



غرفة التجارة والصناعة والزراعة
Chamber of Commerce Industry
and Agriculture
of Beirut and Mount-Lebanon في بيروت وجبل لبنان

Sectoral Studies File

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HS 85: Electrical Machinery and Equipment

Executive Summary

This sectoral study examines Lebanon's export landscape for electrical machinery and equipment (HS 85) based on data provided by the Chamber of Commerce, Industry, and Agriculture of Beirut and Mount Lebanon (CCIABML). It analyzes trends from 2019 to 2023 and identifies potential growth opportunities. Over the five-year period, exports of electrical appliances averaged \$95 million annually, with fluctuations influenced by local and global challenges such as the Beirut Port explosion, the global semiconductor shortage, and trade restrictions. Export weight followed a similar pattern, averaging 15,223 tons annually.

Lebanon's primary export markets include Iraq, Poland, Egypt, and Jordan, with Iraq leading at \$171 million. Poland stands out as a key European Union destination, offering diversification potential, while Côte d'Ivoire and Cyprus show promise as emerging markets. Meanwhile, exports to Algeria, Saudi Arabia, and Syria have declined due to geopolitical and structural factors.

Most importantly, Lebanon has the potential to significantly expand its footprint in both European and Mediterranean markets. Between 2019 and 2023, exports to Europe grew by 31%, while exports to the Mediterranean region increased by 12%. Building on this momentum, Lebanon could boost its exports of electrical and machinery products by nearly \$40 million to Europe and \$30 million to the Mediterranean by 2029. These regions' rising demand, paired with Lebanon's geographical proximity and preferential trade agreements, provides a solid foundation for growth.

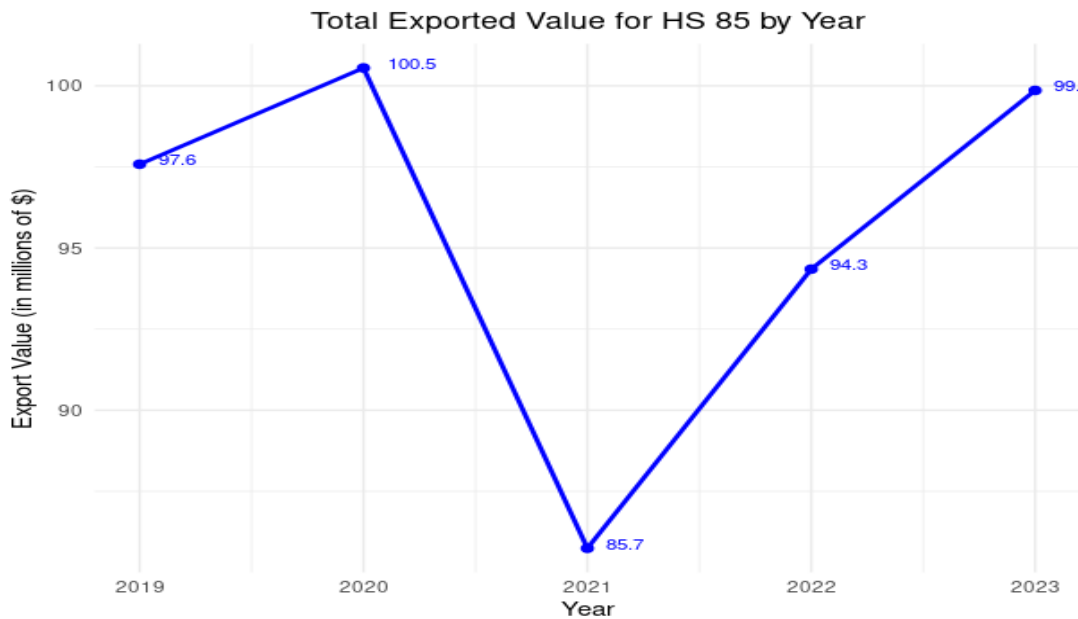
Products with the greatest potential include generating sets, insulated wires, and electric transformers. For instance, generating sets of ≤ 75 kVA (HS 85.02.11) have an untapped export potential of \$6.6 million in Europe, with the Netherlands being a market with strong growth and demand dynamics.

The Netherlands, as a focus market, presents favorable conditions due to its growing imports (59% annual growth) and Lebanon's preferential trade agreements with the EU. Lebanon's geographical proximity and competitive pricing compared to the Netherlands' main suppliers enhance its potential to compete in this market.

HS 85: Electrical Appliances

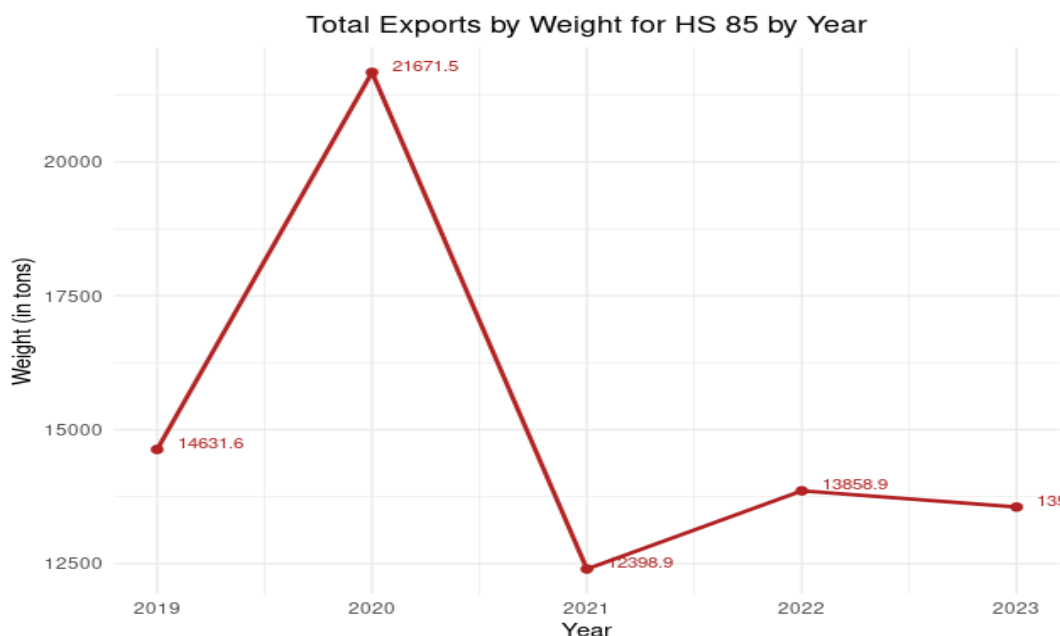
I- General Overview

Over the past five years, exports of electrical machinery (HS 85) from the Chamber of Beirut and Mount Lebanon can be characterized as being stable except for the year 2021. Exports increased from around \$ 98 million in 2019 to \$ 100 million in 2020, or by 2% before decreasing to \$ 86 million in 2021. Afterwards, exports of electrical appliances recovered to a level near 2019 recording 94 and \$ 95 million in 2022 and 2023, respectively. Hence, the yearly average value of electrical appliances exports was around \$ 95 million.



Source: CCIA-BML

The same can be applied on the weight of exports of electrical appliances. Exports of electrical appliances have increased from 14,600 tons in 2019 to 21,600 tons in 2020, or by 48%. In 2021, a drop to 12,300 tons in the exported weight has been recorded before recovering slightly in the following years around a level of 13,000 tons. The yearly average weight value of electrical appliance exports over the past five years was 15,223 tons.

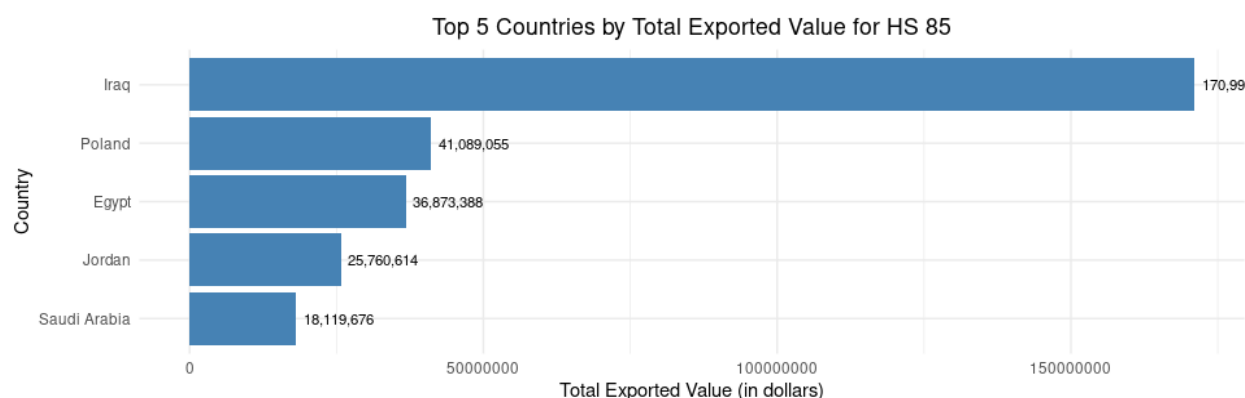


In terms of global dynamics regarding the export activity of HS 85 products, the annual growth in exports value between 2019 and 2023 was 7%. However, between 2022 and 2023, the growth of export value decreased by 4% ([ITC Trade Map](#)).

The decline in 2021 exports appears to have been driven by several factors. The Beirut Port explosion in 2020 likely disrupted logistics, while the global semiconductor shortage delayed production. Limited access to credit during Lebanon's financial crisis further strained manufacturers. Regional trade restrictions, such as Saudi Arabia's ban on Lebanese goods, also seem to have impacted market access.

Given the data from CCIABML, the price per ton between 2019 and 2023 is:

Year	2019	2020	2021	2022	2023	Average
Unit/Value (\$ per ton)	6795.9	4637.4	6911.9	6804.2	7369.5	6503.7



Source:

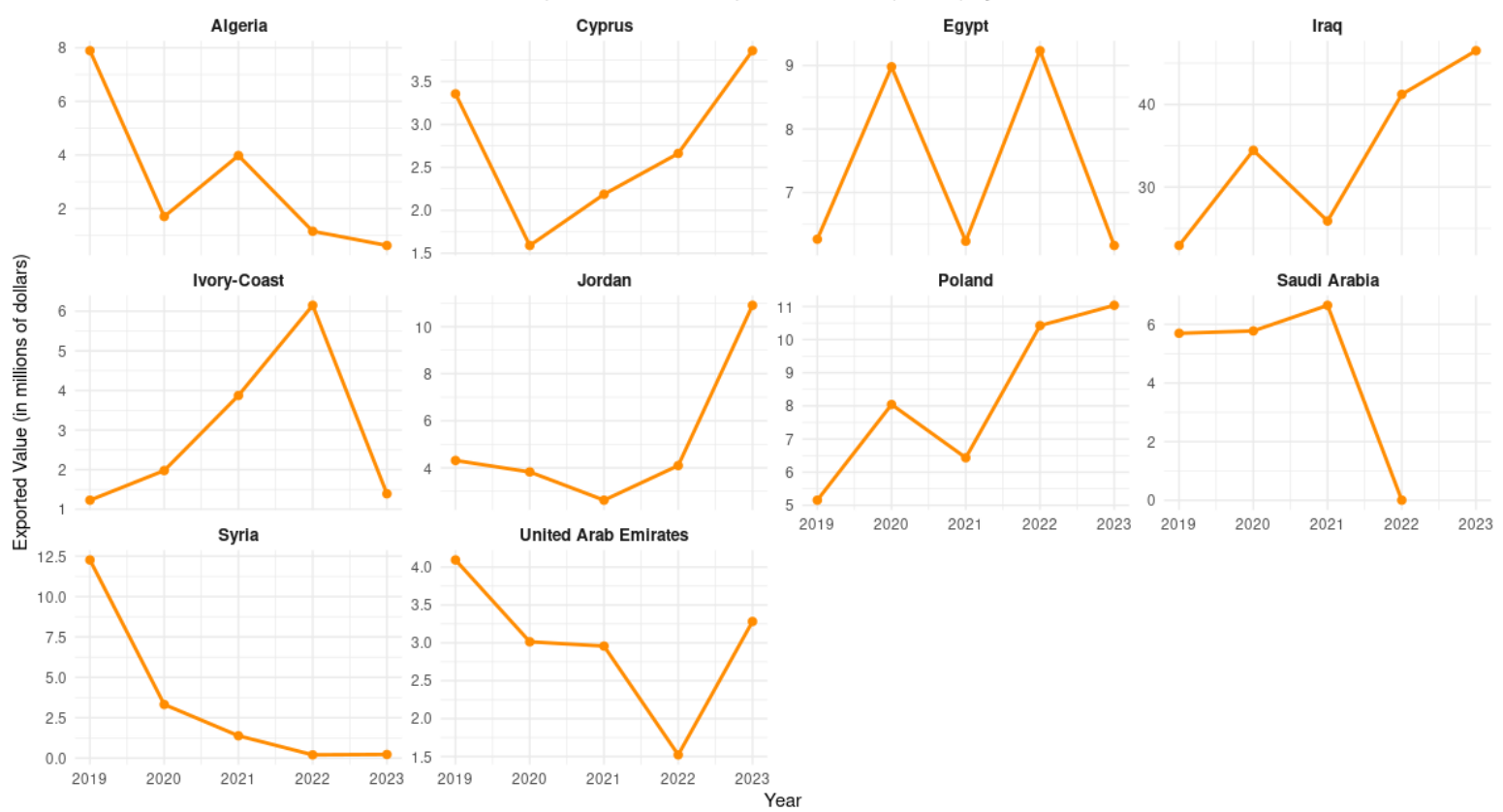
CCIA-BML

When it comes to the top ten destination countries for the total exported value of electrical appliances between 2019 and 2023, it can be noticed that eight are geographically close to Lebanon with a majority being Arab countries (Iraq, Egypt, Jordan, Saudi Arabia, Syria, Algeria, United Arab Emirates and Cyprus).

Iraq ranks first with a total of \$ 171 million of exports of electrical appliances, followed by Poland with a total of \$ 41 million of exports. Poland ranks second in top destination markets and taking into consideration the composition of these main markets, it implies its importance, not only as having a share in exports of electrical appliances, but also being a European Union market which might offer an opportunity to diversify Lebanese exports destinations. Egypt ranks third, having a total export value of electrical appliance of around \$ 37 million.

Jordan follows with a total export value of around \$ 26 million. Saudi Arabia and Syria have a total export value of HS 85 amounting to \$ 18 million and \$17 million, respectively. Algeria, the United Arab Emirates, Côte-d'Ivoire and Cyprus follow with a total export value around \$15 million for each. Alongside Poland, Côte-d'Ivoire and Cyprus are the two non-Arab markets in the top destination markets for Lebanese exports of electrical appliances.

Exported Value for Top 10 Countries (HS 85) by Year



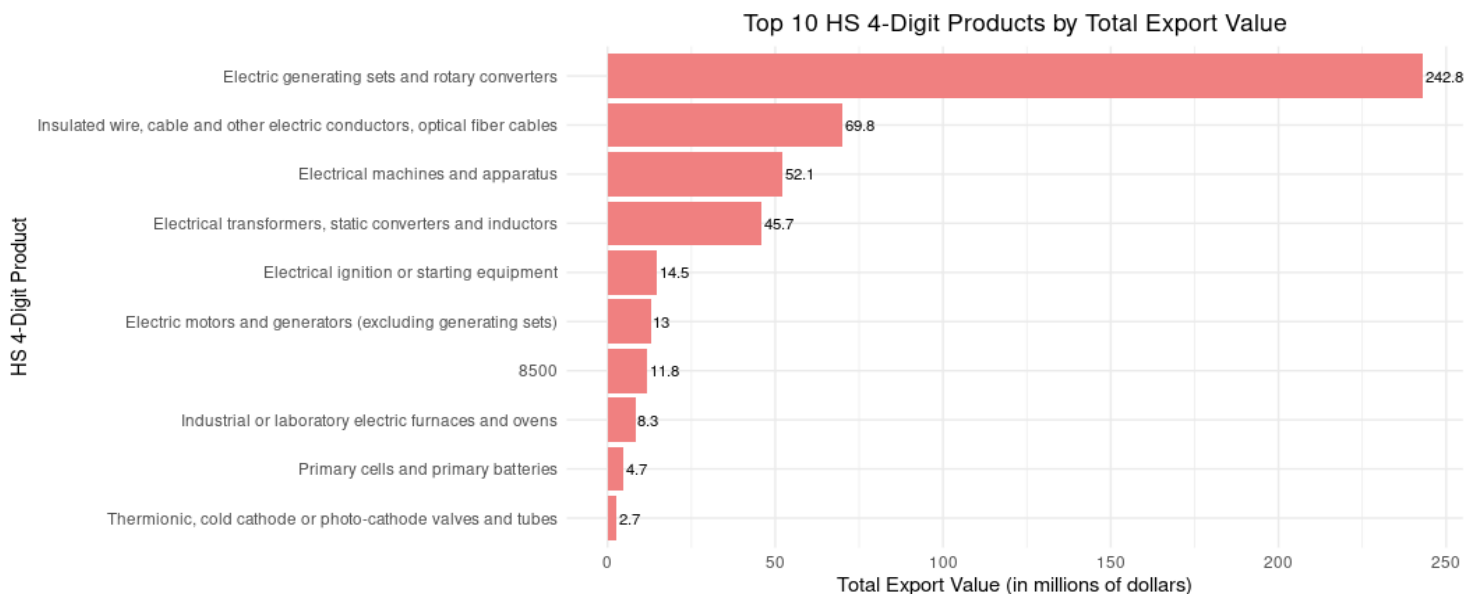
The plots of the yearly exports of HS 85 items to the top 10 destination markets reveal the following:

- Four markets out of the top ten have performed better across the years where exports level ended up being higher in 2023 than 2019. These markets are Cyprus, Iraq, Jordan and Poland. On one hand, for Iraq and Poland that are the top two markets, the increase suggests that these destinations are robust and witnessed a growing demand for Lebanese exports of HS 85 over the years. On the other hand, Cyprus and Jordan, recorded a significant increase in exports over the years, implying that these markets are important to consider for the future.
- Between 2019-2023, Cyprus has witnessed an increase of 11% per annum of its imports of HS 85 and Jordan witnessed an increase of 2%¹. This means that Lebanon has successfully participated in supplying the increasing demand of electrical appliances in these markets.
- Exports to Côte-d'Ivoire have remarkably increased from 2019 to 2022, before dropping sharply in 2023. Despite this decrease, the sustained increase that occurred might reveal opportunities in Côte-d'Ivoire as a new growing potential market.
- Poland has gradually moved from being sixth in 2019 to second in 2022 and 2023, meaning that exports of electrical appliances gained a sustained access to a market in the European Union. The same can be applied for Jordan, as it moved from seventh in 2019 to third in 2023.
- Three markets have witnessed a decrease in exports in 2023 to levels below the values exported in 2019. These markets are Algeria, Saudi Arabia and Syria.
- Regarding Algeria, it is worth noting that its global imports of HS 85 have decreased by -3% per annum between 2019 and 2023 which might explain the decrease of Lebanese exports to the Algerian market.
- The sharp decline of Lebanese exports to Saudi Arabia is highly due to the import ban imposed by the kingdom on Lebanon in the late 2021.
- Regarding Poland, the exports have been fluctuating slightly, however they preserved an increasing trend over the covered years. The recovery that occurred after 2021, could suggest that Poland can have strong export growth which may be spread to other markets in the European Union.

