



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

The Jordan Export Portal (JEP) as an essential tool to provide Jordanian exporters with extensive information and support is activated. It was launched under the patronage of the Ministry of Industry, Trade and Supply in the same week, as Jordan's new National Export Strategy was presented. The portal does not only allow companies to access encompassing market intelligence but also to integrate into suppliers' databases, report trade barriers, and make use of a variety of interactive instruments. Operated by JORDAN EXPORTS (JE) its development is supported by the German and Netherland's governments.

Jordanian exporters now have a strong source of in-depth and updated information about export markets and for retrieving trade knowledge. The importance of "Market Intelligence" for success in exports we are considering as the guiding principle for the portal, as well as for this Newsletter.

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

Your JORDAN EXPORTS team

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## New National Export Strategy for Jordan

On March 12, the Minister of Industry, Trade and Supply and Minister of Labour, H.E. Yousef Al-Shamali, presented the National Export Strategy 2023 - 2025 to the public. It is an important step under Jordan's Economic Modernization Vision and aims at increasing exports, as well as benefiting more from the Kingdom's various Free Trade Agreements. In his speech, the Minister also emphasized that the Jordan Export Platform will serve as a vital tool for implementing the strategy.

*(Sources: Jordan Times and Petra News, 13 March 2023)*

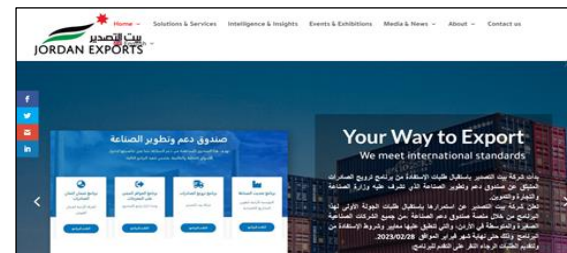
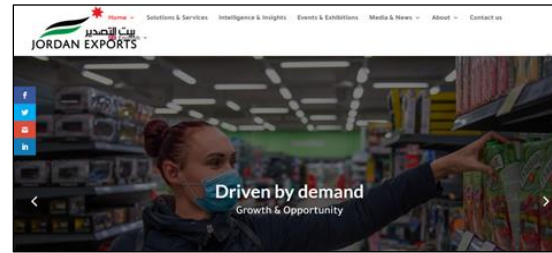
## Launch of the Jordan Export Portal

Amman, 15 March 2023: H.E. Yousef Al-Shamali, the Minister of Industry, Trade and Supply and Minister of Labour launched the Jordan Export Portal (JEP). The Minister emphasized the importance of exports for the Kingdom's economic development and the valuable support which exporters receive through the new portal.

The establishment of the platform came in cooperation with the Ministry of Industry, Trade and Supply and with the support of the "Trade for Employment Project" implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Government of the Kingdom of the Netherlands.

During the launch, the many participants from ministries, diplomatic missions, chambers, donors, and exporting companies were guided through the portal's supporting tools and arrangements. Here is the portal's weblink: <https://jordanexportportal.gov.jo>





## Facilitating exports hand in hand with the Jordan Loan Guarantee Corporation



On March 7<sup>th</sup>, JORDAN EXPORTS (JE) signed a Memorandum of Understanding with the Jordan Loan Guarantee Corporation (JLGC).

The agreement was signed by JE CEO, Eng. Omar Al-Qaryouti, and JLGC General Manager, Dr. Muhammad Al-Jaafari, in presence of JE Chairman H.E. Dr. Wissam Al-Rabadi.

Both institutions are amongst the main implementers of Jordan's Industrial Development Fund and directly channeling funds to companies for means of export promotion and covering export insurance premiums.

## MoU with Jordan Industrial Estates Company reaching out to industrial exporters



On March 13<sup>th</sup>, JE CEO Eng. Omar Al-Qaryouti and Jordan Industrial Estates Company (JIEC) General Manager, Mr. Omar Juwaid, signed a Memorandum of Understanding (MoU) which facilitates the dissemination of JE services for the industrial sector.

JIEC is responsible for establishing, developing and managing Jordanian industrial estates and provides the resident enterprises with a wide range of basic and infrastructural services. Many of their related companies are interested and involved in export procedures. JIEC will integrate 860 industrial firms into the Jordan Export Portal (JEP).

