REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

LEBTRADE

A goldmine for Exporters

Roula Nasrallah, Head of the Quality Unit at the MOET

August 2022

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

LEBTRADE OBJECTIVE

- The Rene Moawad Foundation (RMF) under the Strengthening Exports of Fruits and Vegetables from Lebanon to European and Regional Markets Project, funded by the Kingdom of Netherlands is working with MOET to develop an online platform portal whose main objective is to make it easier for exporters, farmers to export agricultural products.
- The online platform is a means to have all necessary Market and Quality information for concerned stakeholders on one site.
- CBI is supporting the capacity building of LEBTRADE Team at MOET to develop the structure and content of the platform.

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

Strengthening Exports of Fruits and Vegetables from Lebanon to European and Regional Markets

- Overall objective: Enhanced economic advancement in Lebanon through the strengthening of 4 specific value chains (grapes, potatoes, cherries and avocados) towards improved exports by supporting the export enabling environment among concerned stakeholders and chain actors including farmers, SME's, exporters, government bodies and private sector mainly in affected remote areas
- Expected Outcome(s):
  - EO1: Capacities of targeted farmers within 4 value chains enhanced to produce improved and competitive agricultural products that comply with buyer requirements through capacity building, provision of tools and equipment and usage of new technologies.
  - EO2: Capacities of exporters and post-harvest handling facilities enhanced through trainings, linkages to EU, GCC and window markets, assessment of facilities leading to increased export of targeted value chain products.
  - *EO3: Governmental bodies working across the 4 targeted value chains have enhanced facilities, best practices, linkages and networks supporting the facilitation of export process and upgrading the value chains.*
  - EO4: Improved support for children and youth in the 4 targeted value chains

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

LEBTRADE

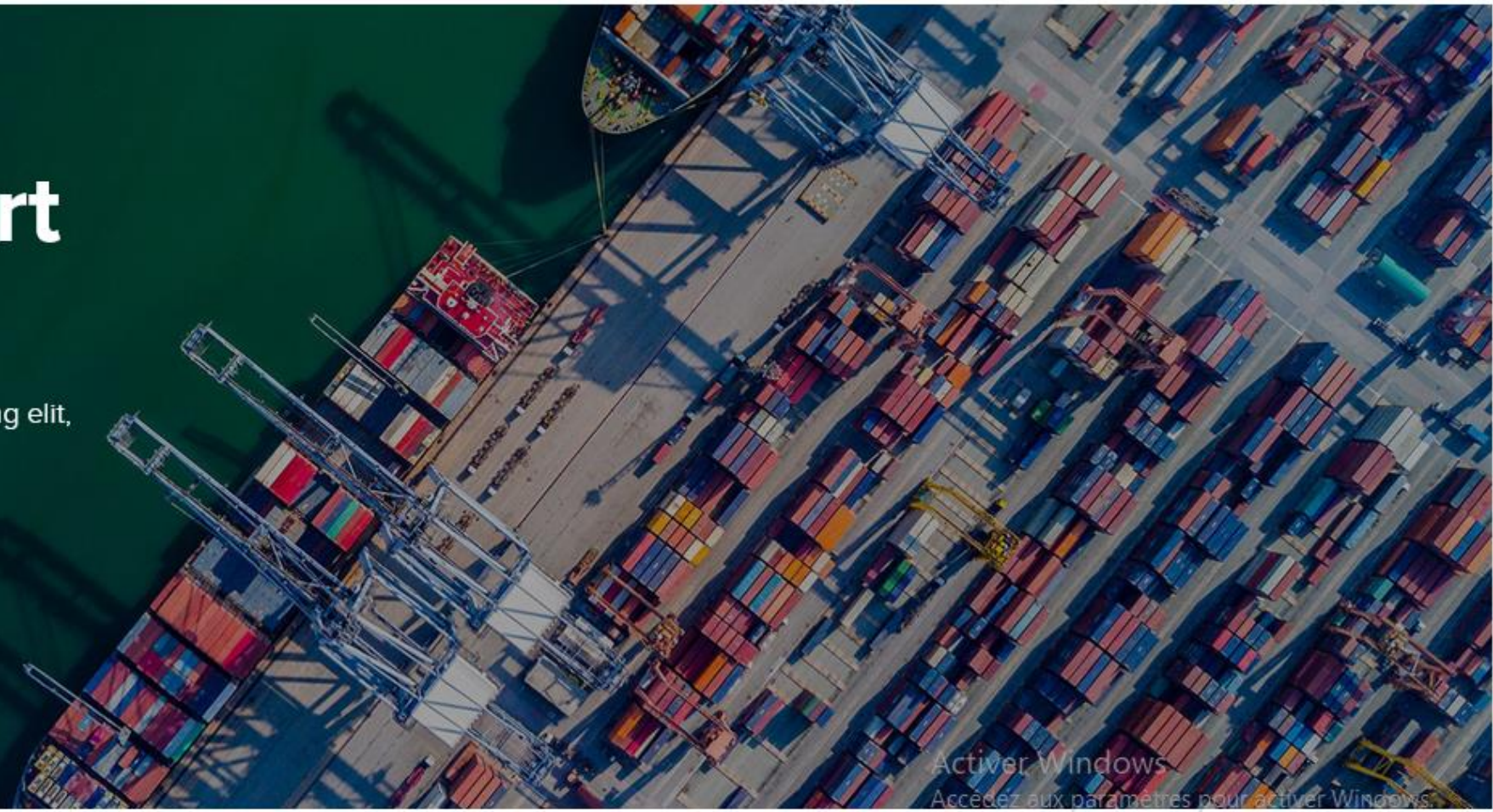
ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS

Creating Export Opportunities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

VIEW PROMISING EXPORT MARKETS



Activer Windows
Accédez aux paramètres pour activer Windows.

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

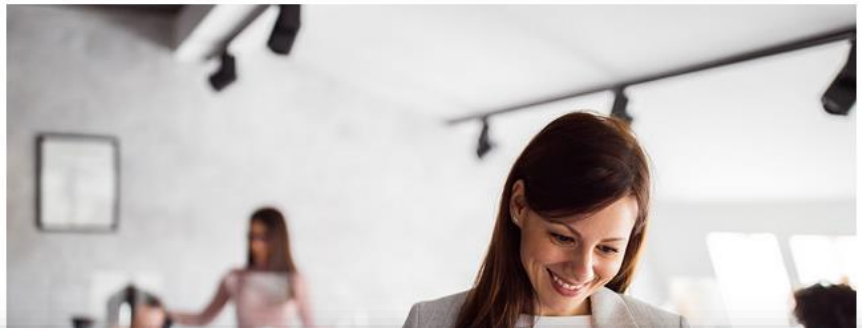
RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS



Overview

LEBTRADE is an online platform created by the Ministry of Economy and Trade (MoET) to provide Lebanese exporters and producers with timely and reliable information on a variety of topics, including:

- Promising markets
- Legal requirements and standards
- Quality support organizations
- Support projects
- News and Events
- Services: Statistics, ...

LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS

Platform

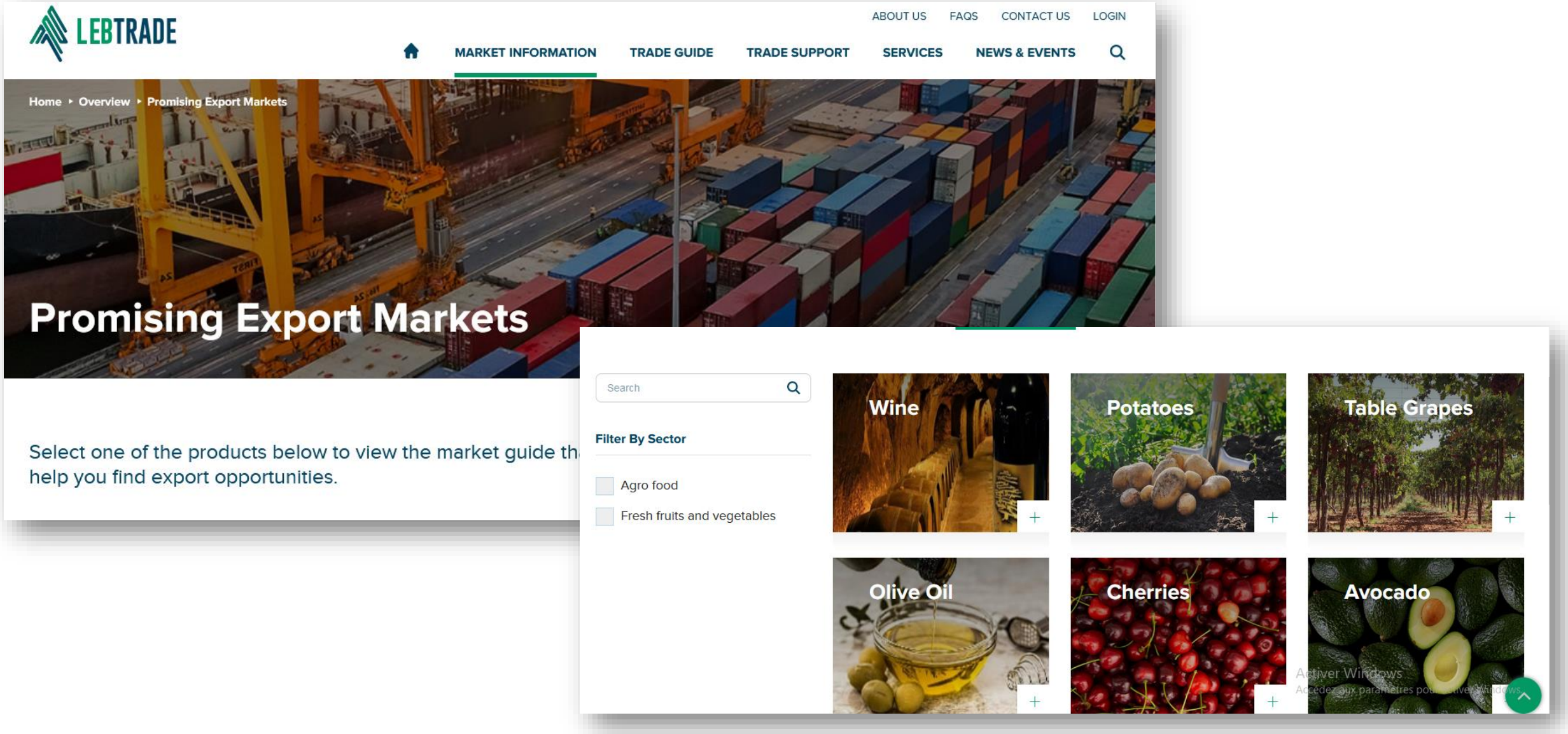
The platform currently offers insights into the market opportunities for 8 products and value chains:

- Avocados
- Table Grapes
- Potatoes
- Cherries
- Wine
- Pickles
- Sauce
- Olive Oil

