



INVESTMENT OPPORTUNITIES IN LEBANON 2018

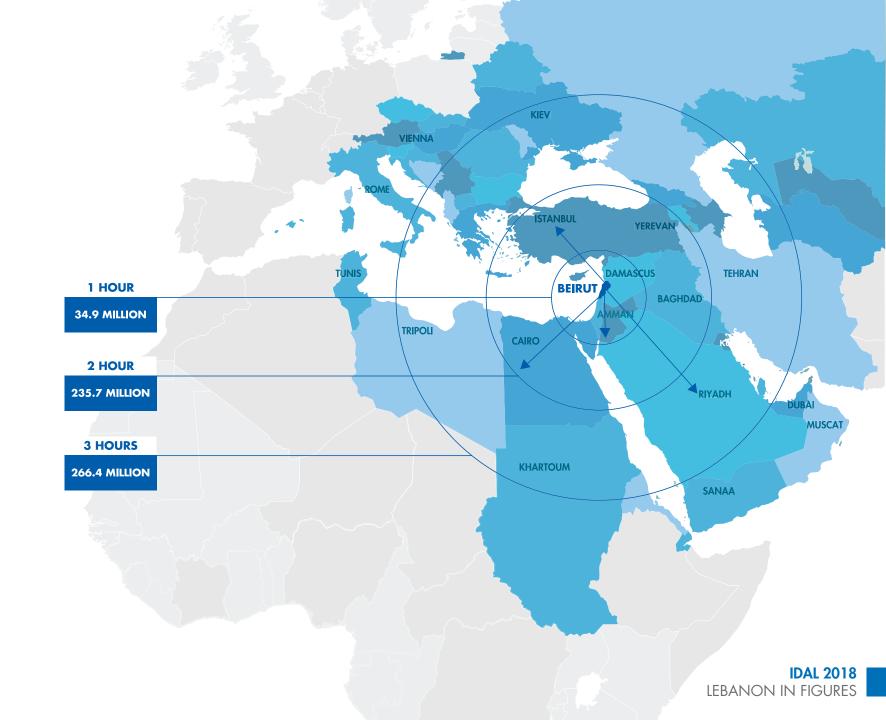
investinlebanon.gov.lb

HEADLINES

LEBAN	ION	IN	FIGU	IRES

- 2. LEBANON'S COMPETITIVE ADVANTAGES
- 3. INVESTMENT OPPORTUNITIES
- 4. ABOUT IDAL

LEBANON IS LOCATED AT THE CROSSROAD OF EAST & WEST LINKING ITS POPULATION TO A MARKET OF MORE THAN 537 MILLION PEOPLE





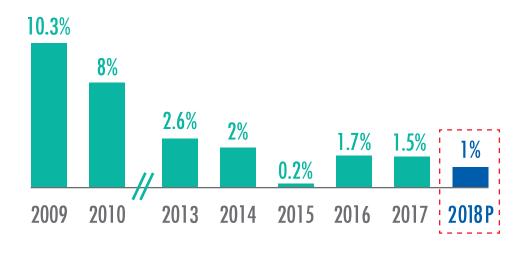
- FREE MARKET ECONOMY
- ▶ NON-INTERVENTIONIST STANCE TOWARDS PRIVATE INVESTMENTS
- ONE OF THE MOST LIBERAL INVESTMENT CLIMATES IN THE MIDDLE EAST.
- ▶ GDP AT CURRENT PRICES (USD BILLION): **54.18**
- ▶ GDP/CAPITA (CURRENT USD): 12,013
- ▶ REAL GDP GROWTH: 1.5%
- ▶ AVERAGE INFLATION RATE: 4.4%
- ► TRADE BALANCE (USD MILLION): -13,110
- ▶ FDI INFLOWS (USD BILLION 2017): 2.63
- ▶ UNEMPLOYMENT RATE (EST. 2017): 6.3%*

Source: International Monetary Fund (IMF Estimates), Central Bank of Lebanon, Lebanese Customs Administration, UNCTAD, *International Labor Organization (ILO)

LEBANON HAS A **RESILIENT ECONOMY** DESPITE THE REGIONAL CHALLENGING ENVIRONMENT

- ▶ Lebanon was one of the best global performers in 2009 amidst the worldwide financial crisis and despite the Arab Spring managed to maintain stable growth levels.
- ▶ Despite continuing regional challenges,
 IMF estimated Lebanon's GDP growth for
 2018 at 1%, and projecting a growth rate of 2.8% for 2020.

REAL GDP GROWTH (% | 2009 - 2018)

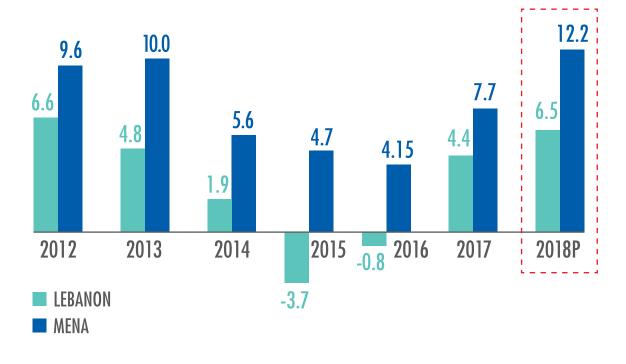


Source: IMF, 2018

...WITH A LOW INFLATION RATE REGIME

- ► A low inflation environment provides business certainty for investors.
- ▶ Over the past 3 years Lebanon was able to maintain a low inflation rate compared to the MENA average inflation rate.

