



The American Chamber of Commerce in Jordan

@AmCham

January 2019 Newsletter

Lead Generation & Successful Participation in Trade Shows @ Grand Hyatt

On January 16th and 21st, 2019, The American Chamber of Commerce in Jordan, supported by USAID- Jordan Competitiveness Program, held a two day workshop on “Lead Generation & Successful Participation in Trade Shows”. The sessions focused on export readiness, market intelligence and types of partnerships as well as tools needed to generate successful exports, and identifying, contracting and negotiating with partners. Equipping companies with the right tools and technical knowledge to research, evaluate and execute the best plan for growing exports to the US and other markets.



Economic Framework & Value of the Jordan US Economic Relations @ The W Hotel

On January 22nd 2019, The American Chamber of Commerce in Jordan supported by Public Affairs at the U.S. Embassy - Jordan held the fourth in a series of workshops on “Economic Framework & Value of the Jordan-US Economic Relations” with social media influencer's at the W Hotel in Amman.

The workshop explored paths to grow Jordan US relations and how to optimize opportunities with aforementioned influencers that lead to the contribution and economic development in Jordan.



AmCham Jordan and H.E. Minister Mothanna Gharaibeh @ NYC

AmCham Jordan represented by its CEO Ms. Rose Alissi and Jordan Minister of ICT Eng. Mothanna Gharaibeh during their visit to the US on January 24th, 2019 where Minister Gharaibeh spoke at University of Columbia School of International and Public Affairs.

Where they also met with the Brooklyn Chamber of Commerce in New York. Fruitful discussion on areas of cooperation in preparation for an upcoming trade mission to Jordan in clean tech, ICT, and food among others. In addition to exploring opportunities in working with Jordan as a launching pad to access Iraq.



BROOKLYN
CHAMBER OF COMMERCE



The American Chamber of Commerce in Jordan

@AmCham

January 2019 Newsletter

Trade Missions @ AmCham:

Silicon Slopes to Silicon Valley-The IT Sectors Premier Export Mission to the US

The American Chamber of Commerce in Jordan supported by USAID Jordan- Jordan Competitiveness Program and lead by Minister of ICT H.E. Eng. Mothanna Gharaibeh embarked on the “Silicon Slopes to Silicon Valley-The IT Sectors Premier Export Mission to the US”.

Where AmCham- Jordan organized the participation of 7 companies in the TechWadi Annual Forum in California to discuss recent developments and future opportunities for innovation in the region.

During the forum, one of the participating companies Mawdoo3.com represented by Mr. Hussein Natsheh is launching “Salma AI” an intuitive Arabic Voice Assistant platform, targeting the 400 million Arabic speaking market.

The participants also attended the TechWadi benefit dinner, where H.E. Gharaibeh gave a speech showcasing statistics and numbers reflecting opportunities in Jordan’s Tech industry and acknowledged the delegation and AmCham for all their efforts in promoting the IT sector as choice # 1

The dinner was attended by the MENA TechWadi, distinguished investors and entrepreneurs.

Concluding their visit in California and before jetting to Utah to Silicon Slopes, the 7 participating companies visited LinkedIn, Facebook and Google headquarters where they attended 2 sessions on “Business Operations & Strategy” and “Thinking of Innovative Products & Growth” followed by B2B meetings in Silicon Valley.





The American Chamber of Commerce in Jordan

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March 2019 Newsletter

Lead Generation & Successful Participation in Trade Shows @Amman Chamber of Industry

On March 18th- 19th 2019, The American Chamber of Commerce in Jordan, supported by USAID- Jordan Competitiveness Program, held a two day workshop on "Lead Generation & Successful Participation in Trade Shows". The sessions focused on export readiness, market intelligence and types of partnerships as well as tools needed to generate successful exports, and identifying, contracting and negotiating with partners. Equipping companies with the right tools and technical knowledge to research, evaluate and execute the best plan for growing exports to the US and other markets.



Invest in Kurdistan Conference @ Landmark Hotel

AmCham- Jordan represented by its Chairman Eng. Mohammed Bataineh and Deputy CEO Ms. Raghad Alkhozah attended the "Invest in Kurdistan Conference" which took place on March 25th-26th, 2019 at the Landmark Hotel.

The conference, organized by the Jordanian-Kurdish Friendship Association, provided a holistic economic outlook on KRG's investment climate and available opportunities in the following sectors:

Oil and Gas, Energy (both traditional and renewable), Health, Education, Industry, Agriculture, Tourism, Security Sector, telecommunication and Information Technology, Financial and Business Sector, Finance and Banking and Insurance Sector, Transport and communications Sector, Roads and Railways Sectors.





The American Chamber of Commerce in Jordan

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April & May 2019

Partner Search Export Support Mission 1 @ New York

On April 4th-13th 2019, AmCham - Jordan organized the first partner search mission in 2019 to the state of New York in collaboration with American World Services (AWS). Where Eight Jordanian companies mainly operating in the food & beverage and cosmetics sectors were able to meet with potential buyers through tailor-made match making services and B2B meetings furthering their exposure in the U.S. market, leading to more economic growth and investment. As a result, some of the participating companies in this mission have successfully found their counter partner in the U.S and are in the process of taking orders to start exporting.



Informative Session on SelectUSA @ AmCham

On April 8th, 2019, AmCham - Jordan in collaboration with EDAMA held an informative session for "Select USA investment Summit 2019".

The Session was conducted by Mr. Fred Aziz, Commercial Counselor at the U.S Embassy in Amman.

