



EDITORIAL

Jordanian exports are successful in many countries, especially in neighbouring ones. However, in the past, important markets like Syria and Iraq had collapsed due to armed conflicts and shown the urgent need for Jordan to diversify its export markets. JORDAN EXPORTS is tackling these challenges without neglecting the valuable neighbours. In recent weeks, JE strongly supported Jordanian exporters' activities in Algeria, Brazil, Chile, and the Netherlands. You will find background information in this July-edition of our JE Newsletter.

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

Your JORDAN EXPORTS team

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.

JORDAN EXPORTS hired

With Mohammad Al Sarabi as Market Research Specialist, and Esam Bahloul as Senior Export Development Specialist, JE got reinforced in its efforts to support Jordanian exporters with comprehensive market information and advanced technical assistance. Both experts bring with them a vast scope of relevant knowledge and experience. We are wishing the new colleagues lots of success in their strong engagement for the benefit of Jordan's progress in exports.

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Jordan heading for Algerian market

JE organized the Jordanian wing at Algiers International Fair in June with support and coordination from Jordan's Ministry of Investment. 23 companies from several sectors showcased attractive offers. Visits by Algeria's President, H.E. Abdelmadjid Tebboune, and H.E. Youssef Al-Shamali, Minister of Industry, Trade and Supply of Jordan, honoured the Jordanian engagement.



Corporate Governance

JORDAN EXPORTS is committed to good management practices. To underline its efforts for easy market access for Jordanian exporters, as well as to strengthen its links to international actors and high standards, it successfully integrated into the EU Transparency Register. The Register is established by the European Council, Parliament and Commission, and stands for a culture of openness and proper conduct.

Jordan's Economic Modernization Vision

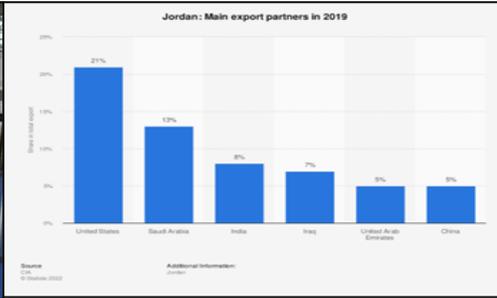
A roadmap to unleash economic and exports potentials

The Economic Modernization Vision for Jordan, launched in June under the patronage of H.M. King Abdullah II, is seen by many economists as a turning point towards a better economic future for Jordanians.

The vision focuses on economic growth, life quality, and sustainability for the next 10 years. One of 8 national economic growth drivers are high-value industries, in particular mining, chemicals, pharmaceuticals, engineering, textiles, agriculture and food security, foods, as well as logistics. Exports are emphasized amongst the guiding principles to reach this growth and play a distinct role in developing Jordan into a hub for the supply of high-value, high-quality products.

(Source: JE Analysis)





Jordanian enterprises using largest food & beverages fair as entry to the Americas

JE, in cooperation with JCI and the Jordanian-Brazilian Business Association, organized Jordan's engagement during APAS Show 2022 in Sao Paulo/Brazil. JE CEO Omar Al-Qaryouti hinted at the country's large Arab and Islamic community, and the trade fair as a gateway to Latin American markets. The huge event gathered more than 800 exhibitors and presumably about 100.000 visitors.

The accompanying trade mission made use of the vicinity to Chile to also strengthen links for the Chilean market; due to traditional ties, Chile witnesses strong Arabic business involvement reaching up to high economic circles. Following this year's eager engagement, an even further rise of Jordanian presence is already initiated for APAS 2023.



JE in close consultation with USAID



USAID currently is scrutinizing a variety of proposals from JE with respect to USAID's progressing Economic Reform and Business Growth Activities for Jordan. Regarding the Economic Reform agenda, initial actions were already put in place by the partners.

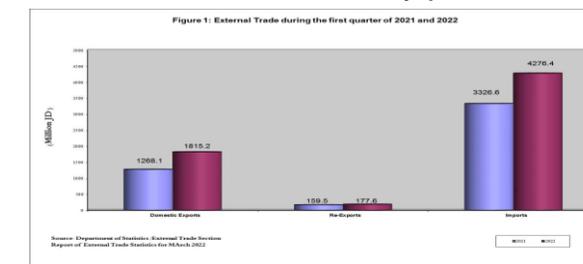


Quarter 1/2022: Increase of Jordanian national exports by 43.1%, imports by 28.6%

Whilst Jordan's trade deficit further increased by 20.3% in Q1/2022 towards Q1/2021, in relative terms the exports rose more than the imports.