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

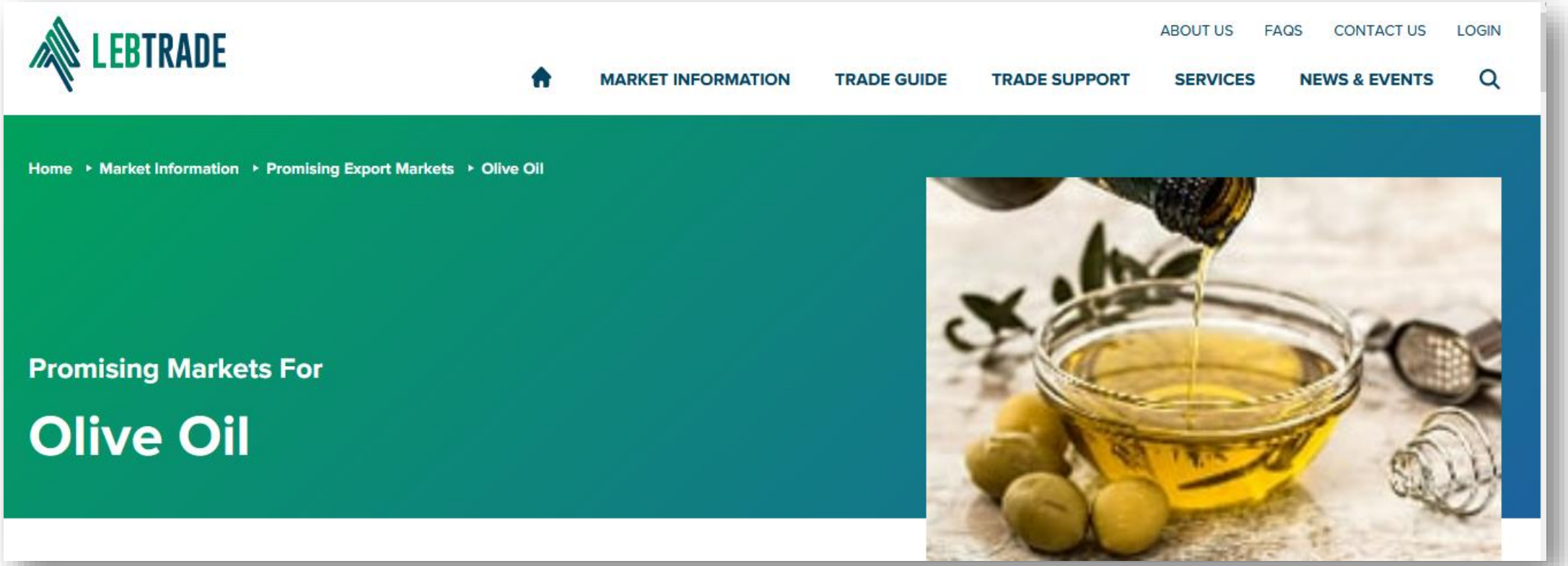
Kingdom of the Netherlands



REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands



Product Definition

Lebanon's Olive Oil Key Export Destinations

Lebanon's Position in International Markets

What are the Trends in Trade in the 20 Largest Importing Markets?

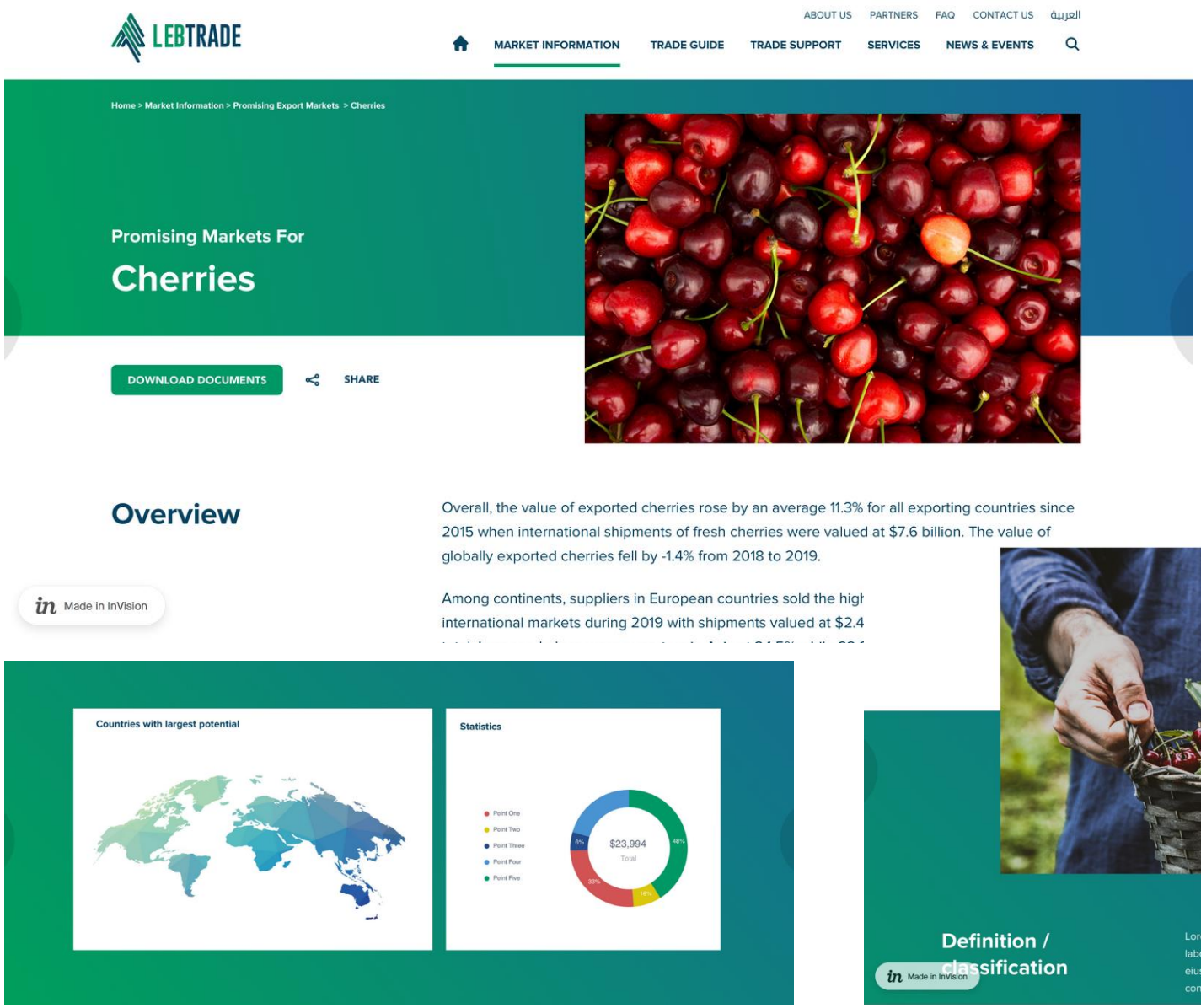
What are Interesting Markets for the Future?

