



**IDAL**

INVEST IN LEBANON

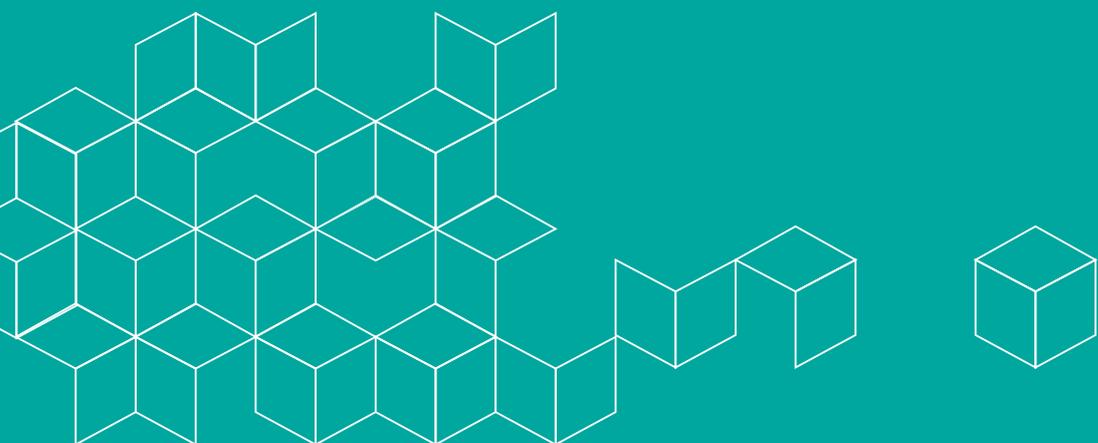
# AGROFOOD FACT BOOK



# Content

<b>SECTOR OVERVIEW</b>	p 4
<b>TRADE STATISTICS</b>	p 8
<b>INVESTMENTS IN THE SECTOR</b>	p 11
<b>MAIN STAKEHOLDERS</b>	p 13
<b>USEFUL CONTACTS</b>	p 15

# SECTOR OVERVIEW



# SECTOR OVERVIEW

The agro-industrial sector is a major contributor to the Lebanese economy. In 2010, it generated an estimated 32.1 % of the industrial sector output and around 3 % of the country's GDP, based on National Accounts estimates. The sector has an estimated size of 4384 Billion LBP<sup>1</sup>.

As per the latest survey by the Ministry of Industry, the sector currently employs an estimated workforce of

**20,607<sup>2</sup>** 

Accounts for

**24.9%**

of the Industrial sector workforce<sup>3</sup>



The agro-industrial sector is the largest employer in the industrial sector

**1<sup>st</sup>** 

**18.2%**

of industrial enterprises are involved in agro-industrial activities<sup>4</sup>



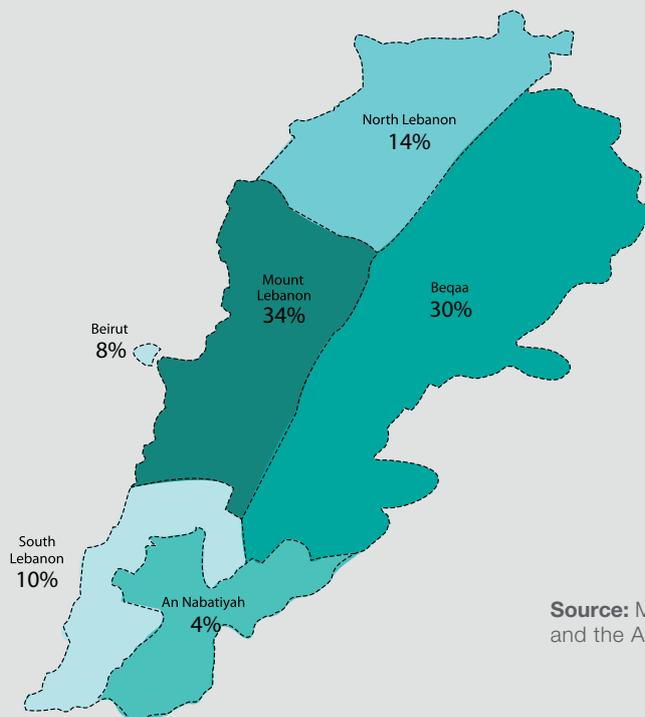
In addition to its significant employment generation potential, the sector also benefits from a well-trained labor base. A considerable number of students graduate yearly with specialized university degrees as well as vocational training in agro-industrial processing and food quality management.

