



مؤتمر الاقتصاد الاغترابي  
LEBANESE EMIGRANTS ECONOMIC CONFERENCE

together we are very strong!

DR FADY GEMAYEL

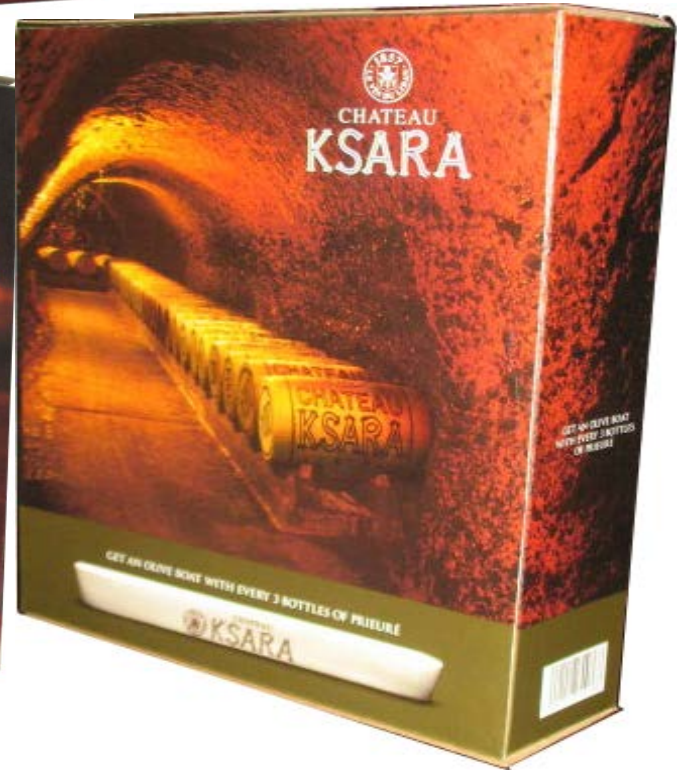
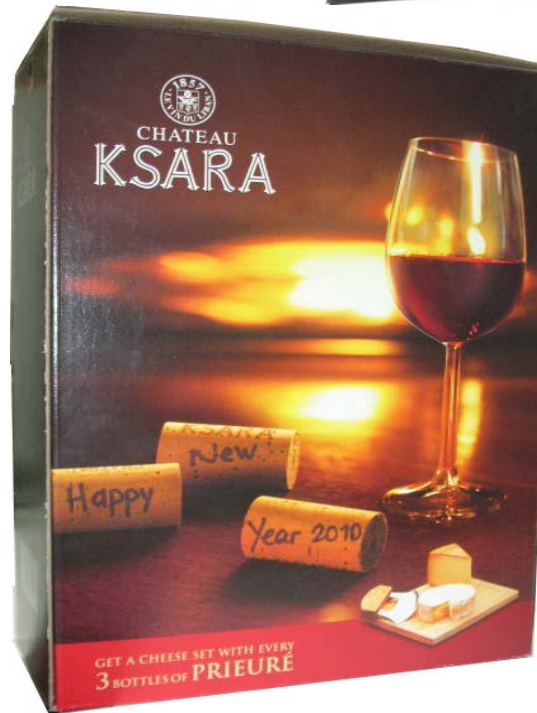


جمعية الصناعيين اللبنانيين  
ASSOCIATION OF LEBANESE INDUSTRIALISTS

# Lebanese industry

- History and tradition
- Geographical coverage
  - Exports reach the world
  - Presence spanning the globe
- Focus on value added products
- Lebanese design and touch
- Flexibility
- Quality
- Resilience
- Credibility

