

# JORDAN EXPORTS Newsletter December 2023

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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

JE is advancing the Export Acceleration Program that aims to help 150 SMEs operating in the industrial sector and in all governorates of Jordan to obtain necessary information about target markets and empower them to enter these markets by raising their export readiness and leveraging their competitiveness. The program was launched by The Ministry of Industry Trade and Supply on Nov 14, 2023, and will be implemented by JE. Implementation will be in two phases: first, obtaining financial support for the preparation of market studies for targeted exports after meeting certain reference conditions; second, receiving support for the implementation of export plans in the targeted markets.

To facilitate applications, JE has conducted several info sessions in different governorates to explain the program to SMEs. In the meantime, JE is receiving applications from interested SMEs.

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

Your JORDAN EXPORTS Team

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## JORDAN EXPORTS News & Opportunities

### European Markets Access and Business Linkages Project



22 Jordanian companies from Fresh Produce and Natural Ingredients supported by JE and the Business and Professional Women Association-Amman (BPWA) successfully applied for a Sequa-program, which – amongst providing further assistance like training and individual advice – comprised a Study Tour to the Netherlands and Germany for companies which are at an early exporting stage, as well as participations in the renowned ANUGA and Fruit Attraction trade fairs for companies which are at a more advanced exporting stage.

#### Study Tour:

The Study Tour provided valuable insights and contacts with wholesalers, retailers, and advisers, as well as on-site visits

of distinguished facilities like the Perishable Center of Frankfurt Airport or the Food Center in Amsterdam.

#### ANUGA trade fair for Natural Ingredients:

Jordanian companies exporting fruits and natural products such as dates, olive oil and tahini products joined the Import Promotion Desk at the ANUGA 2023 trade fair in Cologne/Germany, which is a world lead exhibition for the sector.

#### Fruit Attraction trade fair for Fruit and Vegetables:

Jordan produces high-quality fruits and vegetables, and “Fruit Attraction” is one of the main exhibition and networking platforms to promote this. The Jordanian companies joining the Import Promotion Desk set-up in Madrid benefited from a wide range of B2B-matchmaking, presentation opportunities and potential sales contacts.

*The Jordanian participation is supported by Sequa gGmbH in the frame of the Trade for Employment (T4E) project, implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and co-financed by the Kingdom of the Netherlands.*



## JORDAN EXPORTS News & Opportunities

### Training, Workshop, and Focus Group Discussion



#### **JE Delivered a Training Workshop about International Export Pricing Strategies**

After recent training on “International Trends in Exports Marketing and Promotion”, on “Export Risk Guarantee, insurance, and export financing methods”, and on “Customs procedures for exports and international commercial terms”, JE in October in cooperation with the Irbid Chamber of Industry organized a training on “International Exports Pricing Strategies” at Al Hassan Industrial Estate. Crucial drivers for the pricing, such as costs of logistics, freight, and packaging, as well as covering risks and financing were shown; the right marketing mix and variations between different target markets were considered.

#### **JE Organized a Focus Group Discussion about “Sea Transport and Logistics from Jordan.”**

JE organized a focus group discussion (FGD) at the Association of Banks in Jordan, entitled “Sea Transport and Logistics from Jordan”. The FGD was implemented in cooperation with Jordan Customs, the Aqaba Development Corporation (ADC), and the Aqaba Container Terminal (ACT), in the presence of Jordanian exporters and industrialists from different sub-sectors.

The FGD threw light on important services related to sea transport operations, export opportunities, as well as potential solutions for export challenges. It also presented practical support offered by Jordan Customs, such as newly developed e-export procedures.

#### **A distinguished Jordanian participation organized by JE in SAUDI BUILD 2023**

JE has organized the Jordanian participation in the Saudi Building trade fair from Nov 6-9, 2023. The exhibition is considered a focal point for many tenders, assignments, and trade activities for the construction, engineering, and chemical sectors in the lucrative KSA market.

