

# JORDAN EXPORTS Newsletter March 2024



JORDAN EXPORTS (JE) is a public private export institution established to coordinate national exports activities. It is the umbrella organization to design, promote, and develop exports in Jordan, employing innovative, demand-driven approaches to empower and capacitate Jordanian companies, accelerate exports development, increase exports 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.

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## EDITORIAL

JE endeavors to enhance Jordanian exports through pursuing fruitful collaboration with well-known local entities.

The most recent partnership it concluded through signing a memorandum of understanding (MoU) with the Aqaba Development Corporation (ADC), the central development arm of the Aqaba Special Economic Zone Authority (ASEZA).

ADC, owned by the Government of Jordan and ASEZA, is mandated to build new infrastructure and required superstructure, expand existing utilities, create necessary business enablers, and manage key facilities for Jordan's key port at the Red Sea.

Through this MoU, both entities commit to cooperation, knowledge-sharing, and conducting economic studies to enhance Jordanian exports. By leveraging each other's strengths and resources, they aim to streamline processes, identify growth opportunities, and foster entrepreneurship.

Please, enjoy reading our newsletter, receive inspiration, and be encouraged to engage with us.

Your JORDAN EXPORTS Team ©



## **JORDAN EXPORTS NEWS & OPPORTUNITIES**

### **MOITS Approves Executive Plan of the National Export Strategy Highlighting JE 's Collaborative Role**

The Ministry of Industry, Trade, and Supply (MOITS) has ratified the executive plan for 2024, being part of the National Export Strategy (NES) for the years 2023 to 2025. This plan underscores key collaborations with JE to further progress a series of activities from the preceding year. According to a statement from the ministry, the completion rate for the operational plan for quick wins for the first year of the strategy reached 87%.



The Hashemite Kingdom Of Jordan  
Ministry of Industry , Trade and Supply

MOITS acknowledged JE 's implementation of key initiatives over the past year. These included the launch of the Jordan Export Portal (JEP) at JE, facilitating the participation of Jordanian private sector companies in 12 international exhibitions and trade missions targeting regional and international markets such as Algeria, Brazil, Egypt, Germany, the Netherlands, Qatar, Saudi Arabia, and Spain.

### **JE and JLGC Sign an MOU & a Golden Sponsorship Agreement to Boost Export Activities**

Jordan Exports (JE) and the Jordan Loan Guarantee Corporation (JLGC) recently signed a memorandum of understanding (MOU) and a golden sponsorship agreement to bolster Jordanian exports. The MOU emphasizes mutual promotion through digital and social media platforms, joint studies, risk assessment, and technical support for exporters. JLGC's golden sponsorship of the Jordan Export Portal (JEP) for the second year aims to support vital information on international markets, trade agreements, and marketing services to enhance export activities.



JE strives to highlight JLGC 's crucial role in providing loan guarantee services to mitigate risks for banks and financial institutions, as well as to protect Jordanian exporters against political and commercial risks.

## JORDAN EXPORTS NEWS & OPPORTUNITIES

### Strengthening Jordanian Exports: Insights & Strategies from JE Workshops

#### ***JE convened a Focus Group Meeting about International Markets Considerations***



JE held a focus group discussion (FGD) about “International Markets Considerations: Issues to Consider when Exporting”. Different Jordanian companies and factories attended the session.

The purpose of the FGD was to identify recent opportunities and challenges for Jordanian exporters when exporting their services and goods. The valuable input from the companies this time also served as a base for a subsequent training which JE provided on these topics. Moreover, JE is developing action plans out of the FGD ´s which it organizes to further promote and lobby opportunities and solutions.

#### ***JE Held a Capacity Building Training on Best Practices for Successful Exports***

Following the outcomes of the above-mentioned FGD session, JE held a training workshop at the Association of Banks in Jordan about “Successful Exports Branding and Positioning: Best Practices”.

