

**IDAL**

INVEST IN **LEBANON**

# INVESTMENT OPPORTUNITIES IN **WEST BEKAA** 2017



INVESTMENT DEVELOPMENT  
AUTHORITY OF **LEBANON**

Presidency of the Council of Ministers

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# HEADLINES

## 1. BASELINE ANALYSIS OF THE WEST BEKAA DISTRICT

## 3. INVESTMENT OPPORTUNITIES IN WEST BEKAA

# West Bekaa is one of the 3 Districts of the Bekaa Governorate

LEBANON'S 8 GOVERNORATES



WEST BEKAA DISTRICT IN BEKAA GOVERNORATE



# Strengths & Opportunities of the West Bekaa District

## STRENGTHS

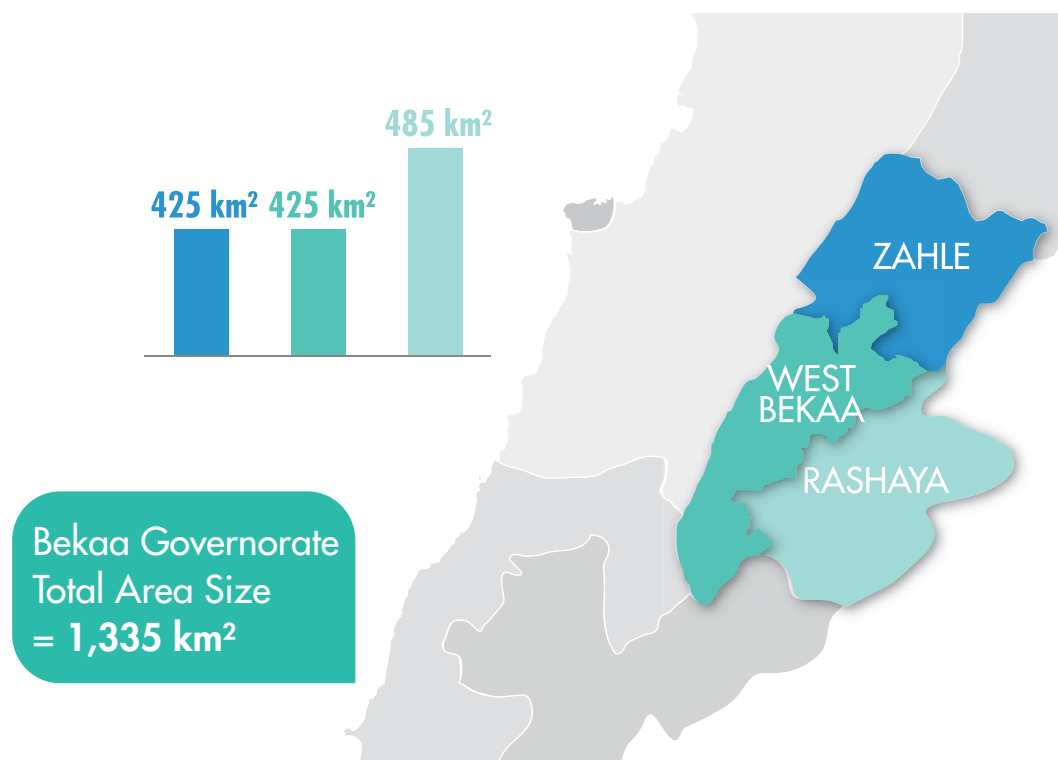
- ▶ One of the best soil qualities in Lebanon
- ▶ One of the major agricultural intensive regions in Lebanon
- ▶ Land is focus on farming activities, but also used for animal farming including beekeeping
- ▶ Abundant water resources with the largest dam in Lebanon
- ▶ Important eco-tourism & summer health destination
- ▶ Important location for Agro-food companies, mainly for wine and dairy production
- ▶ 2 universities with the majority of students graduating in Business or engineering

## OPPORTUNITIES

- ▶ The Agriculture sector generates around **4.7%** of Lebanon's GDP
- ▶ The Agro Food sector is the largest industrial sector in Lebanon accounting for **18%** of total industrial enterprises
- ▶ Total contribution of the tourism sector to GDP was **25.1%** in 2013, the highest rate in the region

West Bekaa is one of the smallest districts of the Bekaa Governorate, with an area of **425 km<sup>2</sup>**, accounting for **32%** of the Governorate's total size...

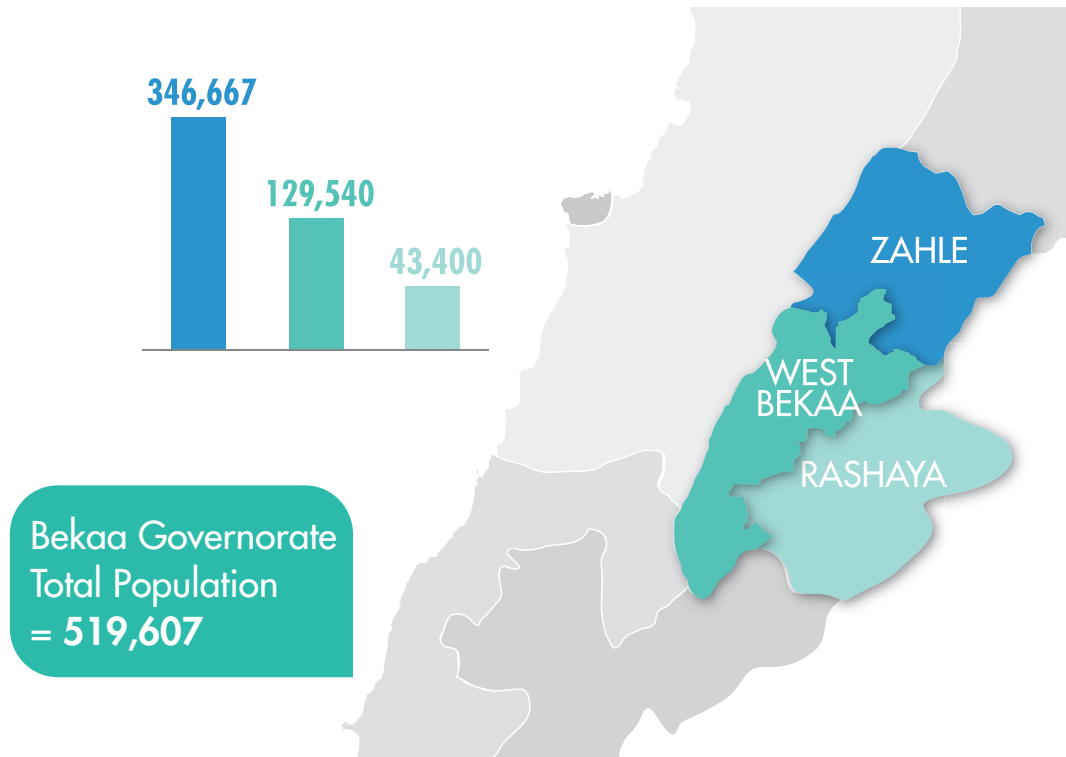
AREA SIZE OF DISTRICTS IN BEKAA GOVERNORATE  
2016



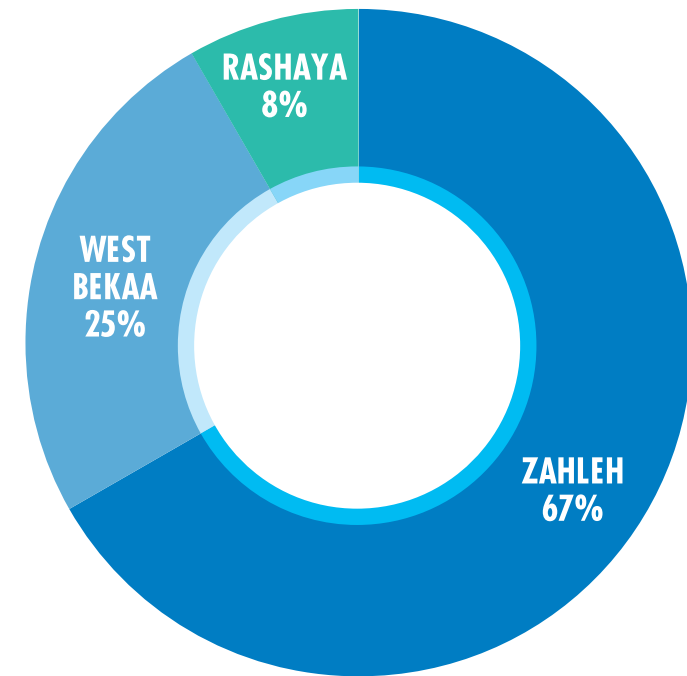
Source: OCHA, Bekaa and Baalbek / Hermel Governorates Profile, 2016

...and is the second most populated district with a population of **129,540**, accounting for **25%** of the Bekaa Governorate's population

MAP OF BEKAA GOVERNORATE  
2016



DISTRIBUTION OF BEKAA GOVERNORATE POPULATION BY DISTRICT  
2016

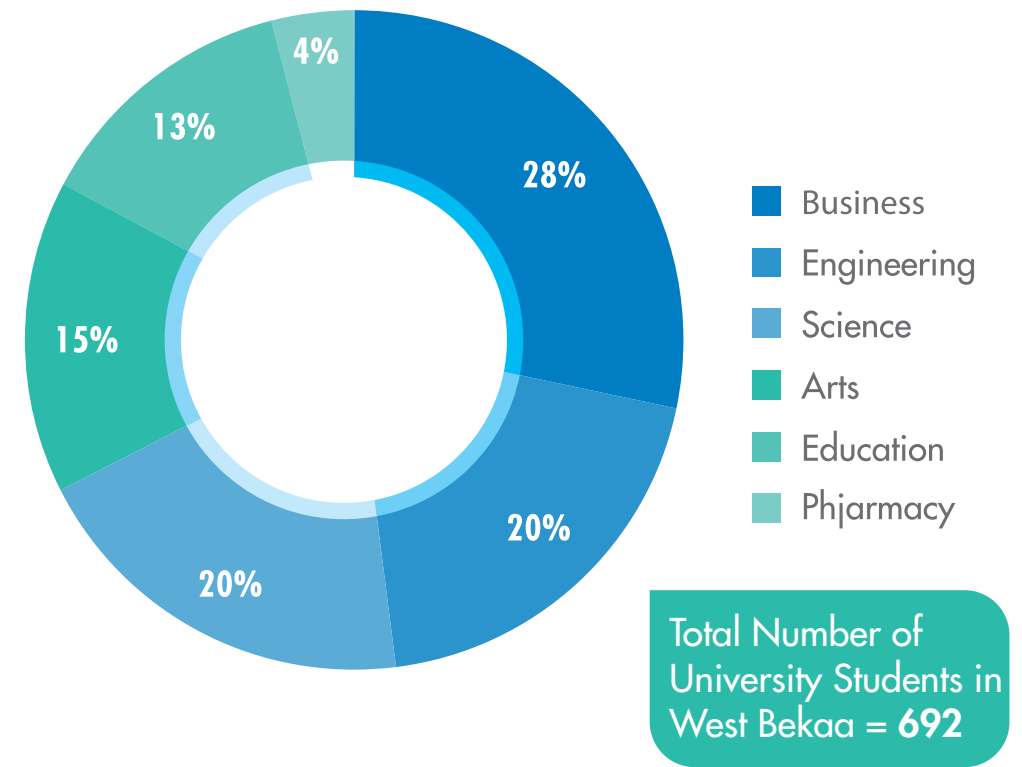


West Bekaa is home to **2** universities offering mainly business & sciences major, with **50%** of students graduating in the fields of business or engineering

#### UNIVERSITIES IN WEST BEKAA



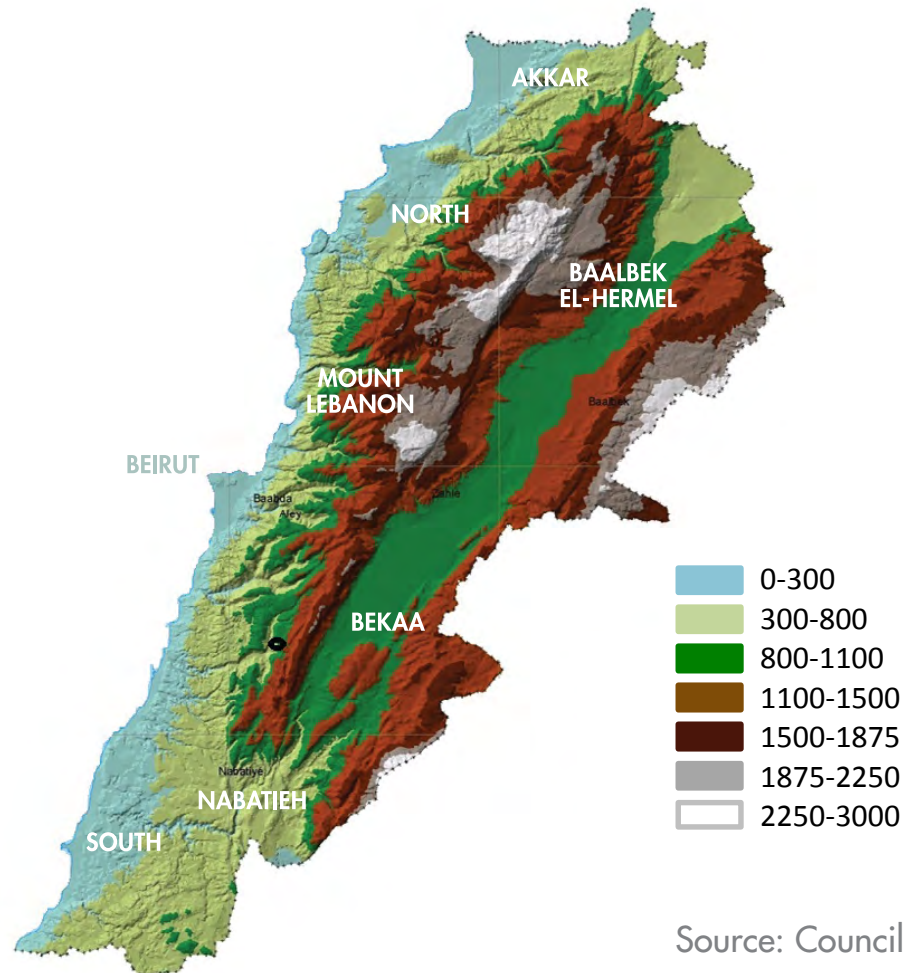
#### DISTRIBUTION OF WEST BEKAA GRADUATES PER MAJOR 2015-2016



Source: LIU, LU West Bekaa Campus

It is situated at an altitude hovering between **800 to 1100 meters** above sea level...