35 countries participated, representing more than 621 companies, including 15 specialized and pioneering Jordanian companies in the fields of stone and marble, paints, insulation materials, doors and windows, iron and construction industries, refrigeration, construction and electrical supplies, office and kitchen furniture, packaging and building materials.



*This training workshop, focus group discussion, and trade fair participation were made possible with support from the USAID Economic Reform Activity.*

## JORDAN EXPORTS News & Opportunities

### JE and JAPCO Sign a Memorandum of Understanding to develop National Agricultural Products Exports:

JE and the Jordanian Palestinian Agricultural Products Marketing Company (JPACO) signed a memorandum of understanding (MoU) to enhance and develop the exporting Jordanian-Palestinian agricultural products into the global markets. Signing this MoU follows a plan to develop joint export mechanisms, increase exports, and enhance the capacity of the national economy.

The MoU was signed by JE's CEO, Eng. Omar Al-Qaryouti, and the General Manager of the Jordanian-Palestinian Company, Mr. Alaa Al-Din Abu Al-Khair in the presence of Her Excellency Mrs. Dana Al-Zoubi, Secretary-General of the Ministry of Industry Trade and Supply, His Excellency Eng. Muhammad Al-Hayari, the Secretary-General of the Ministry of Agriculture and the Chairman of the Board of Directors of JAPCO, and His Excellency Dr. Wissam Al-Rabadi, the Chairman of the Board of Directors of JE.



It is noteworthy that the Jordanian Palestinian Agricultural Products Marketing Company (JAPCO) is a company owned by the governments of the Hashemite Kingdom of Jordan and the State of Palestine.

### JE Info Sessions: Sessions to Educate Applicants about the “Export Acceleration Program” Application Process

As part of its continuous role to leverage the national economic growth, the Ministry of Industry, Trade and Supply launched the “Export Acceleration Program” on Nov 14, 2023; a program that aims at assisting 150 SMEs operating under the industrial sector to obtain necessary information about the regional and international markets that best fit their products. The program also aims at empowering the SMEs to enter such markets by raising their export readiness and leveraging their competitiveness. This program is planned to attract SMEs from all Jordanian governorates. Therefore, JE engages to increase Jordanian (potential) exporters’ their knowledge and awareness regarding this program. Hence, JE carries out 3 info sessions in different governorates: Amman, Zarqa, and Irbid. Through its professional technical team, JE explained to the attendees the program phases of implementation, the documentation needed, the time needed for application, and further conditions SMEs must meet. It is worth mentioning that the implementation of the Export Acceleration Program will be in two phases: obtaining financial support for the preparation of market studies for targeted exports after meeting certain reference conditions; and receiving support for the implementation of export plans in the targeted markets.



## JORDAN EXPORTS News & Opportunities

### JE Arranges A “Green Trade” Workshop to Adopt Green Trade Practices



Since green trade has become an essential element for economic growth and meeting global market requirements, JE implemented a workshop on the topic. This aimed to integrate green trade practices into business strategies for companies and institutions related to the food industry, considering green trade today is recommended to be practiced for economic growth, besides its role in achieving sustainable health.

The workshop included three main themes: 1. green trade definition and the possibility of implementing it in Jordan, 2. green trade standards and certification, and 3. sustainable food packaging. It also saw vivid discussions and the exchange of valuable experiences among attendees; they talked about opportunities regarding green practices, and tried to create new ways of cooperation among them that would move them forward.

In his opening speech for the workshop, the CEO of the JE, Engineer Omar Al-Qaryouti, stressed the importance of green trade and its role in opening new horizons for Jordanian exporters and traders outside the Kingdom, indicating that this type of trade has today become a major part of the requirements of global markets. He also stressed that the Jordan Export Platform (JEP) is an important online portal to enrich (potential) exporters with valuable information about trade and export.

