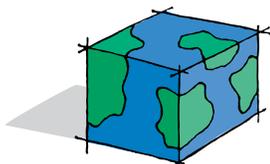




INVESTMENT DEVELOPMENT  
AUTHORITY OF **LEBANON**

Presidency of the Council of Ministers

# IDAL'S EXPORT PROGRAMS 2018



**IDAL**

INVEST IN **LEBANON**

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

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

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## 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

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# IDAL'S EXPORT PROMOTION PROGRAMS

## AGRI PLUS

- ▶ **Description:** The program aims at enhancing product and packaging quality and increasing the volume of Lebanese agricultural exports through supporting Lebanese exporters in the marketing of their agricultural products in regional and international markets.
- ▶ **Sector:** Agriculture
- ▶ **Year of Implementation:** 2012

## AGRO-MAP

- ▶ **Description:** As part of its mandate to promote the agro-industrial sector, IDAL signed in a protocol agreement with the Syndicate of Lebanese Food industrialists (SLFI) to provide Lebanese exporters to market their products in international fairs.
- ▶ **Sector:** Agro Industry
- ▶ **Year of Implementation:** 2004

## M.LEB

- ▶ **Description:** The program was launched after the closure of land borders between Syria and Jordan to subsidize the difference between land-route transport cost and maritime transport cost for Lebanese exports to Jordan & GCC countries.
- ▶ **Sector:** Agriculture, Agro Industry and Industry
- ▶ **Year of Implementation:** 2015

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# AGRIPLUS PROGRAM

## Agri Plus Program Overview

### OBJECTIVES

- ▶ **Enhancing product quality** and promoting sound agricultural practices through the attainment of quality certifications
- ▶ **Improving packaging which involves encouraging the modernization of packaging** and cool storage houses, both at the technical as well as the organizational level, while ensuring compliance with international standards
- ▶ **Increasing exports and tapping new markets** by setting a marketing strategy to promote agricultural products through a mix of promotional activities (participation in trade shows, advertising campaigns, etc.)

### MAIN BENEFICIARIES

- ▶ Exporters of:
  - ▶ Fruits and vegetables exporters
  - ▶ Olive oil exporters
  - ▶ Honey exporters
  - ▶ Eggs exporters
  - ▶ Flowers and plants exporters

### MODUS OPERANDI

- ▶ Any exporter/cooperative wishing to benefit from the Agri Plus Program must submit an enrollment application to IDAL
- ▶ Cash Subsidies are directly provided to exporters that meet certain criteria to improve the quality of packaging and packinghouses

# AGRIPLUS PROGRAM ACTIVITIES

## COMPONENTS

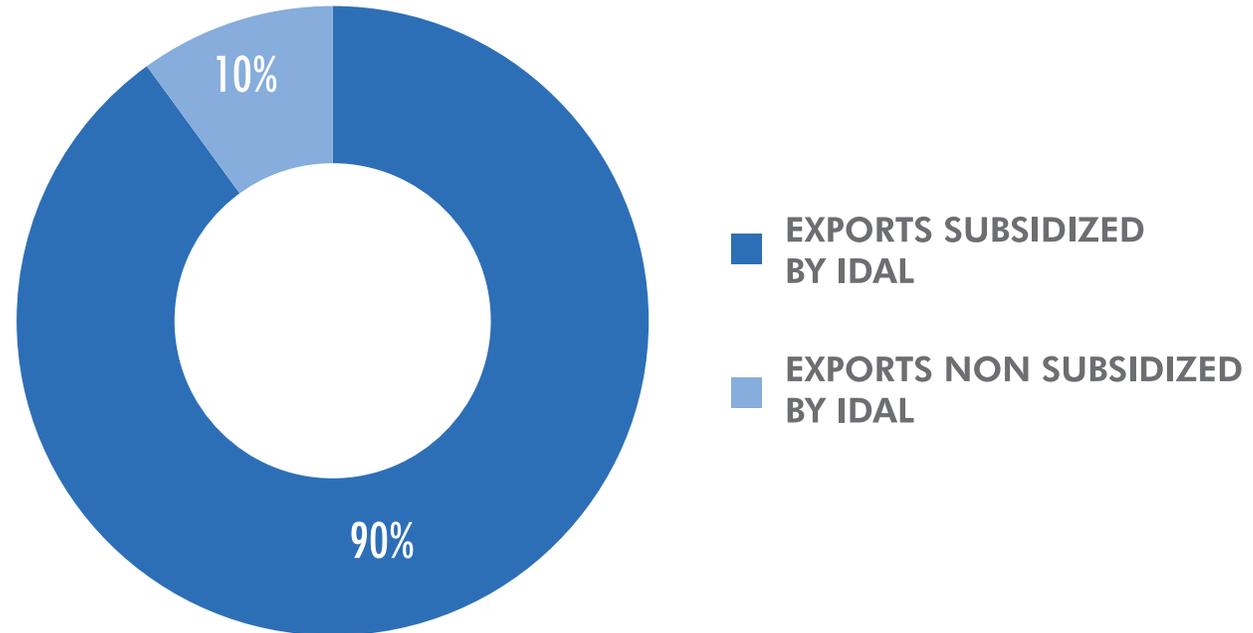
- ▶ Granting **financial incentives** to farmers, exporters, agricultural cooperative and traders who contribute to increasing the volume of exports as a result of improved product quality and packaging standards. The incentives are based on a variable scheme that is set by IDAL
- ▶ Taking part in **local and international trade fairs** through the financing of Lebanese pavilions and promotional activities during the events
- ▶ Encouraging the **modernization of packaging and storage houses**
- ▶ Launching **training programs** that offer quality certifications to packaging houses
- ▶ Conducting **market studies** to identify potential export markets
- ▶ Conducting **promotional and marketing activities**

