**

Employees for the project are granted work permits with the support of IDAL

## 3 LICENSING & AFTER-CARE STAGE ONE STOP SHOP

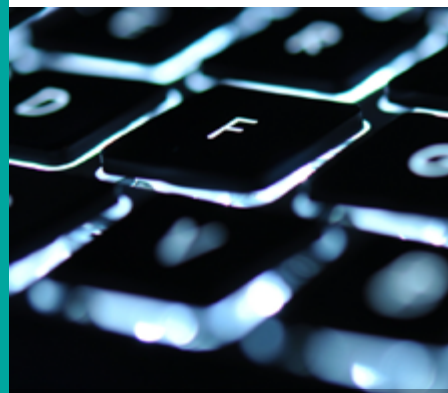
IDAL serves as a One Stop Shop for Investors. We supersede all public administrations, authorities and municipalities in issuing administrative permits and licenses except those granted by the Council of Ministers.

We follow up with investors after the start of their operations

# 8 SECTORS ARE ELIGIBLE FOR OUR INCENTIVES

IDAL PROVIDES INCENTIVES  
TO 8 SECTORS WITH GROWTH  
POTENTIAL & READINESS FOR  
DEVELOPMENT

THESE SECTORS WERE INCLUDED  
IN LAW No. 360 IN 2001



TECHNOLOGY



FOOD & BEVERAGES



INFORMATION TECHNOLOGY



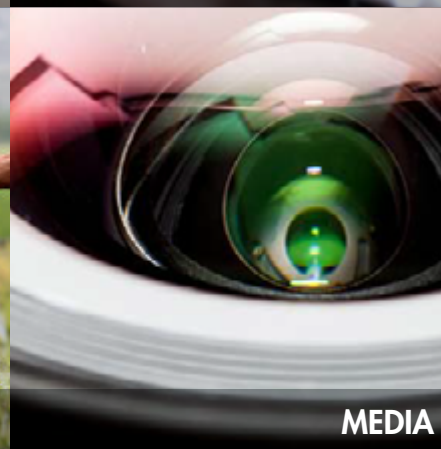
TOURISM



INDUSTRY



AGRICULTURE



MEDIA



TELECOM

## IDAL OFFERS 2 TYPES OF INCENTIVE SCHEMES:

### 1

#### JOB CREATION BASED INCENTIVE PACKAGE DEAL CONTRACT (PDC)

Provided to projects based on:

- (1) INVESTMENT SIZE
- (2) NUMBER OF JOBS CREATED
- (3) SECTOR

#### INCENTIVES PROVIDED

- ▶ 100% exemption of Income Tax
- ▶ 100 % exemptions on Taxes on Project Dividends for up to 10 years
- ▶ Up to a 50% reduction on Work & Residence Permit Fees
- ▶ Up to a 50% reduction on Construction Permit Fees
- ▶ Full exemption from Land Registration Fees

### 2

#### REGION & SECTOR BASED INCENTIVE INVESTMENT PROJECTS BY ZONE (IPZ)

Provided to projects based on:

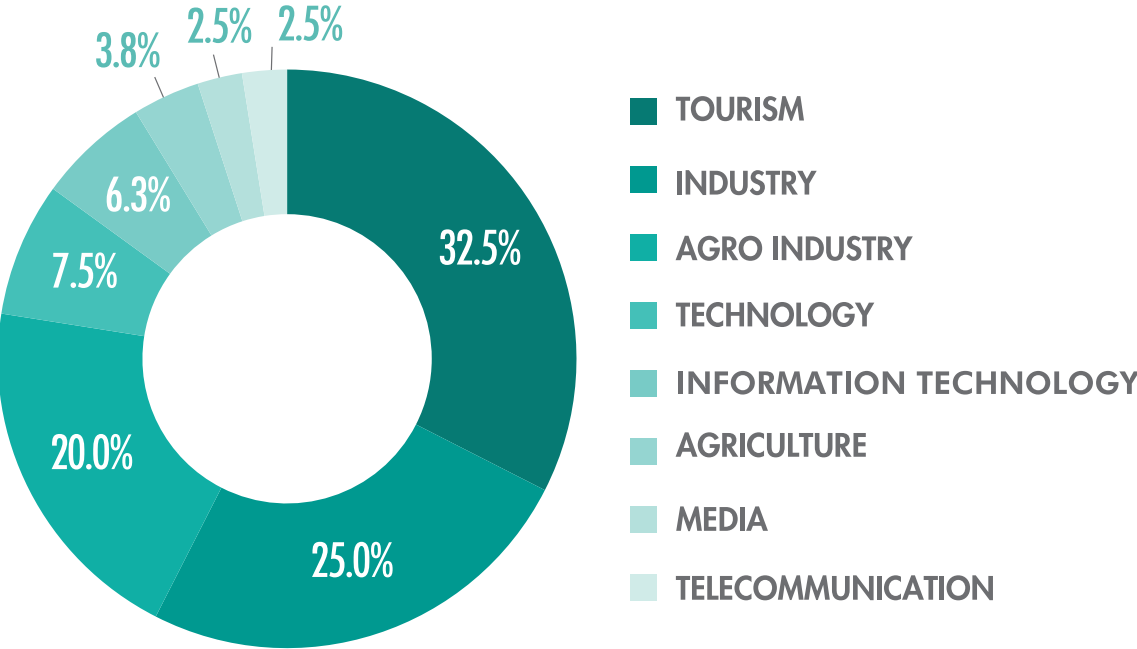
- (1) GEOGRAPHICAL LOCATION  
ACROSS 3 ZONES: A, B, C
- (2) INVESTMENT SIZE
- (3) SECTOR