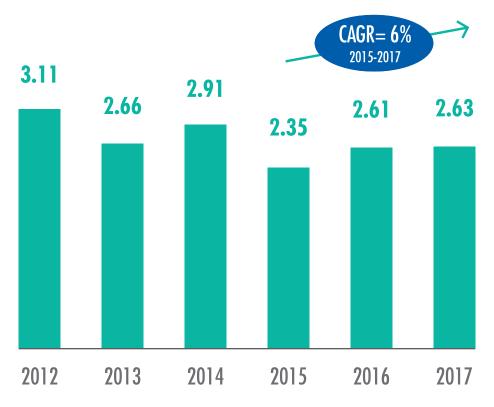
INFLATION (YEAR-OVER-YEAR % CHANGE I 2012-2018)



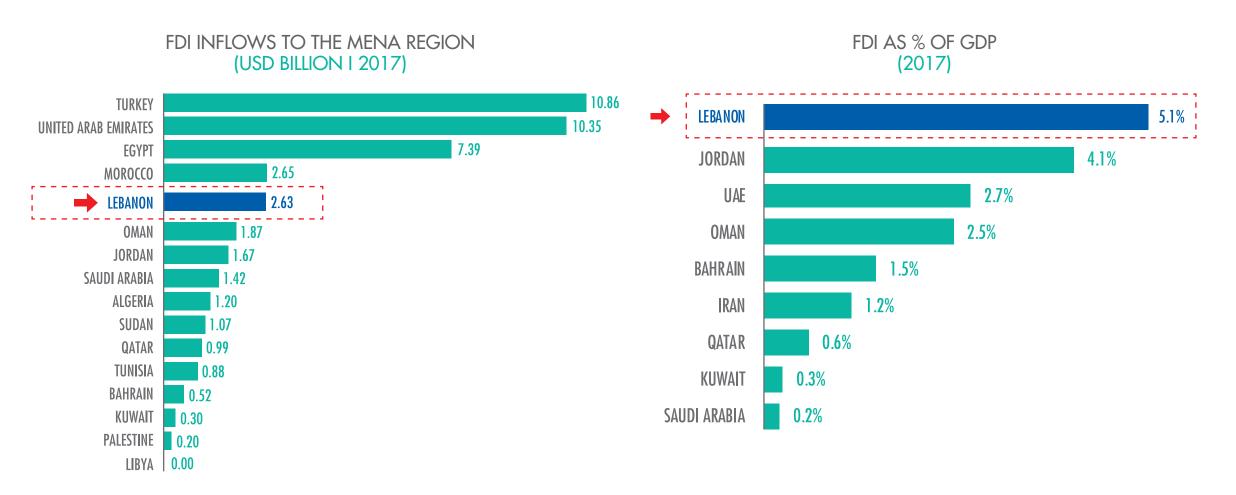
Source: IMF, 2018

FOREIGN INVESTMENTS TO LEBANON HAVE SUSTAINED THEIR POSITIVE FLOW DESPITE A REGIONAL & WORLDWIDE DECLINE IN FDI

FDI INFLOWS TO LEBANON (USD BILLION I 2012 - 2017)

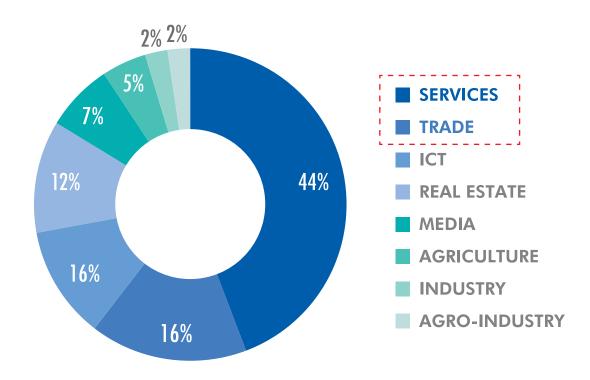


FDI TO LEBANON REMAINS AMONGST THE HIGHEST NON-OIL ECONOMIES IN THE REGION HIGHLIGHTING THE COUNTRY'S RESILIENCE, AND FDI % OF GDP IS ALSO THE HIGHEST REGIONALLY



LEBANON IS MAINLY A SERVICE DRIVEN ECONOMY & FOREIGN INVESTMENTS REMAIN CONCENTRATED IN THE SERVICES & TRADE SECTOR

DISTRIBUTION OF FOREIGN COMPANIES BY SECTOR (%) (2017)