## INTERNATIONAL FAIRS

AGROFOOD EVENTS	LOCATION	DATE
Fruit Logistica	Berlin, Germany	February 7-9
Agra Me	Dubai, UAE	March 6-8
Asia Fruit Logistica	Hong Kong, China	September 5-7
WorldFood Moscow	Moscow, Russia	September 17-20
International Perishables Expo ME – WOP	Dubai, UAE	December 4-6

# AGRIPLUS PROGRAM ACHIEVEMENTS

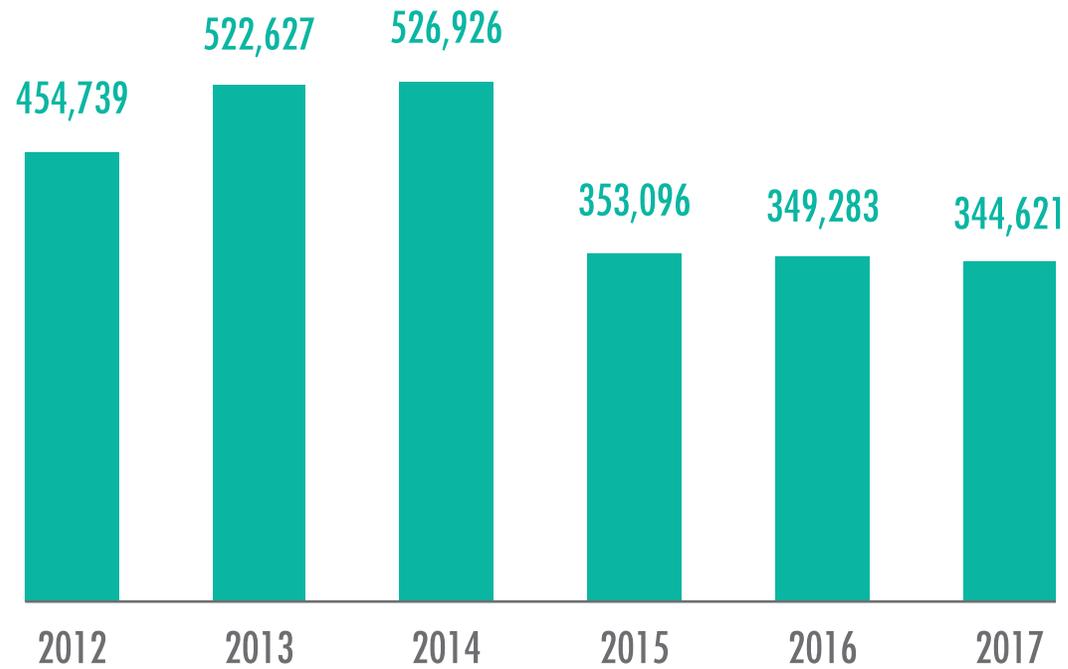
Distribution of Lebanese Agricultural Exports  
(% Shares | 2018)



Source: Lebanese Customs and IDAL's Calculations

# AGRIPLUS PROGRAM ACHIEVEMENTS

AGRI PLUS AGRICULTURAL EXPORTS  
(Tons | 2012-2017)



Since its implementation, the program subsidized around 2.6 Million tons of agricultural exports which have been negatively affected in 2015 by the syrian crisis and closure of land borders.