Agro-food enterprises account for the largest share of industrial establishments in Lebanon, with 18.2% of enterprises or around 736 companies involved in agro-industrial activities.

The sector is predominantly composed of small family owned enterprises, employing 6 workers on average.

Agro-food activities are mostly concentrated in Mount Lebanon where 34% of agro-industrial enterprises are located. Bekaa region ranks second in terms of concentration of establishments (30%), followed by North Lebanon (14%), South Lebanon (10%), Beirut (8%), and finally Nabatiyeh (4%) (Figure 1).

Figure 1: Distribution of Agrofood Companies by District | 2010



Source: Ministry of Industry (in coordination with UNIDO and the Association of Lebanese Industrialists 2010).

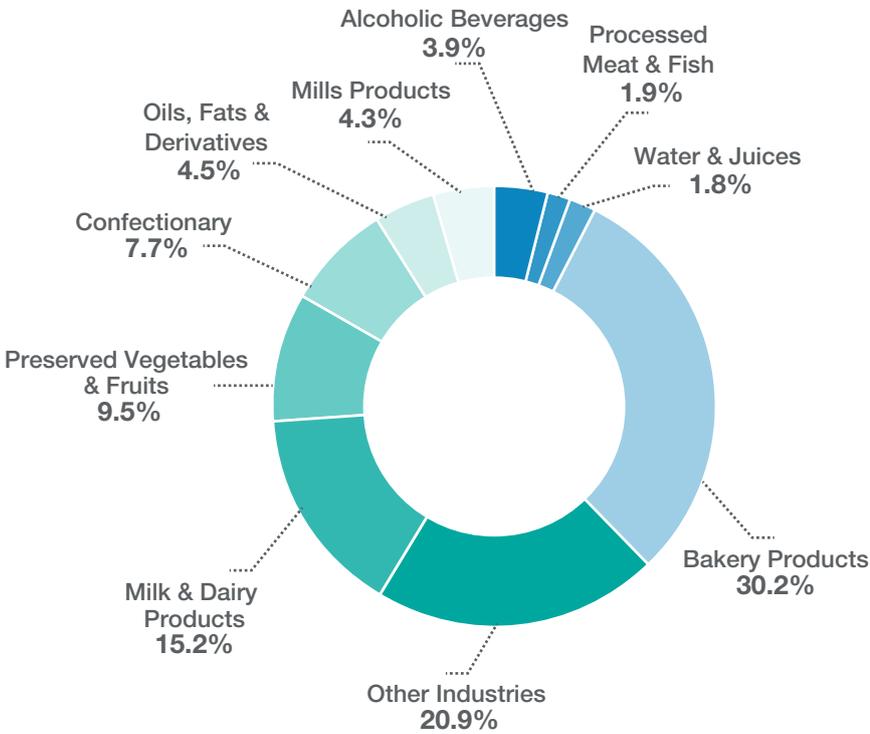
<sup>1</sup> National Accounts (2010), IDAL Studies, Planning & Statistics Directorate

<sup>2, 3, 4</sup> Ministry of Industry (2010), The Lebanese Industrial Sector Facts & Findings 2007

The highest share of agro-food establishments is involved in the production of baked goods with nearly 30 % of total enterprises. Baked goods occupy a significant share in the diet of Lebanese households, and therefore form the vast majority of agro-food companies.

Other sectors of activity with a high share of enterprises include milk and dairy with 15% of establishments or 112 companies as well as the processing and preservation of fruits and vegetables with 9.5% or 70 companies (**Figure 2**).

