

AMCHAM - JORDAN 2021 YEAR IN REVIEW

SUPPORTED BY



مستودع منى الزين للأدوية
Muna Alzaben Drug Store

2020-2021 AMCHAM-JORDAN UNIVERSITY INTERNSHIP PROGRAM VIRTUAL FORUM



JANUARY 24th, 2021



AmCham-Jordan organized the 2020-2021 University Student Internship Program Virtual Forum in collaboration with the University of Jordan and Yarmouk University, with the support of the Public Affairs Section at the US Embassy in Amman, under the patronage of the Minister of Labor and Minister of State for Investment Affairs, H.E. Dr. Maen Al Qatamine.

The forum celebrated the program's successes, which were contributed by interns, universities, and businesses, with the goal of bridging the gap between academia and industry. Companies participated in Corporate Social Responsibility (CSR) by providing internships, mentoring, and valuable

work experience to 59 undergraduate students.

AmCham-Jordan announced the launch of the University Internship program for 2021 by launching the Internships & Jobs Matchmaking Portal, encouraging companies and students to enroll in and continue their participation in the 2021 program.

MEMBERS SERIES FOCUS GROUP SESSIONS



JANUARY 28th, 2021

AmCham-Jordan was in the process of revising its strategic plan for the next three years in 2021. Eng. Mohammed Bataineh, Chairman of AmCham-Jordan, and Ms. Rose Alissi, CEO, recently concluded a series of focus group sessions with AmCham-Jordan members, which included importers, exporters, and investors.

Along with AmCham-stakeholders, Jordan's consulting and collecting their perspectives, inputs, and expectations regarding AmCham-role Jordan's was to result in our strategic plan reflecting their interests in alignment with our core activities, vision, mission, and values.



FOOD TRACEABILITY SYSTEM IN JORDAN WEBINAR



FEBRUARY 16th, 2021

AmCham-Jordan, in collaboration with the International Finance Corporation (IFC), a World Bank Group member (WBG-IFC), hosted international experts Ms. Gordana Ristic, MD, Ph.D., and

Dr. lafur Oddgeirsson, who works on the IFC's ongoing advisory project's food safety component. Where they met with Jordanian food manufacturing and

processing companies to gain insights and an overview of the ongoing work of establishing a food manufacturing and processing facility.

EXPORT COMPETITIVNESS FOR THE U.S. MARKET WEBINAR



FEBRUARY 22nd, 2021

AmCham-Jordan concluded the second webinar in a twelve-month series on "Export Competitiveness in the US Market," organized by USIAD's Middle East Economic Growth Best Practices Project (MEG) in commemoration of the Jordan-US Free Trade Agreement's twentieth anniversary. The objective was to provide technical assistance to Jordanian businesses.

senior international market linkages expert at Pragma Corporation, and Stephen Brand, president and CEO of the New Enterprise Factory, were among the US experts in attendance. Throughout the webinar, each speaker discussed the challenges Jordanian the US market. It also revealed

logistical considerations for Jordanian businesses seeking to sell to the US.

The event was sponsored by:



Eng. Mohammed S. Bataineh, Chairman of the Board of AmCham-Jordan, concluded the webinar by thanking attendees for their participation and thanking Coca-Cola CCI-Jordan for being the gold sponsor. Ms. Raghad Al Khojah, Deputy CEO and Head of Business Development, moderated the webinar. Esther Luongo Psarakis,



JORDANIAN COMPANIES ARE PREPARING FOR THEIR EXPORT JOURNEY! - PROGRAM LAUNCH



MARCH 10th, 2021

AmCham- Jordan launched its Export Growth Pathway Program (EGP) in the year of 2021. The program's objective is to provide export outreach and promotion activities to Jordanian businesses in order to help them reach US partners and expanding business ties between the two countries.

The EGP targets promising competitiveness in high-growth industries such as processed food manufacturing, personal protective equipment (PPE), bedding and mattresses, fertilizers, construction, sanitizers, surface disinfectants, and chemical products, as well as information technology services.

The program is being implemented in collaboration with Pragma Corporation, a leading international development consulting firm, and is being funded/supported by USAID's Middle East Economic Growth Best Practices Project (MEG).