¹ ITC Trade map

- The Egyptian market recorded significant fluctuations over the covered years. Egypt's global imports of HS 85 have witnessed a sharp decrease of 8% per annum between 2019 and 2023 which might explain the uneven Lebanese exports to it.

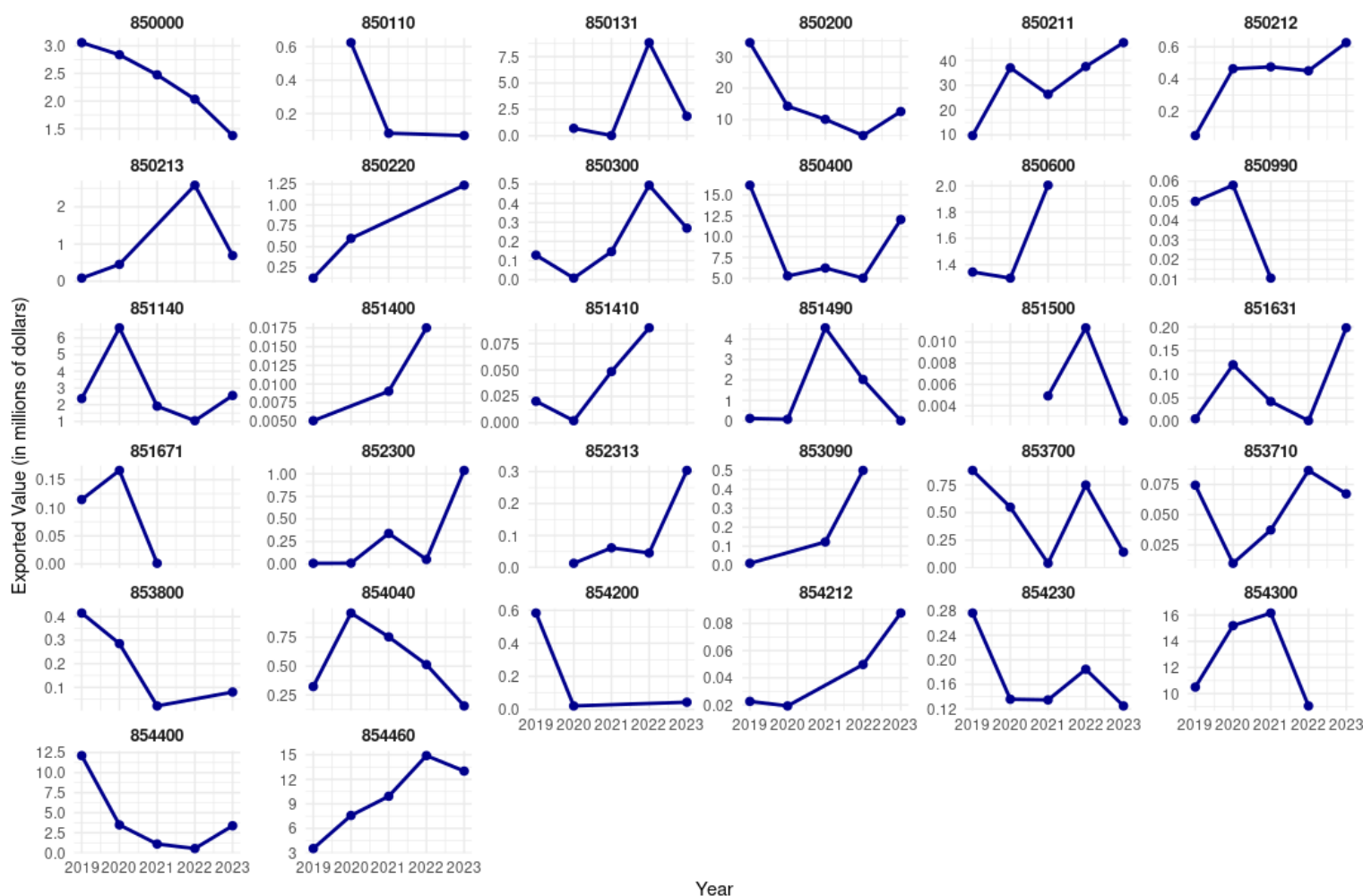
The main products exported under HS 85 are displayed below. The main exports were electric generating sets and rotary converters (HS 8502) with a total export value of \$243 million between 2019 and 2023. Insulated wire (HS 8544) followed by a total export value reaching around \$70 million. Accordingly, the total export value of electrical machines and apparatus (HS 8543) amounted to \$52 million while electrical transformers (HS 8504) recorded a value of around \$ 46 million.



Source: CCIA-BML

The below facet plot shows the value of Lebanese exports of electrical appliances by CCIABML between 2019 and 2023.

Exported Value by ITEM (6-digit) for HS 85 (At Least 3 Years of Exports)



Source: CCIA-BML. See Table 1 in [Appendix](#) for product name.

To make the above plot clearer, the 32 exported products under HS 85 are divided into three categories based on their annual exported value:

Products with Growth and Recovery:

These are the products that witnessed a growth between 2019 and 2023 alongside the goods that witnessed recovery patterns with an increasing trend. Out of the 32 products featured, more than 10 items have been classified in this category and are:

- Generating sets with compression-ignition internal combustion piston engines of an output not exceeding 75 kVA (HS 85.02.11) where exports grew from \$ 10 million in 2019 to \$ 40 million in 2023.
- Generating sets with compression-ignition internal combustion piston engines of an output exceeding 75 kVA but not exceeding 375 kVA (HS 85.02.12) where exports reached \$ 600 thousand in 2023 after being significantly lower in 2019.

- Generating sets with spark-ignition internal combustion piston engines (HS 85.02.20) reaching \$ 1.25 million in 2023 after being significantly lower in 2019.
- Parts suitable for use with the electric motors and generating sets (HS 85.03.00) with exports increasing from \$ 100,000 in 2019 to a peak of \$ 500,000 in 2022 before slightly increasing in 2023.
- Industrial or laboratory electric furnaces and ovens (HS 85.14.00) and among which resistance heated furnaces and ovens (HS 85.14.10) going from \$ 25,000 in 2019 to more than \$ 75,000 in 2023.
- Hair dryers (HS 85.16.31) going from significantly low export levels in 2019 to more than \$ 150,000 in 2023.
- Discs, tapes, solid-state non-volatile storage devices, "smart cards" and other media for the recording (HS 85.23.00 & HS 85.23.13) going from \$ 50,000 in 2020 to more than \$ 1 million in 2023.
- Parts for electrical signaling, safety or traffic control equipment for railways or tramways (HS 85.30.90) with exports reaching \$ 500,000 dollars in 2022.
- Boards, panels, consoles, desks, cabinets and other bases for a voltage not exceeding 1,000 V (HS 85.37.10), where exports gradually recovered from around \$10,000 in 2020 to reach a value of around \$ 80,000 and \$ 65,000 in 2022 and 2023, respectively.
- Electric conductors (such as cables), for a voltage exceeding 1,000 V (HS 85.44.60) with a value going from \$ 3 million in 2019 to \$ 15 million in 2022.

Products with Declining Export Value:

These are the products that witnessed a decline of export value between 2019 and 2023. The goods have been classified in this category and include:

- Coffee or tea makers (HS 85.16.71) where their export value increased from \$110,000 in 2019 to \$ 150,000 in 2020 before heavily decreasing to zero in 2021. Accordingly, export data for this specific item has not been reported afterward in the dataset.
- Parts (HS 85.38.00) suitable with electrical apparatus for switching or protecting electrical circuits (Item under HS 85.35 & 85.36) or boards, panels, consoles for electric control or the distribution of electricity (under HS 85.37), where exports decreased from \$ 400,000 in 2019 to \$ 100,000 in 2023.
- Cathode-ray television picture tubes data/graphic display tubes, monochrome with a phosphor dot screen pitch smaller than 0.4 mm (HS 85.40.40) with exports increasing from \$ 250,000 in 2019 to around \$ 1 million in 2020 before decreasing gradually to levels below 2019 level.
- Electronic integrated circuits of processors and controllers, whether or not combined with memories (HS 85.42.12) where exports decreased from \$280,000 million in 2019 to \$120,000 in 2023.

- **Electrical machines and apparatus, having individual functions (HS 85.43.00)** where exports increased from \$ 10 million in 2019 to \$ 16 million in 2021 before decreasing to a level below 2019.
- **Insulated (including enamelled or anodised) wire, cable (including co-axial cable) and other insulated electric conductors, of Winding wire (HS 85.44.00)** where exports decreased gradually from \$ 12.5 million in 2019 to \$ 2.5 million in 2023.

Volatile Export Value:

This category includes the products that witnessed fluctuated trends in the export value characterized by irregular increasing or decreasing patterns. The items included in this category are:

- **Electric motors of an output not exceeding 750 W (HS 85.01.31)** where the value witnessed a spike occasionally in 2022 with a value of \$ 7.5 million and afterward it decreased to \$2.5 million in 2023.
- **Generating sets with compression-ignition internal combustion piston engines of an output exceeding 375 kVA (HS 85.02.13)** with exports increasing from near zero levels in 2019 to \$ 500,000 in 2020 and \$ 2.5 million in 2022 before decreasing sharply to \$ 500,000 in 2023.
- **Electrical transformers, static converters (for example, rectifiers) and inductors (HS 85.04.00)** with exports decreasing from more than \$ 15 million in 2019 to around \$ 5 million for the period 2020-2022 before increasing to \$ 12.5 million in 2023.
- **Starter motors and dual purpose starter-generators (HS 85.11.40)** with exports increasing from \$ 2 million in 2019 to \$ 6.5 million in 2020. Afterwards, export value decreased to \$ 2 million in 2021 and to \$ 1 million in 2022 before increasing slightly to \$ 2.5 million in 2023.
- **Parts for industrial or laboratory electric furnaces and ovens (HS 85.14.90)** with exports recording a spike of \$ 4.5 million in 2021 after being at near zero levels. In 2022, the value of exports decreased to \$ 2 million in 2022 before decreasing to near zero levels again in 2023.
- **Some items (HS 85.37.00) such as boards, panels, consoles, desks, cabinets and other bases, equipped with two or more apparatus of heading No. 85.35 or 85.36 (other than HS 85.37.10)** where exports decreased from more than \$ 750,000 in 2019 to near zero exports in 2021. Afterwards, exports increased again to \$ 750,000 in 2022 before decreasing to around \$ 120,000 in 2023.

II. Potential Markets

Export potential is an indicator calculated by the ITC. It represents the export potential of a product supplied by one country to another country's market, in dollars, is calculated as:

Export potential = (supply) x (demand) x (ease of bilateral trade between the two countries)

The supply side of the export potential index is based on expected market share while the demand component is based on expected imports. Regarding the ease of trade between the two countries, it is calculated by dividing the actual trade between the exporter and the market in the other country for products with potential, by its virtual trade if the exporter has the same market share as is the case in global markets.

Future supply and demand are expected based on forward-looking GDP, population forecasts, demand elasticities and tariffs. The estimated dollar value serves as a benchmark for comparison with actual exports and should not be interpreted as a ceiling value.

This equation is based on available figures for past years and therefore, the actual trade value may be lower or higher than the potential value. The calculated value indicates the export potential that can be achieved in the next five years.

Export Potential Opportunities for Electrical Machinery

Overall Perspective

Between 2019 and 2023, Lebanon's exports in the sector of machinery and electricity combined, to the European region grew by 31% and 12% to the Mediterranean region, implying that the export activity to this region were positive. Most importantly, Lebanon has a potential to increase its exports of electrical and machinery products by almost \$ 40 million and \$ 30 million to the European and Mediterranean region by 2029, respectively. The following market analysis will focus primarily on one European Union market.

The products that fall under chapter 85 and have a significant export potential are generating sets with compression-ignition internal combustion piston engines of an output not exceeding 75 kVA (HS 85.02.11) with an unrealized export potential of \$ 6.6 million, generating sets with compression-ignition internal combustion piston engines of an output between 75 kVA and 375 kVA (HS 85.02.12) with an unrealized export potential of \$ 3.3 million, generating sets with compression-ignition internal combustion piston engines of an output exceeding 375 kVA (HS 85.02.13) with an export potential of \$2.4 million.

Accordingly, electric conductors for a voltage exceeding 1000 V (HS 85.44.60) have an unrealized export potential of \$ 2.7 million and electrical transformers having a power handling capacity exceeding 16 kVA but not exceeding 500 kVA (HS 85.04.33) with an unrealized export potential of \$ 2.6 million.

Moreover, parts suitable for use solely or principally with the machines of heading 8501 or 8502 (HS 85.03.00) have an unrealized export potential of 1.4 million while Parts for

electrical transformers, static converters (for example, rectifiers) and inductors (HS 85.04.90) have an unrealized export potential of \$ 1.3 million.

A detailed export analysis for the European region focusing on generating sets of an output not exceeding 75 kVA (which has 94% of unrealized export potential) suggests that the Netherlands might be selected as the market that has the highest export potential in this specific product amounting to more than \$ 1 million by 2028².

Potential European Union Market: The Netherlands

Target Product HS Classification:

HS Code:	85.02.11
HS Description:	Generating sets with compression-ignition internal combustion piston engines of an output not exceeding 75 kVA.
Product National Tariff Line in Lebanon:	85.02.11.10 and 85.02.11.90
National Tariff Line in Netherlands:	85.02.11.20.10 – 85.02.11.20.90 – 85.02.11.80.10 – 85.02.11.80.90

Size of the Market

During 2023, Netherlands imported \$ 55 million of generating sets of an output capacity not exceeding 75 kVA. Accordingly, its ranks 15th globally for the import of this specific product. The absence of significant figures of Lebanese export of electric generating set to Netherlands, suggests a possible potential for Lebanon to enter this market.

Dynamism of the Market

Between 2019 and 2023, Netherlands’ imports of generating sets of an output capacity not exceeding 75 kVA grew by 59%per annum³. Compared to the World growth which witnessed an increase of 14%, Netherlands’s performance was better implying its increasing share in global imports of HS 85.02.11.

This dynamic continues in 2022 and 2023, where the growth rate in imported value of this category of electric generating sets was 43%⁴.

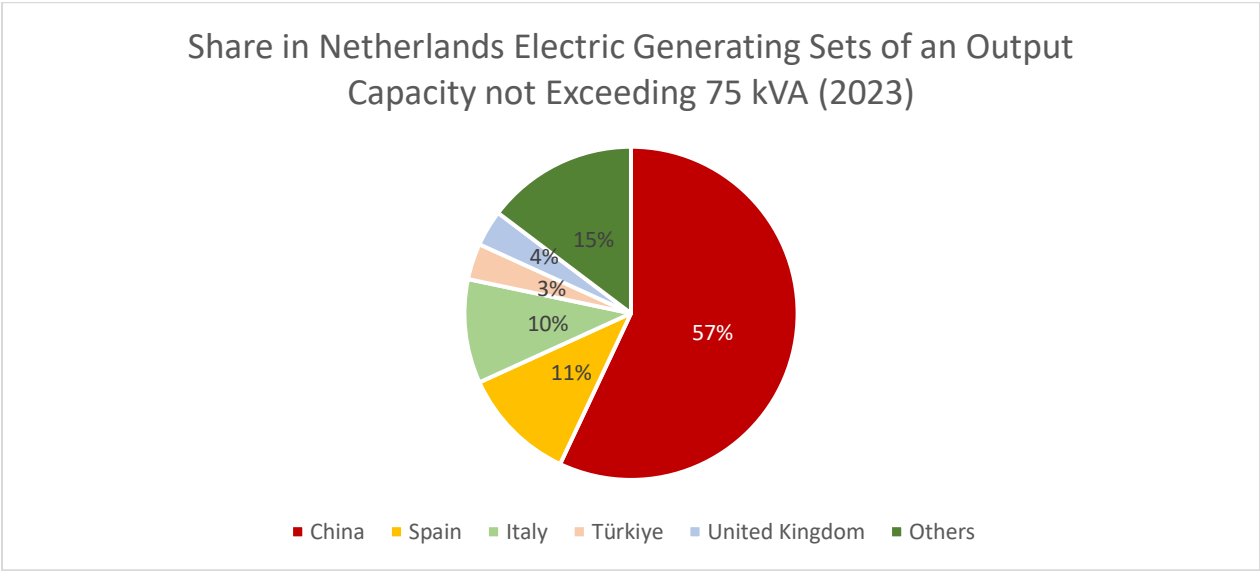
² See export potential table for HS 85 in Netherlands in [Appendix](#).

³ [Trade map](#)

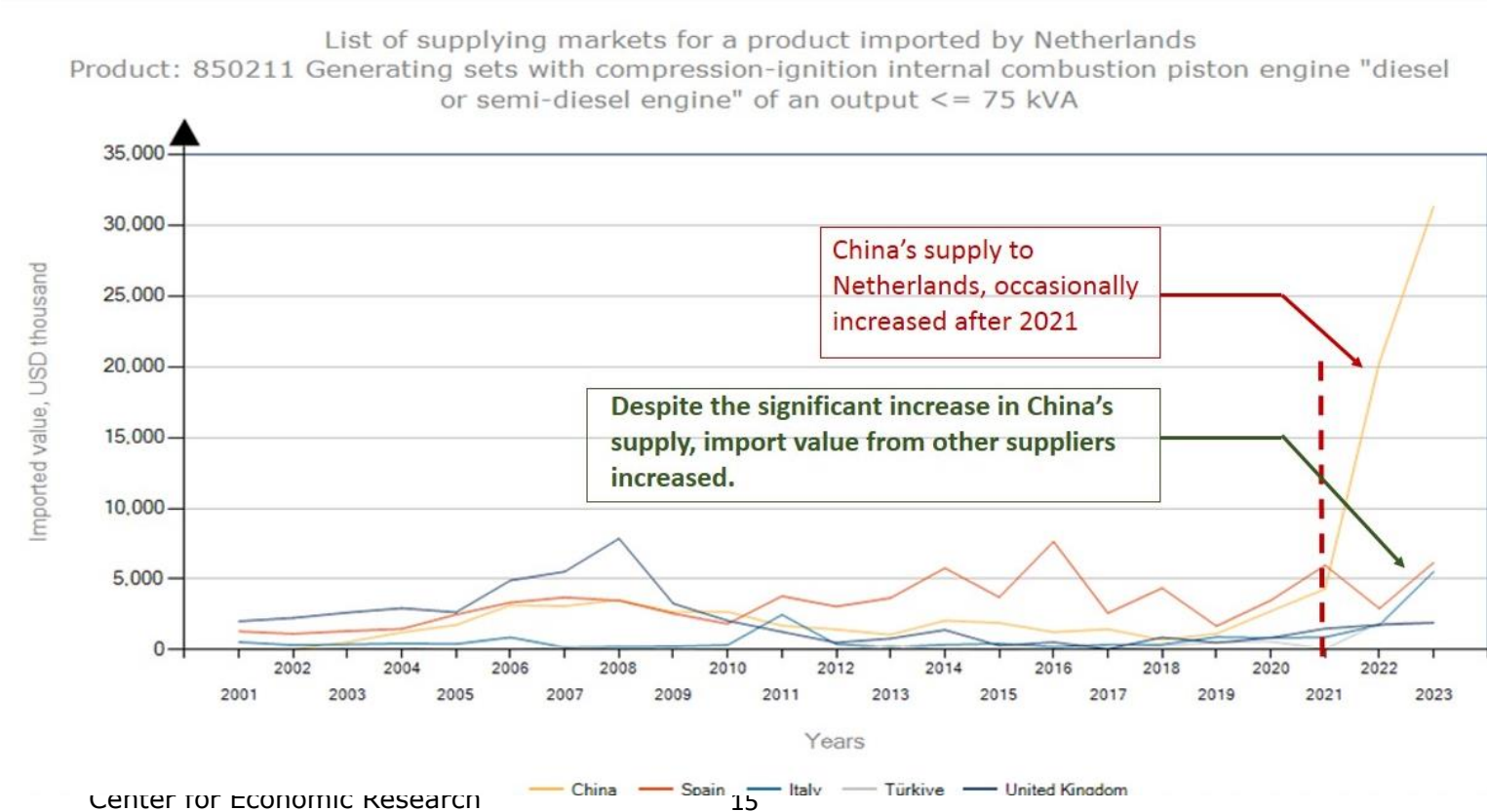
⁴ The World’s growth of imported value for HS 85.02.11 in 2022-2023 was 12%.

