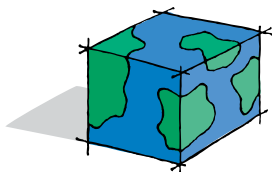




INVESTMENT DEVELOPMENT
AUTHORITY OF **LEBANON**

Presidency of the Council of Ministers

LEBANON AND BULGARIA BUSINESS RELATIONS



IDAL

INVEST IN **LEBANON**

investinlebanon.gov.lb

HEADLINES

1. INVESTMENT CLIMATE IN LEBANON

2. WHY LEBANON

3. TRADE ACTIVITY BETWEEN LEBANON AND BULGARIA

4. ABOUT IDAL

5. WHAT ARE THE INVESTMENT OPPORTUNITIES?

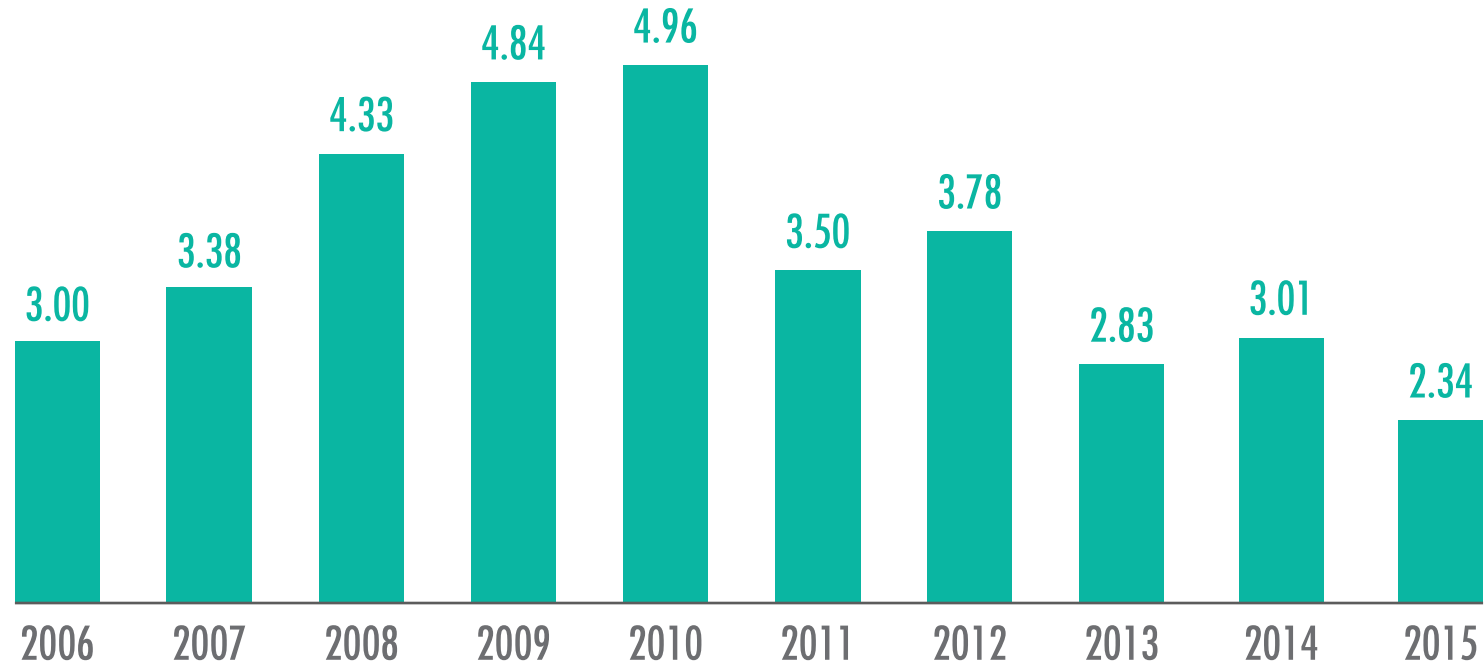
ECONOMIC PROFILE & SYSTEM (2015)

- ▶ FREE MARKET ECONOMY
- ▶ NON-INTERVENTIONIST STANCE TOWARD PRIVATE INVESTMENTS
- ▶ ONE OF THE MOST LIBERAL INVESTMENT CLIMATES IN THE MIDDLE EAST
- ▶ GDP AT CURRENT PRICES (USD BILLION): **51.2**
- ▶ GDP/CAPITA (CURRENT USD): **11,252**
- ▶ REAL GDP GROWTH: **1.0%**
- ▶ AVERAGE INFLATION RATE: **-3.7%**
- ▶ TRADE BALANCE (USD MILLION): **-15,116**
- ▶ FDI INFLOWS (USD BILLION): **2.34**
- ▶ UNEMPLOYMENT RATE (AVG.%): **20%**

Source: International Monetary Fund (IMF), World Bank, Bank Audi, Central Administration for Statistics (CAS), Ministry of Economy and Trade, Lebanese Customs Administration

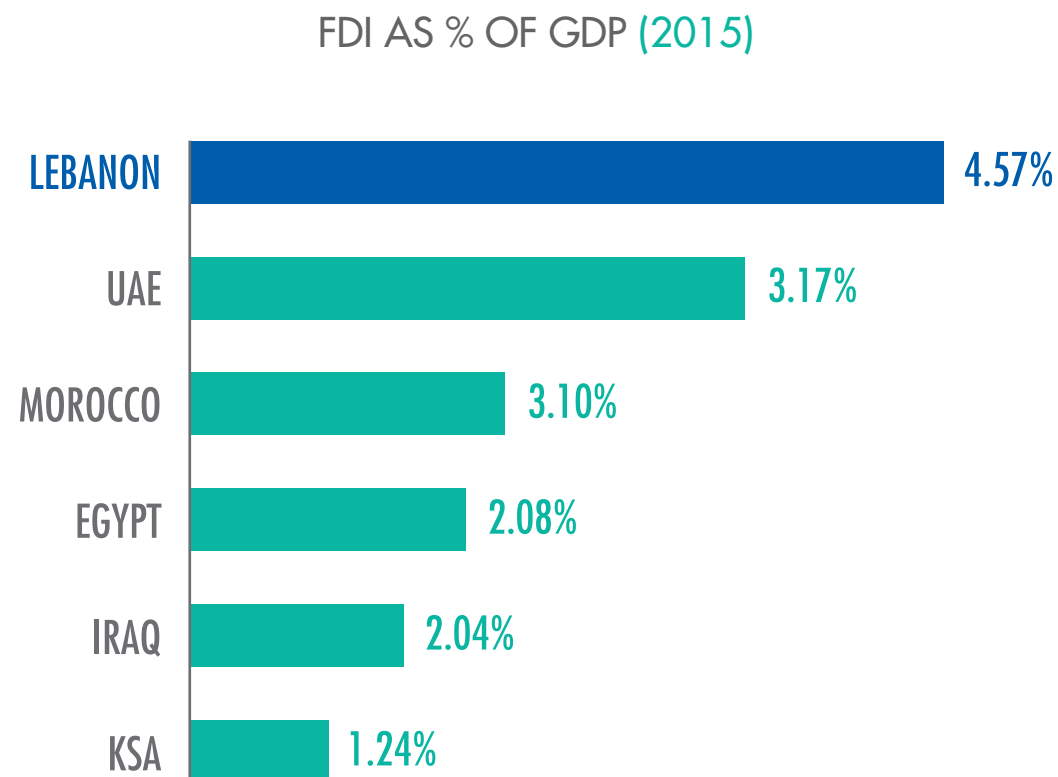
FOREIGN INVESTMENTS TO LEBANON HAVE SUSTAINED THEIR POSITIVE FLOW DESPITE A REGIONAL AND WORLDWIDE DECLINE IN FDI

FDI INFLOWS TO LEBANON (USD BILLION) (2006-2015)



Source: UNCTAD - World Investment Report 2016

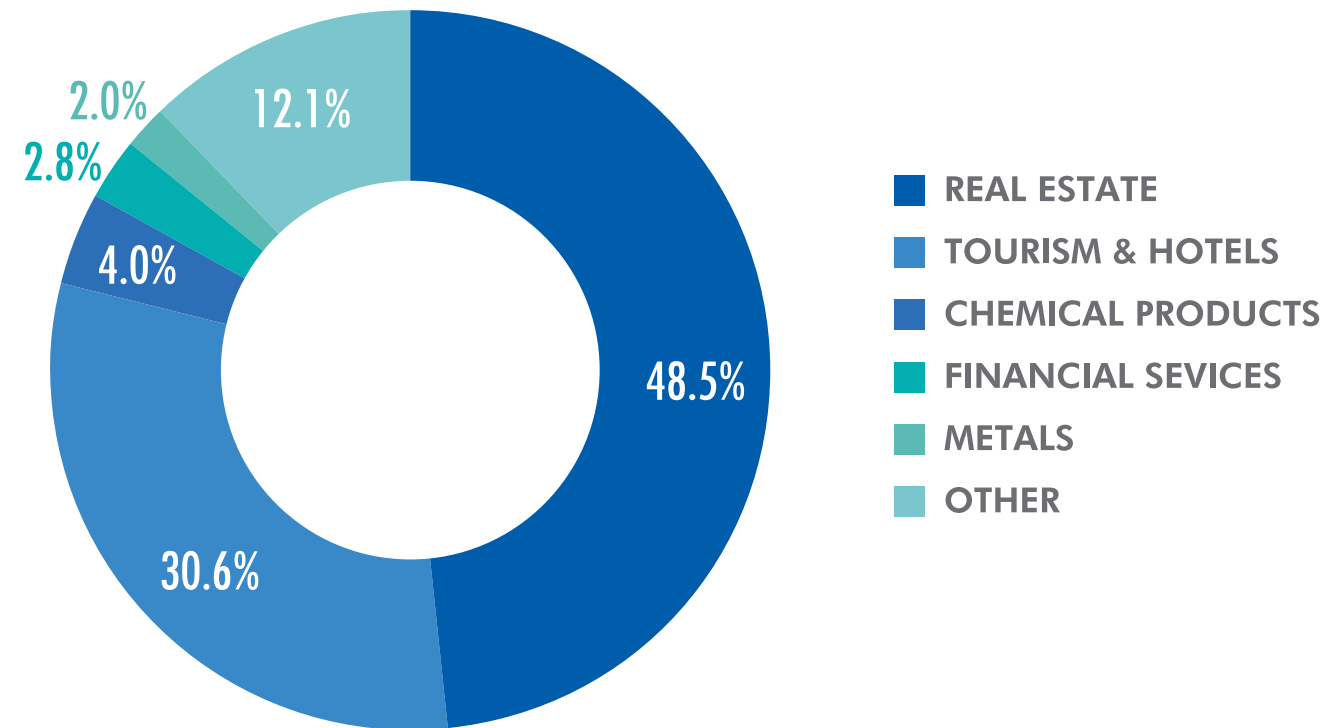
IN FACT FDI % GDP IS THE HIGHEST IN LEBANON COMPARED TO ITS REGIONAL PEERS, HIGHLIGHTING THE IMPORTANCE OF FDI TO OUR ECONOMY



Source: UNCTAD - World Investment Report 2016

REAL ESTATE & TOURISM ARE THE TOP SECTORS OF INTEREST FOR FOREIGN INVESTORS

DISTRIBUTION OF FOREIGN COMPANIES BY SECTOR (%) (2003-2015)



Source: The Arab Investment & Export Credit Guarantee Corporation (IAIGC) report 2015

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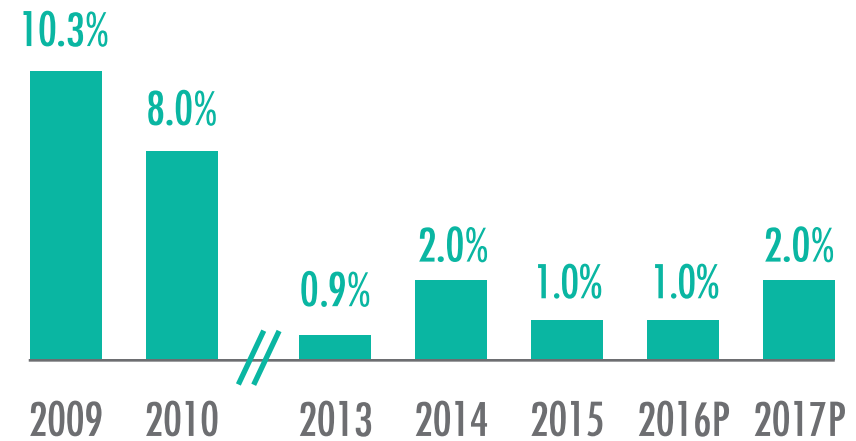
5. WHAT ARE THE INVESTMENT OPPORTUNITIES?