*(Sources: Petra News, 19/03/2023, JE-information)*

## USAID grant for JORDAN EXPORTS

On March 14<sup>th</sup>, teams from JE and USAID ERA joined for the Kick-Off-Meeting for a grant which is given under the Economic Reform Activity. The grant aims to enhance JE's sustainable delivery capability to implement the World Bank's Industrial Development Fund and Jordan's National Export Strategy.







## How can exporting companies benefit from Jordan's Industrial Development Fund?

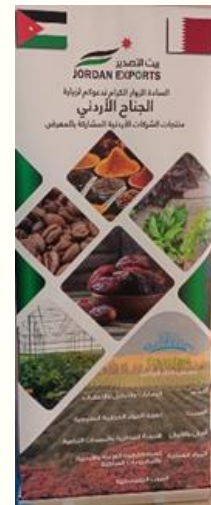
JORDAN EXPORTS (JE) in February continued to hold workshops for companies about how to benefit from the Export Development Program under Jordan's Industry Support and Development Fund.



Most recently, JE in cooperation with the Jordan Chamber of Industry (JCI) briefed about mechanisms for applying for funding.

## JORDAN EXPORTS with Jordanian pavilion at AGRITEQ 2023

JE organised the Jordanian pavilion at the 10th Qatar International Agricultural Exhibition in March.



The five-day trade fair saw 675 exhibitors from 55 countries, mainly in the field of agriculture, food and animal production.

The Jordan Dates Association (JODA), as one of the supporters, valued participation as a great success, taking the attractive presentation of Jordanian Medjool dates at the fair as an example.



(Sources: Jordan Times, 16 and 18/03/2023)

### Spotlight on: Arabic Sweets

Arabic Sweets are handcrafted. They are produced using artisanal knowledge from more than 150 years ago, which is passed from generation to generation.

The major producers are certified according to international standards and are using the finest fresh ingredients. Productivity is based on human skills and the training of workers. An advantage of Arabic sweets for Jordan lies in the fact that economies of scale do not affect the profitability of businesses as much as in other subsectors.

This due to the high manual input required and due to the relatively high-cost impact of raw materials in the premium products such as baklava, being stuffed with pistachios and almonds, burma, and similar items. Hence, cheaper products, such as kaak and barazek, are usually more mechanized and are not very profitable for small entities.

Jordan exports Arabic sweets to around 50 countries worldwide. Producers address exports through three main channels:

1. Local agents in the country of destination.
2. E-commerce.
3. Airport tax-free area.

Jordan has succeeded in developing a premium segment of Arabic sweets at export level, which increases added value and compensates for the level of imported raw materials included in production; in the medium term, Jordanian products could be stronger targeting European and US markets. Jordanian products are presently competing with Lebanese products, which have also developed a high-quality image and are found in similar markets. Syrian products are strong in the domestic market, in addition to Iraq being practically an extended market for Arabic sweets from Syria. In the long term, Syrian sweets could become a serious regional challenge considering the complexity of these products. Turkish products are well known and widely distributed. However, Turkey is particularly strong in a slightly different range of sweets, including for example loukoumi and different versions of baklava. Iranian products are mainly sold in neighboring countries and at present do not constitute major competition to Jordanian products. Like Turkish products, they also cater to different tastes.