DIGITAL ELEVATION MODEL OF LEBANON



Source: Council for Reconstruction and Development, 2005

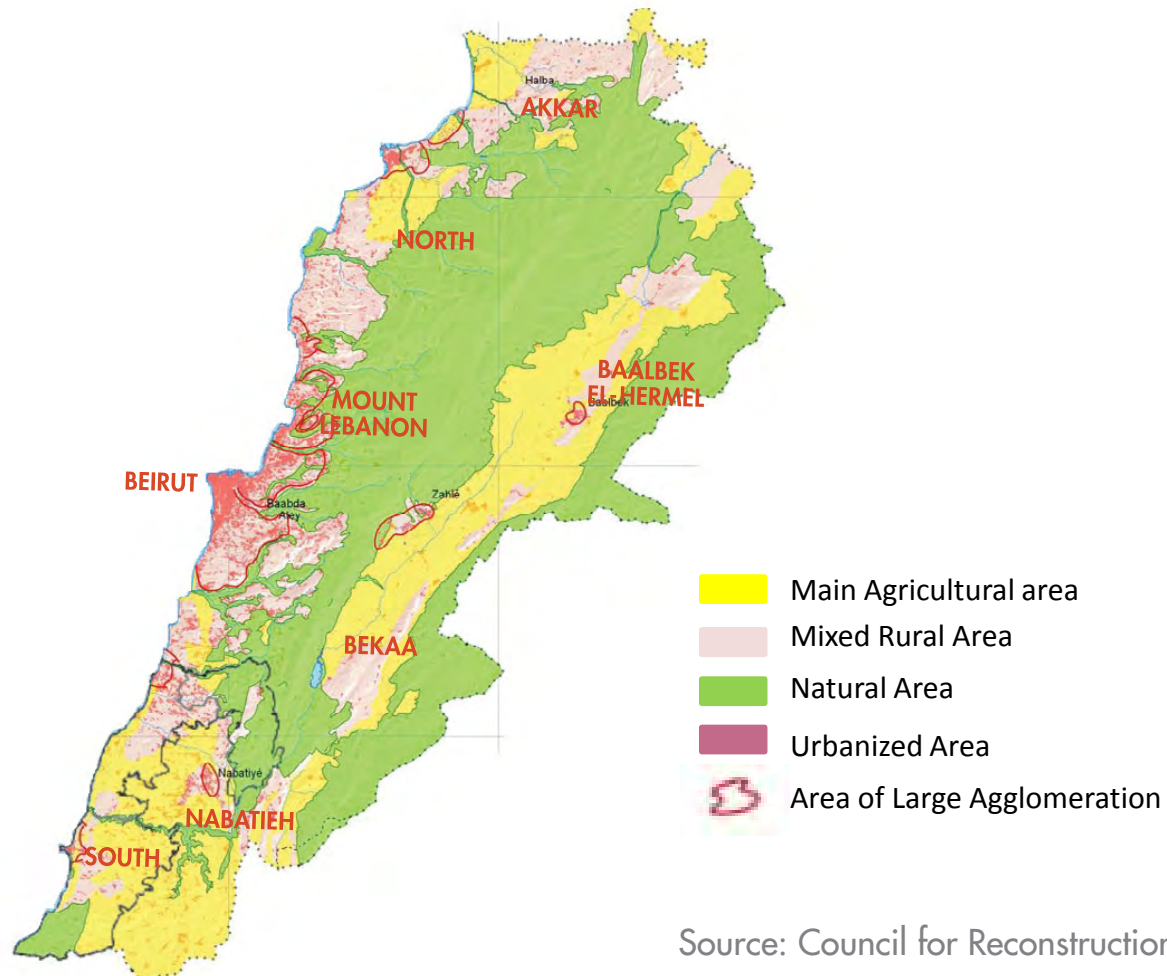
DIGITAL ELEVATION MODEL OF WEST BEKAA



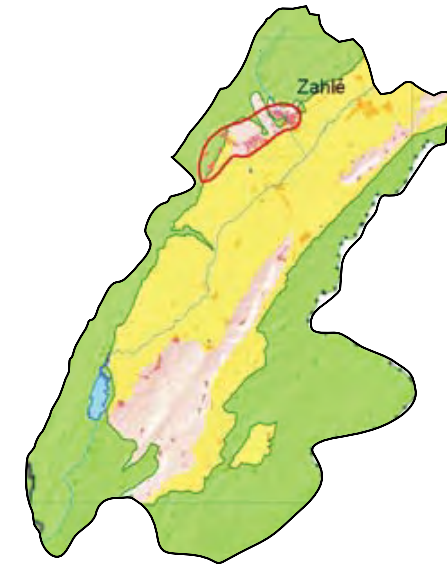


...and is mainly covered in Natural and Main National Agricultural areas...

MAP OF LEBANON'S DOMINANT LAND USE



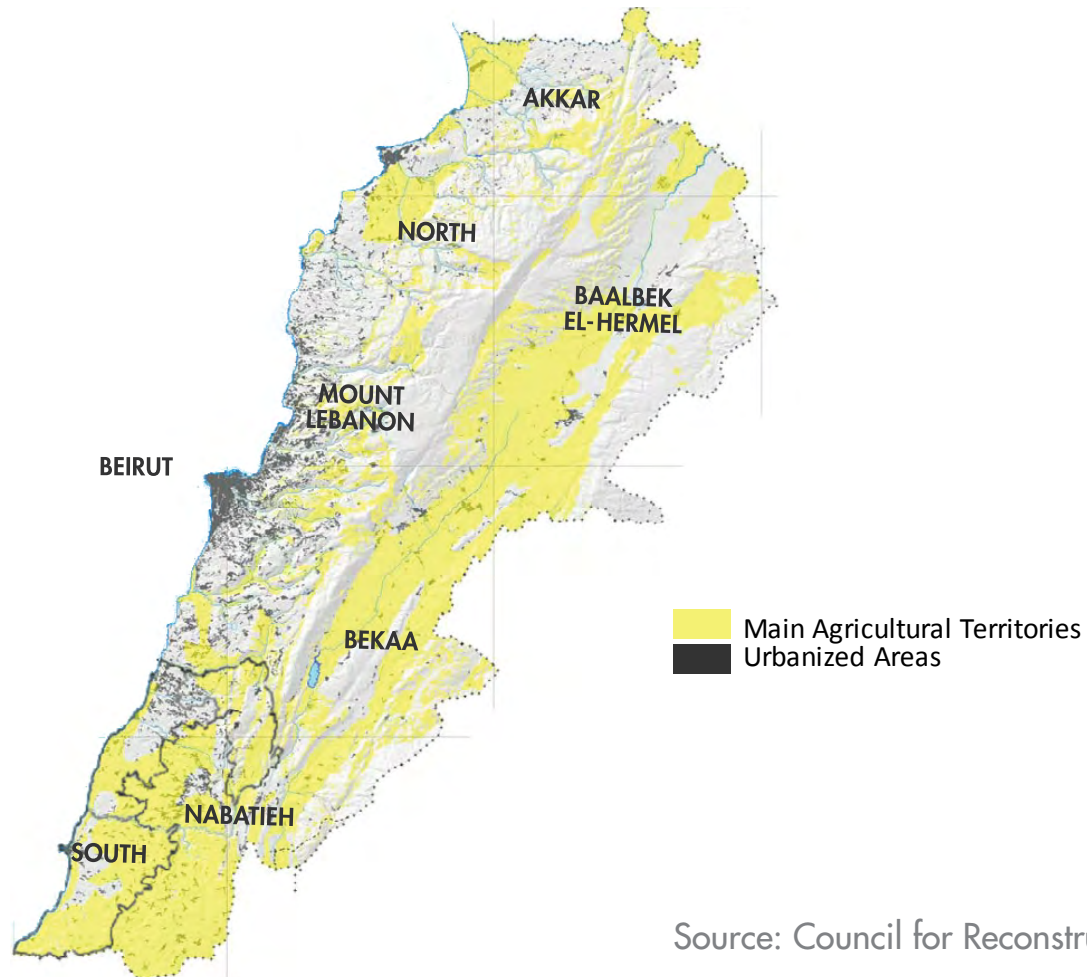
MAP OF WEST BEKAA DISTRICT DOMINANT LAND USE



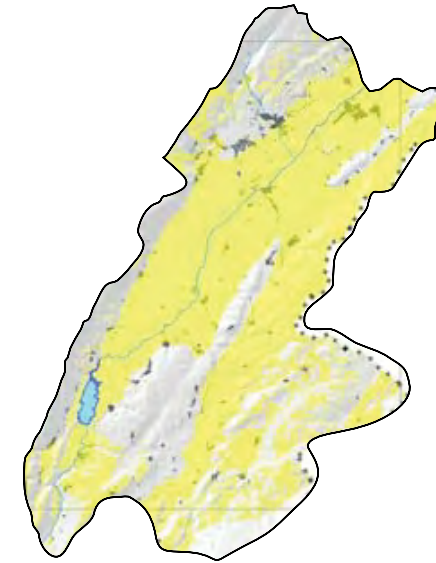
Source: Council for Reconstruction and Development, 2005

...with one of the best soil quality in Lebanon, making it one of the major agricultural intensive regions in the country

MAP OF AGRICULTURAL DOMAIN IN LEBANON



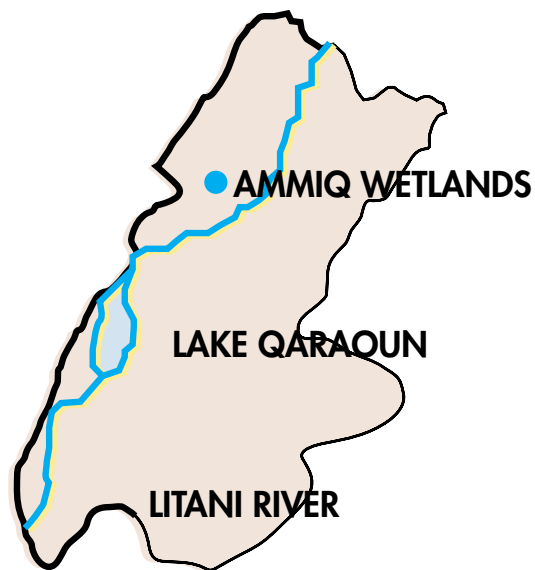
MAP OF AGRICULTURAL DOMAIN IN WEST BEKAA



Source: Council for Reconstruction and Development, 2005

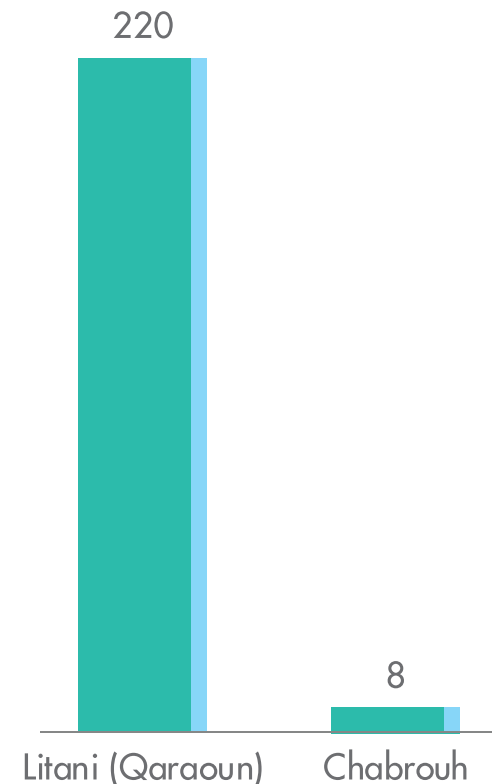
# The district enjoys abundant water resources including the country's largest Dam and wetland, providing abundant water resources for agriculture

WEST BEKAA RIVERS & WATER RESOURCES MAP



Source: Council for Reconstruction and Development, 2005  
The Litani River Authority, 2016