- 1992.8 mio. JD value of total exports
- 1815.2 mio. JD national exports
- 177.6 mio. JD re-exports
- 4276.4 mio. JD value of imports

Commodities export values +67.7% fertilizers, +163.2% crude potash, + 145.1% crude phosph., - 3.6% clothes and related knitted accessories, - 9.6% pharmaceuticals, - 4.8% chemicals. Import values + 49.1% crude oil/ products/mineral fuels, + 9.7% vehicles/motorcycle/parts, + 2.8% machinery/electric appliances, + 34.8% plastic (products), + 107.8% jewellery/precious metals, - 2.3% machines/machinery/parts.



(Source: Department of Statistics, 31 May 2022)

JE supporting Private Label access for Jordanian companies

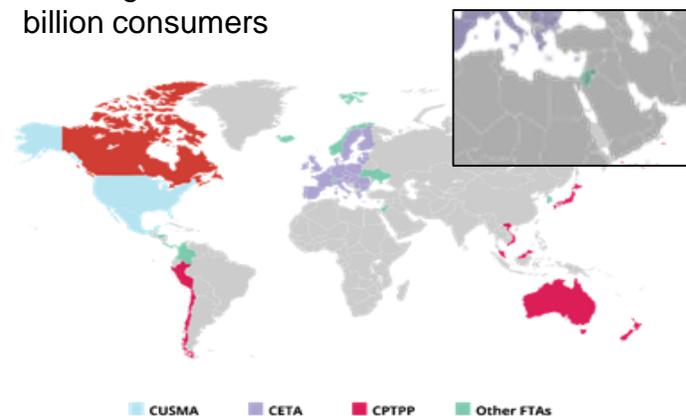
Private Label is big business, especially in Europe. The World of Private Label International Trade Show in the Dutch capital Amsterdam is an initiative of the Private Label Manufacturers Association, the largest agglomeration of its kind. It is representing more than 3,500 member manufacturers around the globe and specializing exclusively on private label topics.



JE organized the Jordanian pavilion with participating companies from packaging, food, sweets, detergents, and personal care supplies.

Jordanian exporters privileged by free trade with Canada

Jordan is the only Arab state that has a free trade agreement with Canada. Canada has 15 trade agreements with 51 countries and 1.5 billion consumers

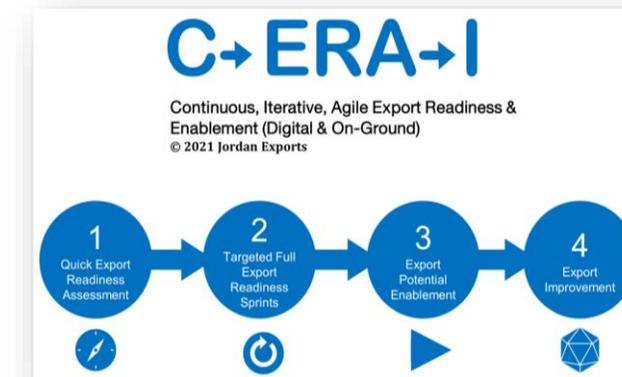


(Sources: JE research; <https://www.investcanada.ca/programs-incentives/canadas-free-trade-agreements>)



In cooperation with the Trade for Employment (T4E) project of GIZ Jordan, JE for the beginning of July invited Jordanian Export Support Organisations to a **Green Trade** Study Tour to Germany and the Netherlands. The theme of the mission coincides with JE's strategic topic 2022 „**Go Green**“.

It aims at enabling the participants to successfully support exporters from Jordan in tackling specific environmental and sustainability requirements, facilitating customer acquisition and market access. Topics like social and environmental standards, certifications, compliance and transparency in the textile industry, food safety and traceability, global and sustainable value chains, circular economy, sustainable packaging, green innovation, as well as the European Green Deal, are consolidated during the tour.



JE is continuously offering its **Export Readiness Assessments** to Jordanian companies which are exporting or interested in exporting.