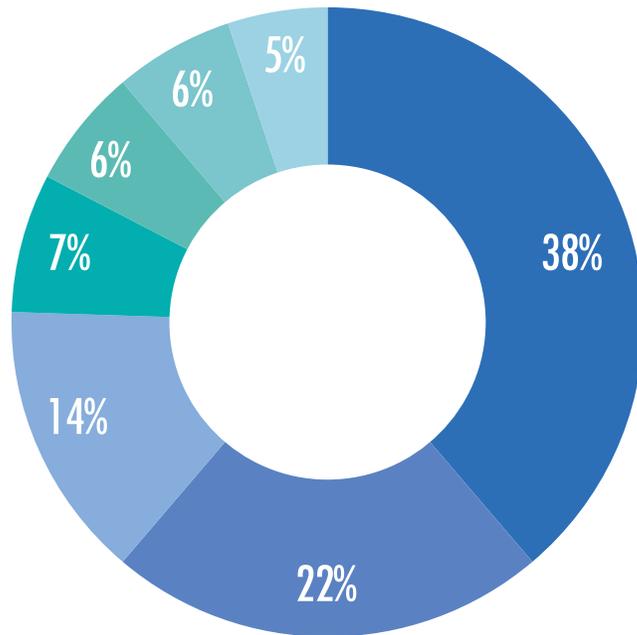
Source: IDAL's Calculations



Decline of exports after the closure of land borders between Syria and Jordan

# AGRIPLUS PROGRAM ACHIEVEMENTS

DISTRIBUTION OF AGRI PLUS EXPORTS BY PRODUCT  
(% Shares | 2017)



- POTATOES
- MALUS
- CITRUS
- BANANAS
- GRAPES
- OTHER FRUITS
- OTHER VEGETABLES

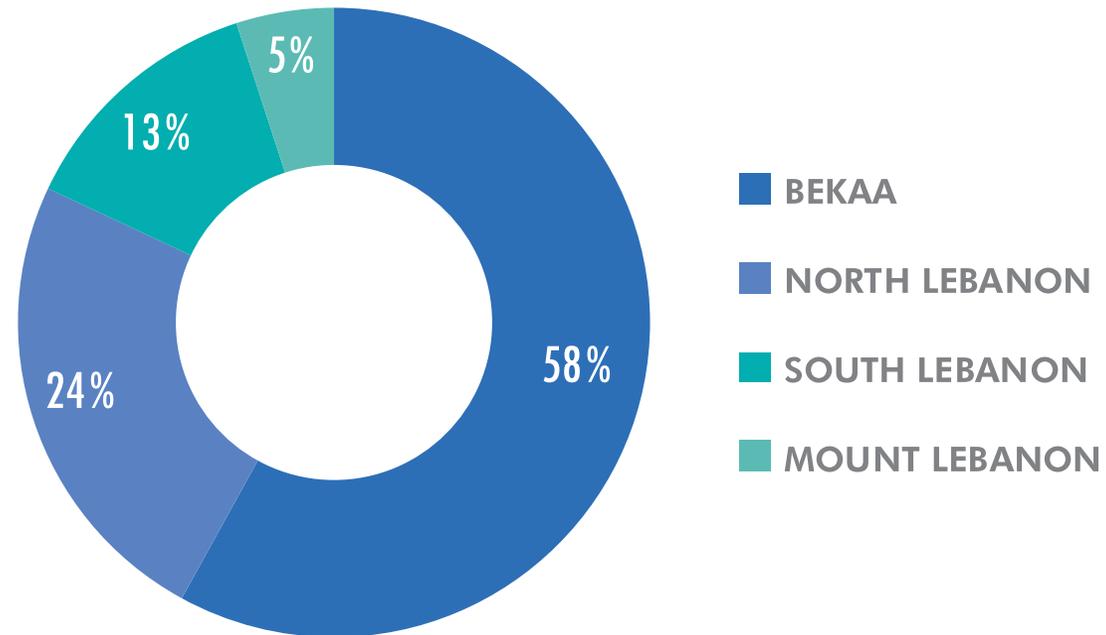
Consist of  
**60% of total exports**

- ▶ Potatoes Exported Quantities =130,191 tons
- ▶ Malus Exported Quantities =77,531 tons
- ▶ Citrus Exported Quantities =48,816 tons
- ▶ Total Exported Quantities =344,621 tons