The session was attended by market leaders and business associations keen on exploring investment opportunities and utilizing the welcoming business climate in the U.S.





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April & May 2019

AmCham - JO @ Forbes Digital Group

On April 15th, 2019. Forbes Digital Group hosted H.E. Eng. Mothanna Gharaibeh, Minister of Digital Economy and Entrepreneurship in Jordan, and AmCham - Jordan Represented by its deputy CEO Ms. Raghad Al-Khojah to an open discussion reception that mainly revolved around how the Jordanian ecosystem is thriving by putting efforts to attract more remote offices and how Jordan can meet the needs of tech leaders.

Companies such as Microsoft, Expedia, Cisco and Amazon outsourced their business processes to Jordan by establishing remote engineering offices that are growing significantly.



Executive Workshop on "Economic Framework & value of the U.S Economic Relations" with BPWA & IWF

During April, AmCham-Jordan focused its efforts towards opening up a dialogue with Jordanian Business Women owners and entrepreneurs. With the support of Public Affairs at the U.S Embassy in Amman. AmCham-Jordan held a two interactive workshops during April targeting women associations.

The Workshop's main objective was to highlight opportunities available for Jordanian business women and entrepreneurs to grow their business relations in the U.S and be a part of strengthening economic development in Jordan.



BPWA



IWF



The American Chamber of Commerce in Jordan

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April & May 2019

Charge' d'Affaires @ AmCham

On April 24th, 2019. AmCham - Jordan welcomed the new Charge' d'Affaires at the U.S Embassy in Amman, the honorable Ms. Karen Sasahara. The meeting was attended by delegates from the US Embassy and AmCham- Jordan's Board of Directors to discuss areas of cooperation aiming for strengthening Jordan's U.S economic relations .



Coaching session @ AmCham

On April 30th, 2019 AmCham - Jordan held a preparatory coaching session that was conducted by Mr. Steve Lanier from AWS for delegates participating in the 'Partner Search Export Support Mission 2'. The session aimed at providing an overview on the mission objectives and the meetings that would take place with the U.S Buyers.





**The American Chamber
of Commerce in Jordan**

@AmCham

April & May 2019

Tijara Coalition Briefing Session

On April 30th, 2019 AmCham Jordan organized a briefing session between the Tijara Trade Committee members and AWS expert Mr. Steve Lanier whereby they were briefed on the first Partner Search Mission results, opportunities and challenges.





The American Chamber of Commerce in Jordan

@AmCham

April & May 2019

Partner Search Export Support Mission 2

As a part of AmCham - Jordan "Diversification of Exports program" the second Partner Search Export Support Mission was held between the 19th and 25th of May under the National Tijara Coalition and with the support of USAID - Jordan Competitiveness program.

Jordanian participating companies comprised of businesses operating in different sectors such as furnishing, beverages, plastic, renewable energy, construction, textile, pet care utilities and others. Delegates were able to meet and show case their products to their counterpart importers and distributors and branch out into different states in the East Coast such as New York, New Jersey, Philadelphia and Maryland.



Execxutive Workshop on "Economic Framework & value of the U.S Economic Relations" @ Aqaba

Under the patronage of H.E. Eng. Nayef Al Bakheet, the Chief Commissioner of ASEZA, and with the support of the Public Affairs at the U.S Embassy, AmCham-Jordan represented by its Chairman Eng. Mohammed Bataineh & CEO Ms. Rose Alissi conducted the 8th in a series of workshop titled "Economic Framework & Value of the Jordan US Economic Relations".

The workshop focused on leading Jordanian businesses operating in Aqaba; urging them to better utilize the bilateral relations and their strategic geographical location to grow their businesses in the U.S. and ultimately, strengthen the economic development in Jordan.

The workshop was attended by representatives from Aqaba Special Economic Zone, Aqaba Chamber of Commerce, Aqaba Development Corporation, Aqaba Container Terminal, PBI Aqaba Industrial estate, WIOSUN, Orbit Aluminum Industries, Bareeq Li Tiknolojia Al Taqa Ltd, and others.





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April & May 2019

AmCham- Jordan's Annual Ramadan Iftar Welcoming the new Chargé d'Affaires H.E. Ms. Karen Sasahara @ Intercontinental Jordan

Under the patronage of H.E. Dr. Tariq Hammouri, Minister of Industry, Trade & Supply, AmCham – Jordan hosted its Annual Ramadan Iftar on May 27th, 2019 at Intercontinental Jordan welcoming the honorable Ms. Karen Sasahara the new Chargé d'Affaires who took up her post in March 2019 at the U.S Embassy in Amman.

The event was attended by over 150 attendees, gathered in spirit of the holy month. H.E. Eng. Muthana Gharaibeh - Minister of Digital Economy and Entrepreneurship and Secretary Generals, Members of Parliament, Chairs of the Chambers of Industry and Commerce, heads of business associations, and our distinguished partners and members were all present as honored guests of AmCham-Jordan in this year's event.

The Iftar featured a welcoming address from AmCham - Jordan chairman Eng. Mohammed Bataineh giving a warm Jordanian welcome to H.E. Ms. Sasahara and also by presenting an overview of Jordan- U.S Free Trade Agreement & its positive outcomes. Followed by a presentation by AmCham - Jordan CEO Ms. Rose Alissi briefing the attendees of all the activities and achievements implemented in 2018 and the first quarter of 2019 and finally concluding it by a speech from H.E. Ms. Karen Sasahara and H.E. Dr. Tariq Hammouri.





