

JORDAN EXPORTS Newsletter- June 2024

JORDAN EXPORTS (JE) is a public private export institution established to coordinate national exports activities. It is the umbrella organization to design, promote, and develop exports in Jordan, employing innovative, demand-driven approaches to empower and capacitate Jordanian companies, accelerate exports development, increase exports volume, and connect Jordan to the world. We provide you with intelligence on export markets, processes, and finance, conduct export readiness assessments, and support you at trade missions and fairs.

EDITORIAL

The first EU-Jordan Business Forum, “Digital and Green Jordan”, held in Amman in June, shed light on Jordan’s promising sectors for investment and sourcing. The Kingdom’s stability and safety, as well as strong human resources in engineering and ICT were emphasized. Its high level of installed capacity in renewables and the recent upgrade of its credit rating by Moody’s added to the good news. Challenges, such as regional factors and fields where to enhance efforts were not spared.

JORDAN EXPORTS (JE) contributed strongly to the forum, with Dr. Wissam Al Rabadi, JE-Chairman, engaging in the main panel on Jordan’s openness for business, and Eng. Omar Al Qaryouti, JE-CEO, speaking in the thematic session on export potentials.

This newsletter delves into more examples of JE’s strive to connect Jordanian companies to the EU and many other target markets.

Enjoy reading, receive inspiration, and be encouraged to engage with us.

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Your JORDAN EXPORTS Team

JE News & Opportunities

JE Organizes the Jordanian Participation in Distinguished Regional & International Exhibitions

Private Label - PLMA 2024 in Amsterdam

JE organized the Jordanian pavilion in the Private Label Manufacturers Association's **World of Private Label International Trade Show - PLMA 2024** from May 28 to 29 in Amsterdam. Sixteen Jordanian companies showcased their products for 17,000 visitors and amongst 3,000 exhibitors. The Jordanian participation was supported by the USAID Economic Reform Activity.



International Fair of Algiers (FIA 2024)

JORDAN EXPORTS organized the participation of fifteen Jordanian companies in the **International Fair of Algiers (FIA 2024)**, which was inaugurated by Algerian President Abdelmajid Tebboune on June 24. The Jordanian pavilion, opened by H.E. Ambassador Shaker Al-Amoush, covered various sectors, aiming to further strengthen the business ties with Algeria and other attending countries.

JE News & Opportunities

Preparation of a Jordanian Trade Mission to The United States on the Sidelines of The Fancy Food Show 2024



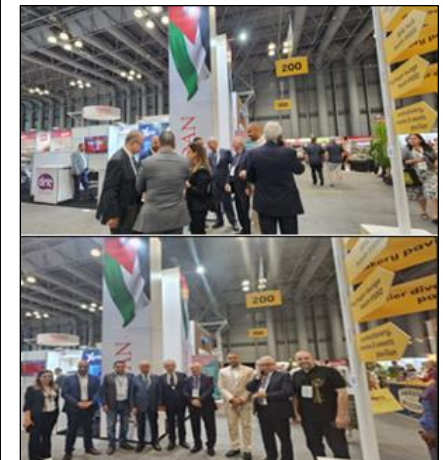
JORDAN EXPORTS (JE), in collaboration with the USAID Economic Reform Activity, organized two **coordination meetings** to thoroughly prepare a trade mission to the United States on the sidelines of the Fancy Food Show 2024. The first meeting took place at JE's premises, the second was held at the Jordan Chamber of Industry (JCI).

These meetings aimed to prepare Jordanian companies by discussing visit programs, appointment schedules, logistics, group communication, and opportunities to expand their network. Key topics included establishing connections with US buyers and distributors, as well as potential technical and legal challenges.

This initiative in particular aligns with Jordan's Economic Modernization Vision, which is advancing economic growth through global export market expansion.

From Jordan to the US: Trade Mission at Fancy Food Show 2024

JE, supported by the USAID Economic Reform Activity, then organized the trade mission for Jordanian companies specializing in food industries to the **Fancy Food Show 2024**, which started on June 23 in **New York City**.



JE News & Opportunities

JE Hosts Key Events on Export Financing

Since getting access to appropriate export financing is identified as one of the major challenges for Jordanian exporters in succeeding in their endeavours, JORDAN EXPORTS (JE) in two events in May put emphasis on export financing matters.

In a **Focus Group Meeting (FGM)** on May 20 at the Association of Banks in Jordan, company representatives from the industrial sector accompanied by some specialists from the services sector discussed "Important Issues in Export Financing". The session was moderated by Dr. Jawad Qasqas, an international advisor and financial management expert, and Mr. Mohammad Al Sarabi, JE's Markets Intelligence Manager. Key discussion points included export readiness requirements, types of financing, recent trends, and specifics about documentary credits. The interactive session brought various insights and most recent provisions which were to be integrated into a subsequent training session.

