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INVEST IN LEBANON

# INVESTMENT OPPORTUNITIES IN **THE CHOUF** 2017



INVESTMENT DEVELOPMENT  
AUTHORITY OF **LEBANON**

Presidency of the Council of Ministers

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# HEADLINES

**1. BASELINE ANALYSIS OF THE CHOUF DISTRICT**

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2. INVESTMENT PROJECTS IN THE CHOUF DISTRICT

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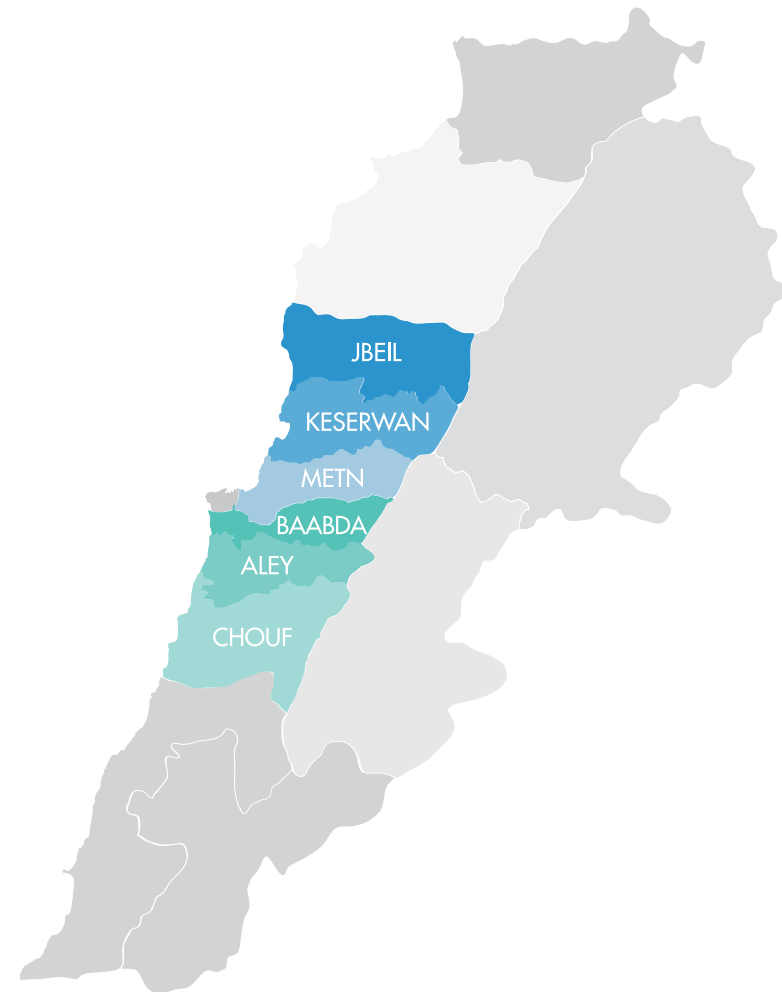
3. INVESTMENT OPPORTUNITIES IN THE CHOUF DISTRICT

# The Chouf is one of the 6 Districts of the Mount Lebanon Governorate

LEBANON'S 8 GOVERNORATES



MOUNT LEBANON GOVERNORATE'S 8 DISTRICTS



It is situated around **30 min** away from the port of Beirut

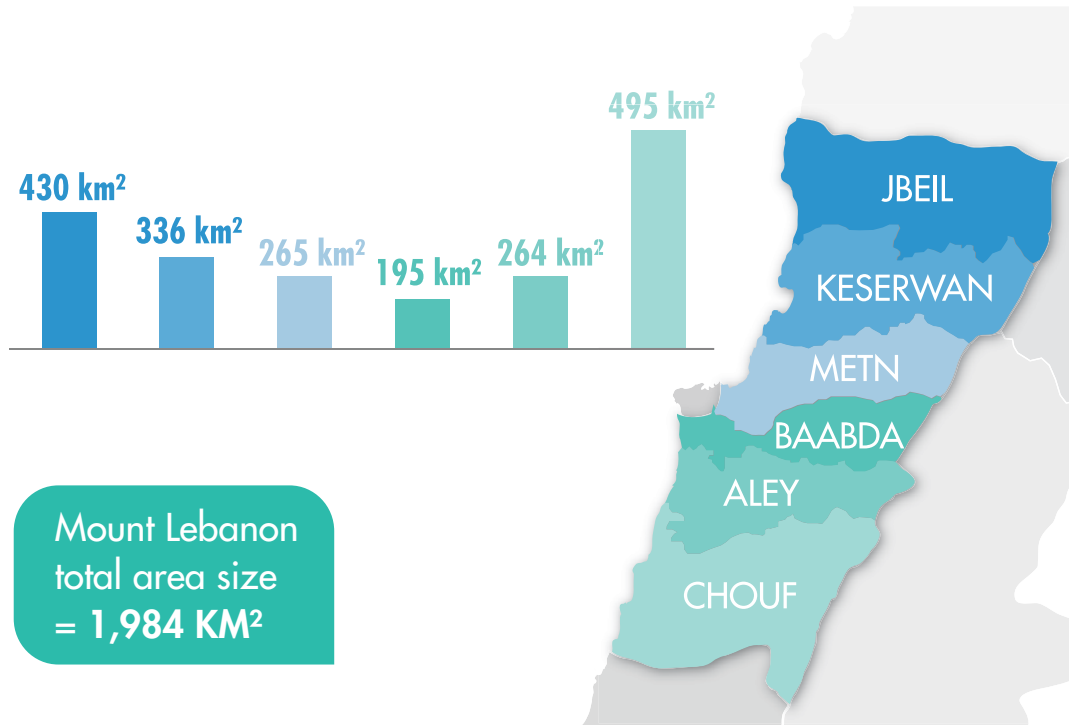
MAP OF LEBANON'S TRANSPORTATION INFRASTRUCTURE



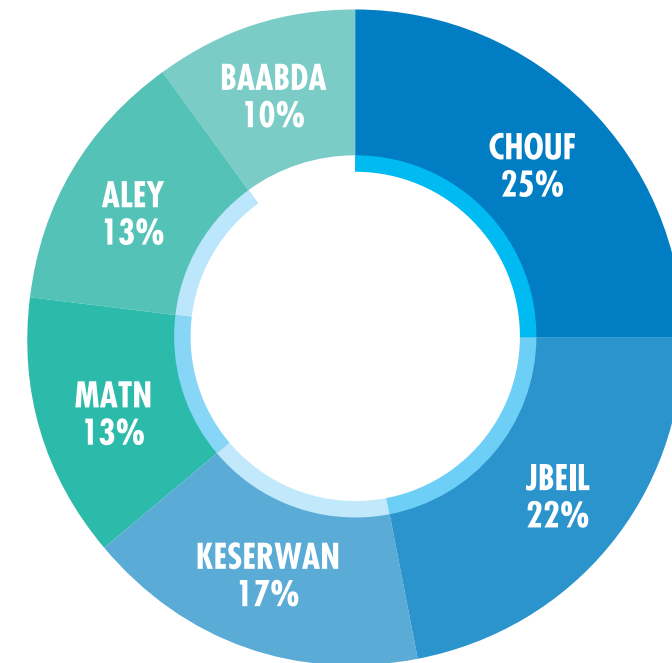
Source: Council for Reconstruction and Development, 2005

# The Chouf is the largest District of Mount Lebanon Governorate with an area of **495 km<sup>2</sup>**, accounting for **25%** of the Governorate's total size...

AREA SIZE OF DISTRICTS IN MOUNT LEBANON GOVERNORATE  
2016

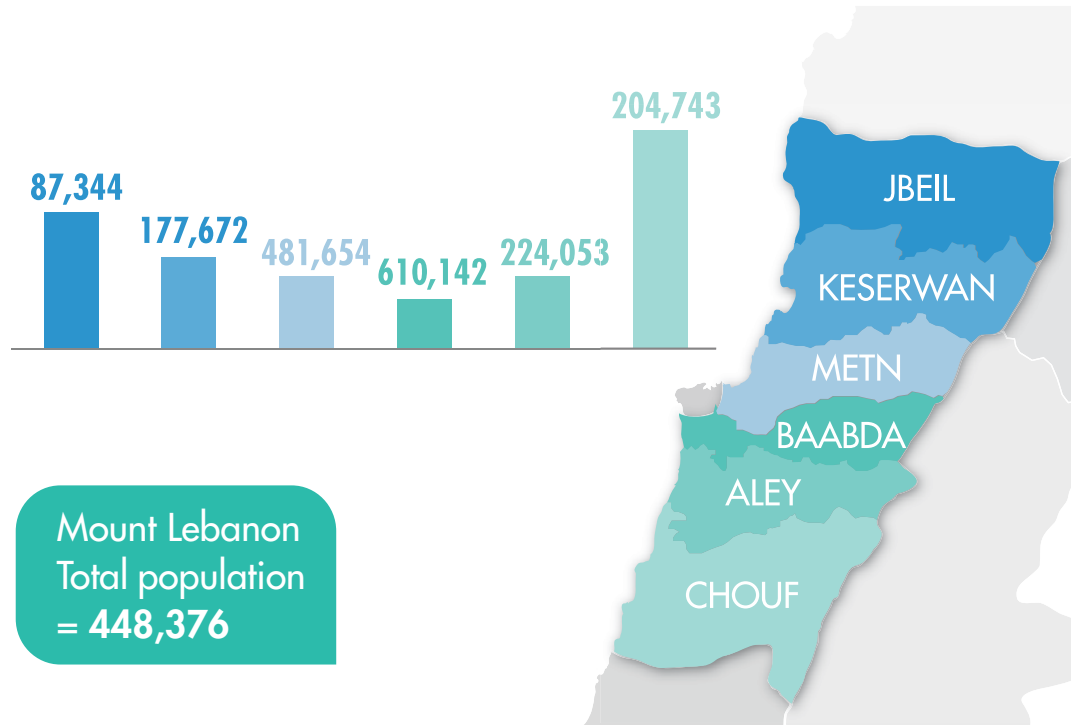


DISTRIBUTION OF MOUNT LEBANON AREA BY DISTRICT  
% | 2016

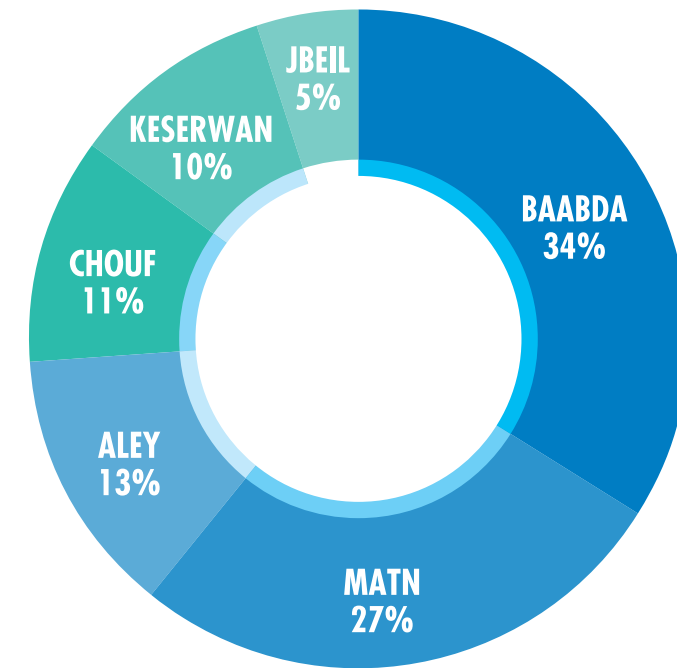


... but is one of the least populated Districts with a population of **204,743**, accounting for **11%** of the Mount Lebanon Governorate's population