Competition

In 2023, the supply of electric generating sets not exceeding 75 kVA is concentrated, with China accounting for 57%. Spain and Italy follow with a supply share of around 10% each, while Türkiye and the United Kingdom have shares lower than 5%.



Source: ITC Trade Map



However, an important point to highlight is that the high concentration of China as a supplier of electric generating sets of an output not exceeding 75 kVA to Netherlands has only occurred in 2022 and 2023 (as highlighted by the red box). Prior to this period, the supply of HS 85.02.11 to Netherlands was more diversified which could give Lebanon an opportunity to enter to this market.

With equal importance, despite the sudden spike in the Chinese supply the imported value of other markets, such as Spain and Italy, also increased in the same period, implying the increasing demand for this category of generating sets in Netherlands and therefore the need to secure diversified supply sources.

This gives Lebanon a serious opportunity, not only from benefitting from the increase in demand in Netherlands, but from its geographical proximity compared to China. The average distance between Netherlands and its supplying countries of HS 85.02.11 is 5,484 km. However, the distance between Lebanon and Netherlands is about 4,000 km, lower than the mentioned average. Accordingly, Lebanon's distance to Netherlands is close to Türkiye, one of the top 5 suppliers in the targeted market.

Unit Value

In 2023, the average unit value of Netherlands import of electric generating sets of an output not exceeding 75 kVA was \$ 5,935⁵ per ton which was higher than the World average of \$ 4,075/ tons⁶. Over the last five years, the unit value in Netherlands has been appreciating because the growth in imported value (59% p.a.) has been slightly faster than the growth in imported quantity (55% p.a.).

Regarding Lebanon, the unit value of the exported electric sets of an output less than 75 kVA to Netherlands cannot be determined as no exports of this particular category has been recorded. However, given the data from CCIBML, the average unit value of HS 85.02.11 exported by Lebanon in 2023 was \$ 7,370 per ton⁷.

Despite the fact that Lebanon's unit value is higher than that of Netherlands, its unit value is significantly smaller than that of the majority of the top suppliers for Netherlands. China and the United States have a unit value lower than that of Lebanon, while Spain, Italy, Türkiye, the United Kingdom, Sweden and France have higher unit value for HS 85.02.11.

⁵ Import value for Netherlands was \$ 54,976 (in thousand) while the imported quantity was 9,263.

⁶ The world's imported value of hs 85.02.11 was \$ 2,851,841 (in thousands) with 699,784 tons.

⁷ This number is close to the unit value calculated using the Lebanese Customs data, which is \$ 7,200, representing the total exports of electric generating sets not exceeding 75 kVA across Lebanon.

Hence, the market for HS 85.02.11 can be described as being heterogeneous reflecting different demand preferences.

Unit Value of the Top Suppliers of HS 85.02.11 to Netherlands in 2023	
Country	Unit/Value (in \$/ ton)
China	4,490
Spain	17,240
Italy	12,092
Türkiye	9,216
United Kingdom	10,031
Sweden	8,344
United States	4,619
France	13,619
The rows highlighted in red represent the countries that have a lower unit value than that of Lebanon, whereas the rows highlighted in green represent the countries that have a higher unit value.	

Source: ITC Trade Map

Market Access

Lebanon benefits from a preferential trade treatment to Netherlands for products of electric generating sets having an output capacity not exceeding 75 kVA (HS 85.02.11), under the **FTA, EU- Lebanon agreement**. In the Netherlands, the 4 Product National Tariff Line Codes are specified for this category of products as per the following:

HS of the Product at the NTL in the Netherlands	Description	Tariff Applied by Netherlands
85.02.11.20.10	Generating sets with compression-ignition internal combustion piston engine ""diesel or semi-diesel engine"" of an output <= 7,5 kVA : For use in civil aircraft	0%
85.02.11.20.90	Generating sets with compression-ignition internal combustion piston engine ""diesel or semi-diesel engine"" of an output <= 7,5 kVA : Other	2.7 % ⁸
85.02.11.80.10	Generating sets with compression-ignition internal combustion piston engine ""diesel or semi-diesel engine"" of an output > 7,5 kVA but <= 75 kVA : For use in civil aircraft	0%
85.02.11.80.90	Generating sets with compression-ignition internal combustion piston engine ""diesel or semi-diesel engine"" of an output > 7,5 kVA but <= 75 kVA : Other	2.7% ⁹

⁸ MFN duties (Applied) Tariff charged to all WTO members. Lebanon has a preferential treatment and faces a 0% rate.

⁹ The same conditions applied to HS 85.02.11.20.90.

The following table shows the tariffs applied to Lebanon compared with those applied to other main suppliers in Netherlands for the highlighted category of electric generating sets.

Country	Tariff Applied by the Netherlands
Lebanon	0% (<i>preferential tariff by Certificate of Origin</i>)
China	0% and 2.7%
Spain, Italy, Sweden, France	0% (EU rate)
Türkiye	2.7% but Preferential 0% (by Certificate of Origin)
United Kingdom	2.7% but Preferential 0% (by Certificate of Origin)
United States of America	2.7%

Source: ITC Market Access Map

For Lebanese exporters to benefit from the preferential trade agreement signed between the European Union and Lebanon, the product must meet the criteria specified in the rule of origin and obtain the proper certificate of origin as per the following two options:

Option 1: Regional Value Content (RVC) 60% and Allowed Limit on Non-Originating Materials (ALW) 10%

Manufacturing product in which the value of all the materials used does not exceed 40 % of the ex-works price¹⁰ of the product, and within the above limit, the value of all the materials of headings 8501 and 8503 used does not exceed 10 % of the ex-works price of the product.

Option 2: Regional Value Content (RVC) 70%

Manufacturing product in which the value of all the materials used does not exceed 30 % of the ex-works price of the product.

Regulatory Requirements Imposed by Netherlands: In total, 10 regulatory requirements are imposed by the Netherlands for importing HS 85.02.11 products. These requirements are divided between Product Requirements (4) and Pre-Shipment and Inspection (6)¹¹.

¹⁰ Ex-work price represents the total price of the finished product when it leaves the factory in Lebanon excluding shipping costs, insurance, taxes, or tariffs.

Detailed documentations requirements for exporting under the above terms can be found on the following links:

- [Chapters on rule of origin](#)
- [Full-text of agreement](#)
- [Product specific rules of origin](#)

¹¹ The numbers between parentheses refer to the number of requirements.

Product Requirements

Requirements	Summary of the Requirement
Product quality, safety or performance requirement	
1- standards for low voltage electrical equipment	<p>Essential requirements ensure electrical equipment is safe from risks (electrical, mechanical, chemical, noise, vibrations)</p> <p>Products are presumed compliant if manufactured according to:</p> <ul style="list-style-type: none"> - Harmonized standards set by CENELEC - International rules from the IEC (if harmonized standards are unavailable).
2- standards for civil aircrafts	<p>To be marketed in the EU, civil aircraft must comply with Airworthiness requirements outlined in Regulation (EC) No 216/2008 and Environmental protection standards in Annex 16 of the Chicago Convention on International Civil Aviation.</p> <p>These requirements apply to all civil aircraft, including parts or appliances installed or intended for installation.</p>
3- standards for electromagnetic compatibility	<p>Appliances intended for incorporation into fixed installations and not commercially available are exempt from mandatory provisions like CE marking and conformity assessment procedures. However, they must still meet essential requirements, including:</p> <p>Limiting electromagnetic disturbance to levels that do not interfere with radio, telecommunications, or other equipment.</p> <p>Ensuring adequate immunity to electromagnetic disturbance, allowing the appliance to function without unacceptable degradation.</p>
Conformity assessment related to Technical Barriers to Trade (TBT)	
4- standards for electromagnetic compatibility	<p>The conformity assessment process ensures products meet essential requirements. It involves two procedures:</p> <p><i>Internal Production Control:</i> The manufacturer must prepare technical documentation showing the product complies with essential requirements.</p> <p>Compliance with relevant harmonized standards is attested by an EC declaration of conformity issued by the manufacturer or their authorized representative in the EU.</p> <p><i>Assessment by Notified Body:</i> At the manufacturer's discretion, they can choose this procedure, which involves submitting technical documentation to a notified body.</p> <p>The notified body reviews and confirms whether the product meets the Directive's requirements, adding their statement to the documentation.</p>

Pre-shipment and Inspection Requirements

Requirements	Summary of the Requirement
Testing Requirement	
1- Technical standards for electromagnetic compatibility	Market surveillance ensures that products on the market meet EU directive requirements and have correct CE markings. Products that comply can circulate freely within the EU. If a Member State finds a non-compliant product with a CE marking, it may withdraw the product, prohibit its market placement, or restrict its movement. The Member State must inform the EU Commission and other Member States of any actions taken, along with the reasons for the decision.
2-Technical standards for low voltage electrical equipment	
Certification requirement	
3-Technical standards for civil aircrafts	Depending on the nature of the product (aircraft, part, appliance, etc) and the requirement, compliance should be accredited by different specific certificates and/or licenses which are established in Commission Regulation (EU) No 748/2012 (OJ L-224 21/08/2012) (CELEX 32012R0748).
4-Technical standards for low voltage electrical equipment	The CE marking is a certification requirement for all electrical equipment sold in the EU, indicating conformity with essential requirements. It must be clearly visible, legible, and indelible on the product, packaging, instructions, or guarantee. The Directive also outlines procedures and sanctions for cases where the CE marking is improperly affixed.
5-Technical standards for electromagnetic compatibility	Electrical and electronic apparatus meeting the essential requirements must bear the CE marking before being marketed. The marking must follow the guidelines in Annex V and should not be obscured by other marks. If a third-party notified body is involved in the conformity assessment, their identification number must accompany the CE marking.
Inspection requirement	
6-Technical standards for low voltage electrical equipment	Before placing a product on the EU market, the manufacturer must ensure its conformity with the Directive and affix the CE marking. They must also provide a written declaration of conformity and compile technical documentation detailing the product's design, manufacture, and operation. This documentation must be available for inspection by national authorities for 10 years. If the manufacturer or their representative is not in the EU, the importer or first market placer is responsible for ensuring the documentation. For low-voltage equipment, no third-party involvement is required, but a notified body may provide reports if a market surveillance authority challenges the product's conformity. Notified bodies are designated organizations responsible for assessing compliance when third-party assessment is needed.

Source: [ITC Market Access Map](#)

The above requirements are not difficult to obtain, mainly because Lebanon exports electric generating sets of an output not exceeding 75 kVA to Poland, a European Union country. Thus, the requirements and processes adopted by Poland are the same across the EU and Lebanon can access different market, among which the Netherlands.

Moreover, sustainability standards can also help in making Lebanese exports reach international markets. Although not mandatory, these standards might be of an interest to the final consumer in Netherlands. Example of such standards are SMETA Audits, BRCGS Ethical Trade and Responsible Sourcing, EcoVadis and others.

Potential Business Partners

ITC Trade Map provides contact details and information on more than 15 importer of electrical generating sets of an output not exceeding 75 kVA and other electrical machinery products (HS 85)¹². Some examples are provided below for electric generating sets:

Company name	City	Website
APC Europe B.V.	Hoofddorp	http://www.schneider-electric.com
B&P Elektromotoren B.V.	Tiel	http://www.bnpelektromotoren.nl
De Ruyter Energie-Techniek B.V.	Rijnsburg	http://www.rutag.nl
CMS Cougar Trading B.V.	Roosendaal	http://www.allsurplusworldf.com
Dutchi Holding B.V.	Eibergen	http://www.dutchi.nl

Source: [ITC Trade Map](#)

Other partners in Lebanon can provide support:

Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon

Address CCIA-BML Building, 1 justinien street, Sanayeh | POBox:11 1801 Beirut, Lebanon

Phone +961 1 353190

Email dq-office@ccib.org.lb

Trade Point Beirut - Ministry of Economy and Trade

Address Down Town Lazarieh Bldg Bachoura E6 Beirut 2020-6701

Phone 00961 - 1 - 982360/1/2/3/4/5

Email Info@economy.gov.lb

¹² In Netherlands, the number of other importers of different items under HS 85 can reach 840 importer. For more info, check [here](#). (In order to access contact numbers of the companies, user needs to register a free account for ITC).

Other Promising Markets by 2029:

Beside Netherlands, other markets can have a potential for Lebanese exports of electrical generating sets of an output not exceeding 75 kVA.

These market are:

African Markets: Cameroon, Côte d'Ivoire, Congo, Liberia, Egypt, Libya.

Arab Asian Markets: United Arab Emirates, Qatar, Iraq.

Other European Markets: France, Spain.

Data sources

Euromed Trade Helpdesk

Lebanese Customs

Trade Map

Market Access Map

Export Potential Map

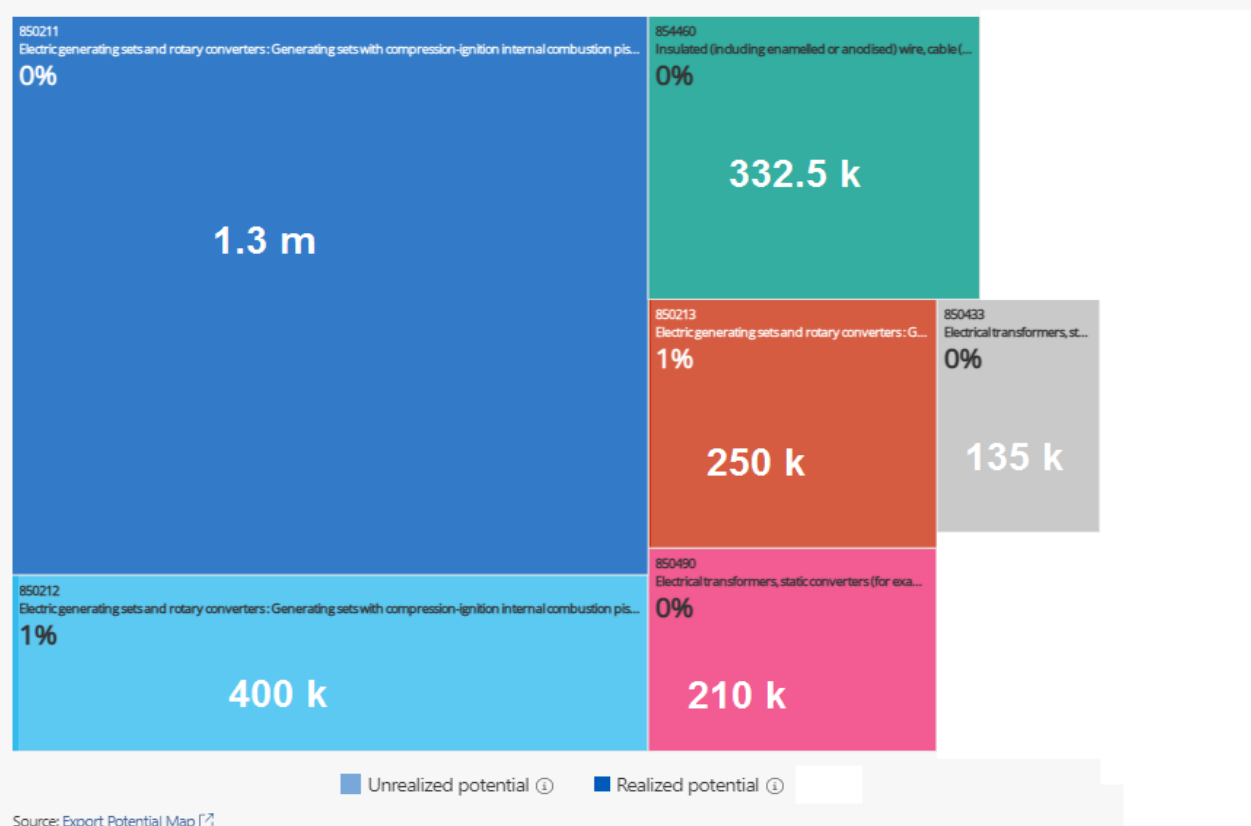
Appendix

HS Code	Description
850000	Electric machinery and equipment (general description)
850110	Electric motors of an output not exceeding 37.5 W
850131	Other DC motors; DC generators, of an output not exceeding 750 W
850200	Electric generating sets and rotary converters
850211	Generating sets with compression-ignition engines, not exceeding 75 kVA
850212	Generating sets with compression-ignition engines, 75-375 kVA
850213	Generating sets with compression-ignition engines, exceeding 375 kVA
850220	Generating sets with spark-ignition internal combustion piston engines
850300	Parts suitable for use with the machines of heading 8501 or 8502
850400	Electrical transformers, static converters, and inductors
850600	Primary cells and primary batteries
850990	Parts suitable for use with the machines of heading 8509 (electromechanical domestic appliances other than vacuum cleaners)
851140	Starter motors and dual-purpose starter-generators
851400	Industrial or laboratory electric furnaces and ovens
851410	Resistance-heated furnaces and ovens
851490	Parts of industrial or laboratory electric furnaces and ovens
851500	Electric soldering, brazing, or welding machines
851631	Electric hair dryers
851671	Electric coffee or tea makers
852300	Discs, tapes, solid-state non-volatile storage devices, "smart cards" and other media for the recording of sound or of other phenomena
852313	Magnetic tapes for recording phenomena other than sound or image
853090	Parts of the apparatus of heading 8530
853700	Control boards, panels, consoles for electricity distribution
853710	For a voltage not exceeding 1,000 V
853800	Parts for apparatus of heading 8535, 8536, or 8537
854040	Data/graphic display tubes, monochrome

854200	Electronic integrated circuits and microassemblies
854212	Cards incorporating an electronic integrated circuit ('smart cards')
854230	Monolithic integrated circuits
854300	Parts of electronic integrated circuits and microassemblies
854400	Insulated wire, cable, or other insulated electric conductors

Export Potential of HS 85 in the Netherlands

Export potential (by 2029) ①



The Netherlands presents a promising export potential of around \$5 million in the electrical appliance sector, with generating sets not exceeding an output of 75 kVA having the highest potential. Key opportunities include insulated wires (HS 8544) with an estimated potential of \$330,000, generating sets with outputs between 75 kVA and 375 kVA (HS 850212) at \$400,000, generating sets exceeding 375 kVA (HS 850213) at \$250,000, and electrical transformers (HS 8504) at \$300,000. These figures highlight substantial opportunities for Lebanese exporters to penetrate the Dutch market and expand their footprint in Europe.