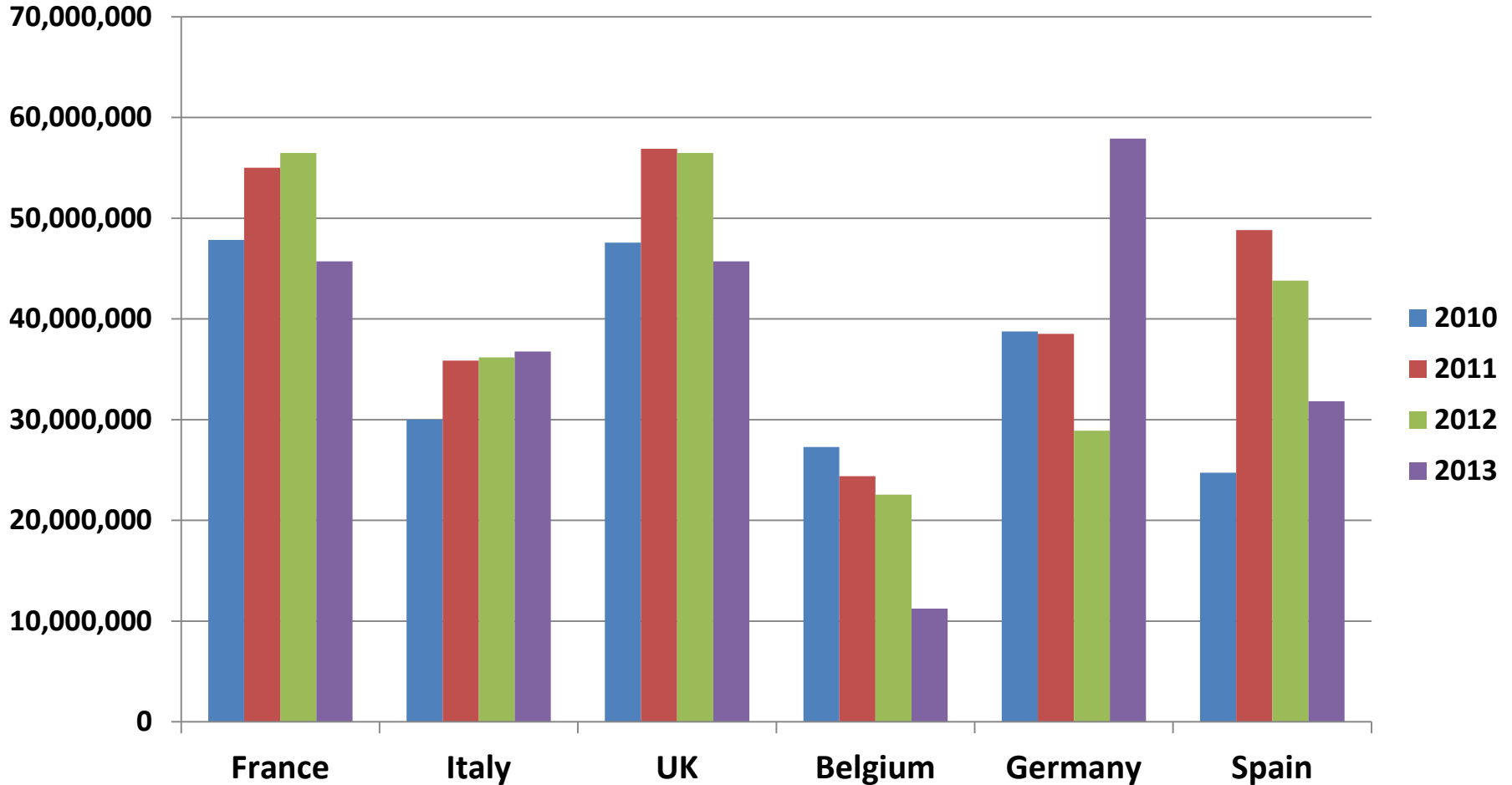




# THE LEBANESE INDUSTRIAL EXPERIENCE FMCG, CONSUMER, INDUSTRIAL, AND MORE

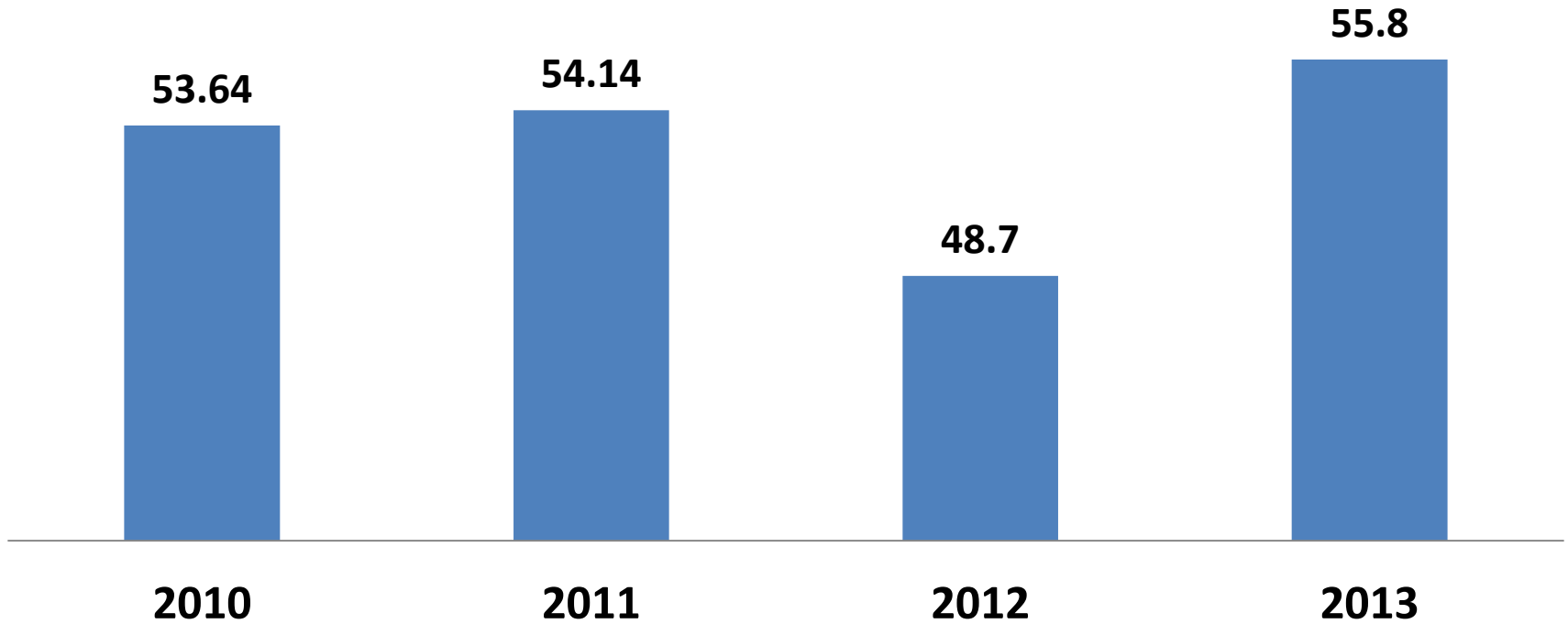


# EXPORTS TO EUROPE



# EXPORTS TO USA

■ MILLION USD



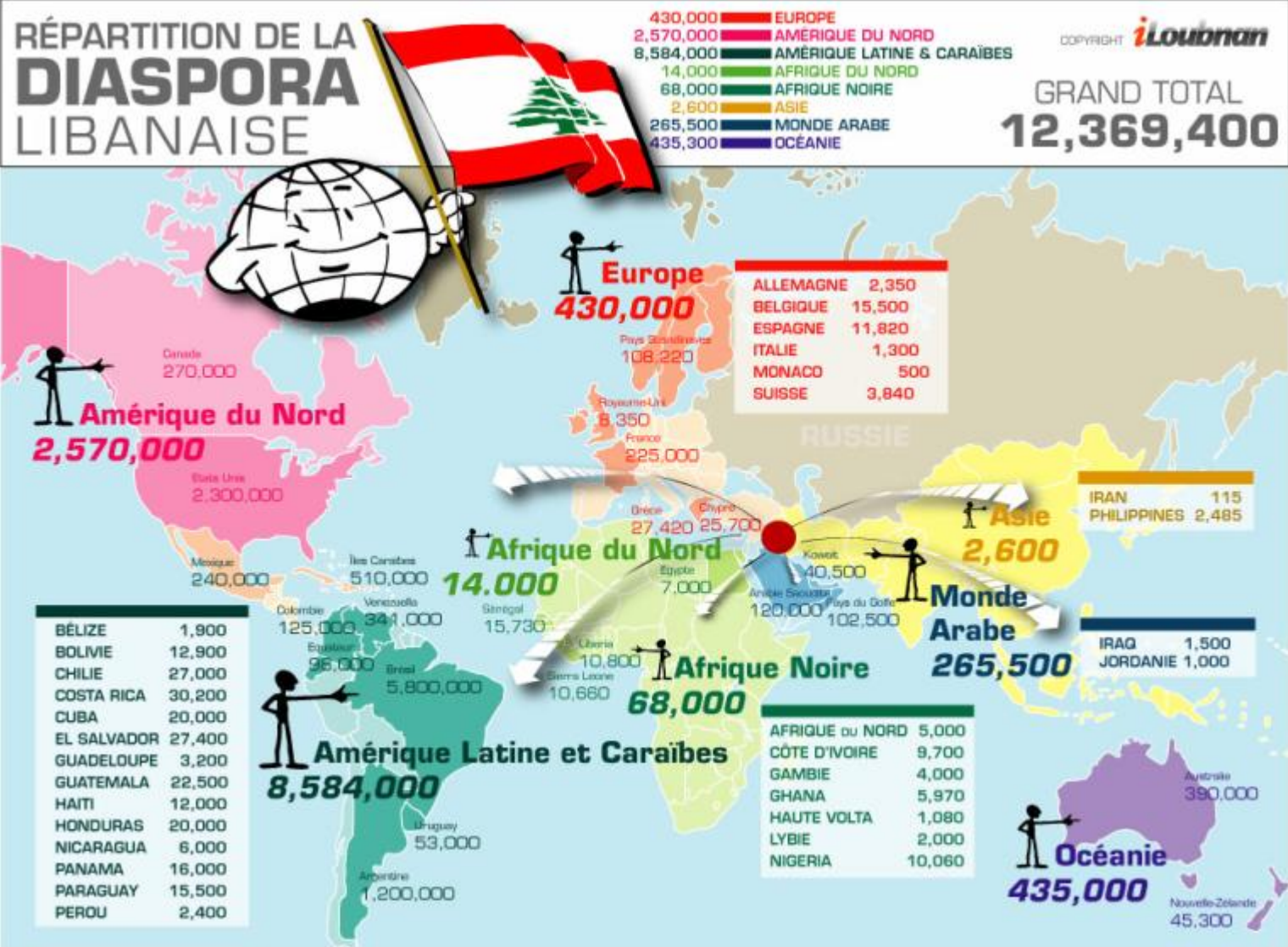
# THE LEBANESE INDUSTRIAL EXPERIENCE

PRODUCTS: TRADITIONAL PRODUCTS ,  
TECHNOLOGICAL , INNOVATIVE, QUALITY,  
DESIGNED WITH A LEBANESE TOUCH,

EXPORTED TO THE WORLD



