

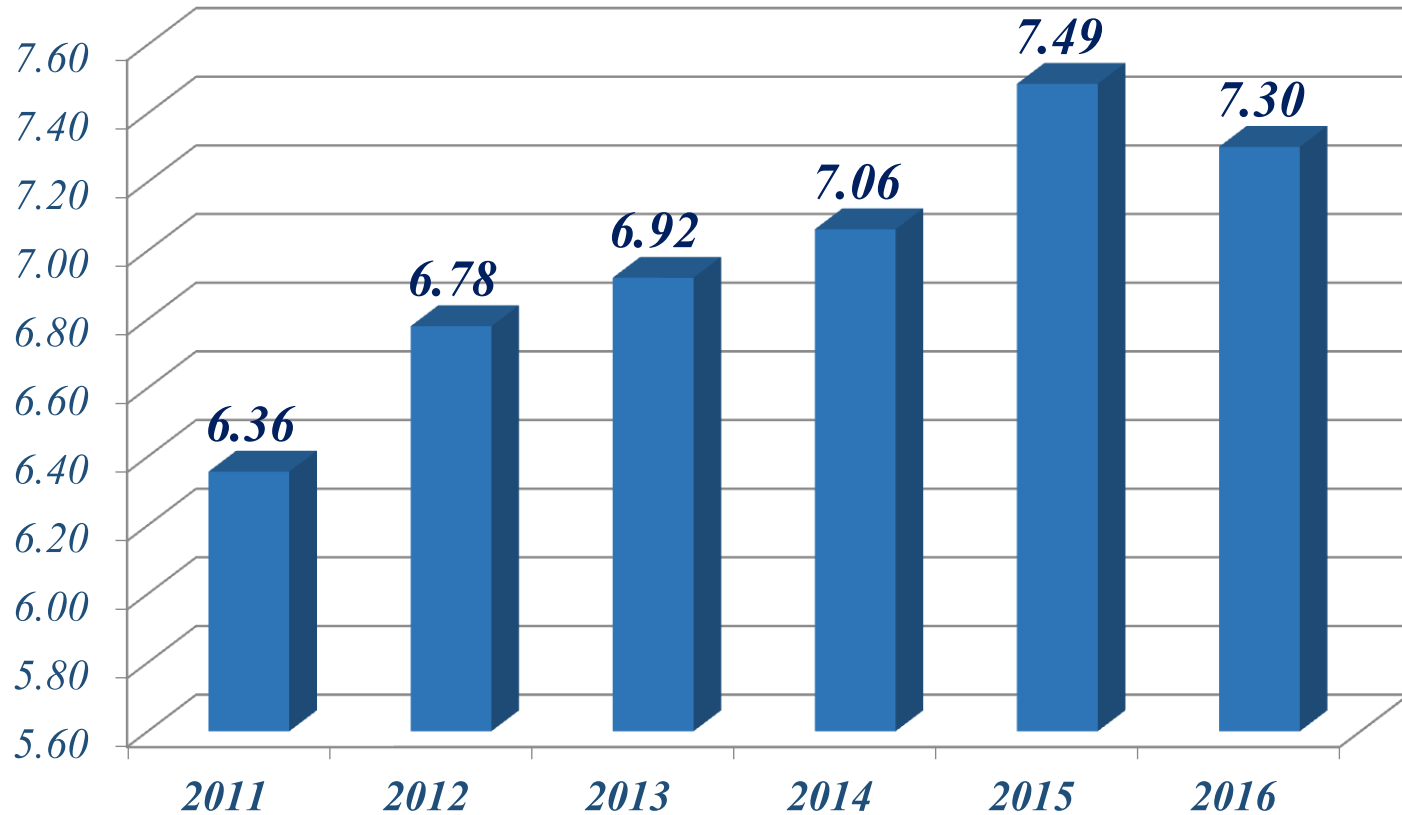


# Jordanian Exports opportunities to EU markets

**Dr. Maher Al- Mahrouq**  
**General Manager**



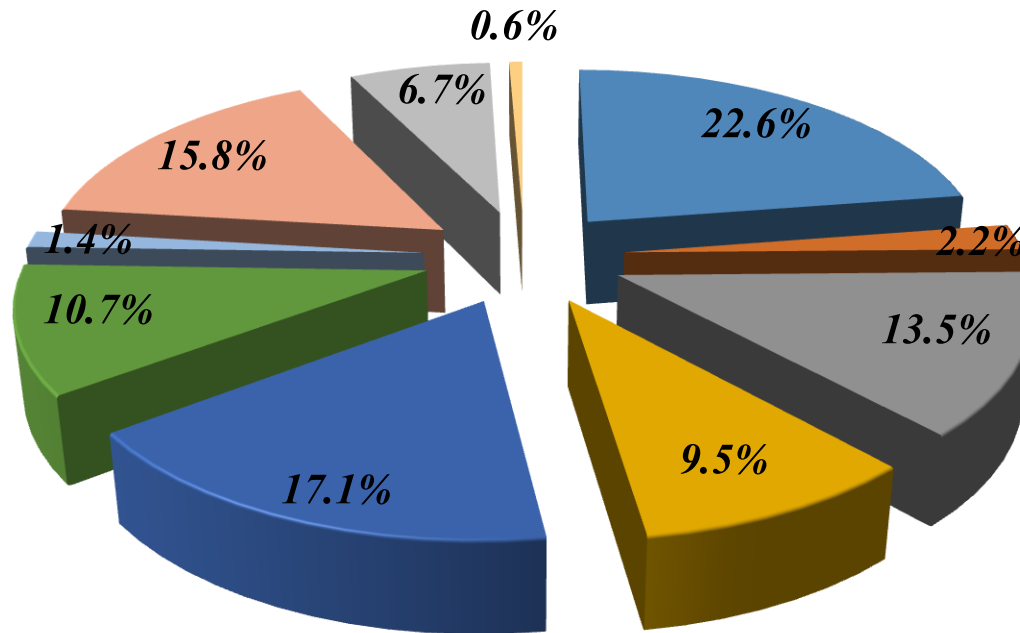
# Industrial Exports



Billion USD



# Industrial Exports by sector %



■ *Textile and readymade Garments industries*

■ *Therapeutic industries and medical supplies*

■ *Chemical industries and cosmetic preparations*