HS 33: Essential Oils and Resinoids (Cosmetics)

Executive Summary

This study examines Lebanon's cosmetics export landscape, focusing on trends, market opportunities, and unrealized potential. Between 2019 and 2023, Lebanese exports of essential oils and resinoids (HS 33) grew from \$37 million to \$46 million, with the Gulf Cooperation Council (GCC) and Arab countries serving as primary markets. Notably, exports to Egypt, Iraq, Jordan, and the UAE expanded, reflecting increased demand in these regions, although exports to Saudi Arabia ceased in 2021 due to a trade ban.

The core of Lebanese cosmetic exports includes makeup and skincare products, valued at \$114 million, followed by haircare and essential oil preparations. Unrealized export potential is significant, particularly in the GCC, United States, and Europe, with hair preparations and shampoos offering the largest opportunities. For instance, personal deodorants alone hold \$1.97 million in unrealized potential across various markets.

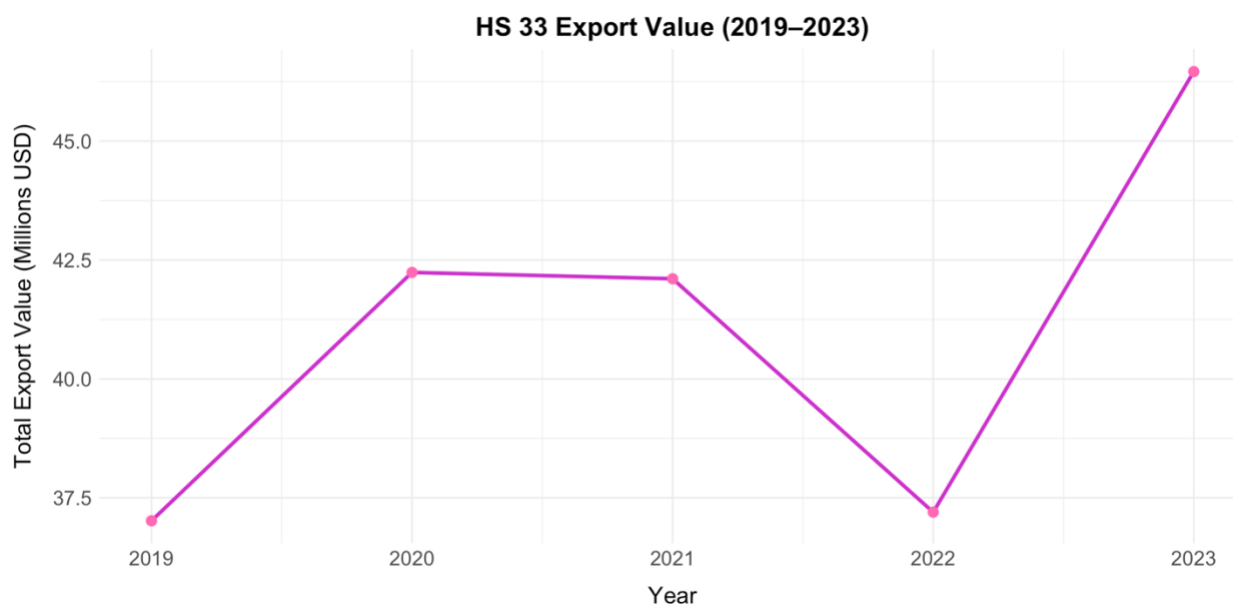
Lebanese manufacturers are also well-positioned to cater to global trends favoring natural, organic, and cruelty-free products. By adopting sustainable practices and enhancing compliance with international standards, Lebanon can unlock substantial growth in the cosmetics sector. This requires targeted investments in branding, market research, and partnerships to expand into high-potential markets like the GCC and Europe.

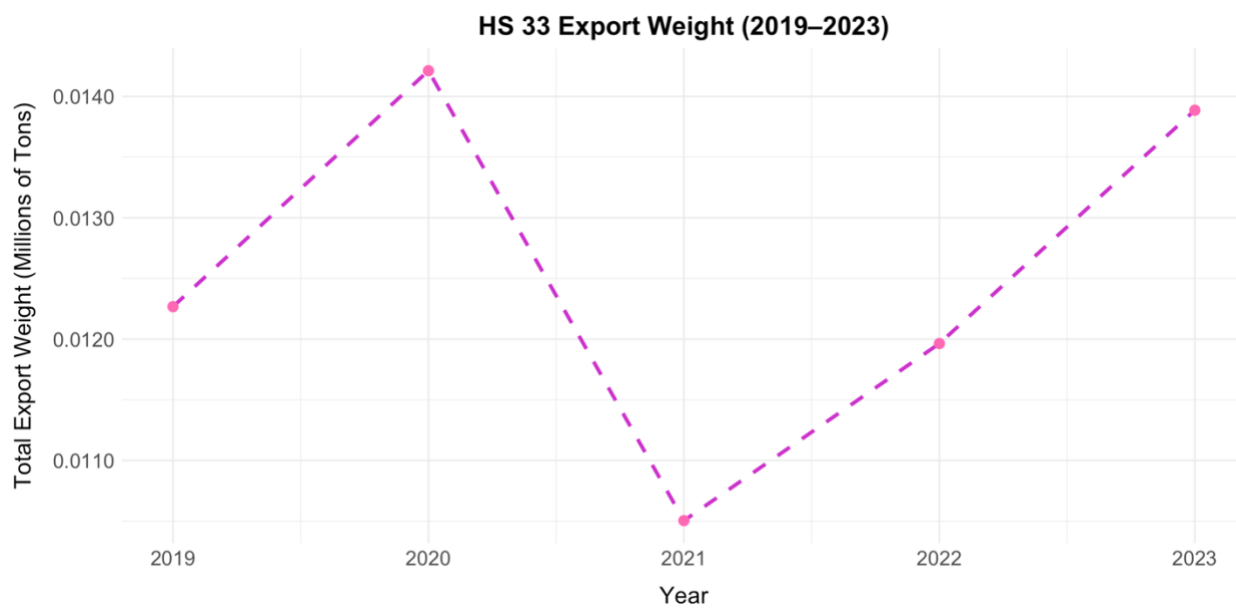
I. General Overview

The global cosmetics market, valued at over \$380 billion in 2023, is projected to exceed \$450 billion by 2027 (Statista, 2023).

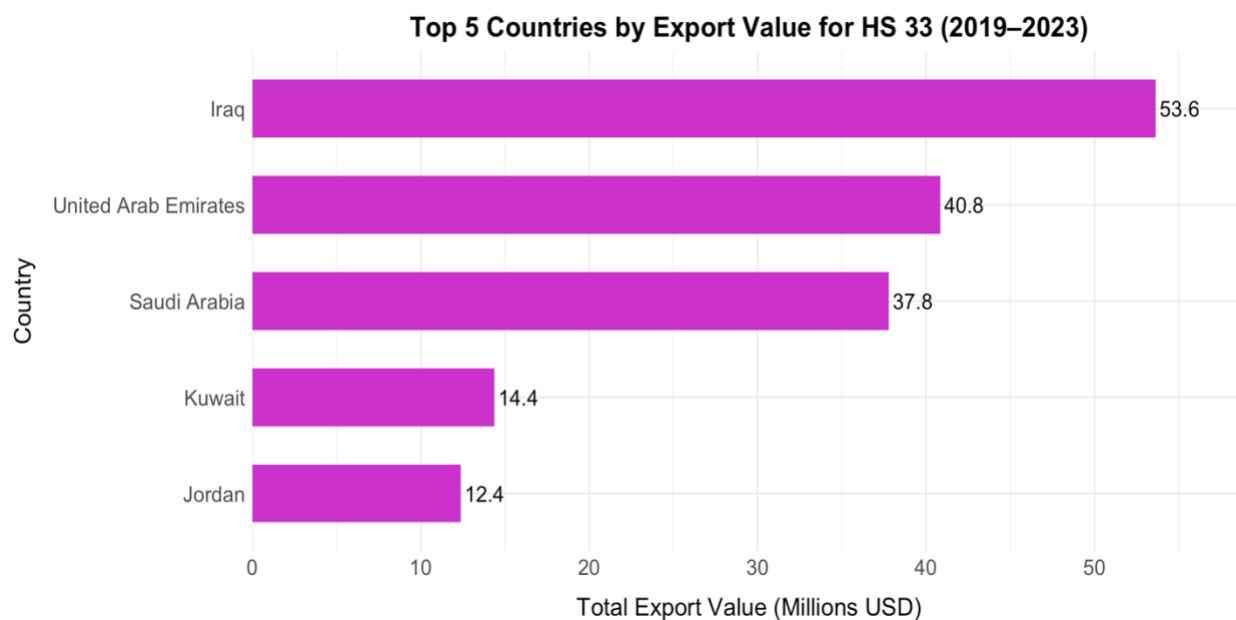
Lebanon, with its expertise in essential oils and premium formulations, is well-positioned to thrive in this expanding sector. Local manufacturers are increasingly adopting “green” and cruelty-free practices, enhancing the appeal of Lebanese cosmetics in international markets. Despite economic challenges, Lebanon’s strategic location and preferential trade agreements provide access to key markets in the GCC, Europe, and North Africa.

According to the data from the Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon, exports having a Lebanese origin of Essential Oils and Resinoids (HS 33) went from \$ 37 million in 2019 to \$ 46 million in 2023.



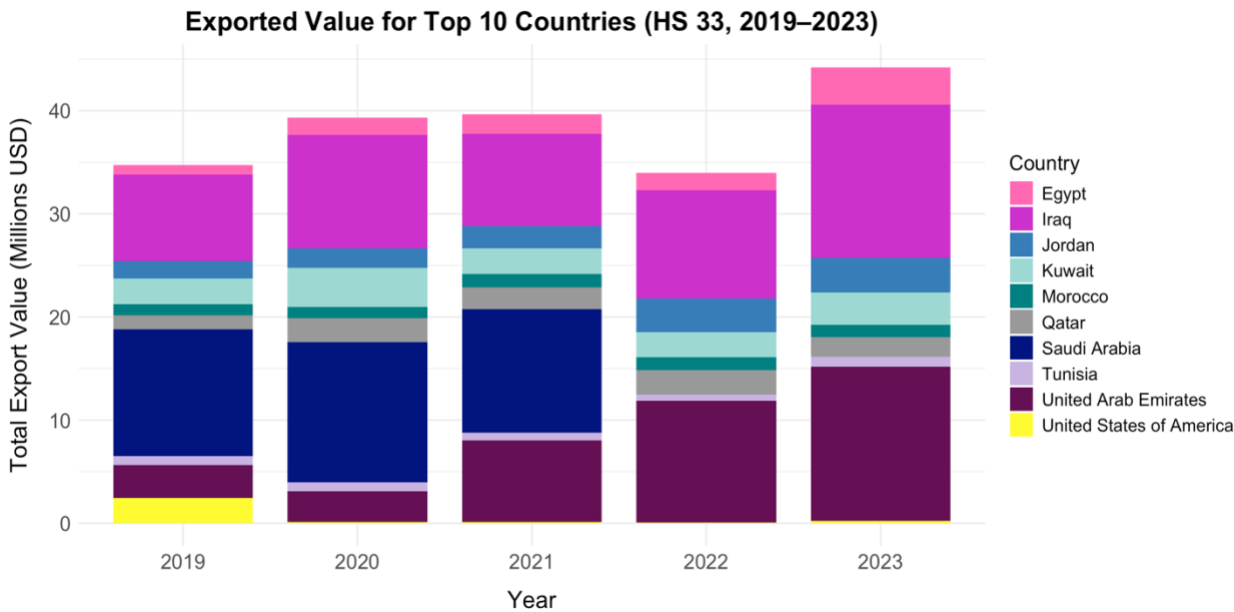


The main markets for the export of HS 33 products were Arab countries. More specifically, GCC have a significant share in the total export value of essential oils and resinoids from Lebanon.

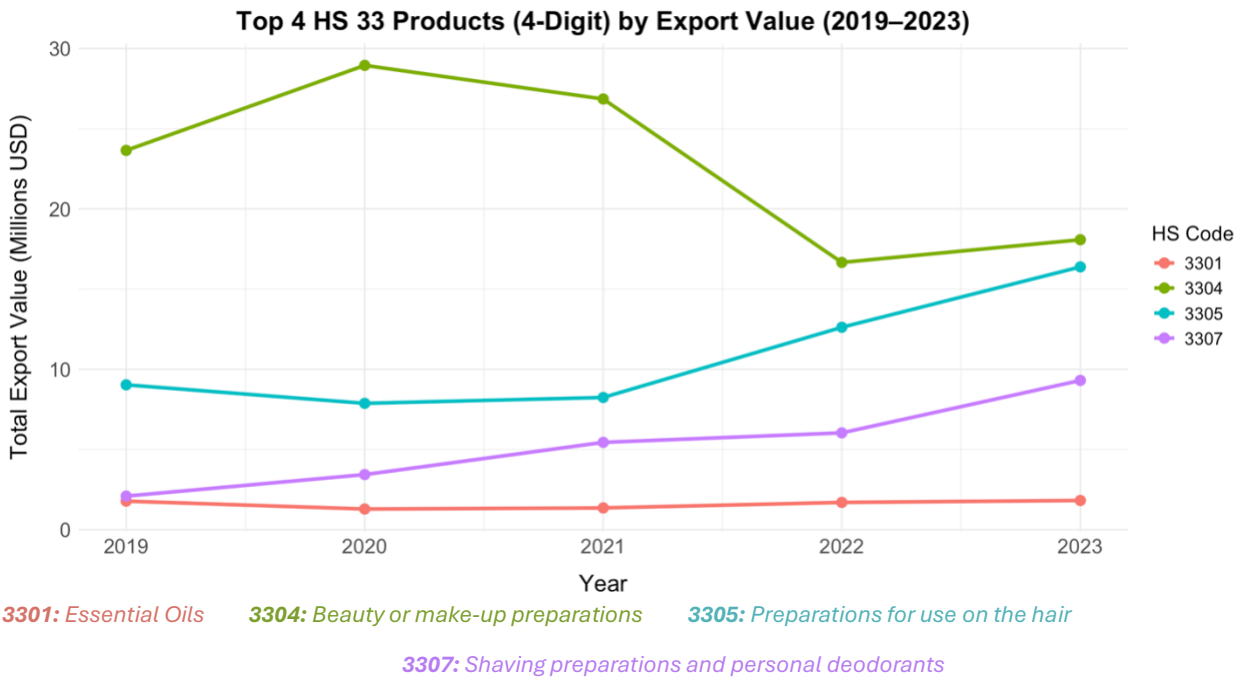


Over the past 5 years, Lebanese exports of essential oil and resinoids have witnessed different trends in the main international markets. Exports of HS 33 increased in Egypt, Iraq, Jordan and the United Arab Emirates. This increase reflects the growing global imports

of these markets over the specified period. In contrast, exports to Saudi Arabia stopped after 2021 due to the ban imposed.



The core of the exports of HS 33 is formed by 4 main products, the first being make-up preparation and skin-care products with a total value of \$114 million followed by preparations for the use on the hair, shaving preparations, and essential oils.



II. Potential Markets

The following charts provide a breakdown of Lebanon's unrealized export potential in the cosmetics sector, focusing on specific products and their target markets. These insights reveal untapped opportunities for Lebanese manufacturers to expand their footprint in regions such as the GCC, Europe, and North America. For instance, hair preparations and shampoos present millions of dollars in unrealized potential, with Saudi Arabia, Qatar, and the UAE standing out as high-demand markets.

Unrealized Export Potential for Products under Preparations for Use on the Hair (HS 33.05)

HS Code	Product Name	Country	Unrealized Potential
330590	Preparations for use on the hair	United Arab Emirates	260
		Saudi Arabia	747
		Qatar	867
		Kuwait	671
		United States	454
		Egypt	148
		Syria	646
		Greece	504
		Approximate Total	4,297,000
330510	Shampoos	United Arab Emirates	820
		Saudi Arabia	779
		Qatar	611
		Kuwait	591
		Jordan	547
		Egypt	405
		Approximate Total	3,753,000
330520	Waving Material	Egypt	214
		Gabon	210
		Spain	164
		Cameroon	153
		Congo	138
		Netherlands	105
		Approximate Total	984,000
3305530	Hair Lacquers	United Arab Emirates	31
		Qatar	21
		United States	15
		Greece	18
		Syria	17
		Cyprus	9.5
		Approximate Total	111,500
Approximate Total Unrealized Potential		9,145,500	

Source: [ITC Trade Map](#)

Unrealized Export Potential for Products under Shaving, Deodorants, Bath, Depilatories and Other Perfumery, Preparations (HS 33.07)

HS Code	Product Name	Country	Unrealized Potential
330720	Personal deodorants and antiperspirants	Egypt	532
		Qatar	186
		Ghana	423
		Jordan	48
		Nigeria	264
		Liberia	273
		Greece	245
		Approximate Total	1,971,000
330749	Room perfuming preparations	United Arab Emirates	23
		Qatar	160
		Kuwait	105
		United States	121
		Netherlands	80
		United Kingdom	78
		France	42
		Approximate Total	609,000
330790	Depilatories & toilet/cosmetic preparations	Saudi Arabia	164
		Kuwait	4.6
		United States	84
		Egypt	42
		Greece	49
		Approximate Total	343,600
330730	Bath/ Shower preparations	Kuwait	15
		United States	26
		Jordan	22
		Qatar	3.7
		United Kingdom	14
		Netherlands	14
		Approximate Total	95,000
330710	Shaving preparations	Syria	24
		Qatar	12
		Greece	14
		Kuwait	4
		Approximate Total	54,000
Approximate Total Unrealized Potential		3,072,600	

Source: [ITC Trade Map](#)

Unrealized Export Potential for Products under Perfumes and Toilet Waters (HS 33.03)

HS Code	Product Name	Country	Unrealized Potential
330300	Perfumes and toilet waters	Qatar	1,900
		United States	195
		Saudi Arabia	564
		Kuwait	538
		Egypt	169
		Australia	108
		Nigeria	100
		<i>Approximate Total</i>	<i>3,574,000</i>

The table below outlines the regulatory requirements and tariff structures imposed by key destination markets for various Lebanese cosmetic products.