Source: IDAL's Calculations

# AGRIPLUS PROGRAM ACHIEVEMENTS

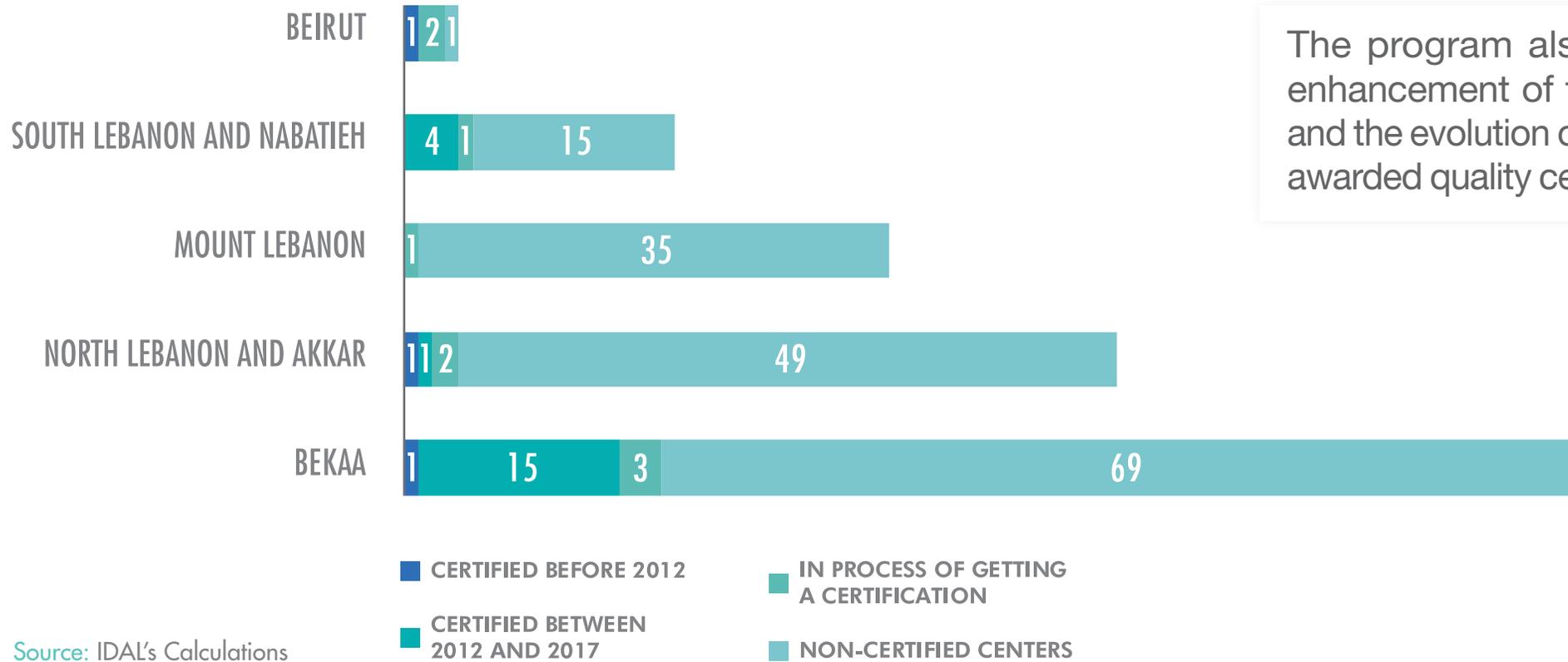
DISTRIBUTION OF AGRI PLUS EXPORTS BY REGION  
(% Shares | 2012-2017)



Source: IDAL's Calculations

# AGRIPLUS PROGRAM ACHIEVEMENTS

DISTRIBUTION OF PACKAGING CENTERS BY REGION  
(2012-2017)



The program also contributed to the enhancement of the packaging centers and the evolution of the number of centers awarded quality certification in packaging.