■ *Construction industry*

■ *Packaging, paper, carton, and office equipment's industries*

■ *Plastic and rubber industries*

■ *Food, agricultural and animal stock industries*

■ *Engineering, electrical and information technology industries*

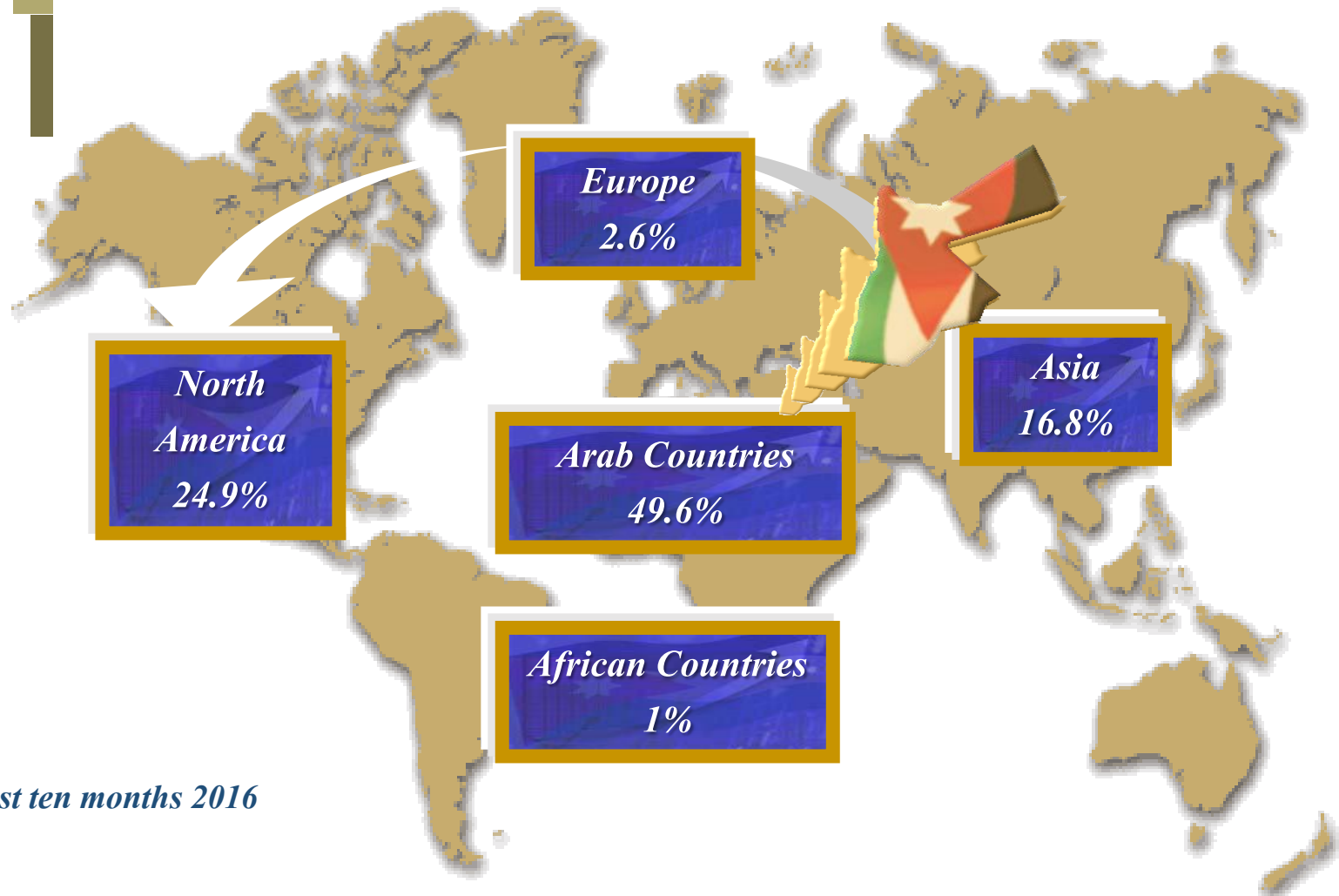
■ *Mining industries*

■ *Wood and furniture industries*



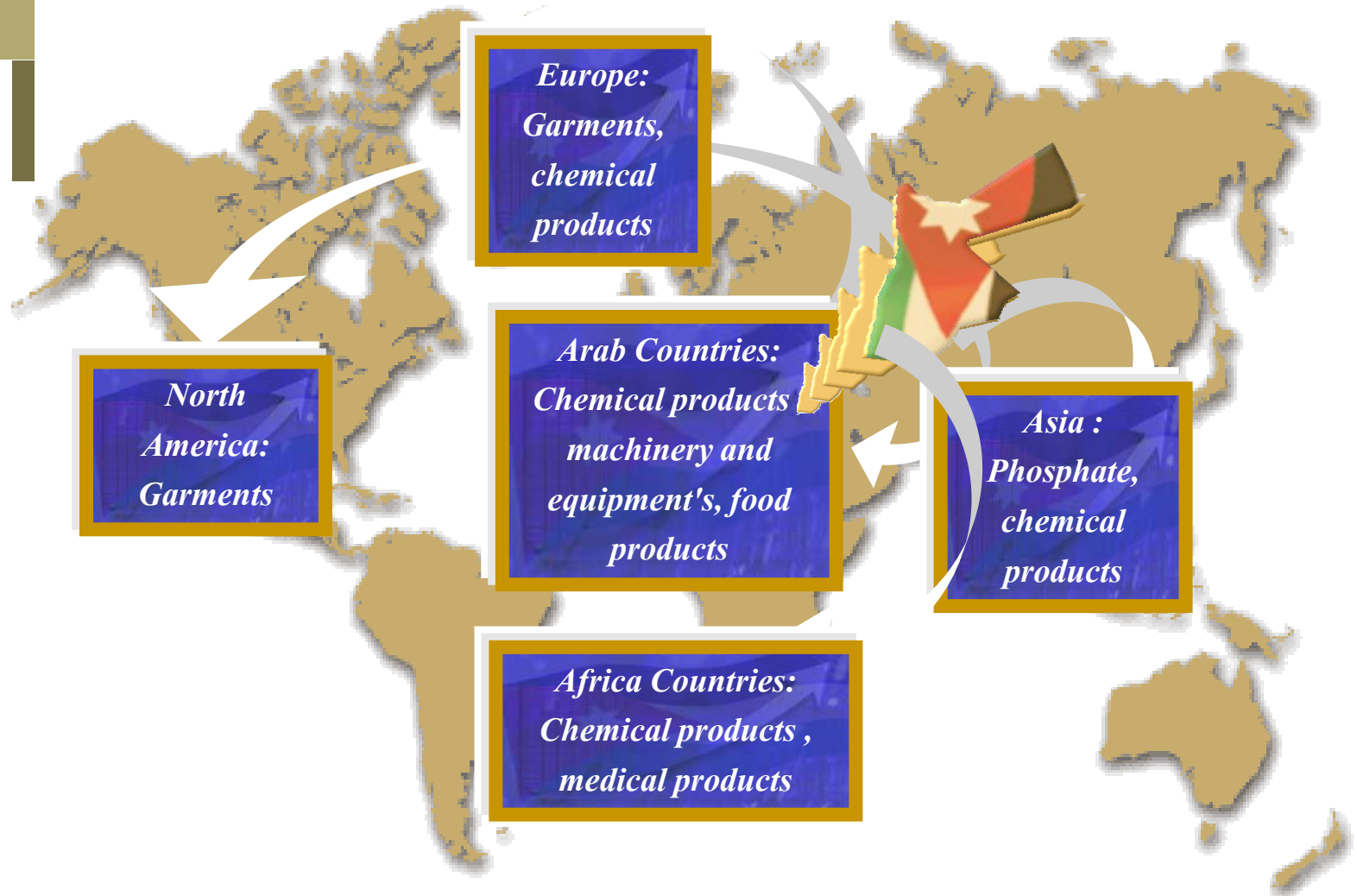