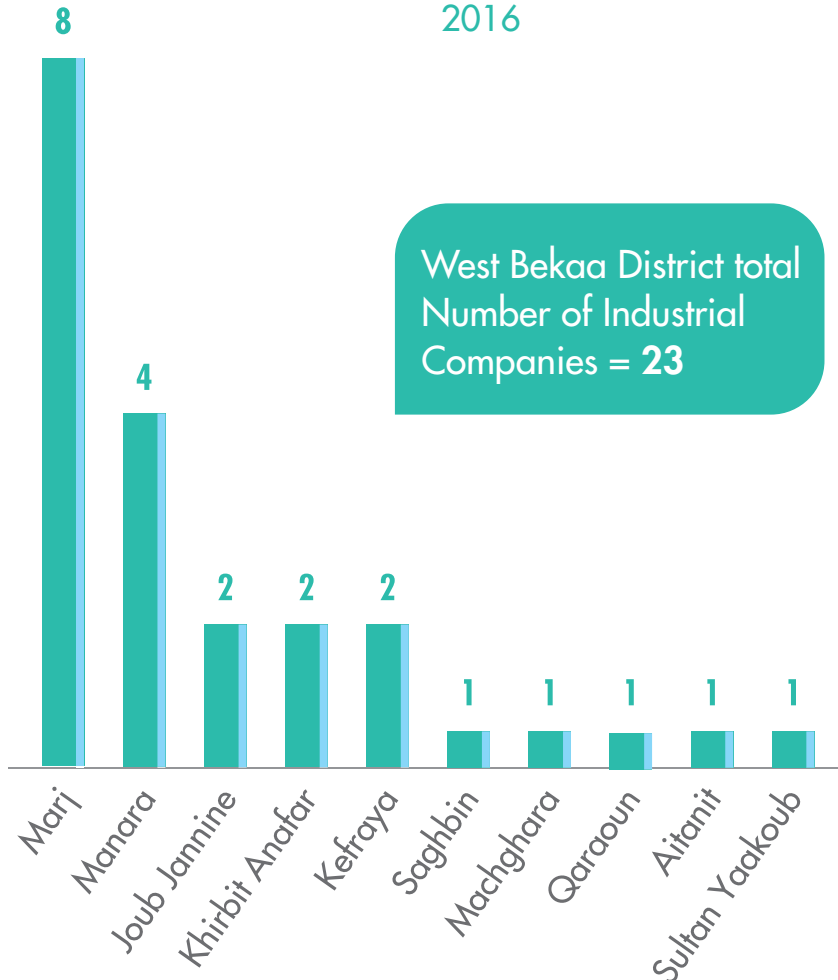
CAPACITY OF DAMS IN LEBANON  
MILLION CUBIC METERS | 2016



# West Bekaa region is home to **23** industrial companies, with the majority located in Marj and Manara...

NUMBER OF COMPANIES BY CITY IN WEST BEKAA

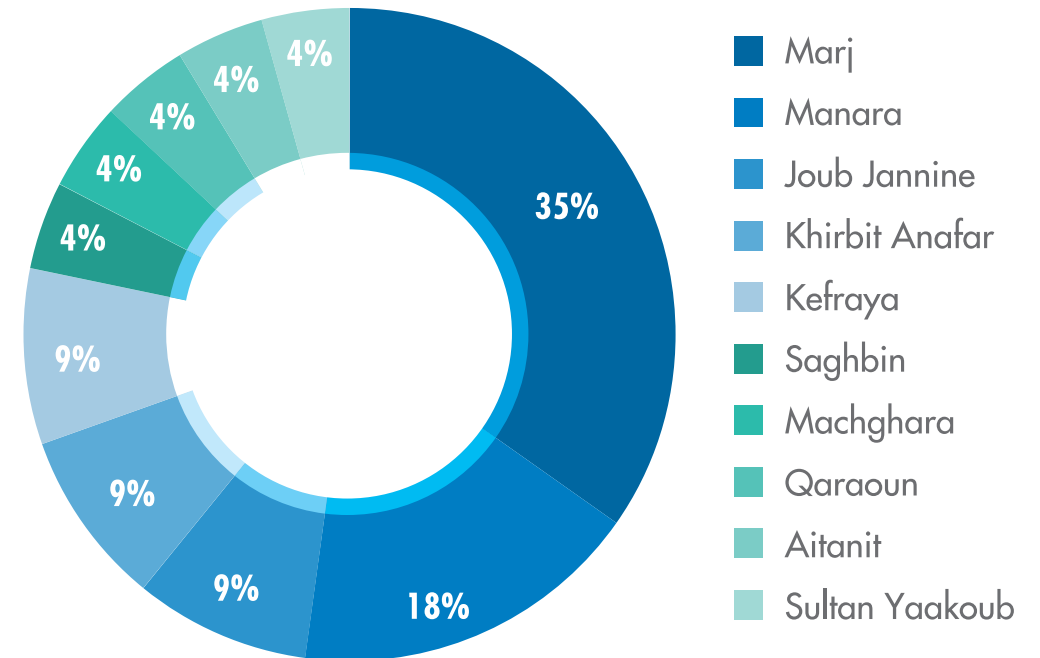
2016



DISTRIBUTION OF INDUSTRIAL COMPANIES BY CITY IN WEST BEKAA

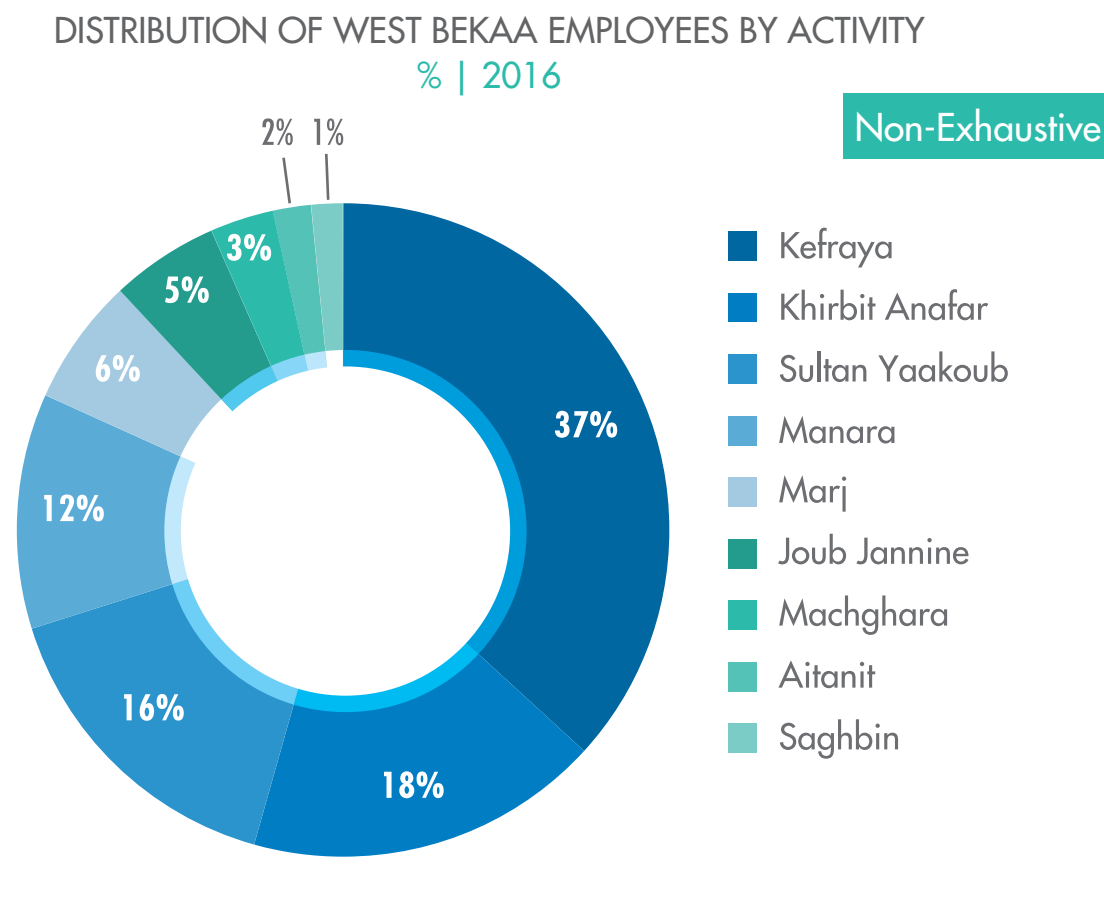
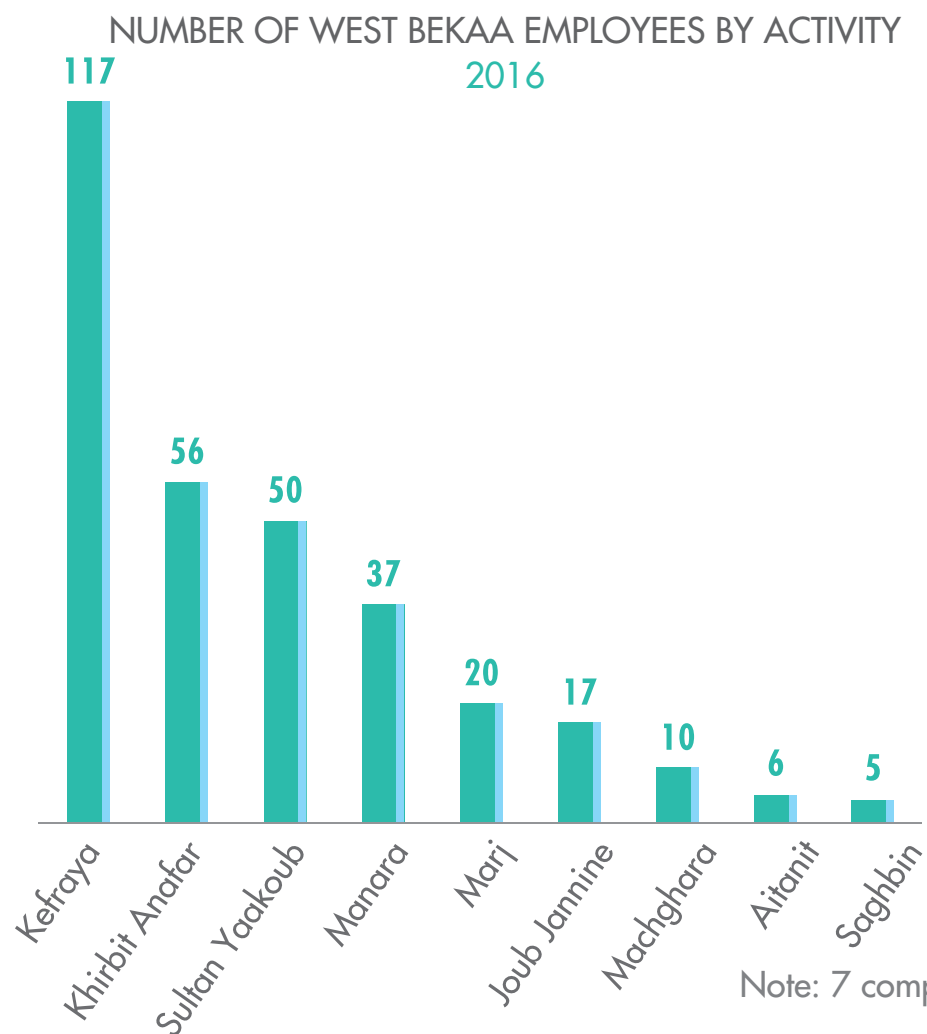
% | 2016

Non-Exhaustive



Source: IDAL Survey, 2016; Industrial Survey 2007

...and more than **55%** of industrial employees working in **Kefraya** or **Khirbit Anafar**

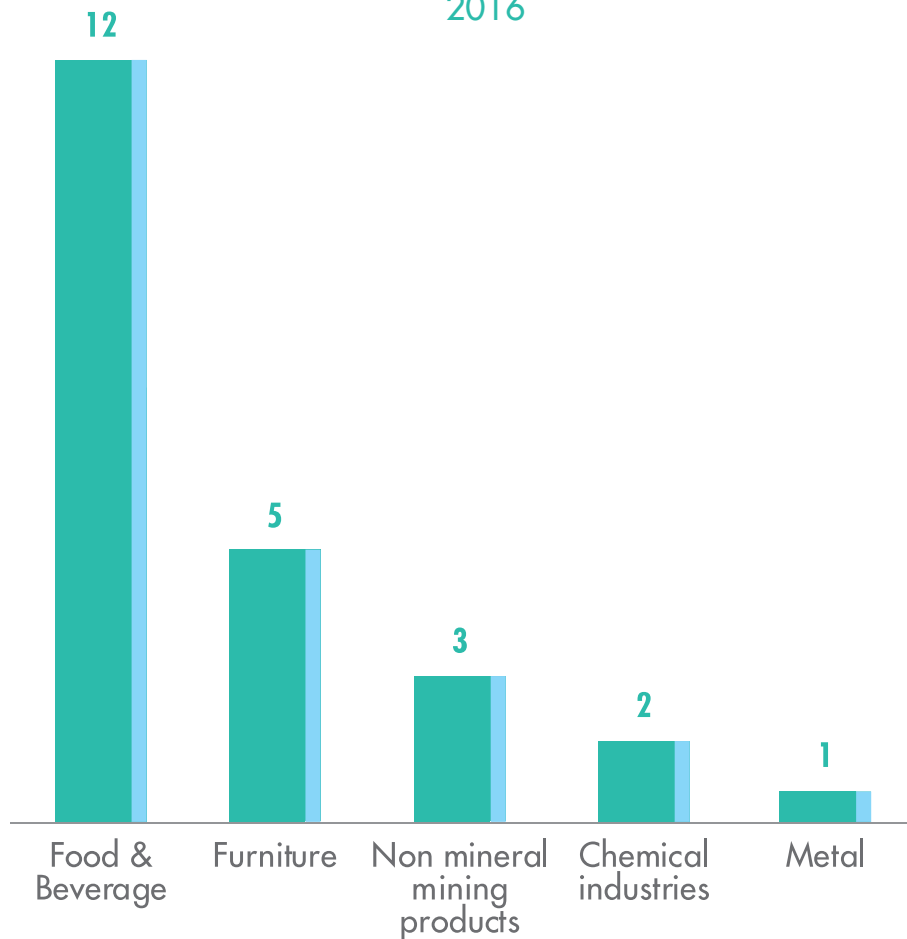


Note: 7 companies did not mention their number of employees  
Source: IDAL Survey, 2016