POPULATION OF DISTRICTS IN SOUTH LEBANON GOVERNORATE  
2016



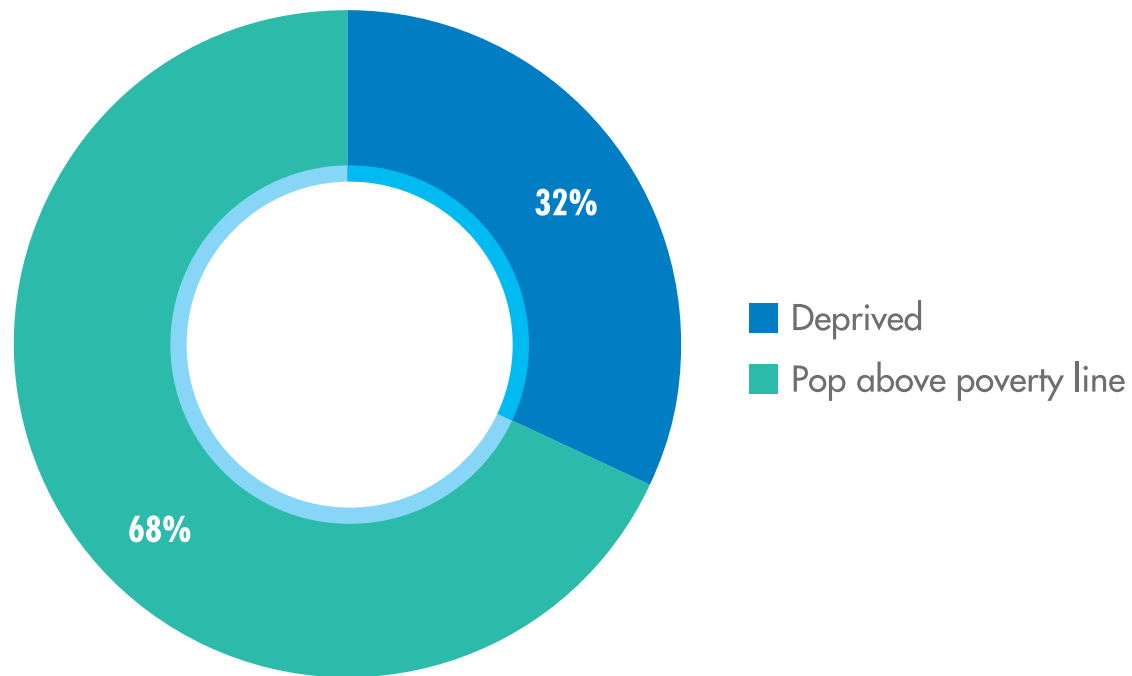
DISTRIBUTION OF MOUNT LEBANON POPULATION BY DISTRICT  
% | 2016



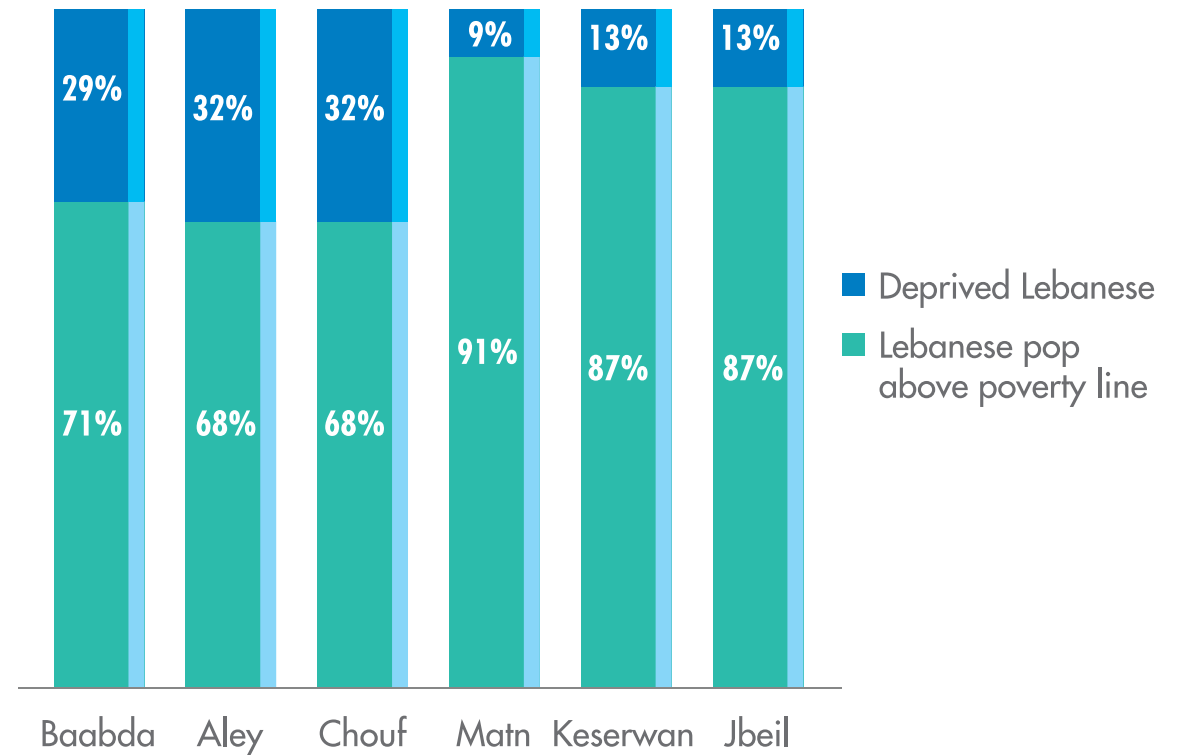
Source: OCHA, Beirut and Mount Lebanon Governorates Profile, 2016

# 32% of its population is deprived, one of the highest rates compared to other Mount Lebanon Districts

DISTRIBUTION OF LEBANESE POPULATION IN THE CHOUF DISTRICT  
% | 2016



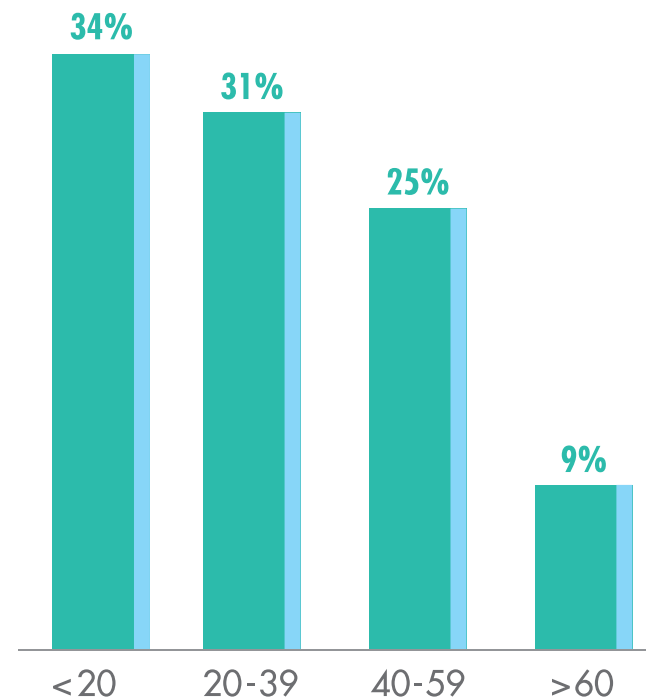
DISTRIBUTION OF DEPRIVED LEBANESE IN SOUTH LEBANON BY DISTRICT  
% | 2016



Source: OCHA, Beirut and Mount Lebanon Governorates Profile, 2016

# The population is young, with 60% under the age of 40...

DISTRIBUTION OF POPULATION IN THE CHOUF DISTRICT BY AGE  
% | 2005

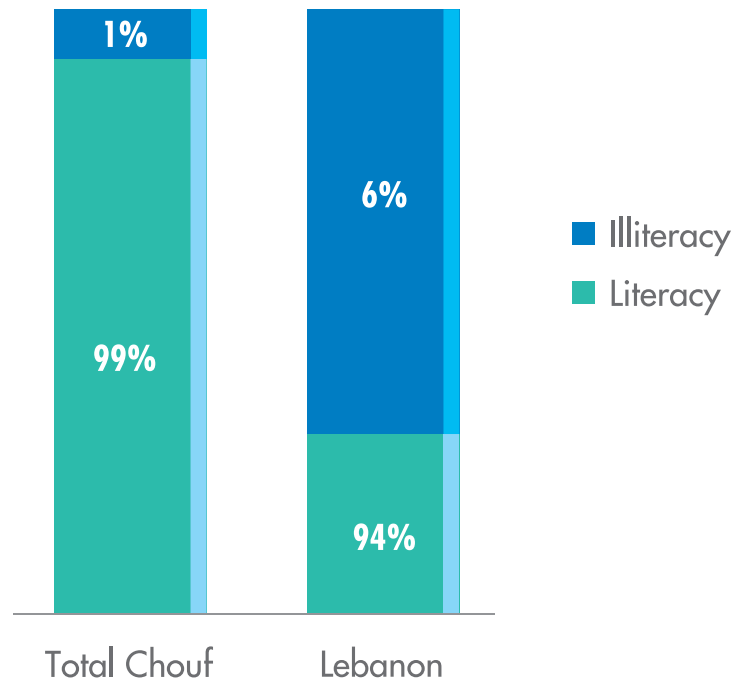


Note: statistics for 20 villages in the Chouf  
Source: Council for Reconstruction and Development, 2005