**Figure 2: Agro-food Enterprises in Lebanon by Type of Production | 2010**



**Source:** The Lebanese Industrial Sector Facts and Findings 2007, published by the Ministry of Industry in 2010



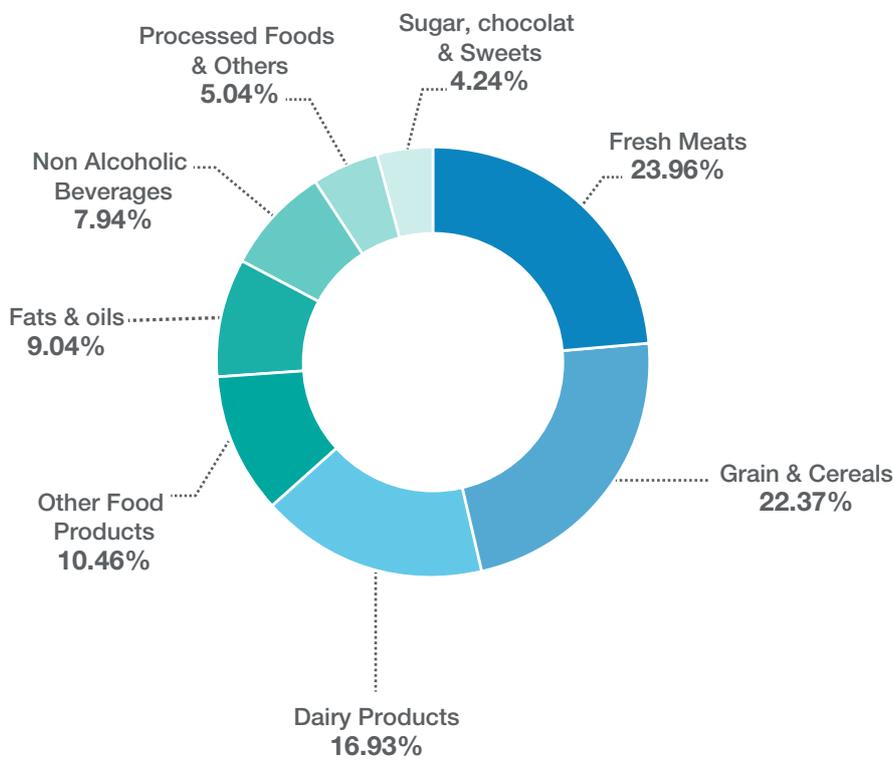
Nearly 24% of total household consumption goes to food products, and 65% of this share is allocated to agro-food products.

Within this category, fresh meats occupy the highest share with 24% of total consumption, while grains and cereals rank second at 22%, and the share of dairy products stands at 16.93% (Figure 3). At an other level, processed foods witnessed a sharp increase in consumption levels throughout 2010, growing at a rate of 21% from 2009 levels<sup>5</sup>. This steady rise in local market demand offers promising prospects for producers within the sector.

It is important to note that the relatively positive economic growth the country has witnessed over the past 4 years was able to sustain an improved purchasing power, and a resulting increase in consumer spending.

From a development perspective, agro-industrial activity is crucial for the Lebanese economy. Not only does it establish backward linkages with the agricultural sector, but it also has the potential of creating employment opportunities, particularly for women and rural communities, thus directly contributing to an improvement of their livelihoods. The sector moreover ensures the creation of higher value added through the production and export of processed goods.

Figure 3: Household Consumption of Food in Lebanon by Type of Product | 2010



Source: Lebanese National Accounts 2010

<sup>5</sup> National Accounts (2010)

