

Press Release- 28 February 2023 @Lancaster Tamar Hotel
Presentation of the pre-feasibility studies covering six value chains
Productive Sectors Development Programme

Title: UNIDO, in partnership with the Ministry of Industry, presents 6 pre-feasibility studies in support of agri-food producers.

Beirut, 28 February 2023 - As part of the institutional support provided by the Productive Sectors Development Programme (PSDP) generously funded by the government of Canada, UNIDO in partnership with the Ministry of Industry, developed six pre-feasibility studies to support Micro, Small, and Medium enterprises (MSMEs), cooperatives and entrepreneurs in the agri-food sector.



Mr. Emmanuel Kalenzi's speaking at the Pre-feasibility presentation event-
Photo: © UNIDO Lebanon/ Chloe Khoury. February, 2023

The reports were presented on **Tuesday 28 February 2023** in the presence of H.E. Mr. George Bouchikian, Minister of Industry, Mr. Jamie Schnurr, Head of Cooperation, Embassy of Canada to Lebanon, and Mr. Emmanuel Kalenzi, UNIDO Representative and Head of Regional Office for Lebanon, Jordan and Syria.

"Lebanon is going through a major and critical economic crisis. The country needs every support from brotherly countries and international organizations. Despite this crisis, Lebanon remains a beacon of civilizational, cultural and scientific hub, and a bridge of interaction between East and West. We are

confident that Lebanon will rise and its ordeal will not be prolonged.” - Confirmed H.E. Mr. George Bouchikian



From left to right: Mr. Jamie Schnurr, Head of Cooperation, Embassy of Canada to Lebanon, H.E. Mr. George Bouchikian, Minister of Industry and Mr. Emmanuel Kalenzi, UNIDO Representative and Head of Regional Office for Lebanon, Jordan and Syria. Photo: © UNIDO Lebanon/ Chloe Khoury, February, 2023

The agri-food sector is a major contributor to economic opportunities and job creation for women and youth in underprivileged areas; therefore, there is urgency in assisting local businesses export their products and access new markets.

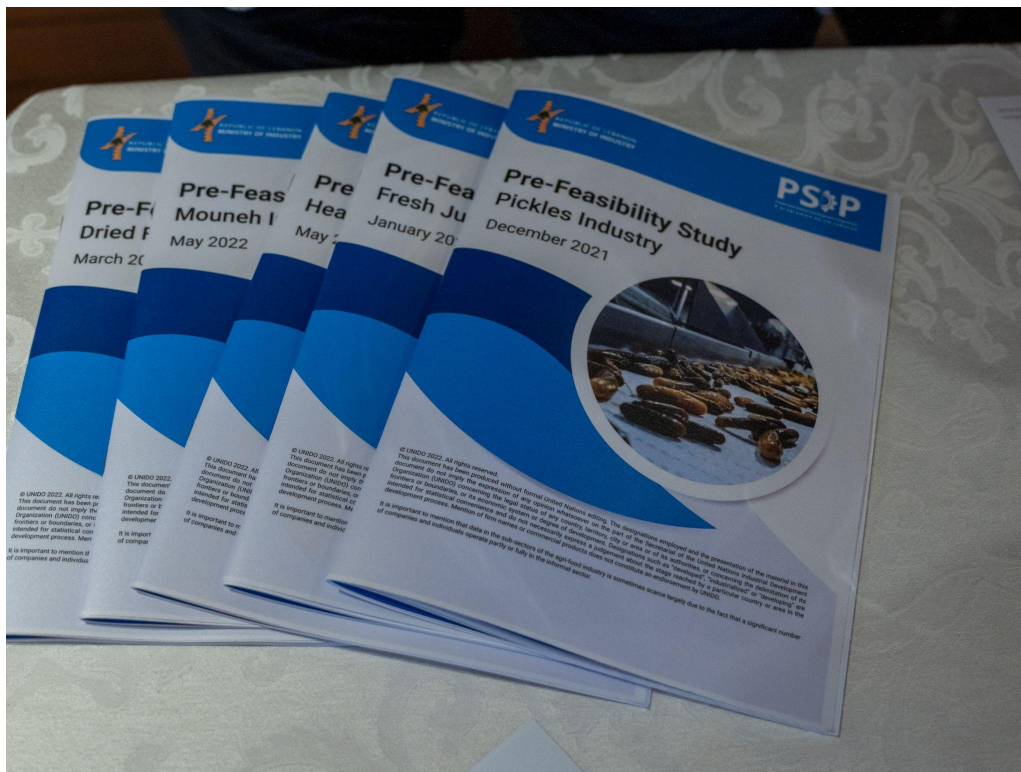
“We are pleased to see that through the PSDP programme, we were able to develop portals, market intelligence reports and training tools in support of stakeholders -institutional as well as businesses - so they can optimize their production, expand their activities abroad, build their export capacity and create jobs.” Sais Mr Jamie Schnurr, Head of Cooperation, Embassy of Canada to Lebanon

In this context, these reports highlight the potential of the following products: pickles, fresh juices, dried fruits and vegetables, mounneh, chocolate, as well as healthy snacks and bars. The studies underline the potential of several agri-food products in the local market and provide valuable insights and tailored data to help MSMEs, investors and startups identify market opportunities, improve their manufacturing process and increase their efficiency. The studies also highlight the industry’s technical requirements and standards that would enable agri-food businesses to maintain their businesses and reach sustainable growth.

“Improving access to international markets for women and men-led MSMEs is a key component of the PSDP. The pre-feasibility studies presented today constitute part of the market intelligence tools the PSDP

is providing to the Government institutions. We believe that these reports are an important suite to support the development of the agri-food sector in Lebanon. Enhancing the agri-food sector will contribute to the development of the country and constitutes a driver for job-creation particularly for rural women.” Said Mr. Emmanuel Kalenzi.

Each report incorporates three main sections: definition; macro trends including market size, trade performance and supply as well as means of production consisting of plant facilities, labor force, average cost breakdown, product composition, technical requirements and equipment. Also, they provide readers with insights on innovation and a SWOT analysis for every value chain.



Pre-feasibility studies. Photo: © UNIDO Lebanon/ Chloe Khoury, February, 2023

Through these pre-feasibility studies, UNIDO supported by experts from the Ministry of Industry are gathering data and transforming it into actionable insights to efficiently promote Lebanese agri-food products.

All pre-feasibility studies can be downloaded from the Ministry of Industry's [website](#) under the Publications and Studies section.

The PSDP is a UN joint Programme, funded by the Government of Canada and implemented by six UN agencies (UNIDO, UNDP, ILO, UNICEF, FAO & UN Women) and coordinated by the Resident Coordinator's Office (RCO).