

# TRADE CAPACITY BUILDING



## Packaging and labelling makes the difference (Lebanon MACLE Project)

### Context

Lebanese industrial manufacturing includes highly diversified ranges of food products. Yet with the stringent requirements on labelling and packaging that are being placed in market destinations, Lebanese exporters have been facing a considerable number of technical barriers to trade. Thus, UNIDO's assistance was in coordination with relevant ministries to set up a project on Market Access and Compliance for Lebanese Export (MACLE) with a focus on packaging and labeling.

### Strategy

UNIDO, with the support of the Lebanon's Government, established **LibanPack**, the Lebanese Packaging Center within the framework of UNIDO's MACLE Project funded by Switzerland. **LibanPack** is a non-profit private association representing stakeholders over the whole packaging and industrial chain in Lebanon. It stands as a national central point for all economic operators concerned with packaging.

### Current Status

**LibanPack** achieved the following:

- a total of 80 Lebanese companies from the industrial & agriculture sector were supported in improving their packaging and labeling strategies;
- market sale and export of Lebanese products supported by **LibanPack** increased;
- **LibanPack** prepared a directory on the existing Lebanese Packaging & labeling industries;
- **LibanPack** is a member of the WPO World Packaging Organization since June 2009. **LibanPack** also signed twinning agreements with the French and Tunisian Packaging Centers;

- **LibanPack** established a packaging technical committee where so far 15 new Lebanese standards on packaging have been issued;
- **LibanPack** created a bridge between the young generation of future graphic designers & industrial engineers and industrialists through the organization of the so-called "Lebanon Student StarPack Contest".

### Impact / Outlook

With the support of the UNIDO-MACLE project, **LibanPack** has been a platform for responding to the growing concerns of industrialists to ensure access to international markets through better packaging and labeling. As a reward for LibanPack's achievements, the Swiss donors are expected to support **Libanpack** till 2012 for the center to reach its self-sustainable status.

### At a glance

OVERALL GOAL:	Improve market access and compliance for Lebanese exports through better packaging and labeling
MDGs:	Goal 8: Develop a Global Partnership for Development
THEMATIC AREA:	Trade Capacity Building
DONOR:	Swiss State Secretariat for Economic Affairs (SECO)
PARTNERS:	Association of Lebanese Industries, Ministry of Economy