



Press Release

“IDAL” Sponsors the Lebanese Pavilion in the SIAL Exhibition

Beirut, on 24 October 2012 –The Investment Development Authority of Lebanon "IDAL" sponsored the Lebanese pavilion at the Salon International de l'Alimentation SIAL, which was held in France between 21 and 25 October 2012. This exhibition was attended by 6,000 companies from more than 100 countries around the world.

The Lebanese pavilion was inaugurated in the presence of the Lebanese Agriculture Minister Hussein al-Hajj Hassan, Chairman of IDAL Eng. Nabil Itani, Lebanese Ambassador to France Boutros Assaker and a number of Lebanese agro food industrialists.

This exhibition was characterized by high levels of competition between the partaking countries and Lebanon's participation confirmed the ability of the Lebanese food industry to compete in global markets. This event provided an important exposure for Lebanese exports to international markets in the light of the sector's increasing growth and the spread of the Lebanese communities in the region and the world.

Itani mentioned that this exhibition is one of the most important in the food and hospitality industry in the world, especially with the growing interest in food safety.

He stressed on the fact that the food industry abounds with promising opportunities. The size of investment in this sector developed with the establishment of many new factories, and the expansion of production lines for existing ones and the adoption of quality programs internationally recognized in order to match the quality and safety standards.

On the sidelines of SIAL, Itani met with the Lebanese agro food industrialists who were participating at the exhibition to discuss prospects of future cooperation. Attendees claimed an early-timed support in order to encourage a bigger number of companies to participate in international exhibitions.

IDAL has previously sponsored the Lebanese participation in many international specialized exhibitions, including, for instance: Fancy Food Show (New York), ANUGA (Germany), Gulfood ... As such, IDAL contributed in promoting local products and enhancing their ability to access global markets, which was reflected positively on the sector with an annual increase in the volume of exports over the last six years.

The Lebanese pavilion at SIAL spread over an area of 220 square meters. 12 Lebanese enterprises working in the food industry participated in it. The prominent Lebanese exhibitors included canned food, spices, coffee, cereal, pickles and jams.

Investment Development Authority of Lebanon (IDAL):

The Investment Development Authority of Lebanon (IDAL) is Lebanon's national investment promotion agency. It aims to promote Lebanon as a key investment destination, and attracting, facilitating, and retaining investments in the country. IDAL provides local and foreign investors alike with a range of incentives and business support services across the following sectors; Industry, Agriculture, Agro-Industry, Tourism, Information Technology, Technology, Telecommunication, and Media. In addition to its role as an investment promotion agency, IDAL is entrusted with the active promotion and marketing of Lebanese exports including but not limited to agricultural and agro-industrial products.