Source: IDAL's Calculations, Financial Times, Ministry of Economy & Trade

HEADLINES

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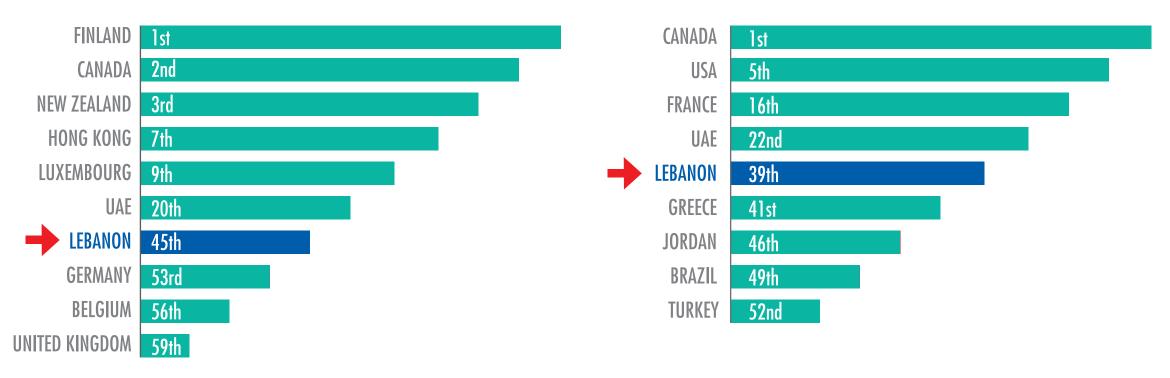
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EXCELLENT ECONOMIC FUNDAMENTALS: LEBANON HAS THE SOUNDEST BANKING SYSTEM IN THE REGION AND RANKS HIGHLY ON THE EASE OF ACCESS TO CAPITAL

▶ Soundness of banks ranking highlights the **stability & efficiency** of the financial market.

SOUNDNESS OF BANKS RANKING (2017)

CAPITAL ACCESS INDEX (2010)



Source: World Competitiveness Report 2017-2018

Note: Soundness of Banks ranking measures the degree of soundness of financial institutions. Standing among 137 countries. Low ranking: banks may require recapitalization; High Ranking: banks are generally healthy with sound balance sheets

Source: Milken Institute, 2010

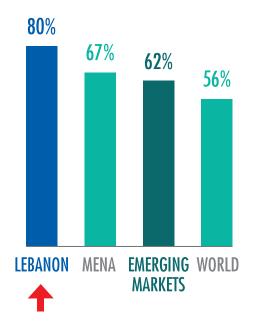
Note: Access Capital Index ranks countries around the world in terms of financial infrastructures that support entrepreneurs activity by providing access to capital



...WITH HIGH LIQUIDITY RATIO AND ROBUST BANKS' ASSETS

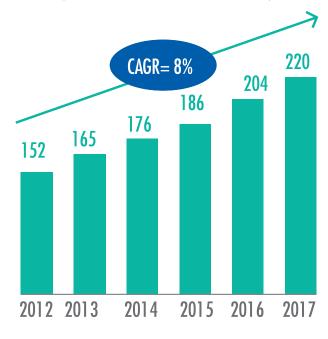
- Lebanese banking sector maintained a strong liquidity levels with a **liquidity** ratio equal to 80%, among the highest regionally and globally.
- ▶ Banking sector's consolidated assets: USD 220 billion in 2017, or 363% of country's GDP

LIQUIDITY RATIO (2017)



Source: Bankdata Financial Services, IMF, Orbis Bank Focus, Fitch, MENA Central Banks

COMMERCIAL BANKS ASSETS (USD Billion I 2012-2017)



Source: Central Bank

Note: Liquidity ratio refers to highly liquid assets held by a bank to meet its short-term obligations

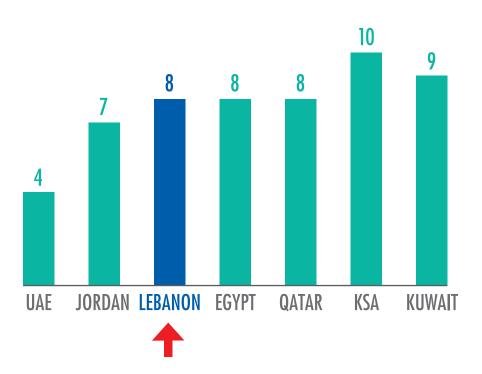
LEBANON OFFERS AN OVERALL TAX ADVANTAGE FOR FIRMS TO EXPAND WITH A COMPETITIVE CORPORATE TAX RATE



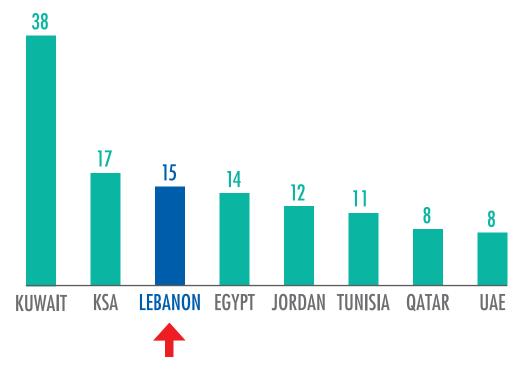
Source: Country's Investment Promotion Agencies

ESTABLISHING A BUSINESS IN LEBANON INVOLVES RELATIVELY FEW STEPS AND TIME

NUMBER OF PROCEDURES TO START A BUSINESS (2018)