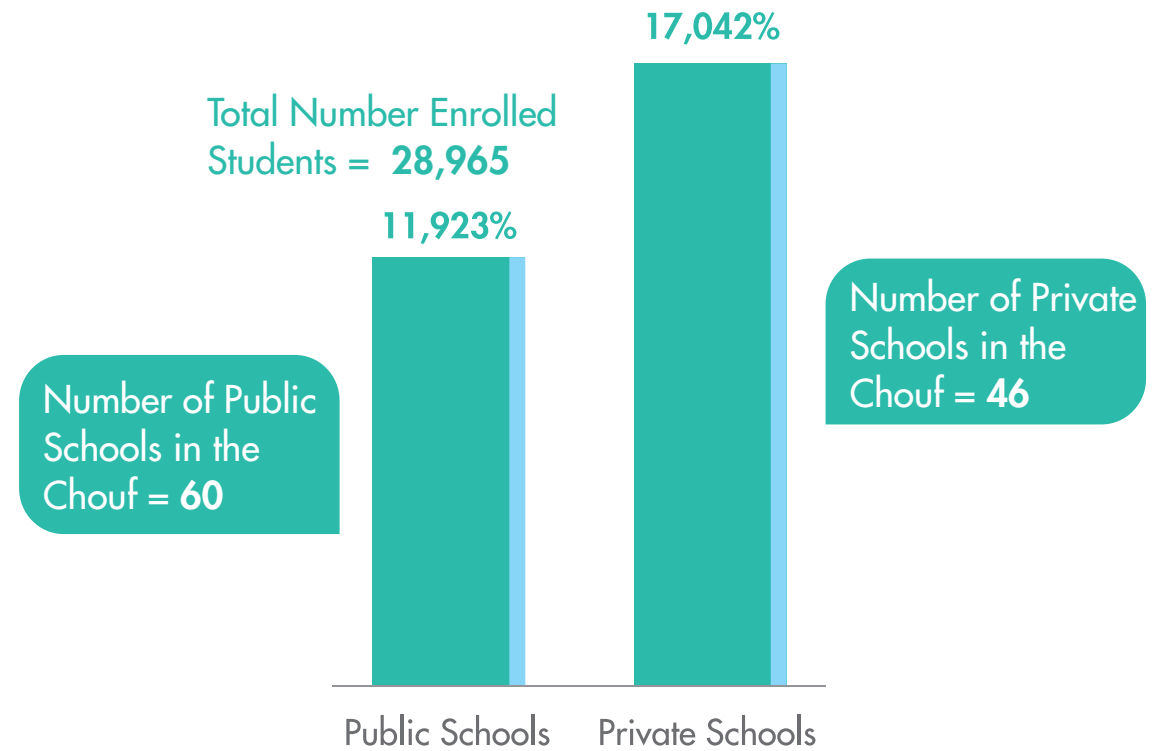
... and is characterized by a very low illiteracy rate of 1%, with around 30,000 students enrolled in schools (60 public and 46 private schools)

LITERACY RATE IN LEBANON AND THE CHOUF DISTRICT  
% | 2005



Note: statistics for 20 villages in the Chouf  
Source: Council for Reconstruction and Development, 2005

NUMBER OF STUDENTS ENROLLED IN SCHOOLS IN THE CHOUF DISTRICT  
2016



Source: Ministry of Education, 2016

# Students can continue their studies in one of the 9 universities distributed of the Chouf District, 1 of which is public

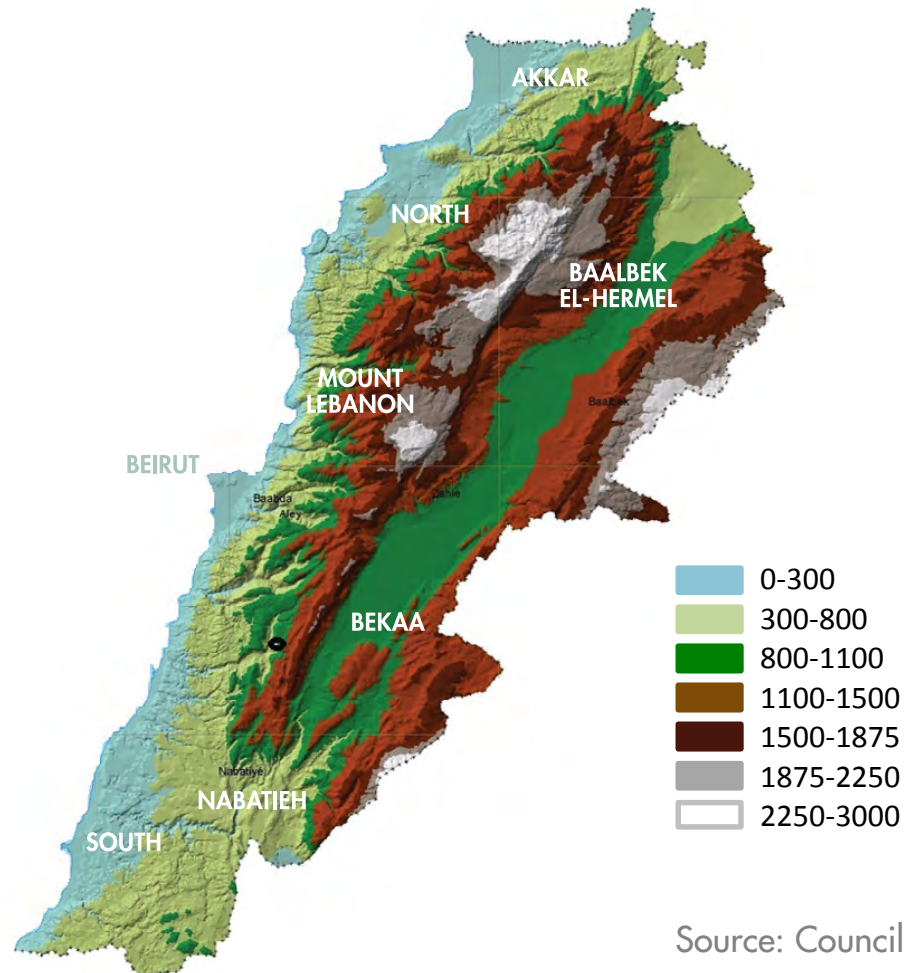
LIST OF UNIVERSITIES IN THE CHOUF DISTRICT  
2016

NAME OF UNIVERSITY	LOCATION	TYPE	NO. OF STUDENTS
LEBANESE UNIVERSITY PUBLIC HEALTH / FINE ARTS	AIN W ZEIN / DEIR EL KAMAR	PUBLIC	524
NDU	DEIR EL KAMAR	PRIVATE	419
AUL	JADRA	PRIVATE	NA
UNIVERSITÉ DE BIENFAISANCE DE BAAKLINE	BAAKLINE	PRIVATE	NA
BAU	DEBBIYEH	PRIVATE	NA
HARIRI CANADIAN UNIVERSITY	MESHREF	PRIVATE	838
AUCE	BAAKLINE	PRIVATE	NA
MUBS	BAAKLINE & DAMOUR	PRIVATE	201

Source: Ministry of Education, 2016

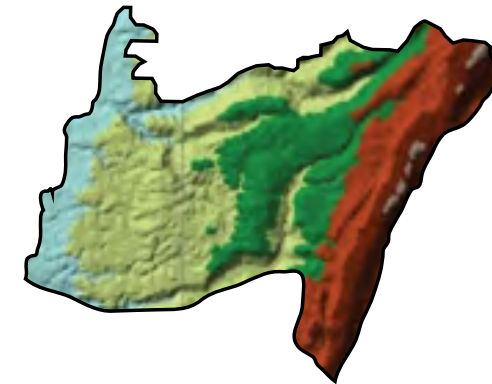
The District's territory spans from the coast to the inlands, at an **altitude ranging from 0 to 1500 meters...**

DIGITAL ELEVATION MODEL OF LEBANON



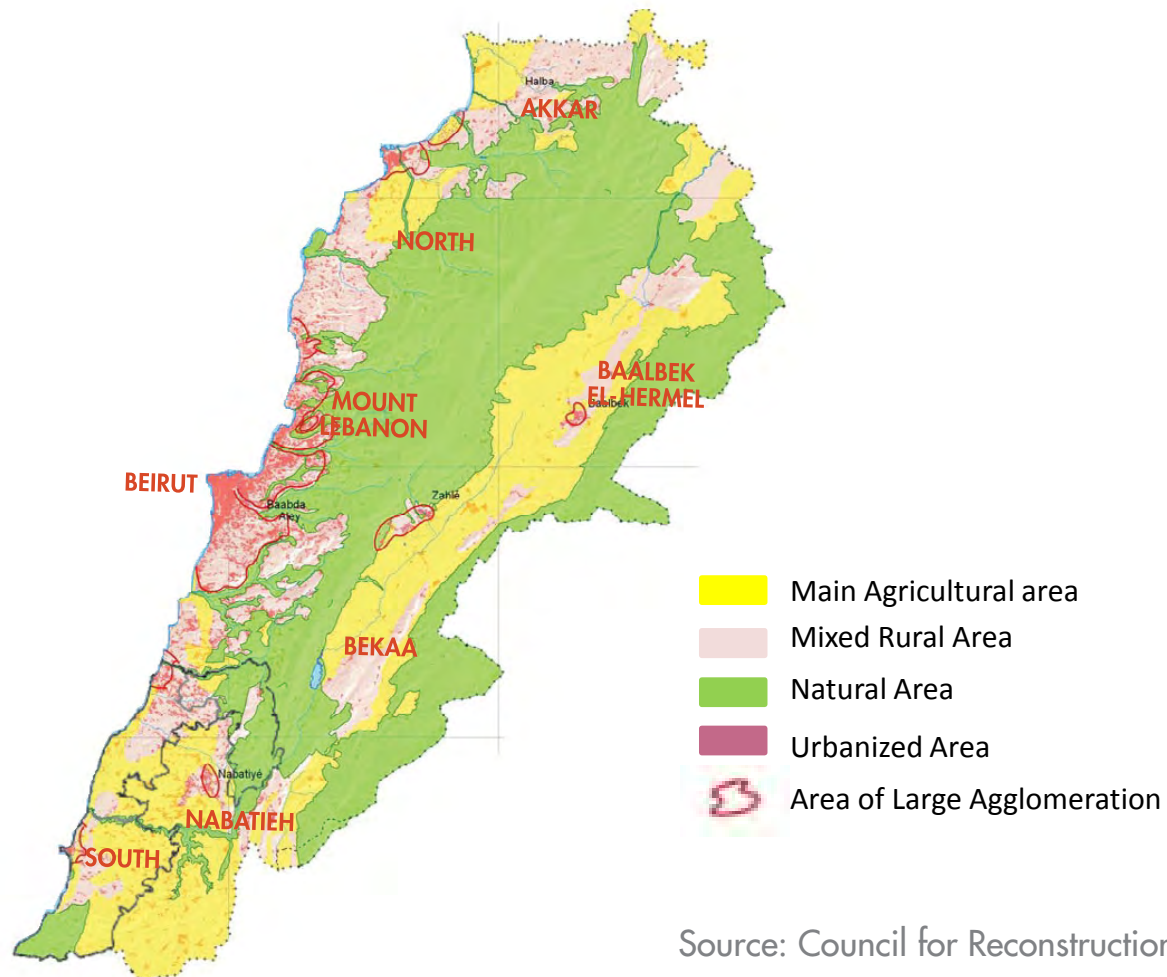
Source: Council for Reconstruction and Development, 2005

DIGITAL ELEVATION MODEL OF THE CHOUF DISTRICT

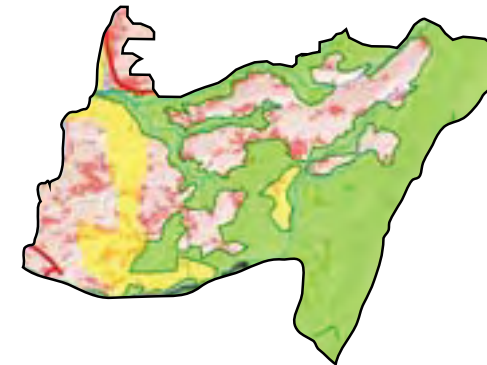


... and is mostly composed of mixed rural areas and natural areas, with few main agricultural territories...