Top Potential Markets

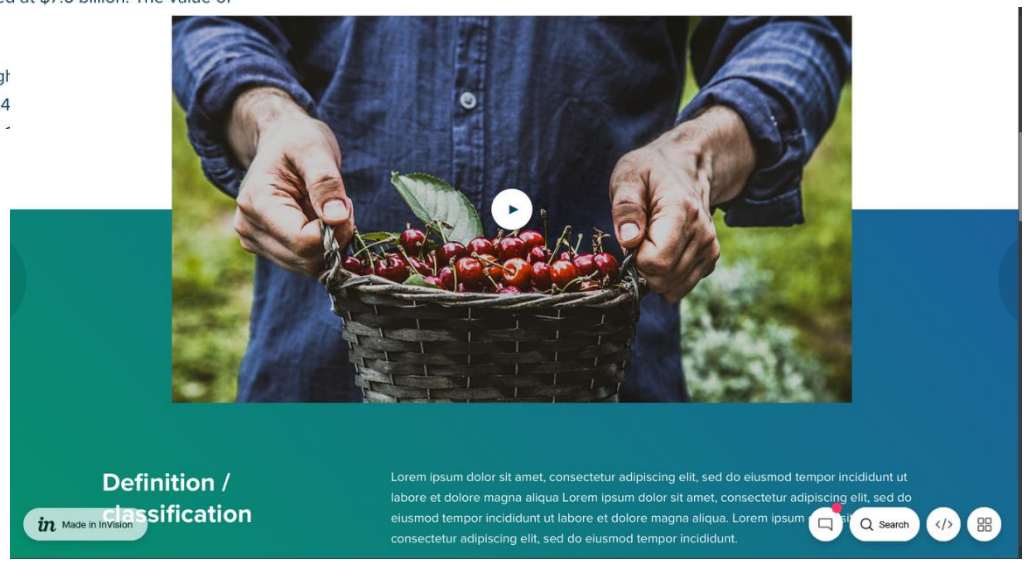
REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands



For the purpose of identifying potential markets for Lebanese exports, a model was built to include indicators such as worldwide imports, exports and export growth from Lebanon, a comparison between tariffs facing Lebanon and leading competitors in the market, average distance and concentration of suppliers, import trade windows, GDP and others



REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

WEIGHT	20	1	20	20	5	20	4		5	5	
BACK											
Country Score ->	Annual import volume	Annual growth value	Volume imported in last year from Lebanon	Annual growth four years from Lebanon (volume, %)	Average distance	Concentration (1 = many suppliers, 0 = one supplier)	Trade window (1=neutral, and the higher the better)	Total imported from Lebanon 2019	Tariff competitiveness	GDP	Region