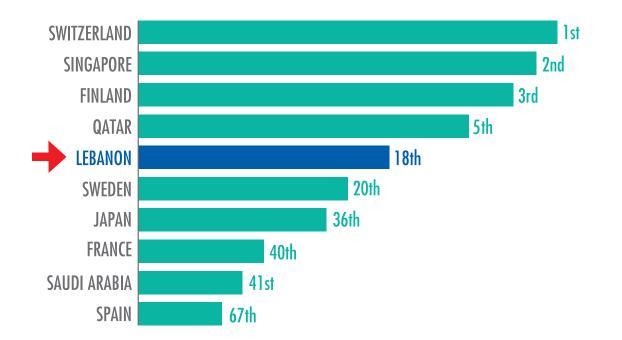
NUMBER OF DAYS TO START A BUSINESS (2018)



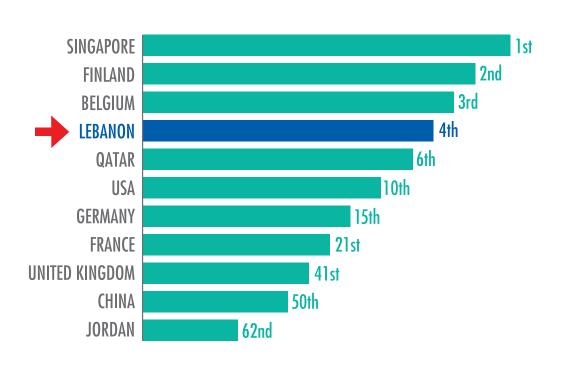
Source: Global Competitiveness Report 2018

A DYNAMIC WORKFORCE: LEBANON HAS ONE OF THE WORLD'S BEST EDUCATED WORKFORCE...





QUALITY OF MATH & SCIENCE EDUCATION (2017)

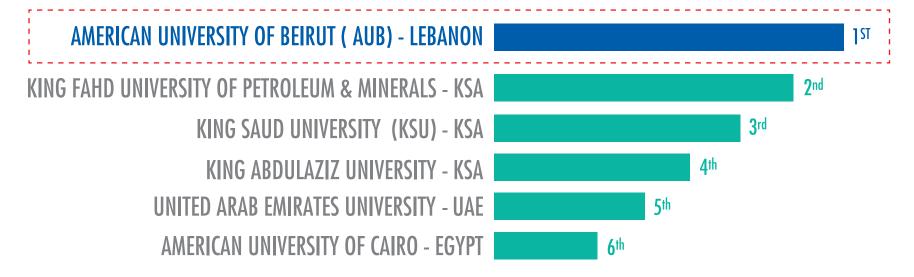


Note: Standing among 137 countries
Source: World Competitiveness Report 2017-2018

... AND ONE OF THE TOP EDUCATION INSTITUTES IN THE MIDDLE EAST



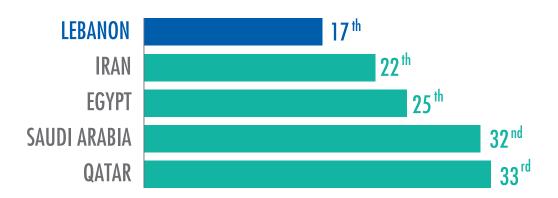




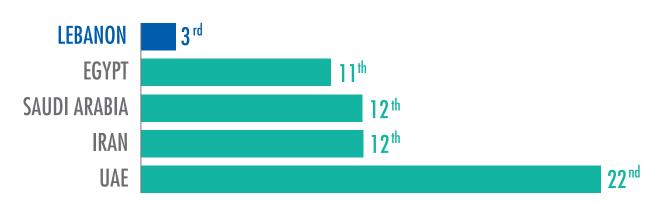
Source: Quacquarelli Symonds University Rankings 2017

IT HAS THE HIGHEST RATES OF BOTH NASCENT ENTREPRENEURS AND NEW FIRM ENTREPRENEURS IN THE MENA

GLOBAL **RANKING** OF SELECTED COUNTRIES FOR RATE OF NASCENT ENTREPRENEURS*
(2017-2018)







Source: GEM Global Report 2017-2018

Note: study based on 54 economies from all regions

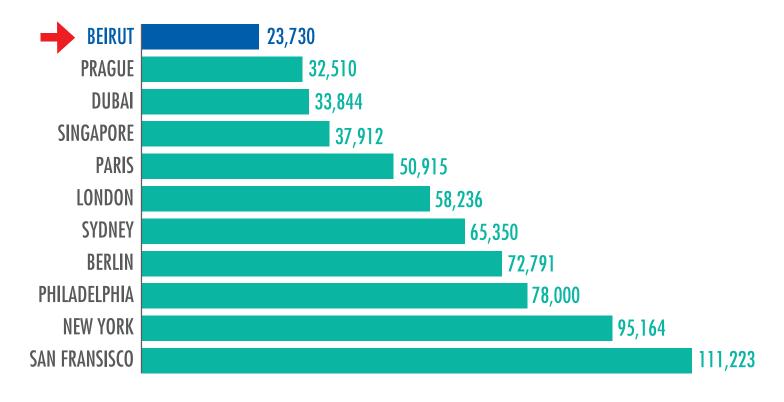
*Nascent Entrepreneurship Rate: Percentage of the adult population aged between 18 and 64 years that have started a business that is less than 4 months old and that has not paid salaries or wages

**New Business Ownership Rate: Percentage of the adult population aged between 18 and 64 years that have started a business that is between 4 and 42 months old and is paying salaries or wages



THE LEBANESE LABOR FORCE IS EQUALLY COST EFFICIENT, ESPECIALLY IN SECTORS WITH HIGH VALUE-ADDED

AVERAGE ANNUAL WAGES OF A SOFTWARE ENGINEER IN SELECTED CITIES (USD | 2018)



LEBANON'S STARTUP SCENE IS BOOMING, WITH THE PRESENCE OF A SUPPORTIVE ECO-SYSTEM...