**The American Chamber
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April & May 2019

***AmCham - Jordan & Jordan Tractor renews its partnership Agreement @ AmCham
Annual Ramadan Iftar***

AmCham - Jordan is proud to renew its 4th year in a row partnership agreement with Jordan Tractor (Caterpillar). The signing took place during the AmCham's Annual Ramanda Iftar, and the agreement was signed by AmCham - Jordan chairman Eng. Mohammed Bataineh and Jordan Tractor General Manager Mr. Amin Amireh .





The American Chamber
of Commerce in Jordan

NEWSLETTER

JUNE 2019

The Counselor Sales Person @ EJABI



On 12th - 13th June, 2019, AmCham Jordan Conducted a training titled "The Counselor Sales Person" by Wilson Learning SEM in collaboration with Euro Jordan Advanced Business Institute (EJABI) and with the support of USAID-JCP. This time the training was conducted by AmCham - JO's certified trainers Deputy CEO Ms. Raghad Al-Khojah and Head of FTA Ms. Lana Nimri.

The CSP training is a holistic program and a foundational sales training program for sales techniques which uses a 4 step consultative selling process that helps salespeople transition from simply making transactions to solving real business problems. This program is considered to be one of the bestselling sales training programs globally.

AmCham - JO @ Select USA



On June 10th - 12th, 2019, AmCham-JO represented by its Chairman Eng. Mohammed Bataineh, participated in the "2019 SelectUSA Investment Summit" in Washington DC for the 3rd year in series. The summit was attended by some of AmCham-JO's members and the Commercial Service Section of the U.S. Embassy in Amman, exploring investment opportunities and better utilizing the US- Jordan FTA and Investment Treaty that could play a major role in the Jordanian economic development and diversification of exports. The 2019 SelectUSA Investment Summit is a high caliber event dedicated to promoting FDI in the US. It is the "premier business investment event in the United States". The Summit brings together leading businesses from around the world and economic developers from across the United States under one roof, helping to establish connections that will lead to business investment projects.

The Summit featured high profile speakers discussing opportunities in the U.S market and latest trends in FDI giving attendees the tools, strategies, and information needed. The panelists also discussed wide range of topics such as AI, workforce development, advanced manufacturing and much more.

Chairman Bataineh held several meetings during his trip to Washington, DC. He met with Embassy of Jordan in Washington, DC, U.S. Chamber of Commerce, U.S. Department of State, U.S. Department of Commerce, United State Trade Representative (USTR), the Business Council for International Understanding (BCIU), and Chemonics



Executive Workshop on “Economic Framework & Value of the Jordan – US Economic Relations” @ Aqaba Chamber of Commerce

AmCham - JO concluded its 9th workshop in series titled "Economic Framework & Value of the Jordan-US Economic Relations" on June 20th, 2019 in collaboration with Aqaba Chamber of Commerce and with the support of the Public Affairs at the U.S. Embassy in Jordan. The workshop featured an opening remark by Mr. Mansour Shaat the Secretary General of Aqaba Chamber of Commerce welcoming attendees and giving an overview on Aqaba's incentivizing business environment and the importance of promoting trade and invest-



ment. The workshop was conducted for Aqaba Chamber of Commerce distinguished members in order to be aware of the bilateral relations between Jordan and the U.S.

and how Aqaba's strategic geographical location could serve in growing businesses to the U.S.

Brainstorming Session on “Boosting Trade in Services” @ MoIT

On June 17th, 2019, AmCham - JO in partnership with the Ministry of Industry, Trade & Supply conducted a brainstorming session on "Boosting Trade in Services". The session featured a welcoming address by Mr. Zaher Al-Qatarneh-Director of Foreign Trade Policies-highlighting the importance of better utilizing the Jordan - US Free Trade Agreement specially in the services sector since it forms 77% of the total GDP, he also shed light on how Jordan can be highly competitive due to the presence of highly skilled labor force as well as Jordan's position as a gateway to the region market.

During the session, private sector service providers shared their experiences on

the challenges and opportunities faced when exporting to the US and also discussed what can be done to facilitate

their access to their US market and the development of partnerships.



AmCham - JO @ Innovation & Entrepreneurship in Aqaba



AmCham - JO represented by its CEO Ms. Rose Alissi attended "Innovation & Entrepreneurship in Aqaba" round table meeting to discuss opportunities and challenges faced by startups operating in Aqaba.

The event was organized by iPARK, Aqaba Development Corporation, Jordanian Action for the Development of Enterprises and Co-funded by the European Union.

AmCham @ U.S. Chamber of Commerce Business Mission to the Kurdistan Region of Iraq



AmCham - JO represented by its Chairman Eng. Mohammed Bataineh and CEO Ms. Rose Alissi participated in the U.S. Chamber of Commerce Business Mission to the Kurdistan Region of Iraq that was held between June 23rd - 25th, 2019.



The event aimed for opening up a dialogue with the private sector business representatives operating in Iraq and the MENA region who are keen on exploring new investment opportunities in the

Iraqi market. The forum featured high profile speakers from the Iraqi Government showcasing the ease of Doing

Business and the Investment opportunities available in Kurdistan mainly Erbil, Sulaimani, Duhok and Halabj.

B2B meetings @ AmCham- JO



On June 25th, 2019. Mr. Rashid Swies from Midland Dist.Inc. A major importer in the U.S came to Jordan to meet with Jordanian leading companies operating in the food sector at AmCham - JO's offices. This visit comes

as a part of AmCham-JO's effort to promote Jordanian food exports in the US and is a result of the 2017 Trade Mission to Chicago.