#### INCENTIVES PROVIDED

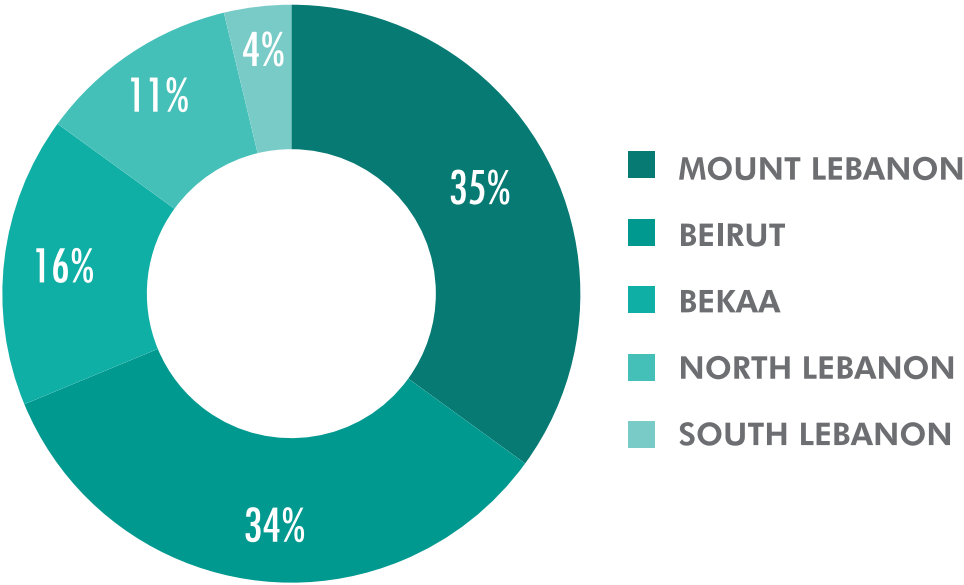
- ▶ Up to 100% tax exemptions for 10 years for projects located in remote areas (Zone C)
- ▶ Work Permits granted

# OUR ACHIEVEMENTS: OVER THE LAST 15 YEARS IDAL HAS SUPPORTED MORE THAN 80 INVESTMENT PROJECTS DISTRIBUTED ACROSS VARIOUS SECTORS

DISTRIBUTION OF PROJECTS BY SECTOR  
(%) (2001-2017)



DISTRIBUTION OF PROJECTS BY REGIONS  
(%) (2001-2017)