MAP OF LEBANON'S DOMINANT LAND USE



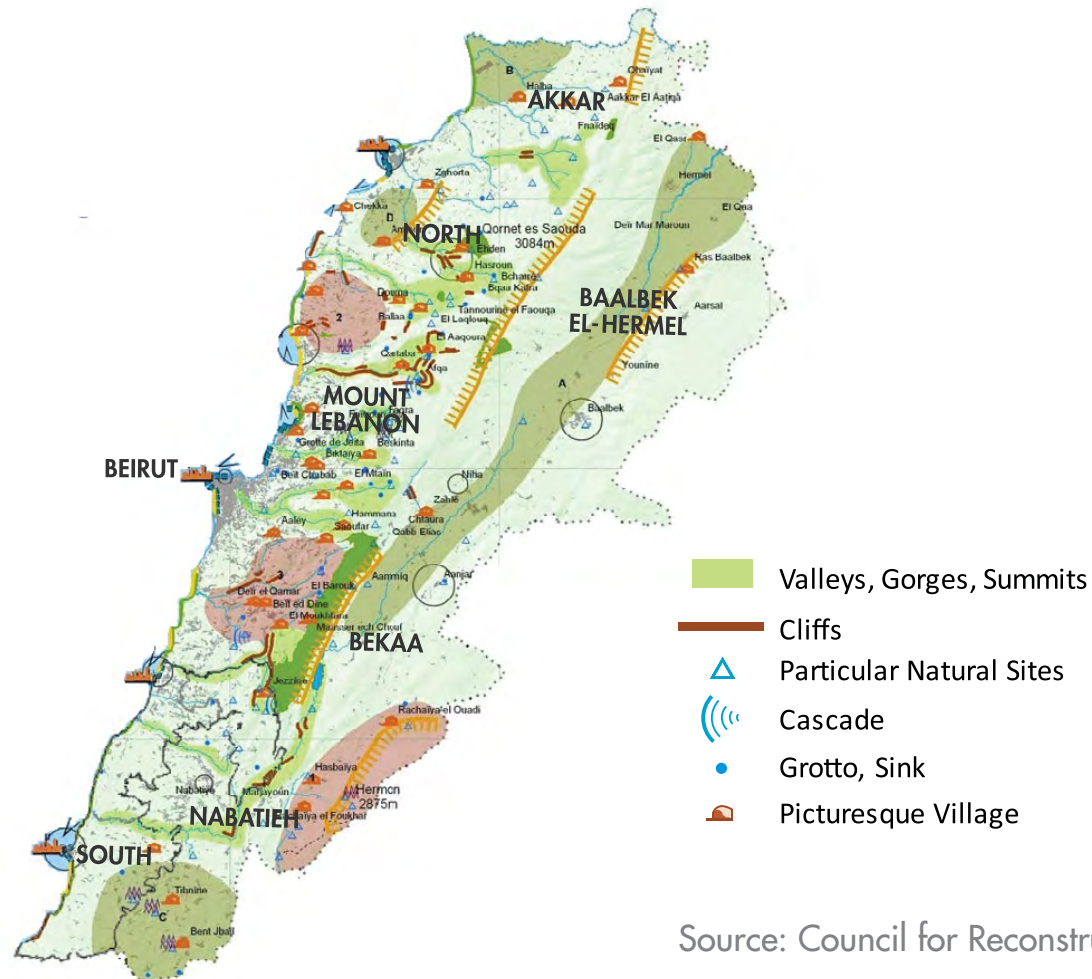
MAP OF THE CHOUF DISTRICT DOMINANT LAND USE



Source: Council for Reconstruction and Development, 2005

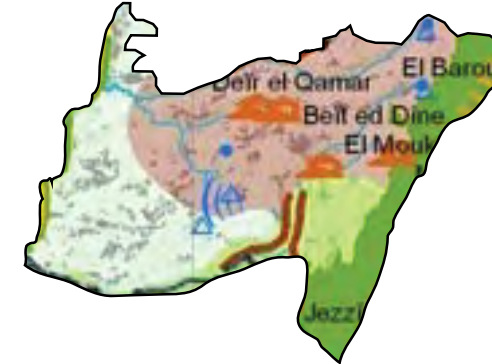
... with particular natural sites, 3 Grottos, and 4 picturesque villages...

MAP OF LEBANON'S SITES AND LANDSCAPES

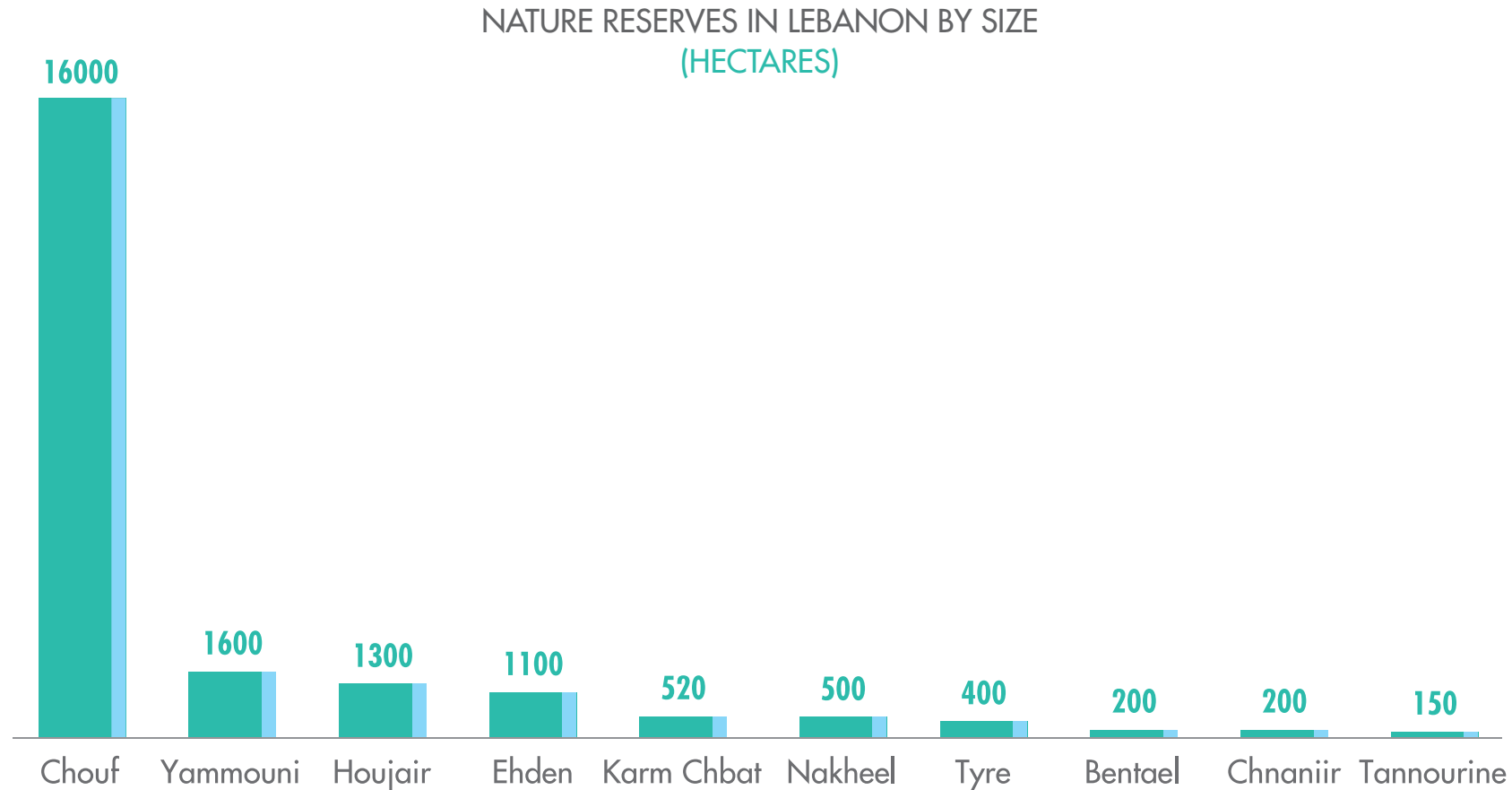


Source: Council for Reconstruction and Development, 2005

MAP OF THE CHOUF DISTRICT SITES AND LANDSCAPES



...Including the Chouf Natural Reserve, the largest nature reserve in Lebanon...