# TRADE STATISTICS



# TRADE STATISTICS

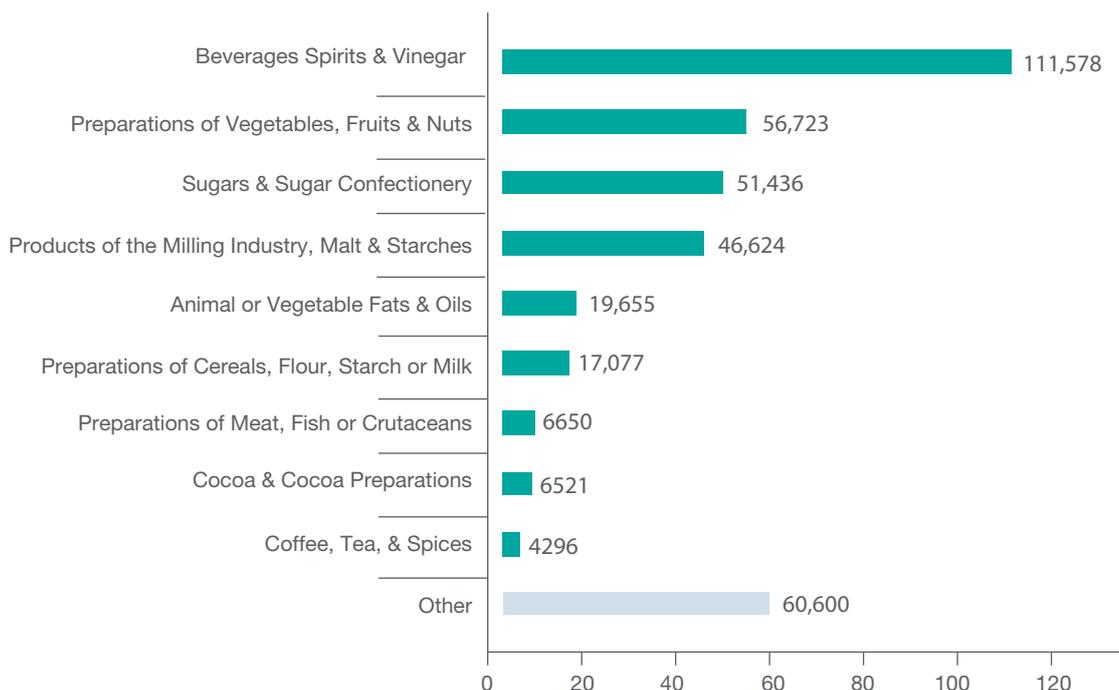
## EXPORT PERFORMANCE

Agro-food products account for 13.73% of total exports, and have grown in volume at an average annual rate of 12.13% from 2008 until 2013.

Agro-food exports have continued to grow steadily despite the general decline in industrial exports.

Key exported agro-food products include Beverages, Spirits & Vinegar at 29% of total agro-food exports, Processed Vegetables, Fruits, and Nuts occupy the second largest share at 15%, followed by Sugars & Sugar Confectionery at 13.5% (Figure 4).

**Figure 4: Agro-Food Exports Net Weight Tons | 2013**



**Source:** Lebanese Customs 2013, IDAL Studies, Planning & Statistics Directorate

<sup>6</sup> Lebanese Customs (2012), IDAL Studies, Planning & Statistics Directorate

## EXPORT DESTINATIONS

The largest share of Lebanese agro-food exports is destined to the Arab Countries (excluding GCC Countries), at 51% of total exports. Syria, Iraq and Egypt rank top destinations within this category.

GCC Countries rank second amongst country groups and occupy around 21.3% of total exports, with Saudi Arabia and the UAE as main destinations.

