

# NATIONAL TIJARA COALITION

Progress Report  
2018-2019



**USAID**  
FROM THE AMERICAN PEOPLE



# **NATIONAL TIJARA COALITION**

2018-2019 Progress Report

# NATIONAL TIJARA COALITION IN NUMBERS

 **34**  
Members

 **6**  
Committees

 **18**  
Awareness Sessions

 **15**  
Training Workshops

 **+ 2,000**  
Individuals Benefiting from AmCham Conferences and other Activities

**+ 800**  
Individuals Benefiting from Capacity Building and Training Workshops

 **12**  
Individuals Received ToT Program

 **14**  
Publications

 **6**  
Guides & Toolkits

 **6**  
Trade Missions

 **4**  
Trade Shows

 **2**  
Partner Search Missions

 **25**  
Closed Export Deals


 **98**  
Companies Participated in Trade Shows and Trade Missions

 **6**  
Conferences in the US

**5**  
Conferences in the Jordan

 **5**  
Strategic Partnership in the US

 **+150**  
Inquiries Processed by JUSFTA Unit

 **+750**  
Database of US Companies

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# Background

The National Tijara Coalition was first established in 2001, as 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:

- Serve as a platform for dialogue and exchange of ideas.
- Conduct broad-based awareness and information campaigns.
- Represent the interests and concerns of Tijara members through effective advocacy.
- Establish linkages with U.S. based trade and investment institutions.
- Facilitate the development and delivery of capacity building activities.

Over the past years, the Tijara 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's export efforts on neighboring markets, as well as to lack of specific resources being dedicated to support the initiative's growth activities.

The recent continued regional unrest and the spillover effect that has had on Jordan's traditional export markets of Iraq, Syria, Yemen and Libya, has placed urgency on the businesses community and government to act to better utilize the potentials and opportunities available to them as a result of the unique economic relations between Jordan and the U.S. supported by the free trade and investment treaties.

As a result, Jordanian business began to look to deepen their economic ties with their US counterparts as Jordanian products have a competitive advantage building on the Jordan and the US have a Free Trade Agreement which means that Jordanian product enter Duty Free into the US market the world's largest economy with a diverse and attractive consumer market where exporting can be profitable for businesses of all sizes.

# Relaunching the National Tijara Coalition

Recognizing the importance of assuming mutual public-private responsibility in responding to the challenges of sustainable economic development; the National Tijara Coalition sets the platform for joint work to unlock the benefits embodied within the legal instruments in force between the two trading partners, with a view to creating a competitive and enabling environment that encourages two-way investments, exports and employment generation.

On 20 June 2017, the Tijara Coalition was relaunched under the patronage of the Minister of Industry, Trade and Supply and the Chargé d’Affaires of the U.S. Embassy in Jordan and with the support from the USAID Jordan Competiveness Program. Where 34 members from public and private sectors signed the “Working principles” that reflect the Coalitions’ commitments to combine their expertise and resources to institutionalize joint efforts in order to provide a range of suitable and practical solutions for Jordanian companies aimed at networking with US companies through the provision of market and research information, identifying the buyers, participating in trade missions and exhibitions in addition in helping to comply with export requirements, training and exchange of experiences.

## **The collective work is based on the following objectives:**

- Establish a National FTA Unit hosted by AmCham-Jordan to function as the Secretariat for the Tijara Coalition and act as the national reference point for all US-Jordan trade and investment through their public-private partnership.
- Promote and support increase in exports of goods and services.
- Promote and facilitate investment opportunities.
- Support the development of economic policies and legislative modernization.
- Build awareness among the business community in both Jordan and the USA on bilateral trade and investment relations and opportunities.
- Conduct specialized training courses and compile information and expert databases to support two-way trade and investment.

## Members

List if the public and private sector organizations that form the National Tijara Coalition and their respective website:

Government	
Organization	Website
Jordan Investment Commission (JIC)	<a href="http://www.jic.gov.jo">www.jic.gov.jo</a>
Jordan Customs (JC)	<a href="http://www.customs.gov.jo">www.customs.gov.jo</a>
Jordan Food & Drug Administration (JFDA)	<a href="http://www.jfda.jo">www.jfda.jo</a>
USAID – Jordan Competiveness Program	<a href="http://www.jcp-jordan.org">www.jcp-jordan.org</a>
United States Agency for International Development (USAID)	<a href="http://www.usaid.gov/jordan">www.usaid.gov/jordan</a>
US Embassy – Commercial Services	<a href="http://jo.usembassy.gov">jo.usembassy.gov</a>
US Embassy – Economic Section	<a href="http://jo.usembassy.gov">jo.usembassy.gov</a>
Aqaba Special Economic Zone Authority (ASEZA)	<a href="http://www.aseza.jo">www.aseza.jo</a>
Jordan Enterprise Development Corporation (JEDCO)	<a href="http://www.jedco.gov.jo">www.jedco.gov.jo</a>
Jordan Standards and Metrology Organization (JSMO)	<a href="http://www.jsmo.gov.jo">www.jsmo.gov.jo</a>

