

# JORDAN EXPORTS Newsletter August 2023

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JORDAN EXPORTS (JE) is a public-private export institution established to coordinate national export 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 export development, increase export 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

An initial and essential step in a Jordanian exporter's "export journey" is to clarify the enterprise's export readiness. Only if the (potential) exporter knows where standing within the exporting process and its requirements, the right measures can be taken to come to successfully conclude the exportation. JORDAN EXPORTS (JE) is processing an ever-increasing number of Export Readiness Assessments. Jordanian entities being interested in exporting can conduct an Export Readiness Self-Assessment through a tool that is available on the Jordan Export Portal (JEP). Additionally, JE provides on-site assessments and consultancy for companies that are involved in various funding procedures, or which are in a stage where detailed export readiness scrutiny makes sense. The increasing number of assessments also helps to identify Jordanian businesses' requirements by specific regions and sectors. So, several of the activities which you find in this Newsletter are driven by previous Export Readiness Assessments.

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

Your JORDAN EXPORTS Team

## JORDAN EXPORTS News & Opportunities

### Trainings to Prepare Companies for their Export Journey: From Export Marketing and Promotion to Export Financing

Within the framework of JORDAN EXPORTS' (JE) capacity building activities, JE has started carrying out a series of training workshops for (potential) Jordanian



exporters. The trainings aim to increase the participants' knowledge and readiness in terms of exporting goods and services. A training in June was held in cooperation with the Jordan Loan Guarantee Corporation (JLGC) and facilitated by the Jordan Chamber of Industry and the Association of Banks in Jordan. It focused on specific aspects of export financing, revealing types of export risks and conveying knowledge about how to mitigate credit risks in international trade and how to deal with Export Credit Insurance and Letters of Credits (LC). The training highlighted the benefits of Risk Guarantee Insurances and of applying for loan guarantees, in order to facilitate access to financing, support national economies, as well as to help creating new job opportunities whilst enhancing financial inclusion.



The session built upon a former training from May, which had highlighted "International Trends in Exports Marketing and Promotion" and was held at the Jordan Chamber of Industry- EJABI center. On that occasion, certain basics of exporting, such as how to explore export opportunities and challenges of international markets were tackled. The participants went into modes of market research, stressing unique selling propositions, and developing export marketing mix and plan.

### Focus Group Discussion about Export Risk Guarantee and Export Financing

JORDAN EXPORTS (JE) in cooperation with the Jordan Loan Guarantee Corporation (JLGC) arranged for a focus group discussion (FGD) with exporters from the Industrial sector at the Association of Banks in Jordan, supported by the Jordan Chamber of Industry. Participants in a vivid discussion emphasized the crucial need for improved access to export finance, identifying issues with several - even regional - export markets, as well as costs and procedures which are involved. With respect to their interest in detailed export markets' information, JE pointed out examples in the Jordan Export Portal (JEP), <https://jordanexportportal.gov.jo/>.

*" The Capacity Building and the Focus Group Discussion were made possible with support from the USAID Economic Reform Activity."*



### JORDAN EXPORTS News & Opportunities



#### **JE and int@j Sign MoU to Enhance Jordanian Services Exports to Global Markets**

JORDAN EXPORTS (JE) and the Information and Communications Technology Association - Jordan (int@j) signed a Memorandum of Understanding (MoU) at JE to enhance the cooperation between the two institutions to develop, improve, and promote for Jordanian exports and increase their shares in the regional and international markets. The two parties agreed on their commitment to support Jordanian exports and SME's and increasing (potential) exporters' awareness through implementing activities and workshops in relevance with export and exchanging data. They also agreed that they will promote each party's services through possible promotional and communication means, in addition to various other points documented in the MoU.

#### **Customs Procedures at the Heart of a Capacity Building from JE together with Jordan Customs**



JORDAN EXPORTS in cooperation with Jordan Customs carried out a capacity building activity in Aug 2023 for (potential) exporters at Jordan Investors Association, illustrating recent developments in customs procedures and providing background on commercial terms which are commonly used in international trade and involved contracts. Jordan Customs contributed with several highly experienced experts went into topics such as temporary entries, exports from development zones, customs values and duties calculations, besides the implications of using INCOTERMS.