Under the patronage of HRH Crown Prince Al-Hussein bin Abdullah. The Ministry of Digital Economy and Entrepreneurship in Jordan and the World Bank organized the first regional Digital Mashreq Forum in Amman in partnership with AmCham-JO TechWadi, ISSF, UKAID and King Hussein Business Park.

The forum aimed for regional collaboration by bringing together representatives from the public and private sectors

operating in Jordan, Lebanon & Iraq under one roof; to discuss the role of the digital economy in shaping the Mashreq's region and to showcase that Mashreq is a regional hub for IT and Business Process Outsourcing.

The forum featured opening remarks from the Prime Minister of Jordan H.E. Dr. Omar Razzaz, Deputy Prime Minister for Economic Affairs & Minister of Finance in Iraq H.E. Dr. Fuad Hussein, Minister of state

for Information Technology in Lebanon H.E. Dr. Adel Affioni and the Vice President of the World Bank Middle East & North Africa Mr. Fareid Belhaj.

During the Forum, AmCham-JO and TechWadi signed an MoU with JEIA - Jordan Entrepreneurship & Innovation Association emphasizing AmCham - JO continuous effort in supporting the talents and entrepreneurs in Jordan and the MENA under one voice.

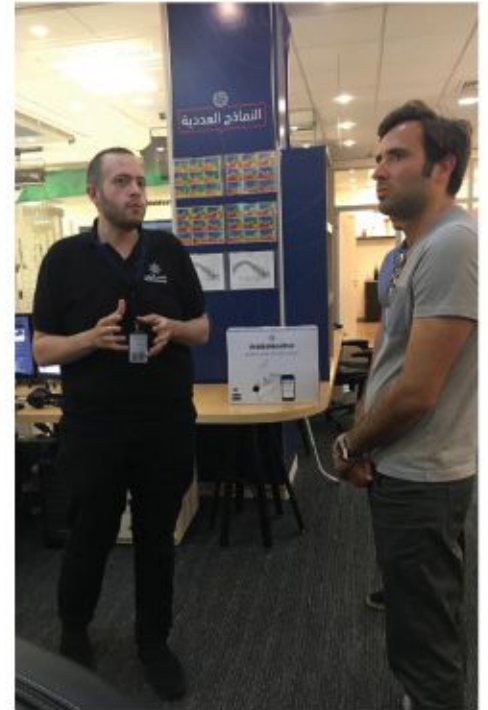


Study Tours

On June 2nd, 2019, AmCham - Jordan in collaboration with TechWadi and ISSF was able to conduct a study tours for Jordanian entrepreneurs to get mentorship and advice from high

caliber investors from Silicon Valley through AmCham- JO and TechWadi partnership. During the study tours, entrepreneurs were able to learn from the investors' experience and to get an insight

into how those investors think for the aim of influencing their mindset on how to be able to raise funds for their startups.





The American Chamber
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NEWSLETTER

JULY 2019

Learning from Costa Rica's Experience



On July 1st, 2019. USAID - JCP in Partnership with AmCham Jordan, hosted Mr. Pedro Beirute Prada - CEO of Promotora del Comercio Exterior de Costa Rica, Costa Rica's Trade Promotion Organization - to a roundtable to familiarize attendees on Costa Rica's Experience in diversifying exports and attracting FDI.



"Lead Generation & Successful Participation in Trade Shows" Training



During this month, AmCham Jordan has successfully concluded two training programs with the support of USAID - JCP, under the title of "Lead Generation & Successful Participation in Trade shows." The first one held on July 9th & 10th in collaboration with **Al Qusour Academy** and the second one held on July 28th & 29th, 2019 in collaboration with **Euro Jordan Advanced Business Institute (EJABI)**.

This training program focuses on giving practical skills by equipping companies with the right tools and the technical knowledge to research, evaluate, and execute the best plan for growing exports

to the US and other markets that help with increasing their market intelligence and identifying, contracting, and negotiating with counterparts from the early stage until the final stage where they start making orders.

Participants get to understand their export readiness, types of partnerships, target market, different platforms for business generation and selecting tradeshow, marketing materials, and sales channels. These are methods that can help your business to generate more exports through effective participation in trade shows in general and in the US market specifically.



Private sector rotatable with representatives from USTR and Department of Commerce



On July 15, 2019, AmCham Jordan hosted high-level representatives from the office of the U.S. Trade Representatives (USTR) to three consecutive roundtables with the support of USAID-JCP to meet with Jordanian market leaders from the private sector to discuss critical issues related to Textiles & Apparel industry, Trade in Services, and Standards & Metrology aiming at exploring ways to better utilize the opportunities offered by the Free Trade Agreement that exists between Jordan & the U.S.

The first round table productively discussed the textile & apparel industry trade as it represents 80% of Jordan's exports to the U.S., and it also has been critical in attracting investment and valuable job

creation for Jordanians in management and technical position.

Discussions during the second session mainly revolved around focusing on the growth of trade in services – where Jordan holds a regional competitive advantage due to the presence of highly skilled labor force as well as Jordan's position as a gateway to the regional market. The session also highlighted the opportunities and threats faced by the

private sector representatives to examine what can be done to facilitate their access to their US market.

The final session was on standards and metrology issues; discussions mainly revolved around finding ways to help Jordan enhance its national capabilities in line with the best international standards that are critical not only for the protection of customers but equally for opening up new markets.