Source: IDAL's Calculations

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# AGRO-MAP PROGRAM

## Agro-Map Program Overview

### OBJECTIVES

- ▶ Provide agrofood exporters with the opportunity to market their products in international fairs
- ▶ Introduce Lebanese products and market to foreign investors and buyers
- ▶ Introduce local producers to latest technology

### MAIN BENEFICIARIES

- ▶ Exporters of agrofood products registered at Syndicate of Lebanese Food Industrialists. Producers who are not members of the SLFI cannot benefit from IDAL's support
- ▶ Today there is more than 180 agrofood producers registered at the Syndicate

### MODUS OPERANDI

- ▶ Cash subsidies are paid to exporters through the Syndicate of Lebanese Food Industrialists
- ▶ Products that receive subsidy include bakery products, confectionary, dried fruits and nuts, dairy products, oils, alcoholic/non alcoholic beverages, processed meat, spices, and others

# AGRO-MAP PROGRAM ACTIVITIES

## ACTIVITIES

- ▶ Ensure design and decoration of the Lebanese Pavilion at international fairs
- ▶ Create a brand image for Lebanese agrofood products and market them as premium products in international markets
- ▶ Provide Lebanese exporters with relevant information through workshops
- ▶ Prepare all promotional material related to AGRO-MAP program activities

## INTERNATIONAL FAIRS

AGROFOOD EVENTS	LOCATION	DATE
GULFOOD	Dubai, UAE	February 18-22
ALIMENTARIA	Barcelona, Spain	April 16-19
SUMMER FANCY FOOD SHOW	New York, USA	June 30 - July 2
FINE FOOD	Sydney, Australia	September 10-13
SIAL	Paris, France	October 21-25
FOOD AFRICA	Cairo, Egypt	December 4-6

# AGRO-MAP PROGRAM ACHIEVEMENTS

- ▶ Participation of more than **70 exporters annually**

- ▶ Putting the Lebanese Products on the **International map**

- ▶ Access of Lebanese products to new foreign markets  
**10% increase in Lebanese agro industry exports**  
as per the Syndicate of Lebanese Food Industrialists

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(M.LEB) PROGRAM**

# THE PROGRAM WAS LAUNCHED IN 2015 TO COVER PART OF THE MARITIME TRANSPORT COST OF LEBANESE EXPORTS TO ARAB COUNTRIES AFTER THE CLOSURE OF LAND BORDERS BETWEEN SYRIA AND JORDAN

## M.LEB Program Overview

### OBJECTIVES

- ▶ Ensuring the flow of Lebanese products to traditional markets, particularly the Gulf countries and Jordan
- ▶ Maintaining the Lebanese products' position in these markets
- ▶ Setting the balance within the Lebanese market between supply and demand by facilitating the export of Lebanese products
- ▶ Upholding consumers' confidence in the Lebanese products and their quality
- ▶ Confirming the credibility of the Lebanese producers, industrialists and farmers towards their trading partners in these markets and their ability to meet their commitments toward third parties
- ▶ Activation of the land transport fleet

### MAIN BENEFICIARIES

- ▶ Agricultural exporters
- ▶ Industrial Exporters
- ▶ Agrofood Exporters
- ▶ Shipping and land transport companies
- ▶ Marine transportation companies

