

Press Release

Preparatory Meeting at IDAL for the Fancy Food Show

Beirut, June 9, 2017 – In preparation for the Fancy Food Show organized on the 25th of June in New York, the Chairman of the Investment Development Authority of Lebanon (IDAL), Engineer Nabil Itani, held a meeting with the participating food industrialists in order to discuss ways to enhance the access of Lebanese products to the US markets in addition to other arrangements in this regard, in the presence of officials of the Syndicate of Lebanese Food Industrialists.

During the meeting, Itani highlighted the importance of IDAL's initiative, which aims at providing the means of support for the participation of the largest number of Lebanese agro-food industries in such exhibitions, particularly that the US market is very promising in terms of its size, of the large presence of Lebanese and Arab diasporas and of the absence of customs duties on Lebanese goods. Itani also praised the government's role in supporting productive companies to attend such international events, introduce their products into foreign markets and increase their exports. He added that this event will also provide them with the opportunity to remain updated on the market needs and on the latest developments in production and packaging as well as to establish an exchange platform to link exporters and commercial centers in both Americas. He pointed out that many Lebanese agro-food products now meet the highest quality and food safety standards and are highly competitive, which enables them to access several new markets.

It is noted that the Council of ministers approved IDAL's proposal to subsidize the participation of Lebanese agro-food companies in three international exhibitions this year, i.e. Gulfood exhibition in Dubai (targeting Arab markets and the MENA region), Fancy Food Show held in New York in June 2017 (targeting American markets) and Anuga in Germany in October 2017 (targeting European markets).

About 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.

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