The training session covered a number of practices that lead to success in exports, also including topics such as branding, positioning in international markets, and writing unique selling propositions.



*The training workshop and the focus group discussion hosted more than 70 company representatives and were made possible with support from the USAID Economic Reform Activity.*

## JORDAN EXPORTS NEWS & OPPORTUNITIES

### **JE Organizes the Jordanian Participation in Distinguished Regional & International Exhibitions**

#### ***JE Organized Jordanian Participation in the 47th Baghdad International Fair***

JE organized the participation of 30 Jordanian companies at Baghdad International Fair, which took place from January 10-19, 2024. JE arranged for the Jordanian pavilion with companies specialized in different fields such as chemicals, construction, textiles, packaging, healthcare, or food. The exporters attended the fair seeking new networking opportunities and exploring new prospects in international markets, as it embraced crowds of international buyers and businessmen from several Arab and foreign countries.



#### ***JE Facilitated Jordanian Presence at Big 5 Construct Saudi 2024***



JE organized the participation of ten Jordanian companies specializing in construction, engineering, furniture, stone, marble, and chemical products at the Big 5 Construct Saudi exhibition in Riyadh from February 26-29.

The fair attracted over 55,000 participants and visitors from forty countries, provided a platform for Jordanian firms to network with international counterparts, showcase their products, and explore new export opportunities amidst the Kingdom of Saudi Arabia's ambitious economic development projects.

#### ***JE Advanced Jordanian Pavilion at AgriteQ 2024***

JE organized the Jordanian Pavilion at AgriteQ 2024 in Doha, Qatar, from February 21-27, ensuring the seamless participation of ten distinguished Jordanian agricultural companies. These companies brought their finest agricultural products and innovations, aiming to expand their export opportunities. JE carefully coordinated every aspect of the pavilion, from logistics management to booth setup, prioritizing service quality and presenting the companies' overall experience to attendees. By showcasing the excellence of Jordanian agricultural products and fostering valuable connections, JE and the participating companies successfully highlighted Jordan's significant role in the global agricultural market, laying the groundwork for future export growth and collaboration opportunities.



## JORDAN EXPORTS NEWS & OPPORTUNITIES

### Jordanian Companies Shine at LEAP 2024

The presence of Jordanian companies at LEAP 2024 was notable, with 26 firms specializing in technology and information showcasing their capabilities alongside 1200 regional and international counterparts.

This collaboration between JE and int@j played a crucial role in ensuring Jordan's strong representation at the event that was held in Riyadh, Saudi Arabia. The participation reflects Jordan's dedication to keep pace with technological advancements and to cultivate new partnerships in the dynamic IT sector.

*The participation in LEAP was made possible with the support of the USAID Economic Reform Activity.*

### Supporting Jordan's Food Industry to Connect with American Buyers

JE and the USAID Economic Reform Activity organized an awareness session titled "Connecting Jordan's Food Industry with US buyers" for Jordanian companies. The session aimed to educate companies on effective communication with US buyers, thereby enhancing export opportunities to the USA. JE presented a food sector export factsheet developed with USAID ERA, covering essential information on accessing the US market, necessary certificates, branding, packaging, pricing strategies, and soft skills for successful vendor management.




## JORDAN EXPORTS NEWS & OPPORTUNITIES

### Red Sea Attacks Also Troubling Jordanian Exports



Tameem Al-Qasrawi, Vice President of the Amman Chamber of Industry and Vice Chairman of Jordan Exports, in an interview with Roya News explained that, whilst about 50 percent of Jordan's imports pass through the Red Sea, Jordanian exports are also significantly

affected, since about 28 percent of them are using the Red Sea route.

Source: Roya News, 6 Jan 2024

*Red Sea tensions threaten global competitiveness of Jordanian industry*

### Strong Price Increase for Olive Oil in the EU



The price of olive oil climbed more than 50% year on year in the European Union, ranging from 13% in Romania to 69% increases in Portugal. This contrasts with the general food inflation in January 2024 in the EU, which stood at less than 5%. One of the main reasons are recent drought and

heatwaves in countries such as Spain, where production halved in 2023. Currently, there is a high probability of further price increases.