EXCELLENT ECONOMIC FUNDAMENTALS

LEBANON HAS A RESILIENT ECONOMY DESPITE THE REGIONAL CHALLENGING ENVIRONMENT

- ▶ Lebanon was one of the global performers in 2009 amidst the worldwide financial crisis and despite the Arab Spring managed to maintain stable growth levels.
- ▶ Despite continuing regional challenges, IMF estimated Lebanon's GDP growth for **2015 at 1.0%**, and projecting a growth rate of **2.5% for 2018**.

REAL GDP GROWTH (%)

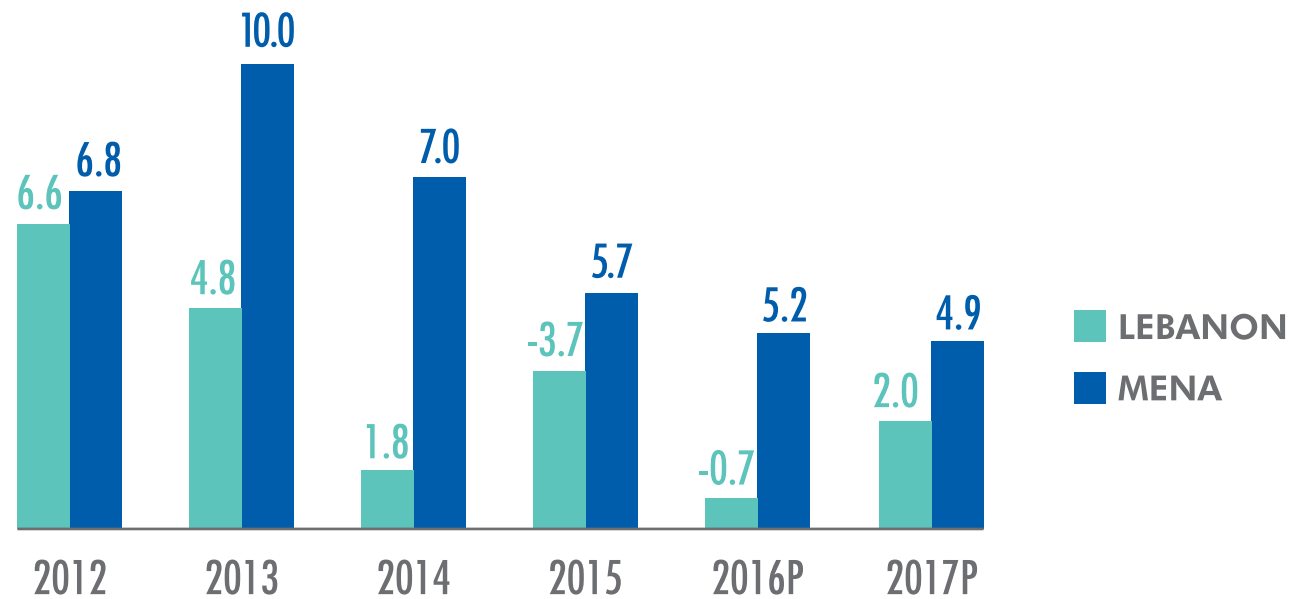


Source: IMF

...WITH A LOW INFLATION RATE REGIME

- ▶ A low inflation environment **provides business certainty for investors.**
- ▶ Over the past 3 years Lebanon was able to maintain a low inflation rate compared to the MENA average inflation rate.

INFLATION (YEAR-OVER-YEAR % CHANGE)



Source: IMF

EXCELLENT ECONOMIC FUNDAMENTALS WITH THE SOUNDEST BANKING SYSTEM IN THE REGION

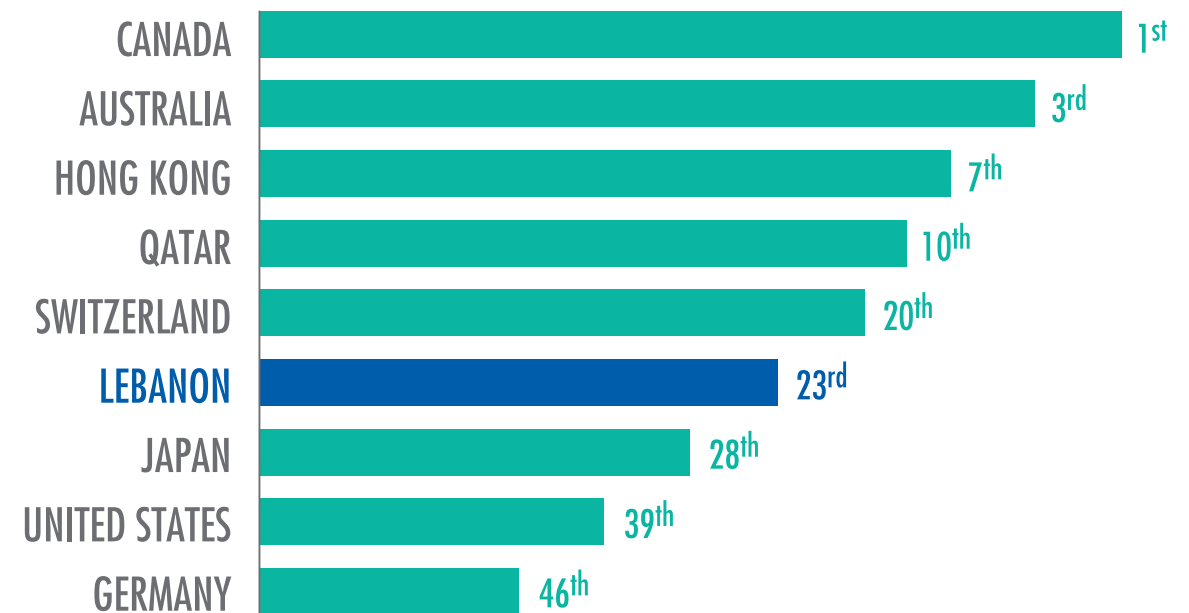
► Soundness of banks ranking assesses the **stability and efficiency** of the financial market.

NOTE: STANDING AMONG 139 COUNTRIES

Low ranking: banks may require recapitalization;

High Ranking: banks are generally healthy with sound balance sheets

SOUNDNESS OF BANKS RANKING (2015)



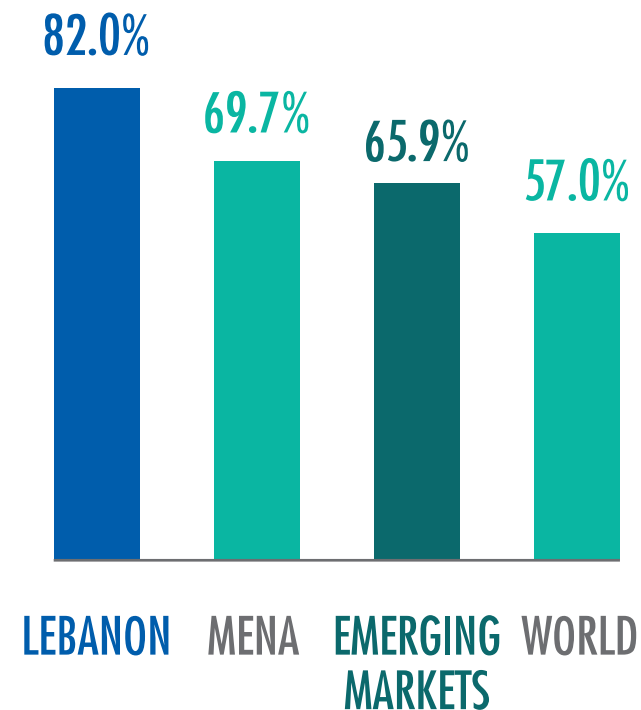
Source: World Competitiveness Report 2015-2016

...WITH HIGH LIQUIDITY RATIO

- ▶ Lebanese banking sector maintained a strong liquidity levels with a **liquidity ratio equal to 82%**, among the highest regionally and globally, thus enabling the commercial banks to finance the government and private sector needs while maintaining a stable interest rate structure.
- ▶ Banking sector's consolidated assets: **USD 186 billion in 2015**, or **363% of country's GDP**

Note: Liquidity ratio refers to highly liquid assets held by a bank to meet its short-term obligations

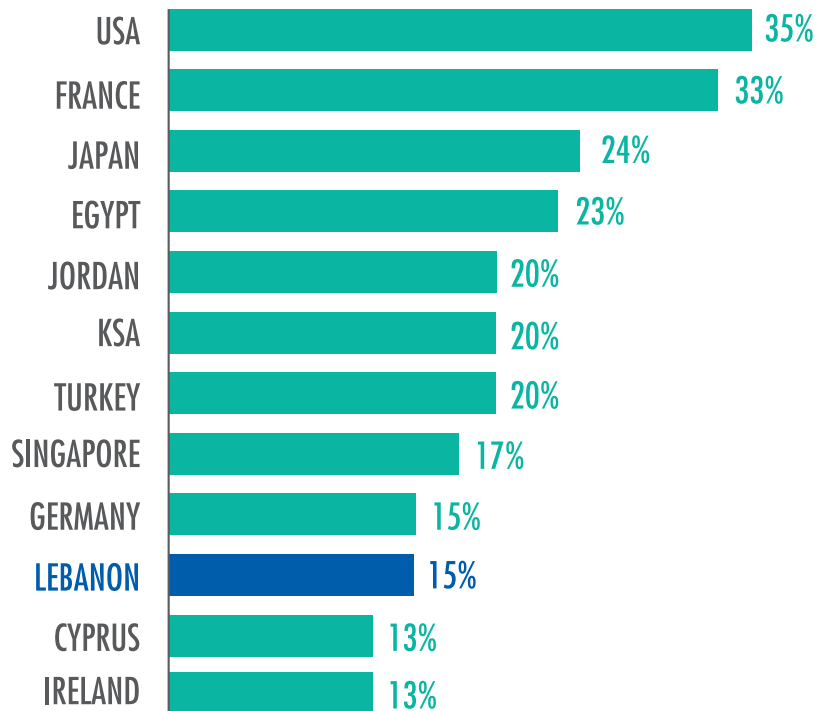
LIQUIDITY RATIO (2014)