Source: Ministry of Environment

# ...in addition to important summer and important seaside tourism attractions

## MAP OF THE CHOUF DISTRICT TOURISTIC ATTRACTIONS



- ▶ ECOLOGICAL TOURISM
- ▶ SUMMER HEALTH, THALASSOTHERAPY
- ▶ SKI RESORTS
- ▶ SEASIDE TOURISM
- ▶ PICTURESQUE VILLAGE
- ▶ CEDARS CORRIDOR
- ▶ REGIONAL PARK



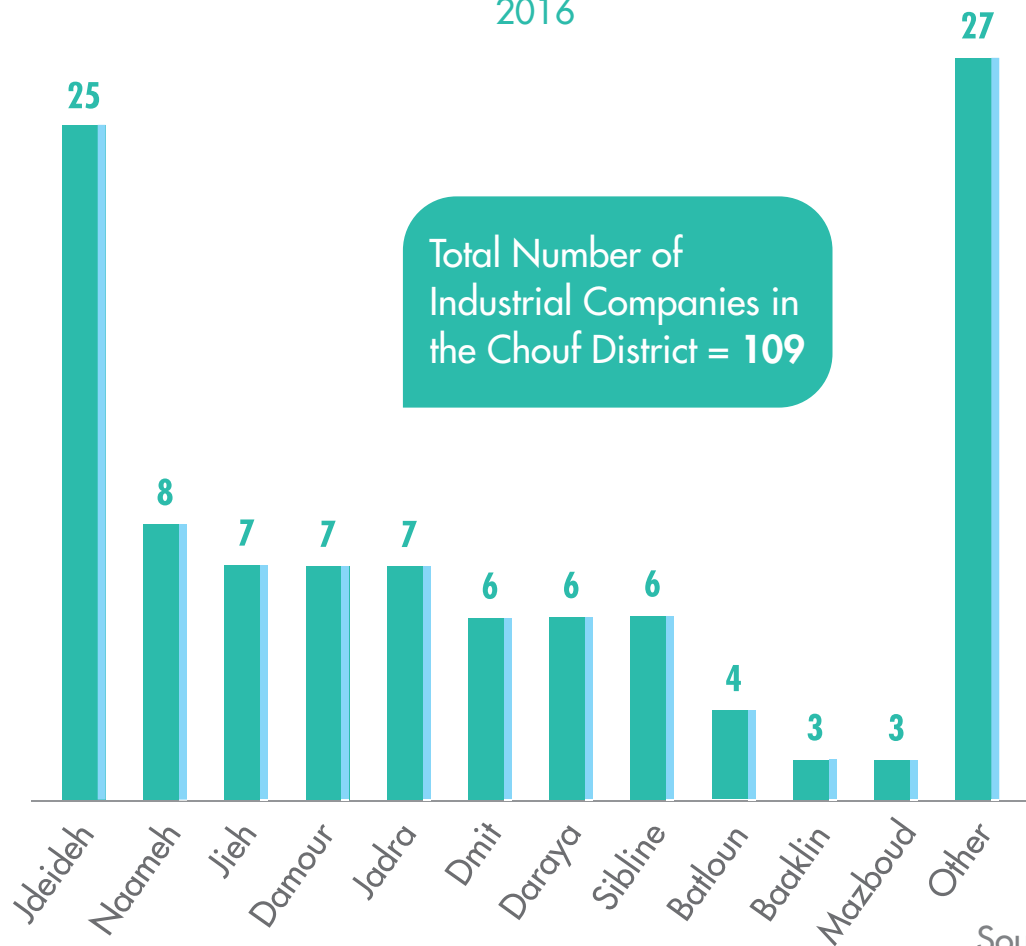
## MAJOR SUMMER TOURISM SITES IN THE CHOUF DISTRICT



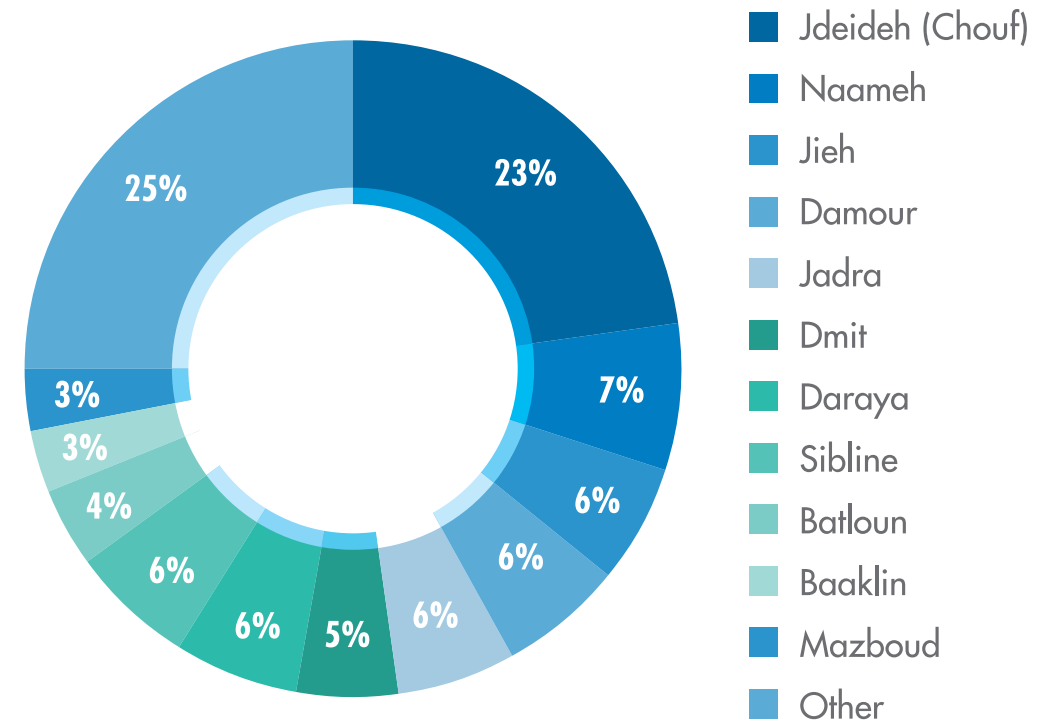
Source: Council for Reconstruction and Development, 2005