FIELD VISITS TO PARTICIPATING COMPANIES

MARCH 10th, 2021



AmCham-Jordan conducted field visits to participating companies' factories and showrooms with Mr. Henri Stetter, Senior Private Sector and Export Development Expert at Pragma Corporation,

to determine manufacturing capability and product eligibility. Following the successful launch of the EGP Program, AmCham-Jordan began the process of onboarding Jordanian

businesses that applied. The twelve-month program's main objective is to provide technical assistance to eligible businesses and connect them with seasoned experts in the United States.

AMCHAM – JORDAN SUPPORTS PARTNER ORGANIZATION BY HOLDING A SPECIAL SESSION ENTITLED: STATE OF JORDAN'S TECH ECOSYSTEM

MARCH 24th, 2021

AmCham-Jordan assisted partner organization TechWadi in Silicon Valley, United States, in hosting a special session at their 2021 Annual Forum on the "State of Jordan's Tech Ecosystem."

The forum attracted a distinguished line-up of speakers and participants, including over 700 representatives from international companies in the communications, information technology, and entrepreneurship sectors.

The session was moderated by Laith Al-Qasem, CEO of ISSF, where it also featured Hussam

Hammo, Founder & CEO of Tamatem Games, Tamer Al Salah, Managing Director of Beyond Capital, and Fouad Jeryes, Co-Founder and Head of Business at Maqsam, who discussed

the Jordanian entrepreneurial market environment, particularly in light of the changes in market dynamics caused by the global health pandemic.



HULT PRIZE 2021 PETRA IMPACT SUMMIT

MARCH 25th, 2021

Ms. Raghad Alkhozah, Deputy CEO and Head of Business Development, participated in the "2021 Petra Impact Summit -the regional phase of the Hult

Prize \$1M startup challenge as a judge under the theme of "Food for Good-transforming food into a vehicle for change".

Congratulations to Zad for their selection as winners of the Petra Challenge.

INVESTOR AFFAIRS FOLLOW-UP PROJECT & GRIEVANCES MECHANISM AT THE JORDAN INVESTMENT COMMISSION - VIRTUAL SESSION

MARCH 29th, 2021

In collaboration with the Jordan Investment Commission (JIC), AmCham-Jordan organized a virtual session on "Investor Affairs Follow-up Project & Grievances Mechanism at JIC". The event featured H.E. Mr. Fareedon Hartouqa, acting Chairman of JIC, Mr. Nidal Dabbas, Chairman Adviser and Head of the Investor After Care

Project, and Advocate Mais Khlaifat, Director of Legal Affairs.

Throughout the discussion, H.E. Hartouqa emphasized the importance of JIC following a variety of procedures to preserve the interests of the private sector in general and those of investors in particular. Eng. Mohammed Bataineh,

Chairman of AmCham-Jordan, highlighted, "The Chamber and JIC have a common vision. They will both continue to work together to encourage investment in Jordan in order to create a smooth environment that meets the needs of investors, especially in light of the circumstances resulting from the pandemic.

HULT PRIZE 2021 AMMAN IMPACT SUMMIT

APRIL 3rd, 2021

Ms. Rose Alissi, CEO of AmCham-Jordan, was amongst the members of the jury for the "2021 Amman Impact Summit-the regional phase of the Hult Prize \$1M startup challenge"

along with Alaa Mufleh, Ashraf Bany Mohammed, Buthainah Aburoza, Dr. Belal Mahmoud Alwadi, Hasan Yazjeen, Huda Rawabdeh, Mahdi Daoud, and Dr. Masnat AlHiary.

"It was great seeing top entrepreneurs and startup founders so committed to resolving this year's Word-issued food challenge." Congratulations to Eflah, our regional winners.

HR STRATEGIC MANAGEMENT DURING THE TIME OF COVID TRAININGS AT AMCHAM

APRIL 4th, 2021

AmCham-Jordan concluded four-day training sessions that aimed at assisting HR professionals and executives in focusing on strategic deliverables that directly impact the business's sustainability, particularly during a pandemic. Succession Planning, Competency Mapping & Analysis, Corporate

Compensation, Performance Evaluation, & Employee Evaluation were among the key topics covered.

Registered trainees joined from different companies, such as: STS, Jordan Tractor (CAT), Umniah, Classic Fashion, The American

Center for Oriental Research, Jordan Export, ABC Bank, Amin Kawar & Sons, MetLife, and Central Trade & Auto Co. Toyota. The training was supported by USAID's Middle East Economic Growth Best Practices Project (MEG).