- ▶ In 2017, Lebanon ranked 4th worldwide on the Global Ranking for Total Early Stage Entrepreneurial Activity
- ► In 2017, Lebanon ranked 4th worldwide for its Entrepreneurship Impact on Innovation

GLOBAL **RANKING** OF SELECTED COUNTRIES FOR EARLY STAGE ENTREPRENEURIAL ACTIVITY (2017-2018)



Source: GEM Global Report 2017-2018

Note: study based on 54 economies from all regions

TEA: Percentage of adults who started or are running a business up to 3.5 years

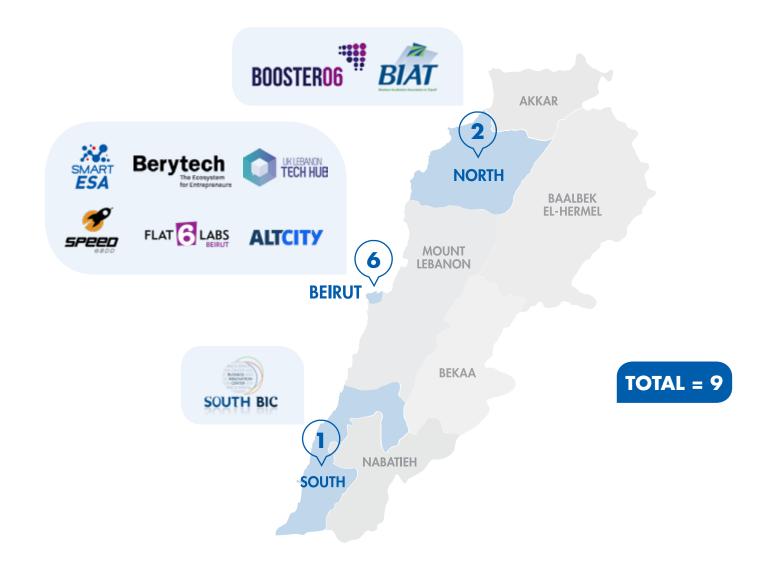
FINANCIAL SUPPORT

- ▶ 8 venture capital firms have operations in Lebanon.
- Central Bank Circular 331 provides up to USD 650 million for Lebanese Bank's equity investment into startups, incubators, accelerators and funds operating in Lebanon.
- ▶ Kafalat provides **financial guarantees** for loans of up to USD 400,000 granted by commercial banks to SMEs.

TECHNICAL SUPPORT

- 9 incubators and accelerators that provide training, technical & financial assistance to new and existing businesses across Lebanon.
- New Business Support Unit (BSU) was launched in 2018 by the Investment Development Authority of Lebanon (IDAL), providing startups with free legal and tax/accounting advice to operate and grow.

...INCLUDING 9 INCUBATORS & ACCELERATORS SPANNING ACROSS THE COUNTRY TO ACCOMODATE LEBANESE YOUTH



LEBANON IS AMONGST THE MOST HOSPITABLE MENA DESTINATION FOR BUSINESS & LEISURE

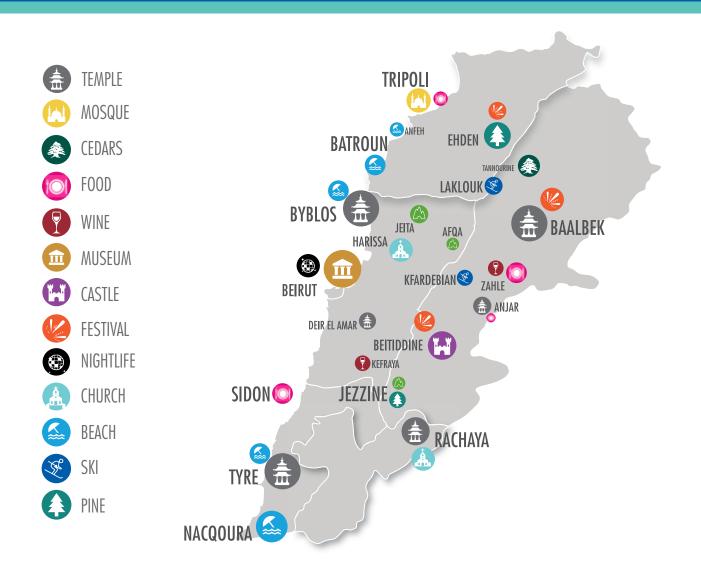
- ▶ A unique landscape: Lebanon is endowed with a unique landscape and a natural heritage and a mild climate that distinguish it from all the neighboring countries.
- ▶ Leisure attractions: Lebanon has been cited by the CNN and the New York Times as the number 1 city in the world for its unique beaches and resorts, and Beirut's vibrant nightlife.
- ▶ Availability of natural resources as an excellent coastline, a wide range of natural attractions, unique historical and archeological sites and a suitable climate.





