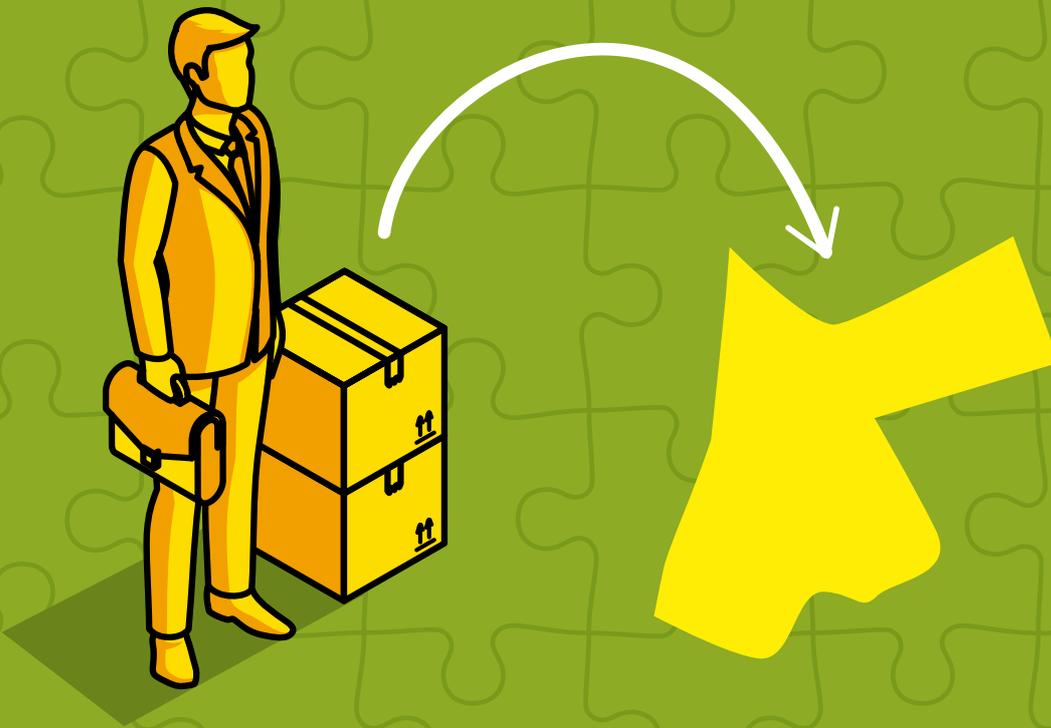


INBOUND TRADE MISSION

SERVICE FACTSHEET



This inbound trade mission factsheet is designed to support Jordanian companies in their interest to register for and participate in trade events, fairs and networkings that take place in Jordan. Inbound trade missions are defined as organised international visits from abroad, led by governmental officials, industry associations or economic development organisations to Jordan. In addition to its mission leaders, the delegation consists of foreign firms and representatives, holding pre-arranged meetings with Jordanian companies and conducting further exploratory or networking activities. In view of the global pandemic virtual formats are increasingly replacing or adding to such arrangements.

This factsheet highlights the services available to Jordanian companies and certain providers for such support.

1 THE JORDANIAN EXPORT FRAMEWORK

The national framework for export assistance is currently supported by many public, semi-governmental and non-governmental organisations. To facilitate access to these valuable services, Jordan Exports was established as a primary contact for (potential) exporters. Jordan Exports can steer any interested Jordanian company through the complexity of export requirements and supporting organisations.

The general framework is given by the Ministry of Industry, Trade and Supply, which is mandated to organise, regulate and control the internal and external trade sector, having a pivotal role in strengthening the national economy to improve the lives and prosperity of Jordanian citizens.

Jordan Exports, as a newly established public-private export institution, is responsible for orchestrating and coordinating export services in Jordan, as well as promoting Jordanian exports globally. It provides technical and advisory services for Jordanian companies to improve their export readiness, discover international markets, and develop a useful network to enhance export sales. It organises participation in international trade fairs and business missions.