# Exports' Geographical Distribution

*Access to 120 Markets*



*First ten months 2016*

# Main Industrial Exports



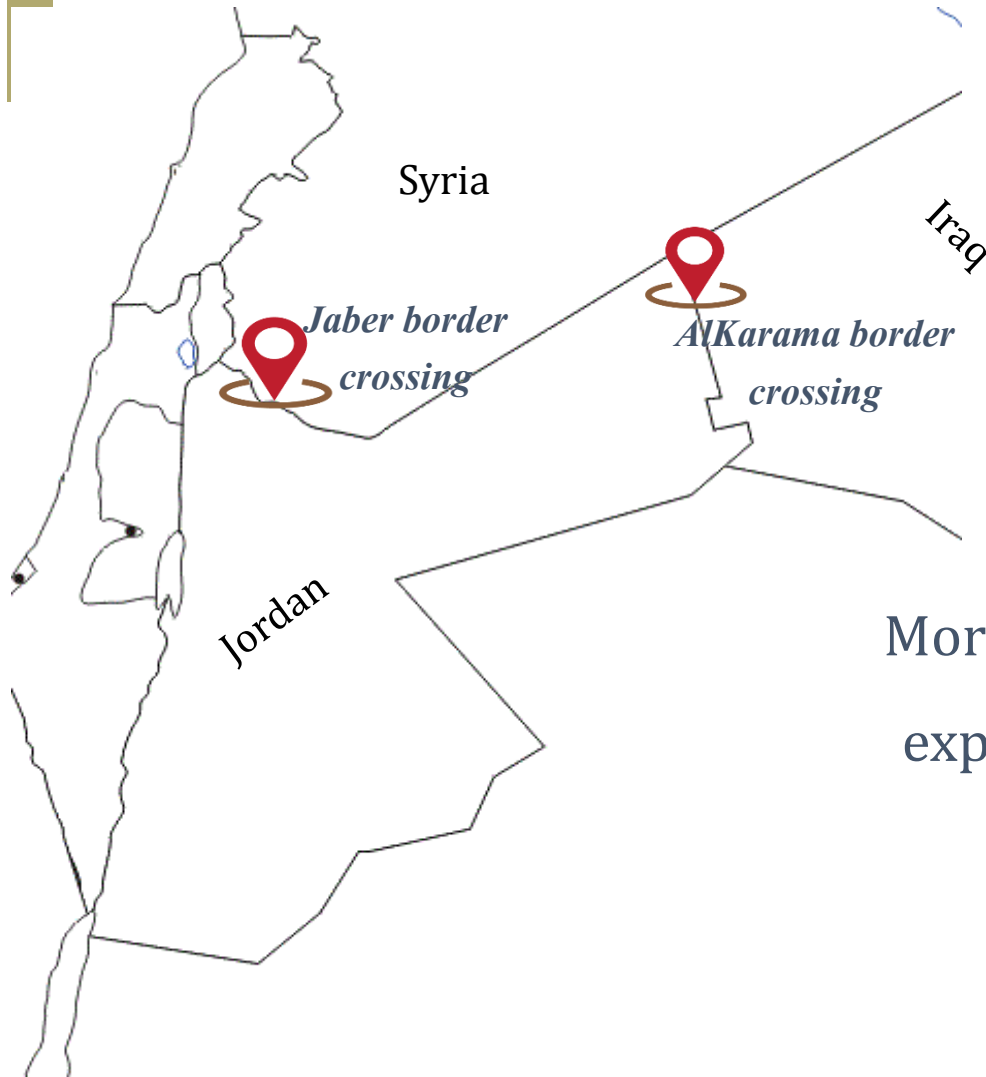


# **Syrian Crisis**

## **Impact on**

# **Jordanian Exports**

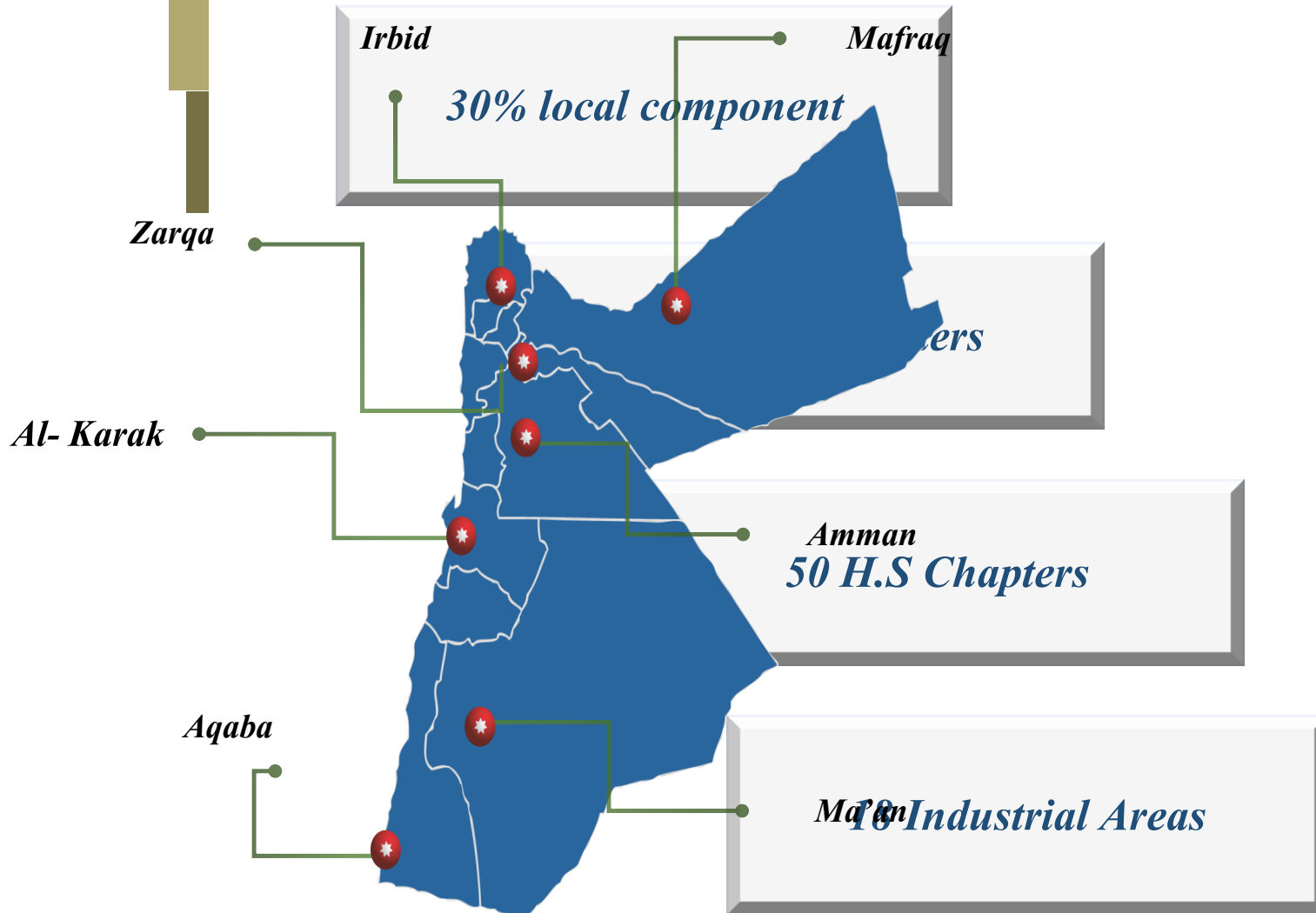
# Borders' Closure



More than 30% of Jordanian exports stopped due to the Syrian Crisis