# The District is home to **109** industrial companies, with around **25%** of them located in Jdeideh (Chouf)

NUMBER OF COMPANIES BY CITY IN CHOUF  
2016



DISTRIBUTION OF COMPANIES BY CITY IN CHOUF  
% | 2016

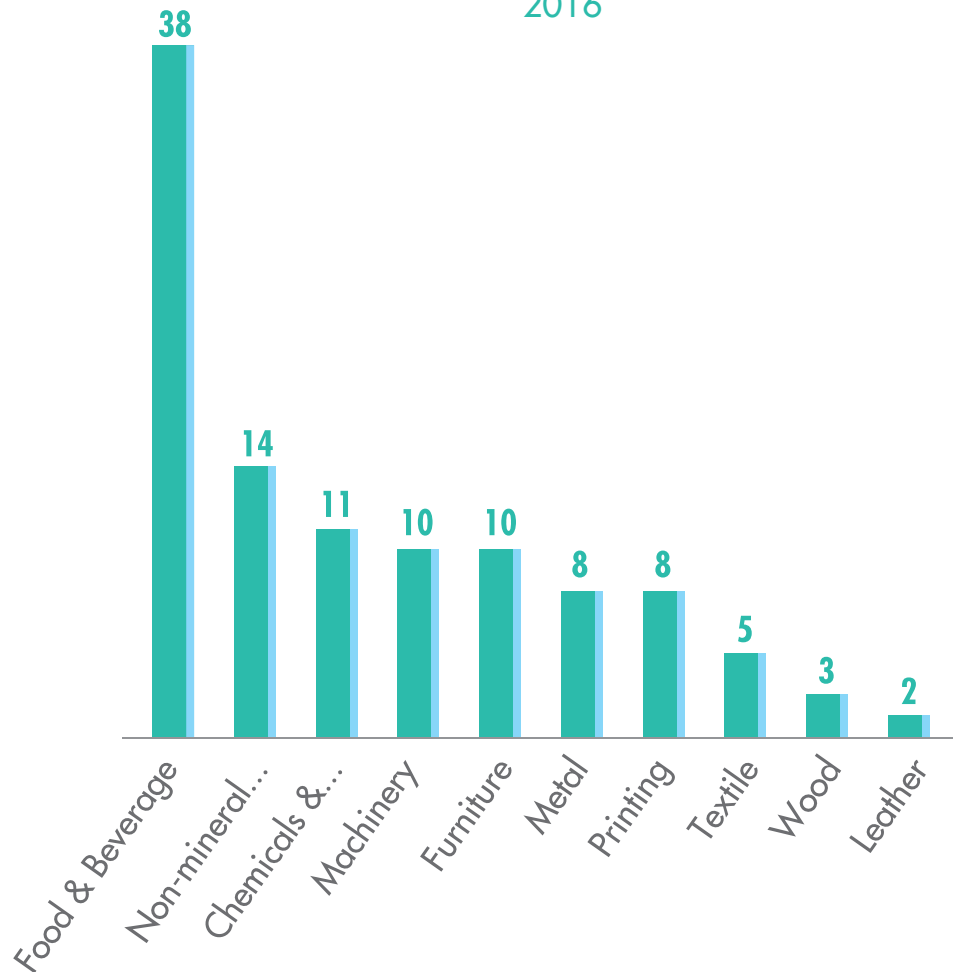


Source: IDAL Survey, 2016

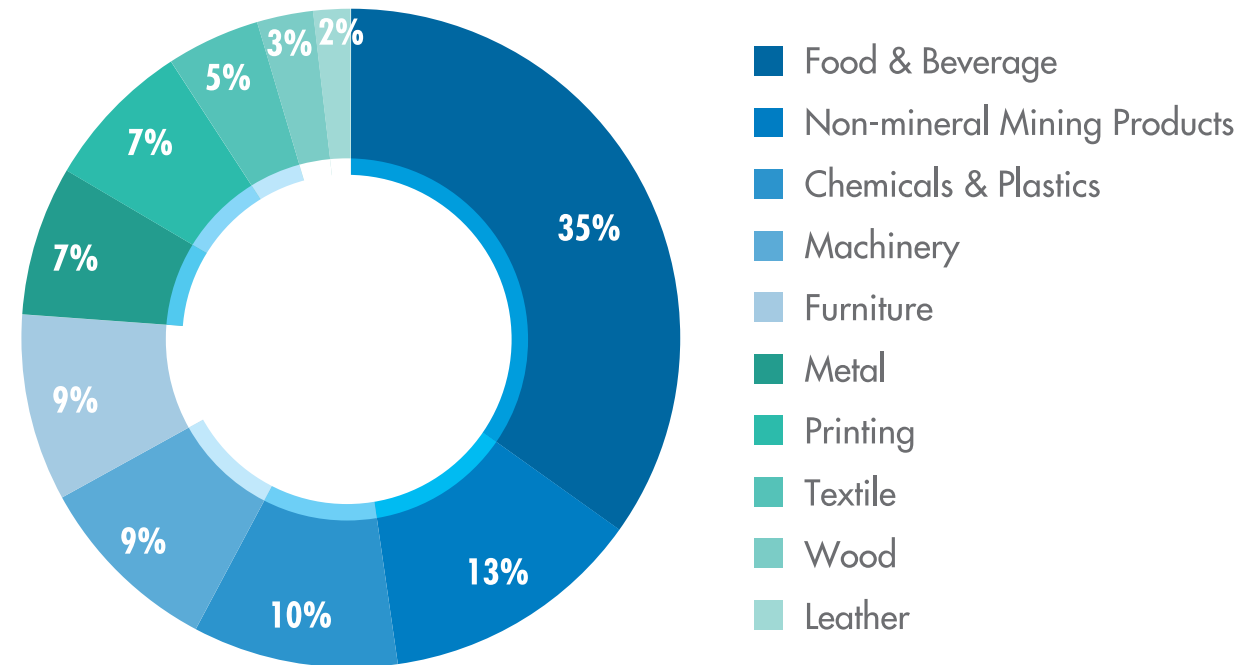


# 35% of the companies operate in the food and beverage sector...

NUMBER OF COMPANIES BY SECTOR IN THE CHOUF DISTRICT  
2016



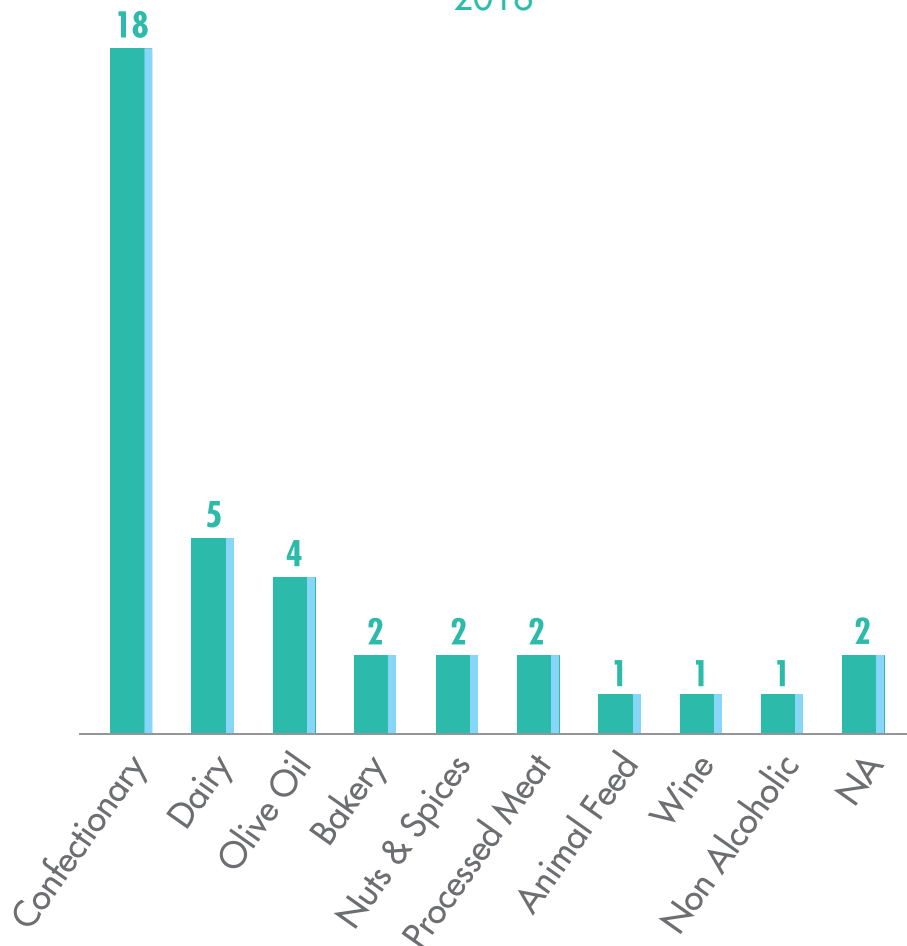
DISTRIBUTION OF COMPANIES BY SECTOR IN THE CHOUF DISTRICT  
(%)



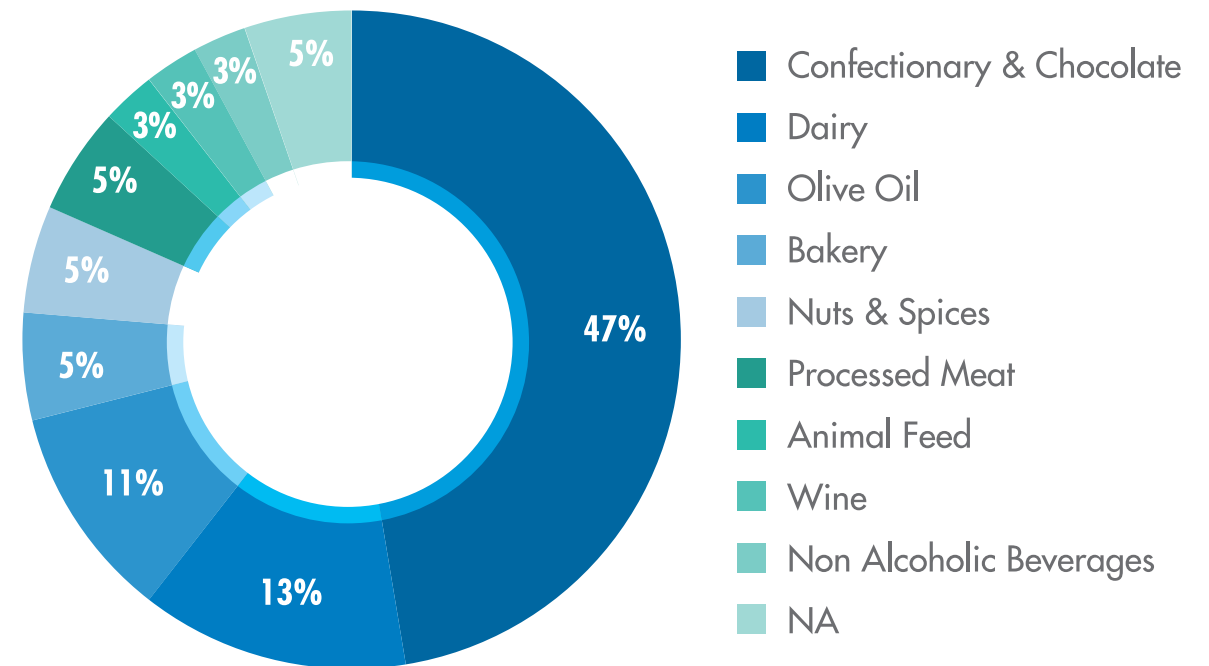
Source: IDAL Survey, 2016

# ...with around 50% of food and beverage companies producing confectionary and chocolate products

NUMBER OF FOOD & BEVERAGE COMPANIES BY ACTIVITY  
2016



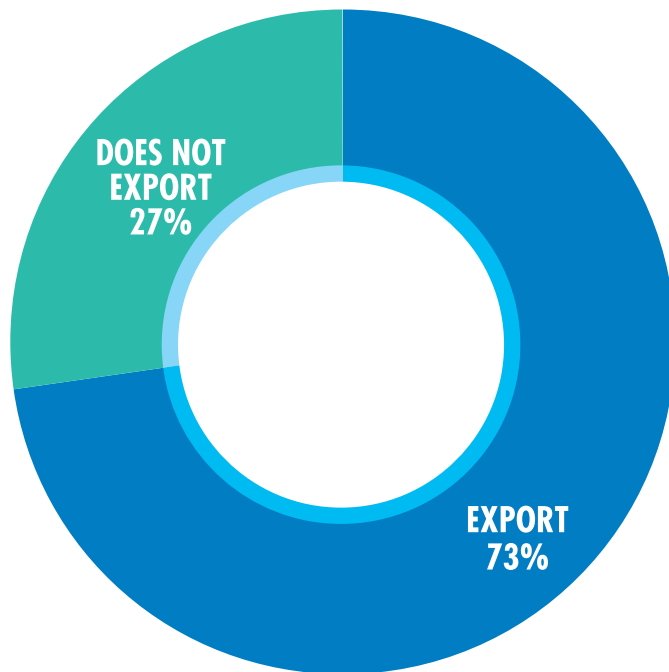
DISTRIBUTION OF FOOD & BEVERAGE COMPANIES BY ACTIVITY  
(%)



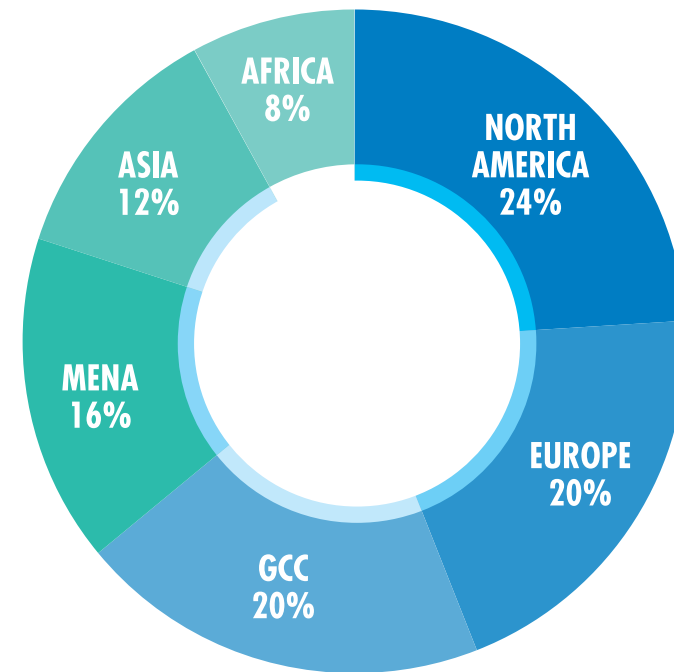
Source: IDAL Survey, 2016

# Around 75% of food and beverage companies export their products to foreign countries, mainly to North America, Europe and the GCC

EXPORT OF FOOD & BEVERAGE COMPANIES  
% | 2016



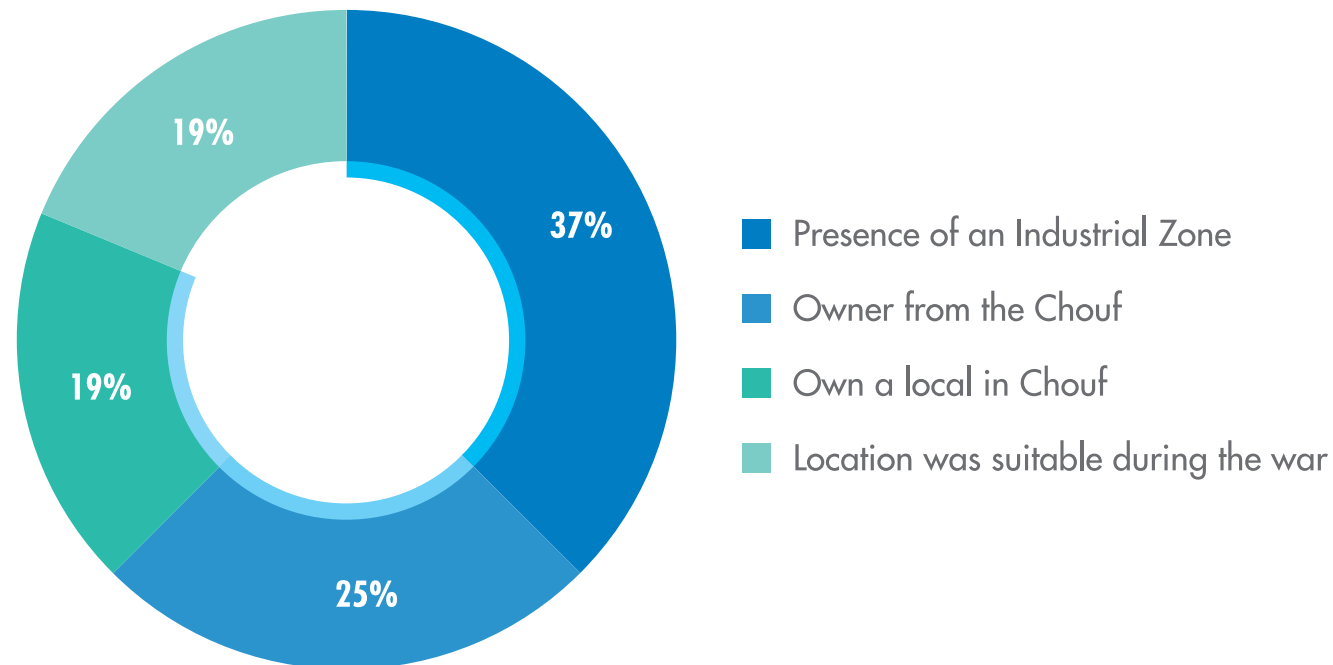
MAIN EXPORT DESTINATION OF FOOD & BEVERAGE COMPANIES  
% | 2016