Source: euronews, 28 Feb 2024

<https://www.euronews.com/business/2024/02/27/price-of-olive-oil-climbs-more-than-50-in-a-year-in-the-eu>

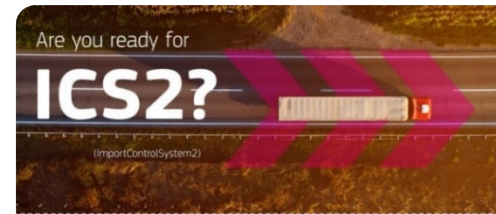


### Green Investments with Potential to Create Thousands of Jobs in Jordan

A report by the "Green Action in Enterprises" (GAIN) project of the German Agency for International Cooperation

(GIZ) indicates that Jordan has considerable potential of green jobs in the agriculture, transport, water and waste, manufacturing, tourism and energy sectors. Usually, the total employment could grow with 127,000 jobs (number of green jobs around 5,500) until 2030, but if certain green initiatives were implemented, the number of green jobs could grow with more than 100,000 jobs.

<https://www.giz.de/de/downloads/giz2023-en-jordan-selected-green-job-assessment.pdf>



### EU Implements New Customs Pre-Arrival IT System Affecting Exporters to the Bloc

Compliance with the European Union's Import Control System 2 (ICS2) is essential to

process one's exports. For maritime, road, and rail carriage it applies from 3 June 2024, whilst entry into force for air carriage was implemented already before. More information can be found here:

[https://taxation-customs.ec.europa.eu/customs-4/customs-security/import-control-system-2-ics2-0\\_en](https://taxation-customs.ec.europa.eu/customs-4/customs-security/import-control-system-2-ics2-0_en)

## PROJECTS & INITIATIVES

### JE Partners with 93 Jordanian Companies in a Signing Ceremony

Under the guidance of H.E. Yousef Al-Shamali, Minister of the Ministry of Industry, Trade, and Supply, the Signing Ceremony of the Export Acceleration Program which is implemented by JE was held at the Jordan Chamber of Industry (JCI).



93 industrial companies officially joined, and Al-Shamali emphasized the government's unwavering commitment of nurturing the industrial sector, citing the launch of initiatives like the Industry Support Fund. H.E. Wisam Al-Rabadi, Chairman of JE, reiterated the importance of companies registering on the Jordan Export Platform (JEP), which serves as a comprehensive hub for export market insights and opportunities.



JCI-President, H.E. Fathi Al-Jaghbeer, expressed gratitude for the government's steadfast support and acknowledged its role in empowering local industries to enhance their production, export capabilities, and global competitiveness.

### JE Held a Media Event to Introduce its Services, Achievements & 2024 Annual Plan

JE organized a media event on February 28, 2024 at the Kempinski Hotel in Amman to present its annual plan for 2024 and highlight its achievements in 2023 to the Jordanian media. JE emphasized the crucial role of local media in expanding its communication network and acquainting target companies with its services. The gathering convened JE's Chairman of the Board, His Excellency Dr. Wissam Al-Rabadi, CEO Engineer Omar Al-Qariouti, export experts, and representatives from the Jordanian media. Also, concrete success stories from Jordanian exporters that have been supported by JE, were shown. Actions and tools facilitating Jordanian exporters' efforts were explained, such as the Jordan Export Portal (JEP), JORDAN EXPORTS Club, Export Acceleration Program and Industry Support and Development Fund, JE's offers of export readiness assessments, trade missions, and more.



