



JORDAN EXPORTS (JE) is a public-private export institution established to coordinate national export activities. It is the umbrella organization to design, develop and promote 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

Jordanian companies have a lot to offer on international markets. To do so effectively, they deserve support. JORDAN EXPORTS and its partners have taken specific efforts during the last months to develop and refine services in favor of Jordanian exporters and those wishing to export: Market and Finance Information, Export Readiness Assessments, as well as In- and Outbound Trade Missions, just to name a few examples.

The spirit of this publication is guided by JORDAN EXPORTS CEO Omar Al Qaryouti's firm conviction: "Information about how to succeed in international markets is key for exporters. We are committed to provide you with up-to-date insights and services. Please regard our first newsletter as one of our ambitious tools to satisfy your needs."

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

Your JORDAN EXPORTS team



Eng. Omar Al Qaryouti, JORDAN EXPORTS' new CEO

is an enterprise development specialist with over 20 years of professional experience engaging in workforce development, enterprise strengthening and competitiveness, as well as exports and investment. He has encompassing networks within the private and public sectors, with community leaders and NGOs across Jordan and beyond.

Eng. Omar served as CEO of the Jordan Enterprise Development Corporation (JEDCO) and was Chief of Party of the United States Agency for International Development (USAID) Jordan Workforce Development Project.

At earlier stages in JEDCO, he also worked as the EU Projects Manager, steering about \$60 million worth of private sector development projects in five field offices with a focus on SME and export development and promotion, as well as entrepreneurship. Moreover, he spent 8 years with the Jordanian Ministry of Industry and Trade's Industrial Development Directorate.

Eng. Omar also has extensive work experience in the Jordanian private sector, where he served as the production manager for the United Textile Group, overseeing 1000 people, and establishing a training center for employees.

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We are hiring

To expand its support for Jordanian exporters, JORDAN EXPORTS is recruiting for the following positions:

- **Specialist - Jordan Trade Portal Studies and Research**
- **Specialist - Export Development**

Applications can be sent to:

Join_Us@jordanexports.jo

More information you find here:

<https://lnkd.in/dGvEGFHW>

<https://lnkd.in/dwqwa8dF>

Agricultural Exports to Qatar

In cooperation with the Ministry of Investment and the Jordan Chamber of Industry, JORDAN EXPORTS assisted Jordanian exporters at the International Agricultural Exhibition (AgriteQ) from 10 to 14 March in Doha. Khaled Al Soub, JE Corporate Service Providers Manager who supported on-site: "Qatar with its high GDP per capita and the proximity to Jordan shows strong potential for various Jordanian exports. Even more, this year with the upcoming World Cup in Qatar, we wish to seize the opportunities which additional demand is offering for Jordan."





Jordanian industrial showcase in Iraq

The 10-days first Jordanian Industry Fair, organized by JCI and the Ministry of Investment at Baghdad International fairground at the end of last year, mobilized 95 Jordanian companies from a variety of industrial sectors. Before the closure of borders in 2015, exports to Iraq accounted for 19 percent of Jordan's total, and industrial exports are still on a significant three-digit-million level.

(Sources: The Jordan Times, 2, 14 and 16 Dec 2021)

Jordanian-Syrian trade gains momentum

Whilst Jordanian-Syrian trade due to the political conditions in the last years was rather insignificant, there are signs of revival.

At the beginning of the year, a three-day Jordanian Trade and Services Exhibition in Damascus, organized by JCC and the Federation of Syrian Chambers of Commerce, was joined by 50 local companies. And already from last December onwards, the reopening of the Jordanian-Syrian Joint Free Zone, about 90 km north of Amman, which had been closed in 2015 seeing about 1,5 bn USD value of commercial activity was step-by-step set into motion again.

(Sources: The Jordan Times, 2, 4 and 12 Jan 2022, Petra News, 1 Dec 2021)

Facilitated access to the Palestinian Market

After the Minister of Industry, Trade and Supply, Yousef Mahmoud Al-Shamali, in a meeting with Israeli counterparts had reached an agreement on a list of new Jordanian goods that will enjoy preferential treatment to access the Palestinian market, opportunities for Jordanian exports increased. The initial annual value was around USD 730 million. 425 Jordanian goods, with a value of about USD 500 million annually, shall enjoy customs duty-free access to the Palestinian market, if they conform to Palestinian technical specifications and requirements.

329 Jordanian goods, with a value of about USD 230 million annually, are also to be exempted from duties when exported to the Palestinian market, if they meet specifications and technical requirements from Israel. In a later meeting with the Palestinian side, proposals for the increase of the joint trade exchange were scrutinized - this to be followed up in coordination with the competent authorities.

(Sources: The Jordan Times, 3 Nov 2021 and Petra News, 20 Nov 2021)



Jordan Trade Facilitation Portal launched

Towards the end of 2021, the Jordan Trade Facilitation Portal went online. The portal aims at improving the business environment for SMEs and is implemented with assistance from the International Trade Center (ITC) and the German Agency for International Cooperation (GIZ). It is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Netherlands.