AMCHAM-JORDAN & MUASHER GROUP HOTEL COMPANIES SIGN A PARTNERHSIP AGREEMENT

APRIL 8th, 2021

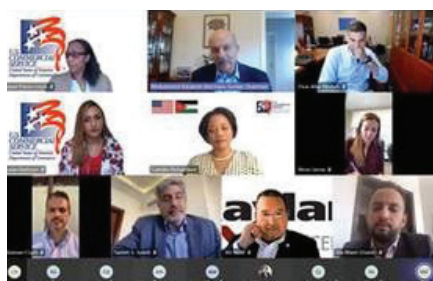
AmCham-Jordan and the Muasher Group of hotel companies, chaired by Mr. Nadim Muasher, signed a partnership agreement. The Muasher Group owns the Marriott Hotels in Amman, Dead Sea, and Petra, as well as the Sheraton Hotel in Amman, Jordan.

Ms. Rose Alissi, CEO of AmCham-Jordan, and Mr. Philip Papadopoulos, Marriott Multi-Property General Manager, signed the agreement. The Muasher Group will be representing the hospitality sector for AmCham-Jordan and be a strategic partner for all activities AmCham-Jordan will be doing at a local, regional, and international level.



U.S. DEPUTY ASSISTANCE MEETS WITH AMCHAM-JORDAN MEMBERS - VIRTUAL ROUNDTABLE

MAY 18th, 2021



The U.S. Deputy Assistant Secretary (DAS) of Commerce for the Middle East and Africa, Global Markets, Camille Richardson, met with AmCham-Jordan's multi-sector member

companies in a virtual roundtable organized by AmCham-Jordan in collaboration with the U.S. Commercial Service at the U.S. Embassy in Amman, Jordan.

The session, which aimed to gather perspectives from a range of stakeholders, provided an opportunity for participants to discuss sectoral challenges and opportunities, the role of the Jordan-U.S. Free Trade Agreement in facilitating two-way trade and investment,

and the experience of U.S. companies managing their regional offices from Jordan.

During the session, Eng. Mohammed Bataineh, Chairman of AmCham-Jordan, stated that "AmCham-Jordan works to strengthen U.S.-Jordan commercial ties and will continue its efforts to support Jordan and U.S. companies through providing technical assistance programs and advocating for their needs."

ONGOING WORK TO FORMULATE THE NATIONAL TIJARA COALITION STRATEGIC PRIORITIES & ACTIONS FOR 2021-2022

As a result of the COVID-19 pandemic, the National Tijara Coalition (NTC) had to review its five-year strategy in order to prioritize and adapt actions and activities in order to effectively respond to business challenges, underpinned by the economic integration objective of the Jordan-US Free Trade Agreement.

The Jordan-US FTA Unit held consultation meetings with AmCham members and USAID's Middle East Economic Growth Best Practices Project (MEG) to develop the National Tijara Coalition's "Strategic Priorities and Actions for 2021-2022.

The developed outcome was discussed and agreed upon during the focus group meetings. The Council expected to formally adopt the work within two months.

The NTC, led by the Ministry of Industry, Trade and Supply, recognized the need to set priority areas and actions for the next two years, recognizing that strengthening the NTC's institutional framework and member capacities to better engage in the platform is an essential and positive aspect of responsive and legitimate public-private collaboration and joint responsibility.



WORK OF LOCAL PARTNERS TO SUPPORT ENTERPRISES GROWING THEIR EXPORTS TO THE U.S - WEBINAR

JUNE 9th, 2021

AmCham-Jordan hosted a webinar on “The National Tijara Coalition: The ongoing work of local partners to support enterprises in growing their exports to the U.S.” which featured H.E. Dr. Wissam Rabadi, former Minister of Planning and International Cooperation, Chairman of Jordan Exports, H.E. Eng. Fathi Jaghbeer, Chairman of Jordan Chamber of Industry (JCI) and Amman Chamber of Industry (ACI), and H.E. Mr. Mohammad Al-Shoha, Chairman of Irbid Chamber of Commerce & Jordan Chamber of Commerce Board Member, and was moderated by AmCham-Jordan CEO Ms. Rose Alissi.

