



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

“GO GREEN” is JORDAN EXPORTS’ Strategic Topic in 2022, and there are lots of opportunities ahead for Jordan’s export business and its partners. That this also comes with challenges and that specific support is required by Jordanian exporters, was emphasized at the first „Green Trade Conference“ in Jordan which was organized by JE together with GIZ under the auspices of the Ministry of Trade, Industry and Supply. Since companies’ needs vary depending on the business sectors they are coming from, JE also started to convene sectoral focus group meetings, of which the first one in cooperation with JCI served the chemical and related industries. A profound knowledge about „green“ and other major export trends, as well as about the exporters’ concrete needs is key for compiling the right information and services to succeed internationally.

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

Your JORDAN EXPORTS team

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Green Trade Conference

Preparing Jordanian exporters for green value chains – pathway to competitiveness and sustainability

JORDAN EXPORTS (JE) on 22 and 23 November together with GIZ's Trade for Employment (T4E) project gathered international experts, as well as major Jordanian public and private partners to shed light on the opportunities and challenges of Green Trade for Jordan. The conference was held under the auspices of the Ministry of Industry, Trade and Supply (MoITS); T4E is implemented on behalf of the German Ministry for Economic Cooperation and Development (BMZ) and the Kingdom of the Netherlands.

Panel discussions with exporting companies and supporting organisations were held about how to create an enabling environment to support Green Trade in Jordan, as well as about experiences and challenges for Jordanian companies to go green. Working Groups on Green Trade Services, Access to Finance, Supply Chain Requirements, Standards & Procedures, Digitalisation, as well as Governance & Cooperation provided knowledge-sharing and developed requirements for upcoming action and support.

JE Chairman Dr. Wissam Al-Rabadi referred to the importance which sustainability and resource efficiency plays under Jordan's Economic Modernization Vision and welcomed the close cooperation with JE's partners to reach these aims. JE CEO Eng. Omar Al-Qaryouti emphasized JE's services as more and more responding to "green" requirements.

Green Trade Study Tour



Exploring Best Practices for green business in Germany and Netherlands

In preparation for the Green Trade Conference, JE and GIZ's T4E project in July invited stakeholders to join a Study Tour on Green Trade. Participants explored ways to support in tackling specific environmental and sustainability requirements, facilitating customer acquisition and market access.

Topics such as social and environmental standards, certifications, traceability, food safety, compliance and transparency in the textile industry, global and sustainable value chains, green innovation, environmental-friendly packaging, as well as the European Green Deal were consolidated during the tour.





Grants for SMEs to increase their exports

The Ministry of Industry, Trade and Supply (MoITS) signed sub-agreements with executives of the Industry Support and Development Fund programs, including JORDAN EXPORTS (JE), Jordan Enterprise Development Corp. (JEDCO), and Jordan Loan Guarantee Corporation (JLGC). The institutions will provide eligible SMEs with grants. JE will in particular support companies in enhancing their export readiness.

(Sources: JE report and Petra News 01/10/2022)

Jordan exporters heading for Saudi Arabia

JORDAN EXPORTS (JE), organized the Jordanian participation in the **Saudi Agriculture** exhibition in October and in the **Saudi Build** exhibition in November.



Saudi Agriculture with more than 20,000 visitors is considered one of the most important agricultural exhibitions in the Arab world, as food security and agricultural sustainability are a national goal in Saudi Arabia to attract the latest technologies and agricultural investment. From Jordan, e.g., exporters dealing with agricultural technologies, fertilizers, and packaging participated.

Saudi Build saw more than 550 exhibitors from 43 countries; the Jordanian Pavilion hosted 10 Jordanian companies specialized in building materials and chemicals, stone, marble, electrical supplies, doors and windows, as well as decoration and paints.





Cooperation to enhance Jordanian exports of services in engineering

Eng. Omar Al-Qaryouti, CEO of JORDAN EXPORTS (JE) and Eng. Imad Al-Dabbas, Board Member of JEA, the Jordanian Engineers Association, in September signed a Memorandum of Understanding. It aims at exchange of information, provision of sector-specific market intelligence, inbound and outbound trade missions, and promotional campaigns to increase the volume of investments for the export-oriented Jordanian engineering sector.



Branding Jordanian Olive Oil worldwide

The “Jordanian Olive Oil Brand Identity” project, supported by CBI from the Netherlands, aims to support the promotion of olive oil exports and the sustainable growth of the related business sector. Traditional farms, craftsmanship and high-quality products define the rich heritage of Jordanian olive oil, though it is yet relatively unknown to customers in Europe. Through including olive farms in tours and other measures also a linkage to agro- and gastronomy tourism is provided.

Olive oil is emphasized as a healthy alternative supporting the trend of maintaining overall health and wellness. A website to promote the sector’s products internationally is under way.

(Sources: CBI News 24/08/2022, CBI-Newsletter 09/2022, Jordan Times 19/10/2022)



Champions of Digital Change

Under the LevelUp Accelerator Programme, UNIDO and a coalition of public and private project partners in September announced 10 SMEs as Champions of Digital Change. The companies will have the chance to develop their business models further and receive industry-immersion experience in Italy. The programme is funded by the Italian Agency for Development Cooperation (AICS) and implemented in partnership with national and international stakeholders, including JORDAN EXPORTS, JEDCO, BPWA, Regione Friuli Venezia Giulia (Italy), Seedstars and Bridge for Billions.

(Source: UNIDO)

Focus Group Meeting for the Chemical Sector



JORDAN EXPORTS (JE) in cooperation with the Jordan Chamber of Industry (JCI) and supported by Gesellschaft für Internationale Zusammenarbeit (GIZ) on August 29 held a workshop for the Jordanian chemical industries sector. During the event, the support towards the companies was outlined and their most recent requirements with regards to exporting their products compiled.