Source: [ITC Market Access Map](#)

Product	Country	Number of Requirements	Tariff Imposed by Destination
HS 330590 Preparations for use on the hair (hair oil, cream, dyeing)	United Arab Emirates	24	0 % (Under the preferential tariff for the League of Arab States and Most Favored Nations)
	Saudi Arabia	49	
	Qatar	18	
	Kuwait	17	
	Egypt	39	
	Greece	5	
HS 330510 Shampoos	United Arab Emirates	22	0 % (Under the preferential tariff for the League of Arab States and Most Favored Nations)
	Saudi Arabia	47	
	Qatar	16	
	Kuwait	15	
	Jordan	1	
HS 330720 Personal Deodorants	Egypt	39	0%
	Ghana	1	20%
	Nigeria	N/A	20%
	Greece	5	0%
HS 330749 Room perfuming preparations	Qatar	16	0 % (Under the preferential tariff for the League of Arab States and EU Lebanon FTA)
	Kuwait	15	
	Netherlands	5	
HS 330300 Perfumes and toilet waters	Qatar	16	0 % (Under the preferential tariff for the League of Arab States and Most Favored Nations)
	Saudi Arabia	54	
	Kuwait	15	
	Egypt	39	
	Australia	N/A	

Potential Business Partners:

Company name	Country	City	Website
Amreet Industries FZE	United Arab Emirates	Dubai	http://www.amreet.ae
Dhofar Global Trading Company LLC		Sharjah	http://www.dhofartr.com
Sheeba General Trading Est		Dubai	https://sheebaonline.ae/contact-us/
IRIS Flower Trading LLC		Dubai	http://www.irisflowertrading.com
Abdul Rahim Trading Co Ltd	Saudi Arabia	Al Jubail	https://www.abdulrahimtrading.com
ABDUL RAOUF IBRAHIM BATTERJEE & BROS CO		Jeddah	https://www.batterjeenat.com
ABBOTT LABORATORIES		Riyadh	https://www.abbott.com
Afkar General Trading Est	Kuwait	Kuwait City	https://www.afkar.com.kw
SUBHAN MANUFACTURING FOR SHAMPOO AND CREAMS FACTORY		Safat	mhn@hajery.com
AL JAZERA PERFUMES	Qatar	Doha	https://www.aljazeeraperfumes.com
MAWARID TRADING QATAR		Doha	mail@mawaridqatar.com
CHIMIKA PROIONTA - APORRYPANTIKA D. PAPAMICHAIL & CO E.E	Greece	Volos	https://velvetcosmetics.gr/contact/
SALVINI HOTEL SUPPLIES		Ioannina	http://www.salvini.gr
Falcon Export & Import	Egypt	Cairo	http://www.aromarket.com

Other partners in Lebanon can provide support:

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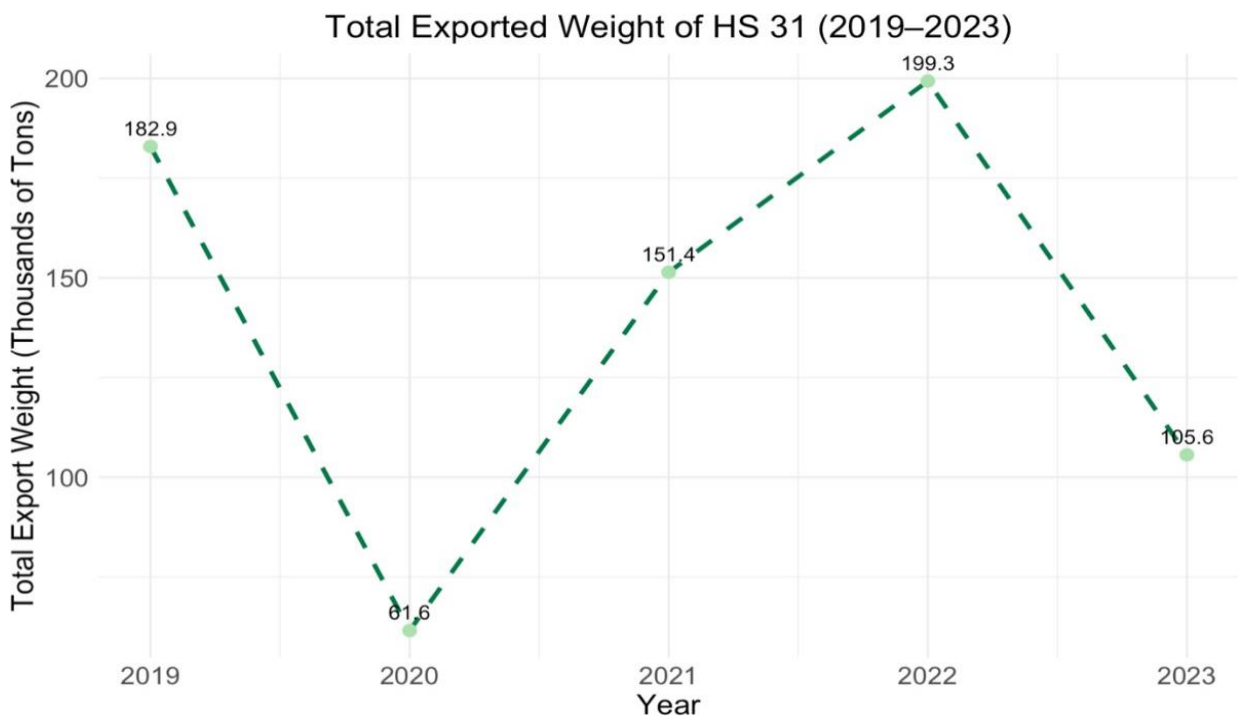
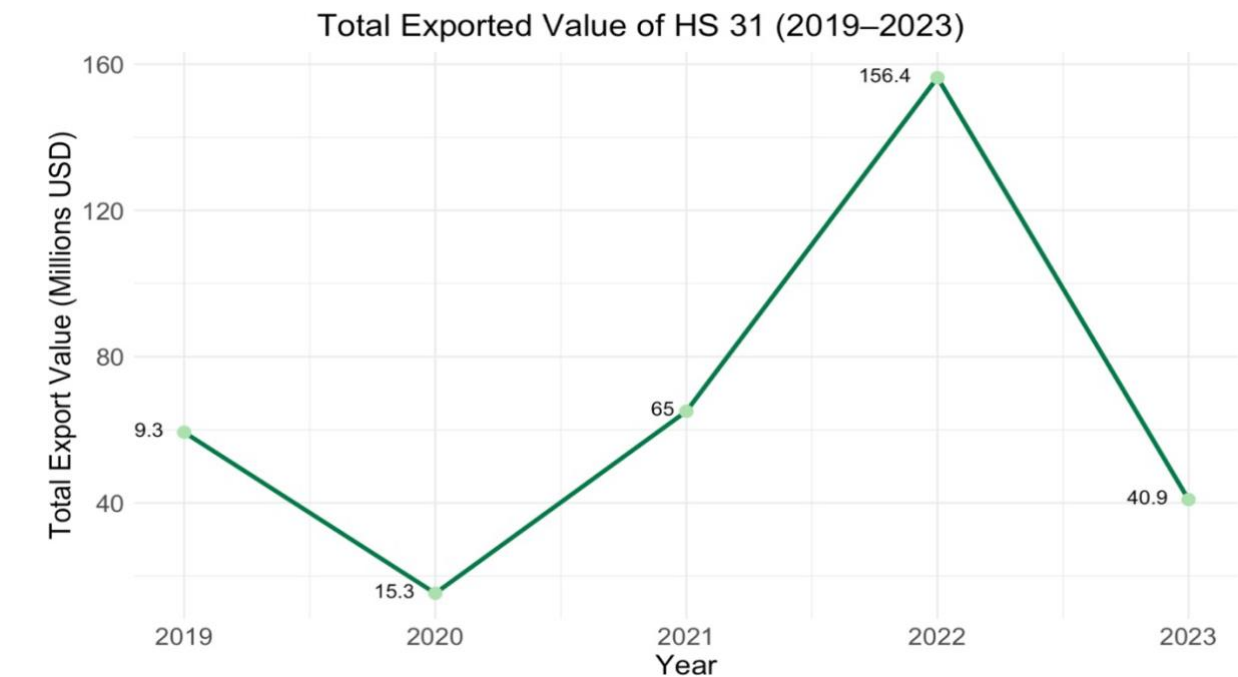


HS 31: Fertilisers

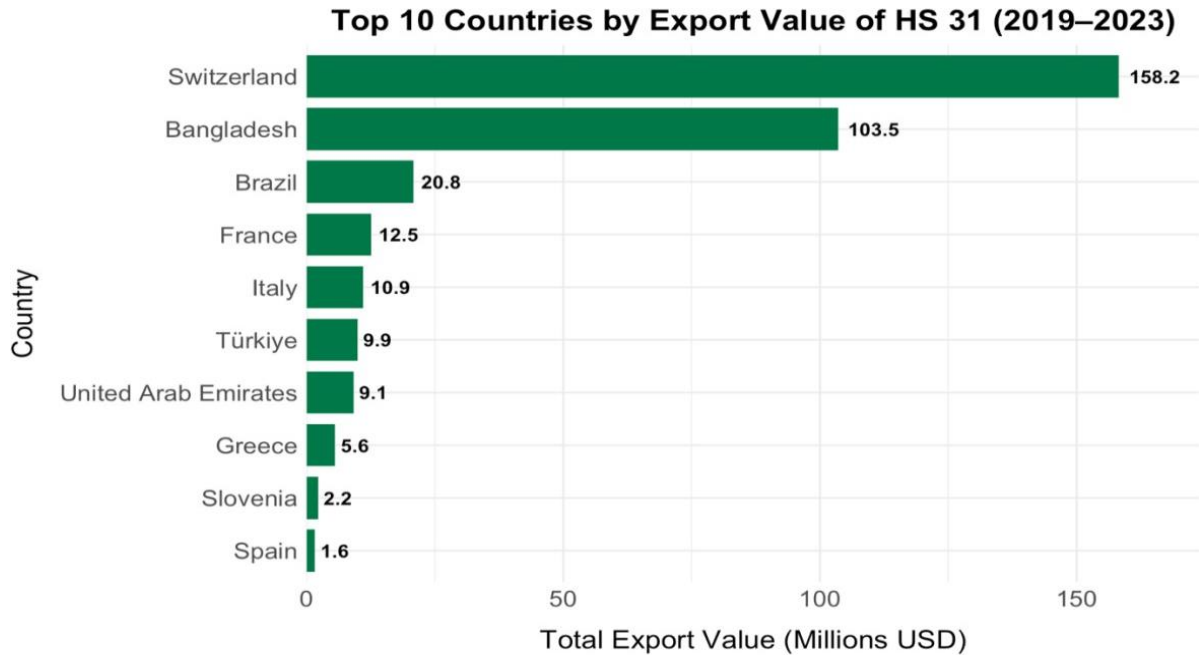
Executive Summary

According to data from the Chamber of Commerce, Industry, and Agriculture of Beirut and Mount Lebanon, the export of fertilisers witnessed an increase between 2019 and 2023. Among the exported fertilisers, phosphatic fertilisers (HS 3103) emerged as the leading product. Given the global demand for such fertilisers, key potential markets for Lebanese exports in this category include Bangladesh, the United Arab Emirates, and Côte d'Ivoire. Expanding into these markets presents an opportunity to enhance export and strengthens the presence in the international agricultural supply chain markets.

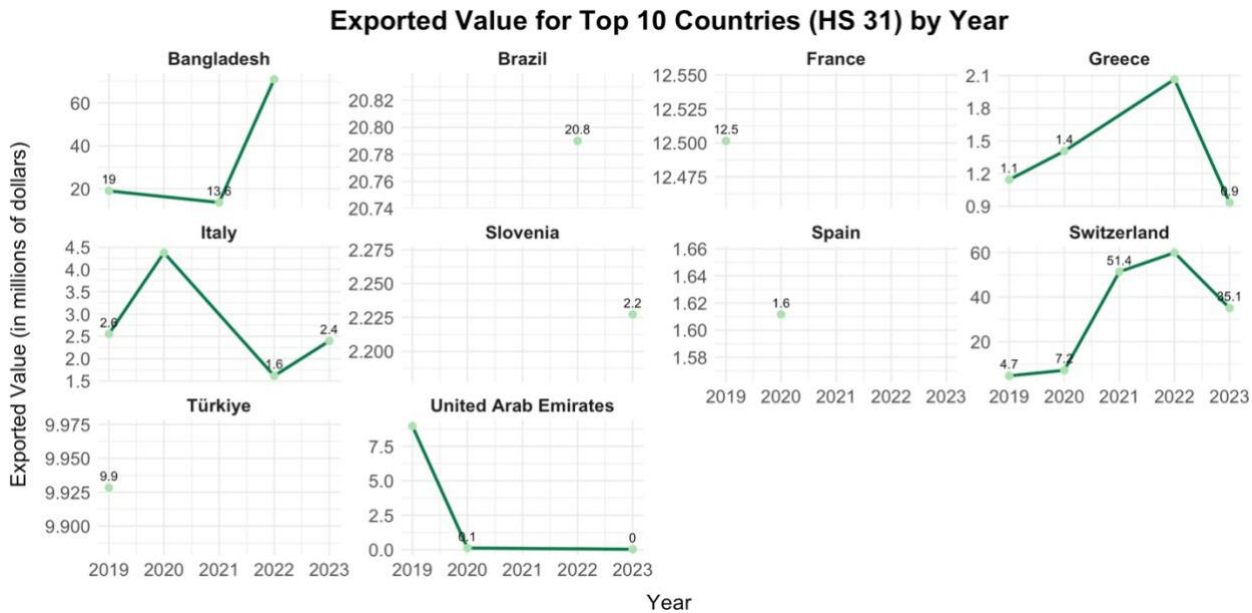
According to the data from the Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon, exports of fertilisers (HS 31) having a Lebanese origin increased from \$ 60 million in 2019 to \$ 156 million in 2022 before decreasing to \$ 41 million in 2023.



The main destination markets for the Lebanese export of fertilisers were diversified. The data reveals that Switzerland, Bangladesh, Brazil, France and Italy are among the top markets.



Compared to 2022, Lebanese exports of fertilisers decreased in 2023 in some main markets, such as Greece and Italy, likely due to a decrease in their own global imports of fertilisers. However, Lebanese fertilisers exports also decreased in markets that witnessed an increase in their global demand such as the United Arab Emirates. It is important to note that the the available data suggests that one heading; mineral or chemical fertilisers (phosphatic) (HS 31.03), is mainly the only product to be exported.



Despite the fact that the main products exported under HS 31 from the Chamber of Beirut were phosphatic fertilisers (HS 31.03), the aggregate Lebanese Customs data reveals that exports of animal and vegetable fertilisers (HS 31.01) experienced a 53% annual growth value between 2019 and 2023. The main destination countries for this category of fertilisers were Türkiye, Spain, Congo, Qatar, and the UAE.

II- Potential Markets

The following tables provide a detailed breakdown of Lebanon's unrealized export potential in the fertilisers sector. Due to the fact that the above data revealed that only phosphatic fertilisers were exported, the below information will be limited this category. These insights reveal untapped opportunities for Lebanese manufacturers to expand their footprint in lucrative regions mainly Arab and African countries.

Bangladesh stands as the country African country having the highest unrealized export potential of nearly \$ 7 million, followed by the United Arab Emirates and Syria.

Unrealized Export Potential for Products under Mineral or Chemical Fertilisers

HS Code	Product	Country	Unrealized Potential*
HS 31.03	Mineral or chemical fertilisers, phosphatic	Bangladesh	6.9 m
		United Arab Emirates	5.1 m
		Syrian Arab Republic	4.3 m
		Côte d'Ivoire	3 m
		Netherlands	2 m
		Iraq	1.2 m
		Australia	1.3 m
		Ghana	1.3 m
		Paraguay	0.4 m
Approximate Total Unrealized Export Potential	\$ 25.6 million		

Source: [ITC Trade Map](#)

**m refers to million dollar*

The table below outlines the regulatory requirements and tariff structures imposed by key destination markets for phosphatic fertilisers.

Product	Country	Number of Requirements	Tariff Imposed by Destination
HS 31.03 Mineral or chemical fertilisers, phosphatic	Bangladesh	16	0%
	United Arab Emirates	37	0%
	Syrian Arab Republic	N/A	0

	Côte d'Ivoire	N/A	0
	Netherlands	15	0
	Iraq	N/A	N/A
	Australia	N/A	0
	Ghana	2	0
	Paraguay	20	6

Source: [ITC Market Access Map](#)

Potential Business Partners

Company Name	Country	City	Website
SYNGENTA BANGLADESH LIMITED	Bangladesh	Dhaka	https://www.syngenta.com.bd
Advanta Seeds Dmcc - Advanta Seeds Global	United Arab Emirates	Dubai	https://www.advantaseeds.com
Fertinvest Dmcc Company - Fertinvest			https://www.fertinvest.com
Ocp Cote d'Ivoire - Ocp Ci	Côte d'Ivoire	Abidjan	https://www.ocpgroup.ma
Venhorstplant	Netherlands	Megchelen	https://www.venhorstplant.nl/
Fertoz Agriculture Pty Ltd - Fertag	Australia	Wakerley	https://www.fertag.com

Other Partners in Lebanon that can Provide Support:

Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon

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HS 28: Inorganic Chemicals

Executive Summary

According to data from the Chamber of Commerce, Industry, and Agriculture of Beirut and Mount Lebanon, the export of inorganic chemicals witnessed a decrease between 2019 and 2023. Among the Lebanese products that earned a certificate of origin from CCIA-BML, Phosphoric and Polyphosphoric acids (HS 28.09) emerged as the leading product. Given the global demand for such products, key potential markets for Lebanese exports in this category include Bangladesh, Egypt, and India. Expanding into these markets presents an opportunity to enhance export and strengthens the presence in the international agricultural supply chain markets.