- ▶ In 2016, Beirut ranked 1st International city for food
- In 2016, **Jbeil** was crowned Arab Tourism Capital
- ▶ In 2013, Beirut made it as one of the Best Top 25 Cities in the World.
- ▶ In 2009, New York Times recommended Beirut as the 1st place to visit in 2009 among 44 places worldwide.
- ▶ 5 Sites Inscribed On The World Heritage List:
 - ANJAR
 - **BAALBEK**
 - **BYBLOS**
 - WADI QADISHA
 - ▶ THE FOREST OF THE CEDARS OF GOD
 - **▶ TYRE**

...AND OFFERS ENDLESS OPPORTUNITIES OF FUN, BEACH, CULTURAL & OUTDOOR ACTIVITIES



HEADLINES

- 1. LEBANON IN FIGURES
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HEALTHCARE TOURISM SECTOR: LEBANON IS EXPECTED TO BE A MAIN ENGINE OF HEALTH TOURISM GROWTH IN THE REGION, GIVEN ITS COMPETITIVE ADVENTAGES

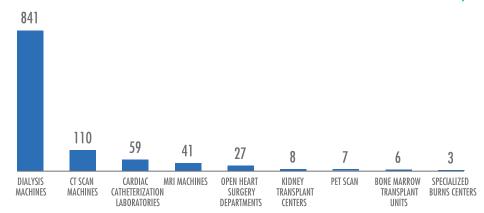
ACCESS TO HUMAN CAPITAL

- ▶ 31 doctors per 10,000 population one of the highest in the world (compared to 28 in the UK & 17 in Turkey)
- ▶ 7 licensed medical schools and more than 18,000 certified physicians
- Multilingual country with high academic profile

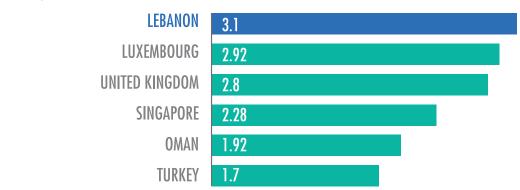
ACCESS TO RESOURCES

- International patients account for 20% of the total number of patients in the hospitals
- ► Has one of the 10 Most Technologically Advanced Hospitals in the world (CMC)
- ▶ Gold Seal of Approval® as JCI-(Joint Commision International) accredited entities such as Bellevue Medical Center(2012), CMC (2009), AUBMC (2007)
- ▶ Ranked 1st among Arab Countries and 32nd out of 163 countries In Bloomberg Global Health Index 2017

DENSITY PER MILLION POPULATION OF HIGH TECH EQUIPMENT (2012)



NUMBER OF PHYSICIANS PER 1,000 POPULATIONIN SELECTED COUNTRIES (2016)



Source: World Bank, 2016

IDAL 2018
INVESTMENT OPPORTUNITIES

OFFERING VARIOUS OPPORTUNITIES TO CATER FOR THE REGION

ACCESS TO MARKETS

- ▶ The Lebanese health expenditure was valued at LBP 549.5 billion in 2012 with total health expenditure per capita amounted to USD 751
- ► Healthcare spending in Lebanon expected to grow at a CAGR of 8%
- ► The MENA healthcare market will be valued at **USD 144** Billion by 2020
- ▶ The MENA market has a geographical advantage in exposing locally-based entrepreneurs to 1 billion people within just a four to six-hour reach
- ▶ The e-Health Market in Middle East and Africa was estimated at USD 7.85 billion in 2016 and is expected to grow at a CAGR of 12.5% during the 2016-2021 period

INVESTMENT OPPORTUNITIES

- Investment opportunities exist in long term stay hospitals which provide medical services mainly in:
- Physical Rehabilitation (Long term rehabilitation)
- ▶ Geriatrics
- Centers for Alternative Medicine
- Specialized Treatment Centers

INFORMATION COMMUNICATION & TECHNOLOGY SECTOR: LEBANON HAS THE POTENTIAL TO BECOME A HUB FOR THE KNOWLEDGE ECONOMY

ACCESS TO RESOURCES

- Incubation & Acceleration: 9 incubators and accelerators provide training technical and financial assistance
- ▶ New Business Parks & Clusters: Developed to host companies in the digital industry
- ▶ Business Support Unit BSU (2018): Provides startups with market information, free legal and tax/accounting advice as well as licensing support
- ▶ Co-working spaces: Serve as a cost-effective alternative to traditional offices (ALKindy, Beirut Digital District, Founders Bei...)
- ▶ Mentorship programs: Provide startups with access to mentors both locally and internationally (LebNEt, Endeavor, Lebanon for entrepreneurs...)