The session shed light on the National Tijara Coalition’s future plans and joint activities—a dedicated public-private platform dialogue established in



2001 with the goal of enhancing Jordan’s bilateral economic with the U.S. This was as part of a twelve-month series of events and activities to mark the 20th anniversary of the Jordan-U.S. FTA, implemented with the support of the USIAD Middle

East Economic Growth Best Practices Project (MEG).

The event was sponsored by:



PROMOTING INVESTMENT & BUSINESS CLIMATE REFORMS IN JORDAN’S ICT SECTOR - VIRTUAL MEETING

JUNE 17th, 2021

The Organization for Economic Cooperation and Development (OECD) organized a private sector dialogue titled “Promoting Investment and Business Climate Reforms in Jordan’s ICT Sector.” as part of their EU-OECD Program on Investment in the Mediterranean.” The meeting’s purpose was to discuss the main challenges

facing the ICT sector with the goal of identifying a number of policy priorities for enhancing the enabling environment for ICT investment. Participants shared their perspectives on various challenges, such as the business and regulatory environment, infrastructure, ICT costs, skills, as well as the importance of public-private

dialogue to promote investment in Jordan’s ICT sector.

Ms. Rose Alissi, the CEO of AmCham-Jordan and H.E. Eng. Mothanna Gharaibeh moderated the session, which focused on the barriers to investment in Jordan’s ICT sector and the business and regulatory environment.

AMCHAM-JORDAN PHYSICALLY PARTICIPATES IN THE SWEETS & SNACKS EXPO 2021 - EXPORT GROWTH PROGRAM

JUNE 24-26th, 2021



For the first time AmCham-Jordan had physically participated in an event since the COVID pandemic, representing five Jordanian companies that

have signed up for AmCham-Export Jordan's Growth Pathway Program. These companies are ready-to-export, comply with American market standards, and are FDA registered.

Chains Trading Company, Alhadaf International Company for Importing & Industry, and Khaled Al Natsheh & Bros Roastery were the five companies.

Ms. Raghad Alkhozah, Deputy CEO & Head of Business

Development at AmCham-Export Jordan, and Ms. Esther Psarakis, Senior International Market Linkages Expert at Pragma Corporation, met with potential US buyers, industry leaders, and distributors at the booth.

Participation in the exhibition was part of the National Tijara Coalition's Export Growth Path Program, established in 2001 as a public-private dialogue program to improve Jordan-US economic relations.

THE U.S. BUYER'S PERSPECTIVE: FIRSTHAND INSIGHTS & ADVISE ON WHAT IT TAKES TO SAY 'YES' - WEBINAR

JUNE 30th, 2021

AmCham-Jordan hosted the 4th webinar that came as part of a series of events to celebrate the 20th Anniversary of the Jordan-U.S. Free Trade Agreement which entered into force on the 17th of December 2001. The events were organized with support from the USIAD Middle East Economic Growth Best Practices Project (MEG).

The session on "The U.S. Buyer's Perspective: Firsthand insights and advice on what it takes to say "Yes", was sponsored by

Wael Abu Awwad Establishment (7 Boys) and featured expert speakers Brian Todd, Founder of Brian Todd & Associates, L.L.C. and Ron Tanner, President of Tanner Food Group, along with Firas Abu Wishah, Member of the Board of Directors at Petra Engineering Industries.

The session was moderated by AmCham-Jordan CEO Ms. Rose Alissi.

The session's main aim was to provide Jordanian businesses

with the opportunity to engage with U.S. buyers in order to gain a better understanding of how U.S. buyers operate, what they look for when selecting a sourcing option in the midst of intense competition, and the key performance indicators (KPIs) they use when to make buyer decision.

The event was sponsored by:



PROGRAMS & SERVICES PROVIDED BY THE JORDANIAN STANDARDS & METROLOGY ORGANIZATION (JSMO) - AWARENESS SESSION

JULY 5th, 2021



AmCham-Jordan, in collaboration with the Jordan Standards & Metrology Organization (JSMO), organized an awareness session aimed at increasing the knowledge of AmCham-Jordan member companies about the programs and services provided by JSMO from which they can benefit.

The session discussed the Committed Merchant and Blacklist Programs, the Control of Imported Products, the Verification Unit's role, as well as the Reporting and Anti-Counterfeiting Unit.