HS 28: Inorganic Chemicals

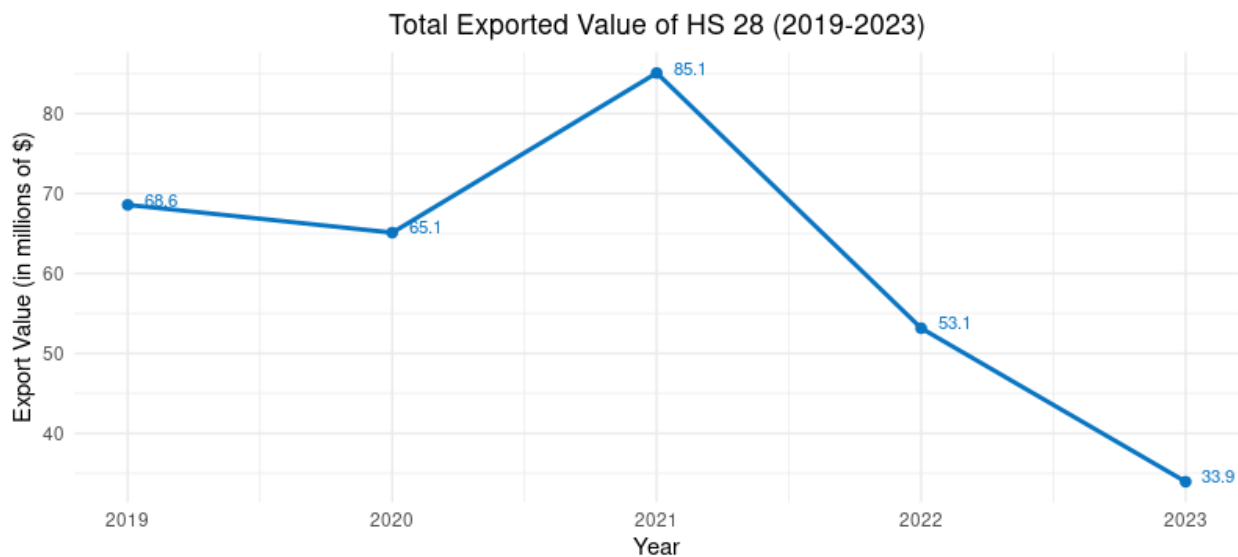
I- General Overview

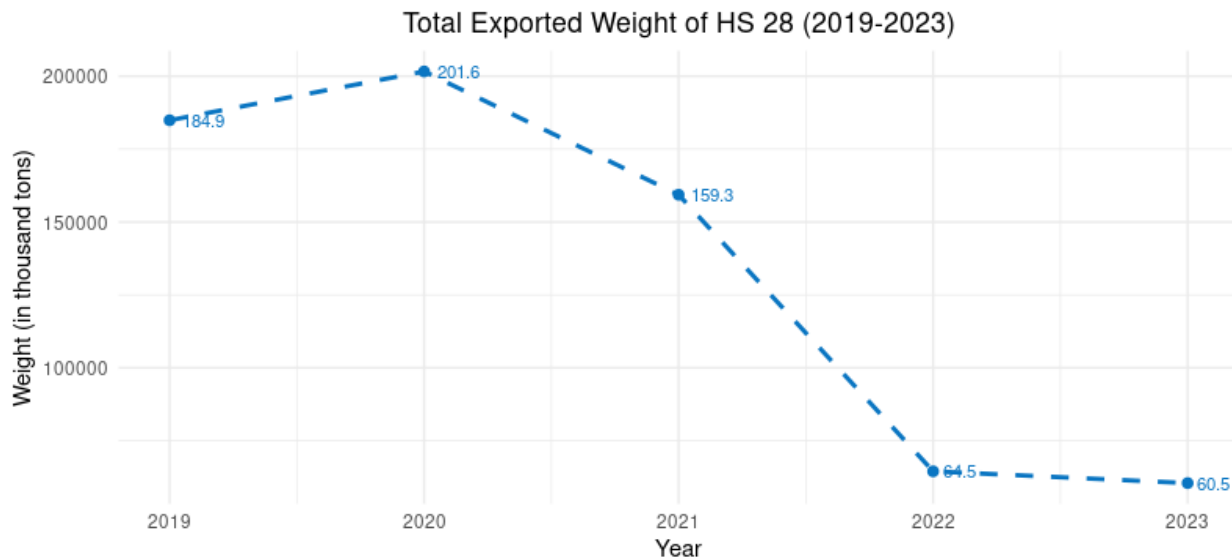
Inorganic chemicals are substances that do not contain carbon. They include Aluminium Oxide, Radioactive Chemicals, Hydrogen, Ammonia, Carbonates, Precious Metal Compounds, Sodium or Potassium Peroxides, Inorganic Salts, Phosphoric Acid, and Other Inorganic Acids, among others.

In 2023, the world's export value of inorganic chemicals (HS 28) was \$ 196 billion. Top exporters were China, South Korea, the United States and Germany with \$ 34.3 billion, \$ 16.3 billion, \$ 15 billion and \$ 13 billion, respectively. Accordingly, top importers were China, South Korea, the United States, India and Japan with a value of \$ 26 billion, \$ 21.5 billion, \$ 17 billion, \$ 10 billion and \$ 9.5 billion, respectively ([International Trade Center](#)).

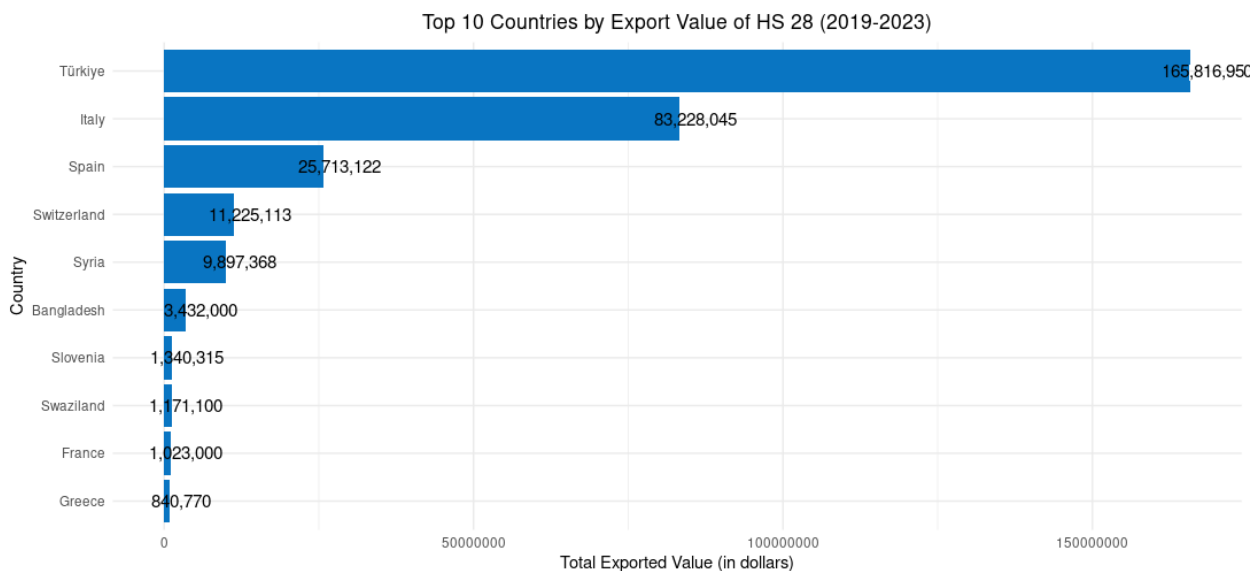


According to the data from the Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon, exports of inorganic chemicals (HS 28) that received a certificate of origin and having a Lebanese origin increased from \$ 69 million in 2019 to \$ 85 million in 2021 before decreasing to \$ 34 million in 2023.



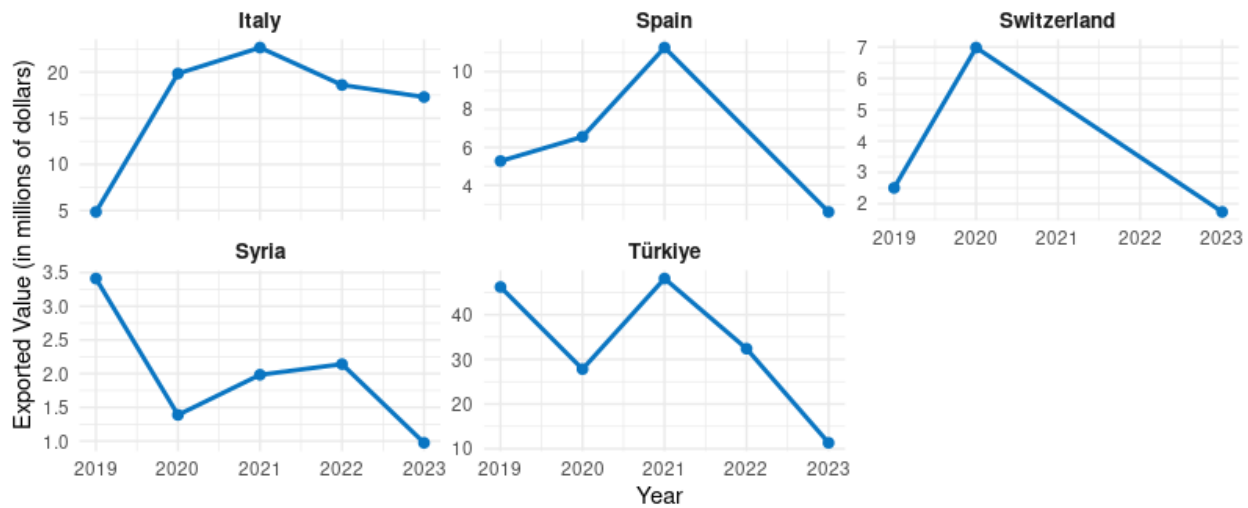


The main destination markets for the Lebanese export of inorganic chemicals (HS 28) were diversified. The data reveals that Türkiye, Italy, Spain, Switzerland, Syria and Bangladesh are among the top markets.



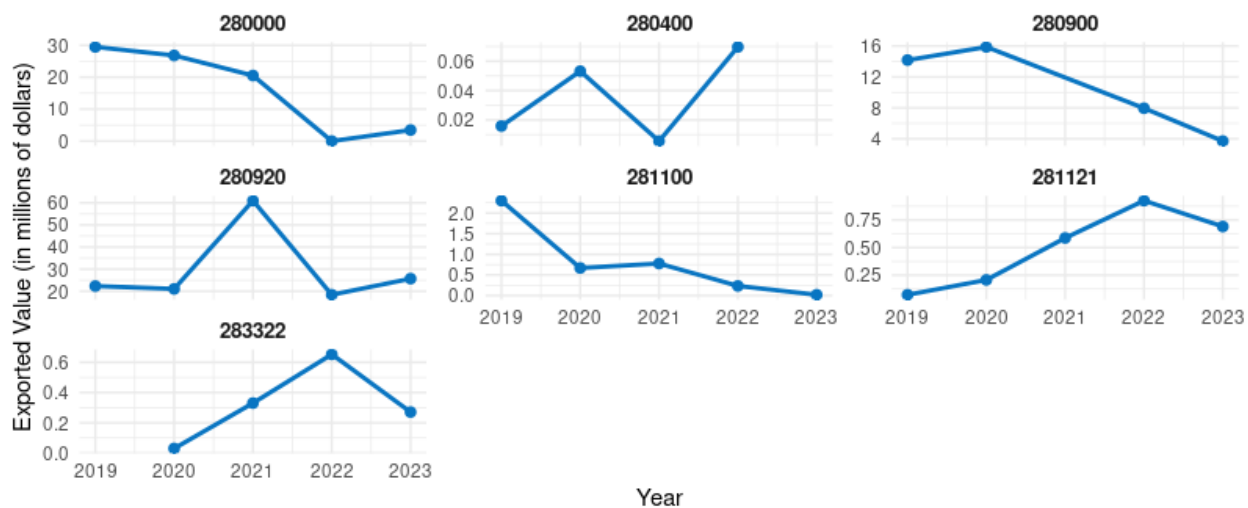
Since 2019, Lebanese exports to the top destination have been decreasing except for Italy. However, the global import growth of these markets has been decreasing for the period 2022-2023.

Exported Value for Top 10 Countries (HS 28) by Year



According to CCIA-BML data, the main products of inorganic chemicals (HS 28) were the products that fall under HS 28.09 (Diphosphorus pentaoxide; phosphoric acid; polyphosphoric acids, whether or not chemically defined). Moreover, phosphoric acid (HS 28.09.20) was among the products having the highest exported value.

Exported Value by ITEM (6-digit) for HS 28 (At Least 3 Years of Exports)



II- Potential Markets

The following tables provide a detailed breakdown of Lebanon's unrealized export potential in the inorganic chemicals sector. Due to the fact that the above data revealed that phosphoric acid was among the main products exported through CCIA-BML, the below information will be limited this category. These insights reveal untapped opportunities, at an estimated value of more than \$ 10 million for Lebanese manufacturers to expand their access to different markets.

Unrealized Export Potential for Phosphoric Acid and Polyphosphoric Acids.

HS Code	Product	Country	Unrealized Potential*
280920	Phosphoric and Polyphosphoric acids	Bangladesh	1.6 m
		Brazil	0.7 m
		Egypt	1.4 m
		Germany	0.5 m
		India	2.5 m
		Netherlands	3.3 m
		Pakistan	0.4 m
		United States	1.8 m
Total Unrealized Potential			\$ 12.2 million

Source: [ITC Trade Map](#)

*m refers to millions of \$

The table below outlines the regulatory requirements and tariff structures imposed by key destination markets for Phosphoric and Polyphosphoric acids.

Product	Country	Number of Requirements to Export	Tariff Imposed
HS 28.09.20 Phosphoric and Polyphosphoric acids	Bangladesh	10	10%
	Brazil	31	Between 2% and 10% ¹³
	Egypt	35	0%
	Germany	15	0%
	India	3	Between 5% and 7.5% ¹⁴
	Netherlands	15	5.5%
	Pakistan	4	0%
	United States	26	0%

Source: [ITC Market Access Map](#)

¹³ Tariff differs according to the Product National Tariff Line Code (8 Digit Code Harmonized System) adopted by Brazil ([ITC](#)).

¹⁴ Tariff differs according to the Product National Tariff Line Code (8 Digit Code Harmonized System) adopted by India ([ITC](#)).

Potential Business Partners

Product	Country	Website
Cibrafértel Companhia Brasileira De Fertilizantes.	Brazil	https://www.cibra.com/fale-conosco/
Dag Quimica Industria Comercio E Representacoes Ltda		https://dagquimica.com.br/
Al-Ezz for Import-Export & Trading Agencies	Egypt	http://www.alezzgroup.com/
United For Agriculture Development		http://www.uad-eg.com
Aurubis AG	Germany	http://www.aurubis.com
CEDA Chemicals GmbH		http://www.cedachem.de
Acid India (Mumbai)	India	http://www.acidindiamumbai.in
Sainath Expimpo		http://www.sainathexpimpo.com
IMCD Group B.V.	Netherlands	http://www.imcdgroup.com
BASF Nederland BV		http://www.basf.nl
Fatimafert Limited - Dh Fertilizer Ltd	Pakistan	https://www.fatima-group.com
Fauji Fertilizer Company Limited		https://www.ffc.com.pk
Gentek Inc.	United States	http://www.gentek-global.com

Source: Dun & Bradstreet - Kompas

Other Partners in Lebanon that can Provide Support:

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Phone: 01 - 982360/1/2/3/4/5

Email: Info@economy.gov.lb



HS 49: Printed Materials

Executive Summary

According to data from the Chamber of Commerce, Industry, and Agriculture of Beirut and Mount Lebanon (CCIA-BML), the export of printed materials (HS 49) witnessed a decrease between 2019 and 2021 before recovering in 2023. Among the Lebanese products that earned a certificate of origin from CCIA-BML¹⁵, Printed books, brochures, leaflets and similar printed matter emerged as the leading products. Given the global demand for such products, key potential markets for Lebanese exports in this category include Cameroon, United Arab Emirates and different Arab markets. Expanding into these markets presents an opportunity to enhance export and strengthens the presence in the international supply chain markets.

¹⁵ A product earns a Certificate of Origin if it meets the required value-added threshold in the exporting country, allowing it to benefit from trade agreements with the importing country. However, this does not necessarily mean that the product was entirely manufactured in Lebanon.

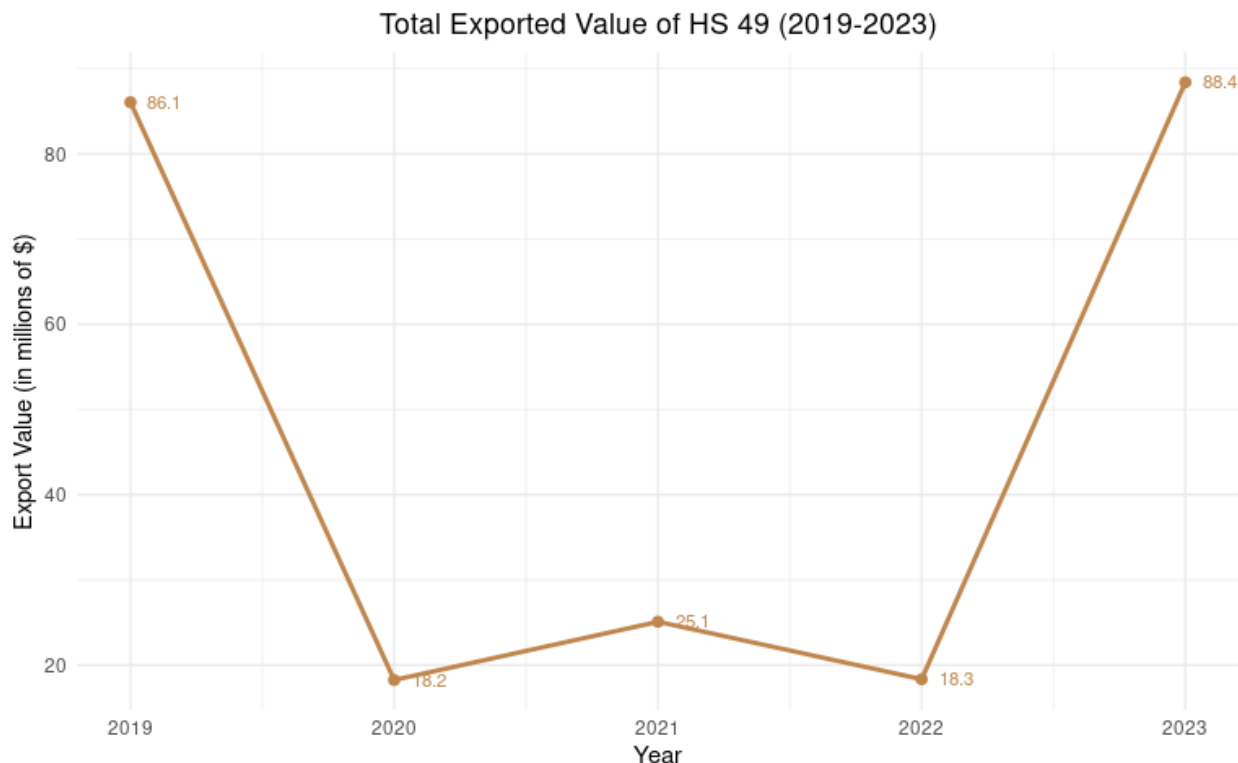
HS 49: Printed Materials

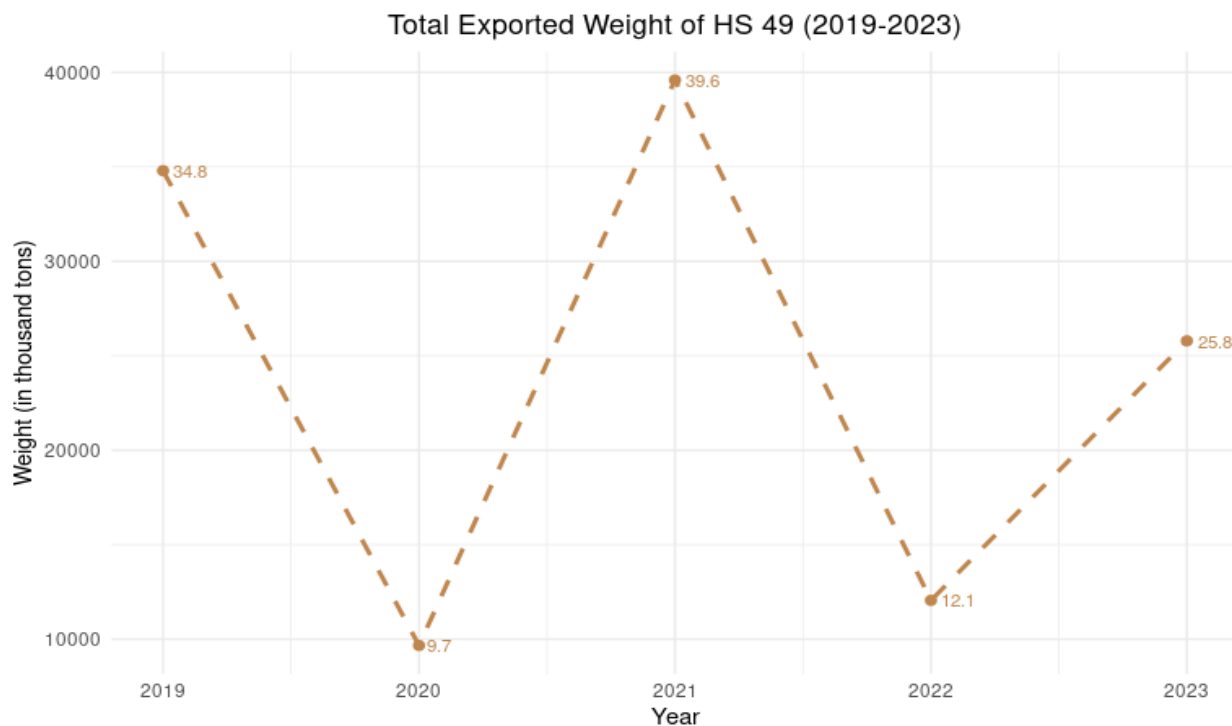
I- General Overview

Printed Materials are the products of the paper industry which includes printed books, brochures, leaflets, newspapers, pictures and maps.

