



Agenda

Digital Marketing & E-Commerce: How can Jordanian enterprises access global and U.S. sales channels

Monday July 26th, 2021

4:00 – 5:30 PM (Amman Time) | 9:00 – 10:30 AM (EST)

Time	Topic
4:00 – 4:05 PM Amman Time 9:00 – 9:05 AM EST	Welcome Remarks Eng. Mohammed Bataineh, Chairman of the Board, AmCham-Jordan
4:05 – 4:10 PM Amman Time 9:05 – 9:10 AM EST	Introductory Remarks & Overview of Government Efforts to Advance E-Trade in Jordan Ahmad Hammad, Director of Economic Policy, Ministry of Industry, Trade & Supply, Jordan Moderator
4:10 – 4:35 PM Amman Time 9:10 – 9:35 AM EST	Digital Marketing Candi Chen, International Business Lead, Velvet Media
4:35 – 5:00 PM Amman Time 9:35 – 10:00 AM EST	Virtual Marketplaces & Fulfilment <ul style="list-style-type: none"> - Sheri Yount, Senior Account Specialist, Brand Management, KeHE Distributors - Jay Rogers, Executive Director, E-Commerce, KeHE Distributors
5:00 – 5:30 PM Amman Time 10:05 – 10:30 AM EST	Attendees Q&A with speakers