MoIT & World Bank Meeting with AmCham



On July 22nd, 2019. The Ministry of Planning & International Cooperation and the World Bank Group meets with AmCham – Jordan's Chairman Eng. Bataineh, CEO Ms. Alissi, technical team and esteemed partners at its headquarters. The meeting mainly revolved around developing ways for a new mechanism

based on best practices to establish an Investor Grievance Mechanism (IGM). IGM mechanism provides a minimum institutional infrastructure that would enable us to identify, track, manage, and solve grievances arising between investors and public agencies as early as possible.



The National Tijara Coalition Conference: Celebrating 2 Years of Success



Under the patronage of H.E. Dr. Tariq Hammouri, Minister of Industry, Trade & Supply (MoIT) & Chair of the National Tijara Coalition. AmCham Jordan held the "National Tijara Coalition Conference: Celebrating 2 Years of Success" on July 23rd, 2019. The Conference brought together 150 representatives from the 34 Coalition members of relevant Government bodies, Chambers of Industry and Commerce and business associations together with Parliamentarians, donor agency, U.S. embassy, national experts and members of civil society.

It was an opportunity to celebrate the successful conclusion of the grant afforded to AmCham-Jordan by USAID Jordan Competitiveness Program which was instrumental in propelling the work of the Tijara Coalition forward enabling it to support over 300 local companies.

The conference featured opening remarks by Eng. Mohamed Bataineh, AmCham-Jordan Chairman, H.E. Dr. Bashar Zoubi CEO JEDCO deputizing the minister of MoIT H.E. Dr. Tareq Hammouri, Mr. Ralph Koehring, Deputy Mission Director, USAID – Jordan, H.E. Mr. Fathi Jaghbeer, Chairman of Jordan Chamber of Industry and Mr. Haitham Rawajbeh, Board Member of Jordan Chamber of Commerce.

During the Conference, AmCham – Jordan CEO Ms. Rose Alissi presented the successes and the activities of the National Tijara Coalition 2018-2019 Implementation Plan throughout the two years of joint work.

The first session was under the title of "Growing Exports" which mainly revolved around the ongoing government initia-

tives and programs to support the growth in exports of goods and services globally and with a focus on the US market.

The second session was on "The Role of the Private Sector in accelerating the pace of economic development and job creation." The session examined the current role of economic growth and job creation with a focus on the private sector perspectives and experiences regarding legislative, institutional, and policy concerns.



Executive Workshop on “Economic Framework and Value of the Jordan US Economic Relations” with Zarqa Chamber of Industry



On July 30th, 2019, AmCham – Jordan organized a workshop titled “Economic Framework and Value of the Jordan-US Economic Relations” in collaboration with Zarqa Chamber of Industry (ZCI) and with the support of the Public Affairs from the U.S. Embassy in Amman.

The workshop featured a welcoming remark by AmCham- Jordan’s CEO, Ms. Rose Alissi, highlighting the importance of trade with the U.S and how manufacturers

could better utilize the aforementioned relation, stressing the importance on trade with the US to strengthen the economic development in Jordan and also, presented the role of the National Tijara Coalition and its achievements over the past two years, the importance of Jordan U.S economic relations and the FTA.

During the workshop, Eng. Fares Hammodeh, the Chairman of ZCI and a Board Member of AmCham- Jordan,

indicated that the exports of Zarqa’s industry have reached to more than half a billion dollars annually, which is an increased rate of (10%) and about (233) million dollars during the first half of this year.

At the end of the workshop, a room was left for open discussion with industrialists on various topics aimed at enhancing the export capabilities of industrial companies to the U.S.





The American Chamber
of Commerce in Jordan

NEWSLETTER

August - October 2019

Informative session on "Business H2O: Middle East Water Innovation Summit" @ AmCham-Jo



August 1st, 2019. AmCham-Jo held an informative session with high caliber public-private representatives operating in water and environmental sectors to discuss Jordan's participation in the "Business H2O: Water Innovation Summit: Policy, technology and Projects in the Middle East" organized by the U.S. Chamber of Commerce in Washington D.C in collaboration with AmCham – Jo as the Chair of MENA AmCham Council.

AmCham -Jo @ Economic Growth to Accelerate Job Creation and Progress towards the Sustainable Development Goals



Under the patronage of his Majesty King Abdullah II. AmCham-Jo participated in the Second Jordanian Economic Forum organized by the Lower House under the theme "Economic Growth to Accelerate Job Creation and Progress towards the Sustainable Development Goals" which took place on September 5th, 2019 at the Dead Sea.

The Forum aimed at offering a public – private dialogue between the Prime Minister, the government and the private sector representatives; to discuss ways to enhance parliament's role in following up on the outcomes of the London Initiative and reform program, implementing the 2030 agenda for sustainable development, as well as bolstering the Lower House's legislative, oversight and representative roles.

Follow up Meeting on Investor Grievance Mechanism



September 12th, 2019. An interactive session was organized by the Jordan Investment Commission (JIC) to discuss Investor Grievance Mechanism (IGM) in which the government of Jordan represented by the Ministry of Planning & International Cooperation and JIC in partnership with the World Bank and AmCham-Jo seeks to develop.

Discussions mainly revolved around what is an IGM and its best practices, followed by an IGM proposal for Jordan.