*This workshop was 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 Kingdom of the Netherlands.*



## JE's Services for Jordanian Exports:

### Studies to Identify the Opportunities of the National Products in Global Markets

*In an Interview conducted with JE CEO Eng. Omar Al-Qaryouti to talk about most recent services and activities the company provides:*

JE has started preparing and implementing specialized studies on many markets to explore opportunities for national products, with the aim of increasing and diversifying national exports, according to the company's CEO, Eng. Omar Al-Qaryouti. Al-Qaryouti pointed out that the most important studies that are currently being worked on revolve around 5 markets: America, Netherlands, Australia, South Korea, and China, to learn about realistic opportunities for various industrial sectors, introducing Jordanian exporters to these markets, and the requirements needed to enter these markets. He also emphasized that the studies will be based on realistic figures, and information, as well as practical and direct data on those markets.

"JE has prepared 40 secondary studies on 40 Jordanian products, clarifying everything related to the product's export opportunities and international standards and requirements related to this product, to strengthen the knowledge of Jordanian exporters in many markets," said Al-Qaryouti. In addition, he pointed out that JE has also prepared 5 new factsheets on 5 products to enhance exports and enter new markets via e-commerce, especially after the launch of the Jordan Export Portal (JEP), a comprehensive platform for national exports, which works to provide information on the Arab, regional and global markets, and to assist (potential) exporters in widening their knowledge.



Regarding the Export Promotion program of the Industrial Support and Development Fund, which is implemented by JE, Al-Qaryouti pointed out that 236 applications from companies wishing to benefit from the program were received. 120 companies were evaluated on paper, while evaluation visits were made to 90 companies. As a result of evaluations, 75 companies were selected and the lists were sent to the Ministry of Industry, Trade and Supply, to complete the evaluation procedures and provide support to these companies.

Al-Qaryouti stressed that JE is working within clear plans to increase and diversify national exports in line with the government program for the Economic Modernization Vision and the National Export Strategy through studies on markets, supporting participation in exhibitions and providing technical support to factories to increase their export capabilities. He pointed out that JE has worked since its inception to help more than 127 companies participate in exhibitions, organize the Jordanian pavilion in 11 international exhibitions, and support the participation of the private sector in international exhibitions.

He pointed out that the company also registered 199 exporting companies through the export platform launched by the company and provided information about 350 products issued by these companies, pointing out that there are 61 users of the initial assessment tool for export readiness, and the publication of 50 studies on global markets and Jordanian products that have export opportunities, as well as the publication of 10 studies on e-commerce for global products and markets, and the launch of awareness campaigns to benefit from the free trade agreements that tie the Kingdom with many countries of the world.

He pointed out that the company also launched other programs to build the capacity of Jordanian exporters; it trained 107 people from 75 exporting companies, held 6 export workshops, and 3 discussion sessions on topics of interest to exporters, attended by 129 participants. In addition, JE conducted 3 study tours to the Netherlands and Germany to inform exporters about ways to enter European markets and introduce them to standards and other interesting export matters.

## Upcoming

**JE is eager to provide top-notch trade fair support services to Jordanian exporters.**

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Nonetheless, JORDAN EXPORTS cannot guarantee accuracy and/or completeness, and cannot be held liable with regards to the use of the information.



Abdullah Al Tayeh, CEO of Highland Agricultural Investments Ltd., says of his participation in the Fruit Attraction 2023 exhibition:

**“JORDAN EXPORTS played a major role in supporting and facilitating our participation in this trade fair; it sent us a team of experts to evaluate our farms, and provided our team -through specialized companies- with quality training and consultation, besides building the team technical capacity”.**



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 buyers and businesses during fairs. JE seeks to do so through leveraging the skills of Jordanian (Potential) buyers and equip them with the necessary knowledge that is needed to make them ready to launch their products in global markets.