Chambers	
Organization	Website
Jordan Chamber of Commerce (JCC)	<a href="http://www.jocc.org.jo">www.jocc.org.jo</a>
Jordan Chamber of Industry (JCI)	<a href="http://www.jci.org.jo">www.jci.org.jo</a>
Amman Chamber of Commerce (ACC)	<a href="http://www.ammanchamber.org.jo">www.ammanchamber.org.jo</a>
Amman Chamber of Industry (ACI)	<a href="http://www.aci.org.jo">www.aci.org.jo</a>
Zarqa Chamber of Industry (ZCI)	<a href="http://www.zci.org.jo">www.zci.org.jo</a>
Zarqa Chamber of Commerce (ZCC)	<a href="http://www.zarqachamber.org">www.zarqachamber.org</a>
Irbid Chamber of Industry (ICI)	<a href="http://www.ici.com.jo">www.ici.com.jo</a>
Irbid Chamber of Commerce (ICC)	<a href="http://www.icc.org.jo">www.icc.org.jo</a>

### Business Associations

Organization	Website
American Chamber of Commerce in Jordan (AmCham - Jordan)	<a href="http://www.amcham.jo">www.amcham.jo</a>
Jordan Businessmen Association (JBA)	<a href="http://www.jba.com.jo">www.jba.com.jo</a>
Jordan Exporters Association	<a href="http://www.jordanexporters.org">www.jordanexporters.org</a>
Jordan Strategy Forum (JSF)	<a href="http://www.jsf.org">www.jsf.org</a>
Young Entrepreneurs Association (YEA)	<a href="http://www.yeajordan.com">www.yeajordan.com</a>
Eastern Amman Investors Industrial Association	<a href="http://www.eaiia.org">www.eaiia.org</a>
Jordan SMEs Association	<a href="http://www.jordansmes.com">www.jordansmes.com</a>

### Sectoral Associations

Organization	Website
Information and Communications Technology Associations (Int@j)	<a href="http://www.intaj.net">www.intaj.net</a>
The Jordanian Association Of Pharmaceutical Manufacturers (JAPM)	<a href="http://www.japm.com">www.japm.com</a>
Jordan Stone & Tile Exporters & Producers Association (JOSTONE)	<a href="http://www.jostone.com">www.jostone.com</a>
Jordan exporters and producers association for fruit and vegetables (JEPA)	<a href="http://www.jepa.org.jo">www.jepa.org.jo</a>
Jordan Furniture Exporters & Manufacturers Association (JFEMA)	<a href="http://www.jfema.org">www.jfema.org</a>
Jordan Olive Products Exporters Association (JOPEA)	<a href="http://www.jopea.com">www.jopea.com</a>
Jordan Garments, Accessories, & Textiles Exporters' Association (JGATE)	<a href="http://www.jgate.org.jo">www.jgate.org.jo</a>
Jordanian Association for Manufacturers and Exporters of Footwear	N/A
Dead Sea Products Manufacturers' Association	<a href="http://www.deadseaassociation.com">www.deadseaassociation.com</a>



# Work Pillars

The National Tijara Coalition will work towards facilitation of business growth in the following areas – or pillars:



