

# ELCIM INFO

special issue



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## ■ COOKING UP A NEW IMAGE

### ELCIM puts an international label on LEBANESE CUISINE

ELCIM has been diligently following through with one of its main objectives: promoting Lebanese cuisine for distribution in the EU to secure a share of the lucrative market. Realising the potential of international marketing - witnessed through the success of industrialized food distribution around the globe - ELCIM hopes to similarly develop Lebanese food products into an international label to effectively compete with other national cuisine sales abroad.



## COOKING UP A NEW IMAGE



### ▼ INDUSTRY KNOW-HOW

During the past five years, ELCIM has acquired thorough knowledge of the local food industry's needs, providing tailored solutions based on the capabilities of individual manufacturers. During the course of the project, pertinent issues regarding this domain have been addressed, specifically in the relevant fields of production, quality, R&D, sales and marketing, finance and investments, and human resource development. ELCIM is convinced that with the right support, the Lebanese food industry can increase tonnage and expand its export markets.

### ▼ INSIDER KNOWLEDGE

Thanks to generous EU funding, ELCIM has been able to provide invaluable services for Lebanese SMEs. During the course of its various efforts, the project has acquired significant experience through individual business diagnostic studies on local industries, and has collected important information on various sectors. ELCIM also has access to information on EU and world markets, as well as market competition from other MEDA (EU and Mediterranean) countries.

### ▼ PROFESSIONAL EXPERTISE

The project's business performance, backed by a wide array of expertise, is measured in terms of the benefits and improvements it yields. However, ELCIM intervention can only take place after an agreement is reached on the specifics of the

mission and the expected results. After this step is completed, ELCIM is able to provide businesses with knowledgeable and reliable local and international experts, who comply with specific business requirements. All the sectors of the food and beverage industry are served, including juices and drinks, dairy products, flour mills, canned fruits and vegetables, oil seed processing, broiler production, spices, exotic product and wines, among others. ELCIM also provides basic expertise on relevant environmental issues, human resources, energy saving, training and financial feasibility studies.

### ▼ CONQUERING NEW MARKETS

In the 21st century, the battle to conquer new markets has become incredibly arduous. The decreased market life cycle of food products, rapidly evolving food consuming habits, diminishing consumer purchasing power dedicated to food, combined with many other factors are challenging food industries in Lebanon and all over the world. ELCIM experts have witnessed and participated in the extraordinary dynamism of the food industry through innovation and marketing, and have kept up with continual changes in consumer demands, emerging distribution channels, increasing competitiveness between food brands and other market phenomenon. Throughout such fluctuations, ELCIM has remained committed to providing assistance and advice on domestic and international markets.

## ▼ MOBILIZING THE FOOD INDUSTRY



At a local level, ELCIM's presence at Horeca, even though extensive, served only as a platform to launch the project's export promotion activities. At the event, ELCIM presented a culinary expert to talk about Lebanese food, as well as a short documentary on the food and wine industries in Lebanon.

ELCIM believes the value of Lebanese cuisine extends beyond domestic markets, however, which is why it is focusing on promoting the industry overseas through several major international events in Europe - specifically in France and Germany. At the Anuga international food exhibition in Cologne, Germany, ELCIM experts will be present before and after the fair to maximize results by replicating the activities at Horeca and introducing Lebanese manufacturers to potential EU buyers in Germany and France. ELCIM will also be conducting presentations at three Lebanese food retail outlets to highlight its promotional efforts at specific major retail stores in France, which will give Lebanese producers and brand owners direct bargaining power.

Further bolstering Lebanese food production is ELCIM's contribution to a Buyer's Guide, which will list food manufacturers attending local and international events, as well as introduce company profiles and related products.



## ▼ PRACTICAL INPUT

Food products directly sold to consumers or to processing plants must conform to regulatory standards and norms, which may differ from market to market. An increasing amount of food authorities are becoming exigent in terms of food safety and traceability, insisting that the supply chain account for product information from farm to fork. As a result, ELCIM is advising food companies on systems to facilitate compliance with local and international standards. No export can be possible without compliance, and no compliance is achieved without the availability of the right knowledge and standard operating procedures.

## ▼ RULE OF ETHICS

ELCIM is a non-profit organization with no link to any commercial body. All services conducted on behalf of food companies are carried out in accordance with strict confidentiality regulations.

## ▼ HIGH-ACHIEVING ACTIVITIES

ELCIM offers a basket of activities to the food sector, which can be implemented on an immediate basis. Each cluster activity tackles a specific category in the industry and includes a group of extensive services, which are listed below.

### Promoting Lebanese food industries in external markets

1 • Assist Lebanese food companies with exhibiting techniques and accompany them to local and international food events, such as Horeca and Anuga.



▼ Mr. Fadi Fayad



▼ Workshop for the Agro Food Sector

2• Organise promotional events for the food industries in Lebanon, France and Germany under the theme of 'Lebanese Cuisine.'

3• Prepare and facilitate meetings and contacts between Lebanese food manufacturers and potential food buyers, wholesalers, and commercial distribution chains in Europe, and organise specific events for that purpose.

4• Provide Lebanese industries with advice and expertise on the upgrade of their food products and packaging and promotional materials.

#### **Upgrading marketing capabilities of food companies**

1• Implement specific market studies/surveys in Lebanon and abroad for individual as well as collective groups.

2• Assist companies in upgrading their marketing plans and strategies and increase their sales performance.

3• Assist companies in building wholesale capabilities in the EU or abroad, and improve their marketing strategy according to the channel of distribution.

4• Advise companies on marketing trends, product range, package design, labelling, among others.

5• Benchmark for marketing capabilities with other countries from the MEDA region

#### **Improving the quality of food production and marketing**

1• Provide expertise to implement quality management systems, such as ISO 22000 and HACCP, ISO 9000.

2• Implement training seminars on food safety to address quality and effective managerial staff.

3• Implement monitoring tools to ensure regulations are being met.

#### **Product development and process improvement in food companies**

1• Improve processing know-how.

2• Provide training seminars on new product development.

3• Keep the industry abreast of relevant food technology.

#### **Improving production management and performance of production in food manufacturing companies**

1• Provide expertise in production planning.

2• Implement performance monitoring and improve software capabilities.

#### **Improving finance potential of food companies**

1• Prepare companies for access to financial loans.

2• Implement investment studies, business plans and feasibility studies.

3• Implement or upgrade cost accounting systems in companies.

4• Provide training methodology for decisions on investments.

5• Implement budget and cost control.