THE CURRENT LANDSCAPE OF JORDAN'S TECH ECOSYSTEM - FIRESIDE CHAT

JULY 6th, 2021

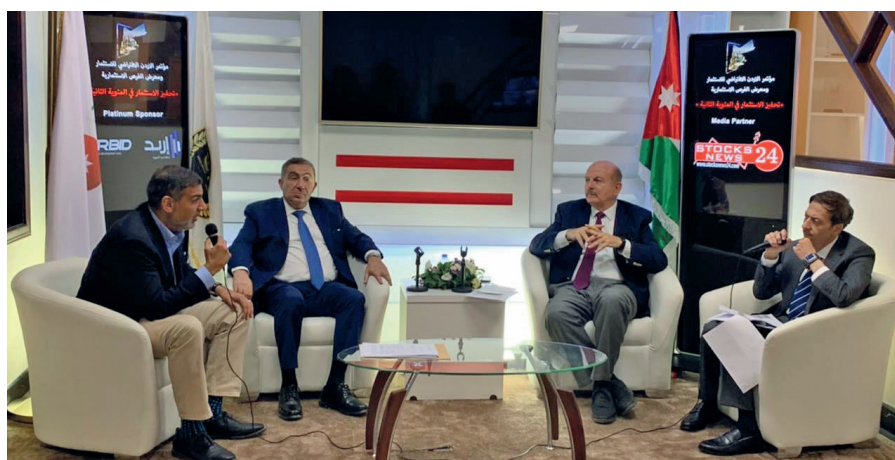
H.E. Ahmad Hanandeh, the Minister of Digital Economy & Entrepreneurship, and the CEO of AmCham-Jordan, Ms. Rose Alissi, were hosted for a fireside chat moderated by Tawfiq Abu-Khajil, Head of Digital at TechWadi.

The speakers described and shared statistical data on Jordan's current tech and entrepreneurial landscape, as well as discussed, the challenges faced by the ecosystem players in terms of regulatory and legislative issues, access to finance, and access to market.

Speakers also discussed the government's and AmCham-Jordan's plans to make it easier for businesses to start and grow in Jordan. They focused on Jordan's competitive advantage over other countries in the Middle East and North Africa and the potential growth of key sectors.

REIGNITING INVESTMENTS INTO THE SECOND CENTENNIAL - JORDAN INVESTMENT COMMISSION CONFERENCE & EXHIBITION

JULY 12 - 13th, 2021



Eng. Moahmmaed Batineh, Chairman of AmCham-Jordan, was a panelist in a session titled "Jordan as a Launching Hub

for Regional and International Markets" at the Jordan Investment Commission's "Reigniting Investments into the Second

Centennial" Virtual Conference and Exhibition. Eng. Batineh discussed the strategic importance of Jordan's location during the session. He emphasized the importance of enhancing economic development by expanding national exports of goods and services. He emphasized that Free Trade Agreements and Investment Agreements, as well as the establishment of development and free zones, have all contributed to the country attracting investments that are beneficial to the country, particularly twenty years after the United States signed the Free Trade Agreement.

AMCHAM-JORDAN & STARTUP GRIND AMMAN SIGN A MEMORANDUM OF UNDERSTANDING - STRATEGIC PARTNERSHIP

JULY 12th, 2021



AmCham-Jordan signed an MoU with Start-up Grind Amman. The goal was to improve US-Jordan business ties in start-up, innovation, and entrepreneurship.

The Start-up Grind Amman is a Grind affiliate in California. Grind is the world's largest startup, founder, innovator, and

creator community. Educating, inspiring, and connecting over 3.5 million entrepreneurs from over 500 countries.

As a member of the US Chamber of Commerce in Washington, AmCham-Jordan promotes economic growth in Jordan through trade and

investment, policy advocacy, human resource development and business outreach. The agreement calls for both parties to work together to maximize the Jordan-US relationship's potential. The FTA helps both countries' entrepreneurs grow their businesses. Also, AmCham-Jordan and Start-up Grind provided access to international networking events. These events brought together Jordanian and US entrepreneurs to exchange ideas and knowledge.

WOMEN EMPOWERED LEAVE LEGACIES THROUGH TRADE & INVESTMENT (WELLTI) - WEBINAR

JULY 13th, 2021

AmCham-Jordan CEO Rose Alissi was invited to speak in a virtual session entitled "Women Empowered to Leave Legacies through Trade and Investment (WELLTI)" organized by the US Commercial Service Office, part of the US Foreign Service.