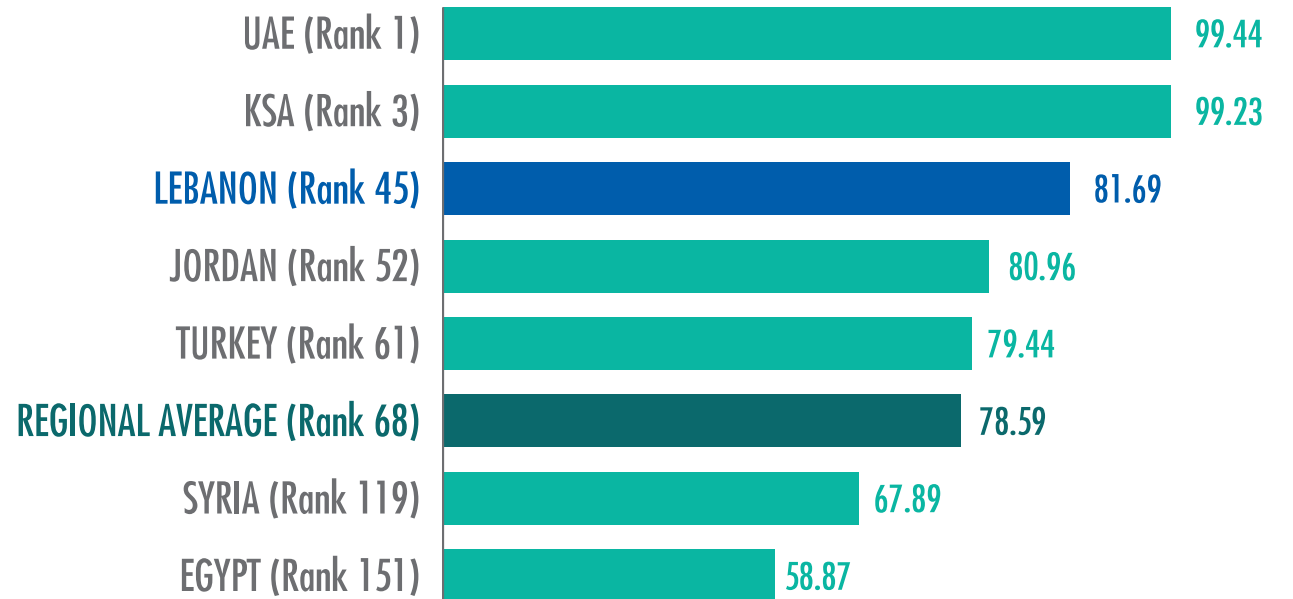
Source: IMF

LEBANON OFFERS AN OVERALL TAX ADVANTAGE FOR FIRMS TO EXPAND & EASE OF PAYING TAXES

CORPORATE TAX RATES (2016)



EASE OF PAYING TAXES 2015 (SCORE OVER 100)

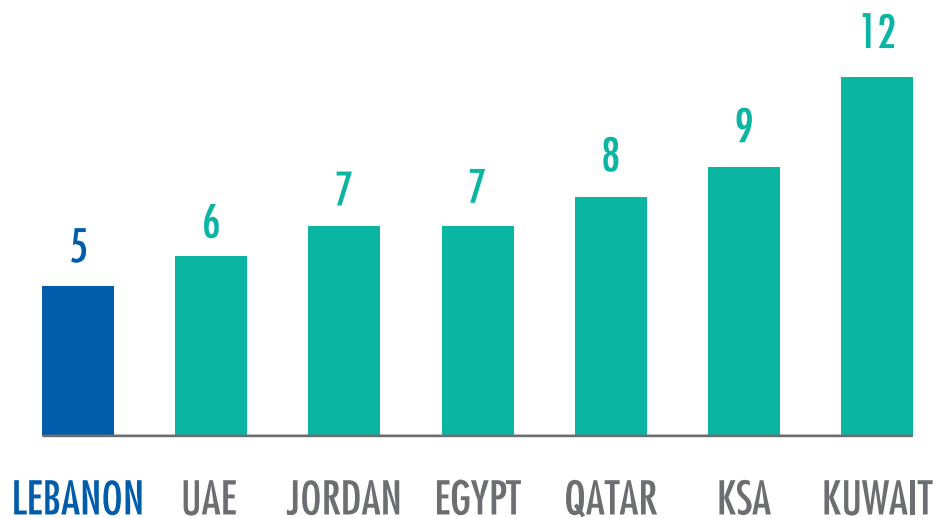


Source: Doing Business Report 2016

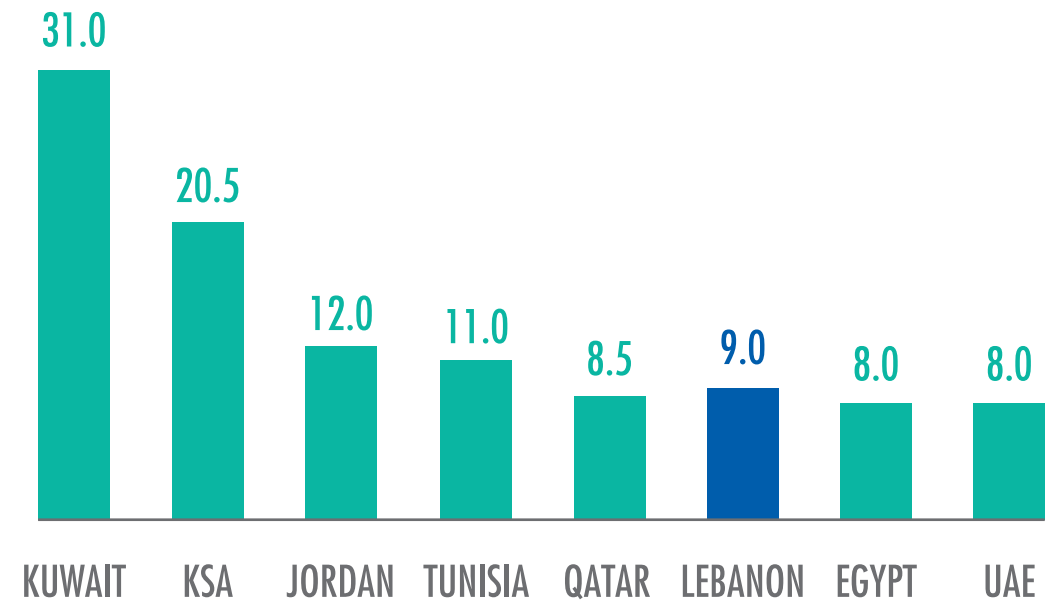
Source: Country's Investment Promotion Agencies

ESTABLISHING A BUSINESS IN LEBANON INVOLVES RELATIVELY FEW STEPS & LESS TIME

NUMBER OF PROCEDURES TO START A BUSINESS (2015-2016)



NUMBER OF DAYS TO START A BUSINESS (2015-2016)



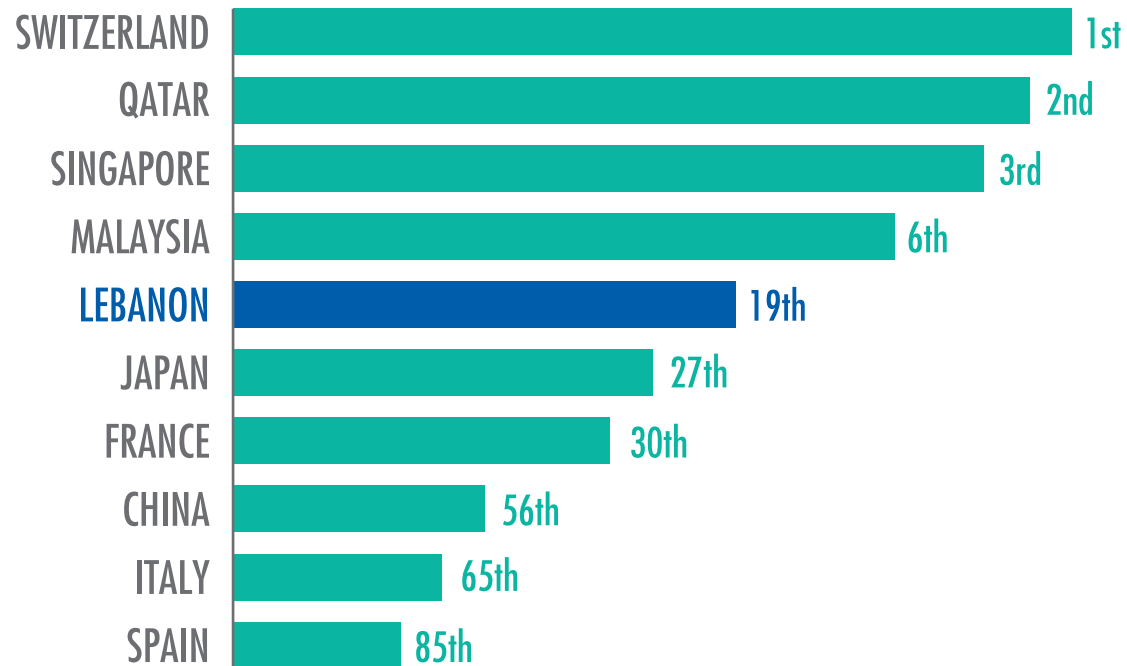
Global Competitiveness Report 2015-2016

Global Competitiveness Report 2015-2016

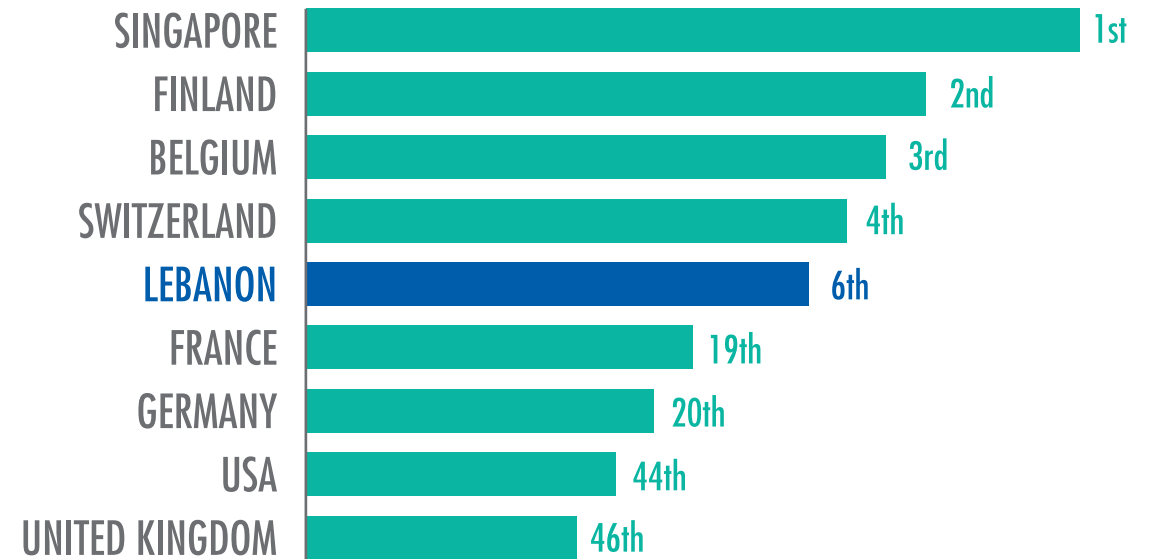
A DYNAMIC WORKFORCE:

LEBANON HAS ONE OF THE WORLD'S BEST EDUCATED WORKFORCE...

OVERALL QUALITY OF EDUCATION (2015-2016)



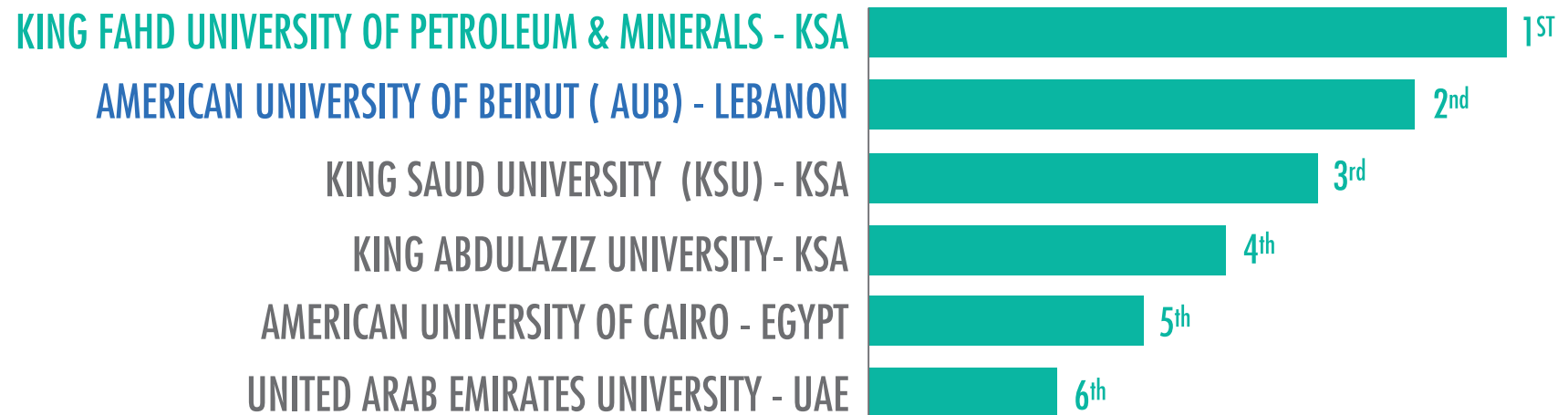
QUALITY OF MATH & SCIENCE EDUCATION INDEX (2015-2016)