# Agro-Food & Furniture production are the most common economic activities in the district...

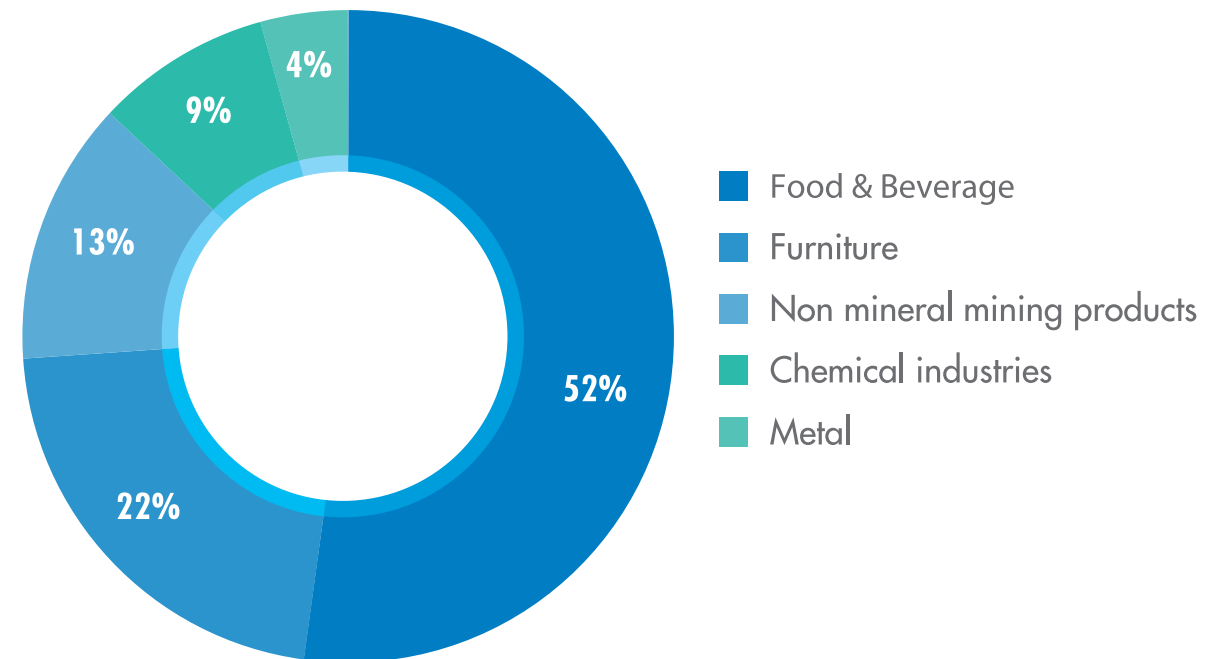
NUMBER OF WEST BEKAA COMPANIES BY SECTOR

2016



DISTRIBUTION OF WEST BEKAA COMPANIES BY SECTOR

% | 2016

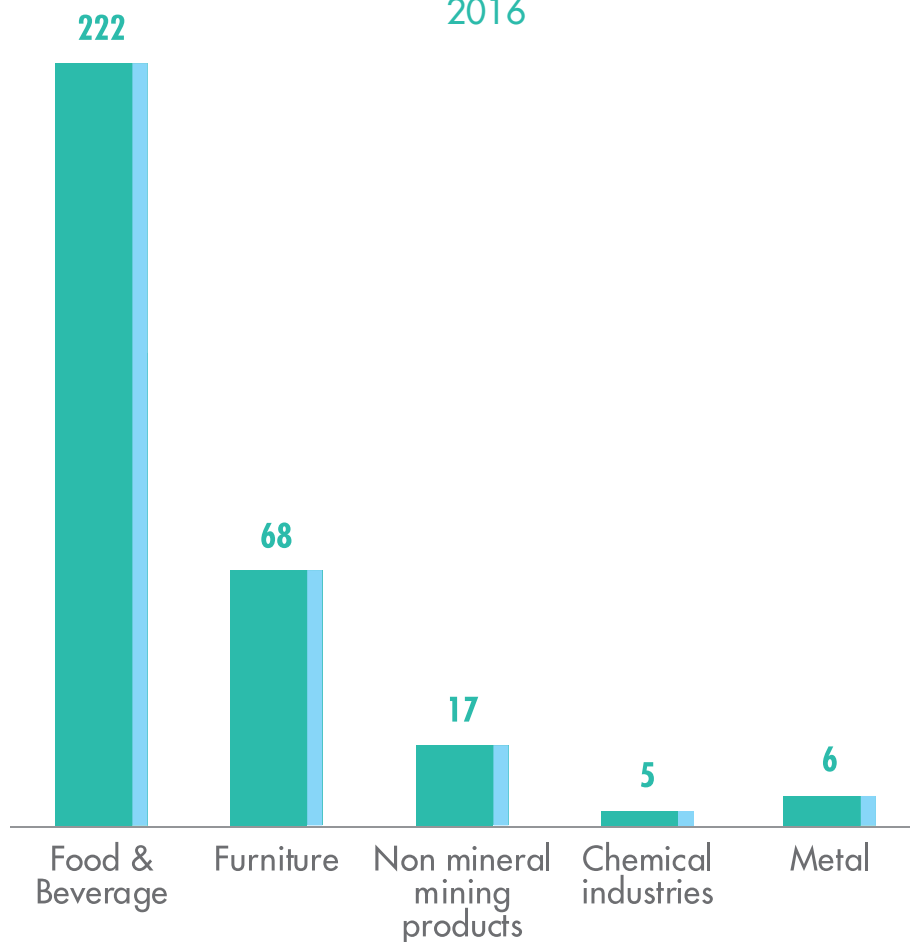


Source: IDAL Survey, 2016, Chamber of Commerce, Industry, & Agriculture, Zahle & the Bekaa

...with more than **90%** of employees concentrated in these **2** sectors

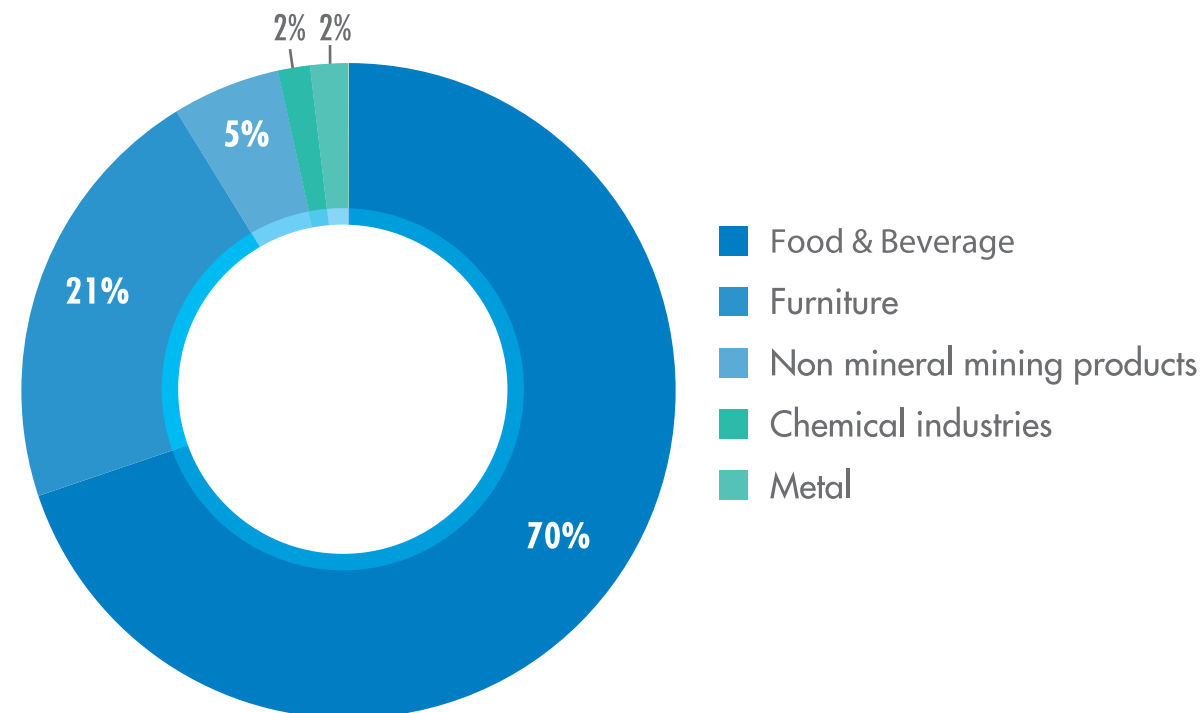
NUMBER OF EMPLOYEES BY SECTOR IN WEST BEKAA

2016



DISTRIBUTION OF WORKFORCE BY SECTOR IN WEST BEKAA

% | 2016

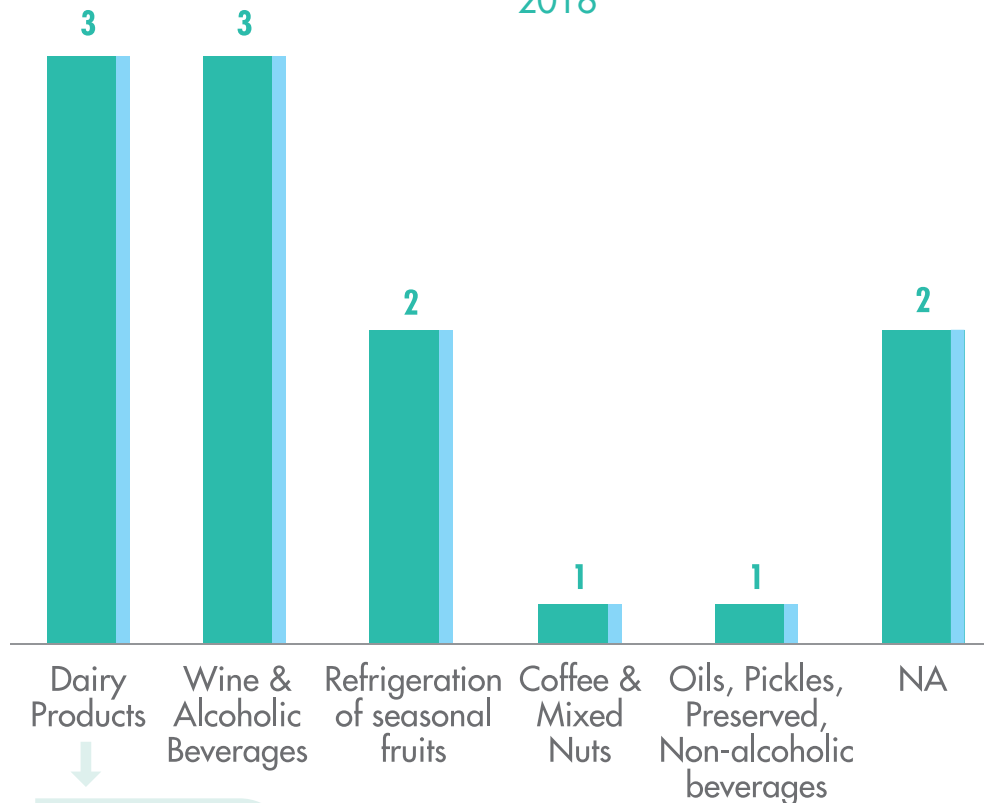


Note: 7 companies did not mention their number of employees  
Source: IDAL Survey, 2016

# The West Bekaa is seeing an increasing concentration of **Dairy & Wine factories** given the competitive advantages of the region

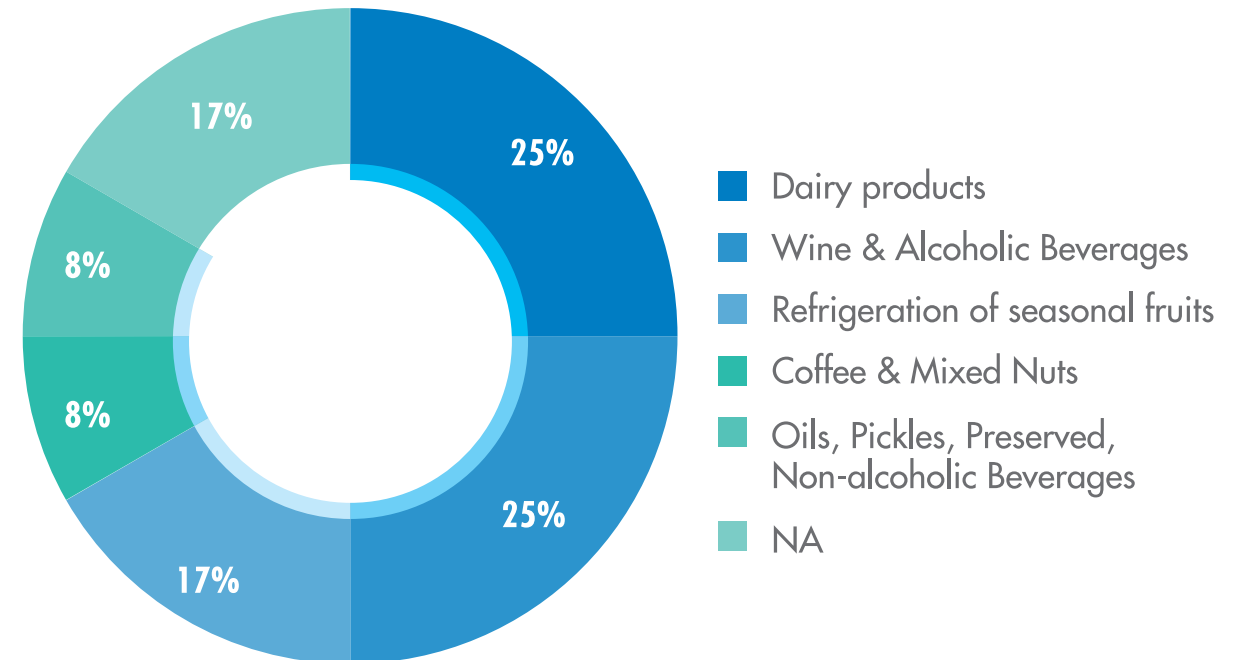
NUMBER OF AGRO-FOOD COMPANIES BY ACTIVITY IN WEST BEKAA

