

# Enhancing the Role of MOET

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HEAD OF QUALITY DEPARTMENT  
MOET

ROULA NASRALLAH

### Track 1 ongoing project

Digital Platform to enhance export  
LEBTRADE

Action plan for MOET Digitalization

### Track 2 new project

- Upgrading LEBTRADE
  - UN productive sector Development Sector Program
  - El Mahreq Gender Program
- TAIEX Series of 3 events: Role of Ministry of Trade in EU countries
- National Export Strategy twinning project
- Implementation of MOET digitalization Action plan

- Interrelation of present and future planned projects

the Lebanese Government Financial Recovery Plan and McKenzie Study section related to MOET role indicators, prioritizations

TAIEX I  
Event 1: showcase the EU MOET models

TAIEX I  
Event 2: elaborate a proposal for modernizing the role of MOET

TAIEX I  
Event 3: Introducing the National Export Strategy

Gender Sensitive Initiatives

Enhancing the role of MOET

National Export Strategy twinning project

New SME law

SMEs Strategy Roadmap

Digital Platform to enhance Export LEBTRADE

Parallel Projects  
ARE and TIF USAID projects  
Value Chain Analysis Lebanon Fresh Fruit and Vegetables CBI Project



REPUBLIC OF LEBANON  
MINISTRY OF ECONOMY & TRADE



# LEBTRADE



 Lebtrade

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## Creating Export Opportunities

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[Discover How](#)



# 3 GOALS LEBTRADE

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- The roadmap to → just a few clicks
- Promising countries
- Legal requirements & standards
- Quality support organizations
- Market information
- Statistics
- Documents
- Support projects and loans
- Export shipping
- Good practices
- (F)tas ,Mutual recognition,
- News & events
- Services MOET
- .....*and more*.....

# 4 TEAM – WORKING IN SMALL TEAMS

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- Approach:
- Working in small teams
  - MI content (& methodologies)
  - Standards and requirements per product per market
  - Trade agreements
  - Export guide in terms of steps and documents
  - Exhibitions
  - Market Intelligence
  - Loans
  - Support programmes
  - Services
  - News
  - Quality management
  - Visuals
- Several workshops by CBI consultant, sharing knowledge
- Training and coaching on the job, learning by doing, feedback

## Market Information Tools



### Explore Promising Export Markets

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### Requirements & Standards

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### Check Quality Support Organizations

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[Learn More](#)







## Promising Export Markets

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Select one of the below products in order to know the promising countries

Search





Promising Countries For

## Cherries

International sales for fresh cherries exports by country totaled to **US\$8.4 billion** in 2019.



### Overview

Overall, the value of exported cherries rose by an average 11.3% for all exporting countries since 2015 when international shipments of fresh cherries were valued at \$7.6 billion. The value of globally exported cherries fell by -1.4% from 2018 to 2019.

Among continents, suppliers in European countries sold the highest dollar worth of cherries on international markets during 2019 with shipments valued at \$2.4 billion or 28.2% of the global total. In second place were exporters in Asia at 24.5% while 22.2% of worldwide shipments of grapes originated from Latin America excluding Mexico but including the Caribbean. North America came in at 10.2% followed by African suppliers at 10%, far ahead of Oceania at 4.8% mostly Australia.

## How we can help you



### Quality Compliance Support

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### Statistics Support

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### Logistics Support

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### Export Promotion

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## Support Projects

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Trade Product | Location

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Trade Product | Location

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## Latest News

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**NEWS**

**Impact of COVID-19 on export**

**PRESS RELEASE**

**The US-China Trade Deal: Is It Still on or What?**



18 Nov  
2020

WEBINAR

## Customs Procedures and Documentation

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Customs



# National Export Strategy Concept Note

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- In light of the economic challenges the country is facing, the government must develop a National Export Strategy. Lebanon has significant untapped potential that must be capitalized to boost the sector, create jobs, and even reduce the stress on the trade deficit. To this end, the export promotion strategy must encompass the following:
  - Identifying potential sectors
  - Identifying the factors for losing market share and tailoring interventions accordingly targeting high **production cost, incentive packages, quality issues, enabling business environment...**
  - Identifying Target markets with untapped potential and the obstacles that are preventing Lebanese exports from accessing these markets.
  - Improving trade logistics so it can compete with other countries. These include customs, infrastructure, shipment arrangement, quality of logistics services, tracking and tracing, as well as timeliness into and out of the port.
  - Diversifying production into more markets as well as deepen their presence in existing ones.
  - Assessing the impact of trade agreements undertaken at the bilateral, regional, and international level; providing valid scientific contribution in policy formulation and minimizing barriers to **Lebanon's international trade.**
  - Identifying marketing and promotional activities for Lebanese producers through promotional campaigns, exhibitions, business delegations, buyers-sellers meetings.
  - Adopting a participatory approach eliminating the traditional top-down methodology by coordinating export promotional effort across different public-private-NGO-Civil society stakeholders and ensuring alignment to the NES.

# NES three phases

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## Phase Zero

- Development of a Strategic Trade Development Roadmap identifying and assessing the major stakeholders and existing studies especially McKenzie one as well as the government reform economic plan

## Phase I

- Completion of a coherent and comprehensive National Export Strategy including detailed sector strategies and trade support function strategies complete with prioritized and measurable outcomes as well as a capacity building road map.

## Phase II

- Strategy implementation Management Support to establish and achieve and effective implementation management framework for successful implementation, monitoring and measurement.