Source: World Competitiveness Report 2015-2016

... AND ONE OF THE TOP EDUCATION INSTITUTIONS IN THE MIDDLE EAST

TOP 6 UNIVERSITIES IN THE MIDDLE EAST (2016)

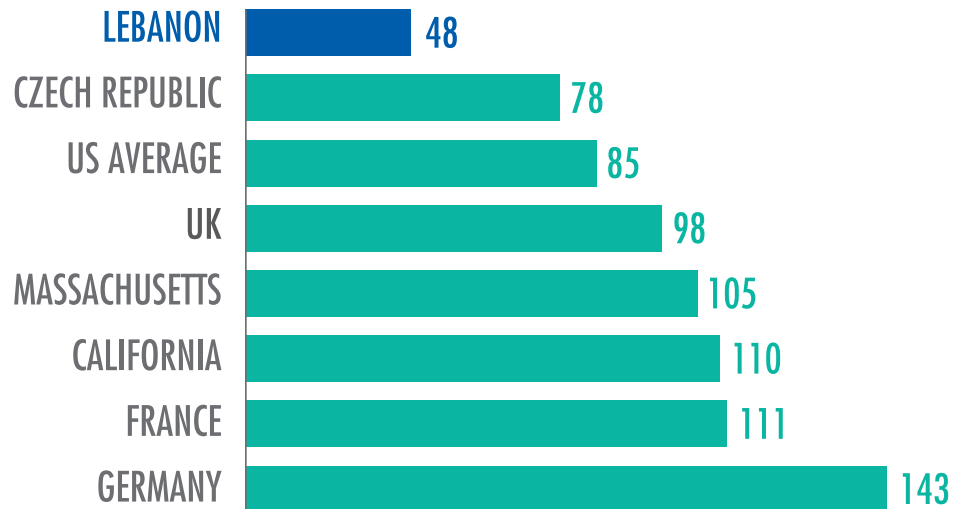


Source: QS University Ranking 2016

A COST-COMPETITIVE WORKFORCE

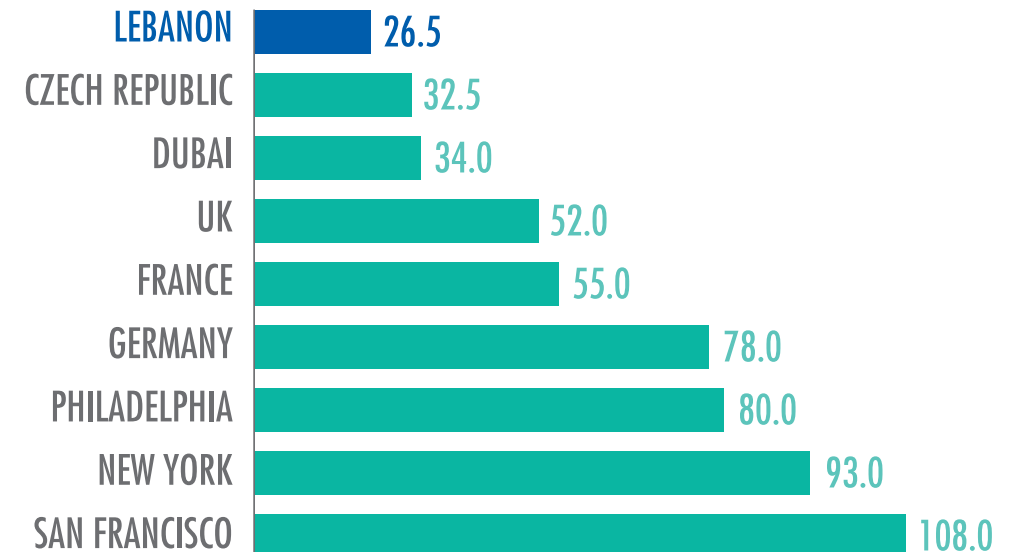
► This labor force is equally cost efficient, especially in sectors with high value-added

AVERAGE ANNUAL WAGES IN THE HIGH TECH SECTOR (USD'000) (2009-2010)



Source: The Tech America Foundation, Global 50, Remuneration Planning Report 2009/2010, Watson Wyatt Data

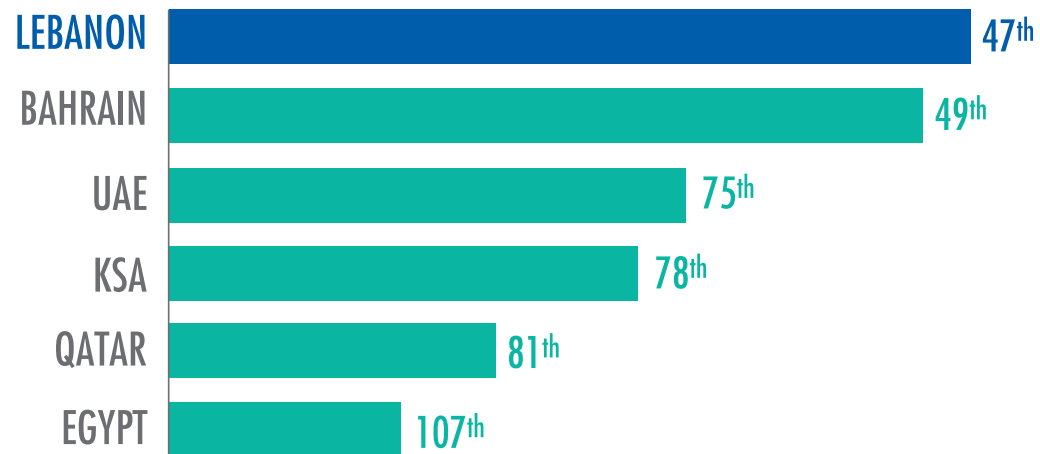
AVERAGE ANNUAL WAGES OF SOFTWARE ENGINEERS (USD'000) (2011-2012)



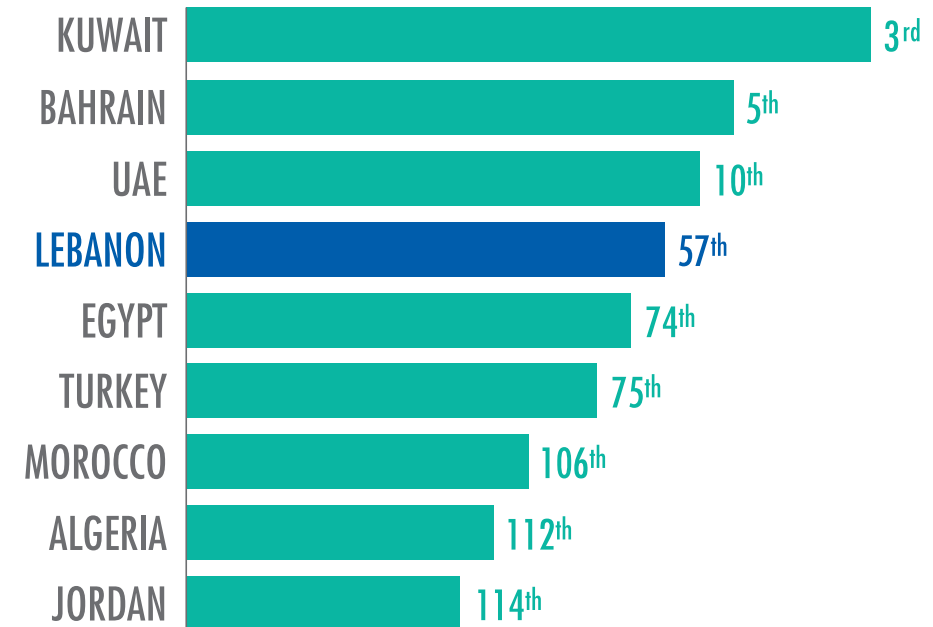
Source: Glassdoor, Global 50, Remuneration Planning Report 2011/2012, Watson Wyatt Data Services, InfoPro

A STRONG ENABLING INFRASTRUCTURE

FIXED-BROADBAND SUBSCRIPTION PER 100 CAPITA (2015)



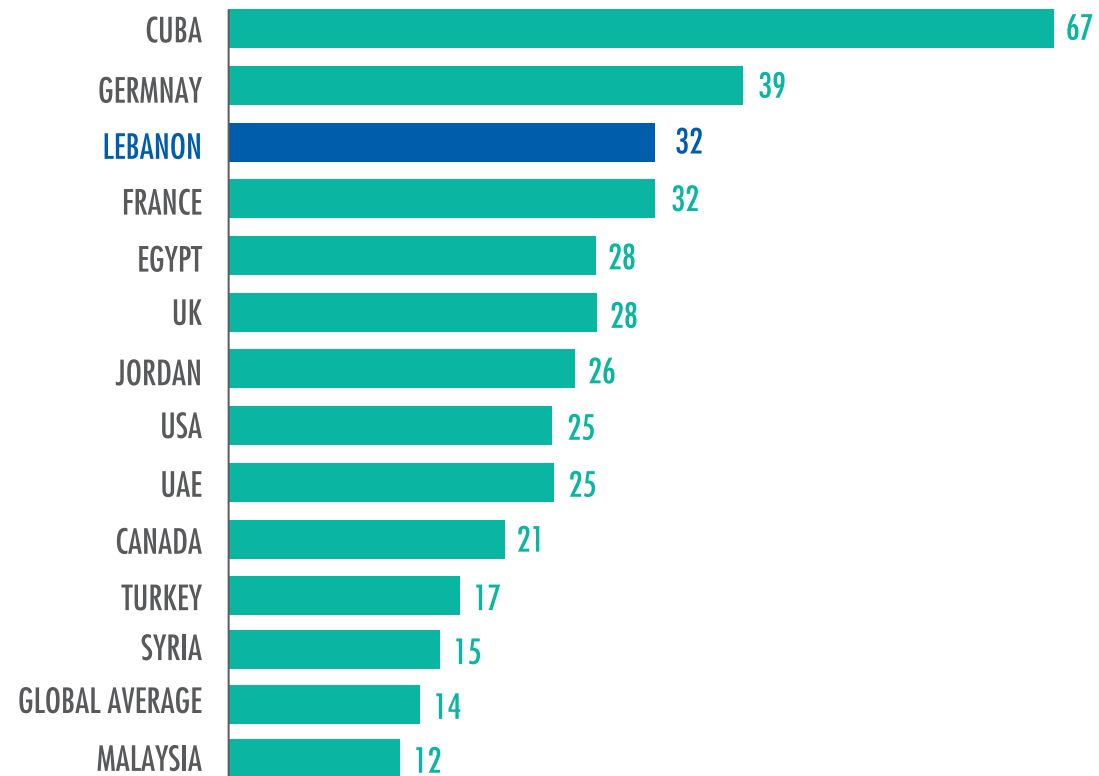
MOBILE BROADBAND SUBSCRIPTION PER 100 CAPITA (2015)



Source: The State of Broadband Report 2015, ITU
NOTE: STANDING AMONG 189 COUNTRIES