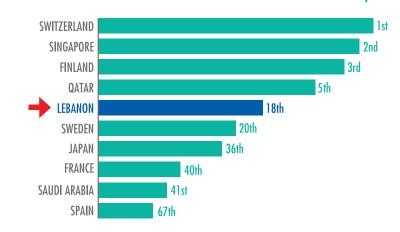
ACCESS TO HUMAN CAPITAL

- Lebanon ranks 18th worldwide for the Quality of its Higher Educational System
- It ranks 4th globally for the Quality of its Math and Science Education

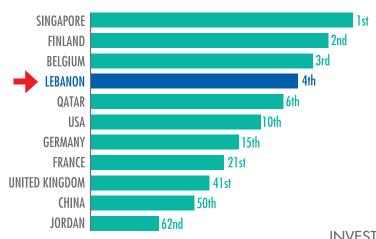
Note: Standing among 137 countries

Source: World Competitiveness Report 2017-2018

OVERALL QUALITY OF EDUCATION SYSTEM (2017)



QUALITY OF MATH & SCIENCE EDUCATION (2017)



INFORMATION COMMUNICATION & TECHNOLOGY SECTOR

ACCESS TO MARKETS

- ▶ The MENA region's ICT spending is expected to reach USD 242 billion by 2019, growing at a CAGR of 4.36% over the 2016-2019 period
- ▶ The African market equally presents promising potential especially for software developers and mobile applications. Sab-Saharan Africa will have the largest increase of mobile penetration (8% points) over the 2017-2025 period
- ► The European market is the third top ICT exports destination for Lebanon with 34.7% of total ICT companies exporting to Europe

ACCESS TO FINANCE

- ▶ IDAL's Tax Incentives: Exemptions on corporate income tax for up to 10 years for local and foreign companies operating in the ICT sector
- ▶ 8 VC firms: Fund for early stage, pre-seed, seed and emerging companies
- Circular 331 by the Central Bank of Lebanon: Up to USD 650 million for Lebanese banks equity investment into startups, incubators, accelerators and funds
- ► **Kafalat:** Financial guarantees for loans up to USD 400,000 granted by commercial banks for SMEs
- ▶ **Telco Fund:** Fund of USD 48 million initiated by MIC that supports startup operating In the ICT sector. Investments in startups start with a value of USD 100,000 and could reach up to USD 2 million.

A NUMBER OF
COMPETITIVE
ADVANTAGES
CHARACTERIZE
THE LOCAL ICT
SECTOR & RESULT
IN A NUMBER
OF BUSINESS
OPPORTUNITIES IN
KEY SUB-SECTORS:

	SUB-SECTOR	OPPORTUNITIES
1	GAMING	Biggest Markets For Gaming: There are increased opportunities for gaming on tablets and smartphones; around 60% of the MENA online population are gamers.
2	E-HEALTH	ETobb and Sohati are the most well-known e-health portals in Lebanon. The MENA health market will be valued at USD144 billion by 2020.
3	AD TECH	Biggest Markets For Ad Tech: Lebanon presents a competitive advantage for the development of ad tech products, especially in three key areas: Mobile, Search, Video
4	ENTERPRISE SOFTWARE AS A SERVICE (SAAS)	Biggest Markets For ENTERPRISE SAAS: CRM/ERP/BPM, Government (public cloud offerings) Advertising (Cloud advertising). By 2019, projections estimate that the Middle East and Africa will have the world's highest cloud traffic growth rate at 41%.
5	MEDIA STREAMING	Biggest Markets For Media Streaming: Online music and video revenues in MENA are expected to grow at a rapid pace, providing opportunities for entrepreneurs in Lebanon.
6	CONSUMER INTERNET (SOCIAL NETWORKS & APPS, SEARCH, CONTENT WEBSITES)	There Is An Especially High Demand For Arabic Content Creation: In 2017, 4.8% of the world internet users are arabic speakers with a penetration rate of 43.8%.
7	FINANCIAL & E-PAYMENT SOLUTIONS	70% of respondents in the Middle East and Africa were ready to use their smartphone to make payments compared with only 38% in Europe.

AGROFOOD SECTOR: LEBANON HAS THE POTENTIAL TO BE A LEADER IN THE F&B INDUSTRY DUE TO THE AVAILABILITY OF HUMAN RESOURCES AND INFRASTRUCTURE TO SUPPORT SMES

ACCESS TO RESOURCES

- ▶ Business Support Unit BSU (2018): Provides startups with market information, free legal and tax/accounting advice as well as licensing support
- ▶ Agritech Incubator (2017): First incubator providing business coaching, technical and financial assistance and industry connections for businesses in the agrotech sector
- ▶ The Agricultural Research Institute of Lebanon (LARI): Conducts applied and basic scientific research for the development of the agriculture and agrofood sectors
- ▶ USAID LIVCD Project: The program aims at improving competitiveness of Lebanese products by providing technical assistance for SMFs

ACCESS TO HUMAN CAPITAL

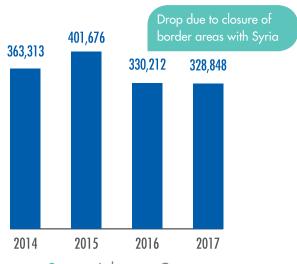
- ▶ Vocational schools specialized in food industry are also available across the country. Lebanon's human capital relies on technical education with a total of 390 technical schools (public and private) mainly concentrated in Mount and North Lebanon
- The sector has an estimated workforce of **20,607** constituting the highest share of the industrial sector total workforce at **25**%

... FACILITATED BY TRADE AGREEMENTS AND AVAILABILTY OF FINANCING

ACCESS TO 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 improved access to markets for Lebanese exports in external markets.