# Structure

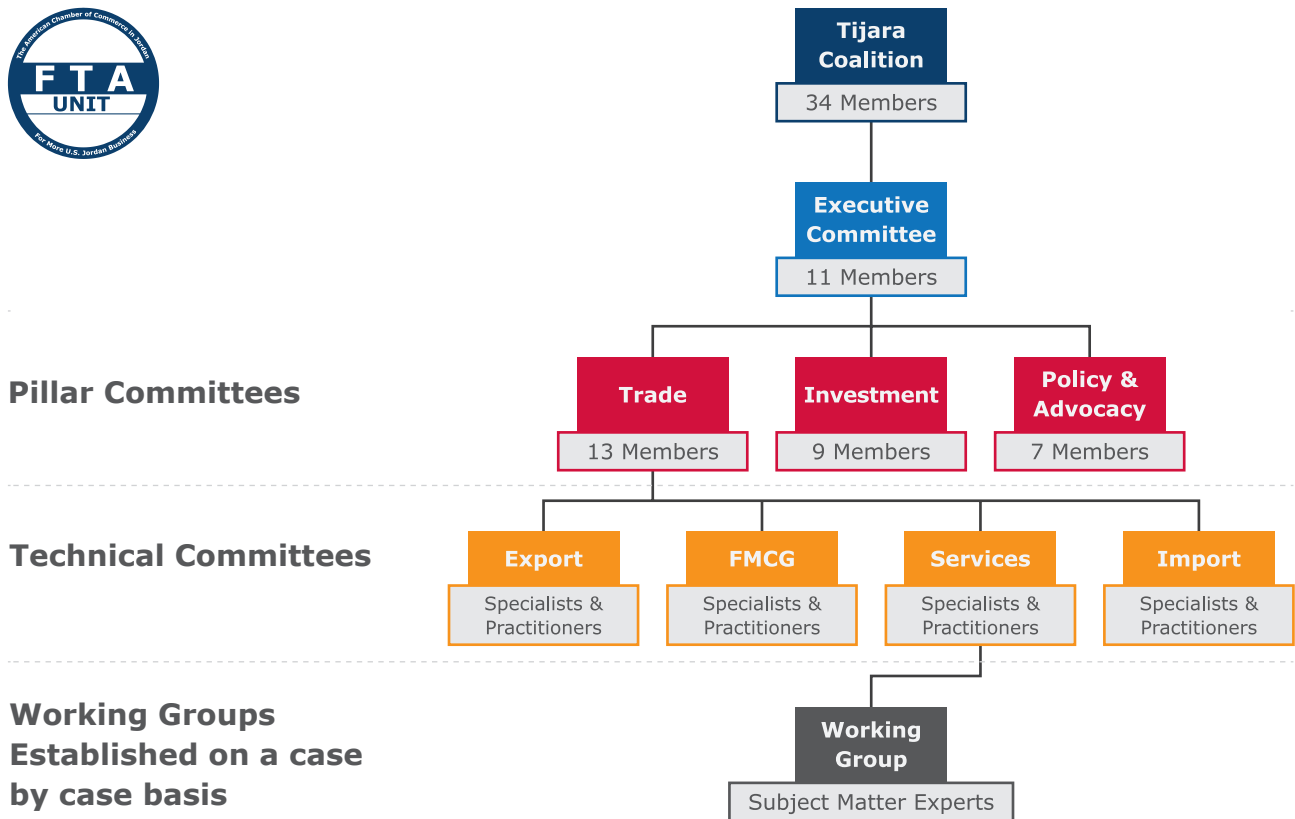


Figure (1) Overview of the National Tijara Coalition Structure

In order to institutionalize a shared and comprehensive work mechanism, an organizational structure for the Coalition has been developed in accordance in the best international practice (namely the World Bank Public-Private Dialogue Handbook). The Structure include three consecutive levels that identify tasks and activities and allocate these amongst the Coalition members to ensure specialization and the pooling of efforts and resources so as to better serve Jordanian companies and strengthen Jordan-US bilateral trade relations as follows:

- **Tijara Council:** that includes all Coalition members, and is responsible for identifying the strategic objectives, adopting strategies and plans and forming technical committees. Moreover, an Executive Committee has been formed which is attached to the Council to steer the process forward and support the continued engagement of key members’ leadership.
- **Pillar Committees** that are oversight committees set up for each of the Work Pillar and include representative from the relevant members.
- **Technical Committees** which undertake the work on specific focused topics to develop the sound approach to handle matters in line with the Coalition objectives and activities., and are made of experts and practitioners from the relevant members. In addition to ‘Working Groups’ that are ad hoc and formed as needed by the Coalition or the technical committees.

## The Secretariat

The Jordan-US FTA Unit was launched on March 22nd, 2017 as a national focal point serving Jordanian and American Businesses to better understand and utilize the trade and investment opportunities made available under the preferential arrangements agreed between the two trading partners. Housed at the AmCham-Jordan the Unit serves as Secretariat to the National Tijara Coalition to support the running of the Coalition activities and achieve its objectives. As such the organizational structure of the Coalition is spearheaded by the FTA Unit, which is intended to provide technical and logistic support to the Coalition activities and to employ enterprise support services and programs within the framework of AmCham-Jordan.

The Table below provides information on the number of meetings held up to June 30th, 2019:

Committee	Number of Meetings	Dates
<b>Council</b>	4	January 21, 2017 July 20, 2017 March 29, 2018 August 13, 2018
<b>Trade Committee</b>	5	March 13, 2018 April 23, 2018 November 12, 2018 November 22, 2018 April 30, 2019
<b>Trade committee working Group on the FMCG mission</b>	1	December 4, 2018
<b>Services Committee</b>	4	July 11, 2018 July 24, 2018 February 17, 2018 October 15, 2018
<b>Investment Committee</b>	2	March 12, 2018 April 23, 2018
<b>Policy Committee</b>	2	March 14, 2018 June 6, 2018

# Strategy

The Tijara Coalition's Trade & Investment Strategy: a plan for growing exports and enhancing investments between Jordan and the US (2018-2022) formally adopted on March 29, 2018, puts in place a focused and targeted approach, to enhance economic gains made possible as a result of the preferential trade and strong investment relations between Jordan and the US.

The Strategy was developed in a collaborative approach and designed to be aligned with national development plans including the Jordan 2025, Jordan Economic Growth Plan 2018-2022, Investment Promotion Strategy and Implementation Plan 2016-2018, and the Industrial Policy 2017-2021.