SUPERIOR HEALTH SERVICES

PHYSICIANS PER 10,000 POPULATION SELECTED REGIONAL & OECD COUNTRIES | 2007-2015



Source: World Health Organization report 2015

MOST HOSPITABLE MENA DESTINATION FOR BUSINESS AND LEISURE

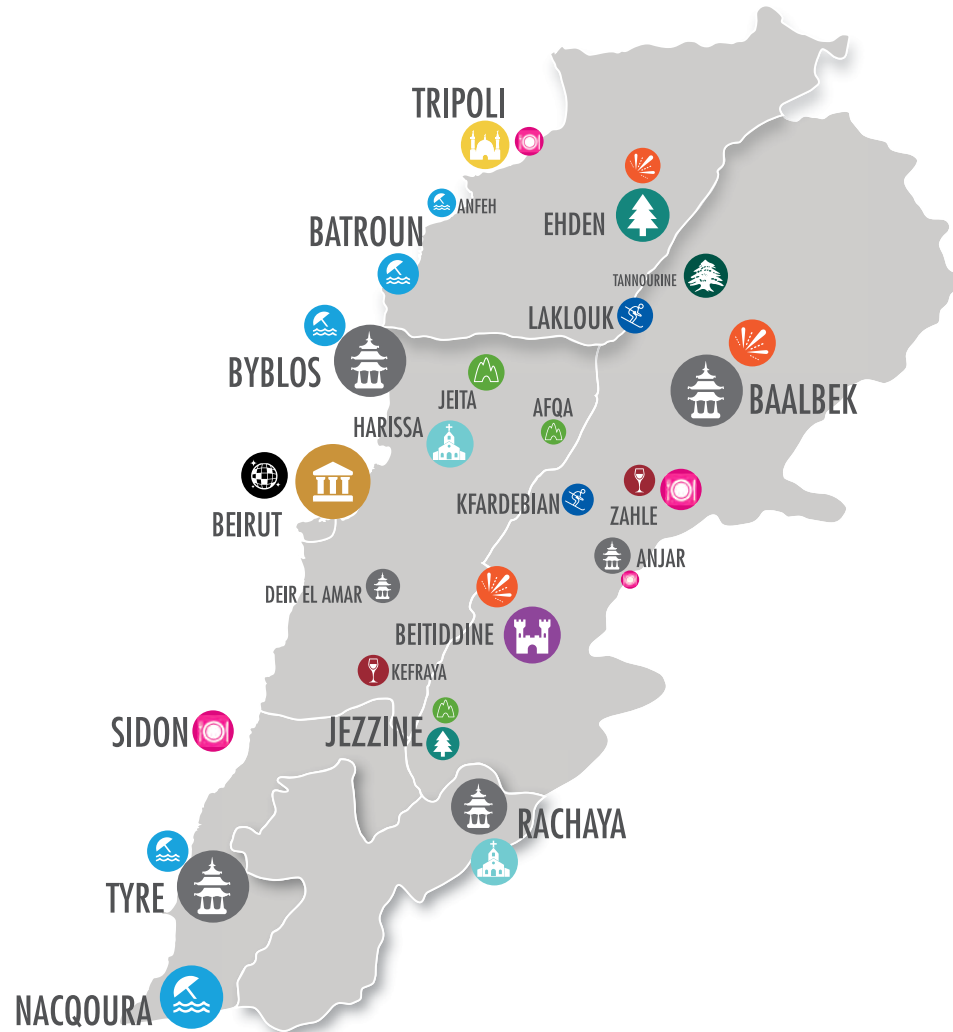
- ▶ **A unique landscape:** Lebanon is endowed with a unique landscape and a natural heritage and a mild climate that distinguish it from all the neighboring countries.
- ▶ **Leisure attractions:** Lebanon has been cited by the CNN and the New York Times as the number 1 city in the world for its unique beaches and resorts, and Beirut's vibrant nightlife.
- ▶ **Availability of natural resources** as an excellent coastline, a wide range of natural attractions, unique historical and archeological sites and a suitable climate.



- ▶ In 2016, Beirut ranked **1st International city for food**
- ▶ **In 2016, Jbeil** was crowned Arab Tourism Capital
- ▶ In 2013, Beirut made it as **one of the Best Top 25 Cities in the World.**
- ▶ In 2009, New York Times recommended Beirut as **the first place to visit in 2009 among 44 places worldwide.**
- ▶ **5 sites** inscribed on the World Heritage List: **Anjar, Baalbek, Byblos, Ouadi Qadisha & the Forest of the Cedars of God, Tyre**

IN ADDITION TO ENDLESS OPPORTUNITIES OF FUN, BEACH, CULTURAL & OUTDOOR ACTIVITIES

- TEMPLE
- MOSQUE
- CEDARS
- FOOD
- WINE
- MUSEUM
- CASTLE
- FESTIVAL
- NIGHTLIFE
- CHURCH
- BEACH
- SKI
- PINE

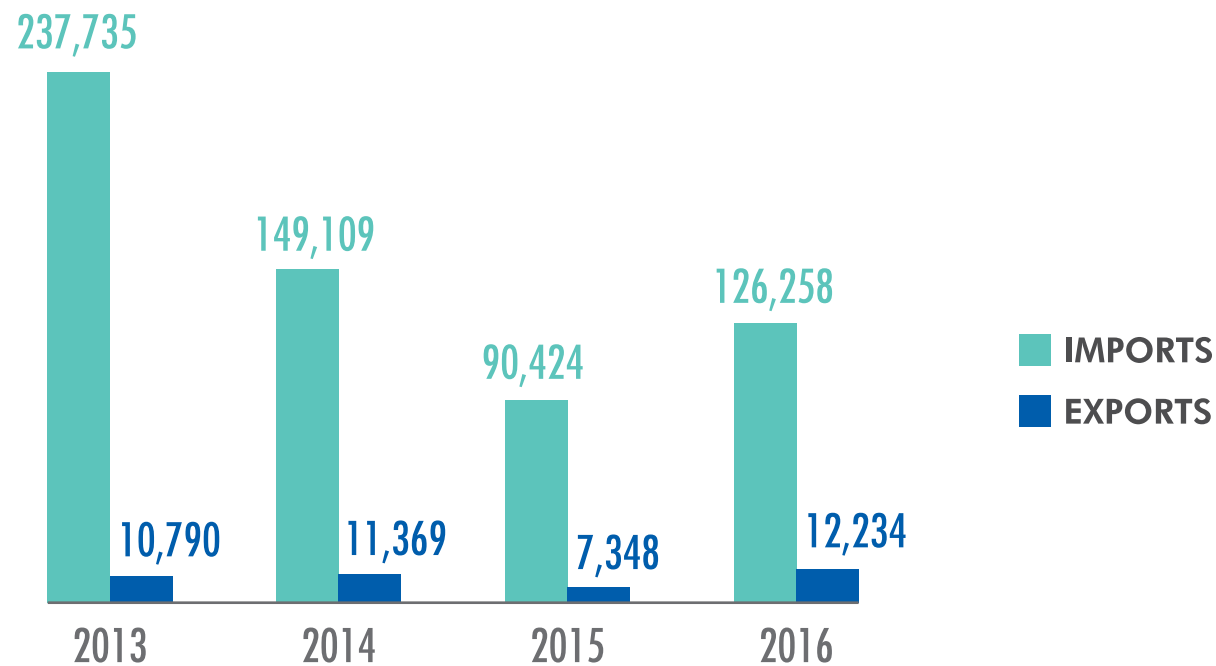


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TRADE ACTIVITY BETWEEN LEBANON & BULGARIA HAS BEEN DOMINATED BY IMPORTS FROM BULGARIA OVER THE LAST FOUR YEARS

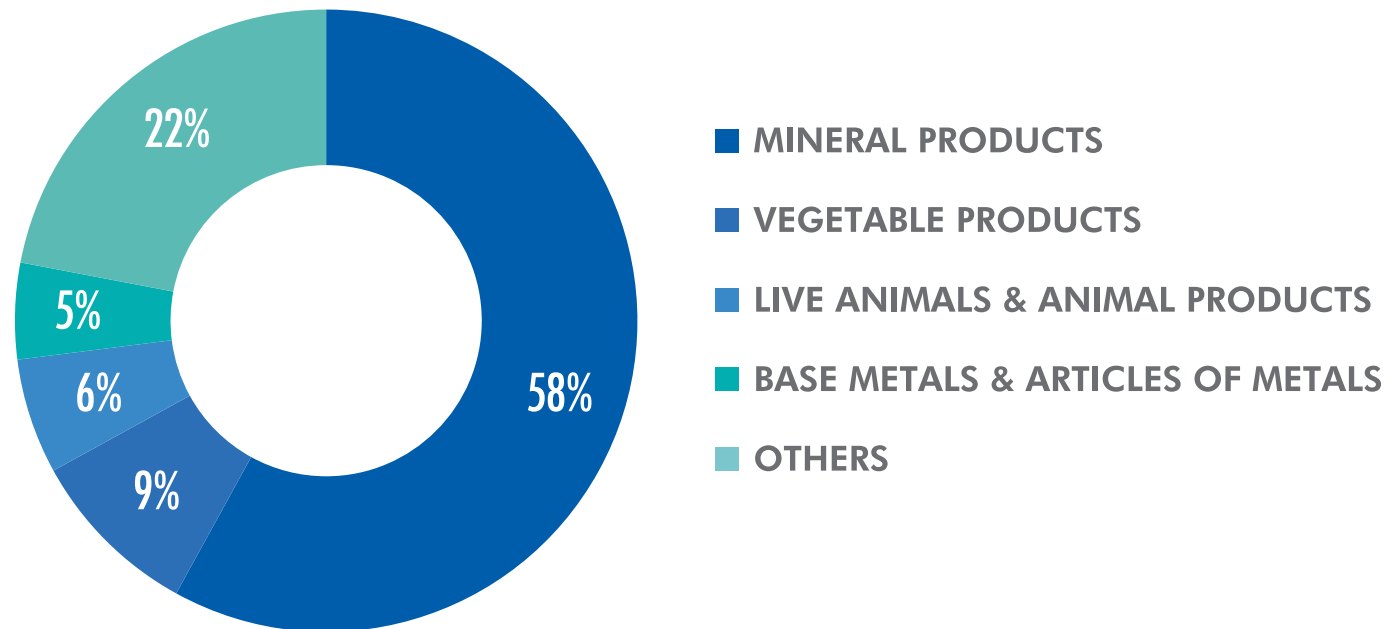
TRADE ACTIVITY BETWEEN LEBANON AND BULGARIA
(2013-2016 | USD'000)



Source: Lebanese Customs

MAJOR IMPORTS FROM BULGARIA ARE MINERAL PRODUCTS, VEGETABLES & METALS

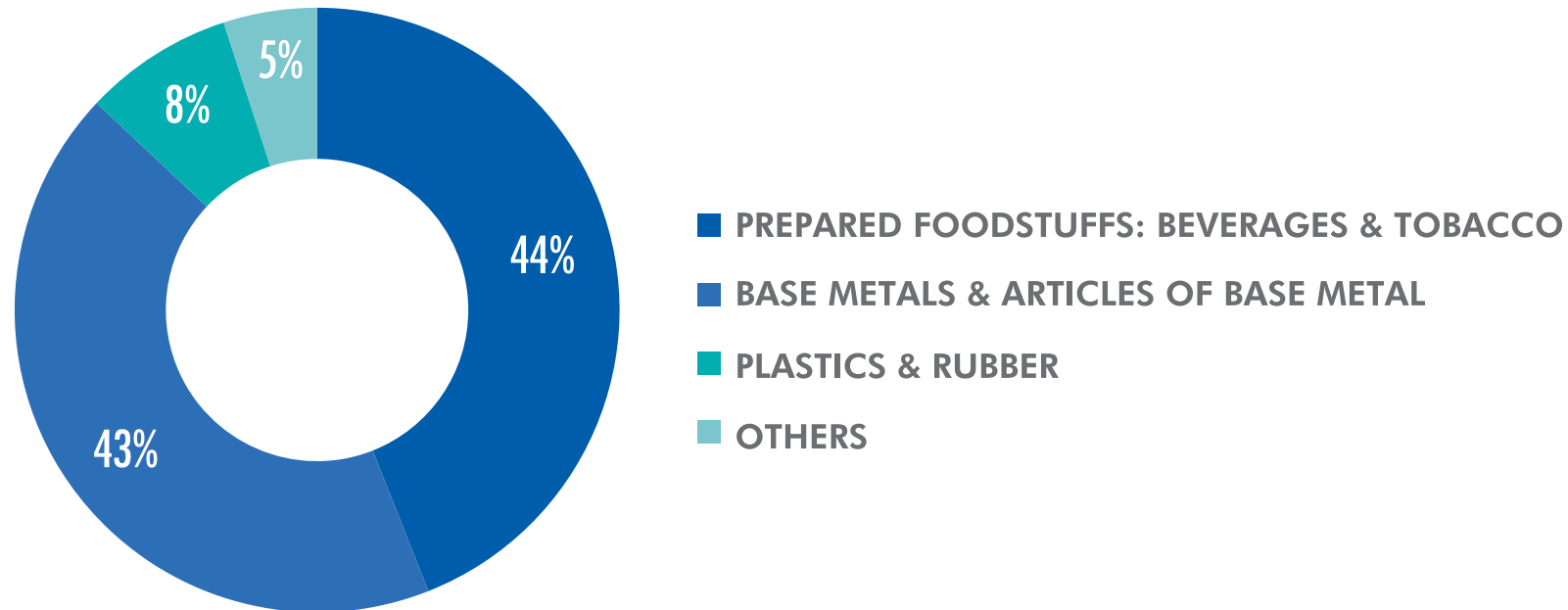
MAJOR IMPORTS FROM BULGARIA
(%SHARE | 2016)