# Lebanese Diaspora: a potential market



# EXPORTS FROM LEBANON: PRIORITY # 1

- DIASPORA-IMPORTERS
- DATA TRADE FLOW IMBALANCES

# MARKETS, AND MARKETERS NUMBERS, AND POTENTIAL

	ARGEN TINA	BRAZIL	MEXICO	VE NE ZUELA	USA	CANADA	AUSTRA LIA
2011	1,000	2,550	457	2,260	64,102	15,051	14,510
2012	236	11,200	433	3,468	64,198	17,307	12,728
2013	2,747	26,652	243	2,285	63,545	16,212	13,975
2014	261	15,380	389	2,497	58,460	19,850	14,009

# NUMBERS, AND POTENTIAL

	<b>SENEGAL</b>	<b>IVORY COAST</b>	<b>NIGERIA</b>	<b>AUSTRALIA</b>	<b>TOTAL</b>
<b>2011</b>	<b>10,738</b>	<b>24,576</b>	<b>49,199</b>	<b>14,510</b>	<b>184,443</b>
<b>2012</b>	<b>6,802</b>	<b>28,410</b>	<b>43,224</b>	<b>12,728</b>	<b>188,006</b>
<b>2013</b>	<b>7,288</b>	<b>26,583</b>	<b>73,332</b>	<b>13,975</b>	<b>232,862</b>
<b>2014</b>	<b>6,954</b>	<b>37,793</b>	<b>58,752</b>	<b>14,009</b>	<b>214,345</b>