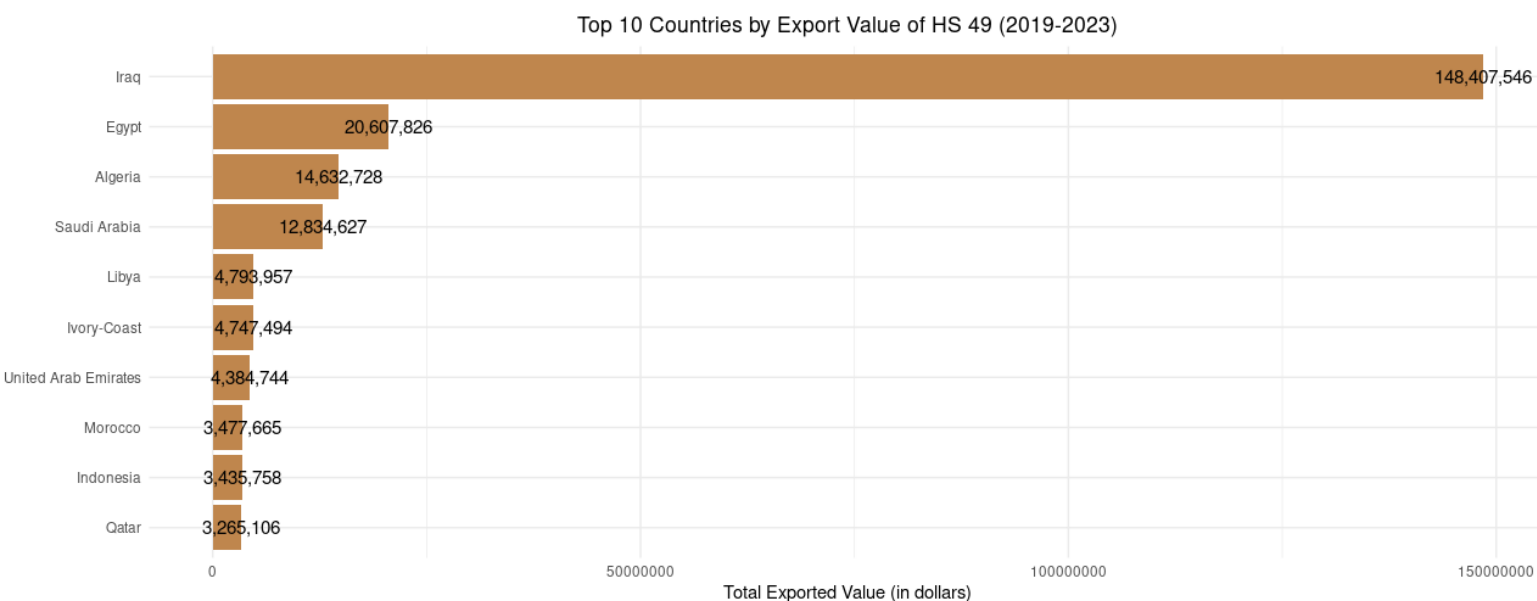
In 2023, the world's export value of printed materials (HS 49) was \$ 37.2 billion. Top exporters were the United States (\$ 4.07 billion), China (\$ 4.05 billion), Germany (\$ 3.5 billion) and the United Arab Emirates (\$ 3.4 billion). Accordingly, the world's import value was \$ 36.6 billion where top importers were the United States (\$ 5.06 billion), Germany (\$ 2.7 billion), China (\$ 2.05 billion) and France (\$ 2.03 billion) ([International Trade Center](#)).

According to the data from CCIA-BML, exports of printed materials (HS 49) that received a certificate of origin and having a Lebanese origin decreased from \$ 86 million in 2019 to \$ 18.3 million in 2022 before increasing to \$ 88 million in 2023.





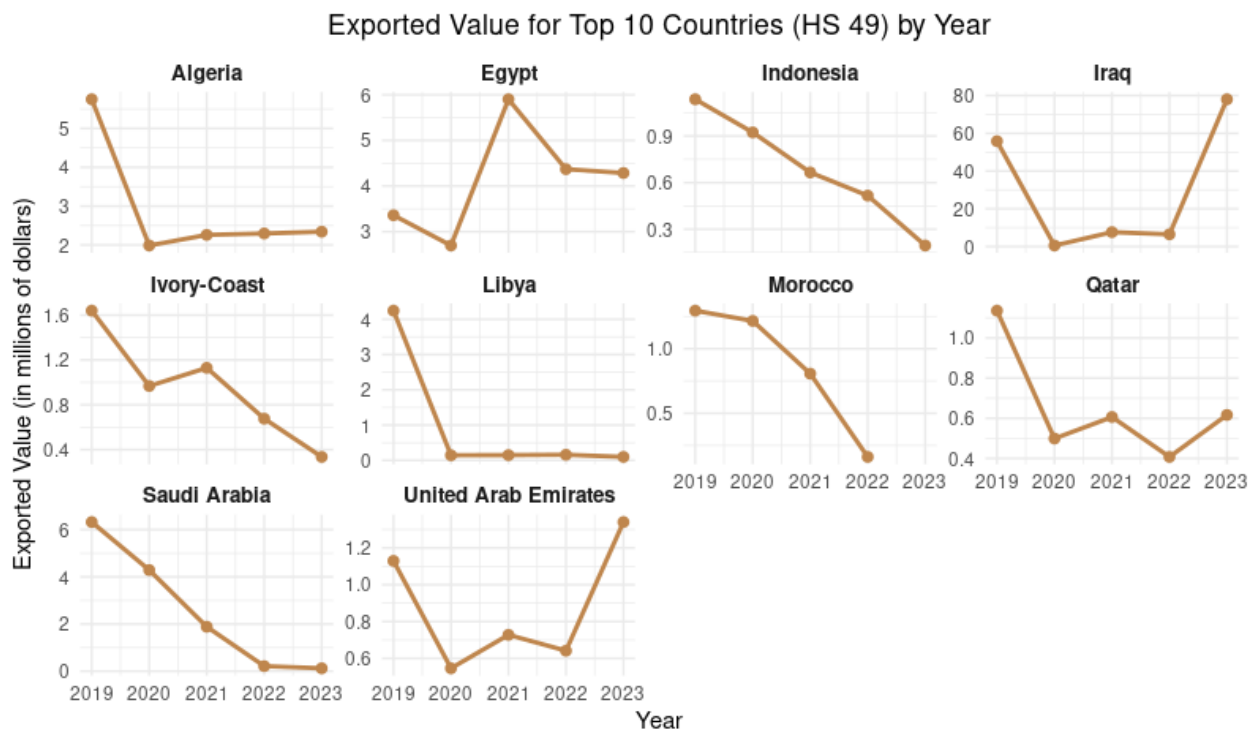
The main destination markets for the Lebanese export of printed materials (HS 49) from CCIA-BML are mainly focused toward Arab countries. The data reveals that Iraq, Egypt, Algeria, Saudi Arabia are among the top markets.



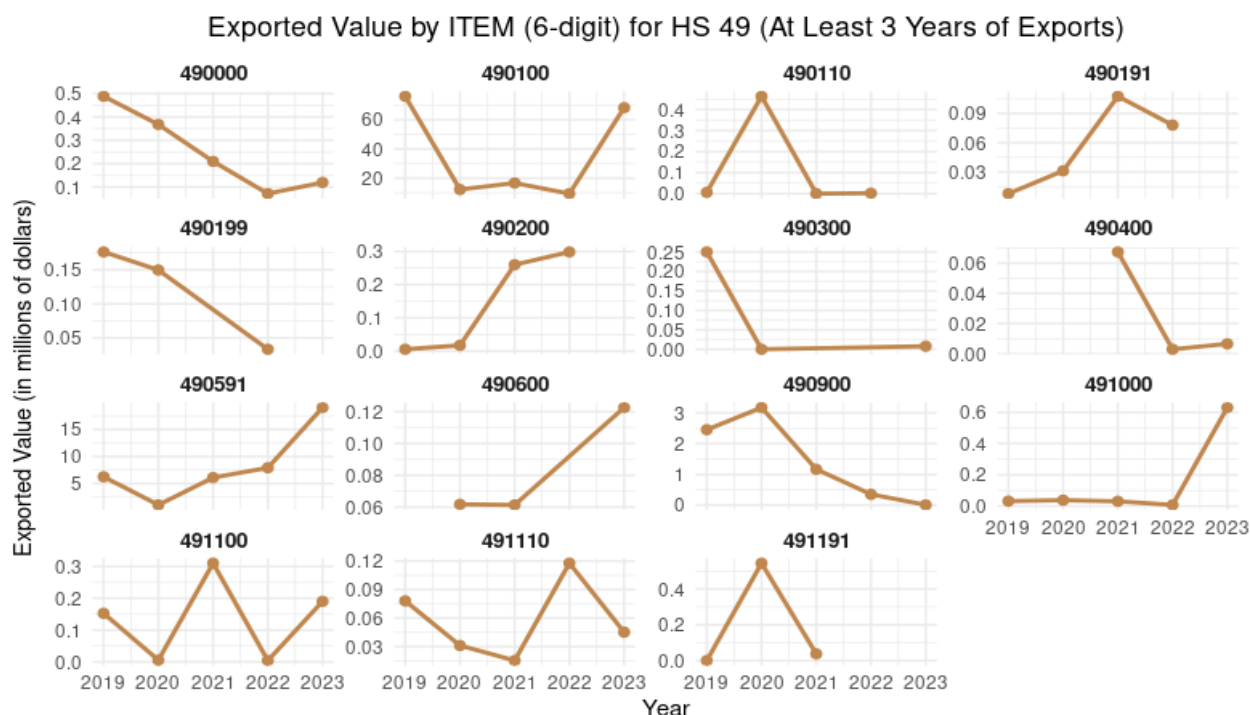
Since 2019, Lebanese exports to the top Arab destinations have been increasing except for Algeria, Morocco, Qatar and Saudi Arabia.

Regarding Algeria, its import from Lebanon has been decreasing by 18% per annum between 2019 and 2023. However, imports from Türkiye and the United Arab Emirates to Algeria have increased by 31% and 19% for the same interval, respectively.

Lebanon’s exports of HS 49 to Morocco has been decreasing by 5% per annum between 2019 and 2023 while it decreased by 7% per annum for Qatar in which Turkish imports grew by 11% per annum. Regarding Saudi Arabia, the decrease in exports is related to the ban imposed by the Kingdom on Lebanon in 2021.



According to CCIA-BML data, the main products of printed materials (HS 49) were those that fall under HS 49.01 (Printed books, brochures, leaflets and similar printed matter), HS 49.05 (Maps and hydrographic or similar charts), HS 49.11 (Other printed matter, including printed pictures and photographs) and HS 49.02 (Newspapers, journals and periodicals, whether or not illustrated or containing advertising material).



II- Potential Markets

The following tables provide a detailed breakdown of Lebanon's unrealized export potential¹⁶ in the printed material sector. These insights reveal untapped opportunities, at an estimated value of more than \$ 10 million for Lebanese manufacturers to expand their access to different markets.

Unrealized Export Potential for Printed Materials

HS Code	Product Name	Country	Unrealized Potential*
49.01.99	Printed books, brochures & similar, not elsewhere specified	Cameroon	1200
		Canada	430
		Congo	721
		Cyprus	695
		Germany	240
		Qatar	239
		Spain	931
		Switzerland	684
		United Kingdom	725
		United States	3000
		<i>Approximate Total</i>	<i>\$8.86 million</i>

¹⁶ An explanation about the export potential value can be found at the end of the study.

49.01.10	Printed books, brochures & similar, in single sheets	Cameroon	262
		Congo	51
		Ghana	106
		Liberia	146
		Libya	50
		Saudi Arabia	151
		United Arab Emirates	122
		United States	126
		<i>Approximate Total</i>	<i>\$ 1.01 million</i>
49.11.10	Trade advertising material & commercial catalogues	Cameroon	10
		Canada	13
		Greece	11
		Qatar	36
		Saudi Arabia	6
		Switzerland	25
		<i>Approximate Total</i>	<i>\$ 100 thousand</i>
Approximate Total Unrealized Export Potential for HS 49			\$10,000,000

Source: [ITC Trade Map](#)

*m refers to thousands of \$

The table below outlines the regulatory requirements and tariff structures imposed by key destination markets for the products highlighted in the above table.

Product	Country	Number of Requirements to Export	Tariff Imposed
HS 49.01.99 Printed books, brochures & similar, not elsewhere specified	Cameroon	17	0%
	Canada	4	0%
	Congo	N/A	0%
	Cyprus	N/A	0%
	Spain	N/A	0%
	United Kingdom	N/A	0%
	United States	9	0%
HS 49.01.10 Printed books, brochures & similar, in single sheets	Cameroon	17	0%
	Congo	N/A	0%
	Liberia	N/a	0%
	United Arab Emirates	12	0%
	United States	9	0%
HS 49.11.10	Cameroon	17	30%

Trade advertising material & commercial catalogues	Greece	N/A	0%
	Qatar	14	0%
	Switzerland	3	0%

Source: [ITC Market Access Map](#)

Potential Business Partners

Company	Country	City	Website
Papeterie Louis Torbey Sarl	Cameroon	Yaounde	http://pltorbey.com/
MULTIPRINT SERIGRAPHIE		Douala	https://www.multiprintsa.com
BUROTEC SA	Congo	Pointe-Noire	https://burotec.biz/fr/
Librairie Paillet			librairiepaillet@aol.com
Imagia Sca	Spain	ALMERIA	http://www.imagiaglobal.com
Grupo Manin De Publicidad		Madrid	http://www.manin.es
Arbutus Press	United States	Traverse City	www.arbutuspress.com
First Tape & Label		Texarkana	https://www.firsttapeandlabel.com/
Aims Foreign Language Books		Cincinnati	http://www.aimsbooks.com/

Source: Dun & Bradstreet - Kompas

Other Partners in Lebanon that can Provide Support:

Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon

Address: CCIA-BML Building, 1 justinien street, Sanayeh| POBox:11 1801 Beirut, Lebanon

Phone: +961 1 353190

Email: dg-office@ccib.org.lb

Trade Point Beirut - Ministry of Economy and Trade

Address: Down Town Lazarieh Bldg Bachoura E6 Beirut 2020-6701

Phone: 01 - 982360/1/2/3/4/5

Email: Info@economy.gov.lb



HS 39: Plastics and Articles Thereof

HS 39: Plastics

I- General Overview

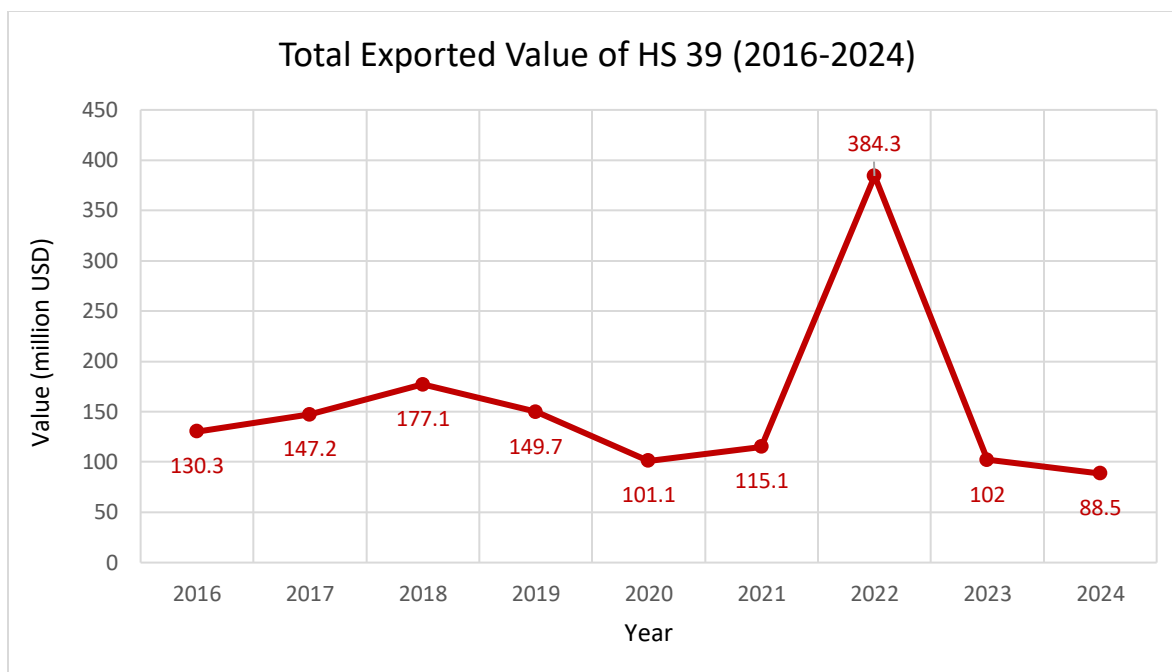
Plastics are a wide range of synthetic or semisynthetic materials that use polymers as a main ingredient derived from petrochemicals. The plastic industry includes a large number of companies and can be divided into several sectors and product.

