



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

To conquer international markets, Jordanian exporters and their supporters require a wide range of market intelligence, capacity building, and technical support. Therefore, JORDAN EXPORTS (JE) is intensifying its training offers and expanding it regionally. At the same time, JE in close cooperation with the respective Chambers of Industry is holding workshops in various governates to assist companies in their applications for the Export Development Program under Jordan's Industrial Development Fund. Thus, 2023 started strong and will witness many more opportunities for enhancement. We are wishing all our partners and clients a successful new year!

Enjoy reading, receive inspiration, and be encouraged to engage with us.  
Your JORDAN EXPORTS team

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## Jordan heading for African food markets

With the "Food Africa" exhibition in Cairo being considered as a valuable gateway to enter the African food market, JORDAN EXPORTS (JE) supported by the Amman Chamber of Industry (ACI), in December organized the participation of 15 Jordanian exporters at the trade fair. The companies connected amongst 700 exhibitors from 32 countries. They mainly engage in food and hospitality, in particular biscuits, cheese, chocolate, coffee, ice cream, meat, food preparations and yeast, as well as further kinds of Arabic sweets.



## Roadmap for Enhancing the Export of Engineering Services

On 7 January, in the Zain Innovation Campus (ZINC) Business Park in Amman, JE joined a workshop on engineering services. The meeting was managed by the Jordan Engineers Assoc. (JEA) in presence of Minister of Investment, H.E. Mrs. Kholoud Saqaf. Topics like the enablement of Jordanian engineers to implement mega projects abroad and the provision of specific market intelligence were discussed intensely.

## JE joining Jordanian-Kenyan Economic Forum

By invitation of the Jordanian Businessmen Association, cooperating with the Jordanian Embassy in Nairobi and with Watra Africa for Trade and Investment Consultancy, a team from JE participated in the Jordanian-Kenyan Economic Forum on 11 December 2022. The forum was organized at the occasion of a visit from a Kenyan trade delegation to Jordan. JE introduced its role for support and opportunities for mutual ex- and imports. The attending businesspeople used the forum for a wide range of networking activities.



## JE trainings in the North of Jordan

JORDAN EXPORTS (JE) in cooperation with the Irbid Chamber of Industry on 11 January 2023 held a training course in Al-Hassan Industrial City about developing and promoting Jordanian exports towards global markets. The participating export managers and employees of local Jordanian enterprises went through topics like measuring the export readiness of their companies, preparing export plans, marketing exports, as well as export related technologies, referring to transportation and logistics, packaging, shipping, financing, and insurance. The course is part of an ongoing series of trainings which are conducted by JE in the governates.



## Jordan: “Market of the Month”

15 Dec 2022



Markt des Monats: Jordanien

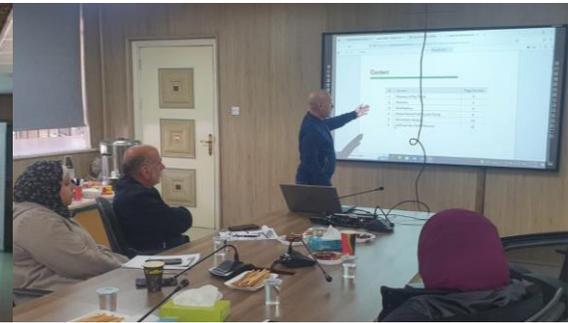


In a serial about promising emerging markets, Detlef Guertler, Senior Manager Africa / Middle East of Germany Trade and Invest (GTAI) and Oliver Regner, Export Marketing Director of JORDAN EXPORTS (JE) informed about business opportunities between Germany and Jordan. The webinar was organized by the Chamber of Commerce & Industry of Reutlingen, being located at an industrial and trading hub in the Southwest of Germany.

Wish to grow your exports?

Don't know where to go to get your own customized international export market research!

- Contact Us @ JORDANEXPORTS
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## How can exporting companies benefit from Jordan's Industrial Development Fund?

JE experts introduced in 3 workshops in January in Amman, Irbid, and Zarqa the requirements for entering the Export Development Program under Jordan's Industrial Development Fund. The program bears attractive support for Jordanian exporters. Members of JE's technical team explained the mechanism for registration on the industrial fund's platform and conducted comprehensive Q&A sessions with the participants. The events were conducted in close cooperation with the Chambers of Industry of Amman, Irbid and Zarqa.



## Appreciation of German and Dutch support

12 Dec 2022



JE, together with other project partners, namely Jordan Customs and the Irbid Chamber of Industry, in an Operational Planning Workshop organized by GIZ's „Trade for Employment“ (T4E) team, shared success stories under the performed projects. These were implemented on behalf of the German Federal Ministry for Economic Cooperation & Development (BMZ) and co-financed by the Kingdom of the Netherlands and the Global Alliance for Trade Facilitation.

