

# In Brief: Tijara Coalition

Established in 2001, the Tijara Coalition is an alliance of key Jordanian business chambers and associations together with government agencies dedicated to promoting bilateral trade and investment through enhancing the opportunities of the U.S.-Jordan Free Trade Agreement (JUSFTA).

The successful conclusion of its 2004-2007 Tijara Strategy was instrumental in supporting the implementation of JUSFTA.

In 2008, Members decided to revamp "Tijara" to give it a more focused agenda within the following areas of activities:

- Serving as a platform for dialogue and exchange of ideas.
  - Conducting broad-based awareness and information campaigns.
  - Representing the interests and concerns of Tijara members through effective advocacy.
  - Establishing linkages with U.S. based trade and investment institutions.
  - Facilitating the development and delivery of capacity building activities.
- Over the past years, the coalition was dormant, due to the smooth progressive implementation of the JUSFTA.

At the same time, Jordan's trade liberalization policy of entering into both bilateral and regional free trade arrangements with key trading partners, including the EU and Canada, next to the GAFTA, contributed to focusing business export efforts on neighboring markets, as well as to lack of specific resources being dedicated to support the initiative's growth activities.

Today, the continued regional unrest and the resulting effects it has had on Jordan's traditional export markets of Iraq, Syria, Yemen and Libya has placed urgency on the business community and government to open and identify new market opportunities and to better utilize the available free trade and investment treaties, especially the JUSFTA that has already established unique economic relations between Jordan and the U.S.



With support from the USAID Jordan Competitiveness Program, the Tijara Coalition was relaunched in 2017, under the patronage of the Minister of Industry, Trade and Supply and the Chargé d'Affaires of the U.S. Embassy in Jordan.

**Tijara Coalition sets the platform for joint work to unlock benefits from the trade and investment treaties and act as the enforcing body between the two trading partners, with a view to creating a competitive and enabling environment that encourages two-way investments, exports and employment generation.**



**The American Chamber  
of Commerce in Jordan**

**AmCham - Jordan** AmCham-Jordan is a member of the United States Chamber of Commerce. Established in 1999 as a voluntary not-for-profit member-based organization that contributes to economic development through the promotion of US-Jordan trade and investment development, policy advocacy, human resources development and business community outreach.



**U.S. - Jordan  
Free Trade Agreement Unit**

Based at AmCham-Jordan, **the Free Trade Agreement (FTA) Unit** was established in 2017 with support from the United States Agency for International Development's (USAID) Jordan Competitiveness Program (JCP). The FTA Unit services as Secretariat to the National Tijara Coalition serving Jordanian and American businesses to better understand and utilize the trade and investment opportunities made available under the JUSFTA and the BIT.

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