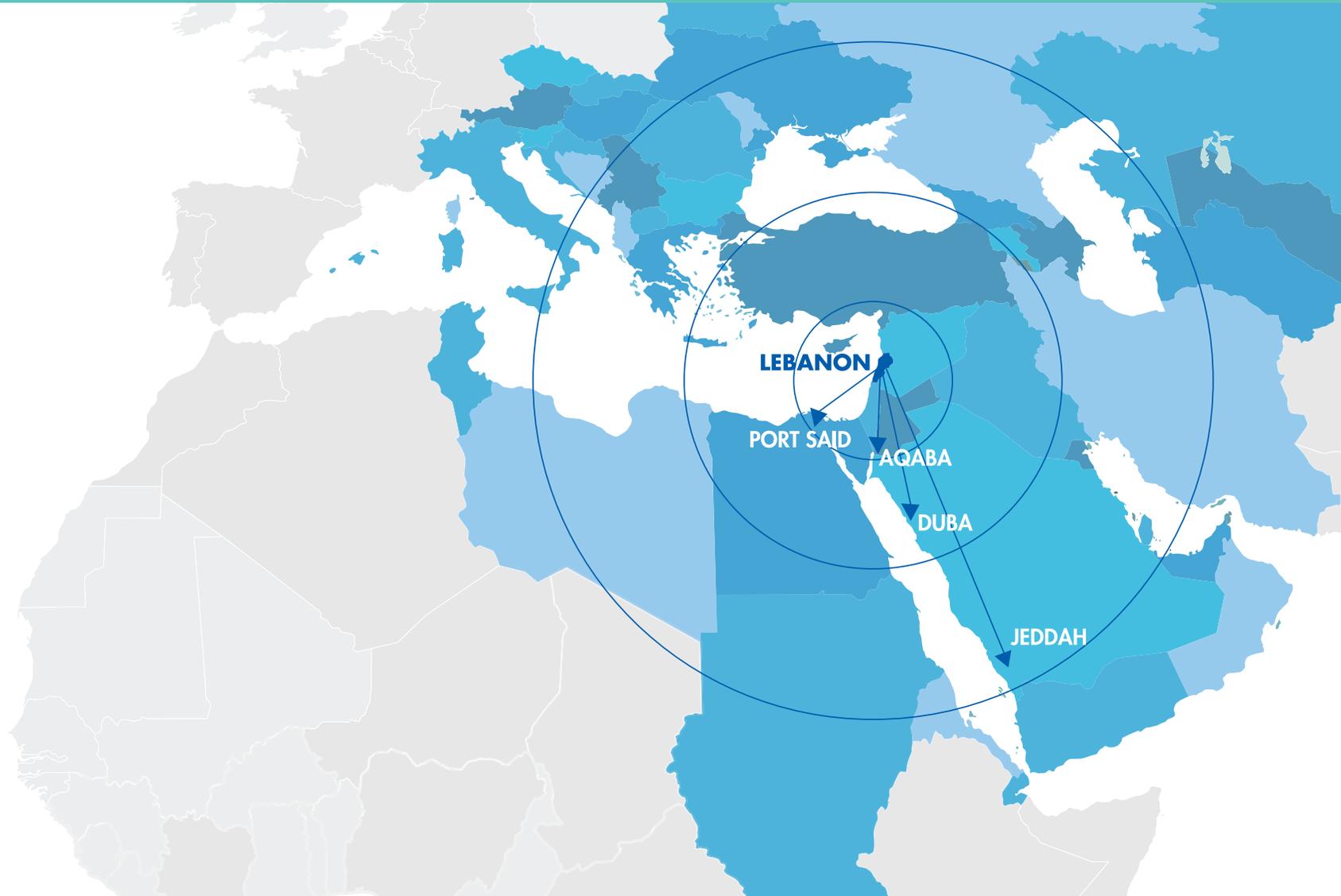
### MODUS OPERANDI

- ▶ Any exporter/cooperative wishing to benefit from the MLEB Program must submit an enrollment application to IDAL
- ▶ The value of the subsidy shall be determined as a lump sum for each truck transported through the program to the ports of Duba and Aqaba.
- ▶ IDAL shall settle the subsidy directly to the shipping company on periodic basis for completed round trips.