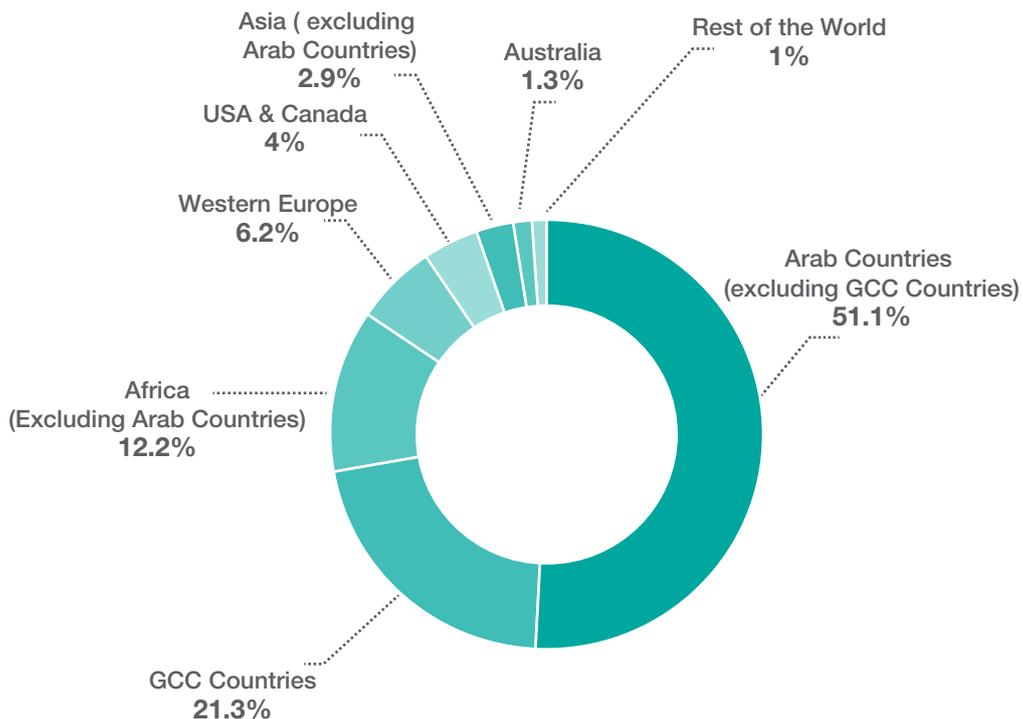
Africa ranks third with a share of 12.2% with Angola standing out as a top destination.

Western Europe occupies the fourth place, while lower volumes are exported to North America, Asia and Australia.<sup>7</sup> (Figure 5).

► The volume of Agro-food exports has in fact increased by 36% from 2012 to 2013. Particularly interesting is the volume of exports to the non-GCC Arab Countries which have increased by 68% on overall. Exports to Syria have increased by 50% and now constitute around 52% of total exports to Arab Countries (non-GCC), volumes exported to Iraq increased by 242%, to Egypt by 134%, and to Jordan by 18%. This indicates that while the Syrian crisis has had its share of negative impact on the Lebanese economy, it has allowed for increased demand on Lebanese products to compensate the decrease in Syrian exports in these markets.

► Another notable trend is the increase in exports to the African market; exports to Angola for instance are nearly double the volume of exports to Jordan – the main products exported being within the Beverages spirits and vinegars category.

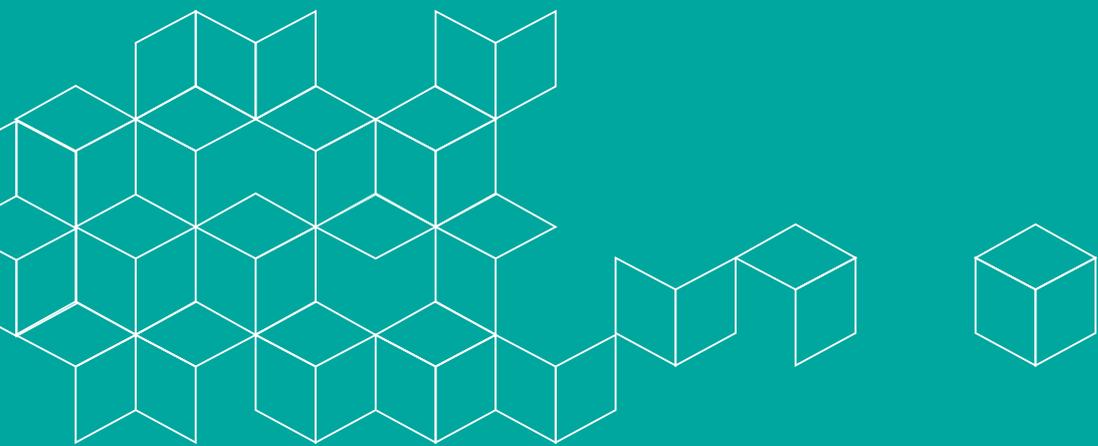
Figure 5: Export Destinations for Agro-Industrial Products | 2013