Congratulations to STS for Wining the Fortinet Best Growing Partner Award



Specialized Technical Services (STS), One of AmCham-Jo's outstanding members and leading provider of complete all-round Information Technology (IT) solutions in Jordan and the region, was named as the Fortinet Jordan's best growing partner of the year.

The Fortinet Partner of the year awards recognize outstanding cybersecurity sales, customer experience, collaboration and marketing achievements from the company's distributors, resellers and service providers.

This achievement, for the second year consecutive, was a proven result of STS' dedication to providing the latest innovations and advanced technologies along with its commitment to be the reliable technology partner of choice in MENA region.

This outstanding triumph for STS is yet another milestone on the route of success that the company has paved in its strategy and framework of implementing the latest technology solutions for businesses in Jordan and the region.

STS has AmCham - Jo's full commitment and support for their future endeavors.



Q&A Session on Business & Investor Visa Applications @ AmCham-Jo

Q&A session was scheduled on September 22nd, 2019 exclusively for AmCham – Jo members under the title of "Business & Investor Visa Applications" with Mr. Robert Jachim, the Consul General of the U.S Embassy in Amman.

The session gave the attendees an in-depth insight on U.S. visa application process and requirements and answered all their questions from an eligible source of information.



Press Conference Announcing the Launch of Silicon Valley Matchmaking Program

H.E. Eng. Mothanna Gharaibeh, Minister of Digital Economy and Entrepreneurship hosted a press Conference on September 25th, 2019, to announce the launch of the "Silicon Valley Matchmaking Program" which targets Jordanian 'tech companies' to support them in developing B2B linkages with U.S. partners to secure investments and/or establish commercial partnerships and easing their access to the world markets by linking IT based startups and entrepreneurs with venture capitalists.

During the press conference, AmCham-Jo Chairman Eng. Mohammed Bataineh emphasized the role of AmCham quoting "the chamber, a non-profit body, supporting efforts to bolster the national economy through promoting Jordanian-American free trade and investments."

This program is implemented by AmCham-Jo in collaboration with TechWadi and supported by the World Bank group, Ministry of Digital Economy and Entrepreneurship and DFID – UK Department for International Agency.



Congratulations for Jordan Tractor



September 25th, 2019. AmCham-Jo attended Jordan Tractor's signing ceremony celebrating the biggest transaction in 2019 of the new Caterpillar machines fleet between Attract Mining Company (AMCO) & Jordan Tractor (CAT).

CAT was chosen for this remarkable project as it enables Jordan to enhance energy security and diversification, by relying on its local available vast reserves of Oil Shale resources, as well as creating over 1000 job opportunities for Jordanians and building local expertise in this field.

Executive Lunch with Jordan Investment Commission (JIC)

October 7th, 2019. AmCham – Jo in collaboration with the Jordan Investment Commission (JIC) held an executive lunch featuring H.E. Dr. Khaled Wazani in his capacity as the newly appointed Chairman of JIC; under the title of *"JIC Rising to the Challenge"* sponsored by one of our outstanding members Petra Engineering Industries Co.

The event aimed at providing an interactive dialogue & exchange of ideas presenting the commission's new direction and approach to attract green field investments, and position Jordan as a regional business hub under its new leadership.

During the welcoming remarks, Chairman Eng. Bataineh, relayed the support of AmCham-Jo and its members to JIC under its new leadership. "We have a renewed faith in the redefinition of the Institution's roles to meet the aspirations and goals set out in the 2014 Investment Law."

A key note speech was delivered by H.E Mike Hankey, Deputy Chief of Mission at the U.S. Embassy in Jordan, quoting "The relationship between the U.S and Jordan, built over seven decades, is strong, and our commitment to the stability of Jordan and to the prosperity of the Jordanian people is unwavering. A key component of our strategic partnership is our economic engagement, is greatly strengthened by the US-Jordanian FTA."

AmCham – Jo is proud to have worked side by side with JIC, and other ministries, agencies, chambers and associations in strengthening the National TIJARA Coalition; which is a strong network of public - private partners dedicated to fostering trade and investment relations with the U.S.





AmCham-Jo was delighted to be one of the supporting organizations for "*RENPOWER Jordan & Lebanon Investors Conference 2019*," that was held by Euroconvention Global on October 16-17, 2019.

This flagship event aimed at unlocking business opportunities in the region for Renewable Energy, Power Infrastructure and Energy Efficiency and featured more than 35 speakers from Officials, experts, policy makers and private sector all gathered during two days in the most dedicated informative and B2B platform to discuss the scaling up of renewable energy in Jordan and in Lebanon by 2020-2025.

The event focused on the current development in the sector for both Jordan and Lebanon; highlighting government initiatives, investment potential, international cooperation, as well as regulatory and institutional framework.

Our Board member and Chairman of the Jordan Wind Project Company Mr. Samer Judeh was amongst the panelists during the session on "*Overview of Various Sub-Sectors Investment Opportunities: Solar, Wind, Bio-gas and Energy Efficiency Programs*" discussing how both Jordan and Lebanon strategy reflects the call for an increased private sector engagement in the electricity markets and demonstrating how renewable energy and energy efficiency sectors are promising in both markets.

Workshop on “Economic Framework & Value of Jordan – U.S. Economic Relations” with Jordanian Businessmen Association (JBA)

We were pleased to host H.E. Hamdi Al Tabba, President of the Jordanian Businessmen Association (JBA), along with JBA members to a workshop titled “Economic Framework & Value of Jordan – U.S. Economic Relations” held on October 21st, 2019 with the support of the Public Affairs from the U.S. Embassy in Jordan.