The following **Capacity Building Training (CBT)** on May 27 at the Association of Banks in Jordan, building upon the prior FGM, went into details of "Export Financing Types and Tools." It aimed to deepen exporters' understanding of export financing mechanisms, improve their financial management, and enhance competitiveness in international markets. Key topics covered included the concept and types of export financing, letters of credit, cost-benefit analyses, and recent trends. Here, Dr. Jawad Qasqas served as the trainer of the session.

The Focus Group Meeting and the Capacity Building Training were made possible with the support of the USAID Economic Reform Activity.



JE News & Opportunities

JE and BPWA Facilitate European Market Entry for Jordanian SMEs



JORDAN EXPORTS (JE) in April in collaboration with the Business and Professional Women's Association (BPWA) hosted experts from Sequa gGmbH, a non-profit organization linked to GIZ and also closely involved with the German Import Promotion Desk (IPD). The experts conducted spot-check visits to several pre-assessed Jordanian small and medium-sized enterprises to verify their eligibility for support and to ensure alignment with European market requirements. The initiative aims to enhance the export potential of Jordanian food products and fresh agricultural produce by connecting SMEs with specialized European buyers in the fresh fruit, vegetables, and natural ingredients sectors. The program is designed to help them meeting European standards and facilitating their market entries. The visit represents a pivotal step towards qualifying for the next phase of the initiative, which will offer opportunities for specialized training, participation in European trade fairs, and potential inbound missions for SMEs. This effort underscores JE's and BPWA's commitment to support Jordanian enterprises in expanding their international reach and in meeting foreign market requirements.

This initiative is made possible in cooperation with the Trade for Employment (T4E) project, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Ministry for Economic Cooperation and Development (BMZ), and the Ministry of Industry, Trade, and Supply.

JE Capacity Building Training on the Importance of Packaging in Export Promotion



JE in collaboration with the National Packing and Packaging Center (JOPACK), on April 24 hosted a training about **“The Importance of Packaging in Export Promotion”**.

The trainer, Yousef Abu Atieh, went into topics such as modern packaging techniques and materials, success factors for export packaging, impacts on product safety and the environment, attracting consumer attention, as well as smart packaging. The 28 participants were made aware of the challenges of meeting required standards to receive market access and about increasing consumer demands for environmentally conscious products.

The trainer showed potentials for cost savings, gaining competitive advantages, and called for collaborative approaches between the exporters.

This Capacity Building Training was made possible with the support of the USAID Economic Reform Activity.

JE News & Opportunities

First EU-Jordan Business Forum: “Jordan Is Open For Business”



The panel discussion and roundtable of the first EU-Jordan Business Forum on June 11, 2024, in Amman was about **“Jordan is open for business: the challenging task of attracting foreign investments while boosting domestic ones”**. The panelists gave plenty of examples of assets of Jordan even in view of a limited domestic market: innovation, illustrated by Jordan having been the first in the region to sign an MoU about green hydrogen; stability, with Moody’s just having upgraded the country’s credit rating; human resources, with promising fundamentals especially when it comes to engineering and information and communication technology. The panel therewith also reflected the general header of the Business Forum, "Digital and Green Jordan: Pioneering the Future of Business".

H.E. Dr. Wissam Al Rabadi, Chairman of JORDAN EXPORTS, in the discussion referred to investors in Jordan going beyond the Jordanian market and exporting from there to other countries, which also is one of the lines of support from JE.

He mentioned the ability of Jordan to provide a substitute for certain disruptions in supply chains due to regional conflicts and emphasized the Kingdom’s strategic location and significance.

First EU-Jordan Business Forum: “Maximizing The Potential Of Jordanian Exports To The EU Market”



In the Business Forum’s Thematic Session about the **potentials of the EU market for Jordanian exports**, H.E. Dana Al Zoubi, Secretary General of the Ministry of Industry, Trade & Supply and Board Member of JORDAN EXPORTS, illustrated success factors of the Jordan-US Free Trade Agreement as potential benchmarks for other agreements.

JE’s CEO Omar Al Qaryouti gave positive examples of intensely prepared matchmakings with European companies and highlighted the Jordan Export Portal (JEP) as a valid tool to reduce the information gap of Jordanian companies towards export markets like the EU. With reference to the EU Green Deal and groundwork done by JE, he also mentioned the importance of taking into account “green” prerequisites and going into given e-commerce opportunities.

Regional & International News Connected to Jordan

Challenging Global Container Freight Rates & Issues on The Red Sea Route

According to data from Statista, global container freight rates during the last one-and-a-half years rose extraordinarily.