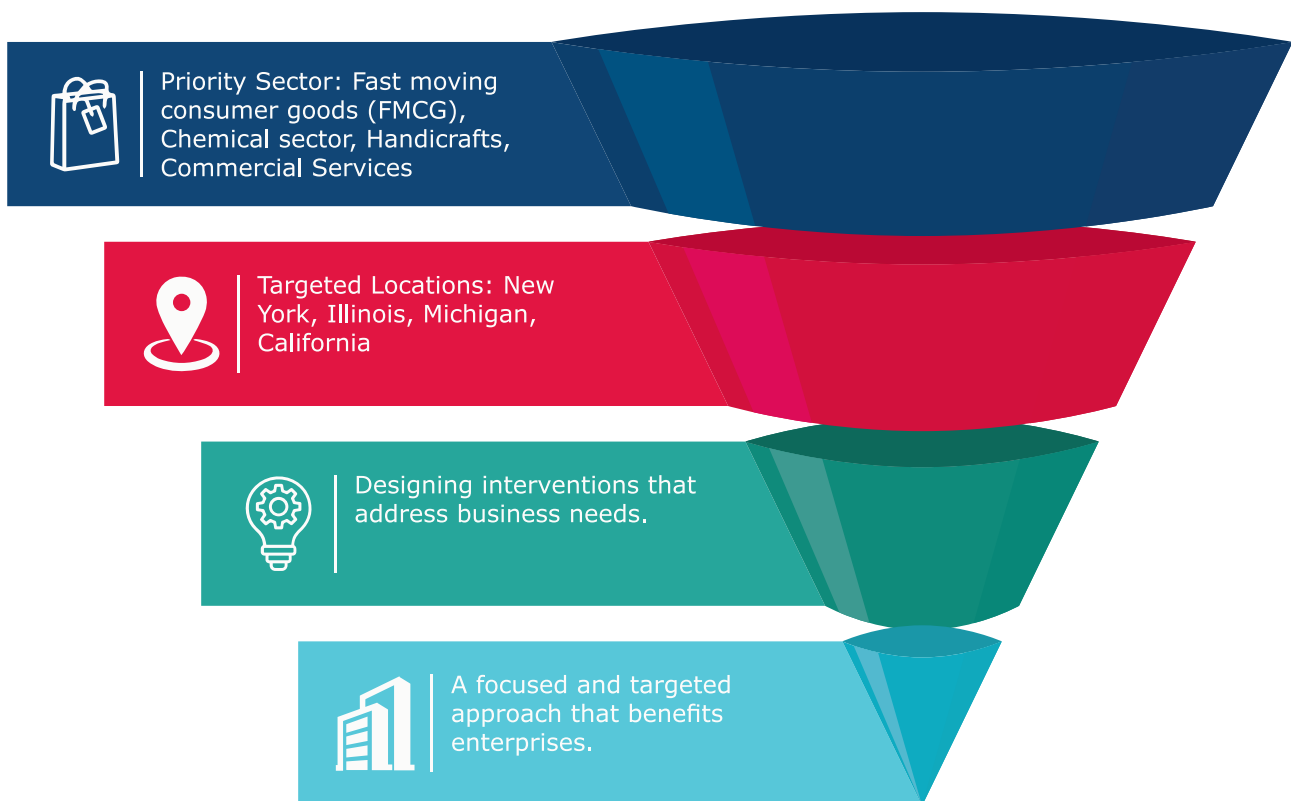


Figure (2) the National Tijara Coalition Strategy Approach

The Strategy builds on the Jordan - United States Free Trade Agreement (2000), the Jordan - United States of America Bilateral Investment Treaty (1997), and it is influenced by the landscape in which Jordanian enterprises operate. Adopting a resources sharing approach among the participating organizations to capably meet business demands, taking into account the economic realities. This approach is cemented in the Tijara Coalition's Working Principles, and is driven by the need to

work together in partnership so as to have a focused and sustained methodology that puts in place market-driven interventions in selected number of priority sectors and cross-cutting areas, in order to achieve real and lasting results.

Accordingly, the Strategy starts with identifying sectors /products with best potentials for growth and capturing market share, as well as attraction of US investments of: Fast moving consumer goods, chemical goods, handicrafts and commercial services. Taking into consideration the selected sectors/products it then considers where in the US should the Tijara Coalition efforts be directed so as to achieve the needed results. Four US states of California, Detroit, Michigan and New York were selected for economic and cultural reason, within these states work will further be concentrated on specific cities. Informed by the sectors and locations and in view of the capabilities of the Jordanian industrial base, international practice and available resources, the Strategy puts into place goal driven interventions in the areas of trade, investment as well as policy and advocacy.

Finally, elaborates on the implementation and management an ad hoc institutional framework comprised of the Tijara Coalition members. Supported by the FTA Unit in its capacity as Secretariat to the Coalition. A 5-year implementation plan sets the path for realization of the Strategy objectives and its growth trajectory. With the specific task putting into place annual work plans that reflect clear tasks, timelines and responsibilities to ensure the accomplishment of activities during the year. These interventions should support the achievement of an average 5 per cent yearly increase in overall trade and investment figures. Thereby setting an overall target of 25 percent increase over the duration of the Strategy.

## **2018-2019 Work Plan**

Within the Strategy approach an annual work plan for the period 2018-2019 was developed and adopted during the Tijara Council Meeting on August 13,2018. The Plan reflecting the activities that the Collation aim to achieve. The plan is attached in Annex I to this report and below is an outline summarizing the activities implemented to date.