The workshop raised awareness on the Jo – U.S. deep-rooted business relations and economic ties, and the role of the Tijara Coalition in solidifying the relation that empowers the private sector to play its role towards contributing to national economic development.

The session began with remarks by H.E. Mr. Hamdi Tabba stressing the importance of JBA’s cooperation with AmCham- Jordan for bolstering and expanding the strategic partnership between the two countries in various fields. Then followed by remarks from our board member and CEO of Citi Bank N.A Ms. Nour Jarrar extending appreciation, and welcoming attendees on behalf of AmCham’s Board of Directors. The event came to a close with a presentation from our CEO Ms. Alissi on successes and activities of the National TIJARA Coalition.



Congratulations for Classic Fashion Apparel Industry Ltd.

On October 29th, 2019, AmCham-Jo attended the MOU signing ceremony between Classic Fashion, PIDG-Guarantco and Standard Chartered Bank for the program “Partnership to foster Business Expansion, Skill Development & Job Creation at Classic Fashion Apparel Industry Ltd Co.”

Signing of this MoU marks the coming together of like-minded organizations who are committed to the cause of creating more employment opportunities in Jordan.



AmCham-Jo Co-Organizer at the Business H2O Water Innovation Summit: Policy, Technology and Projects in the Middle East



AmCham-Jo Chair of the AmCham MENA Council, was a Co-organizer for the "*Business H2O: Water Innovation Summit: Policy, Technology and Projects in the Middle East*" hosted by the U.S. Chamber of Commerce on October 30, 2019, in Washington D.C.

Top notch business leaders, policymakers, and water experts gathered to tackle water issues by profiling major projects throughout the MENA region and highlighting new technologies and policy solutions that can be used to alleviate water shortages.

Opening remarks were delivered by Eng. Bataineh, Chairman of MENA AmCham Council and AmCham –Jo stressing the importance of realizing solutions to address the water resources challenge; as the most severe constraint to the future development and growth of our region.

H.E. Dr. Hazim El Nasser, Chairman & Founder of the Middle East Water Forum & former Minister of Water & Irrigation in Jordan; was among the panelists in the "*Driver & Impact of Water Scarcity in the MENA Region*" session where he presented the challenges Jordan is facing, latest estimates, drivers and impact of water scarcity in Jordan.

Jordan's water profile was discussed by H.E. Eng. Ali Subah Secretary General of the Ministry of Water and Irrigation and Ms. Rose Alissi AmCham-Jo CEO, where they highlighted Jordan's future upcoming water projects showcasing how the challenge of water scarcity in the region could be turned into an attractive investment case for public and private entities.

At the closing remarks of the summit, AmCham-Jo announced that the "*2020 MENA – U.S. Economic Forum*" will take place in Jordan.

MENA AmCham Council Private Dinner with the U.S. Chamber of Commerce

On October 30th, 2019. A Private dinner held by the U.S. Chamber of Commerce for the MENA AmCham Council members. Discussions revolved around the future plans for the AmCham MENA Council under the Chairmanship of AmCham-Jo.

Amongst the attendees were Mr. Myron Brilliant -Executive Vice President and Head of International Affairs, Mr. Khush Choksy - Senior Vice President, Middle East Affairs, and Mr. Steve Lutes Vice President, Middle East Affairs, Josh Kram - Senior Director, Turkey and Middle East Affairs and other U.S chamber team members



First Webinar Session under the Silicon Valley Matchmaking Program

The first webinar session was conducted under the Silicon Valley Matchmaking Program on "*Go-to-market strategies*" by the Product Marketing Lead, Board member at TechWadi, and Author Yasmeeen Turayhi. This insightful session gave entrepreneurs an approach on how to successfully take their product to the market and commercializing it through creating a proper marketing strategy.



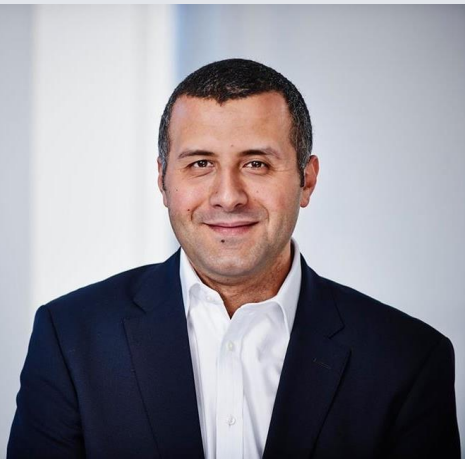


The American Chamber
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NEWSLETTER

November & December 2019

The Second Webinar Session under SVMP @ AmCham - Jordan



November 6th, 2019. The second webinar session under the Silicon Valley Matchmaking Program was delivered by Mr. Amr Shady, Chairman of TechWadi, titled "Startup Culture and Success: From Start to Scale".

Mr. Shady shed light on the importance of having a corporate culture within the company; where creating it is an integral step during an entrepreneurial journey. He covered the top qualities found in a successful founder, how to find the right founder and, also how to develop a positive culture in the company to drive success.

Workshop on "Economic Framework & Value of Jordan – U.S. Economic Relations" with Jordan Entrepreneurship & Innovation Association (JEIA)



November 6th, 2019. AmCham – Jordan conducted its tenth in series workshop on "Economic Framework & Value of the Jordan - U.S. Economic Relations" in cooperation with Jordan Entrepreneurship & Innovation Association (JEIA) and with the support of the Public Affairs at the U.S. Embassy in Amman. Attended by H.E. Eng. Mothana Gharaibeh, Minister of Digital Economy and Entrepreneurship, and JEIA members.