2016



DISTRIBUTION OF AGRO-FOOD COMPANIES BY ACTIVITY IN WEST BEKAA

% | 2016

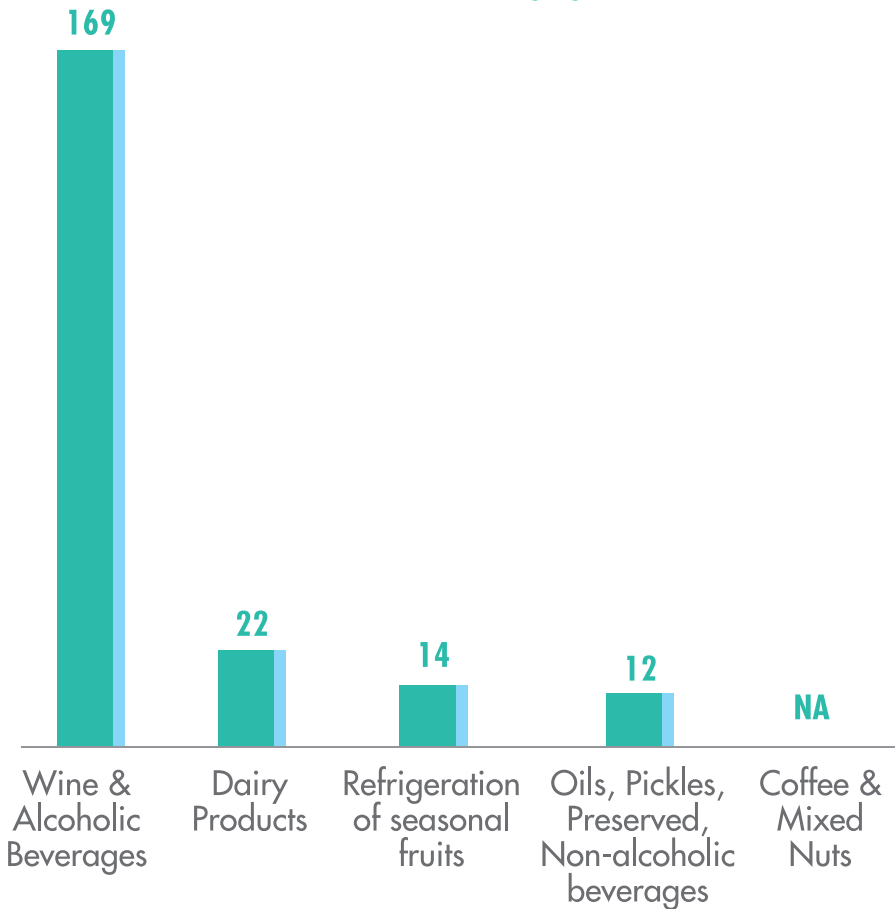


Note: 4 agro food companies did not mention their number of employees or their activity  
Source: IDAL Survey, 2016

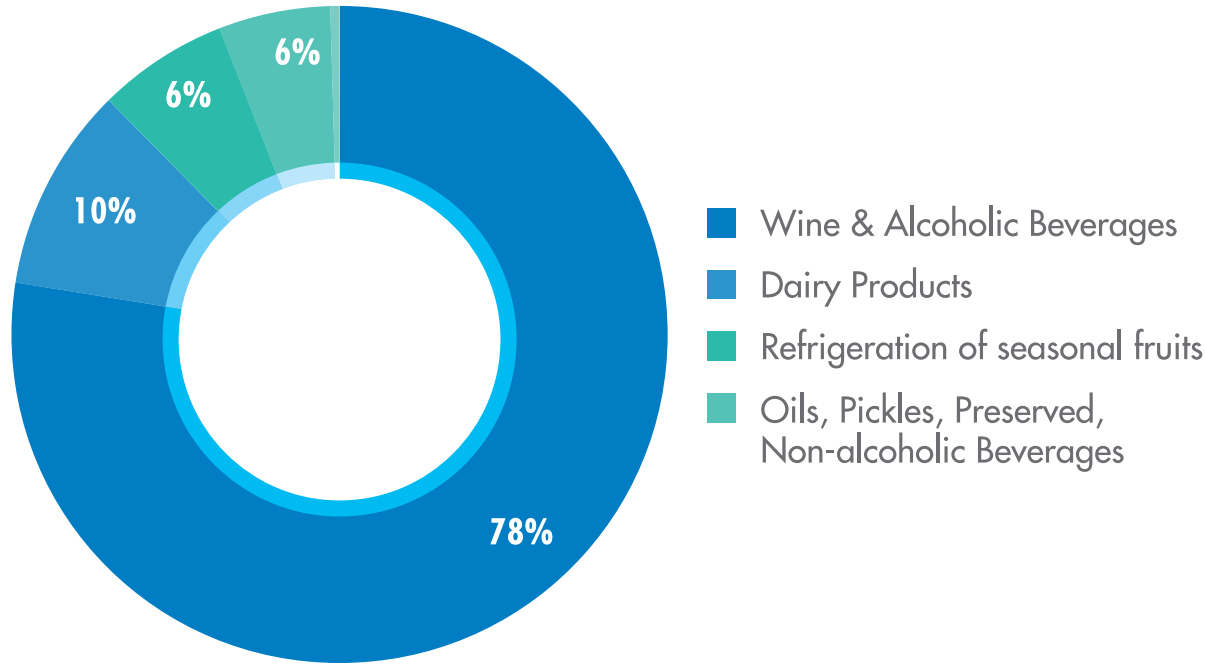


...making these industrial sectors amongst the largest employers in the area

NUMBER OF AGRO-FOOD EMPLOYEES BY ACTIVITY IN WEST BEKAA  
2016



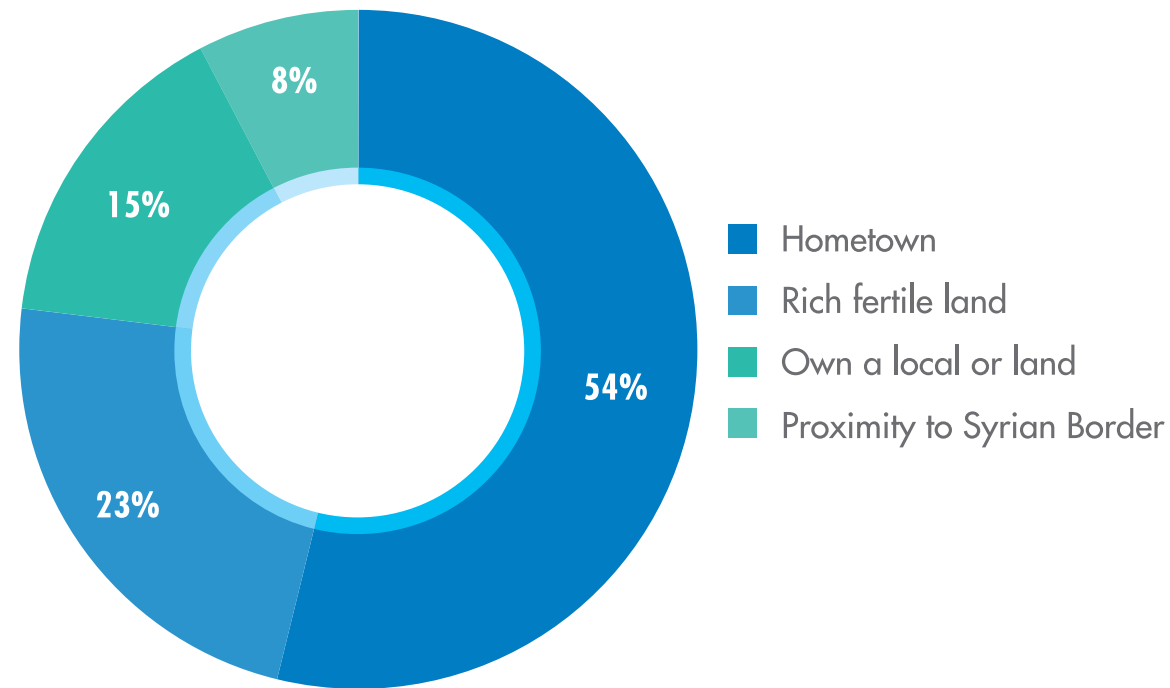
DISTRIBUTION OF AGRO-FOOD EMPLOYEES BY ACTIVITY IN WEST BEKAA  
% | 2016



Note: 4 agro food companies did not mention their number of employees or their activity  
Source: IDAL Survey, 2016

The West Bekaa is an appealing investment destination for natives from the area, thus providing an opportunity for increasing diaspora investments

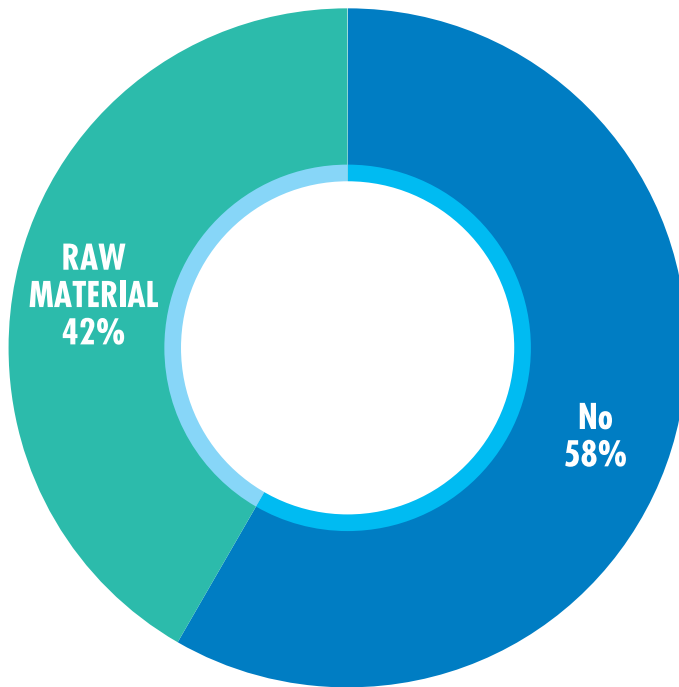
REASON FOR STARTING AN COMPANY IN WEST BEKAA\*  
% | 2016



Note: \*Survey from 10 companies  
Source: IDAL Survey, 2016

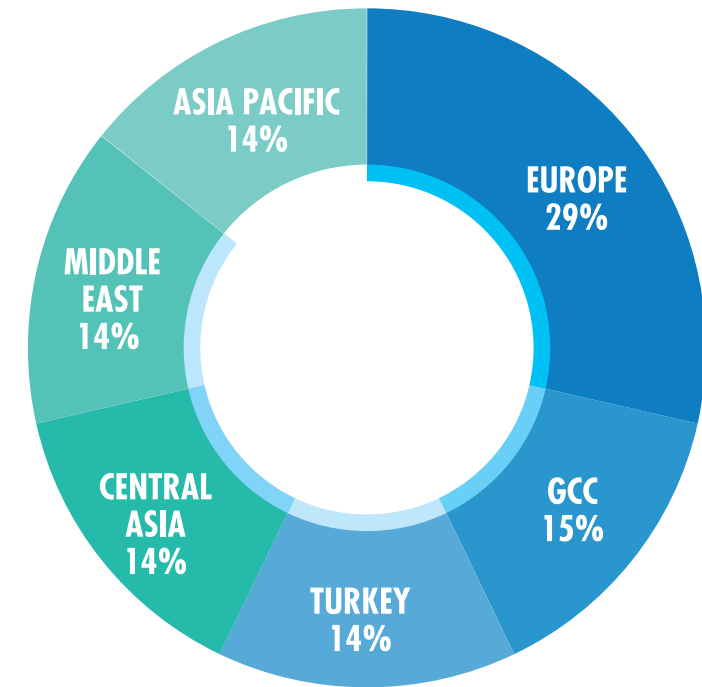
# The majority of industrial companies in the district import some raw materials, mainly from Europe, the GCC, and Turkey