LEBANESE AGROFOOD EXPORTS (Tons I 2017)



Source: Lebanese Customs

ACCESS TO FINANCE

- ▶ IDAL's Incentives: Tax exemptions up to 10 years for local and foreign companies operating in the agrofood sector
- ► Kafalat: Financial guarantees for loans up to USD 400,000 granted by commercial banks for SMEs
- ▶ IDAL's "Agro-Map" Program (2014): Provides exporters with access to foreign market through subsidizing their participation in international fairs
- Economic and Social Fund for Development: Loans up to 50,000 for SMEs in the agrofood sector

WHAT ARE THE OPPORTUNITIES?

1. OLIVE OIL

- Most prominent agrofood Product
- Exports reached **7,703 Tons** in 2017
- Oil productivity between **18 to 25**%
- Opportunities in extra virgin olive oil from new varieties of olive such as Barnea (Senolia), Frantoio



2. DAIRY PRODUCTS

- Large number of players: Liban lait, Dairy Khoury & co, Skaff Dairy, Taanayel les fermes
- Availability of **farming locations** in Bekaa and North Lebanon
- Opportunities in organic dairy products such as flavored milks & dairy snacks



3. WINE

- ▶ 59 wineries of which 47% are located in Mount Lebanon
- Opportunity in wine tourism activities
- Exports stood at **2,266 Tons** in 2017, with UK as amain consumer of Lebanese wine



4. DRIED FRUITS & NUTS

- Exports stood at **196,975 Tons** in 2017
- ▶ 40% of roasteries are located in Mount Lebanon
- Opportunity: Reshape dried fruits & nuts to create higher value and supply regional markets



HEADLINES

Ι.	LEBANON IN FIGURES	

- 2. INVEST IN LEBANON
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THE GOVERNMENT OF LEBANON, THROUGH IDAL, OFFERS INVESTORS A RANGE OF FACILITATION SERVICES AND FISCAL EXEMPTIONS

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





IDAL OFFERS 2 TYPES OF INCENTIVE SCHEMES:

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:

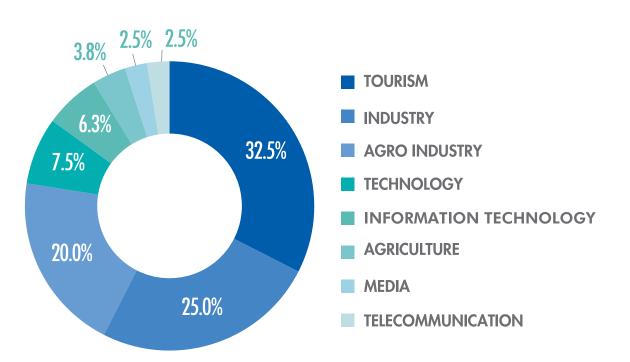
- (1) GEOGRAPHICAL LOCATION ACROSS 3 ZONES: A, B, C
- (2) INVESTMENT SIZE
- (3) SECTOR

INCENTIVES PROVIDED

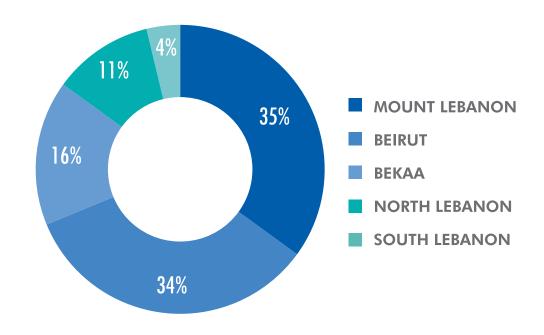
- ▶ Up to 100% tax exemptions for 10 years for projects located in remote areas (Zone C)
- Work Permits granted

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)



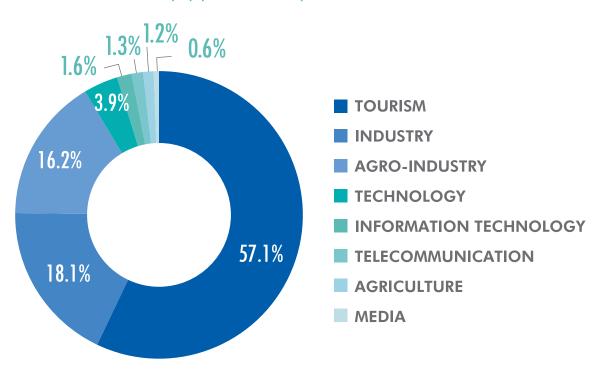
TOTAL: 80

Source: IDAL's Calculations

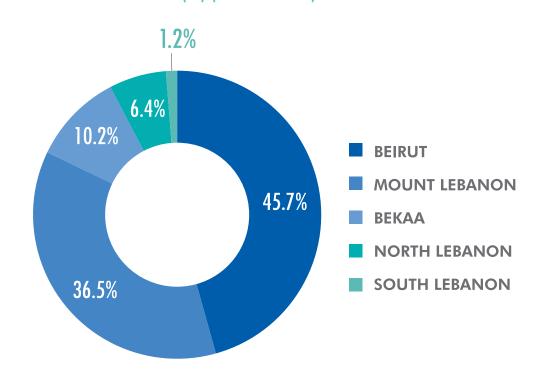


OUR ACHIEVEMENTS: IT HAS CONTRIBUTED TO THE CREATION OF MORE THAN 10,000 JOBS DIRECTLY, THE MAJORITY OF WHICH IN BEIRUT & MOUNT LEBANON





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



TOTAL: 9,769

Source: IDAL's Calculations



CONTACT US

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