# DREAM

- IF EVERY EMIGRANT IMPORTS FOR 100 USD PER YEAR, EXPORTS TO EMIGRATION WOULD EXCEED 1,2 BILLION DOLLARS/YEAR

# THE LEBANESE INDUSTRIALIST:

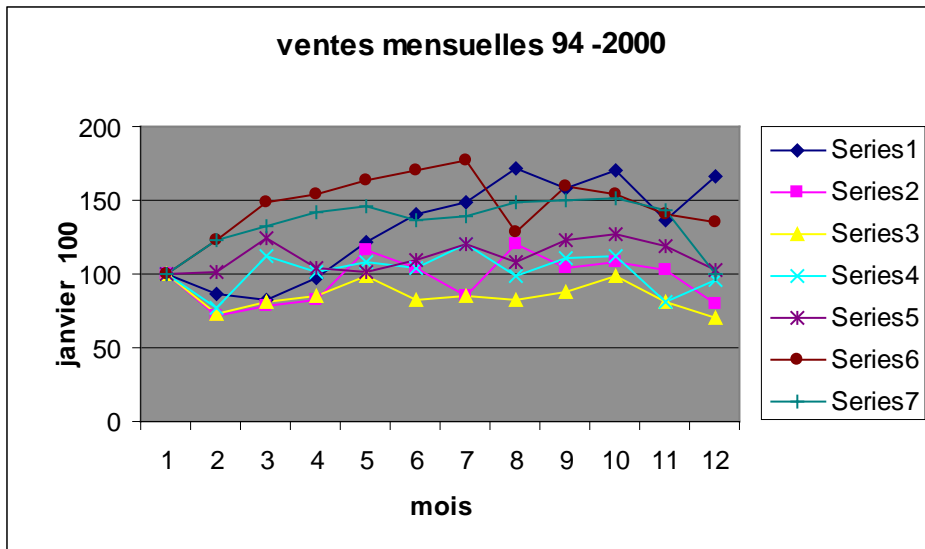
## Strong values at hard work

- Products
  - Image
  - Quality
  - Design
  - Innovation
  - Traditional
- Behind the image solid Partners
  - Reliable
  - Committed
  - Flexible
  - Resilient

# INNOVATION, AND VALUE-ADDED PRODUCTS



# FLEXIBILITY AND COMMITMENT





# FULL RESPECT OF COMMITMENTS, AND Deadlines



INTEGRATED CAMPAIGN,  
STRICT DEADLINES

# THE LEBANESE INDUSTRIALIST: A CREDIBLE PARTNER

- EXCEPTIONAL DRIVERS : HIDDEN CHAMPIONS, SUCCEEDING AGAINST ALL ODDS. POTENTIAL FOR SUCCESSFUL OPPORTUNITIES



# CONVERGING CONCRETE POTENTIAL IN SOLID REALIZATIONS

- BUSINESS OPPORTUNITIES , AND STRATEGIC DIMENSION : ECONOMIC DEVELOPMENT

# Lebanon: Window to international opportunities

- Arab markets
- Mediterranean network
- Access to Africa
- Europe next door
- The key to the Americas

# INVESTING IN LEBANON

- Investments in Lebanon in high tech and dedicated industrial activities with Lebanese international success stories . Win-win opportunities by creating value added jobs for Lebanon's University graduates. Investment funds around BDL 331 extended to industry
- Investments in SME's : Lebanese Industrialists have a proven track record of resilience and flexibility, producing innovative and value-added products. They have become experts in crisis management and developers of opportunities.
  - Interesting opportunities around the Lebanese industrialist drive in the region.
  - Building synergies between investors : production in Lebanon and markets in immigrants' countries.