*“The capacity building was made possible with support from the USAID Economic Reform Activity.”*



## JORDAN EXPORTS News & Opportunities

### Launching Introductory Campaign about the Jordan Export Portal (JEP) in the Jordanian Governorates



To familiarize exporting companies and their supporters with the wide range of information provided in the JEP, JORDAN EXPORTS (JE) has started introducing the portal directly in Amman and other governorates, such as Irbid, Zarqa'a, and Aqaba. Links:

<https://jordanexportportal.gov.jo/> ,

<https://jordanexports.io/jordan-trade-portal2/>

### A Panel Discussion on Clean Production

JORDAN EXPORTS (JE) joined a panel discussion about cleaner production tools and methods in Small and Micro Enterprises. The event was organized by the Royal Scientific Society and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to discuss cleaner production tools and methods in small and micro enterprises.



### JORDAN EXPORTS with Support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Launches Awareness Videos on Jordan's Free Trade Agreements

JE in cooperation with GIZ has launched a series of videos on Free Trade Agreements (FTAs). These explanatory audiovisual aids are disseminated through JE's social media and the Jordan Export Portal (JEP). Jordan's FTAs are crucial facilitators for Jordanian exports into the covered countries pages to raise (potential) exporters awareness about free trade agreements, and the most important countries that signed such agreements with Jordan to facilitate the export process outside Jordan. Here is an example: <https://fb.watch/mpzVJnyldx/>

### JORDAN EXPORTS Expands its Staff to Achieve Better Export Promotion

JORDAN EXPORTS has recently expanded its staff by adding 7 new employees to the JE team. The expansion has come to strengthen the institution's capacity and performance in export promotion. The expansion is implemented through a grant from the USAID Economic Reform Activity, which was signed in March 2023 to enable JE to fulfill its pivotal role in export promotion under the Industrial Development Fund and in implementing the National Export Strategy. The new staff took part in an orientation workshop on gender equality, social inclusion, communications, monitoring and evaluation responsibilities at the USAID activity office to ensure that the new team will work at JE in a way that meets its goals and achieves its vision.

## JORDAN EXPORTS News & Opportunities

### How to increase Jordanian exports from the Plastic Industries?

JORDAN EXPORTS (JE) held a meeting in August with company representatives from the plastic and rubber industries sector. The meeting discussed ways to increase the exports of the plastic industries sector in Jordan, and the significance of taking such a step in pushing the wheel of the local economy forward. The meeting also touched on the most important needs of the plastic and rubber industries sector in Jordan in terms of information, studies, and new opportunities to increase the chance of its participation as a serious competitor in international markets and international fairs.



### JE Paves Promising Ways for Exporters through the Participation in International Fairs



SAMA Farms Company for  
Dates Production

**“During our participation in Qatar AgriteQ 2023 Fair, our company was lucky to have the opportunity to enter the Qatari Market and we were able to deliver our products of dates to Qatari consumers. I would like to thank JORDAN EXPORTS for their brilliant organization of the Jordanian pavilion and for their support to enable us explore and benefit from new markets which we have never entered before”.**

Abdulkareem Abu Slayyeh, Vice President of the Jordanian Agricultural Cooperative Dates Association,  
A participant at Qatar AgriteQ 2023



JORDAN EXPORTS is committed to give promising opportunities to hundreds of Jordanian (potential) exporters to enter different regional and international markets by facilitating their participation in international fairs and exhibitions outside Jordan. As part of its commitment, JE invites companies to fairs that it deems valuable by advertising for them on its social media pages and through direct communication. It also supervises technical and logistical preparations, issues promotional materials, and offers an encouraging environment for B2B networking between Jordanian participants and international traders and businesses during fairs. In the last three months, JE supervised the Jordanian pavilion in several international fairs such as, APAS Show 2023, Private Label PLMA 2023, and International Algiers Fair 2023.