Source: Lebanese Customs 2013, IDAL Studies, Planning & Statistics Directorate

<sup>7</sup> Lebanese Customs (2012), IDAL Studies, Planning & Statistics Directorate

# INVESTMENTS IN THE SECTOR



## LOCAL INVESTMENTS

Local investment in the sector has been on a steady rise, driven by the increase in local and foreign demand and the availability of raw agricultural products. One proxy that reflects upon investments in the sector and indicates increases in agro-food activities is the increase in imports of intermediary products intended for the sector. Import values for such products have consistently grown on an annual basis with a compounded annual growth rate figure of 5.15% over the past five years.

## INVESTMENTS THROUGH IDAL

Since 2005, IDAL has mediated several investments in the agro-industrial sector. 5 agro-industrial enterprises with a total investment value of 16 Million USD have benefited from IDAL's incentives allowing for the creation of more than 300 job opportunities.



Master Potato Chips was established with the assistance of IDAL in 2005. The company has greatly expanded ever since, and now not only produces potato chips for the local market but for foreign destinations as well. In 2009, the enterprise expanded its operations into frozen fries and again with the assistance of IDAL was able to branch out into the Master Fried Potatoes, generating nearly 120 new employment opportunities.

**120 new jobs**

### TAYYEBAT

Tayyebat is a newly established enterprise specializing in the production of frozen potatoes. The industry has launched its operations in 2010 with the support of IDAL's Package Deal contract, and has created 60 new job opportunities.

**60 new jobs**



Poppin's Cornflakes is a project in the Bekaa area specializing in the production of cornflakes cereals. The project benefited from IDAL's Incentive Package and generated 80 job opportunities.

**80 new jobs**



Cedar's Beverage is a newly established enterprise for the production of beverages. It has benefited from IDAL's Package Deal contract in 2010 to establish its enterprise in the caza of North Lebanon, and currently employs 63 workers. The company has considerable export activity and is looking to expand into the production of food products.

**63 new jobs**

## FOREIGN INVESTMENTS

Foreign companies operating in the agro-industrial sector include Swiss food and nutrition giant Nestle. Also producing in Lebanon is General Mills (USA), Coca Cola (USA), Unilever (UK/ Netherlands), PepsiCo (USA). Most of these companies have manufacturing plants in Lebanon through which they serve the local market.



# MAIN STAKEHOLDERS



Since the early 90s, the Lebanese government has given special attention to the agro-industrial sector. This has materialized in its efforts to improve the sector's governance structure; it was also coupled with an increased emphasis on marketing strategies, together with the creation of incubators that foster better production practices. Efforts of public institutions have equally been amplified through the contributions of private entities like the Syndicate of Lebanese Food industries, as well as international organizations such as the United Nations Development Program (UNDP) and the European Commission's delegation to Lebanon.

## IDAL

IDAL is mandated as per Investment Law No. 360 to assist in the support, promotion and marketing of Lebanese products, especially agricultural and agro-industrial products. As a result, IDAL has signed a protocol of cooperation in 2004 with the Syndicate of Agro Food industries (the AGROMAP protocol), whereby it committed to actively promote the export of agro-food products, mainly through its co-sponsorship of Lebanese pavilions in international food fairs. As of today, IDAL has managed to support Lebanese participation in 11 regional and international fairs, enabling the showcase of Lebanese products of at least 45 local companies.

## MINISTRY OF INDUSTRY

The Ministry is a main stakeholder in maintaining quality standards and promoting better production practices. Its Industrial Research Institute (IRI) conducts product testing and issues quality certifications. The ministry equally hosts the ELCIM program providing technical support for manufacturers in issues of production, finance and marketing.

## MINISTRY OF AGRICULTURE

Through its sectoral strategy, the Ministry has focused on enhancing linkages between agricultural and agro-food activities, and has included the development of agro-food industries in its support scheme.