*This press session was made possible with the support from the USAID Economic Reform Activity.*



## JE NEW SERVICES

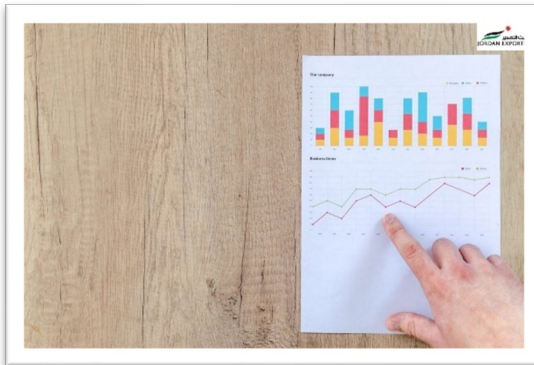
### JE Launches a New Service: JORDAN EXPORTS Club

**JORDAN EXPORTS (JE) is inviting companies and factories to join the “JORDAN EXPORTS Club”, the first of its kind in Jordan, offering exclusive benefits to its members.**

The privileges include discounts on international exhibitions and trade missions, reduced costs for specialized studies on specific markets or products, access to a list of potential international buyers, and continuous access to specialized studies on export affairs. Members also get to participate in training workshops covering various aspects of the export process and receive exclusive invitations to events organized by JE. In addition, members will have the opportunity to attend the annual meeting for networking and exchanging export-related information and experiences. JE aims to provide comprehensive support to its club members in their export endeavors. For more information about JE Club, click on the following link: <https://jordanexports.jo/%d9%86%d8%a7%d8%af%d9%8a-%d8%a8%d9%8a%d8%aa-%d8%a7%d9%84%d8%aa%d8%b5%d8%af%d9%8a%d8%b1/>



### JE Expands Companies' Reach Opportunities: Offering Specialized Lists of Potential Buyers



If you are yearning to boost your export potential, here's a fantastic opportunity to do just that! JE is offering specialized lists of up to nine potential buyers for your products for up to three different countries. It is a valuable chance to tap into global markets and elevate your exports to new levels.

The offer is paving the way for promising export opportunities for companies, whether being experienced, seasoned, or just beginners in exporting.

To take advantage of this opportunity, please fill the form in the link below or simply contact JE directly.

[https://docs.google.com/forms/d/e/1FAIpQLSdudpeCdD8zBp1lm63yUPCCsl2wLGiY1fVR6y9pwBuUD\\_oFgQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdudpeCdD8zBp1lm63yUPCCsl2wLGiY1fVR6y9pwBuUD_oFgQ/viewform)

## REPORTS & STUDIES

### Primary Studies Covering Specific Products to Enhance Export Efficiency



JE has prepared several detailed primary studies in English and Arabic about high-potential Jordanian products, as well as a specific target market **exclusively for its JORDAN EXPORT Club members**.

These primary studies go beyond the wide range of valuable studies which are available for all Jordanian exporters on the Jordan Export Portal (JEP).

They include specific field research, as well as additional, laborious contents – their compilation is more costly.

This provision was made possible through USAID Economic Reform Activity support.

*To access additional reviews and read more reports on sectors, potential products, and countries with favorable export opportunities, you can take a tour of JEP by clicking on the following link:*

[www.jordanexportportal.gov.jo](http://www.jordanexportportal.gov.jo)

## UPCOMING

### JE Endeavors to Empower SMEs for International Markets

**Coming Soon- PLMA 2024: The Private Label International Trade Show 2024 in Amsterdam, Netherlands, is scheduled for May 28 to 29, 2024.**



As in previous years, JE will support Jordanian exporters with a pavilion at PLMA and further strive to penetrate this segment as well as sustain the companies' involvement. To learn more about international opportunities for Jordanian exporters (businessmen & businesswomen), please click on the links with videos at the bottom of the page:



JORDAN EXPORTS (JE) provides promising opportunities for hundreds of potential Jordanian exporters to penetrate international markets. This commitment is manifested through facilitating their participation in international trade fairs and exhibitions outside Jordan. To fulfill this pledge, JE extends invitations to companies for fairs it considers valuable, promoting them via its social media platforms and direct communication channels. Moreover, JE oversees technical and logistical preparations and fosters an encouraging environment for B2B networking between Jordanian participants and international buyers and businesses during these events. Leveraging the expertise of Jordanian potential exporters, JE equips them with the necessary knowledge to successfully launch their products in global markets.