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS

Home ▸ Market Information ▸ Promising Export Markets ▸ Olive Oil Germany

Promising Markets For

Olive Oil Germany

Activer Windows

Market: Trade Statistics & Trends

Market Entry: Trade Channels & Segments

Finding Potential Buyers

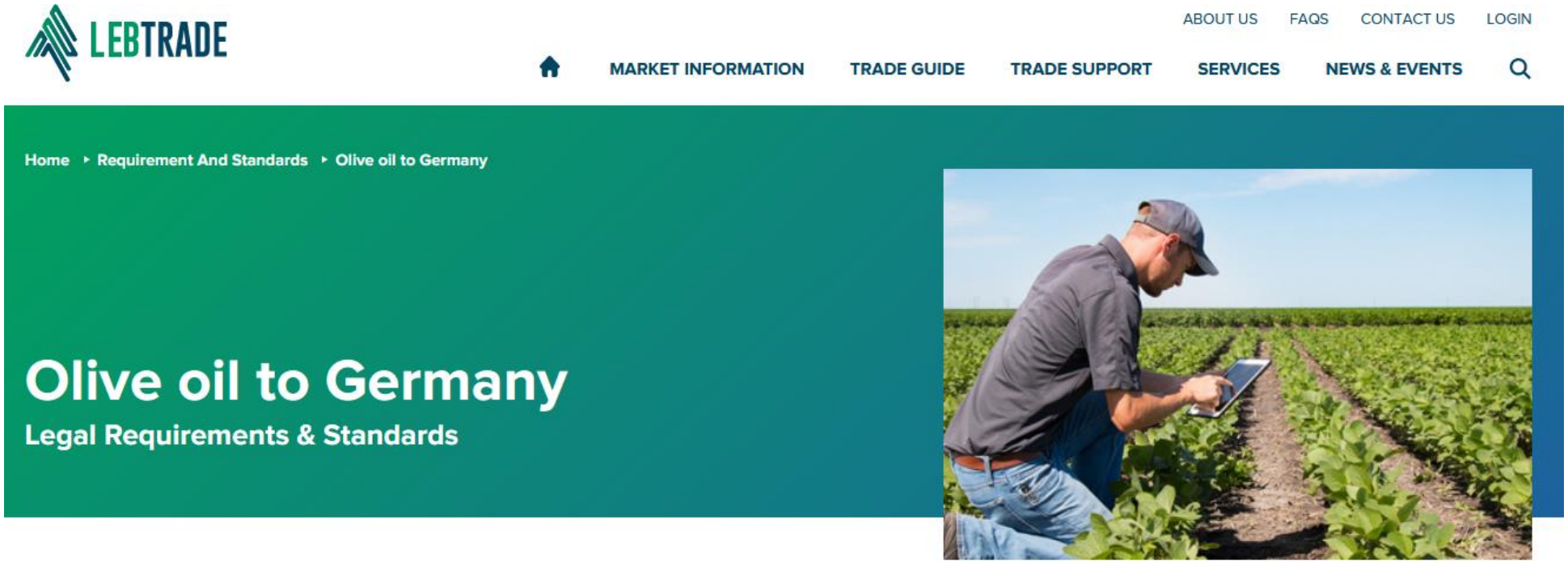
Export Promotional Activities

Doing Business: Business Culture

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands



What are the Mandatory Requirements?

Pesticide Residue

Contaminants Control

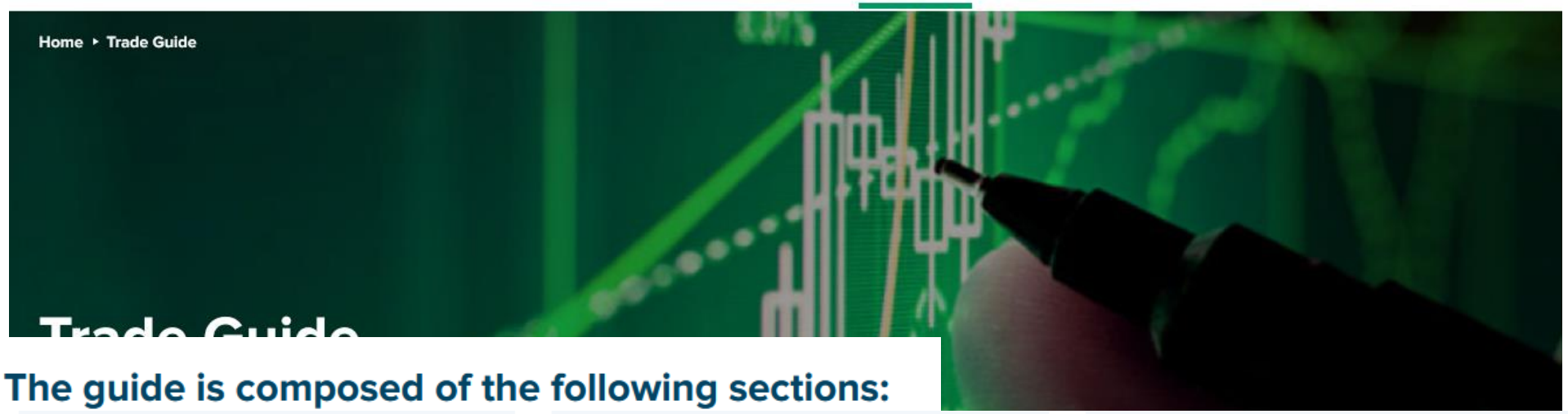
Packaging & Labelling

Quality Requirements

LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS



The guide is composed of the following sections:

1. Export Readiness Self-Assessment Tool

2. Export Plan

3. Market Research

4. Finding Buyers

5. Export Pricing

6. Free Trade Agreements

7. Quality Requirements and Standards

8. Freight and Logistics

When organizing your exports, it is important to

9. Shipping and Export Documentation

10. Export Financing

11. Export Risks and Mitigation

REPUBLIC OF LEBANON MINISTRY OF ECONOMY & TRADE

In partnership with Canada

UNDP

UNIDO UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

PSDP Productive Sectors Development Programme A programme by UN Lebanon

Find product number in customs classification system

Search by keyword

Describe your product

Enter keyword

FIND

Search by sector

Choose your industry ,then choose your sector

Select your industry

--

--

FIND

Search by HS number

Enter the first 2,4 or 6 digits of your products hamonised system classification number

XX XX XX

FIND

Activer Windows
Accédez aux paramètres pour activer Windows.

LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS

Home ▸ Import Controls Request

Import Controls Request

Country of import

Australia

Country of export

Lebanon

Country of Manufacture

Lebanon

Shipment Date

Customs products number

FIND

Export Controls Request

Country of import

Australia

Country of export

Lebanon

Country of Manufacture

Lebanon

Shipment Date

Customs products number

FIND

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

FAIR TRADE LEBANON

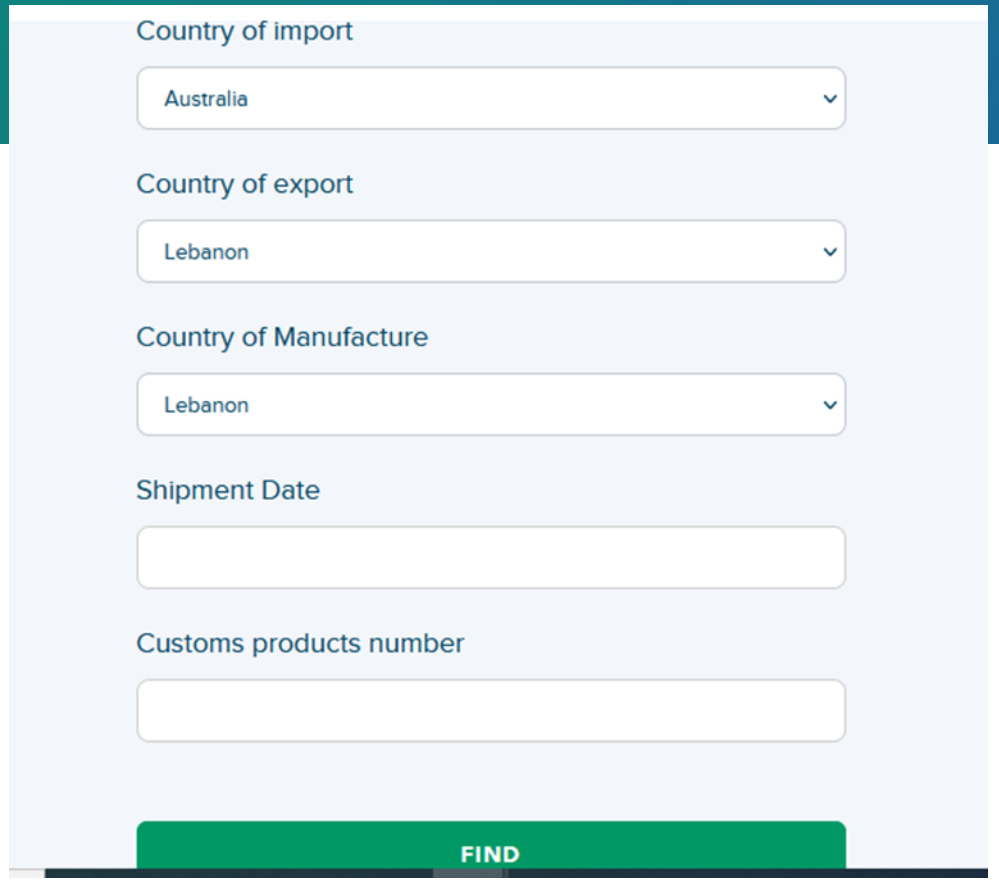
LEBTRADE

ABOUT US FAQS CONTACT US LOGIN

MARKET INFORMATION TRADE GUIDE TRADE SUPPORT SERVICES NEWS & EVENTS

Home ▸ Export Controls Request

Finding Buyers



REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

Kingdom of the Netherlands

FAIR TRADE LEBANON

LEBTRADE

ABOUT US | FAQS | CONTACT US | LOGIN

MARKET INFORMATION | TRADE GUIDE | TRADE SUPPORT | SERVICES | NEWS & EVENTS

Home ▸ Trade support ▸ Technical Support Programs

Technical Support Programs

Search Support Projects

Filter By Project Type

Filter b

Exporting Lebanese Fresh Fruit and Vegetables to the EU, GCC , Russia and South Asian Markers