Nearly 200 people attended the session, including women leaders from AmCham-Jordan, Egypt, Morocco, Abu Dhabi, Nigeria, and South Africa.

This session's discussion focused on market opportunities, challenges, and solutions. Middle East and African businesswomen benefited from the wisdom of these accomplished women AmCham leaders.

Ms. Alissi, CEO of AmCham-Jordan, discussed the Jordanian government's role and initiatives

with the private sector and donors. These initiatives include reforming policies to ensure

Jordanian women have access to knowledge, technology, know-how, finance, and the market.



Women Empowered Leave Legacies Through Trade & Investment (WELLTI)

WOMEN BUSINESS LEADERS IN THE MIDDLE EAST AND AFRICA

 Sylvia Menassa CEO AmCham Egypt	 Camille Richardson Deputy Assistant Secretary Middle East & Africa	 Margaret Oiele Executive Director AmCham Nigeria
 Rose Alissi CEO AmCham Jordan	 Rabia El Alama Executive Director AmCham Morocco	 Liz Beneski Executive Director AmCham Abu Dhabi
		 Angela Russell CEO AmCham South Africa

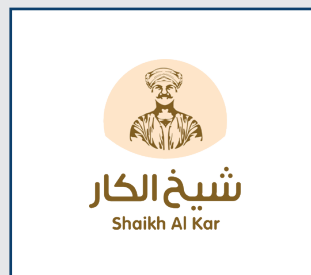
PROGRESS OF THE EXPORT GROWTH PATHWAY PROGRAM (EGP)

JULY 6 - 13th, 2021

The Export Growth Pathway Program (EGP) collaborated with 16 companies, working with specialized marketing consultants, in the U.S. to support Jordanian manufacturers and exporters (members and non-members) in export promotion and increase competitiveness in the U.S. market.

With the support of USAID's Middle East Economic Growth Best Practices Project (MEG)

and the Pragma Corporation, AmCham-Jordan provided targeted consulting and training services, through the deployment of U.S. based experts, to help Jordanian businesses gain access to the U.S. market and boost export sales.



IMPACT OF COVID-19 ON ENTERPRISES IN JORDAN: ONE YEAR INTO THE PANDEMIC - REPORT LAUNCH

JULY 13th, 2021

The United Nations Development Fund (UNDP), the International Labor Organization (ILO), the Fafo Institute for Labour and Social Research, and AmCham-Jordan cooperated to develop a valuable study titled, "Impact of COVID-19 on Enterprises in Jordan: One Year into the Pandemic."

The 30-page study and its seven-page summary shed light on Jordanian firms' resilience and

ability to respond to unexpected events. The findings and recommendations were presented during a panel discussion moderated by Ms. Rose Alissi, AmCham-Jordan CEO.

Speakers on the panel included Minister of Digital Economy and Entrepreneurship Ahmad Al-Hanandeh, Secretary General of the Ministry of Trade and Industry Hassan Al-Omari, advisor to the

General Federation of Jordanian Trade Unions, and economist Jawad Al-Anani.

The session aimed to launch the report and learn more about the pandemic's impact on businesses and the Jordanian government's response. The study focused on SMEs and micro-businesses. The study covered the first year of the pandemic and revealed several important findings.

JORDAN CUSTOMS GOLDEN LIST PROGRAM AWARENESS SESSION

JULY 14th, 2021

AmCham-Jordan, in collaboration with Jordan Customs, organized an awareness session to introduce the Golden List Program and the National Golden List Program to AmCham-Jordan member companies.

A detailed explanation was given on the importance of these programs, significance, benefits, customs facilitation, how to join, and their role in promoting international trade was provided.



DIGITAL MARKETING & E-COMMERCE: HOW CAN JORDANIAN COMPANIES ACCESS GLOBAL AND U.S. SALES CHANNELS - WEBINAR

JULY 26th, 2021

AmCham-Jordan hosted a webinar on "Digital Marketing & E-Commerce" to help Jordanian exporting companies capitalize on the opportunities created by the significant rise in the use of digital tools and e-market places that resulted from the COVID-19 pandemic.

The webinar featured presentations from US experts & practitioners on how to effectively use virtual marketplaces and

digital marketing techniques to reach consumers, build brand recognition, and connect with buyers and grow business partnerships. The session also discussed solutions for micro and women-owned businesses, as well as fulfilment solutions & third-party logistical services (3PL).