For enquiries, please contact info@jordanexports.jo or +962 6 5777710

The **European market potential for Olive Oil**, CBI, 2022

#Europe #Agriculture&Food

Creative Industries, JSF, 2022 (including a wide variety of exports data)

#Jordan #Creative Industries

Accessing Finance in Jordan: A Guide for Entrepreneurs, GIZ, 2020

#Jordan #Finance

Economic Complexity: Where does Jordan stand? **Improving exports** and competitiveness, JSF, 2020 (including exports statistics)

#Jordan #Exports

10 tips for **doing business with European buyers**, CBI, 2022

#Europe #Sales

What requirements must **natural ingredients for health products** comply with to be allowed on the European market?, CBI, 2022

#Europe #Health

Manufacturing Sector, JSF, 2022 (including a wide range of export initiatives)

#Jordan #Manufacturing

Entering the **European market for fresh herbs**, CBI, 2022

#Europe #Agriculture&Food

The **Mining Sector**, JSF, 2022 (including related exports statistics)

#Jordan #Mining

What will it take for **Jordan to grow?**, USAID/Growth Lab, 2022 (including a huge volume of export-related analysis)

#Jordan #Growth

How much **market access?** A case study of **Jordan's exports to the EU**, FERDI, 2018

#EU #Market Access

Jordan's **Startup Economy**: Assessing the economic contribution and potential of tech and tech-enabled startups, GIZ, 2019 (including export performance analyses)

#Jordan #Technology

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

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JE is preparing support for **Business Missions** to the following upcoming **Trade Exhibitions**:

31 Aug – 3 Sep	Istanbul	CNR Food Istanbul	https://cnrfoodistanbul.com	Food and Beverage, Food Processing Technologies
17 – 20 Oct	Riyadh	Saudi Agriculture	www.saudi-agriculture.com	Agriculture, food, aquaculture, packaging, agro-industry
14 – 17 Nov	Riyadh	Saudi Build	www.saudi-build.com	Construction Materials and Building Technologies
23 – 26 Nov	Antalya	GrowTech	www.expointurkey.org/growtech-2022	Greenhouse, Agricultural Technology, Livestock Equipment
5 – 7 Dec	Cairo	FoodAfrica	www.foodafrica-expo.com	Food and Beverage

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Multi-country cooperation a way to boost Jordanian Exports

Apart from the “usual” bi- and multilateral trade arrangements, specific agreements between like-minded partners can help a lot.

A most recent example is the industrial partnership agreement which Jordan, Egypt, and the United Arab Emirates sealed in June. An investment fund worth \$10 billion will be managed by the Abu Dhabi Developmental Holding Company (ADQ) which is one of the region’s largest holdings and a trusted government partner with a broad portfolio of major enterprises in various regions. The UAE have already invested into several key economic transactions in Egypt. What is new now, is bringing Jordan to the table, trying to boost industrial cooperation in the Arab world.

The three countries agreed on investing into the following sectors: agriculture, food, fertilizers, pharmaceuticals, textiles, minerals, and petrochemicals. The agreement comes at a critical time amid increases of inflation, the Russian-Ukrainian war, and the aftermath of the Covid-19 crisis. It aims at securing flexible supply chains and avoiding problems related to price fluctuations in products and services which are hit by inflation. Another concern for all three countries is food security. There will be a focus on producing wheat, barley, and corn in the project’s first phase, being followed by cooperating on raising livestock, producing medicine, and by further aspects of cooperation.

These measures are to ease the effects of pressing economic challenges, such as unemployment and the weak purchasing power that Jordan is suffering from. Moreover, they are providing new export potentials for Jordanian exporters.

Mohammad Al Sarabi

Jordan Exports
Market Research Specialist

<https://www.adq.ae/>

<https://www.al-monitor.com/originals/2022/06/uae-egypt-jordan-agree-10-billion-investment-partnership>

<https://www.jordantimes.com/news/local/uae-egypt-jordan-industrial-partnership-%E2%80%98-historic-initiative%E2%80%99-says-shboul>

DID YOU KNOW THAT JORDAN HAS ONE OF THE HIGHEST QUALITIES FOR DATES WORLDWIDE?

“The area near the Jordan River, particularly the Jordan Valley, is among the best in the world for date palm cultivation due to its location below sea level and the convergence of its day and night temperatures. ... while the temperature is high in the morning, it isn’t accompanied by a sharp decrease at night ... [The dates] can be stored for a whole year, while maintaining ... quality. Date palms can also adapt to extreme drought, heat and relatively high levels of soil and water salinity.” (Faisal Abu Jeriban, Agricultural Engineer in the Jordan Valley)



Photo: O. Regner

“Jordan has a competitive advantage as a supplier of fresh fruit and vegetables ... due to the extended production season in the Jordan Valley ...”

And “Jordan has another gem to offer, the premium Medjool date, also called the King of Dates.”

(Sources: Jordan Times, 30 April 2022, CBI-Newsletter May/June 2022)