*Summary of Implemented Activities listed on the following pages*

## Trade Missions

### Jordan - U.S Trade & Investment Mission to Chicago, Washington, Detroit

**Implementing members:** The American Chamber of Commerce in Jordan  
Ministry of Industry, Trade & Supply  
ASEZA  
Amman Chamber of Industry  
Supported by USAID/JCP

**Date:** July 30-August7, 2017

**Location:** Chicago, Washington, Detroit

**Sector:** Food, Packaging, Dead Sea Products and chemicals (includes: plastics and detergents).

**Description:** The mission was led by H.E. Minister of Industry, Trade and Supply, and made up of officials from Parliaments, ASEZA, Chambers of Commerce and Industry and Private Sector representatives.

The mission was heavily focused on diversification and growth of exports from Jordanian companies to the US in the selected manufacturing sectors of food, chemicals as well as select enterprises such as packaging, dead sea products and chemicals (includes: plastics and detergents). The mission aimed to raise awareness on US trade and investment opportunities, establish and build partnerships with US counterparts, facilitate business matchmaking opportunities for Jordanian companies with their counterparts in the U.S., meet with U.S buyers & distributors, and meet with US officials and organizations such as OPIC, Exim and USTDA.

**No. of Companies benefited:** 29 Companies

**Outcomes:** 15 Deals / 14 Leads

## Jordan-U.S Trade Mission to Chicago, Detroit, Florida

**Implementing members:** Jordan Chamber of Industry  
The American Chamber of Commerce in Jordan  
Amman Chamber of Industry

**Date:** April 30 – May 11, 2018

**Location:** Chicago, Detroit, Florida

**Sector:** Plastics

**Description:** 20 Jordanian companies participated in the mission and also attended the NPE 2018: Plastics Show.

**No. of Companies benefited:** 20 Companies



## The Partner Search Export Support Mission

**Implementing members:** The American Chamber of Commerce in Jordan  
JEDCO  
Amman Chamber of Industry  
Supported by USAID/JCP

**Date:** 6 - 14 April 2019

**Location:** New York

**Sector:** Food / Food processing, Cosmetics, and Industrial containers.

**Description:** Targeted matchmaking mission provided exporters with the opportunity to better understand the U.S Market, enhance their sales strategies, create business linkages and forge lasting partnerships for growing exports to the U.S.

**No. of Companies benefited:** 8 Companies

**Outcomes:** 40 B2B Meetings  
2 Deals  
21 Leads

## The Partner Search Export Support Mission

**Implementing members:** The American Chamber of Commerce in Jordan  
JEDCO  
Amman Chamber of Industry  
Supported by USAID/JCP

**Date:** 18 – 23 May 2019

**Location:** New York

**Sector:** Pet care, Home furnishings, Construction/remodeling, Solar energy, Industrial materials, and Packaging materials.

**Description:** Targeted matchmaking mission provided exporters with the opportunity to better understand the U.S Market, enhance their sales strategies, create business linkages and forge lasting partnerships for growing exports to the U.S.

**No. of Companies benefited:** 11 Companies

**Outcomes:** 36 B2B Meetings  
1 Deals  
21 Leads

## "Silicon Valley to Silicon Slopes Trade Mission" IT Sector's Premier Export Mission to the US

**Implementing members:** The American Chamber of Commerce in Jordan  
Ministry of Digital Economy & Entrepreneurship  
Supported by USAID/JCP

**Date:** Jan 24 - Feb 2, 2019

**Location:** California (San Francisco) and Utah (Silicon Slopes)

**Sector:** IT

**Description:** The Mission was focused on the IT sector, offering startups and SMEs the chance to understand how to unlock the opportunities of the US market.

During the mission, the participating companies met with industry contacts and fellow entrepreneurs, visited leading companies, and attended an orientation seminars where they learned from experts on market entry strategies such as Facebook and Google, as well as attended the TechWadi Annual Conference 2019 and the 2019 SiliconSlopes Tech Summit.

**No. of Companies benefited:** 7 Companies

**Outcomes:** 8 Leads

# Trade Shows

## Las Vegas Trade Show

**Implementing members:** The American Chamber of Commerce in Jordan  
Supported by USAID/JCP

**Date:** January 28-Feb 1, 2018

**Location:** Las Vegas

**Sector:** Handicrafts, Furnishing and Plastic products

**Description:** The Las Vegas Market (LVM) Trade Show was selected based on an interest based and subject to the readiness of at least five Jordanian companies to actively participate in the show including Nadia Dajani Jewelry, Decoration One, Arab Technical Company for plastic industries (TOP), Specialized for Spring Mattresses Manufacturing L.L.C (SpringRest) and AlAssalah (TKM).

**No. of Companies benefited:** 5 Companies

**Outcomes:** 5 Deals  
2 Leads

## The International Esthetics, Cosmetics & Spa Conference

**Implementing members:** The American Chamber of Commerce in Jordan  
Supported by USAID/JCP

**Date:** March 4 - 6, 2018

**Location:** New York

**Sector:** Cosmetics

**Description:** The International Esthetics, Cosmetics & Spa Conference IECSC Trade Show was selected based on the analysis conducted, while the show participation was subject to the readiness of at least five companies taking into consideration the products competitiveness in the US market.