Here are some time segments: January 2023: about 2,100*; June 2023: about 1,600*; December 2023: about 1,550*; January 2024: about 3,350*; increasing to over 5,000* towards June/July 2024 (*USD per 40-foot container; rounded from more detailed statista data).



The tensions around the Red Sea pose a further burden for exporters. About 80 percent of goods traded globally are transported via sea routes. Between one-fifth and one-fourth of maritime-traded goods between non-neighboring countries pass through the Red Sea. Using the Cape of Good Hope instead requires an extra 3,500 nautical miles and approximately 1.6 million pounds sterling in fuel and extra costs.

Sources:

<https://www.statista.com/statistics/1440707/global-container-freight-index/>

<https://www.statista.com/topics/12046/impact-of-the-israel-hamas-war-on-shipping-in-the-red-sea/#topicOverview>

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Upcoming

JE to Finalize Export Acceleration Project- Phase 1

JORDAN EXPORTS (JE) provides opportunities for hundreds of potential Jordanian exporters to penetrate various regional and international markets. This commitment is manifested through enabling the companies to participate in inbound & outbound trade missions, supporting them with specialized grants, and facilitating their participation in international trade fairs and exhibitions outside of Jordan. To fulfill its task, JE carries out awareness sessions keeping exporters updated about most recent activities launched by the Ministry of Industry, Trade & Supply and invites companies to trade fairs it identified as valuable for market access, promoting them via its social media and direct communication channels. For these events, JE oversees technical and logistical preparations and fosters an encouraging environment for a wide range of B2B-networkings between Jordanian exporters and international buyers. JE equips its clients with the necessary knowledge to successfully launch their products in global markets.

The JE team of experts is currently finalizing their review of the export studies which were submitted by interested companies and factories for the **Export Acceleration Program**, launched by the Ministry of Industry, Trade and Supply. This process involves assessing these studies to determine which companies qualify for the second phase. Following this assessment, 52 qualified companies will advance to the second phase, where they will receive a grant for certain export-related activities.



JE Organizing Jordanian Participations Soon:

Trade Fair	Date of Implementation	Country- City	Sector
Saudi Agriculture	October 21 – 24, 2024	Riyadh	Agriculture
Baghdad International Fair	November 1 – 7, 2024	Baghdad	General
Saudi Build	November 4 – 7, 2024	Riyadh	Construction
Food Africa	December 3 – 5, 2024	Cairo	Food

Reports & Studies

www.jordanexportportal.gov.jo

On the Jordan Export Portal (JEP): Recent Studies of Food & Non-Food Jordanian Products



Export Expert's View:

How to Benefit from New Trends in B2B Matchmaking?



In today's rapidly evolving business landscape, companies are continuously exploring new ways to expand networks, establish partnerships, and drive growth. B2B matchmaking has emerged as a powerful tool for this, particularly enhancing trade missions by connecting like-minded companies to explore synergies, exchange ideas, and establish mutually beneficial relationships.

Over time, B2B matchmaking developed and advanced. Today, it can even be fully virtual, though on-site meetings still have their benefits. Whichever format chosen, it is essential for successful B2B matchmakings to utilize advanced procedures and data analyses to (pre-)identify compatible partners. It thereby streamlines networking by pre-screening participants and matching them based on predefined criteria. Any such targeted approach saves time and resources, increasing the likelihood of finding compatible partners. B2B matchmaking provides a platform for companies to discover new markets, explore innovative solutions, and capitalize on emerging trends.

This can lead to accessing untapped customer segments or forming strategic alliances. By automating the matchmaking process, companies can focus on building meaningful relationships rather than sorting through numerous leads, accelerating business development and ensuring effective resource allocation.

There are several strategical approaches the companies can use to enhance the effectiveness of B2B matchmaking:

- Integrate automation tools with Customer Relationship Management (CRM) systems to automatically update lead status, schedule follow-ups, and track interactions.
- Use marketing automation platforms to send personalized emails and messages to leads based on behavior, preferences, and engagement history.
- Deploy data enrichment tools to automatically gather additional information about leads from various sources, such as social media profiles and company databases.

Despite its benefits, B2B matchmaking has challenges, including data privacy concerns and ensuring partner compatibility. The success of B2B matchmaking depends heavily on the quality of the procedures and data analyses. Investing in robust technology solutions and partnering with reputable matchmaking platforms is crucial. B2B matchmaking's role in enhancing trade missions and facilitating strategic partnerships makes it an essential strategy for companies looking to thrive in the digital age. B2B matchmaking is about building lasting relationships. By connecting companies with shared values, complementary strengths, and aligned objectives, it lays the foundation for enduring partnerships that drive sustained growth and innovation.

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