LEARN MORE →

Kingdom of the Netherlands

Strengthening Exports of Fruits and Vegetables from Lebanon to European and Regional Markets Project

LEARN MORE →

United States Agency for International Development

The Lebanon Agriculture and Rural Empowerment (ARE) activity

LEARN MORE →

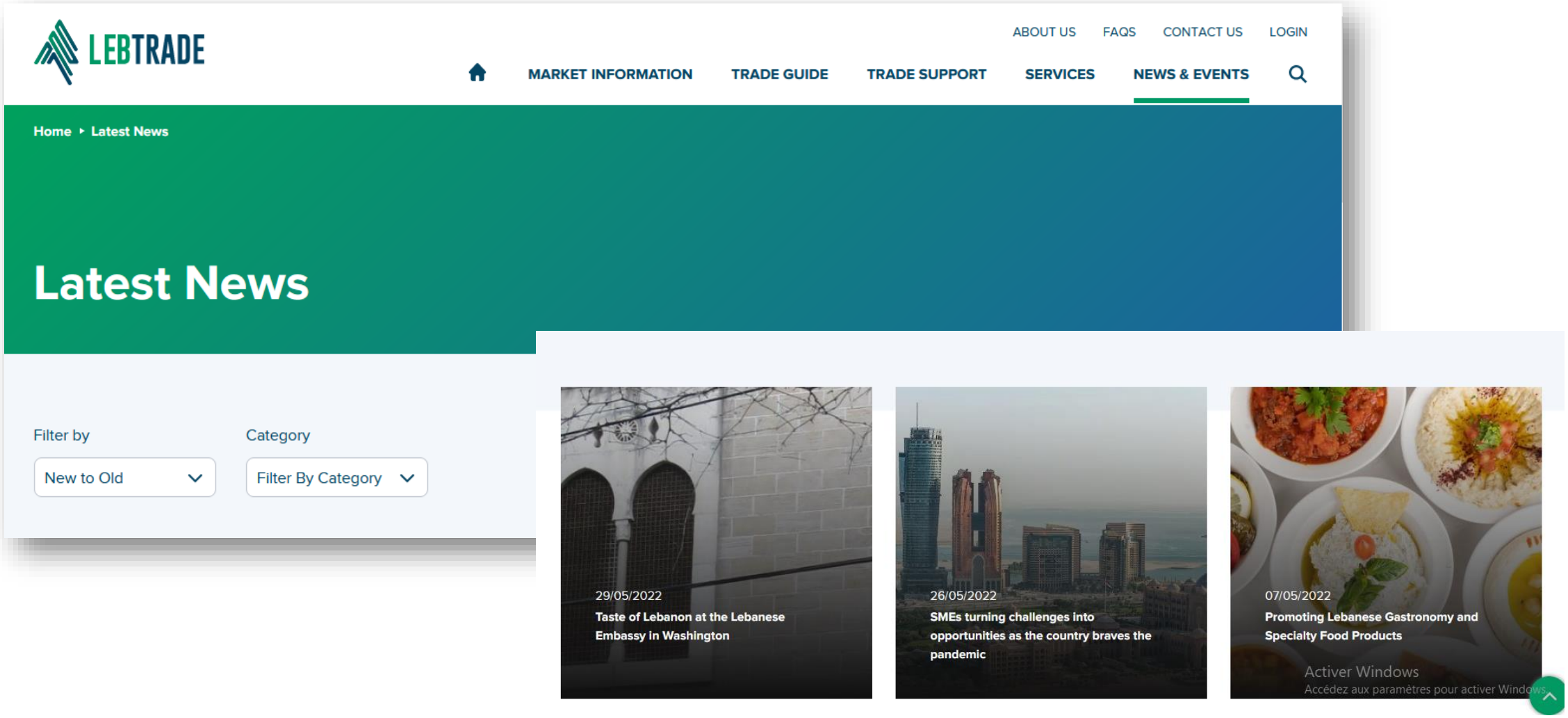
Activer Windows
Accédez aux paramètres pour activer Windows.

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض

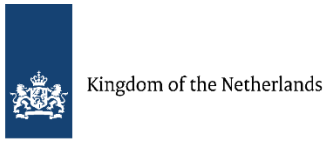
Kingdom of the Netherlands

FAIR TRADE LEBANON



REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض


Kingdom of the Netherlands

Thank You