AmCham Jordan led the following five companies to exhibit in the Jordan Pavilion at the IECSC NYC show:

1. Juman Dead Sea Cosmetics Factory
2. Sukhtian Pharma
3. Munir Sukhtian Group
4. Households & Toiletries MFG, Co
5. Alzara Natural Dead Sea Products

**No. of Companies benefited:** 5 Companies

## Americas Food & Beverage

**Implementing members:** The American Chamber of Commerce in Jordan  
Amman Chamber of Industry

**Date:** October 2018

**Location:** Miami

**Sector:** Food

**Description:** The trade show was subsidized by Amman Chamber of Industry whereby 4 companies participated including Nafisa, Primo Café, Adnan Khudari & Sons and Anabtawi.

**No. of Companies benefited:** 4 Companies

**Outcomes:** 2 Deals made – Participating companies developed at least three leads and are following up with them.

## Fancy Food Show

**Implementing members:** Jordan Exporters Association

**Date:** Jordan Exporters Association

**Location:** New York

**Sector:** Food

**No. of Companies benefited:** 9 Companies

# Investment Promotion

## Jordan-US Investment Forum: Paving the Way for New Business Opportunities that Create Lasting Growth for US Companies and Jordan: in New York

**Implementing members:** The American Chamber of Commerce in Jordan  
Ministry of Industry, Trade & Supply  
Jordan Investment Commission (JIC)  
Supported by USAID/JCP

**Date:** June 25, 2018

**Location:** New York

**Sector:** All

**Description:** The forum was organized in partnership with the Tent Foundation and Connect.JO and through support from USAID's Jordan Competitiveness Program to provide a platform for enhancing U.S. – Jordan business ties.

The 2018 Forum had a particular focus on motivating companies to address the unprecedented challenge of the refugee crisis in Jordan. By enabling the private sector to grow their business while directly helping refugees and host communities through investing in and sourcing from Jordan.

The Forum brought together senior Jordanian government officials, representatives of international development organizations, and distinguished members of Jordanian and American businesses, to highlight Jordan's strong business and investment climate.

**No. of Companies benefited:** 51 Companies

**Outcomes:** U.S companies participated in the forum learnt about the investment and business environment in Jordan, and heard from high-level officials from the Jordanian government and international institutions about national and global initiatives to help facilitate business investments in Jordan.

## U.S Jordan Investment Forum in San Francisco in cooperation with the Tent Foundation and Connect.JO.

**Implementing members:** The American Chamber of Commerce in Jordan  
Ministry of Industry, Trade & Supply  
Jordan Investment Commission (JIC)  
Supported by USAID/JCP

**Date:** June 28, 2018

**Location:** San Francisco

**Sector:** All

**Description:** The forum was organized in partnership with the Tent Foundation and Connect.JO and through support from USAID's Jordan Competitiveness Program to provide a platform for enhancing U.S. – Jordan business ties.

The 2018 Forum had a particular focus on motivating companies to address the unprecedented challenge of the refugee crisis in Jordan. By enabling the private sector to grow their business while directly helping refugees and host communities through investing in and sourcing from Jordan.

The Forum brought together senior Jordanian government officials, representatives of international development organizations, and distinguished members of Jordanian and American businesses, to highlight Jordan's strong business and investment climate.

**No. of Companies benefited:** 33 Companies

**Outcomes:** U.S companies participated in the forum learnt about the investment and business environment in Jordan, and heard from high-level officials from the Jordanian government and international institutions about national and global initiatives to help facilitate business investments in Jordan.



## U.S – Jordan Business Forum (Jordan: A Regional Hub)

**Implementing members:** The American Chamber of Commerce in Jordan  
Supported by USAID/JCP

**Date:** May 22, 2017

**Location:** Amman

**Sector:** All

**Description:** This U.S.-Jordan Investment Forum was held on the sidelines of the WEF with high level US investors in collaboration with the U.S Embassy in Amman. Whereby the participating U.S. companies had the opportunity to explore business prospects in Jordan and learn about the advantages the country offers as a regional hub for U.S. business.

The one-day program aimed to provide an overview of Jordan's various international and bilateral trade and investment agreements, including the Free trade agreement (FTA) with the United States; Jordanian Qualified industrial zones (QIZs) for tariff- and quota-free access to U.S. markets; Special Economic Zones (SEZs) in the Kingdom that offer preferential access to European Union (EU) markets; and the Country's Role as trade gateway to the Middle East with access to over 1.5 billion consumers.

The event also provided opportunities to meet with senior Jordanian government and business leaders, U.S. firms operating in Jordan, and heads of chambers of commerce and industry

**No. of Companies benefited:** 100 Companies

**Outcomes:** 70 Jordanian companies attended.  
17 US companies attended, where between 3 to 6 B2B and G2B meetings were organized for each US company.

## Jordan Utah Business Forum: A Partnership for the Future

**Implementing members:** The American Chamber of Commerce in Jordan  
Jordan Investment Commission (JIC)  
Supported by USAID/JCP

**Date:** October 22, 2017

**Location:** Amman

**Sector:** Infrastructure/Energy, ICT and Media, and Business Services (including finance, safety & security, and insurance).