The portal, in compliance with the commitments of the WTO Trade Facilitation Agreement, provides information by Jordan Customs and others on procedures for imports, exports, and transit, including such for appeal or review, as well as such on required documents and forms.

<https://tradeportal.customs.gov.jo/?! =en>

(Sources: The Jordan Times, 2 Dec 2021; own research)

Top 10 Emerging Technologies 2021

The World Economic Forum together with Scientific America in its 10th edition of the TOP 10 Emerging Technologies identified the following ones:

- 1. Decarbonization** technologies, like the Coradia iLint (a passenger train powered by hydrogen fuel cells), novel building materials such as renewable timbers, and low-carbon cement or food protein substitutes such as the Impossible Burger and Beyond Meat.
- 2. Crops that self-fertilize.**

3. Breath sensors that diagnose diseases, since puffing is far faster than drawing blood. Tools like breathalyzers and “E-Nose” go in that direction.

4. On-demand drug manufacturing, i.e., making pharmaceuticals where and when they are needed.

5. Internet of Things devices for energy from wireless signals, driven in particular by 5G-technology.

6. Technologies increasing “healthspan”, not just lifespan.

7. Green ammonia, reducing CO2 footprint of fertilizer production.

8. Wireless biomarker devices, which allow continuous non-invasive monitoring of chronic diseases.

9. 3-D-Printing of houses, making use of local materials.

10. A space-based Internet of Things system, run by small battery-powered IoT devices on earth with nanosatellites in orbit.

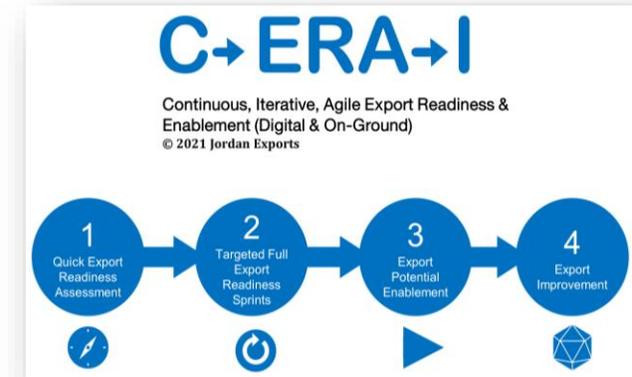
(Source: <https://www.weforum.org/reports/top-10-emerging-technologies-of-2021>)



JORDAN EXPORTS' SERVICES BOOKLET, supported by GIZ, the Government of the Netherlands, and ICON Institute, in cooperation with the Ministry of Industry Trade and Supply, illustrates some of the **major export related services which Jordanian companies can receive** from JE and its partners.

- Export Market Information
- Export Financing Information
- Outbound Trade Mission Services
- Inbound Trade Mission Services

Download: www.jordanexports.jo / Solutions&Services



Jordanian companies that are interested in exporting or already have made first steps to export **can undertake an On-ground Export Readiness Assessment** with JORDAN EXPORTS in collaboration with PwC and the Amman Chamber of Industry. JE will accompany companies where applicable also in later stages to ensure a continuous beneficial development and progress.



Joining UNIDO's support for Jordanian SMEs

JORDAN EXPORTS continues to support UNIDO's LevelUp accelerator and its innovative IDEA App. The engagement reached the third stage now, providing 50 SMEs with in-depth capacity building. Since many of the participating companies also take an interest in exporting or are already doing so, JE is adding export-related content. All stakeholders are eagerly awaiting stage 4 of the accelerator when the 10 Final Champions will be chosen.

Created by _____



Fruit, Vegetables and Confectionery – A brief guide for entering the EU market, Product Fact Sheet, GIZ, 2021.

#EU #Agriculture&Food

Detergents & Cosmetics – A brief guide for entering the EU market, Product Fact Sheet, GIZ, 2021.

#EU #Detergents&Cosmetics

The **Textiles Sector in Jordan**: How Can Jordan maximize the benefits from, and increase employment in the sector?, JSF, 2021.

#Textile&Garments

Jordan-Turkey Free Trade Agreement – Facts&Figures, JSF, 2020.

#Turkey

Health and functional foods market in Japan, Statista, 2020.

#Japan #Agriculture&Food

The European Market Potential for Dates, CBI, 2020.

#EU #Agriculture&Food

Fertilizers in the European Union, Market Information, JCI & CBI, 2019.

#EU #Chemicals&Pharma

The Pharmaceutical Sector in Jordan, Value Chain Analysis, GIZ, 2019.

#Chemicals&Pharma

The Chemical Industry in Jordan (Dead Sea Products, Soaps, Detergents, Pesticides), Value Chain Analysis, GIZ, 2019.