It streamlines and facilitates assistance by other worthwhile Business Support Organisations, like the Exports and Exhibitions Department of the Investment Commission, which introduces national exports into foreign markets, or the Jordan Enterprise Development Corporation (JEDCO), the Jordan Chamber of Industry (JCI), the Amman Chamber of Industry (ACI), the Jordan Exporters Association (JEA), the Business and Professional Women Association (BPWA) and the East Amman Investors Industrial Association (EAIIA).

2 WHAT IS THE INBOUND TRADE MISSION SERVICE?

The inbound trade mission service encompasses a wide range of support for Jordanian companies in receiving information and assistance regarding trade events, fairs and exhibitions, as well as exploratory trade missions within Jordan. Much of this can also be arranged through virtual formats.

Depending on the requirements of the companies and the offers in Jordan the service can comprise:

- ▶ Organisation or facilitation of travel and on-site transfer.
- ▶ Information, contacts, registrations regarding fairs, exhibitions or events.
- ▶ Support regarding promotion, marketing, mailings, press releases, etc., in favour of participants.
- ▶ Arrangement or facilitation of visits of companies and/or relevant institutions.
- ▶ Arrangement of briefings, meetings and side-events.

- ▶ Translators and interpreters.
- ▶ Potential information and support regarding funding possibilities of support programmes.

For inbound trade events, the complete supply chain targeted industry shall be invited to attend, i.e. raw material providers, manufacturers, sales intermediaries/agents/importers, and retailers.

Jordan Exports, in collaboration with other service providers, shall regularly announce inbound trade missions and provide information on relevant fairs, exhibitions and events in Jordan, including notes on eligibility criteria, registration requirements, etc.

These announcements include date, venue, costs, deadline to submit the application, etc.



Usually, an inbound trade mission is organised after receiving an official request from a Jordanian Consulate abroad, which receives requests from foreign companies or business associations who want to explore the Jordanian market. The priority for organising these missions depends on many factors, including markets with free trade agreements in place with Jordan, markets that are considered to have low tariff and non-tariff barriers to entry, markets with strong sales potential for Jordanian companies, or any new market that has not been developed yet.

Selection to participate in an inbound trade mission depends on multiple evaluation factors including:

- ▶ Business industry/sector matching selected business industry/sector for the mission.
- ▶ Product quality competitive in international markets.
- ▶ Packaging and labelling meeting international market requirements.
- ▶ Availability of technical equipment, quality control systems, necessary certificates such as FSSC, ISO, etc.
- ▶ Logistical solutions and delivery terms to export market.
- ▶ Ability to compete in selected market.
- ▶ Previous export experience.
- ▶ Marketing and communication skills.
- ▶ Information and promotional material e.g. catalogues, brochures, website, etc.
- ▶ Sufficient finance to handle export orders.
- ▶ English-speaking and experienced staff for customer communication.
- ▶ Sufficient available production capacities to fulfil possible export orders.

Many of these criteria are evaluated based on results of an export readiness assessment. This is a mandatory condition for participation in an inbound trade mission.



QUICK TIP

Export Readiness Assessment is an in-depth evaluation used to identify the export readiness and capabilities of a company to export to specific markets, and indicating areas of improvement to be tackled by the management of the company.

Several organisations provide Export Readiness Assessments, e.g. the Jordan Enterprise Development Corporation (JEDCO) and the Amman Chamber of Industry.

Jordanian companies that are selected to participate in a government-funded, or by other means supported, inbound trade mission will usually be required to provide preparatory contributions such as:

- ▶ Marketing and promotional material, like company profile brochures or input for a comprehensive business mission brochure, which presents all participants and their offers, contact and acquisition wishes.
- ▶ Product/services catalogues, also including e.g. certificates and references.
- ▶ Major business interests and requirements. These may vary significantly from one company to another; some may be searching for direct exporting to their target market through agents or distributors, others might wish to go through buying agents, own ventures or other means.