JE is compiling a huge amount of **Market Intelligence** for Jordanian Exporters. An important requirement is to make it practicable and readable for SMEs that are interested in exporting. Therefore - assisted by consultants - studies are drafted in standardised and well-illustrated ways. Here are some examples on what JE is working on and what will be published soon:

### Upcoming Market Studies:



### Upcoming Product Studies:



*The publications above are developed with support from the GIZ "Trade for Employment" (T4E) project on behalf of the Federal Ministry of Economic Cooperation and Development of Germany and co-financed by the Kingdom of the Netherlands.*

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/>



Spotlight on **Fresh Fruit and Vegetables:**

**CBI** (the Centre for the Promotion of Imports from developing countries) from the Netherlands issued a serial of reports and recommendations in support for Jordanian fresh fruit and vegetable producers:

Please see a list with links on the right-hand side.



CBI  
Ministry of Foreign Affairs

<https://www.cbi.eu/projects/fresh-fruit-vegetables-jordan>

<https://www.cbi.eu/story/jordanian-farmers-experience-success-europe-medjool-dates>

[https://www.cbi.eu/story/cbi-helps-jordanian-fresh-fruit-and-vegetable-producers-enter-new-markets?utm\\_uid=9e0e75756b72e47c949e40854bcc71236a2cf62f91db8aea0b2dd9f80ae5545f&utm\\_content=permissions\\_524288&utm\\_medium=email](https://www.cbi.eu/story/cbi-helps-jordanian-fresh-fruit-and-vegetable-producers-enter-new-markets?utm_uid=9e0e75756b72e47c949e40854bcc71236a2cf62f91db8aea0b2dd9f80ae5545f&utm_content=permissions_524288&utm_medium=email)

[What is the demand for fresh fruit and vegetables on the European market? | CBI](#)

[Which trends offer opportunities or pose threats on the European fresh fruit and vegetables market? | CBI](#)

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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 international Trade Exhibitions. Currently, JE is preparing the following events:**

15 – 19 Mar	Doha	agriteQ	<a href="https://agriteq.com/en/agriteq-home">https://agriteq.com/en/agriteq-home</a>	Agriculture and Food
15 – 18 May	Sao Paulo	apas show	<a href="https://apasshow.com/en">https://apasshow.com/en</a>	Food
23 – 24 May	Amsterdam	World of Private Label	<a href="https://www.plmainternational.com">https://www.plmainternational.com</a>	Food and Cosmetics
29 May – 1 June	Doha	Project Qatar	<a href="http://www.projectqatar.com">http://www.projectqatar.com</a>	Building and Construction
5 – 8 June	Riyadh	Saudi Food Expo	<a href="https://www.saudifoodexpo.com">https://www.saudifoodexpo.com</a>	Food

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### The urgent need for a Jordanian exports' coalition

Under the new Economic Modernization Vision and the upcoming National Export Strategy, the Jordanian Government is undertaking steps to enhance services addressing the main challenges which exporters are facing. JORDAN EXPORTS' role in export promotion and its coordination serves export development and promotion and thereby the overall economic growth.

The coordination of efforts amongst stakeholders to jointly generate the desired growth urges the formation of a Jordanian coalition to promote Jordanian exports. Such combined effort should function as a framework to increase exports by utilizing modern promotion methods being practiced by all stakeholders. It should represent a comprehensive partnership between the public and private sectors and gather stakeholders that affect and are affected by exports performance. It also should adopt principles of collaboration, reflecting the mutual public-private responsibility to achieve sustainable economic development for Jordan through exports.

The coalition would maximize access to existing and new markets, leading to sustainable growth, job creation and poverty reduction. It can utilize Jordan's international reputation, build upon the wide range of trade agreements that Jordan signed worldwide, and push for the conclusion of further agreements with new potential markets.

Such coordinated effort strives to put the Economic Modernization Vision and the National Export Strategy into good practice, being led by the endeavor to position Jordan's export industries strongly within the global marketplace.

**Mohammad Al Sarabi**  
**JORDAN EXPORTS**  
**Market Research Specialist**

### DID YOU KNOW

**... that the Jordanian Dinar is one of the strongest currencies in the world?**



*Photo: O. Regner*

A commonly used measurement currently places the Jordanian Dinar as the fourth strongest currency worldwide, and this follows a pattern during the last years. Contrary to Kuwait, Bahrain, and Oman, which are placed on top, Jordan is not benefiting from huge natural resources, but like Bahrain and Oman its currency is pegged to the US-Dollar. This is the case since 1995 and a strict policy by the Jordan Central Bank, as well as a stable financial system in Jordan also play a role for the ranking. The International Monetary Fund is supporting the peg firmly. Nonetheless, what is rather good news for imports is a burden for Jordanian exports, even if taking into account that the US is Jordan's top recipient of exports.

*(Sources: Jordan News, 4 Oct 2022; IMF Country Report Jan 2022; Jordan Times, 13 Jul 2015)*