COMPANIES THAT IMPORT PRODUCTS IN WEST BEKAA\*  
% | 2016



MAIN IMPORT DESTINATIONS OF COMPANIES IN WEST BEKAA\*  
% | 2016

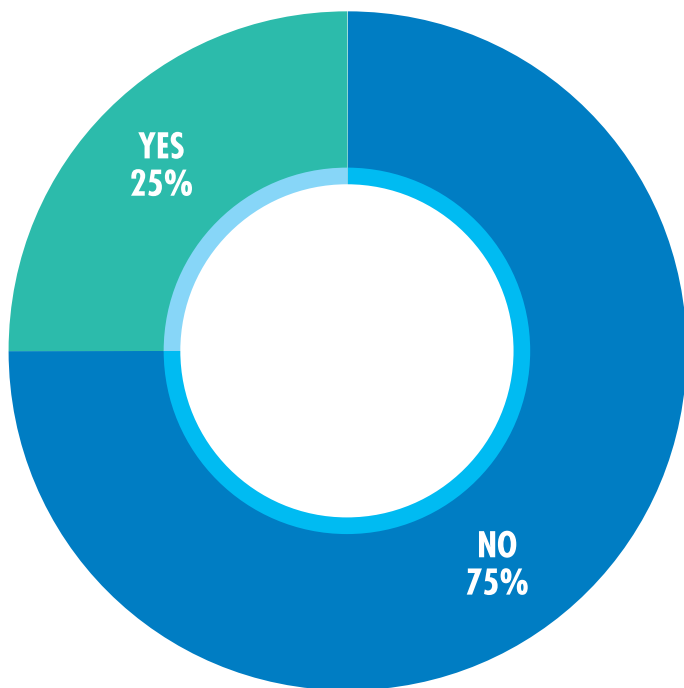
Non-Exhaustive



Note: \*Survey from 10 companies  
Source: IDAL Survey, 2016

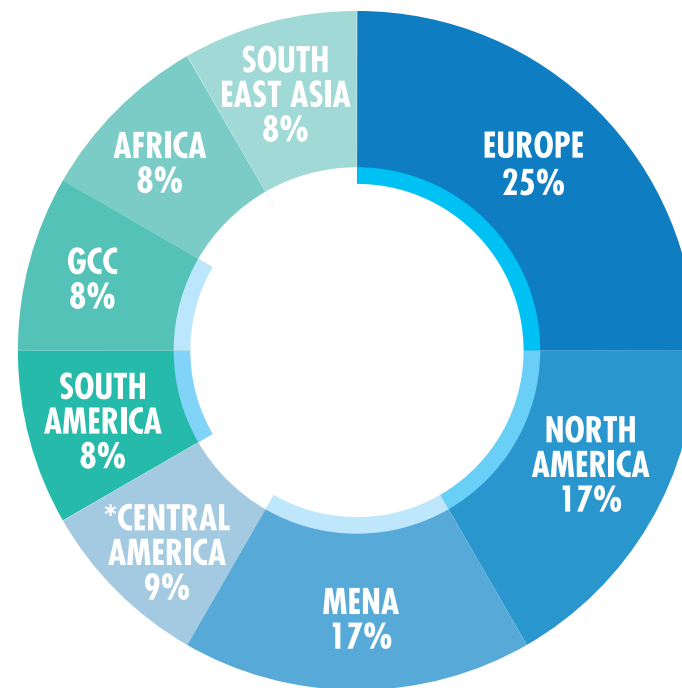
However only **25%** of industrial companies export their products (mainly to Europe), thus presenting an opportunity to improve the export requirements & certifications of companies

COMPANIES THAT EXPORT THEIR PRODUCTS IN WEST BEKAA\*  
% | 2016



MAIN IMPORT DESTINATIONS OF COMPANIES IN WEST BEKAA\*  
% | 2016

Non-Exhaustive



Note: \*Survey from 10 companies  
Source: IDAL Survey, 2016

# HEADLINES

I. BASELINE ANALYSIS OF THE WEST BEKAA DISTRICT

2. INVESTMENT OPPORTUNITIES IN WEST BEKAA

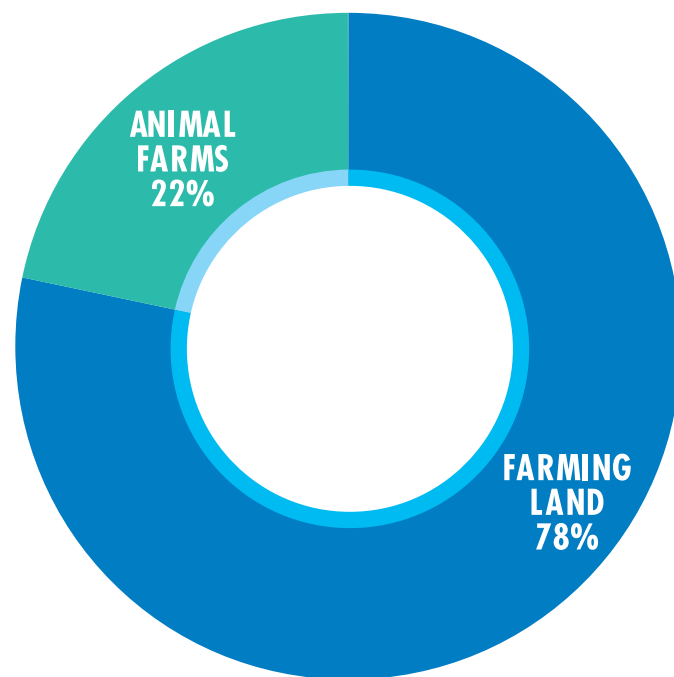
# The diversification of the West Bekaa district results in a number of investment opportunities in key sectors

1	AGRICULTURE	Investment opportunities in olives, raisins and other fruits
2	AGRO-FOOD	Investment opportunities in Canned Foods / Olive Oil Goat Dairy Products / Wine Production
3	TOURISM	Investment opportunities in eco-tourism and summer health

1

The West Bekaa agricultural regions span across an area of **16,818** ha divided in **4,818** agricultural holdings, **76%** of which are exclusively used for farming activities...

DISTRIBUTION OF AGRICULTURAL HOLDINGS PER ACTIVITY IN WEST BEKAA  
% | 2010



**2,716** agricultural lands used solely for farming activities

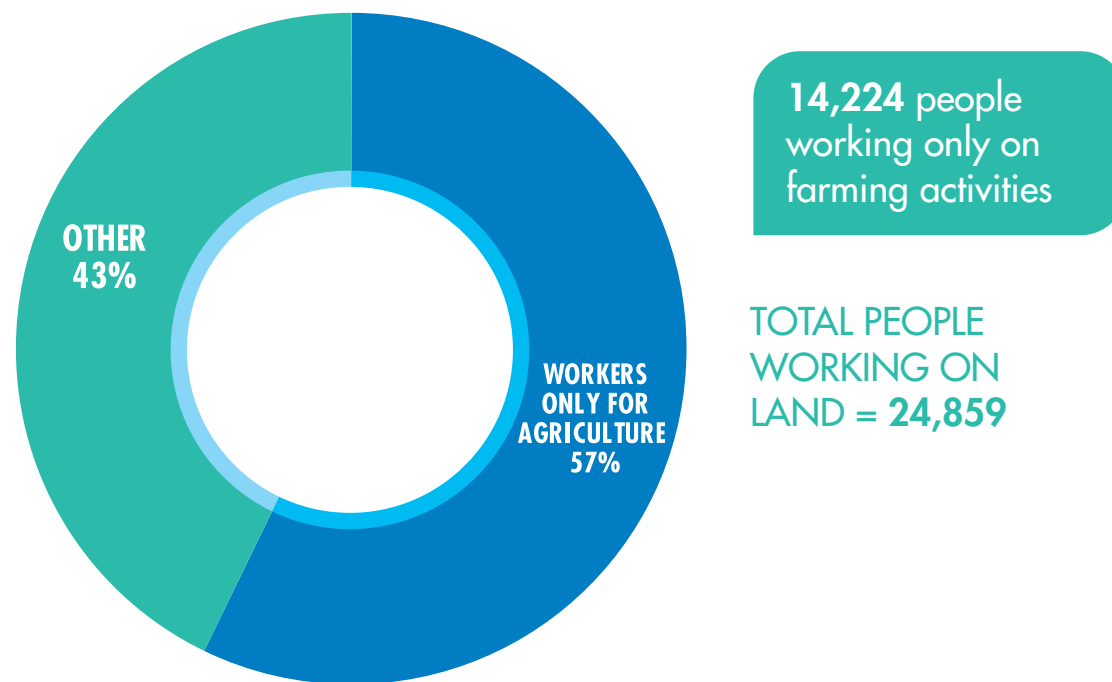
TOTAL AGRICULTURAL LAND SIZE = **16,818** HECTARES

TOTAL NUMBER OF AGRICULTURAL HOLDING = **4,818**

Source: Latest available data, Ministry of Agriculture, 2010

# 1 ...with around 60% of agricultural workers performing only farming activities...

DISTRIBUTION OF AGRICULTURAL WORKERS BY ACTIVITY IN WEST BEKAA  
% | 2010



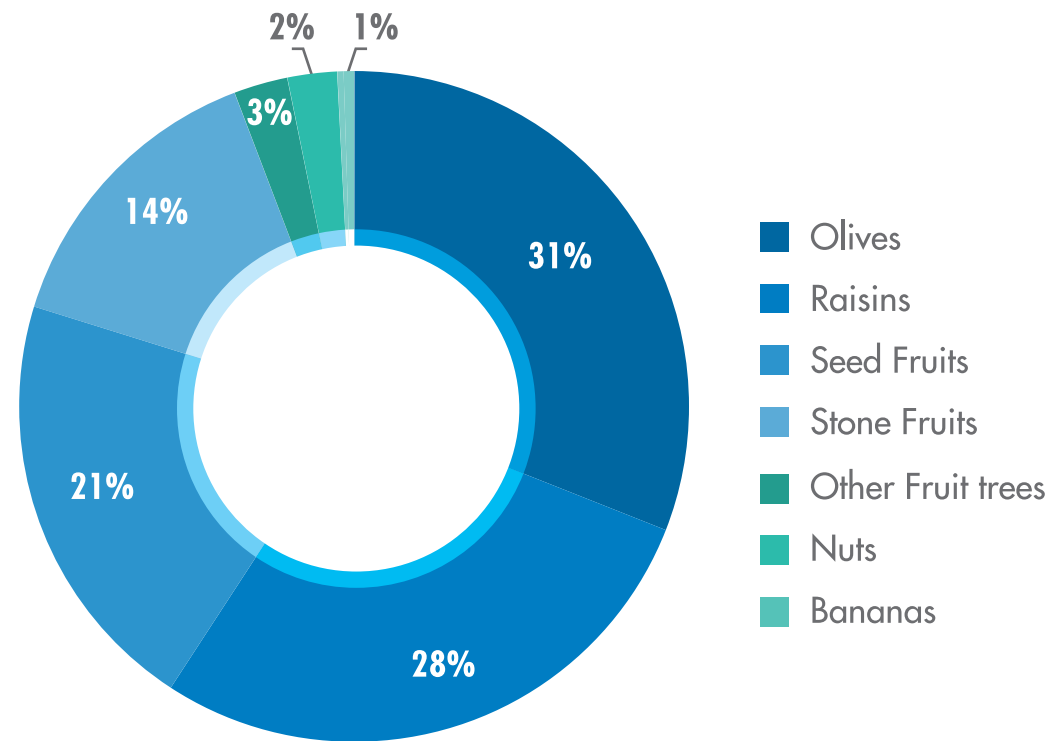
Source: Latest available data, Ministry of Agriculture, 2010



1

...and more than **90%** of permanent agricultural land is used for the production of olives, raisins, and seed and stone fruits

WEST BEKAA PERMANENT AGRICULTURE BY TYPE OF PRODUCTION  
% | 2010

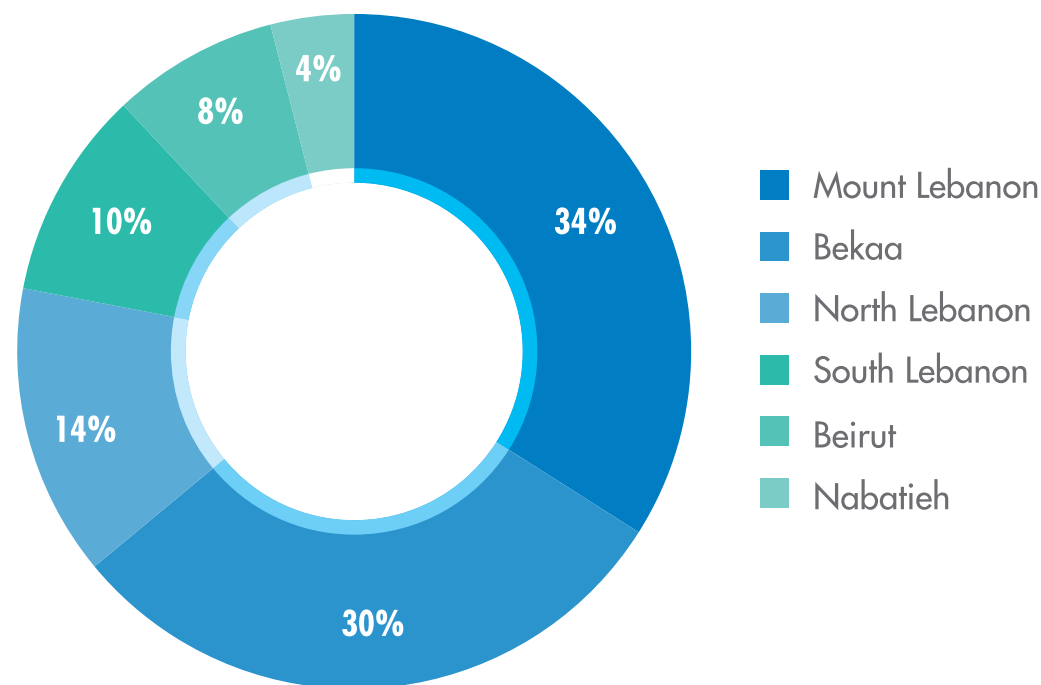


Source: Latest available data, Ministry of Agriculture, 2010

2

The intensive agricultural activities present ample opportunities for Agro-Food producers with **30%** of total agro-food establishments located in the Bekaa