Source: Lebanese Customs

WHILE MAJOR LEBANESE EXPORTS TO BULGARIA ARE PREPARED FOODSTUFFS, METALS & PLASTICS

MAJOR EXPORTS TO BULGARIA
(%SHARE | 2016)



Source: Lebanese Customs

SEVERAL TREATIES & AGREEMENTS HAVE BEEN SIGNED BETWEEN LEBANON & BULGARIA

- ▶ Agreement on the **Reciprocal Promotion and Protection of Investments** (June 1999)
- ▶ **Trade** Agreement between Lebanon and Bulgaria (July 1998)
- ▶ Convention between Bulgaria and Lebanon for the **Avoidance of Double Taxation** and the Prevention of Fiscal Evasion with respect to Taxes on Income and on Capital (June 1999)

▶ Potential Agreement for Cooperation in the **Agriculture sector** between the two countries. It has been announced in February 2017 during a meeting between the Minister of Agriculture and Food in Bulgaria Mr. Hristo Bozukov and Ms. Suzan Mouzi, Chargé d’Affaires a.i. of the Embassy of Lebanon in Bulgaria.

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**THE GOVERNMENT
OF LEBANON,
THROUGH IDAL,
OFFERS INVESTORS
A RANGE OF
FACILITATION
SERVICES
AND FISCAL
EXEMPTIONS**

ABOUT US

The National Investment Promotion Agency of Lebanon

HISTORY

Established in 1994 with the aim of promoting Lebanon as a key investment destination and attracting, facilitating & retaining investments in the country

GOVERNANCE

IDAL reports to the Presidency of the Council of Ministers (who exercises a tutorial authority over it), and has financial and administrative autonomy

LEGISLATION

Investment Law No. 360 was enacted in 2001 to regulate investment activities in Lebanon

OUR MANDATES

INVESTMENT PROMOTION

- ▶ Provide economic, commercial and legal information of relevance to investors
- ▶ Identifies business opportunities across various economic sectors
- ▶ Provide in depth analysis of sectors
- ▶ Grant fiscal exemptions and fees reduction to investment projects
- ▶ Facilitate issuance of permits and licenses
- ▶ Provide on-going support for investment projects
- ▶ Actively promotes Lebanon as key investment destination

EXPORT PROMOTION

- ▶ Provide data on external markets
- ▶ Support companies in accessing external markets
- ▶ Subsidize participation in foreign fairs

IDAL CURRENTLY HAS 3 EXPORT PROMOTION PROGRAMS IN PLACE:

1. AGRI PLUS (2012):

Which provides subsidies and support to exporters of agricultural products

2. AGRO MAP (2004):

Which subsidizes the participation of agro food companies in foreign fairs

3. MARITIME BRIDGE PROGRAM (2015):

Which provides support to exporters of Lebanese products to Gulf countries and Jordan

IDAL OFFERS INVESTORS A RANGE OF SERVICES THROUGHOUT THEIR DIFFERENT STAGES OF OPERATION

1 PRE-INVESTMENT STAGE MARKET INTELLIGENCE

Information on investment opportunities
Data on economic sectors with growth potential
Legal, financial, industrial information
Data on investment climate.
Business Matchmaking support

2 FINANCING STAGE PACKAGE OF INCENTIVES

FISCAL INCENTIVES:

Exemptions from corporate income tax generated by the project which can go up to 100% exemption for 10 years

FINANCIAL INCENTIVES:

Reduction on land registration fees

NON-FINANCIAL INCENTIVES:

Employees for the project are granted work permits with the support of IDAL

3 LICENSING AND AFTER-CARE STAGE ONE STOP SHOP

IDAL serves as a One Stop Shop for Investors. We supersede all public administrations, authorities and municipalities in issuing administrative permits and licenses except those granted by the Council of Ministers.

We follow up with investors after the start of their operations

EIGHT SECTORS ARE ELIGIBLE FOR OUR INCENTIVES

IDAL PROVIDES INCENTIVES
TO EIGHT SECTORS WITH
GROWTH POTENTIAL
AND READINESS FOR
DEVELOPMENT

THESE SECTORS WERE
INCLUDED IN LAW N.360
IN 2001



TECHNOLOGY



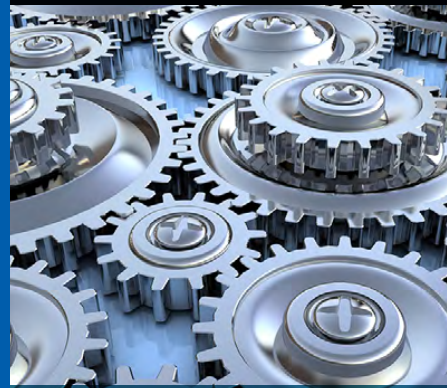
FOOD AND BEVERAGES



INFORMATION TECHNOLOGY



TOURISM



INDUSTRY



AGRICULTURE



MEDIA



TELECOM

TWO TYPES OF INCENTIVE SCHEMES:

1. JOB CREATION BASED INCENTIVE

- Also called **Package Deal Contract (PDC)**
- Provided to projects based on:
 - (1) Investment size
 - (2) Number of jobs created
 - (3) Sector

INCENTIVES PROVIDED

- 100% exemption of Income Tax
- 100 % exemptions on Taxes on Project Dividends for up to 10 years
- Up to a 50% reduction on Work and Residence Permit Fees
- Up to a 50% reduction on Construction Permit Fees
- Full exemption from Land Registration Fees

OUR INCENTIVES



1. JOB CREATION & SECTOR BASED INCENTIVE Package Deal Contract (PDC)

INCENTIVES GRANTED BASED ON JOB CREATION & SECTOR BASED

- ▶ 100% Exemption on Income Tax for up to 10 years
- ▶ Up to 50% Reduction on Construction Permit Fees
- ▶ Up to 50% Reduction on Work and Residence Permits
- ▶ Zero Land Registration Fees
- ▶ 100% Exemption on Taxes on Project Dividends for up to 10 years
- ▶ Obtaining Work Permits of all categories

1. JOB CREATION & SECTOR BASED INCENTIVE Package Deal Contract (PDC)

ELIGIBILITY CRITERIA

SECTORS	MINIMUM INVESTMENT REQUIRED (USD)	MINIMUM JOB CREATION
TOURISM	15.000.000	200
INDUSTRY	10.000.000	100
AGRO-INDUSTRY	3.000.000	60
AGRICULTURE	2.000.000	50
INFORMATION TECHNOLOGY	400.000	25
TECHNOLOGY	400.000	25
TELECOMMUNICATION	400.000	25
MEDIA	400.000	25

TWO TYPES OF INCENTIVE SCHEMES:

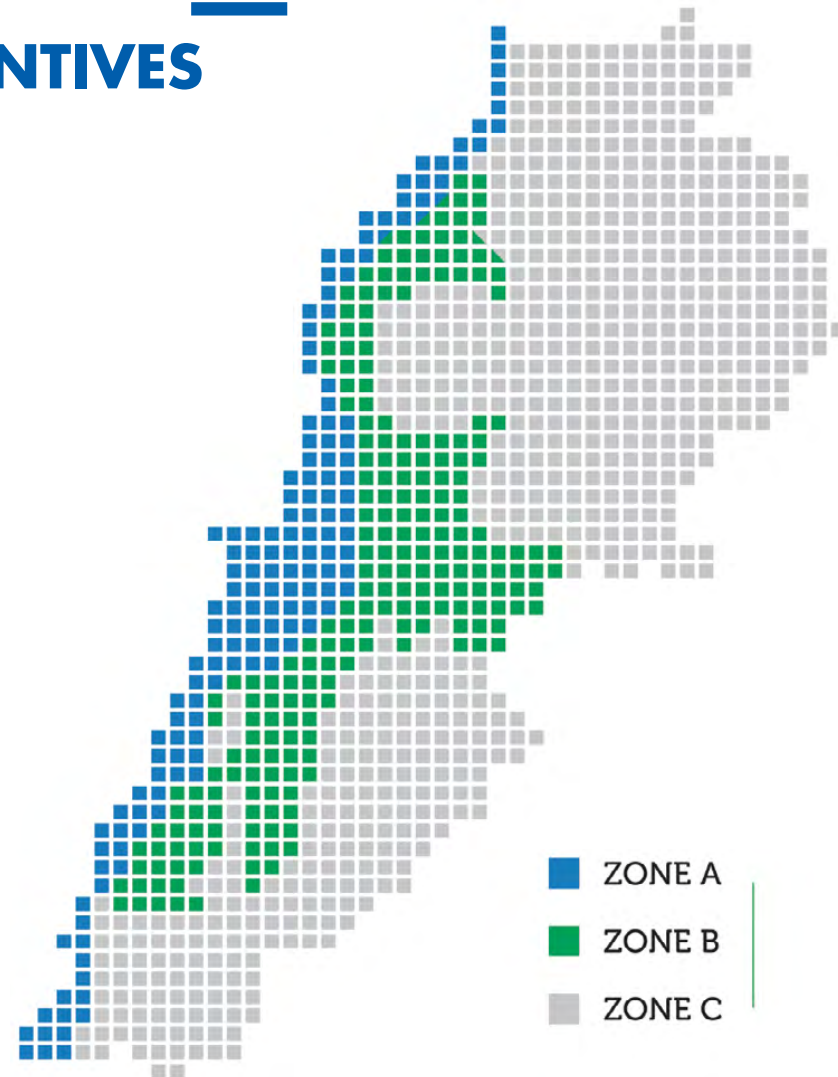
2. REGION & SECTOR BASED INCENTIVE

- Also called Investment Projects by Zone (IPZ)
- Provided to projects based on:
 - (1) Geographical location across 3 Zones: A, B, C
 - (2) Investment size
 - (3) Sector

INCENTIVES PROVIDED

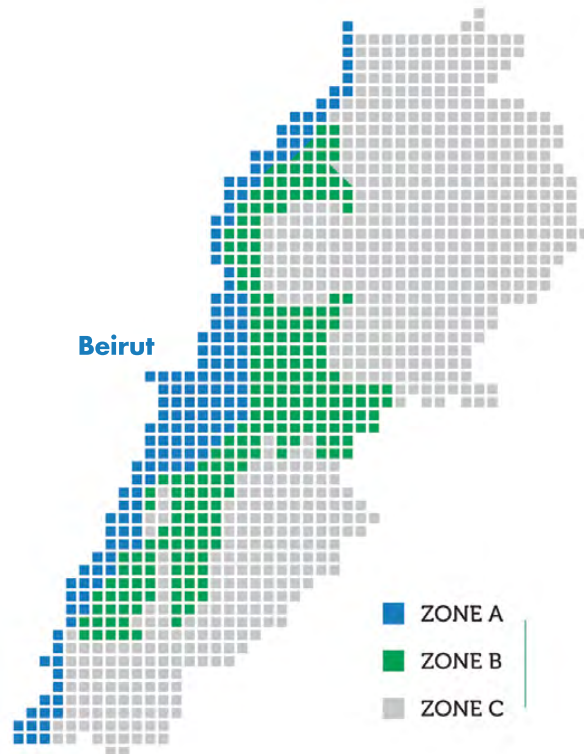
- Up to 100% tax exemptions for 10 years for projects located in remote areas (Zone C)
- Work Permits granted

