



**The American Chamber
of Commerce in Jordan**



SPONSORSHIP OPPORTUNITY

**Marking 20 years of the Jordan-U.S.
Free Trade Agreement:**

Supporting Jordanian Business Growth



Sponsorship Opportunity



Introducing a new framework to support Jordanian companies, manufacturers, and exporters in identifying and capturing U.S. & regional market opportunities



Introduction

AmCham-Jordan has been serving the Jordanian and American business communities for more than two decades.

2021 marks **20 years** since the entry into force of the Jordan-U.S. Free Trade Agreement on 17th December 2001.

To celebrate the special bilateral economic partnership between Jordan and the United States, AmCham-Jordan will be implementing an eight (8) part series of impactful events, conference and a social media campaign, targeting Jordanian, U.S. and MENA companies, manufacturers and exporters in 2021.

The competitiveness enhancing, business webinars, sessions, conference, along with a social media campaign will highlight the benefits and opportunities created by the JUSFTA., and help foster greater business linkages, and the know-how to shape future trade and investment collaborations while successfully adapting to challenges brought about by the COVID-19 global health pandemic.

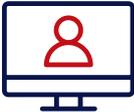
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**AmCham-Jordan
For More U.S.
Jordan Business**

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Jordan-U.S. FTA Celebration

Your sponsorship will support the 12-month Jordan-U.S. FTA celebration activities that include:



5 Webinars

90 minute each, featuring high level policy makers, experts and practitioners from the U.S. and Jordan. Joining 50+ Jordanian and U.S. traders seeking to export and work together, taking advantage of preferential tariffs and increased market access for goods and services.



2 Seminars

3 hours each to be held in Amman, featuring high level policy makers, experts and practitioners from the U.S. and Jordan. Targeting 90 attendees from Jordanian, U.S. and MENA traders seeking to export and work together, taking advantage of preferential tariffs and increased market access for goods and services.



A Dedicated Social Media Campaign

reaching buyers and business partners in Jordan, the U.S. and MENA region. The cam-paign will have informational posts, speaker and events announcements, features about corporate sponsors and partners, and the live streaming of all event.

Jordan-U.S. FTA Celebration

7 practical, impactful, demand-driven business development & information events are planned:

December Thursday 17 th , 2020	February Monday 22 nd , 2021	June Wednesday 9 th , 2021	June Wednesday 30 th , 2021
Webinar	Webinar	Webinar	Webinar
<p>U.S. - Jordan Business Dialogue:</p> <p>Celebrating the 20th Anniversary of the U.S.-Jordan Free Trade Agreement and Looking Ahead to the Future of U.S.-Jordan Business</p>	<p>EXPORT COMPETITIVENESS FOR THE U.S. MARKET</p>	<p>THE NATIONAL TIJARA COALITION:</p> <p>The Ongoing Work Of Local Partners To Support Enterprises In Growing Their Export To The US</p>	<p>THE US BUYER'S PERSPECTIVE:</p> <p>Firsthand Insights and Advise On What It Takes To Say 'Yes'</p>

July Monday 26 th , 2021	September Monday 27 th , 2021	November Monday 29 th , 2021
Webinar	Seminar	Seminar
<p>DIGITAL TRADE & E-COMMERCE:</p> <p>How Can Jordanian Enterprises Access Global Sales Channels</p>	<p>REDUCING EXPORT RISKS:</p> <p>IP, Contracts, and Paymentst</p>	<p>OPPORTUNITIES IN JORDAN'S SERVICE INDUSTRY</p>

Sponsorship Value

Brand Visibility

Be the direct sponsor of one of 7 exciting, business and competitiveness enhancing JUSFTA celebration activities, and join the group of elite sponsors and AmCham-Jordan partners at the 2021 Conference.

Promote your company's brand and story on AmCham-Jordan multi-level local and regional digital platforms and live seminars and conferences. Connect with partners and customers in Jordan, the U.S. and the MENA countries. Such sponsorships puts your brand visuals in front of large audiences who may not have heard of your business.



AmCham-Jordan has **5 strategic partnership** with U.S. business association in 4 U.S. States.



AmCham-Jordan is a proud member of the **U.S. Chamber of Commerce**, the largest global and international business organization in the world.



AmCham-Jordan holds the 2017-2021 **AmCham MENA** Council Chairmanship.

Sponsorship Value

Social Responsibility, Community Goodwill

With your support, together we can implement meaningful events that contribute to enhancing enterprises' position and ability to unlock the potentials of Jordan-U.S. Free Trade Agreement, to generate jobs and contribute to Jordan's economic development.

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers and partners love brands that care about spreading positive messages and helping the community.

Linking your business to a worthy cause can draw lasting support and media attention. Community involvement also sets you apart from other brands.

Return on investment

The benefits of event sponsorship are endless if you put in the effort to forge connections. Take advantage of every resource AmCham-Jordan offers to help businesses like yours. Just like any other transaction, sponsorship roles can be adapted to your specific needs.

**The
AmCham-Jordan
team will work
closely with you,
to maximize the
results **YOU** want.**

Sponsorship Benefits

Only 7 places available

Valued at **3000 JDs**

Benefits

- Sponsor's 2 minutes commercial played during the event.
- Sponsor's commercial is posted on AmCham-Jordan social media platforms.
- Sponsor's Logo featured **PROMINENTLY** in all events and promotional material.
- Sponsor's profile featured on AmCham-Jordan social media platforms.
- Sponsor is tagged and logo appears on related social media posts.
- Sponsor's name is mentioned in event press release and AmCham-Jordan newsletter.

Become a Sponsor



Thank you for your interest in Sponsoring our yearlong activities to celebrate the 20th anniversary of the entry into force of the Jordan-U.S. Free Trade Agreement, and to pave the way for greater economic growth by fostering cooperation between businesses, communities and individuals.

To ensure the full enjoyment of sponsorship benefits, we encourage you to secure your sponsorship place as soon as possible.

To learn more about this opportunity please contact

Ms. Lina Jaber

Tel. (+962) 6 5651860

Email. Lina.Jaber@amcham.jo

Sponsorship Terms

- AmCham-Jordan Sponsorship Agreement applies, subject to specific considerations as requested by sponsor.
- The agreement contains standard terms and conditions in accordance with the Jordanian Law.
- The sponsor is responsible for provide AmCham-Jordan with high quality logo, audiovisual and all visibility material.

Thank you for your sponsorship



**The American Chamber
of Commerce in Jordan**

AmCham-Jordan A leading Jordanian Association the American Chamber of Commerce in Jordan (AmCham-Jordan) is a voluntary non-for-profit member-based organization established in 1999. With over 250 members from top Jordanian companies and U.S. companies operating in Jordan, AmCham-Jordan has been working for 20 years to contribute to Jordan's sustainable economic development through the promotion of Jordan-U.S. trade and investment relations, policy, advocacy, human resources development and business community outreach.

AmCham-Jordan is affiliated with the United States Chamber of Commerce in Washington, D.C. and is the 2020-2021 Chair of the AmCham MENA Regional Council.



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

Jordan-U.S. **Free Trade Agreement Unit** was established in 2017 with support from the United States Agency for International Development's (USAID), to provide specialized technical advisory services Jordanian and American businesses to better understand and utilize the trade and investment opportunities made available under the JUSFTA and the BIT. The JUSFTA Unit also services as Secretariat to the National Tijara Coalition Jordan's oldest public private dialogue platform.