### DESTINATIONS

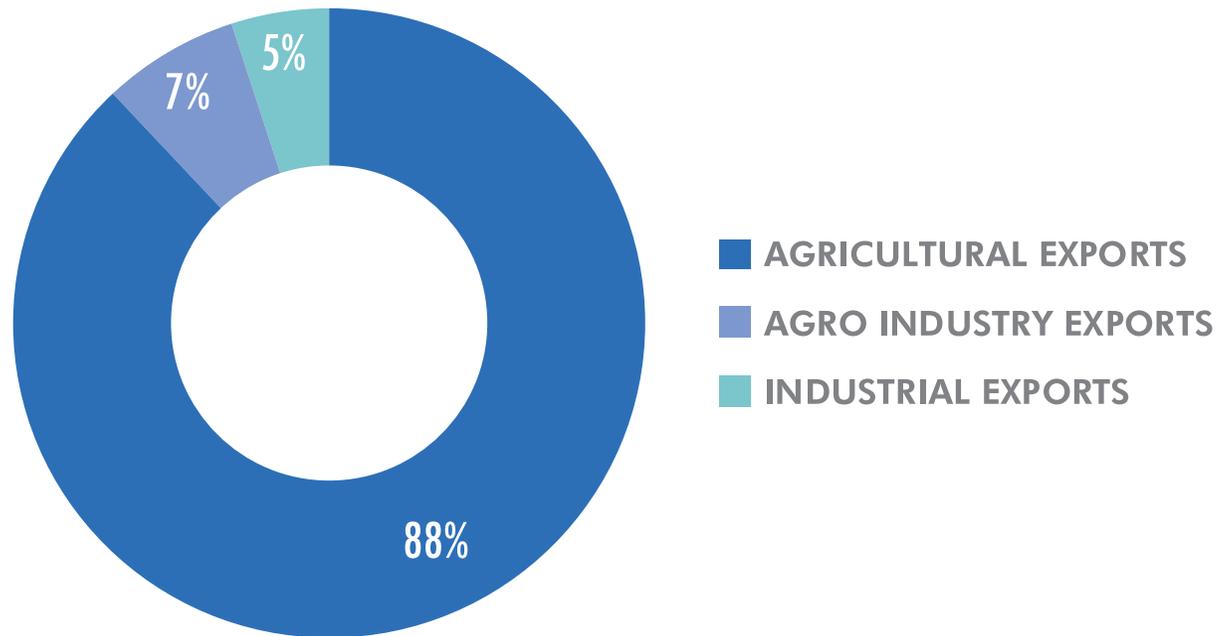
- ▶ The Program serve all Lebanese exports to the following markets: Jordan, KSA, UAE, Qatar, Bahrain, Kuwait and Oman.

IT LINKS LEBANESE PORTS WITH THE PORTS OF DABA IN SAUDI ARABIA AND AQABA IN JORDAN TO ENSURE THE FLOW OF LEBANESE PRODUCTS TO GULF COUNTRIES AND JORDAN

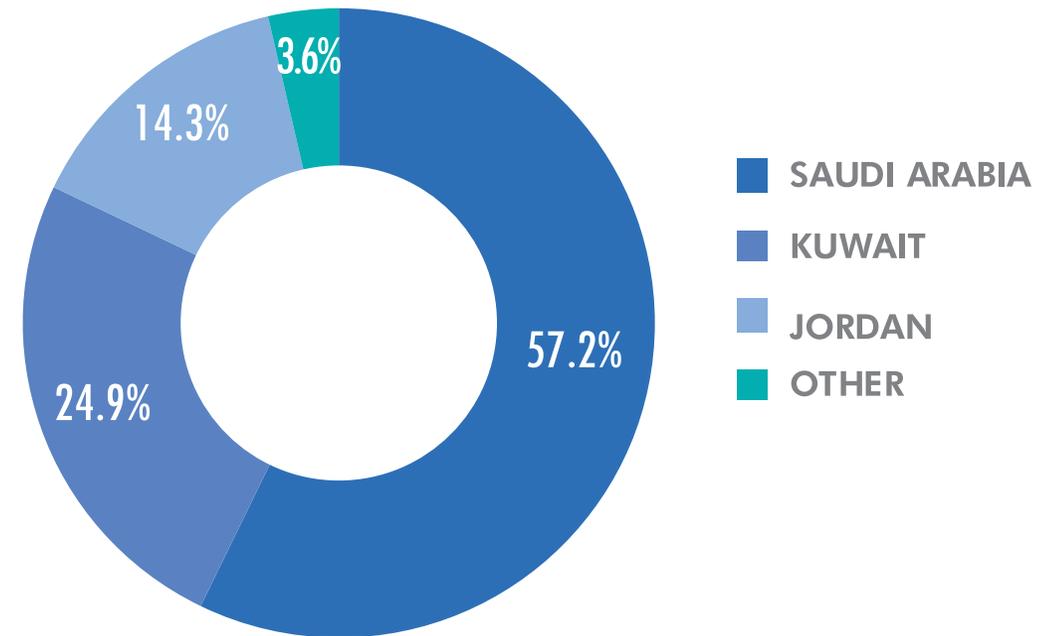


# MARITIME LEBANESE EXPORTS BRIDGE (M.LEB) ACHIEVEMENTS

DISTRIBUTION OF M.LEB EXPORTS BY SECTOR  
(% Share | September 2015 - December 2017)



DISTRIBUTION OF M.LEB EXPORTS BY COUNTRY  
(% Share | September 2015 - December 2017)



Source: IDAL's Calculations

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