OUR INCENTIVES



2. REGION BASED INCENTIVE Investment Projects by Zone (IPZ)

► EIGHTS SECTORS ARE ELIGIBLE FOR OUR INCENTIVES



INCENTIVES GRANTED BASED ON GEOGRAPHICAL DISTRIBUTION AND INVESTMENT SIZE

ZONE A	ZONE B	ZONE C
<p>Work permits for all categories.</p> <p>Full exemption from corporate income tax for a two-year period provided that at least 40% of the company's shares are listed on the Beirut Stock Exchange.</p>	<p>Work permits for all categories.</p> <p>A 50% reduction on corporate income tax and taxes on project dividends for a five-year period.</p> <p>Full exemption from corporate income tax for two additional years provided that at least 40% of the company's shares are listed on the Beirut Stock Exchange.</p>	<p>Work permits for all categories.</p> <p>Full exemption from corporate income tax and taxes on project dividends for a ten-year period.</p> <p>Full exemption from income tax for two additional years provided that at least 40% of the company's shares are listed on the Beirut Stock Exchange.</p>

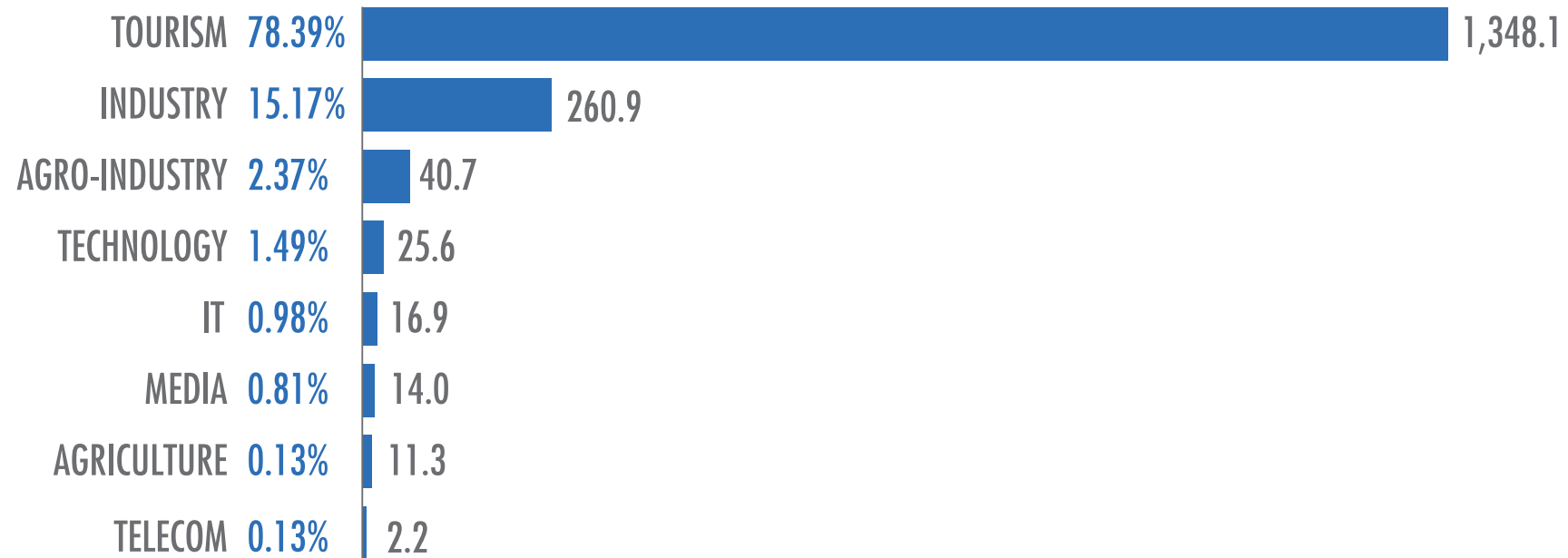
2. SECTOR BASED INCENTIVE Investment Projects by Zone (IPZ)

ELIGIBILITY CRITERIA

SECTORS	MINIMUM INVESTMENT REQUIRED (USD)		
	ZONE A	ZONE B	ZONE C
TOURISM	10.000.000	4.000.000	1.000.000
INDUSTRY	5.000.000	3.000.000	1.000.000
AGRO-INDUSTRY	2.000.000	1.500.000	1.000.000
AGRICULTURE	1.500.000	1.000.000	500.000
INFORMATION TECHNOLOGY	200.000	200.000	200.000
TECHNOLOGY	200.000	200.000	200.000
TELECOMMUNICATION	200.000	200.000	200.000
MEDIA	200.000	200.000	200.000

OUR ACHIEVEMENTS

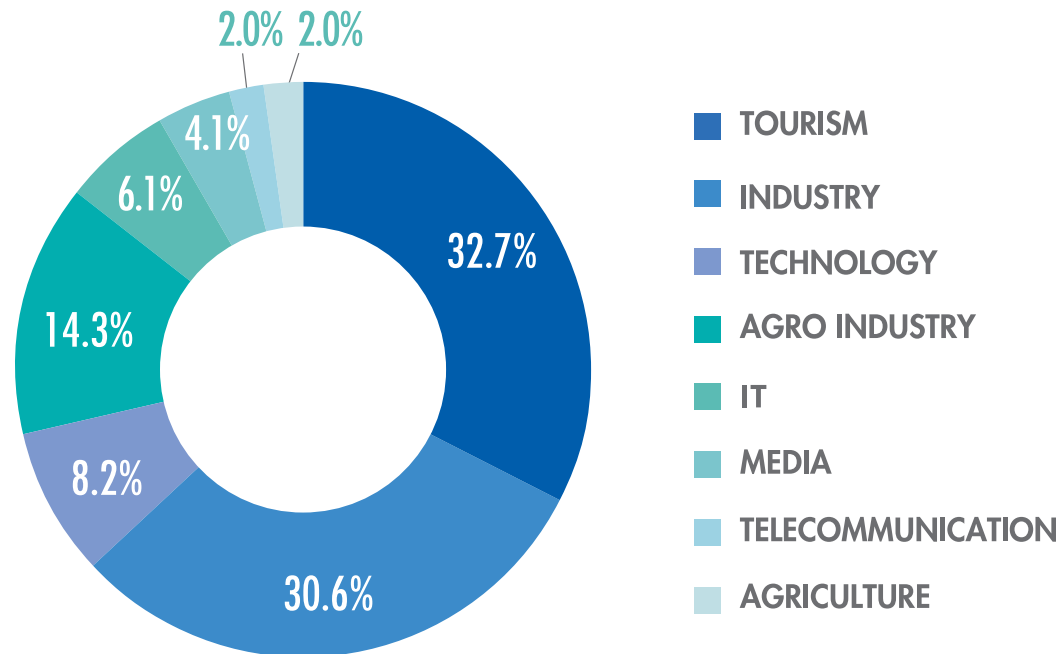
INVESTMENTS ATTRACTED THROUGH IDAL (USD MILLION) (2003-2015)



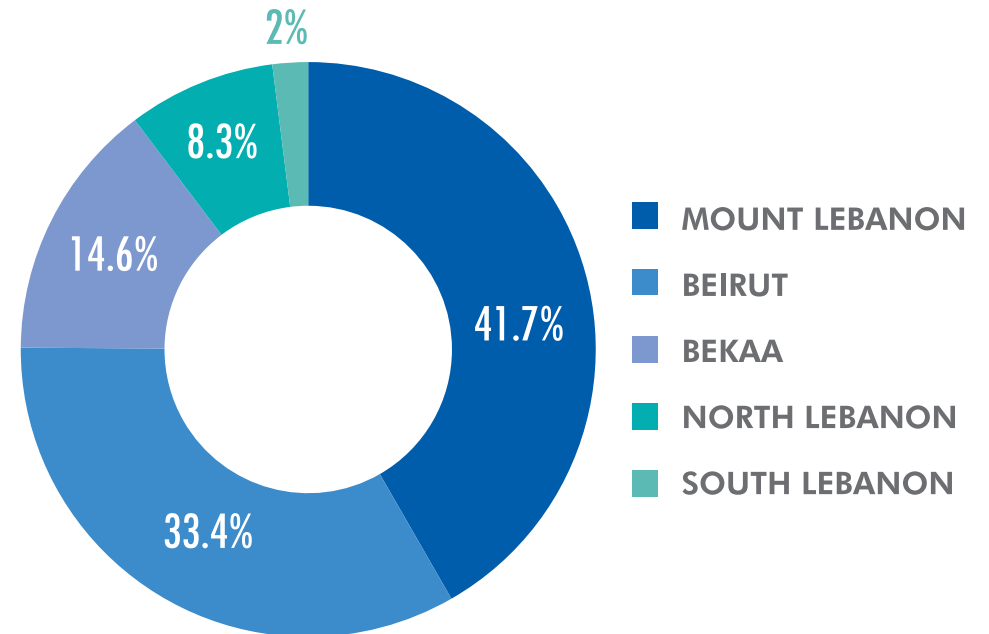
TOTAL: 1,719,671 USD
Source: IDAL's Calculations

OUR ACHIEVEMENTS

DISTRIBUTION OF PROJECTS BY SECTORS (%) (2003-2015)



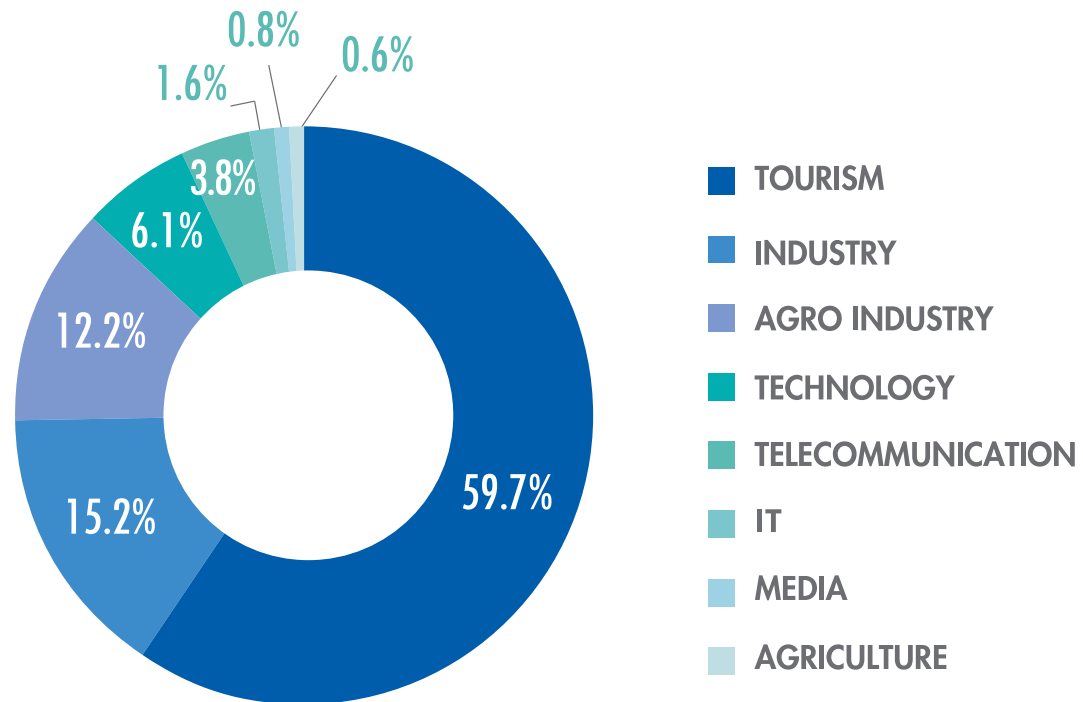
DISTRIBUTION OF PROJECTS BY REGION (%) (2003-2015)