### Upcoming Exhibitions

#	Event	Date	Location
1.	Hospitality Qatar	6-8/ November/ 2023	Doha- Qatar
2.	Saudi Build	6-9/ November/ 2023	Riyad- Saudi Arabia
3.	Baghdad International Fair	1-10/ November/ 2023	Baghdad- Iraq



Baghdad International



Saudi Build



Hospitality Qatar

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## Export Expert's View

### Urgent Need for Jordan to Create HS Codes for its Unique Dead Sea Products

Mohamad Al Sarabi, Markets Intelligence Manager/ JORDAN EXPORTS



HS codes or Harmonized System codes are standardized international codes used for the classification of goods traded globally. Assigning HS codes for the Dead Sea products can benefit Jordan in various ways as it helps in facilitating trade, expanding market access, and promoting the country's unique products in the global marketplace, based on the following:

1. International trade facilitation: HS codes are used worldwide to classify goods traded internationally. By assigning specific codes to Dead Sea products, Jordan can ensure smooth customs procedures and facilitate trade with other countries more efficiently.
2. Market access and promotion: Having HS codes for Dead Sea products can help Jordan access new markets and promote its unique products globally. These codes provide clarity and transparency regarding the product's nature, enabling potential buyers to identify and understand the nature of these specialty items.
3. Standardization and regulation: HS codes provide a standardized classification system for goods, ensuring consistent product identification globally. When the Dead Sea products holds specific codes, the products' quality, safety, and authenticity will be regulated, protecting consumer interests, and enhancing their trust.
4. Data collection and analysis: HS codes allow for the systematic collection and analysis of trade data related to Dead Sea products. This information can be utilized by policymakers and industry stakeholders to monitor trends, evaluate market potentials, and formulate targeted strategies for the growth and development of the sector.
5. Intellectual property protection: Assigning HS codes specifically for Dead Sea products can aid in protecting the intellectual property associated with these products. By clearly identifying them as unique goods from the region, potential trademark infringements or counterfeits can be easily detected and addressed.
6. Benefit from preferential trade agreements: Many countries have preferential trade agreements based on HS codes. By categorizing Dead Sea products with the appropriate HS codes, Jordan can take advantage of lower tariffs or other trade benefits offered to specific product categories under these agreements.
7. Trade statistics and monitoring: HS codes provide a uniform system for tracking and reporting trade statistics. Jordan can use these codes to monitor the volume, value, and destination of its Dead Sea product exports, which can help in assessing the economic impact of the industry and identifying areas for improvement.
8. Market research and analysis: HS codes enable better market research and analysis by categorizing the various Dead Sea products according to their properties and uses. This information can be utilized to determine market demand, identify potential product niches, and develop targeted marketing strategies.
9. Non-tariff barriers reduction: Some countries impose non-tariff barriers, such as import licensing requirements or health and safety regulations, on specific product categories. Having HS codes for Dead Sea products can help Jordan navigate and comply with these barriers, ensuring a smoother trading process.
10. Brand recognition and differentiation: Assigning HS codes to Dead Sea products can contribute to building the reputation and identity of these products in international markets. Specific codes act as a recognizable symbol of the unique qualities associated with Dead Sea products, further enhancing their marketability and branding efforts.

### Reports & Studies

**Are You Ready to Export Your Products? Before Saying "Yes", Explore This!**

JORDAN EXPORTS is committed to publish reports and studies in the Jordan Export Portal (JEP) about potential countries to export to and selected products whose opportunities in the international markets are promising. These reports can be accessed for free. JE during the last three months concluded (40) reports and studies, publishing the non-customized of them in Arabic and English on the JEP and additionally circulating many of them through its social media pages. To know more about export opportunities of certain products and in certain countries, click on the link of the JEP: <https://jordanexportportal.gov.jo/>

Or use this link which takes you directly to them: <https://jordanexportportal.gov.jo/pages/130-market-information?tab=1>