# Lebanese power overseas

- Strong economic role in many countries:  
The African case, the example of IVORY COAST 40% of the economy in the hands of Lebanese immigrants
- Lebanese Franchises overseas
- Lebanese industrialists around the globe: Africa, Latin America, East Europe, Egypt, GCC, Iran, France, USA

# JV's FOR THE REGION

- REGION'S PHENOMENAL WEALTH AND INCREASING INSTABILITY
- LEBANESE INDUSTRIALISTS PROVEN TRACK OF EXTENSIVE EXPERTISE IN MANAGING CRISIS AND DIFFICULT SITUATIONS
- PARTNERS OF INTERNATIONAL GROUPS AMIDST GLOBALIZATION

# THE CEDAR INDUSTRIAL NETWORK

- NETWORKING LEBANESE INDUSTRIALISTS  
AROUND THE GLOBE
  
- THE CEDARS INDUSTRIAL NETWORK FORUM:  
SUMMER 2015



# The cedar paper network

- Tradition and history in Lebanon for the whole region
  - Printing 1584 saint Anthony monastery
  - Bags 1923 Tazco
  - Notebooks 1957, OPP
  - Recycling paperboard since 1929: Gemayel Frères sal
  - Corrugating cardboard since 1956: Gemayel Frères sal
  - Tissue since 196\*: Mimosa

## ▶ EXPORTS TO THE GLOBE

### ▶ STRONG international presence

- ▶ KSA
- ▶ EGYPT
- ▶ EAST EUROPE
- ▶ COTE D'IVOIRE
- ▶ SENEGAL
- ▶ NIGERIA
- ▶ TOGO
- ▶ FRANCE
- ▶ IRAN
- ▶ USA

# PROMOTING OPPORTUNITIES AROUND LEBANESE INDUSTRY

- BEYOND BOOSTING EXPORTS FROM LEBANON
- INVESTING IN LEBANESE INDUSTRY
- JV'S FOR THE REGION
- JV'S IN IMMIGRATION COUNTRIES
- THE CEDAR INDUSTRIAL NETWORK

# POSSIBLE BOOSTERS

- Economic diplomacy : promoting Lebanese products , and also the Lebanese industrialist, and Lebanon's attractive investment climate.
- An investment fund for SME's in collaboration with the Lebanese Banks' Association

# BEYOND SOLID BUSINESS OPPORTUNITIES, SUSTAINABLE ECONOMIC DEVELOPMENT

- Funds & Investments in Lebanon
  - Remittances estimated at 7 to 8 billion USD per year
  - From deposits and land acquisition to Direct Investments leading to job creation

# LEBANESE DIASPORA CONTRIBUTES TO SUSTAINABLE ECONOMIC GROWTH LEARNING FROM HISTORY

- LEBANON ' S PREVIOUS ECONOMIC EXPERIENCE : PRE 1974 WORLD RECORD FINANCIAL WEALTH ACCUMULATION , YET DISMAL GROWTH !

## – M2/NNP

- Lebanon 1.3
- USA .7
- Japan .97

## GROWTH

- .Lebanon 6%
- .Brazil 12 %
- .Korea 16%

# URGENT CALL: BOOSTING LEBANON'S ECONOMY

- FACING THE REGIONAL STRIFE “LEBANIZING THE LEBANESE ECONOMY”
- REGULAR CONGRESSES FOR PROFESSIONALS IN THEIR HOMELAND :  
MEETING UNDER THE CEDARS  
PART OF THE PROPOSED “ECONOMIC STIMULUS MEASURES” INTEGRATED SOCIO ECONOMIC PROGRAM

LEBANON CAN,  
TOGETHER WE ARE VERY STRONG

SOLID BUSINESS OPPORTUNITIES, AND  
SUSTAINABLE ECONOMIC DEVELOPMENT.

YES, LEBANON IS A SMALL COUNTRY, BUT IT IS WITH  
ITS EMIGRANTS' NETWORK,  
A WORLD OF SOLID OPPORTUNITIES!



جمعية الصناعيين اللبنانيين  
ASSOCIATION OF LEBANESE INDUSTRIALISTS



مؤتمر الاقتصاد الاغترابي  
LEBANESE EMIGRANTS ECONOMIC CONFERENCE

LEBANESE EMIGRANTS ARE A FORCE  
TO LEBANESE INDUSTRY,  
LEBANESE INDUSTRY IS A FORCE TO  
THE LEBANESE ECONOMY.