## MINISTRY OF ECONOMY AND TRADE

The Ministry has partnered with the European Commission in Lebanon to establish 'Association AGRIPOLE' a business incubation center targeting agricultural and agro-industrial enterprises. AGRIPOLE targets existing businesses and start-ups alike, providing them with incubation and business development services.

## SYNDICATE OF LEBANESE FOOD INDUSTRIALISTS (SLFI)

Founded in 1995, the syndicate represents over 150 food manufacturers, and groups 85 percent of all major food exporters. By capitalizing on its considerable food chain expertise and its global networking skills, the SLFI continuously supports its members in their business endeavors. The syndicate guides its members to relevant sources of market information, organizes Lebanese national pavilions in international food fairs, and advocates for its stakeholder's interests with concerned authorities and international organizations. It also assists its members in adhering to local and foreign market standards as well as ISO certification procedures.

## OTHER ORGANIZATIONS

International organizations have launched several initiatives in support of the Lebanese agro- industrial sector. Notable for instance is the European Union's EU Integrated SME Support Programme (ISSP), which aims at supporting SMEs in Lebanon by providing them with a combination of legislative, business development and financing support. Also of significance is a recent USAID project aimed at enhancing the sector's competitiveness through the promotion of agro-industrial products, the creation of market penetration strategies, and the improvement of production practices and standards.



# USEFUL CONTACTS



# USEFUL CONTACTS

Various public and private actors play a major role in shaping the agro-industrial sector; these main stakeholders are listed below.

Ministry of Industry-Mol  
[www.Industry.gov.lb](http://www.Industry.gov.lb)

Industrial Research Institute-IRI  
[www.iri.org.lb](http://www.iri.org.lb)

Ministry of Agriculture-MoA  
[www.agriculture.gov.lb](http://www.agriculture.gov.lb)

Quality Programme-QUALEB  
[www.qualeb.org](http://www.qualeb.org)

Ministry of Economy & Trade-MoET  
[www.economy.gov.lb](http://www.economy.gov.lb)

Euro-Lebanese Center for Industrial  
Modernization-ELCIM  
[www.elcim-lb.org](http://www.elcim-lb.org)

Investment Development Authority  
of Lebanon-IDAL  
[www.investinlebanon.gov.lb](http://www.investinlebanon.gov.lb)

Lebanese Cleaner Production  
Center-LCPC  
[www.lebanese-cpc.net](http://www.lebanese-cpc.net)

Syndicate of Lebanese Food  
Industries-SLFI  
[www.slfi.org.lb](http://www.slfi.org.lb)

Lebanese Standards Institution-  
LIBNOR  
[www.libnor.org](http://www.libnor.org)

Association of Lebanese  
Industrialists-ALI  
[www.ali.org.lb](http://www.ali.org.lb)

KAFALAT s.a./Loan guarantee  
company  
[www.kafalat.com.lb](http://www.kafalat.com.lb)

Syndicate of Agrifood Traders in  
Lebanon  
[www.agrifood.org.lb](http://www.agrifood.org.lb)

The Federation of the Chambers of  
Commerce Industry and Agriculture  
in Lebanon  
[www.cci-fed.org.lb](http://www.cci-fed.org.lb)

▶ Beirut and Mount Lebanon  
[www.ccib.org.lb](http://www.ccib.org.lb)

▶ Tripoli and North Lebanon  
[www.cciat.org.lb](http://www.cciat.org.lb)

▶ Saida and South Lebanon  
[www.ccias.org.lb](http://www.ccias.org.lb)

▶ Zahleh and the Bekaa  
[www.cciaz.org.lb](http://www.cciaz.org.lb)



## CONTACT US

If you require any further information on investing in Lebanon or on the services IDAL can offer you, please do not hesitate to contact us at the following:

Riad El Solh, Emir Bachir Street, Lazarieh Tower  
4th Floor, **PO. Box:** 113-7251 Beirut, Lebanon  
**T** +961 1 983306 **F** +961 1 983302  
[invest@idal.com.lb](mailto:invest@idal.com.lb)

**Follow us on twitter** @Invest\_Lebanon

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