The workshop highlighted how entrepreneurs can better utilize the Jordan -U.S. Free Trade Agreement in trade in services, and its importance in creating jobs, transferring knowledge and technology to foster and grow Jordan's entrepreneurial and tech ecosystem by creating linkages between Jordan and the U.S.



Foreign Food Facility Inspection Workshop @ AmCham - Jordan

November Date AmCham – Jordan represented by Ms. Raghad Al-Khojah – Deputy CEO & Head of Business Development- conducted an informative workshop on “Foreign Food Facility Inspection” for 35 local food facilities that are exporting to the U.S.

The workshop included details regarding response to the U.S. FDA inspection and checklist for inspection that food facilities need to be aware of and prepare for.



Third Webinar Session under the SVMP @ AmCham - Jordan

November 13th, 2019. The Third webinar session under the Silicon Valley Matchmaking Program was conducted by Sharif El Badawi -Managing Partner at 500 Startups- in collaboration with TechWadi, titled “From MENA to Silicon Valley”.

In this webinar, Sharif El Badawi covered everything the participants need to know in order to expand to new markets, move to Silicon Valley, and how to talk to investors to get them interested in their products.



Fourth Webinar Session under SVMP @ AmCham - Jordan

November 19th, 2019. The fourth webinar session under the Silicon Valley Matchmaking Program was conducted in collaboration with TechWadi entitled "Developing a Successful Funding Strategy" by Riley Rogers - Principal at Valia Ventures.

The webinar aimed at pointing out that a good fundraising strategy is the key to successful, diverse and timely fundraising. It is a document you can develop to help you plan how you will generate income to Learn all about the basics of fundraising and beyond.



Workshop on "Economic Framework & Value of the Jordan – U.S. Economic Relations" with the Tourism Sector in Aqaba.

November 24th, 2019. AmCham-Jordan with the support of the Public Affairs at the U.S. Embassy in Amman, held its Thirteenth in series workshop titled "Economic Framework and Value of the Jordan – U.S. Economic Relations" with representatives from the tourism sector in Aqaba.

The workshop aimed at raising awareness on trade in services under the Jordan – U.S. FTA and addressing the sector's concerns and needs with the objective of increasing inbound and outbound tourism in Jordan.



Roundtable with leading U.S. companies operation in Jordan & Mr. Josh Kram @AmCham - Jordan

November 21st, 2019. We were pleased to host Mr. Josh Kram, Senior director of Turkey & Middle East Affairs at the U.S. Chamber of Commerce in Washington D.C to a focused round-table with leading U.S. companies operating in Jordan.

Discussion mainly revolved around developing a targeted program for Jordan aimed at boosting two-way trade and investment ties between the Jordanian and U.S. business communities; to grow their business in Jordan and the region.



Preparatory session on the upcoming U.S. – MENA Conference with Mr. Josh Kram @ AmCham - Jordan

During the visit of Mr. Josh Kram from the U.S. Chamber of Commerce in Washington DC to Jordan, a brainstorming session was held with representatives from leading companies working in Energy, Water and Transport sectors; to collect their valuable insights on the upcoming U.S. - MENA Conference, which will be held in Amman during the first quarter of 2020 aimed at positioning Jordan and the region as a platform for attracting U.S. investments, transfer of know-how and establishing lasting partnerships in the MENA region.



Executive Workshop on “Economic Framework and Value of the Jordan U.S. Economic Relations” in cooperation with Startup Grind

AmCham-Jordan held its Fourteenth, and final, workshop in series titled "Economic Framework and Value of the Jordan- U.S. Economic Relations" in collaboration with Startup Grind Jordan and with the support of the Public Affairs at the U.S. Embassy in Amman.

The workshop was attended by high caliber accelerators that will use this knowledge to support and provide beneficial mentorship to startups at all stages by expanding their horizons on ways to develop their business and grow into the U.S. market.



Trade Mission @ AmCham-Jordan: 2019 Silicon Valley Matchmaking Program



December 2nd – December 7th, 2019. AmCham – Jordan in partnership with TechWadi, and with the support of the Ministry of Digital Economy & Entrepreneurship and the World Bank Group in Jordan, have organized the participation of 15 Jordanian Tech startups out of the pool of 25 companies, to participate in the five day long roadshow activity which took place in Silicon Valley under the “2019 Silicon Valley Matchmaking Program.” The program aimed at providing targeted support to promising companies in the IT sector – one of Jordan’s competitive sectors and aims at bridging the gap between Jordanian Tech startups and the U.S.

During the first leg of the roadshow activity, participants had the chance to visit tech giants such as Google, Facebook & WhatsApp, Salesforce, 500 Startups and Uber along with fruitful training sessions conducted by inspirational experts in their respective fields. Sessions mainly focused on product development, marketing, user experience, building a successful company culture, legal checklist for establishing a U.S. company and much more.

The second leg of the roadshow activity consisted of one-to-one mentorship sessions, where each startup met up to four mentors for thirty minutes for each. The Roadshow’s

mentors included TechWadi members, some of the most successful and experienced entrepreneurs in Silicon Valley, who are committed to giving their time and sharing their expertise with the 15 participating companies.

Business – to – Business meetings were also organized for each of the 15 participating startups, with the objective of securing potential investment, lifelong advisors to the company or, creating business partnerships. Thereby helping companies position themselves to become more familiar with the market.