DISTRIBUTION OF AGRO FOOD ESTABLISHMENTS BY REGION IN LEBANON  
% | 2016

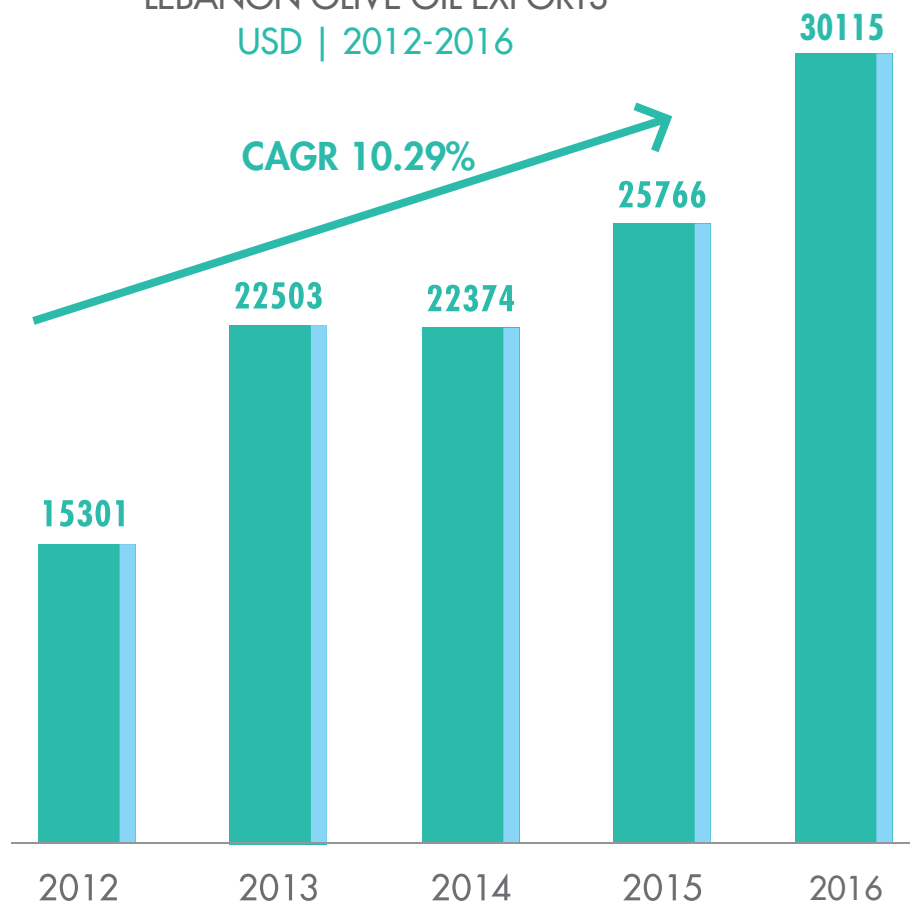


Source: The Directory of Exports and Industrial Firms in Lebanon, 2015-2016

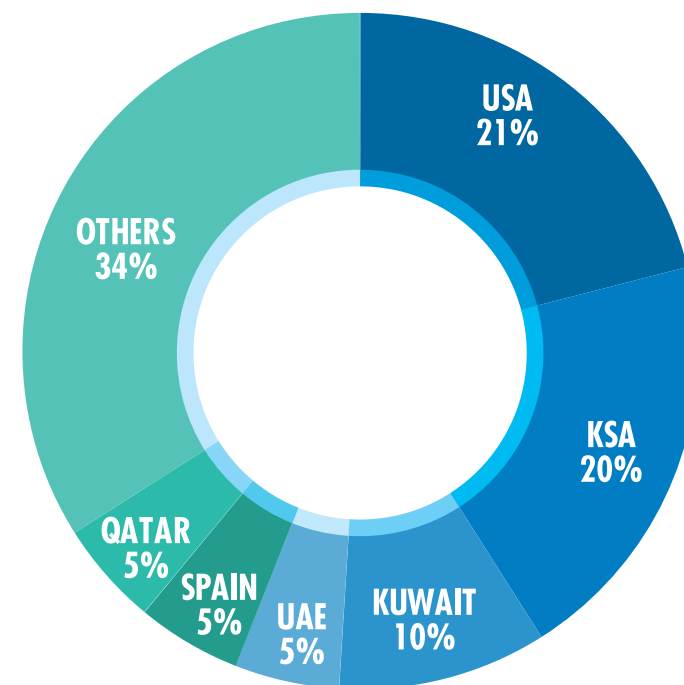
2

Olive oil is amongst the most prominent Lebanese agro-industrial products with a high export potential...

LEBANON OLIVE OIL EXPORTS  
USD | 2012-2016



TOP DESTINATIONS OF LEBANESE OLIVE OIL EXPORTS  
% | 2015

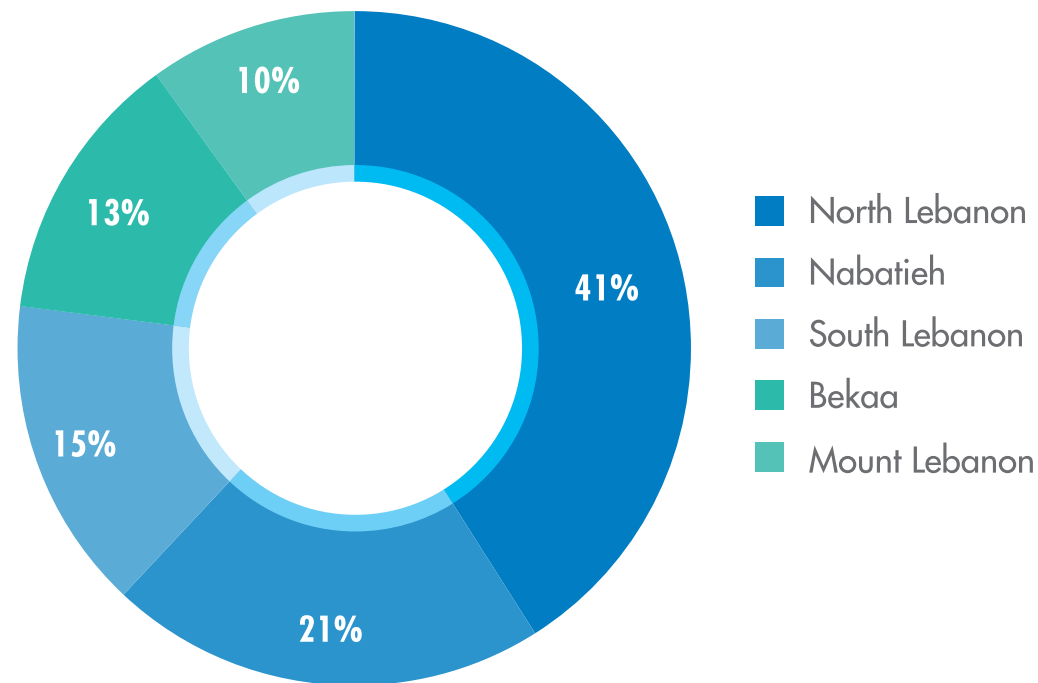


Source: Lebanese Customs, 2015

2

...and **13%** of harvested Olive trees in Lebanon are in the Bekaa region, presenting important investment opportunities

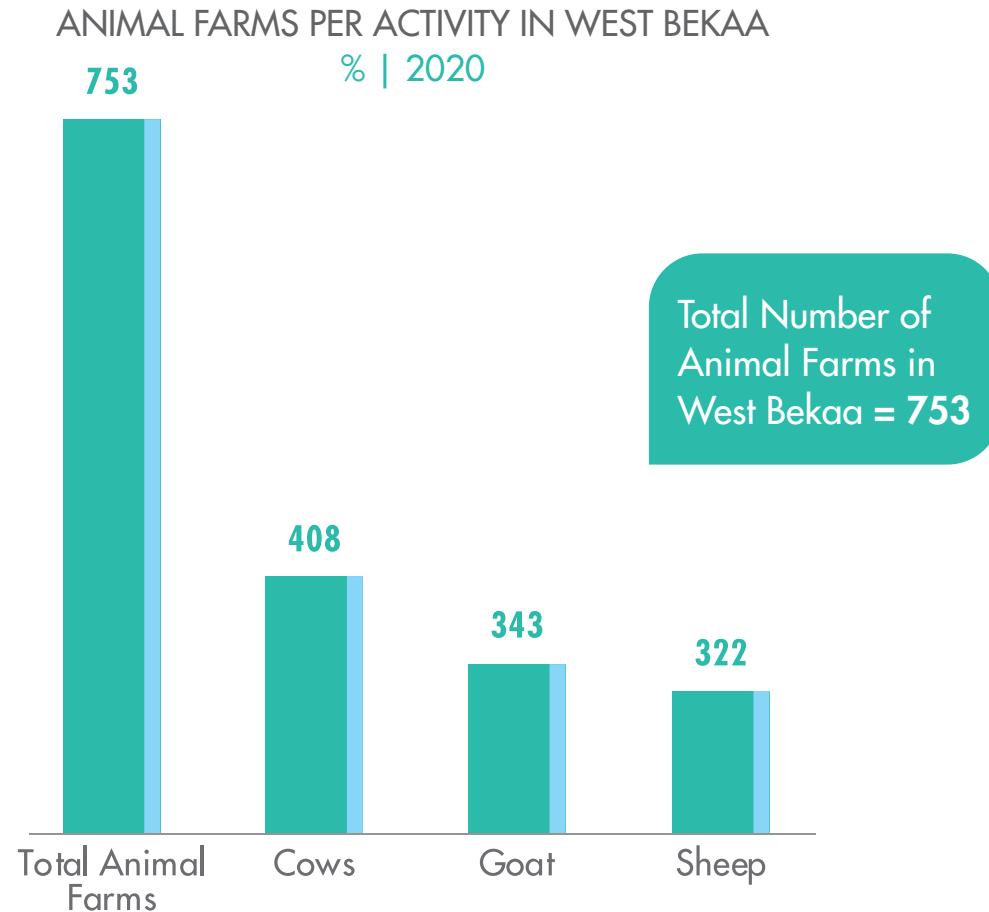
DISTRIBUTION OF OLIVE TREES IN LEBANON BY HARVESTED AREA  
% | 2010



Note: Latest Available Data  
Source: Ministry of Agriculture, 2010

2

There are **753 animal farms** in West Bekaa, with more than **50%** of them raising cows...



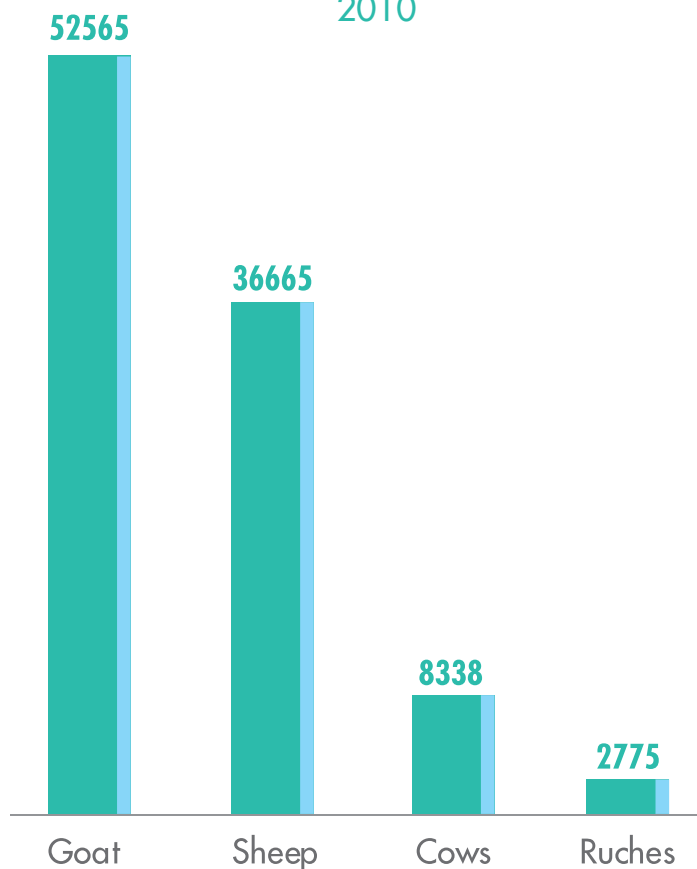
Note: (1 holding can have a number of different activities)  
Source: Latest available data, Ministry of Agriculture, 2010

2

...however goats account for more than **50%** of the total West Bekaa animal headcount