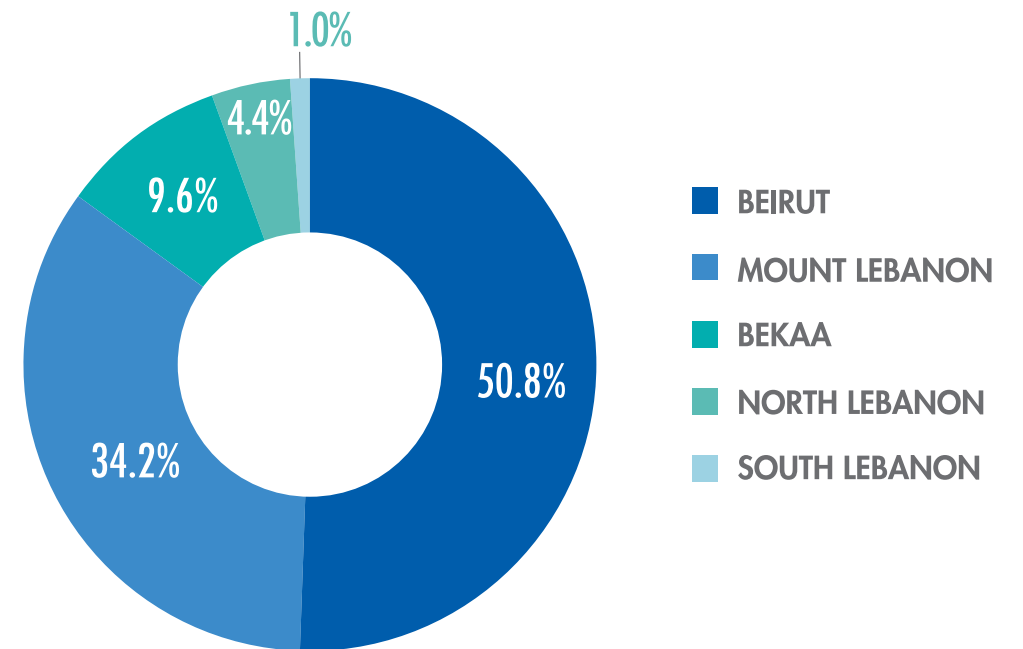
TOTAL: 49
Source: IDAL's Calculations

OUR ACHIEVEMENTS

TOTAL JOBS CREATED BY SECTOR (%) (2003-2015)



TOTAL JOBS CREATED BY REGION (%) (2003-2015)



TOTAL: 5,872
Source: IDAL's Calculations

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INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: HEALTHCARE TOURISM SECTOR IN LEBANON

FACTS AND FIGURES

- ▶ One of the highest ratio of doctors to population
- ▶ **32 doctors** per 10,000, **32.1 doctors** per 10,000 in European Countries
- ▶ **130 hospitals** spread throughout the country
- ▶ The Tourism Sector Directly contributes to **10%** of the country's GDP and indirectly to around **35%**



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: HEALTHCARE TOURISM SECTOR IN LEBANON

INVESTMENTS IN THE HEALTHCARE TOURISM SECTOR IN LEBANON

CLEMENCEAU MEDICAL CENTER (CMC)



An affiliate of Johns Hopkins International, was ranked one of the world's top **10 best hospitals** for medical tourism in 2012

NAAS SPRINGS



A medical resort located in Bekfaya one of the most **charming** and well-preserved Lebanese mountain villages

PATIENT HEALTHCARE



A newly established center to provide foreign visitors who require medical treatment or care after any surgical procedure (orthopedic, cardiac, psychiatry, convalescent care, dental or cosmetic surgeries), **a comprehensive healthcare package**

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: MEDIA & DIGITAL MEDIA SECTOR

FACTS AND FIGURES

- ▶ The media industry accounted for nearly **4.75%** of Lebanese **GDP** in 2013 and generated an added value generated of around **55.3%**
- ▶ Lebanon's advertising expenditures rank continuously amongst the highest in region & reached **USD 151.1 million** in 2013
- ▶ Every year, around **220 students** are estimated to graduate with a degree in audiovisual arts
- ▶ The online platform in the Arab World is expected to be worth nearly 1 billion by 2016

FACTS AND FIGURES

- ▶ The **Film industry** has seen a significant growth over the last **4 years** as measured by the numbers of Lebanese films produced per year, hovering at **31 units** in 2015, with an approximate investment value of **USD 32.4 million**
- ▶ **Cost-competitive workforce:** workers in the media sector are highly skilled with average wages usually **50%-60%** lower than in GCC countries

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: MEDIA & DIGITAL MEDIA SECTOR

1- PRODUCTION & POST-PRODUCTION FACILITIES:

- ▶ Lebanon has the potential to become the hub in production and post-production



2- ONLINE GAMING:

- ▶ Today there are only few companies involved in gaming and as such there are ripe opportunities
- ▶ Specialized 3D Animation



3- ONLINE ADVERTISING



4- DEVELOPMENT OF ARABIC CONTENT:

- ▶ Supported by Lebanon tri-lingual workforce and less than 1% of content in the Arabic Region is actually in Arabic, whereas more than 60% of users in the region tend to prefer Arabic content.



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: INFORMATION COMMUNICATION & TECHNOLOGY SECTOR

FACTS AND FIGURES

- ▶ Size of the Lebanese ICT market in 2016 was **USD 436.2 million**
- ▶ Grew at a **CAGR of 7%** over the period 2014-2016
- ▶ Exports of ICT related activities accounted for **23.2% of total service exports** in 2015
- ▶ Contributed to **3% of Lebanon's GDP** in 2013
- ▶ Expected to grow to **USD 543.3 million** by 2019
- ▶ The ICT sector comprises around **800 companies, mostly SMEs**

FINANCIAL SUPPORT

- ▶ **IDAL:** 100% exemption from corporate income and project dividends taxes for up to 10 years
- ▶ **BDL:** Circular 331 provides an amount of up to USD 400 million for Lebanese bank's equity investment into startups, incubators, accelerators and funds operating in Lebanon
- ▶ **KAFALAT:** guarantees for Loans (up to USD 400,000) granted by commercial banks to SMEs

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: INFORMATION COMMUNICATION & TECHNOLOGY SECTOR

1- FINANCIAL & E-PAYMENT SOLUTIONS

- ▶ Mobile payments market in MENA expected to grow at a **CAGR of 80%** through 2017
- ▶ Number of mobile banking users is expected to jump from **19.8 million** in 2013 to **82.1 million** users by 2017



3- ENTREPRISE SOFTWARE AS A SERVICE (SAAS)

- ▶ The SaaS market in the Middle East is expected to hit **USD 307 million** in 2018
- ▶ From 2014 to 2018 **USD 7.4 billion** will be spent on public cloud services in the **MENA** region
- ▶ **Biggest Markets for SaaS includes:** CRM/ERP/BPM / Government /Advertising



2- E-HEALTH

- ▶ MENA market expected to grow at a **CAGR of 5.7%** from 2013 to 2018
- ▶ **E-Health** is a competitive subsector for Lebanon, due to the availability of skilled talent, right legal framework and synergies with other markets and industries
- ▶ **Etobb & Sohati** are the most well-known e-health portals and are now becoming global players



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: AGRO-FOOD SECTOR

FACTS AND FIGURES

- ▶ Has been Increasing at a **CAGR of 10.87%** from 2009 to 2013
- ▶ Exports have been increasing at a **CAGR of 7.4%** 2012 - 2015
- ▶ Largest employer in industrial **30,670 individuals**
- ▶ **20%** of Industrial Sector's Output
- ▶ **2.2% of Lebanon's GDP**
- ▶ More than **970 companies** in **9** sub-sectors

FINANCIAL SUPPORT

- ▶ **IDAL:** 100% exemption from corporate income and project dividends taxes for up to 10 years
- ▶ **KAFALAT:** guarantees for Loans (up to USD 400,000) granted by commercial banks to SMEs

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: AGRO-FOOD SECTOR

1- OLIVE OIL

- ▶ Most prominent Agro-Food Product
- ▶ Exports increased by **27%** between 2014-2015
- ▶ Oil productivity between **18 to 25%**
- ▶ Opportunities in extra virgin olive oil from new varieties of olive such as Barnea(Senolia), Frantoio



2- DAIRY PRODUCTS

- ▶ Large number of players: Liban lait, Dairy Khoury&co, Skaff Dairy, Taanayel les fermes
- ▶ Availability of **farming locations** in Bekaa and North Lebanon
- ▶ Opportunities in **Organic** dairy products like flavored milks and dairy snacks



3- WINE

- ▶ Industry estimated at **41 Million USD**
- ▶ Mainly export dependent
- ▶ **40 wineries** that produce more than **8.5 bottles/year**
- ▶ Opportunity: In **Wine tourism** activities



4- DRIED FRUITS & NUTS

- ▶ Exports increasing at a **CAGR of 8.5%** over last few years
- ▶ **55 roasteries** in Mount Lebanon (**40% of the total**)
- ▶ Opportunity: **Reshape** dried fruits and nuts to create higher value and supply regional markets



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: THE TECH SECTOR

FACTS AND FIGURES

- ▶ **Lebanon is moving up the value chain in the ICT sector**, diversifying from software development to the manufacturing of ICT components
- ▶ **Opportunity** for Lebanon to become **outsourcing base** for the manufacturing of electronics due to its low cost compared to the region and EU wages
- ▶ A technology cluster is fast Emerging

FACTS AND FIGURES

- ▶ **Competitive salary base:** the average wage of software engineers is nearly 40% lower than in the GCC and nearly 50% lower than in selected developed economies
- ▶ Around **3000 engineers** graduate each year and join a labor force currently comprising **USD 1.3 million**

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: THE TECH SECTOR

1- MANUFACTURING OF ICT COMPONENTS

▶ more specifically the manufacturing of communication equipment, computers and peripherals, fiber optic cables, other electronics and wire cables, manufacturing of electronic equipment and boards



2- MANUFACTURING OF MEDICAL COMPONENTS

▶ mainly the manufacturing of healthcare equipment & supplies such as prosthetics



3- RESEARCH AND DEVELOPMENT

▶ Biotechnology and the development of genetic research. With proper cooperation with universities this sector has potential to grow



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: AGRICULTURE SECTOR

FACTS AND FIGURES

- ▶ **Ideal climate & landscape:** with agricultural areas covering around **65%** of the Lebanese territory
- ▶ **Abundant water resources:** Rainfall in the country is significantly higher than the regional average
- ▶ **Rich soil** favor versatile & high quality agricultural production
- ▶ **Exposure to a wide market:** Lebanon is a point of entry to the Middle Eastern market

FACTS AND FIGURES

- ▶ **High government support for the sector:** Investors obtain soft loans at low interest rates.

IDAL has also in place its Agri Plus program that monitors quality control of Lebanese fresh produces to meet international standards

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: AGRICULTURE SECTOR

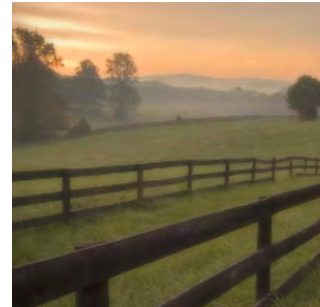
1- FISH FARMS



2- LIVESTOCK



3- TRADITIONAL FARMS OF VEGETABLES & EGGS



4- PACKAGING CENTERS & MATERIALS



INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: PHARMACEUTICAL SECTOR

FACTS AND FIGURES

- ▶ More than **1500 students** graduate yearly in the fields of Biology, Chemistry, Pharmacy & Medicine recruited by local, regional & international pharmaceutical companies
- ▶ Importers share in the market is **92%-95%** (146 importers/agents)
- ▶ Lebanon's pharmaceutical market is estimated at around **USD 1.48 billion** (2014), a **8.4%** growth from 2013 levels
- ▶ Sector dominated by **13** pharmaceutical companies mostly

FACTS AND FIGURES

- ▶ More than **6,346** pharmaceuticals products & 2,185 community pharmacies
- ▶ IP system that protects patents
- ▶ In 2014, imports were estimated at **USD 1,720,474 million**, an increase by **4.6%** from 2013 levels

INVESTMENT OPPORTUNITIES BETWEEN LEBANON AND BULGARIA ARE MANY: PHARMACEUTICAL SECTOR

1- JV FOR PATENTED DRUGS



2- PRODUCTION OF GENERICS



3- PRODUCTION OF OTC DRUGS



4- PRODUCTION OF NATURAL PRODUCTS



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