



Export Promotion Center

Empowering Lebanon's Export Ecosystem

Context and Rationale

- Lebanon faces structural challenges: economic instability, financing gaps for SMEs, fragmented support, lack of industrial and export knowhow.
- SMEs struggle with regulatory barriers and market complexities.
- Support programs face challenges in having a sustainable impact
- Academia-private sector gaps persist.
- Export Promotion Center bridges these gaps for sustainable export competitiveness, relying on existing knowhow within the University

Export Promotion Center's Mission

- Equip businesses, students, and policymakers with practical skills in trade promotion, market access, and international business strategies.
- Bridge the gap between academic theory and market realities by offering applied knowledge through training, advisory services, and industry collaborations.
- Foster innovation, entrepreneurship, and capacity building within Lebanon's trade ecosystem.
- Promote the adoption of global best practices in export readiness, compliance, market research, and logistics among Lebanese SMEs.
- Act as a catalyst for job creation, economic diversification, and value-added trade activities that contribute to national economic growth.
- Strengthen Lebanon's integration into global markets by empowering local actors to compete effectively on the international stage.

Export Promotion Center's Vision

- Establish Université La Sagesse as a national and regional center of excellence for export promotion, applied trade research, and SME support.
- Drive Lebanon's economic resilience and sustainable development through enhanced trade performance and global market engagement.
- Serve as a key contributor to Lebanon's broader national strategies on economic diversification, innovation, and international competitiveness.
- Foster public-private-academic collaboration to create an inclusive, dynamic, and forward-looking export ecosystem.
- Build a robust repository of export intelligence and trade data to support evidence-based policymaking, enterprise development, and academic research.
- Inspire a new generation of export leaders, market analysts, and trade policymakers dedicated to advancing Lebanon's position in global value chains.

Strategic Objectives (1/2)

1. Integrating Trade Literacy in Curricula

- Embedding export promotion concepts, trade data analysis, and market research skills within undergraduate and graduate programs to build a future workforce ready for global business challenges.

2. Professional Training and Certification

- Offering tailored diplomas, executive education programs, and certifications in export promotion, market access, and trade policy, designed to meet the evolving needs of SMEs, trade professionals, and government officials.

3. Public-Private Dialogue and Workshops

- Organizing high-impact workshops, seminars, and roundtables focusing on trade facilitation, quality and standards compliance, ESG frameworks, sector clustering, national branding, and circular economy practices.

Strategic Objectives (2/2)

4. SME Support through Export Clinics

- Providing hands-on advisory services, including export readiness assessments, commercial roadmaps, market entry strategies, and matchmaking services to SMEs seeking international expansion.

5. Building a Trade Intelligence Repository

- Developing and maintaining a dynamic repository of export market assessments, competitor analyses, sectoral reports, and best practices to inform businesses, students, and policymakers.

Core Activities

- Conducting detailed **Export Readiness Assessments** tailored to the needs and capacities of SMEs.
- Delivering structured **Workshops, Webinars, Executive Training Sessions** and **Clinics** on all aspects of the export value chain.
- Developing **Sectoral Export Roadmaps** that identify target markets, competitive advantages, and pathways for internationalization.
- Providing in-depth **Market Research Reports**, including buyer identification and product-market fit analyses.
- Supporting **ESG Integration** and promoting **Circular Economy** Principles to enhance competitiveness and sustainability.
- Hosting **Business-to-Business (B2B)** Matchmaking Events, Trade Missions, and Networking Sessions with international buyers.
- Creating **Trade Data Platforms and Intelligence Tools** to provide businesses with actionable insights and real-time market information.

Capabilities

Institutional Strengths and Core Capabilities:

- **Multidisciplinary Trade Expertise:** Multidisciplinary expertise across trade policy, export development, SME competitiveness, economic complexity, and trade facilitation.
- **Academic-Industry Synergies:** Academic rigor seamlessly integrated with applied research, industry collaborations, and real-world case studies.
- **Strong International Linkages:** Strong linkages with Lebanese and international trade organizations, chambers of commerce, industry associations, and government entities.
- **Tailored Sectoral and Market Entry Strategies:** Capability to design customized sectoral analyses, competitiveness diagnostics, export promotion strategies, and market-entry solutions.
- **Focus on Innovation and ESG Practices:** Commitment to fostering innovation, compliance with international standards, ESG-aligned practices, and digital trade transformation.

Potential Partners (1/2)

Strategic Partnership Opportunities:

- **International Organizations:** UNIDO, UNDP, International Trade Centre (ITC), World Bank, OECD - for technical assistance, funding, and global best practices.
- **National Institutions:** Ministry of Economy and Trade, Ministry of Foreign Affairs, Investment Development Authority of Lebanon (IDAL) - for policy coordination and market intelligence.
- **Private Sector:** Chambers of Commerce, Association of Lebanese Industrialists, Business Support Organizations (BSOs), SME clusters - for enterprise engagement.

Potential Partners (2/2)

Strategic Partnership Opportunities:

- **Academic Institutions:** Leading Lebanese universities, regional and global institutions specialized in international trade and development economics.
- **Development Partners:** European Union, USAID, GIZ, French Development Agency (AFD) - for programmatic and financial support.
- **Regional Networks:** Arab Trade Promotion Organizations, Invest Cyprus, Regional Development Banks - for market integration and cross-border collaboration.

Signature Program

Flagship Initiative: Advanced Diploma in Trade Policy, Export Promotion & Market Access

- A comprehensive academic and professional program structured across four modules: Export Policy, Market Entry Strategies, Compliance & ESG, and Trade Logistics.
- Designed for SMEs, students, government officials, trade practitioners, and business service organizations.
- Equips participants with the ability to analyze trade policies, conduct market research, develop strategic export plans, ensure regulatory compliance, and manage international logistics effectively.
- Contributes to building a cadre of skilled trade professionals capable of advancing Lebanon's trade and economic diversification goals.



Export Promotion Center

Fostering Lebanon's Export Competitiveness and Economic Resilience

Thank You