



Lebanon is Looking for Japanese Investment



Nidal Yehya
Ambassador of the Republic of Lebanon to Japan

Ambassador YEHYA arrived in Japan on December 15, 2017 and presented his letter of credence to his Majesty the Emperor of Japan on March 6, 2018. Prior to assuming his duties in Japan, Ambassador YEHYA was assigned ambassador in Sierra Leone (west Africa) and consul general in Egypt and several diplomatic post within the Ministry of Foreign affairs and emigrants of the Lebanese Republic of Lebanon which he joined in 1992.

Brief Introduction Lebanon

Lebanon the country of the Cedar trees, with Beirut its Capital is a country located in the Middle East on the eastern shore of the Mediterranean Sea. It is bordered by Syria and Occupied Palestine. Lebanon's location at the crossroads of the Mediterranean Basin and the Arabian hinterland has helped giving the country a strategic geopolitical importance through the history. The government system is a republic; the chief of state is the president, and the head of government is the prime minister. Lebanon is a member of the League of Arab States (Arab League).

Lebanon, very rich in history and culture was known for being the land of the Phoenician civilization, who proudly achieved to create the first alphabet from Byblos city 4500 years ago, discovered the north pole star and built different cities on the Mediterranean basin.



H.E. President Michel Aoun, addresses the 74th session of the United Nations General Assembly's General Debate, 25 September 2019.

Lebanon at a Glance

If you are looking for a place to invest in the middle East, Lebanon is your best choice in the region. Lebanon's strategic location, free market economy and liberal financial environment have traditionally played a key role in making Lebanon the most favored destination for investors. Its banking secrecy law, the soundness of its banking sector, which rank at par with the performance of banks of major developed economies, and its attractive corporate tax rates have played major role in giving investors the continuous confidence to invest in Lebanon. Its qualified and competitive labor force have reinforced Lebanon as a strategic destination for high-value added investments. Although, the net private wealth in Lebanon reached 232 Bln USD.

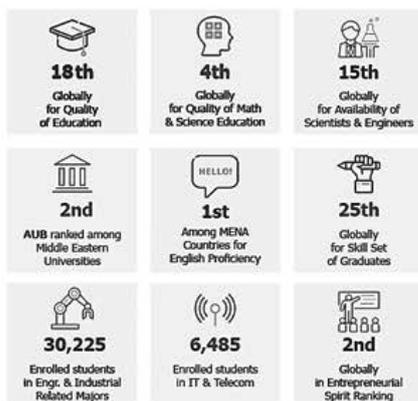
Invest in Lebanon and enjoy the most hospitable MENA destination for business, culture and leisure with a Mediterranean climate, cosmopolitan lifestyle and a variety of touristic attractions and activities across breath-taking natural landscapes. Strategically located at the intersection of Europe, Asia and Africa, Lebanon can provide companies easy access to regional and global markets. Lebanon also boasts state-of-the-art health care services, internationally renowned for the quality medical centers and staff, and a prominent education system with top universities in the Arab world. A historic melting pot for multiple civilizations, Lebanon is a multilingual, Arabic-English-French haven of culture and diversity that is worth the journey.

Lebanon, with its official non-interventionist stance toward private investments, offers one of the most liberal investment climates in the Middle East. The economic openness of the country is harnessed through the absence of legal restrictions on the entry

or exit of many firms, encouraging free market competition and furthering the development of the private sector. Liberal trade and investment policies have allowed foreign direct investments to account for a considerable share of Lebanese GDP.

Why You Should Invest in Lebanon?

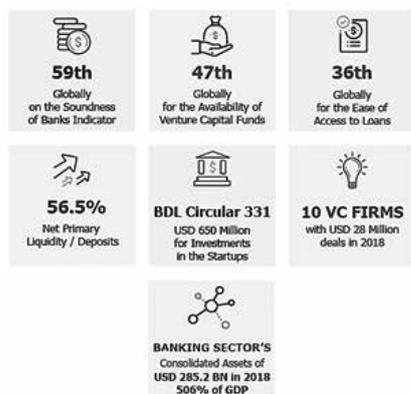
1. Access Talents



2. Easy Access to Regional Markets



3. Favorable Financial System



4. Thriving Business Environment



*UNCTAD B2C E-Commerce Index

5. Appealing Living Conditions



One of the main priorities of the Lebanese Authorities is to enhance and strengthen the economic diplomacy and working on diversifying the Lebanon economy.

We would like to call on the Japanese Private sector to assist in the rebuilding of the Lebanese economy through increased bilateral trade and investments. We, at the Embassy of the republic of Lebanon, look forward to hearing from you. 🇯🇵

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