In 2024, the world's export value of plastics (HS 39) was \$ 729.8 billion. Top exporters were the China (\$ 141.2 billion), United States of America (\$ 80 billion), Germany (\$ 66 billion). Accordingly, top importers were the United States (\$ 78.2 billion), China (\$ 61.1 billion), Germany (\$ 44.5 billion). ([International Trade Center](#)).



Concerning Lebanon, according to the Industrial Directory published by the Ministry of Industry, 319 factories in the plastics and rubber sector were registered in 2022.

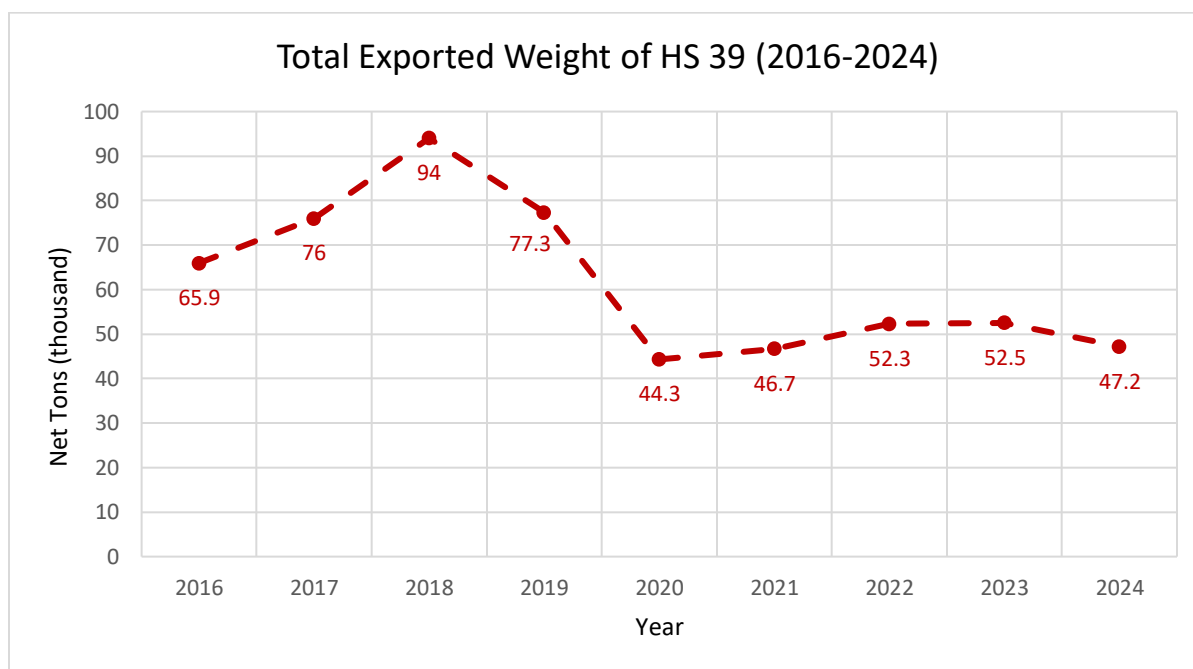
Moreover, in terms of factories producing on the HS 8 level in 2024, 20 factories were for recycling all plastic derivatives (HS 39.01.90), 34 factories for PVC, PPR, and PE pipes (HS 39.17.29), 86 factories for plastic boxes and crates (HS 39.23.10.10), and 24 factories for plastic tableware and kitchen utensils (HS 39.24.10.10) (Industrial Directory Company, 2024).



Source: Lebanese Customs

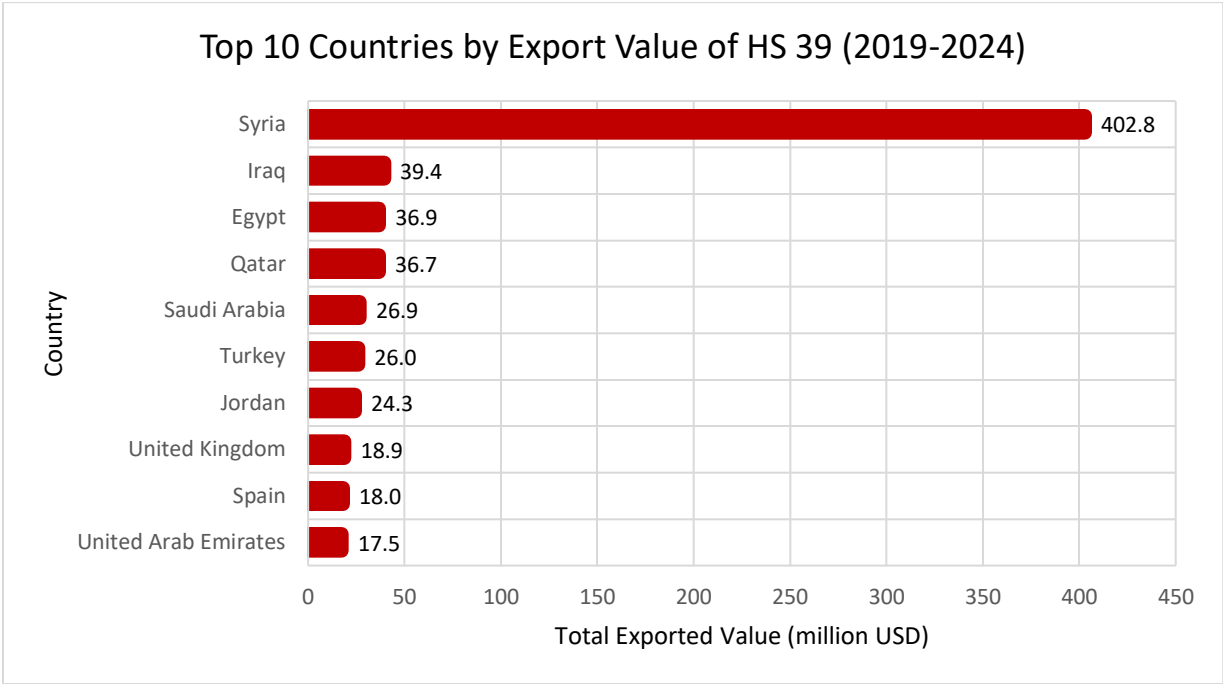
According to the Lebanese Customs, exports of plastics (HS 39) from Lebanon increased from \$ 130 million in 2016 to \$ 384 million in 2022. However, exports declined afterwards to reach \$ 88.5 million in 2024.

Moreover, exported weight from Lebanon went from 66,000 tons in 2016 to around 95,000 tons in 2018, before decreasing to an average of 46,000 tons between 2020 and 2024.



Source: Lebanese Customs

The main destination markets for the Lebanese export of plastics (HS 39) are Arab countries. The data reveals that Syria, Iraq, Egypt, Qatar, and Saudi Arabia are among the top markets.

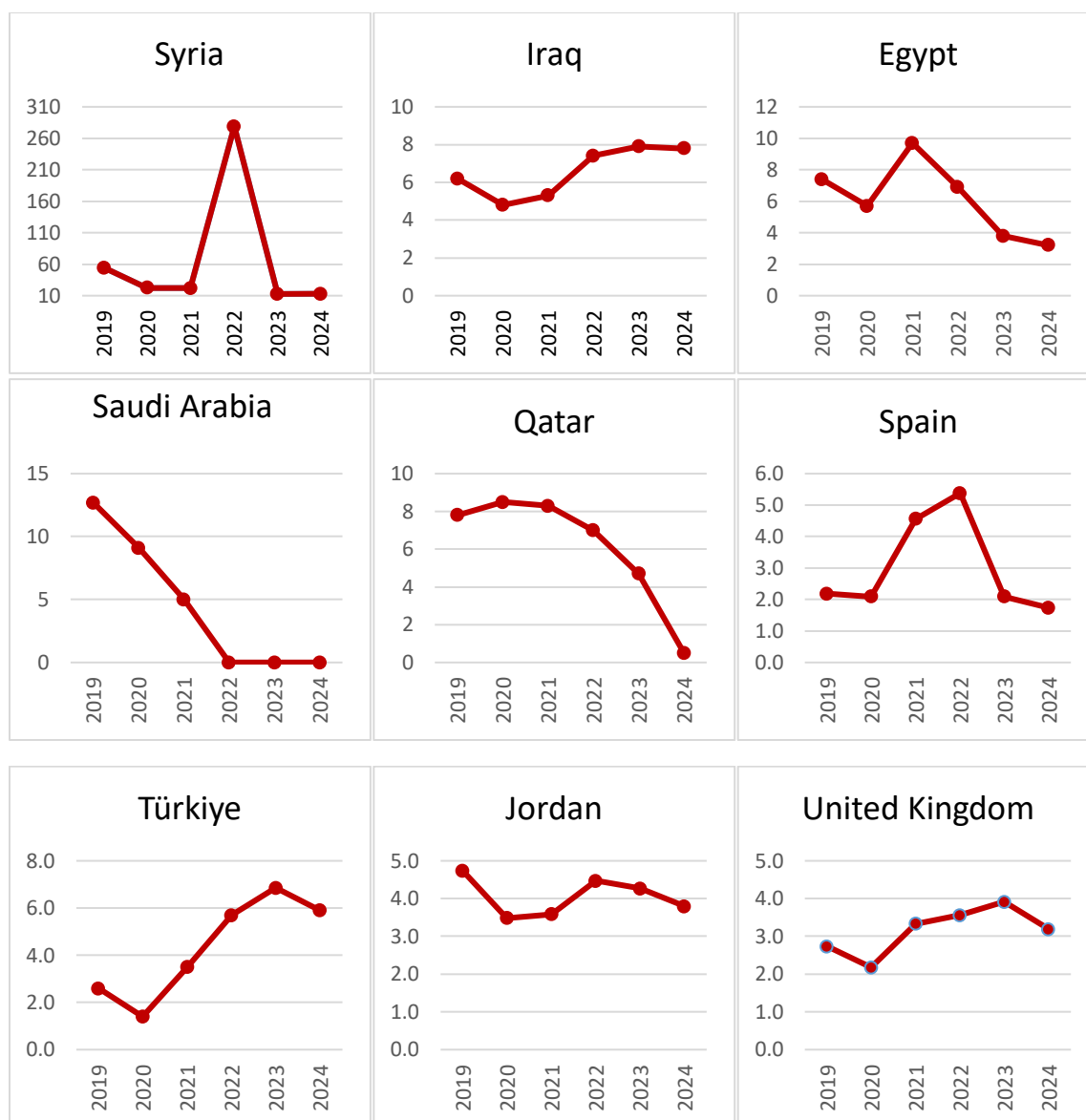


Source: Lebanese Customs

Exported value for top countries by year for HS 39

Lebanese exports of plastics have witnessed different trends in the top markets between 2019 and 2024. Exports have been increasing to Iraq, Türkiye, United Kingdom. These markets have witnessed an increase in their imports over the covered period by a 5% p.a for Iraq and Türkiye and 2% p.a for the United Kingdom.

Accordingly, Lebanese exports have decreased in Egypt, Qatar and Spain and the United Arab Emirates. In general, these markets have witnessed an increase in their imports from the world except for Qatar, where imports of plastics decreased by 3% p.a between 2019 and 2024.



Source: Lebanese Customs

II- Potential Markets

The following tables provide a detailed breakdown of Lebanon's unrealized export potential in the plastics (HS 39) sector. These insights reveal untapped opportunities, at an estimated value of more than **\$ 70 million** for Lebanese manufacturers to expand their access to different markets.

A- Unrealized Export Potential for Different Goods under Plastics Exports¹⁷

HS Code	Product	Country	Unrealized Potential
39.07.Xb	Polyethylene terephthalate, in primary forms	Algeria	2.4
		Bangladesh	1.5
		Cameroon	3
		Egypt	3.9
		Iraq	2.1
		Italy	5
		Jordan	1.9
		Morocco	1.6
		Nigeria	3.3
		Qatar	2.5
		Saudi Arabia	1.7
		Spain	2.5
		United Arab Emirates	14
		United States	6.1
Approximate Total Unrealized Potential		51,500,000	

HS Code	Product	Country	Unrealized Potential
39.24.10	Table/kitchenware, of plastics	Cameroon	0.211
		Egypt	0.445
		France	0.447
		Germany	0.243
		Kuwait	0.327
		Netherlands	0.436
		Qatar	0.2
		Syrian Arab Republic	0.265
		United Arab Emirates	0.165
		United States	2.4
Approximate Total Unrealized Potential		5,140,000	

¹⁷ Numbers are displayed as millions of \$.

HS Code	Product	Country	Unrealized Potential
39.20.20	Non-cellular propylene polymers, in flat shapes	Egypt	0.394
		Ghana	0.125
		Greece	0.314
		Italy	0.267
		Jordan	0.313
		Nigeria	0.277
		Türkiye	0.22
		United Arab Emirates	0.855
		United States	0.421
Approximate Total Unrealized Potential		3,856,000	

HS Code	Product	Country	Unrealized Potential
39.19.90	Self-adhesive flat shapes, of plastics, not elsewhere specified	Egypt	0.355
		France	0.13
		Germany	0.172
		Greece	0.116
		Morocco	0.1
		Oman	0.14
		Spain	0.186
		Tunisia	0.127
		United Arab Emirates	0.384
		United States	0.3
Approximate Total Unrealized Potential		2,000,000	

HS Code	Product	Country	Unrealized Potential
39.20.10	Non-cellular ethylene polymers, in flat shapes	France	0.215
		Greece	0.151
		Jordan	0.328
		Kuwait	0.142
		Liberia	0.133
		United Arab Emirates	0.5
		United States	0.419
Approximate Total Unrealized Potential		1,888,000	

HS Code	Product	Country	Unrealized Potential
39.01.10	Polyethylene, specific gravity <0,94, in primary forms	Côte d'Ivoire	0.258
		Egypt	0.259
		Greece	0.215
		Italy	0.204
		Morocco	0.185
		Spain	0.209
		Türkiye	0.236
		United Arab Emirates	0.15
Approximate Total Unrealized Potential		1,716,000	

HS Code	Product	Country	Unrealized Potential
39.23.10	Boxes & similar, for conveyance/packaging of goods, of plastics	Cameroon	0.304
		France	0.152
		Greece	0.21
		Kuwait	0.118
		Oman	0.1
		Spain	0.213
		Türkiye	0.138
		United States	0.402
Approximate Total Unrealized Potential		1,637,000	

HS Code	Product	Country	Unrealized Potential
39.23.29	Sacks & bags, of plastics, not elsewhere specified	Iraq	0.124
		Kuwait	0.21
		Netherlands	0.2
		Saudi Arabia	0.1
		Togo	0.3
		United Arab Emirates	0.2
		United States	0.384
Approximate Total Unrealized Potential		1,520,000	

HS Code	Product	Country	Unrealized Potential
39.23.21	Sacks & bags, of ethylene polymers	France	0.152
		Germany	0.11

		Netherlands	0.148
		Saudi Arabia	0.1
		United Kingdom	0.1
		United States	0.413
Approximate Total Unrealized Potential		1,023,000	

Source: [ITC Market Access Map](#)

B- Requirements and Tariff Imposed by Potential Markets

The tables below outline the regulatory requirements and tariff structures imposed by key destination markets for the products highlighted in the above tables¹⁸.

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.07.Xb	Polyethylene terephthalate, in primary forms	Algeria	19	0% (league of Arab States)
		Cameroon	19	10%
		Egypt	35	0%
		Italy	13	0% (FTA- EU)
		Morocco	1	0% (league of Arab States)
		Nigeria	1	5%
		Spain	13	0% (FTA- EU)
		United Arab Emirates	22	0% (league of Arab States)
		United States	31	6.5% (GSP countries may benefit from preferential treatment)

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.24.10	Table/kitchenware, of plastics	United States	9	3.4% to 6.5% + 10% ad valorem
		Kuwait	11	0% (league of Arab States)
		France	5	0% (FTA- EU)
		Egypt	38	0% (league of Arab States)
		Netherlands	5	0% (FTA- EU)

¹⁸ Importers of the highlighted products in the destination markets can be available on the ITC Trade Map website. For more information: research-dep@ccib.org.lb

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.20.20	Non-cellular propylene polymers, in flat shapes	Egypt	37	0% (league of Arab States)
		Ghana	N/A	10%
		Greece	11	0% (FTA- EU)
		Jordan	2	0% (league of Arab States)
		Nigeria	1	10% to 20% (NTL)
		United Arab Emirates	19	0% (league of Arab States)

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.19.90	Self-adhesive flat shapes, of plastics, not elsewhere specified	Egypt	34	0% to 20% (0% for the league of Arab States)
		Germany	11	0% (FTA- EU)
		United Arab Emirates	19	0% (league of Arab States)

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.20.10	Non-cellular ethylene polymers, in flat shapes	France	11	0% (FTA- EU)
		Jordan	2	0% (league of Arab States)
		Kuwait	22	0% (league of Arab States)
		United Arab Emirates	20	0% (MFN)
		United States	30	0% GSP + 10% ad-valorem

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.01.10	Polyethylene, specific gravity <0,94, in primary forms	Côte d'Ivoire	N/A	5%
		Egypt	34	0%
		Greece	11	0% (FTA- EU)
		Morocco	1	0% to 17% (0% for league of Arab states)
		Türkiye	10	6.50%

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.23.10	Boxes & similar, for conveyance/packaging of goods, of plastics	Cameroon	19	10%
		France	5	0% to 5% (0% FTA-EU)
		Kuwait	11	0% (league of Arab States)
		Türkiye	4	6.50%
		United States	19	0% GSP + 10% ad-valorem

HS Code	Product	Country	Number of Requirements	Tariff Imposed
39.23.21	Sacks & bags, of ethylene polymers	France	5	0% (FTA- EU)
		Netherlands	5	0% (FTA- EU)
		United States	N/A	0% for GSP, 10% ad valorem

Source: [ITC Market Access Map](#)

C- Potential Importers in Target Markets¹⁹

Company Name	Country	City	Website
Techno Stationery	Algeria	Mohammadia	https://zeeetrading.com/
ACE Group	Egypt	Cairo	https://www.aceindustry.net/#17
Cossa Polimeri s.r.l.	Italy	Gorla Maggiore	cossapolimeri
Lati Industria Termoplastici S.P.A.	Italy		https://www.lati.com/en/contacts/
Emirates Grain Products Company Llc	United Arab Emirates	Sharjah	https://iffco.com/
Acme Plastics Inc	United States of America	Miami	https://www.acmeplastics.com/

Source: ITC Trade Map

¹⁹ More can be found for specific products throughout ITC Trade Map.

D- Partners in Lebanon that can Provide Support:

Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon

Address: CCIA-BML Building, 1 justinien street, Sanayeh| POBox:11 1801 Beirut, Lebanon

Phone: +961 1 353190

Email:dg-office@ccib.org.lb

Trade Point Beirut - Ministry of Economy and Trade

Address: Down Town Lazarieh Bldg Bachoura E6 Beirut 2020-6701

Phone: 01 - 982360/1/2/3/4/5

Email: Info@economy.gov.lb