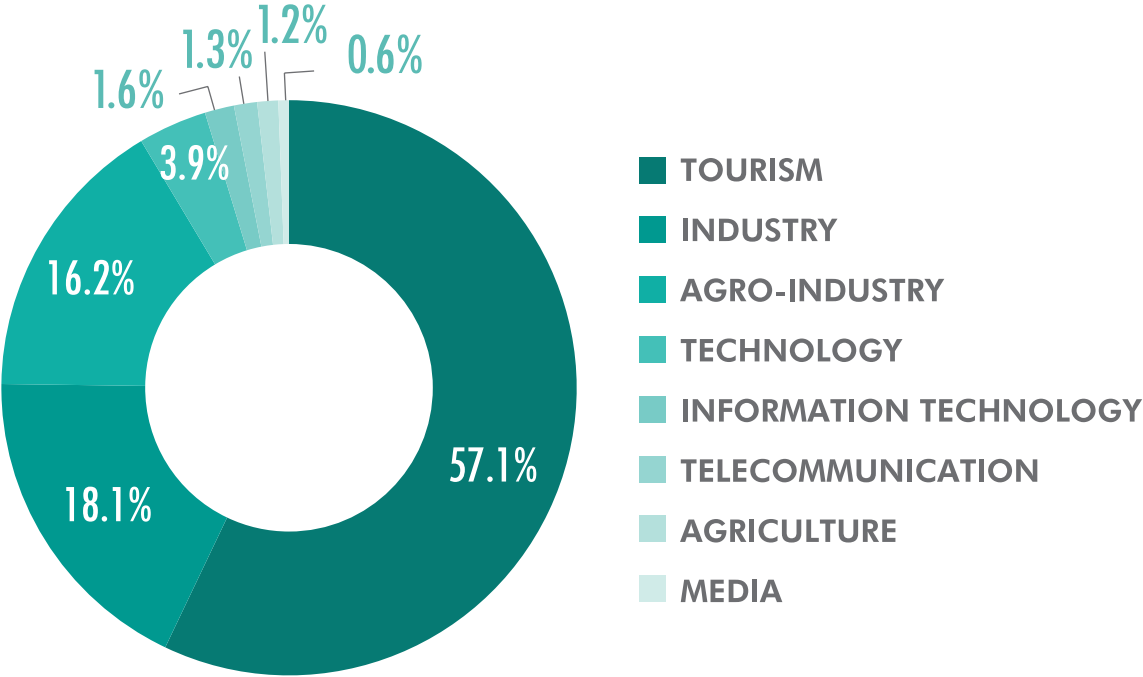


TOTAL: 80

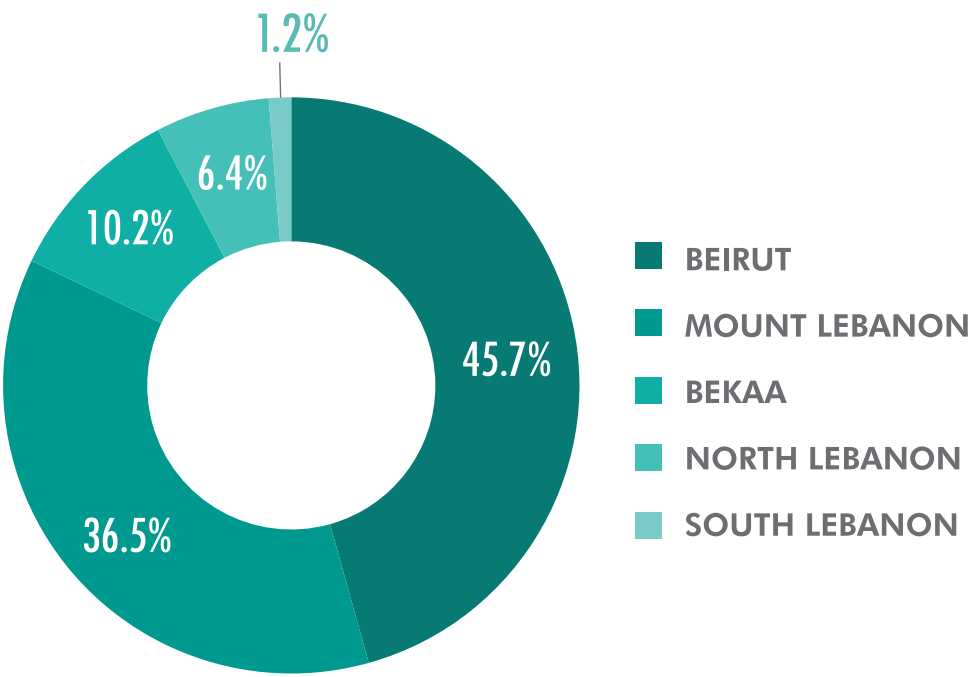
Source: IDAL's Calculations

OUR ACHIEVEMENTS: IT HAS CONTRIBUTED TO THE CREATION OF MORE THAN 10,000 JOBS DIRECTLY, THE MAJORITY OF WHICH IN BEIRUT & MOUNT LEBANON

DISTRIBUTION OF JOB CREATED PER SECTOR  
(%) (2001-2017)



DISTRIBUTION OF JOB CREATED PER MUHAFAZA  
(%) (2001-2017)



TOTAL: 9,769  
Source: IDAL's Calculations

# CONTACT US

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