#### References:

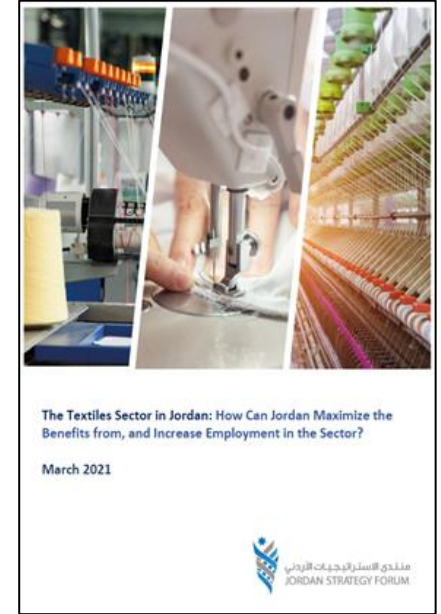
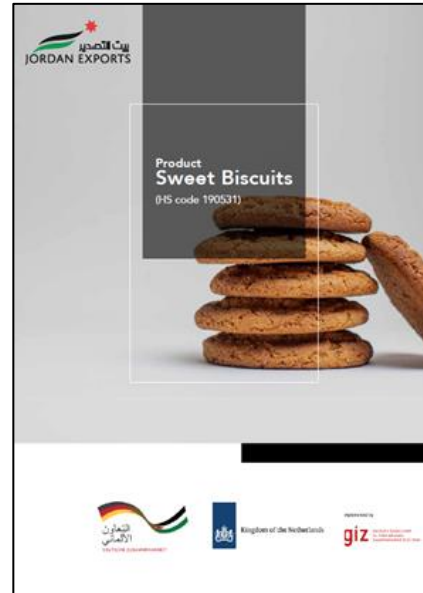
- "E-commerce Opportunities for Jordanian Arabic Sweets", JORDAN EXPORTS (JE), Factsheet, November 2022.*  
*"Jordan Food Processing Sector Analysis and Strategy for Sectoral Improvement", GIZ, May 2019.*





JORDAN EXPORTS integrated a wide range of country, product, sector, trend studies and analyses for Jordanian exporters into the **Jordan Export Portal (JEP)** under Exporters/ Market Information. To access these, you only need to sign-up on the portal which takes just about 2 minutes to proceed:

<https://jordanexportportal.gov.jo/pages/130-market-information>



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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 for the following exhibitions:**

15 – 18 May	Sao Paulo	apas show	<a href="https://apasshow.com/">https://apasshow.com/</a>	Food
23 – 24 May	Amsterdam	World of Private Label	<a href="https://www.plmaininternational.com">https://www.plmaininternational.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
19 – 24 June	Algiers	FIA	<a href="https://www.safex.dz/fia/home/?lang=en">https://www.safex.dz/fia/home/?lang=en</a>	Multisectoral

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### Jordan in the Business Rankings

Whilst Jordan is held in high esteem internationally for features like political stability, the Royal family, or distinguished tourist attractions, how about the Kingdom's standing in prominent business rankings?

An analysis of major rankings shows a tendency of Jordan being positioned mid-field amongst countries and a certain firmness in its allocation. Some recent declines appeared, partially more due to positive movements by other countries than by setbacks in Jordan, though more dynamic for Jordan is now expected through its new Economic Modernization Vision. The EMV is of significant scope and encouraged valiantly.

In general economic terms, Jordan ranks slightly above middle-field when it comes to GDP and exports, whilst a bit lower regarding the GDP per capita, and its notable dependency on imports is undisputed. More specific, in coincidence with its political stability, ranks on law and order and on corruption, which all serve as important signals also towards businesses, are rather favourable. The same counts for logistics, and - to give an even more concrete example - when it comes to Aqaba's container port performance, which recently received a very high ranking.

Next, economic complexity, which refers to productive capacity and provides an important indicator for export industries, as well as global competitiveness are positioned mid-level.

Recent challenges seemed to arise concerning economic freedom and business environment. Here, yet, it is a pity for Jordan that the World Bank's Doing Business report, as presumably the most observed business ranking, had to be stalled after allegations that very few bigger players manipulated it in their favour. Jordan, not being amongst the suspects, had appeared as a top-improver in 2020.

Hence, for now, the World Bank's reformed Doing Business Report and the rewards of Jordan's ambitious Economic Modernization Vision - both being intense work in progress - are eagerly awaited.

**Oliver Regner**  
**JORDAN EXPORTS**  
**Export Marketing Director**

### DID YOU KNOW

**...that Jordan is amongst the top exporters of tomatoes in the world?**



Although not being amongst the Top-10 exporting countries in the world anymore, Jordan currently keeps the 14<sup>th</sup> place when it comes to worldwide export values. This may be surprising for a country which is known for its water scarcity but shows the fertility of the Jordan Valley and further agricultural capacities in the country. A recent study\* even found that Jordan's tomato industry had the highest RCE (Revealed Comparative Advantage) value among the top 15 tomato-producing countries globally.

(\* *Qtaishat/El-Habbab/Bumblauskas/Tabieh, Fresh tomatoes are in demand: a marketing and sustainable competitiveness analysis of tomato exports from Jordan. Journal of Management Information and Decision Sciences, 2022*)