**Description:** AmCham organized a high level business forum in collaboration with the U.S Embassy in Amman for a visiting State of Utah World Trade Center Trade Delegation to promote trade and investment between Jordan and the U.S. The Event hosted business leaders from the State of Utah participating in the Mission, as well as senior Jordanian and US Government officials and a number of Jordanian private sector representatives whereby three focused roundtables took place covering the abovementioned sectors and one-on-one meetings with representatives from some of the leading U.S. firms from relevant sectors and industries.

**No. of Companies benefited:** 12 Utah-based firms - 35 delegates.

60 Jordanian companies attended and had the opportunity to meet with the U.S companies.

This activity consolidated the business partnership between Jordan and UTAH and led to a series of visits to the state of UTAH in addition to launching 2019 Silicon Valley to Silicon slopes IT mission to the U.S.

**Outcomes:** AmCham-Jordan was able to develop 4 business leads and engaging with local partners to support IT sector export through B2B and G2B meetings.

# Training and Capacity Building

## FTA Awareness Sessions

<b>Implementing members:</b>	The American Chamber of Commerce in Jordan Supported by USAID /JCP
<b>Date:</b>	<ul style="list-style-type: none"> <li>• <b>In collaboration with Eastern Amman Investors Industrial Association:</b> Amman on April 5, 2017: 45 (<i>Female 9/ Male 36</i>)</li> <li>• <b>In collaboration with Aqaba Chamber of Commerce:</b> Aqaba on May 9th, 2017: 8 (<i>Females 1/ Males 7</i>)</li> <li>• <b>In collaboration with Irbid Chamber of Commerce:</b> Irbid on September 26 2017: 42 (<i>Female 10/Male 32</i>)</li> <li>• <b>In collaboration with Amman Chamber of Industry:</b> Amman on March 27, 2018: 43 (<i>Female 10/ Males 33</i>)</li> <li>• <b>In collaboration with Zarqa Chamber of Industry:</b> Zarqa on November 28, 2017 45 (<i>Females 3 / Males 42</i>)</li> <li>• <b>In collaboration with ASEZA: Aqaba on April 17 2018:</b> 35 (<i>Female 3/Male 32</i>)</li> <li>• <b>In collaboration with Amman Chamber of Commerce:</b> Amman on April 30, 2018: 27 (<i>Female 7/ Male 20</i>)</li> <li>• <b>In collaboration with SMEs:</b> Amman on May 13, 2018: 17 (<i>Female 0/ Males 17</i>)</li> <li>• <b>In collaboration with Irbid Chamber of Industry:</b> Irbid on August 2nd, 2018: 43 (<i>Females 2 /Males 41</i>)</li> </ul>
<b>Location:</b>	Amman Aqaba Zarqa Irbid
<b>Sector:</b>	All
<b>Description:</b>	These sessions aims at raising awareness on the Free Trade Agreement benefits and how to access the U.S market.
<b>No. of participants:</b>	305 participants
<b>Outcomes:</b>	<p>The participants were introduced to the benefits of the FTA and to the services and technical support provided by the FTA Unit and the TIJARA Coalition housed at AmCham.</p> <p>50 % of the companies joined the export support activities were resulted from these awareness sessions.</p>

## Economic Framework & Value of the Jordan-US Economic Relations

<b>Implementing members:</b>	The American Chamber of Commerce in Jordan ASEZA Irbid Chamber of Industry Aqaba Chamber of Commerce International Women's Forum Business & Professional Women Association
<b>Date:</b>	25/11/2018 28/11/2018 20/12/2018 22/01/2019 19/2/2019 23/4/2019 25/4/2019 21/5/2019 20/6/2019
<b>Location:</b>	Amman Irbid Zarqa Aqaba
<b>Sector:</b>	All
<b>Description:</b>	This workshop aims at providing specialized information on Jordan – U.S economic relations and its importance in contributing to economic development by enhancing the role of policy makers and decision makers in guiding the possible policies and pushing for benefiting from the available opportunities by raising awareness of the advantages of the Jordan- bilateral cooperation with local stakeholders to facilitate intra-trade and investment empowerment.
<b>No. of participants:</b>	157 participants
<b>Outcomes:</b>	Building awareness beyond the business community on the nature of the trade and investment ties between Jordan and the U.S, and the legal instruments governing the relationship and the economic landscape on which businesses operate in.

## Lead Generation & Successful Participation in Trade Shows

<b>Implementing members:</b>	The American Chamber of Commerce in Jordan ASEZA Amman Chamber of Industry Supported by USAID/JCP
<b>Date:</b>	9-10/12/2018 16 -21/1/2019 20-21/2/2019 18-19/3/2019 9-10/7/2019
<b>Location:</b>	Aqaba Amman Irbid
<b>Sector:</b>	Manufacturing
<b>Description:</b>	The training provided the participating companies with tools and technical knowledge to research, evaluate and execute the best plan for growing companies' exports to the US and other markets. The training aimed to develop skills for effective participation in trade shows and for shaping companies marketing messages.
<b>No. of participants:</b>	63 participants
<b>Outcomes:</b>	These training sessions provided potential exporters with business culture training and processes necessary to successfully do business and follow up on leads towards securing long lasting deals.