<https://www.linkedin.com/feed/update/urn:li:activity:7155517044191350784>

<https://www.linkedin.com/feed/update/urn:li:activity:7160512454131646464>

<https://www.linkedin.com/feed/update/urn:li:activity:7163446276473229312>

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Nonetheless, JORDAN EXPORTS cannot guarantee accuracy and/or completeness, and cannot be held liable with regards to the use of the information.

## EXPORT EXPERT'S VIEW

### What's "Hot" in Exports for Some other Countries?

#### *Trends in Green and Halal....*

As we are always in search of important trends and developments for Jordanian exports, it is worth looking beyond the borders from time to time to see what is moving other exporters. There is certainly a lot of drive in the "green" direction. For example, Sri Lanka recently has seen a significant increase in apparel manufacturing facilities being certified with the Global Organic Textile Standard (GOTS), which is certifying environmental, social, and ethical business practices credentials. This is driven by the strong growth in organic textiles' demand in key markets. Vietnam's Logistics Business Association referred to the country's position as the second largest exporter of apparel products in the world but urged a faster green transition<sup>1</sup>. Otherwise, one would lose ground against Bangladesh, seen to be quicker in greening supply chains and having hundreds of apparel factories meeting or applying for certification of the Leadership in Energy and Environmental Design (LEED) standard, which is evaluating building performance in categories such as materials and resources, indoor environment quality, energy and atmosphere, water efficiency, sustainable sites, and innovation in design. On Jordan's green trade efforts, we reported more closely in some of our Newsletters<sup>2</sup>.



Halal is another topic of high relevance for Jordan, a country with strong competence in this<sup>3</sup>. Brazil, as one of the top producers of halal food in the world is using its Easy Trade platform which digitalizes customs clearance for its exports to some Arab countries like Jordan and aims at application also with African countries. Reasoning: even countries with Christian-majority in Africa are expected to see a strong increase in demand. This not forgetting Asia, where Indonesia as the country with the largest Muslim population in the world is continuing its journey to become a global halal industry leader; notwithstanding its own strong demand, it has a surplus in halal trade and consistently works to maximize its local production capabilities to substitute import-dependent halal product categories<sup>4</sup>. No surprise, that Hongkong is advised to follow Singapore's path to build a more halal-friendly infrastructure<sup>5</sup>, which could open the door for Jordanian exporters<sup>6</sup>.

*Oliver Regner, Export Marketing Director*

**JORDAN EXPORTS**

<sup>1</sup> <https://tuoitrenews.vn/news/business/20230527/vietnam-apparel-sector-loses-orders-to-bangladesh-due-to-slow-green-transition/73388.html>

<sup>2</sup> <https://specialtyfabricsreview.com/2023/10/18/gots-sri-lanka-organic/>

<sup>3</sup> JORDAN EXPORTS Newsletters, December 2022 and 2023 <https://jordanexportportal.gov.jo/news/8-Jordan-Exports-Newsletter-December--2022-and2023>, <https://jordanexports.jo/wp-content/uploads/2024/01/JORDAN-EXPORTS-December-Newsletter-2.pdf>

<sup>4</sup> <https://anba.com.br/en/exports-to-jordan-will-have-to-go-through-easy-trade/>, <https://www.datamarnews.com/noticias/africa-has-growing-halal-market/>

<sup>5</sup> <https://www.statista.com/topics/11391/halal-industry-in-indonesia/#topicOverview>

<sup>6</sup> <https://www.scmp.com/comment/letters/article/3246368/be-muslim-tourist-draw-hong-kong-could-be-more-halal-friendly>