

Trade with Lebanon

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Many Lebanese companies are not ready to export to the Western World

I believe we have a tremendous opportunity in Lebanon. At one time, Lebanon was the center of global trade and commerce, but due to local & regional political & economic instability, Lebanon has become isolated from the outside world. Lebanese are facing challenges in raising the standards of manufacturing and making sure they are following and adhering to the ever-changing global standards. The lack of knowledge and failure to keep up with global changes will worsen the

situation for Lebanese companies in the future. The FMCG industry needs a complete overhaul on how the day to day processes are set in place. This is not an impossible task to accomplish, but it will require strict commitment and some financial support. Taking short cuts in manufacturing is a problematic issue in Lebanon. The solution is simple - educational programs from outside Lebanon can aid these companies and a reward program will encourage the industry to adhere to better standards while creating accountability and weeding out the non-compliant manufacturers.

I Believe this can be accomplished if a program is put in place. Companies that are trying to improve their manufacturing standards should be rewarded and recognized on a national level.



The business climate in Lebanon continues to improve, challenges remain:

- **Bureaucracy**
- **Lack of clarity and transparency in tax administration**
- **Tax burden**
- **Poor infrastructure**