# Jordan Compact







**What we did ?**

**First Study**

**“Industrial Sector in 18 Industrial  
Areas”**

**In cooperation with Better work -  
Jordan**

# 18 Industrial Areas (facts and figures)

**1561** firms operates in those areas

**47,416** total employees in those areas

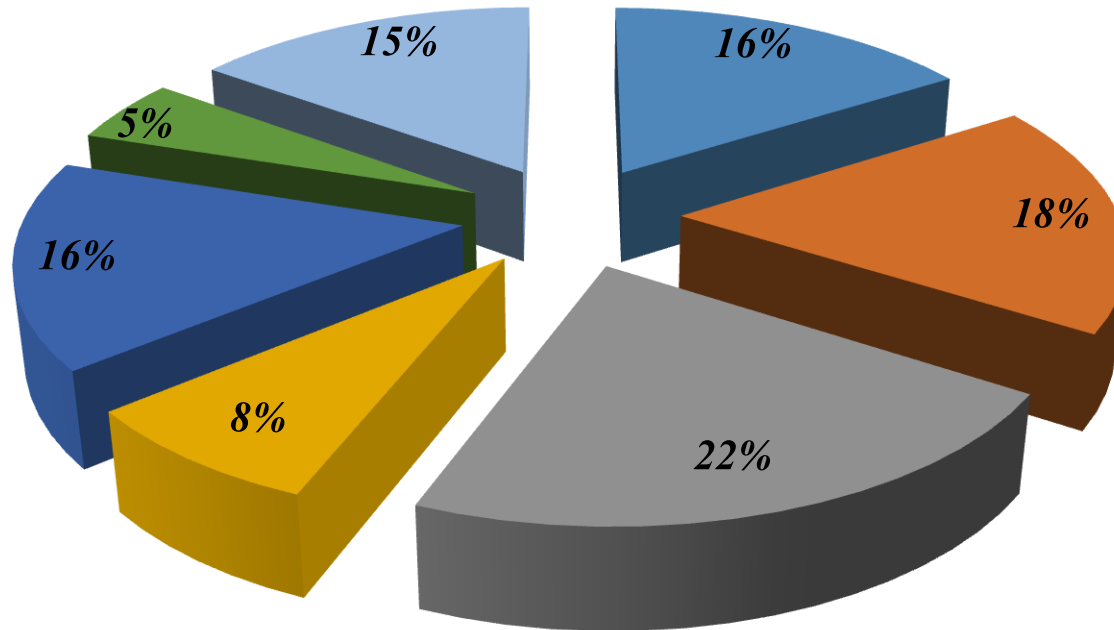
**936** firms meets the criteria

**Only 3** sub-sectors were exempted

**50** employees on average per firm



# Distribution of Firms by Sub-sector



- *Textile and readymade Garments industries*
- *Packaging, paper, carton, and office equipment's industries*
- *Engineering, electrical and information technology industries*
- *Construction industry*
- *Plastic and rubber industries*
- *Wood and furniture industries*
- *Chemical industries and cosmetic preparations*