#	Exhibition	Country- City	Date	Sector
1.	Big 5 Construct Saudi	KSA- Riyadh	Feb. 26-29, 2024	Food and agricultural
2.	LEAP 2024	KSA-Riyadh	Mar. 4-7, 2024	Textiles
3.	FHA Food & Beverage/ Singapore 2024	Saudi Arabia- Riyadh	Mar. 23-26, 2024	Construction

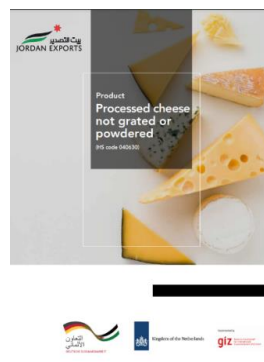
## Reports & Studies:

### JE Launched Factsheets, Reports, and Studies Different Products and Different Potential Countries

Factsheets of products and countries have been launched on Jordan Export Portal (JEP) under the "e-Commerce" gate. Here are some examples:



Reports and studies have been launched on Jordan Export Portal (JEP), under the "market Information" gate. Here are some examples:





## Export Expert's View:

### Some “add-ons” to Help Jordanian Exporters

Whilst JE is offering diverse support to Jordanian exporters, ranging from Export Readiness Assessments to market intelligence provision to participation in trade fairs and missions, additional benefits could be generated through mobilizing players which are already operating successfully in target markets. Companies can assist each other in penetrating markets. Often, it is bigger ones helping smaller ones. A known export practice for this is the so-called “piggyback export”.

There are big Jordanian exporters such as the Arab Potash Company (APC) or the Jordan Phosphate Mines Company (JPMC) which have representative offices in Sao Paulo or other significant engagement in business locations being of interest to other - smaller - Jordanian enterprises.

Provided that the SMEs are fulfilling the requirements of their bigger counterparts in terms of quality, integrity, integrability or similar criteria, they could be taken by the hand through getting introduced to partners and clients or involved in service provision or other delivery.

Reputable Jordanian protagonists with offices abroad may even add “export desks” to their locations. These could serve to disseminate information about Jordan as a business hub - a source of valuable products and services. Remember the “EXTRAJORDANARY” tourism campaign? - How about this to advertise excellent Jordanian supplies? Costs incurred might be covered through various resources from beneficiaries, public funds, or other means. Business support organizations could gather attractive offers from Jordanian exporters and promote them through such schemes. And bigger players could facilitate consolidation, i.e. the combination of smaller shipments into (consolidated) larger loads, since they are shipping “anyway”.

Most importantly, not to rely on whichever kind of official support, but to activate all potential means of entering promising markets. It's pressing, since many supply chains are currently put to the test and geopolitical disruptions are opening opportunities for not-yet-established contributors. The time is now!

*Oliver Regner*  
JORDAN EXPORTS  
Export Marketing Director

## Did you know

### ... that Jordan is the world's top exporter within one of the nine nitrogenous fertilizers' classifications?

Worldwide fertilizer exports are huge, showing USD 132 billion in revenue, with nitrogen comprising over two fifths of this. The nitrogenous fertilizer industry is critical to keeping the planet fed. Nitrogen is also the most widely used and most cost-effective of “Big Three” nutrients which also include phosphorus and potassium.

Amongst the nine nitrogen fertilizer classifications, Jordan focuses on one, which is “Nitrogenous fertilizers, mixes, nes, pack >10 kg” under HS-code 310290. Whilst worldwide exports here stand at USD 1.21 bn, Jordan's part is 443.1 mn in value. The world's biggest importer of this commodity is Brazil with USD 172.7 mn's worth.

Are you interested in more details? The trade-focused product report “Mineral or chemical nitrogenous fertilizers HS Code 3102” from JORDAN EXPORTS (JE) will be published soon on the Jordan Exports Portal (JEP): <https://jordanexportportal.gov.jo/pages/130-market-information>.



### PS Note: JE is Preparing to Launch New Services:

**Stay tuned for the new JE services that will be launched and announced for at the beginning of 2024:**

-  JORDAN EXPORTS Club.
-  Potential Buyers and Markets Report Service.