Meetings or webinars will be organised to brief the Jordanian companies on the trade mission, typically including:

- ▶ Objectives and expected results.
- ▶ Economic, social and political data of the target market.
- ▶ Business etiquette.
- ▶ The trade mission agenda and meeting arrangements.
- ▶ Costs for participation.



During physical trade missions, the Jordanian companies will be supported on-site e.g. as follows:

- ▶ Facilitation and organisation of B2B meetings.
- ▶ Arranging site visits.
- ▶ Logistical support such as hotel arrangements and transfers.
- ▶ Support regarding e.g. spaces, stands, repacking.
- ▶ Touristic tours (if any).

The team will also facilitate and organise B2B meetings, factory site visits by the foreign participants where required, etc.

Participants are expected to provide feedback at the end of the trade mission, which is important to further enhance and improve the service.

As for virtual variants, participants shall be aware that many of these may not yet be as sophisticated as traditional physical offers.

Announcements shall be made to inform companies of the selection criteria for participation in trade missions.

If you have a request, please do not hesitate to contact Jordan Exports for further information, which can be reached through:

3 EXPORT SERVICES PROVIDERS

As a Jordanian Company, you are entitled to benefit from all export services that are provided by various supporting organisations. Jordan Exports gladly serves as your primary contact and facilitator for providing

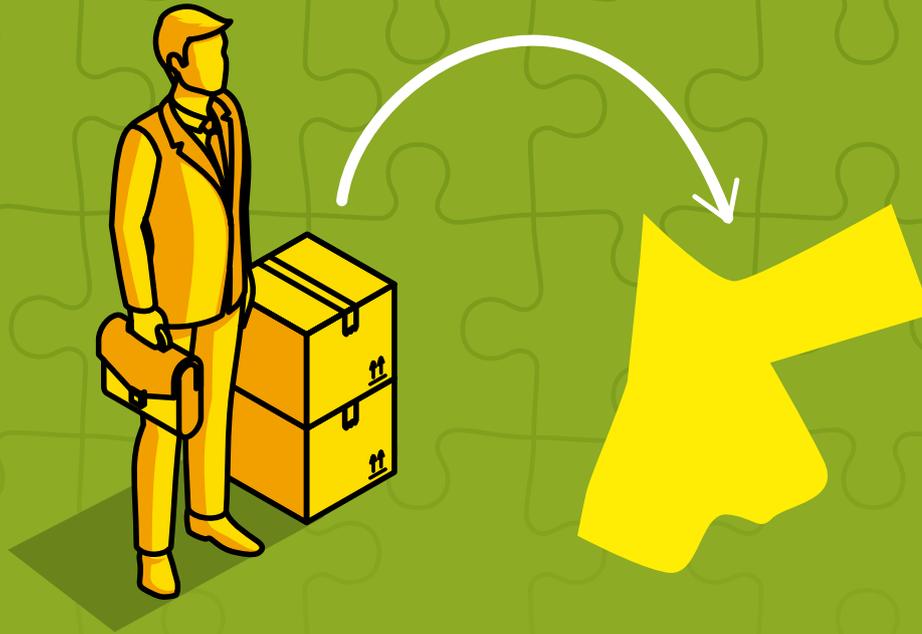
assistance itself and access to further support.

The table below shows some of the most important supporting organisations:

| Organisation | Export Services (examples) |
|---|--|
| Jordan Exports | Primary contact for export support, facilitation and promotion; also providing access to further service providers |
| Amman Chamber of Industry | Export Market Information Services, Export Readiness Assessment, Membership Services |
| Jordan Chamber of Industry | Trade Mission Services in Jordan, Membership Services |
| Business and Professional Women Association | Export Market Information Services for specific target groups, Membership Services |
| Jordan Exporters Association | Trade Missions outside of Jordan, Membership Services |
| Jordan Enterprise Development Corporation | Export Readiness Assessment |

You can contact Jordan Exports directly to enquire about the above services by walk-in, telephone (+962 6 5777710) or email (info@jordanexports.jo).





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Implemented by

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