The companies came mainly from chemical fertilizers, pesticides, medicines, soaps and detergents, dyes and paints, as well as cosmetics including "Dead Sea products".

Eng. Omar Al-Qaryouti, CEO of JE, emphasized the wide range of services which are available. Such are for example conducting economic studies and research about specific international markets and Jordanian products, export trainings, Export Readiness Assessments, trade missions and exhibitions, as well as B2B meeting support.

Workshops for other Jordanian business sectors will follow.

JE Trainings for exporters

JE held in October three training courses on developing and promoting Jordanian exports to reach global markets. The trainings covered topics like measuring the readiness of companies to export, marketing their exports, preparing export plans, or technologies related to export such as transportation, packaging, shipping, financing, export insurance and any other logistical operations of interest to exporters.

The trainings were attended by export and marketing managers, as well as other employees being involved in exports of Jordanian companies and factories.

Due to the high demand, JE will offer and announce further trainings for (potential) Jordanian exporters.



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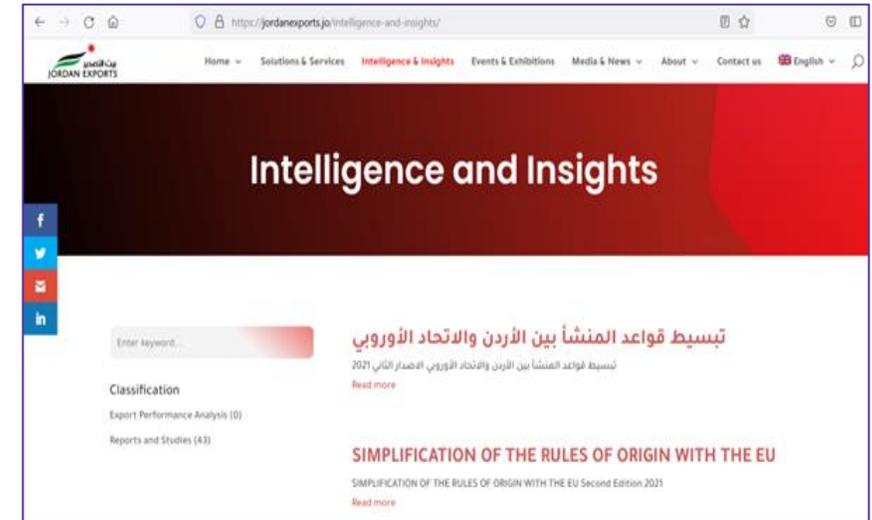
Recent reports and studies which are of interest for Jordanian exporters are available on JE's website under "Intelligence & Insights":

<https://jordanexports.jo/intelligence-and-insights/>

JE also provides other formats of market information, such as videos. Please see the screenshot at the right and here:

<https://jordanexports.jo/videos/>

After the upcoming launch of the **Jordan Export Portal (JEP)**, the information for Jordanian exporters will be consolidated and a wide range of additional, as well as updated documents will be provided. We will explain in one of our next Newsletters how to work with the JEP and how to integrate it into your export preparations and processes.



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JORDAN EXPORTS (JE) in the last months was holding a wide range of supporting events for Jordanian exporters, including several trade missions to various international Trade Exhibitions. Currently, JE is preparing the following events:

5 – 7 Dec	Cairo	FoodAfrica	www.foodafrica-expo.com	Food and Beverage
Date tbc	Amman	Export Trainings	<i>Please follow invitations and announcements on JE's website</i>	Staff of all Jordanian (potential) exporting companies

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Benefits of Green Trade for the company

When today commending „Green Trade“ to entrepreneurs, there seems to be a similarity to having introduced the concept of “Corporate Social Responsibility” to them some 20 years ago. If today “greening” is praised as a means of reducing trade’s share in causing global CO2 emissions, then at those times CSR often was emphasized as a societal duty. There may be a lot of truth in both, but entrepreneurs foremost are occupied with keeping their businesses profitable and running, whilst at the same time many of them are anyway working for the good of society in multiple ways. To win their hearts for green – as for social – aims, there is best prospect for success in first of all showing them which positive effects the concepts have for their businesses.

So, what are direct benefits of Green Trade for companies?

- Integrating them into international supply chains in line with requirements of their clients/partners.
- Meeting stipulations by regulators and expectations of consumers.
- Saving own resources through, e.g., reducing energy consumption, waste, and other cost factors.
- Getting related with positive connotations such as cleanliness, quality, resource efficiency, or sustainability.
- Opening opportunities for receiving public or NGO funding and support.
- Being up-to-date and meeting the most-recent trends.
- Opening new business opportunities.

Since Green Trade standards as such do not yet substantially exist, the entrepreneur has to identify which of already existing structures go into the right direction. Which management, quality or consumer standards already exist and bear “green” implications?

Green Trade does not only help the environment; it – if managed well – also helps the company itself. Hence, Green Trade essentially is about the company’s future.

Oliver Regner
JORDAN EXPORTS
Export Marketing Director

DID YOU KNOW THAT THE OLDEST BREAD IN THE WORLD WAS FOUND IN JORDAN?

Food culture does not derive from nothing, and Jordan has a very long tradition in that.

In 2018, a research group from the University of Copenhagen Archaeological Research Group discovered the world’s oldest bread in Jordan’s Black Desert in the North-East of the country. It was found in a stone fireplace and the 24 analyzed remains show that wild ancestors of domesticated cereals such as barley, einkorn, and oat had been ground, sieved and kneaded prior to cooking.



The research also shows that bread-like products were produced long before the development of farming.

*(Source: Guinness World Records,
<https://www.guinnessworldrecords.com/>)*