## “The Counselor Salesperson”

<b>Implementing members:</b>	The American Chamber of Commerce in Jordan Amman Chamber of Industry Supported by USAID/JCP
<b>Date:</b>	July 18-19, 2018 September 24-25, 2018 November 26-27, 2018 February 25-26, 2019 June 12-13, 2019
<b>Location:</b>	Amman
<b>Sector:</b>	Manufacturing
<b>Description:</b>	The Counselor Salesperson (CSP) uses a four-step consultative selling process that helps salespeople transition from simply making transactions to solving real business problems. CSP focuses on adopting a Counselor Mindset, a mindset that builds profitable, long-term customer relationships.
<b>No. of participants:</b>	60 participants
<b>Outcomes:</b>	The participants were introduced to the modern sales techniques.

## Specialized Trainings “Getting your Product to the US Market”

**Implementing members:** The American Chamber of Commerce in Jordan  
Supported by USAID/JCP

**Date:** January 30th, 2017.  
April 26-27, 2017.  
May 17, 2017.

**Location:** Amman

**Sector:** Food Sector

**Description:** The trainings aimed at empowering Jordanian food manufacturers with the practical and functional information on how to successfully export to the US, the “Getting your Product to the US Market” Workshop came as part of the ongoing capacity enhancement and know-how dissemination activities designed to increase the Jordanian industry’s ability to export to the US market under the preferential arrangement provided to Jordanian products pursuant to the US-Jordan Free Trade Agreement (FTA).

The Workshops brought together practitioners and subject matter experts to tackle behind the border and marketplace issues related to identifying and dealing with US buyers. Key issues covered during the Workshop included The Business of Exporting to the US, Identifying Buyers and Consumers, and Partnering Options and Practical Considerations.

**No. of participants:** 180 participants

**Outcomes:** The participants were introduced to the marketing techniques needed to enter the US market.

*Specialized Training Modules on:*  
**(1) Export Marketing: Knowledge and Knowhow for Positioning your Product in the US Market.**  
**(2) on Trade Shows: Skills and Strategies for A Successfully Conducting Business in Trade Shows & Exhibitions.**

**Implementing members:** The American Chamber of Commerce in Jordan  
Supported by USAID/JCP

**Date:** 8 - 9 April, 2018  
10 - 11 April, 2018.

**Location:** Amman

**Sector:** All

**Description:** The workshops aimed at presenting "Best Strategies for Approaching and Developing the US as an Export Market". These informative and interactive workshops provided an overview of the current US market situation and discussed trends in various sectors. Then a step-by-step program were presented focused on each stage of the export development process from export ready evaluation to developing a strategy and identifying marketing partners. These workshop presented the best techniques and processes honed over years of assisting companies in their marketing and export efforts.

**No. of participants:** 37 participants

**Outcomes:** 10 professionals from the chambers and business associations were trained on the material to be able to continue to provide the training locally.



# Publications

## Guides

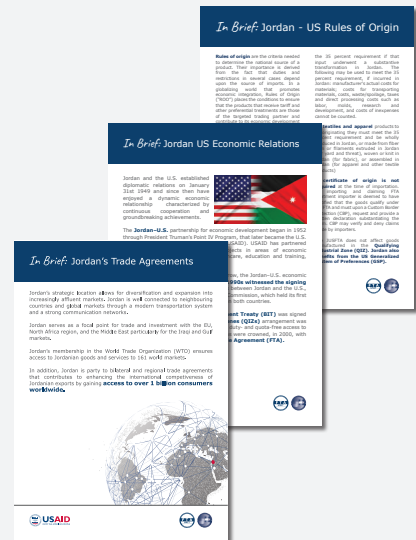
Technical tools were developed covering different topics that are of value for future exporters to access the U.S market. These tools are freely available and distributed to members.

- Guide to Doing Business in the U.S
- Guide to Exporting Services to the U.S
- Guide to Exporting Goods to the U.S
- Jordan-U. S FTA Rules of Origin
- Information Note on Legal Investment Framework in Jordan
- Export Readiness Toolkit



## Technical Notes

- Jordan-US Trade & Investment Review
- In Brief – FTA Unit
- In Brief – TIJARA Coalition
- In Brief – Rules of Origin
- In Brief – Jordan
- In Brief – Jordan’s Trade Agreement
- In Brief – Jordan & the U. S: Overview of Economic Relations
- In Brief – Development & Free Zones in Jordan
- In Brief – FDI
- In Brief – IT Sector
- In Brief: US Section 232 Steel and Aluminum Tariffs
- U.S Duty Free Treatment of Jordan Exports’ an Incentive that Attracted the Apparel Industry to Jordan: A Historical Context Aqaba Jordan’s Gateway
- Diversification of Exports Program



Published in 2019



The American Chamber  
of Commerce in 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.