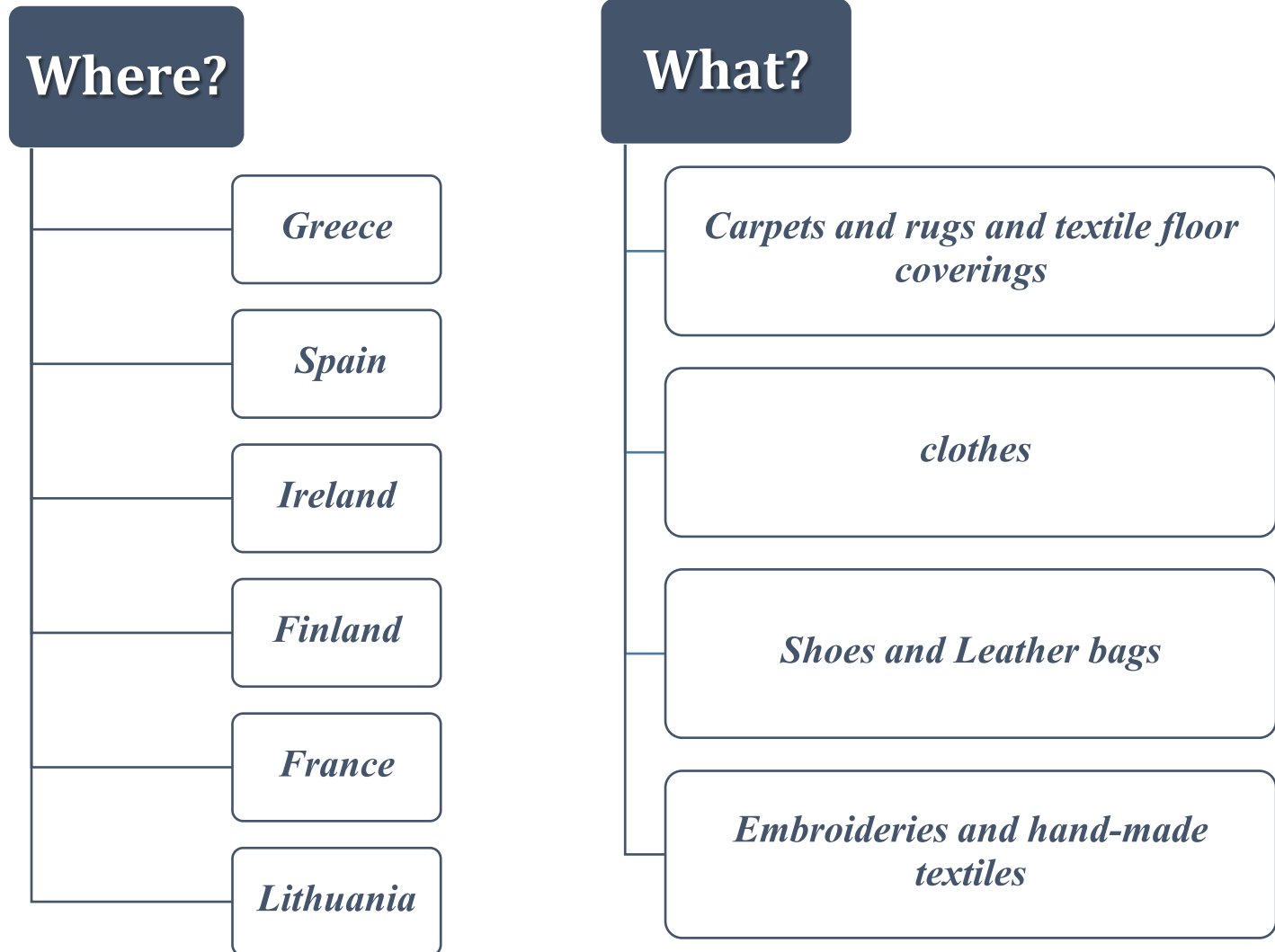


## **Second Study**

**“what to export and where”**



# 1. Textile & Readymade Garments Industries



## 2. Plastic & Rubber Industries

### Where?

*Italy*

*Denmark*

*Cyprus*

*Ireland*

*UK*

*Malta*

### What?

*House wares and Plastic cosmetics*

*Rubber products, panels, plates, rods,  
tires and tubes or belts*

*Health plastic wares, baths and shower  
baths, sink tubs and other*

# 3. Chemicals & Cosmetic Preparations

## Where?

*Czech*

*Romania*

*Malta*

*Portugal*

*Finland*

*Bulgaria*

## What?

*Fertilizers*

*Shampoos, hair sprays, cosmetics and shaving preparations*

*Inorganic and organic chemicals  
Materials*

*Dead Sea products (salts, mud, natural cosmetics materials)*



## 4. Engineering, Electrical & Information Technology Industries

### Where?

*Belgium*

*Italy*

*Cyprus*

*Ireland*

*Malta*

### What?

*Iron and steel basic industries*

*Electrical home appliances and accessories*

*Conditioning, cooling, extinguishing devices and accessories*

*Aluminum Sections or Profiles*



# 5. Construction industry

## Where?

*Ireland*

*Slovakia*

*Croatia*

*Czech*

*Greece*

*Romania*

## What?

*Construction stones, stone cutting and composition and the production of panels of marble, granite, basalt and other construction products.*

*Cement, concrete and gypsum products: tiles, bricks and boards pipes*

*Glass products used in construction and fiber glass*

# 6. Packaging, paper, carton, & Office Equipment Industries

## Where?

*Croatia*

*Hungary*

*Estonia*

*France*

*Greece*

*Malta*

## What?

*Paper pulp, paper and cardboard industry*

*Stationery*

*Packaging products*

# 7. Wood and furniture industries

## Where?

*Finland*

*Malta*

*Cyprus*

*UK*

*Ireland*

## What?

*Wooden building products, carpentry, including doors, windows, wooden frames and decoration work*