#Chemicals&Pharma

Understanding the **Rules of Origin in the Jordan US Free Trade Agreement**, AmCham, 2018.

#US

** For details and many more Reports & Studies please visit: www.jordanexports.jo / "Intelligence&Insights".*

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Trade Portal for Jordanian exporters and their clients

JORDAN EXPORTS is preparing the launch of the JORDAN TRADE PORTAL (JTP) which initially will serve as an online tool to provide Jordanian exporters and their potential customers with export-related trade information. The portal will promote export-related activities of enterprises and Jordanian export stakeholders, providing a “shop window” for Jordan to export to the world and for international players to trade with Jordanian companies. JE’s effort consists in collecting and making available comprehensive data, e.g., about market access requirements, standards, business directories, supporting institutions, and service providers. Intelligence from reputable international institutions and data providers will be integrated and continuously updated. The endeavor aims at promoting, increasing, and developing exports from Jordan, and at also generating positive employment effects for the country.

The JTP will complement the Jordan Trade Facilitation Portal which is managed by Jordan Customs (cf. our report on page 4). Operated by JE, its executing lead is with the Ministry of Industry, Trade and Supply of Jordan, and its implementing agency is the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Contact us

156 Al Madina Al Monawara St.,
Masaken Building, Office #505,
Amman – JORDAN
+962 6 5777710
info@jordanexports.jo

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The content of this Newsletter has been compiled with greatest care. Nonetheless, JORDAN EXPORTS cannot guarantee accuracy and/or completeness, and cannot be held liable with regards to the use of the information.

Manifold Online Support for Exporters

JORDAN EXPORTS (JE) provides exporters with a wide range of tools, some of them instantaneously technology-based like the JORDAN FOOD TRUST, ZERO 2 HERO Ecommerce or - the soon to come - Jordan Trade Portal.

Besides, exporters can tap into plenty of devices which aim at facilitating their access to foreign markets. Here are some examples:

Exporting Dates to the EU:

Click on <https://trade.ec.europa.eu/access-to-markets/en/home> / enter "dates" into *Product name* or *HS code*, "Jordan" into *Country from*, for example "France" into *Country to* and click *Search*. You will be shown several options to further clarify about your choice and its respective HS code – you may continue with the option "Dates, fresh or dried, for use in the manufacture (excluding packing) of products of drink or food industries" 08 04 10 00 30.

Detailed information about the applicable tariffs, Rules of Origin, import requirements, taxes and trade statistics (Jordanian export values of dates to France and to the EU27), as well as further explanations appear.

Exporting Olive Oil to the UK:

Click on <https://www.gov.uk/get-rules-tariffs-trade-with-uk> click on *Start now >* / enter "Jordan" into *What country ... are you exporting from?* / then "olive oil" into *Search for the goods which you are exporting*. Under the option *Select individual product* you can choose "Extra virgin olive oil" 15 09 10 20 and after that "In containers holding 5 litres or less" 15 09 10 20 10, if applicable.

Detailed information about the trade status, tariffs and taxes, other measures, rules of origin and product specific regulations (with variations for Northern Ireland) will show up.

Exporting to the US:

Please find a "Guide to exporting goods to the U.S." from our partner AmCham Jordan here:

<https://amcham.jo/wp-content/uploads/2020/10/Exporting-Goods-Guide-.pdf>.

A guide for exporting services is available from AmCham, as well, and they deploy a specific Jordan-US FTA-Unit:

<https://amcham.jo/jordan-u-s-fta-unit/>.

The guides will be updated in 2022.

Other online sources to find out about certain tariffs and regulations are, e.g., <https://www.cbp.gov/trade/programs-administration/determining-duty-rates> (from the US Customs and Border Protection) and <https://dataweb.usitc.gov/> (US International Trade Commission) using HTS Search.

More examples:

Exporting **to Canada**; this is limited to Free Trade Agreements, and Jordan has one with Canada (<https://www.tariffinder.ca/en/>).

Exports **to Japan**; providing information to within certain limits (<https://www.customs.go.jp/english/tariff/index.htm>).

Data from the WTO covering a wide range of markets (<http://tariffdata.wto.org/>).

As seen, there is manifold useful data available online, even though this varies, depending on the target market. JE gladly supports Jordanian exporters with their enquiries and individual requirements.

Oliver Regner
JORDAN EXPORTS
Export Marketing Director

DID YOU KNOW?

... that Jordan has the oldest Olive Trees in the World?



Photo: A. Hindawi

Jordan offers premium olive oil and is unique as it has the oldest olive trees in the world. Some of these trees are more than 3,000 years old. Jordan is among the top 10 olive producing countries in the world, with more than one million dunums of land planted with 20 varieties of olive trees.

Sources:

<https://www.cbi.eu/projects>

https://petra.gov.jo/Include/InnerPage.jsp?ID=39196&lang=en&name=en_news