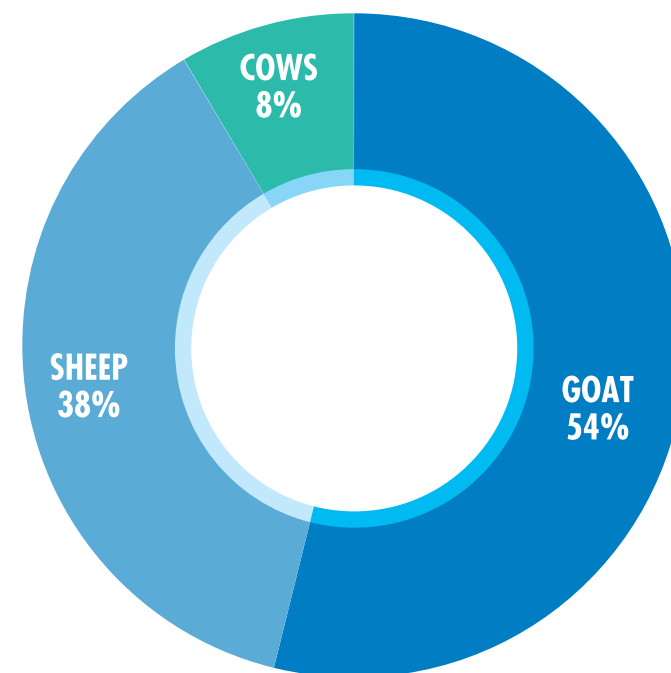
NUMBER OF ANIMAL HEADS IN WEST BEKAA

2010



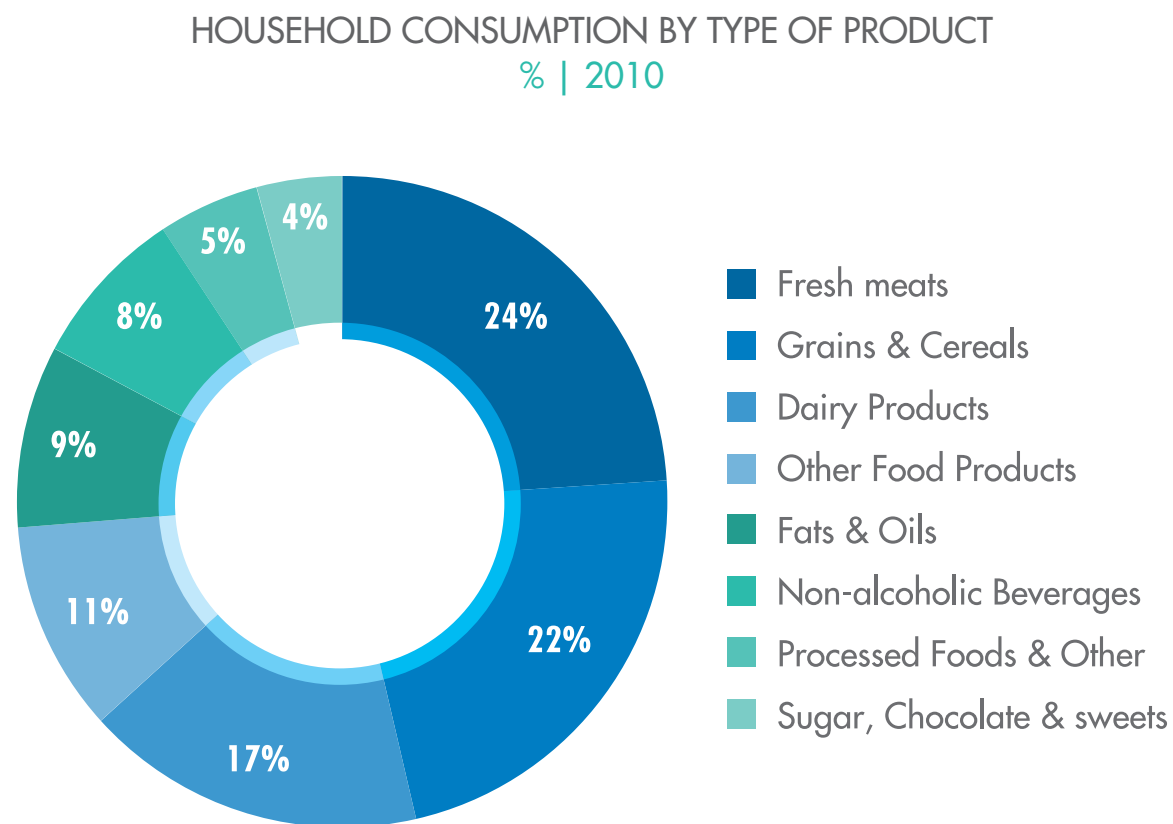
DISTRIBUTION OF ANIMAL HEADS IN WEST BEKAA

% | 2010



Note: (1 holding can have a number of different activities)  
Source: Latest available data, Ministry of Agriculture, 2010

## 2 ...presenting important opportunities to satisfy the local demand for dairy products



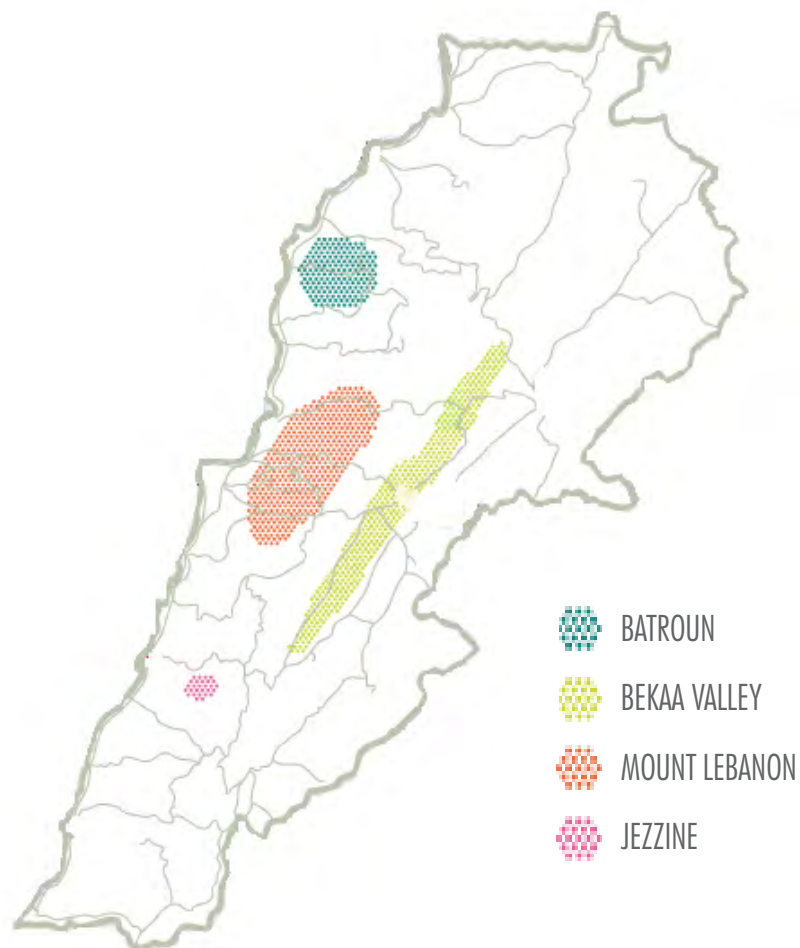
Source: Lebanese National Accounts, 2010

2

West Bekaa is one of the main wine regions in Lebanon with many established wineries, which provides opportunities to develop the region's wine tourism industry

MAP OF LEBANON WINE REGIONS

2016



LIST OF VINEYARDS AND WINERIES IN WEST BEKAA

2016

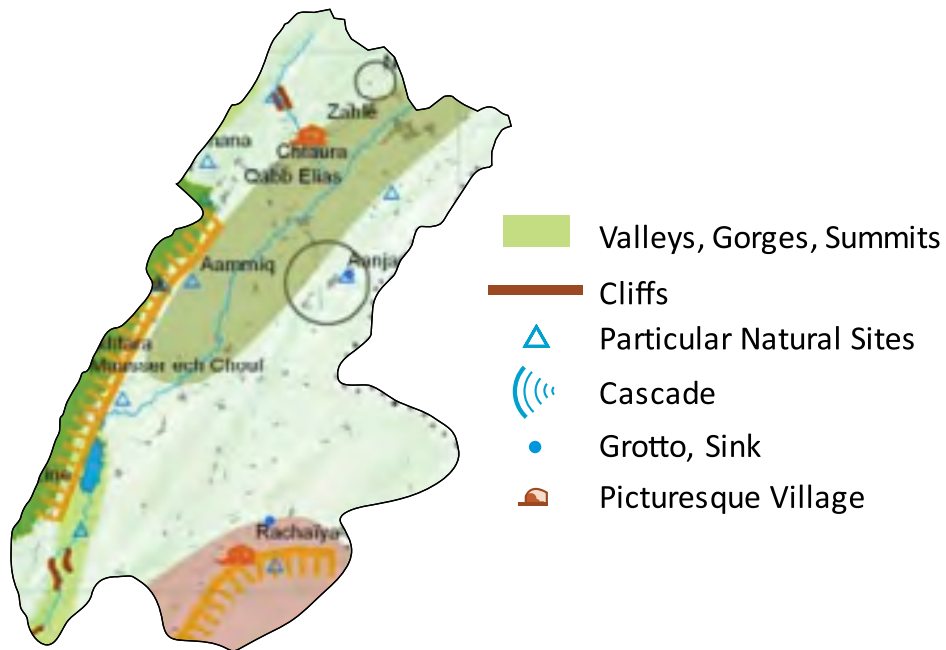
COMPANY NAME		ACTIVITY IN WEST BEKAA
CAVE KOUROUM		VINEYARDS WINERY
CHATEAU KEFRAYA		VINEYARDS WINERY
CHATEAU QANAFAR		VINEYARDS WINERY
CHATEAU MARSYAS		VINEYARDS WINERY
CHATEAU ST CLEMENT		VINEYARDS WINERY
CHATEAU KSARA		WINERY

Source: JF Hillebrand, 2016

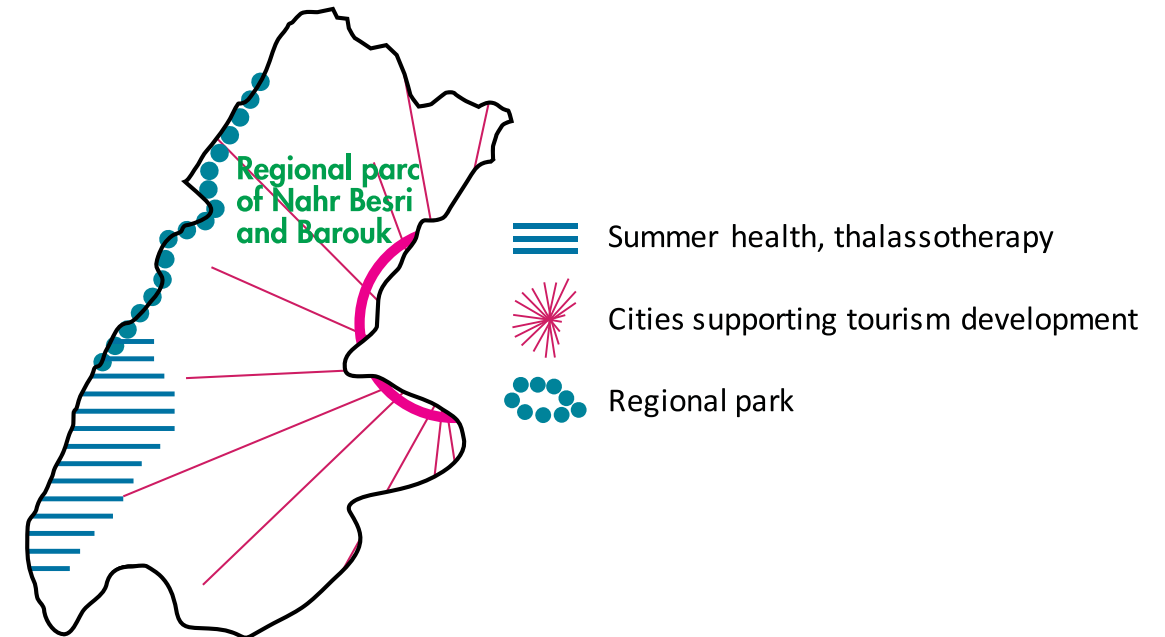


### 3 There are 5 particular **natural sites** and 1 picturesque village in West Bekaa...

MAP OF LEBANON WINE REGIONS  
2016



MAP OF WEST BEKAA DISTRICT SITES AND LANDSCAPES



Source: JF Hillebrand, 2016

3

...in addition to Lake Qaraoun and the Ammiq wetlands, important flyways for birds and other wildlife, which strengthens the importance of **eco-tourism** in the district

CHARACTERISTICS OF LAKE QARAOUN AND THE AMMIQ WETLANDS

	SIZE	CHARACTERISTICS	NB OF BIRDS	OTHER SPECIES	THREATENED SPECIES	TOTAL NUMBER OF SPECIES
LAKE QARAOUN	1 190 ha	Largest man made freshwater body in Lebanon	over 20,000 birds pass over the lake	Swamp Cat Spur-thighed Tortoise Chameleon	Sociable Plover Ferruginous Duck (most important site in Lebanon for wintering ducks)	110
AMMIQ WETLANDS	280 ha	Largest natural freshwater wetland in Lebanon	Over 20,000 soaring birds pass over the marsh	45 Bird species 31 species of reptiles Mammals (Common Otter, Swamp Cat, Jackal & Wild Boar)	Corncrake Great Snipe Ferruginous Duck	256

Source: Society for the protection of Nature in Lebanon, 2016  
Ministry of Environment, RAMSAR Sites, 2005

# Daher Foods is one of the companies that capitalized on these investment opportunities & on IDAL's incentives, and have set up their operations in West Bekaa

From its humble beginnings in the Lebanese Bekaa Valley, **Daher Foods** has grown since 1992 to cater its set leading brands to most of the Middle East and North Africa.

Today, Daher Foods **operates some of the largest & state-of-the-art production facilities & direct distribution networks in the region**, with a team of farmers, packers, processors and employees who pledge to consistently provide the **highest quality products** to consumers everywhere.



SECTOR: **AGRO INDUSTRY**

SUB-SECTOR: **FOOD PRODUCTS**

ECONOMIC CONTRIBUTION: **17.6 MILLION USD**

CONTRIBUTION TO EMPLOYMENT: **259**

CONTRIBUTION TO INDIRECT EMPLOYMENT: **1505**

# CONTACT US

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