Note: Survey of 11 companies  
Source: IDAL Survey, 2016

# Around 40% of company owners chose to operate from the Chouf District because of the presence of industrial zones

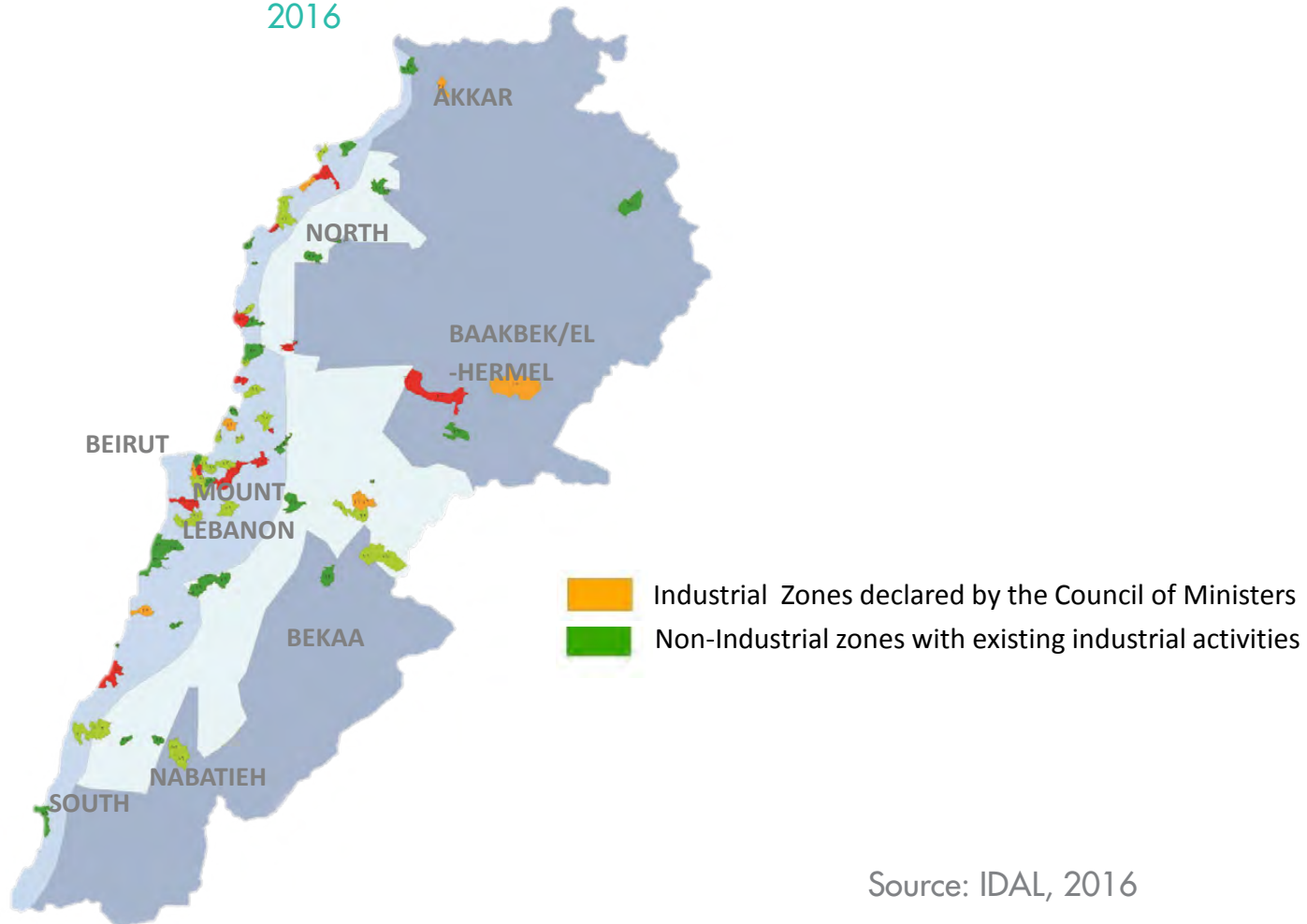
REASON FOR STARTING A BUSINESS IN JEZZINE DISTRICT  
% | 2016



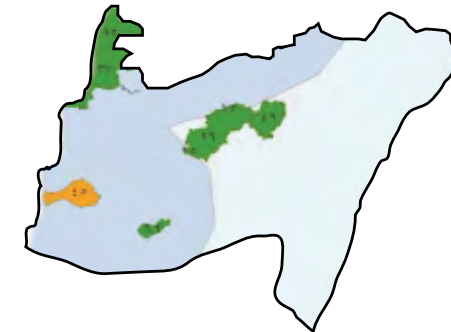
Note: Survey of 15 companies  
Source: IDAL Survey, 2016

Indeed, there is 1 industrial zone in the Chouf as aproved by the Council of Ministers, in addition to 5 zones non-industrial zones with existing industrial activities

LEBANON'S INDUSTRIAL ZONES  
2016



CHOUF INDUSTRIAL ZONES  
2016



Source: IDAL, 2016

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# Investments in the tourism and eco-tourism and pharmaceutical sectors have been one of the main drivers behind the economic growth of the region

## LIST INVESTMENT PROJECTS IN THE CHOUF

PROJECT	SECTOR	OVERVIEW	INVESTMENT SIZE	NO. OF PEOPLE EMPLOYED
<b>JIYEH RESORT</b>	<b>TOURISM</b>	This resort, located in the coastal town of Jiyeh, 35km south of Beirut, was built in two phases. The first phase will include the construction of 196 chalets and 92 cabins, 3 swimming pools, 2 restaurants and yacht berths. The second phase included a hotel with 138 rooms and 10 suites.	<b>USD 21.2 MILLION</b>	<b>214</b>
<b>HIKING TRAILS IN THE BAROUK</b>	<b>ECO-TOURISM</b>	With USAID support, the Municipality of Barouk-Freydis will build on the famous touristic nature of the Chouf region and will establish a hiking trail in the Barouk region. The project also includes the establishment of a recreational area that will host summer festivals and fairs.	<b>USD 161,570</b>	<b>NA</b>
<b>ARWAN</b>	<b>PHARMA</b>	Arwan was established in 2009 with the aim of becoming a leader in the manufacturing and sales of biotechnology and critical care injectable products in the MENA and AFRICA. This investment project located in Jadra (Mount Lebanon)	<b>USD 17 MILLION</b>	<b>83</b>

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# The diversification of the Chouf District results in a number of investment opportunities in key sectors

1

## AGRO-FOOD

There are increased opportunities for olive oil and wine production due to the region's diverse topography, climate and fertile soil

2

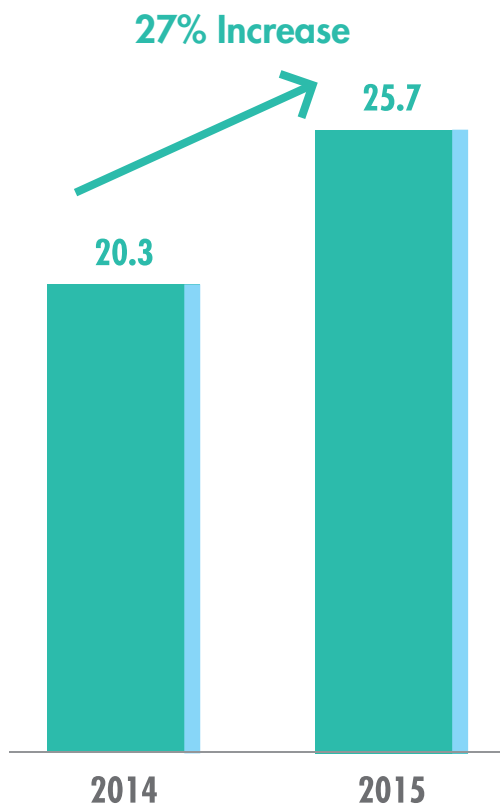
## TOURISM

The Tourism sector in the Chouf area is far from being saturated and provides investors with ample opportunities across various niches of the tourism industry such as **hotels, medical and eco tourism** sub-sectors.

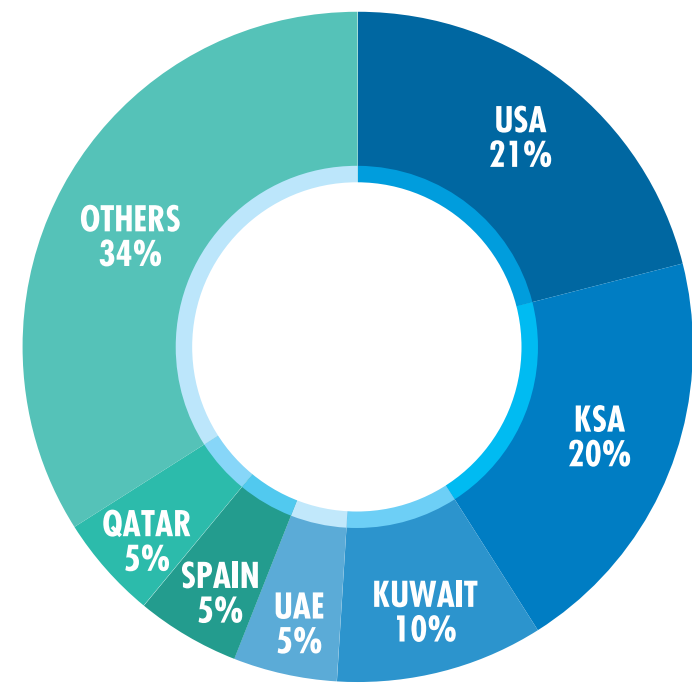
1

Olive oil is a prominent Lebanese agro-industrial product with a high export potential. Trees are grown in Baakline, Niha, Khraybeh & Joun regions of the Chouf