*Wood panels, veneer and plywood and plastics*

*Furniture of all kinds (home, offices, restaurants, schools, hospitals and laboratories)*



# An Example

## *Carpets and rugs and textile floor coverings*

<i>Enterprise Name</i>	<i>Main Products</i>	<i>Factory Location</i>
<i>SAYDA CARPET IND . CO.</i>	<i>CARPETS , WALL TO WALL CARPETS , YARN OF SYNTHETIC FIBERS</i>	<i>Al jeeza</i>
<i>Milan co for yarns industry</i>	<i>POLYPROPYLENE THREADS (YARN) , PLASTIC MATS , CARPETS , WALL TO WALL CARPETS , MEDIUM SIZE PLASTIC CONTAINERS , HANGARS</i>	<i>Al Qastal</i>
<i>ALOTUS FOR CARPET AND RUGS CO</i>	<i>CARPETS , YARN OF SYNTHETIC FIBERS , FURNITURE PLASTIC PARTS , WALL TO WALL CARPETS , PLASTIC MATS , MEDIUM SIZE PLASTIC CONTAINERS</i>	<i>Al Qastal</i>
<i>AL PASHA CARPET &amp; RUG IND CO.</i>	<i>CARPETS</i>	<i>Al Qastal</i>
<i>ALKARAM CARPETS IND.</i>	<i>WALL TO WALL CARPETS</i>	<i>Al Qastal</i>
<i>AYN TEXTILE COMPANY</i>	<i>WALL TO WALL CARPETS , CARPETS , POLYPROPYLENE THREADS (YARN) , BLANKETS , BED LINEN , BLANKETS , PILLOWS &amp; SACKS FOR SLEEPING</i>	<i>Al Muqar</i>
<i>ARAB WEAVERS UNION CO.P.L.C</i>	<i>WALL TO WALL CARPETS , NYLON THREADS (YARN) , YARN OF SYNTHETIC FIBERS , CAR MAINTENANCE AND ELECTRICITY REPAIRS , CARPETS , POLYPROPYLENE THREADS (YARN) , PACKING ROLLS , COTTON YARN , THREADS FOR SEWING (MIXED)</i>	<i>Sahab King Abdualla City</i>
<i>GLOBAL CARPET &amp; RUG IND. CO</i>	<i>WALL TO WALL CARPETS , HAND WOVEN TAPESTRY AND OTHERS , ADHESIVES , CARPETS , BLANKETS</i>	<i>Sahab King Abdualla City</i>
<i>DELTA COMPANY FOR INDUSTRIAL CARPETS AND MOKAIT</i>	<i>CARPETS</i>	<i>Sahab King Abdualla City</i>
<i>ORCHIDA CO.FOR INDUSTRIES TEXTILE &amp; H.PAPER</i>	<i>Carpets, blankets, synthetic strands of sewing yarn, synthetic textile yarns, hygienic _ Toilet paper ( baby diapers , packaging and binding services , fabrics , synthetic Towels</i>	<i>Sahab King Abdualla City</i>