EXPORT OF OLIVE OIL  
USD MILLION | 2014-2015



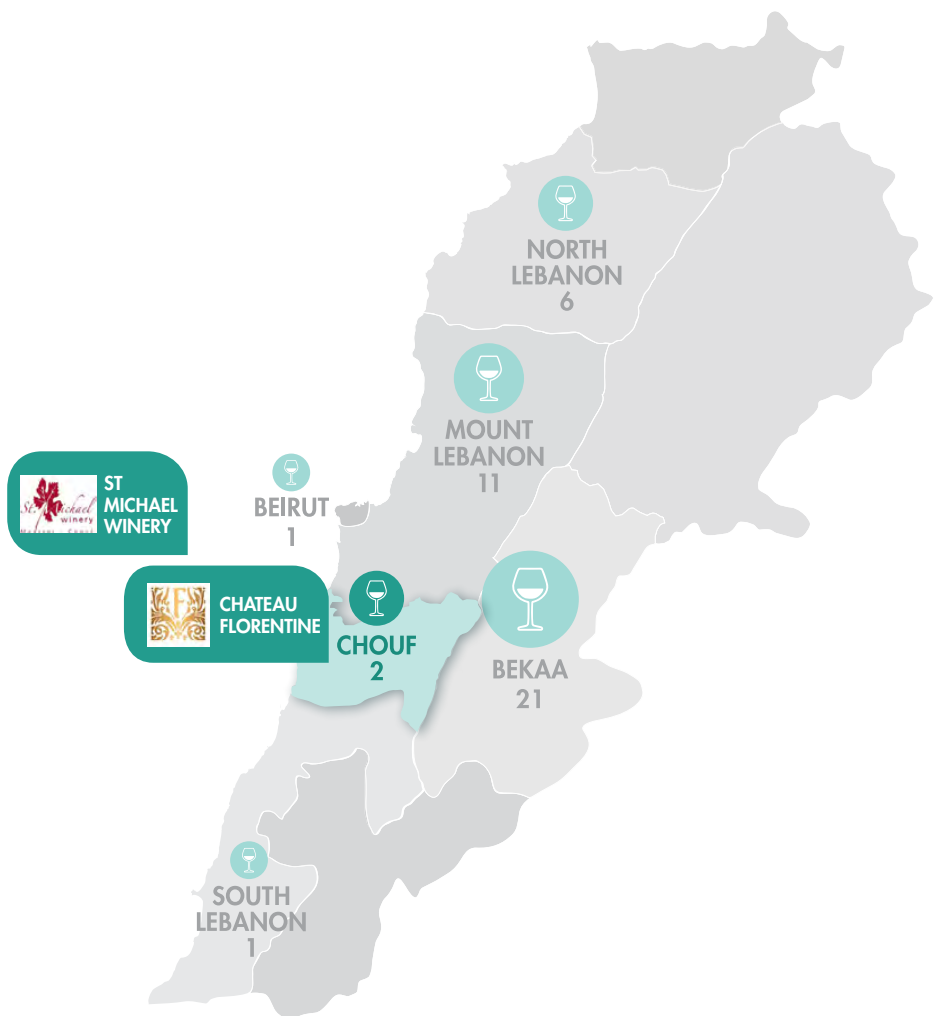
MAIN EXPORT DESTINATION OF LEBANESE OLIVE OIL  
% | 2015



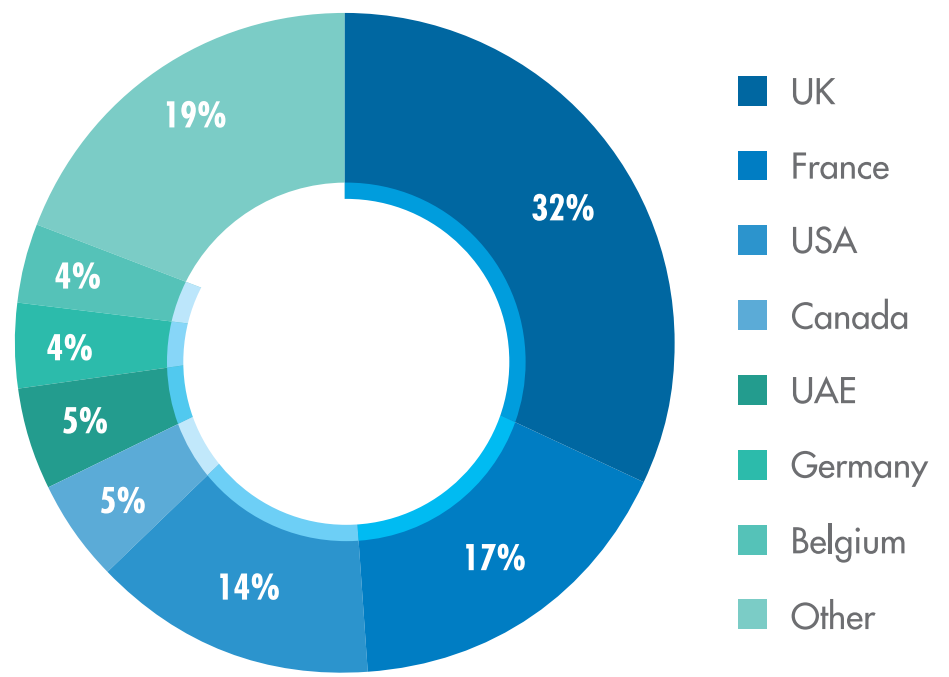
Source: Lebanese Customs, 2016

# 1 The Chouf mountain is draped with picturesque vineyards where high-end wines could be produced but there are currently only 2 wineries in the Chouf.

GEOGRAPHICAL DISTRIBUTION OF LEBANESE WINERIES



MAIN EXPORT MARKETS OF LEBANESE WINE (% | 2011)



Source: Union Vinicole du Liban

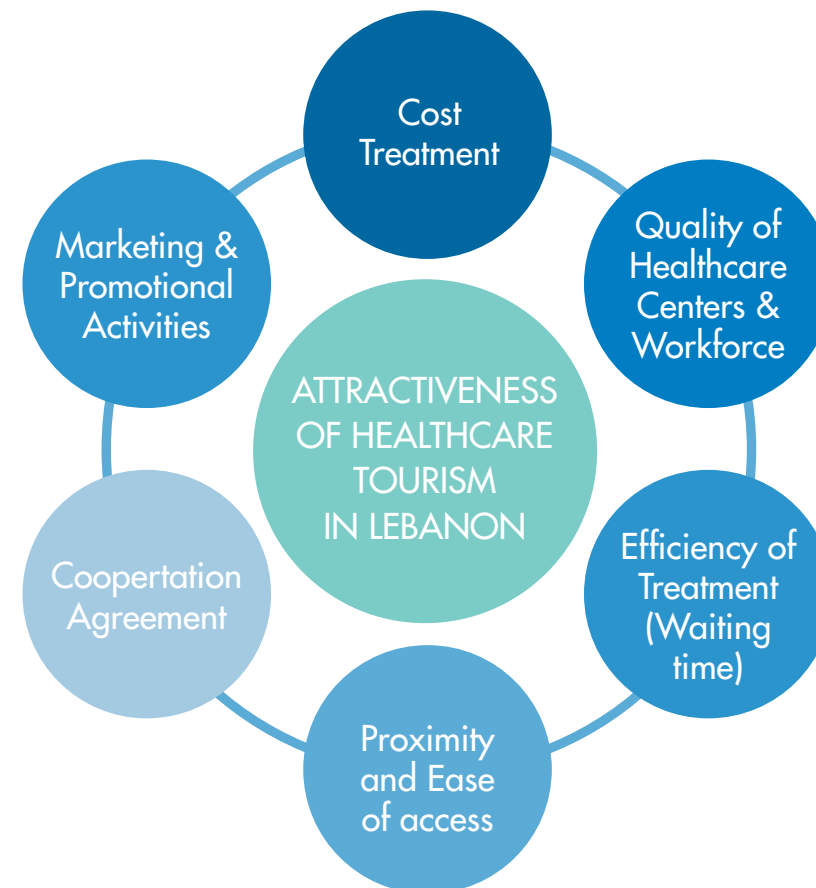
2

# Investments opportunities exist in the Chouf area in long term hospitals stays that provide a number of different medical services

POTENTIAL MEDICAL SERVICES TO BE PROVIDED IN THE CHOUF



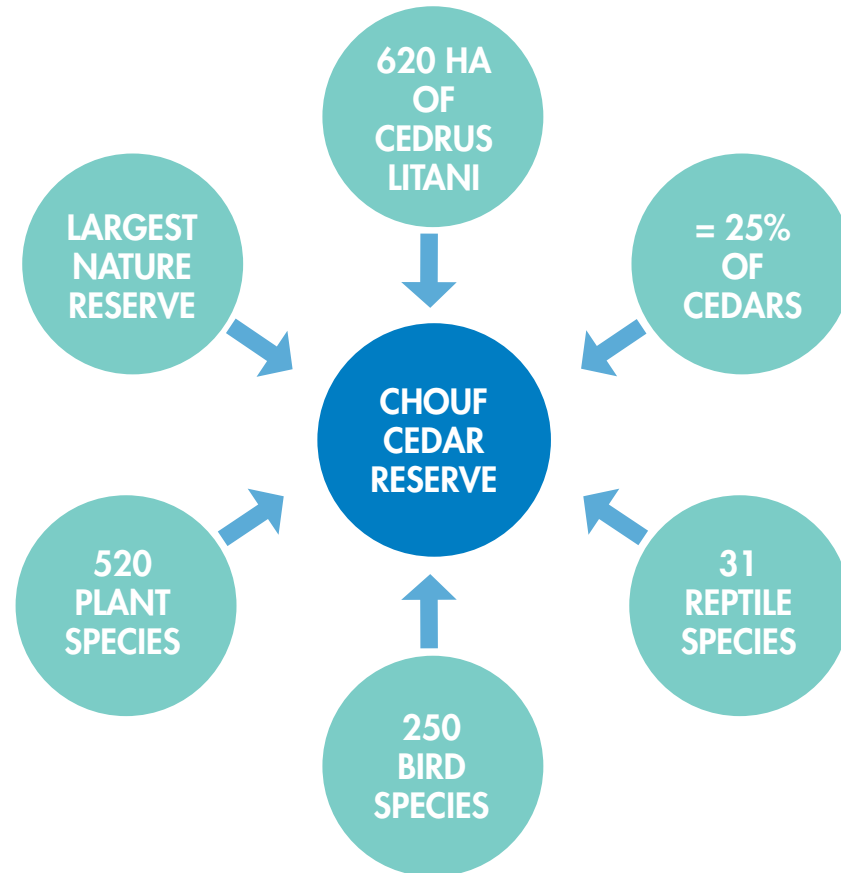
THE ATTRACTIVENESS OF LEBANON AS A HUB FOR MEDICAL TOURISM CAN BE RATED BASED ON SIX PARAMETERS



2

The Chouf nature reserve is an important location for the conservation of flora and fauna species, providing opportunities for eco-tourism that remain untapped.

### CHARACTERISTICS OF THE CHOUF CEDARS RESERVE



Source: Ministry of Environment

# CONTACT US

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