# Investments opportunities

# Highlighted Opportunities

*Joint Ventures with all industrial Sub-sectors*



*Clothes Accessories*



*Raw hides and skins (other than furskins) and leather*



# JCI Initiative

## Capacity Building for Exporters



# JCI Initiative

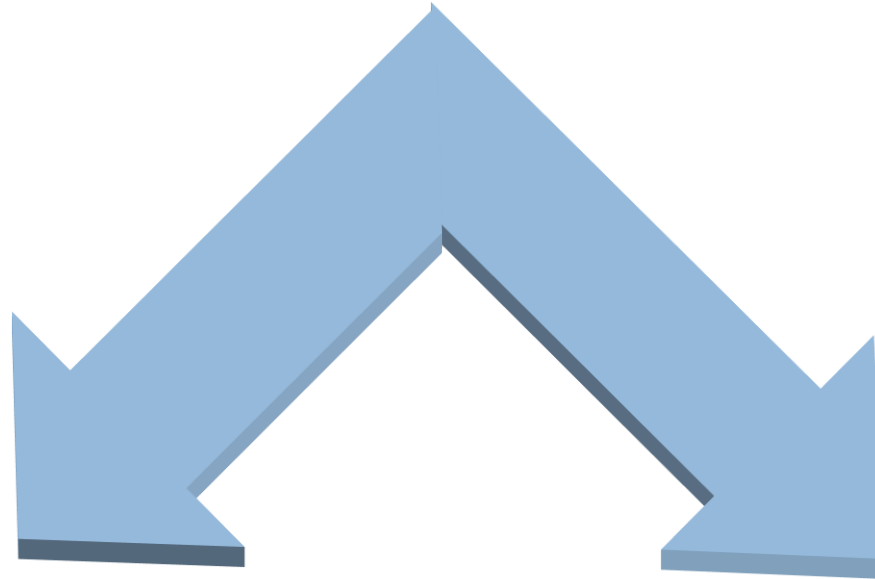
## Capacity Building for Exporters

- *Capacity Building for Exporters aims at:*
  - *Increasing **exports** of Jordanian SMEs, with a focus on the EU and the implementation of the **Jordan Compact**.*
  - *Attracting foreign investors and **investments** .*
  - *Creating new **employment** and job opportunities, especially for **young people and women**.*
- *Measures will strengthen the Jordanian economy and lead to the **creation of economic growth**.*





## *Capacity Building for Exporters*



**Export Hub**

**SADIRATCOM**



# Export Hub

- *One-stop shop for **marketing** and **implementation** of **Jordan Compact** and other export markets.*
- *Goal is to increase Jordanian exports by giving SMEs all necessary **support** for successful export.*
- *Will **provide services** in every step of export to EU and other markets, and*
  - ***Awareness raising** for Jordan Compact.*
  - *Product and company **matching** at foreign markets.*
  - ***Guidance** to export and apply to Jordan Compact.*



# SADIRATCOM

- *Virtual Platform (website, search engine) for Jordanian SMEs and foreign industrialists with the tools needed to promote their products on foreign markets on a global scale.*



# Capacity Building for Exporters



*Project including SADIRATCOM and Export Hub will be established by JCI.*



***Mid-term goals:** Greater knowledge of export, markets, employment and Jordan Compact will strengthen entrepreneur's ability to grow.*



***Long-term result:** Increase in exports and growth of Jordanian industry, attraction of foreign direct investments, decrease in unemployment and enhancement of situation of Syrian refugees.*



*Thank you*

*Dr. Maher Al- Mahrouq - General Manager*

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