The webinar part of a series of events held in 2021 to commemorate the 20th anniversary of the Jordan-U.S.

Free Trade Agreement that entered into force on the 17th of December 2001. These events are implemented with support from USIAD's Middle East Economic Growth Best Practices Project (MEG).

The event was sponsored by:



AMCHAM-JORDAN'S NETWORKING RECEPTION SOCIAL EVENT



JULY 28th, 2021

An introductory networking reception was held to welcome AmCham-Jordan's new members

for the first half of 2021, where members had the opportunity to meet each other and introduce

their companies to the Board of Directors and Executive Team of AmCham-Jordan.



TECHWADI AMMAN MEETUP SOCIAL EVENT



AUGUST 4th, 2021

AmCham-Jordan Attended the Amman Meetup social event held by TechWadi to gather their partners and individuals from the Jordanian start-up ecosystem.



THE NATIONAL TIJARA COALITION SIXTH ANNUAL MEETING - MEETING

AUGUST 18th, 2021

H.E. Eng. Maha Ali, the Minister of Industry, Trade, and Supply, led the 6th Annual Meeting of the National Tijara Coalition to set the strategic priorities and actions for the years 2021–2022. Henry Wooster, the Ambassador of the United States to Jordan, Ms. Rose Alissi, the CEO of the American Chamber of Commerce in Jordan, and other officials and members of the National Tijara Coalition Council were also there.



Minister Ali said that the coalition played a big role in strengthening economic ties between the two countries, increasing trade, and

taking advantage of the free trade agreement. Jordan was the first Arab country and the fourth in the world to sign a free trade

agreement with the United States, which led to a big increase in the volume of Jordanian exports to the United States.

U.S. COMMERCE DEPARTMENT & AMCHAM-JORDAN ENTER INTO MEMORANDUM OF AGREEMENT PARTNERSHIP TO STRENGTHEN JORDAN - U.S. TRADE TIES

AUGUST 21st, 2021

To assist American exporters and investors doing business in Jordan, the US Department of Commerce's International Trade Administration (ITA) and the American Chamber of Commerce in Jordan (AmCham-Jordan) have signed a Strategic Partnership Memorandum of Agreement (MOA).

The MOA promotes shared trade and investment priorities between the US and Jordan. The partnership will help American companies market their goods and services in Jordan. It will also support activities to educate Jordanian businesses on the benefits of investing in the US

for global growth. The FTA allows duty-free access to most products, benefiting bilateral trade.

Since the US-Jordan Free Trade Agreement was signed in 2001, bilateral trade between the two countries has increased by over 800%.

THE ROLE OF BUSINESS IN ENDING THE PANDEMIC WEBINAR

AUGUST 24th, 2021

The Center for International Private Enterprise (CIPE), in collaboration with the U.S. Chamber of Commerce, AmCham MENA, and Business Partners to Convince (BP2C), hosted a panel discussion titled "The Role of Business in Ending the Pandemic."

According to the WHO, one of the biggest threats to global health

is COVID vaccination hesitancy, which is highest in the MENA region. An expert panel discussed how the business community and private sector can help build trust and support for vaccination efforts. The status of COVID-19 vaccinations in the MENA region: supply, hesitancy, and trends were discussed, as well as the role of employers and the global coalition established to support them.

Eng. Mohammed Bataineh, Chairman of the AmCham MENA Council and AmCham-Jordan, was invited to deliver the opening remarks, along with Stephen Rosenlund, Deputy Regional Director MENA of CIPE, and Steve Lutes, Vice President, Middle East Affairs at the United States Chamber of Commerce in Washington, D.C.

INTRODUCTION ON FOOD EXPORT REQUIRMENTS TO THE U.S. - TECHNICAL WORKSHOP

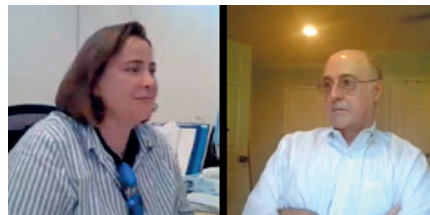


AUGUST 24-25th, 2021

AmCham-Jordan hosted Mr. Robert Hibbert, Food Law Expert, for two consecutive technical workshops titled "Introduction on Food Export Requirements to the US" (USDA).

The position papers on the requirements to access the US market were presented by Mr.

Hibbert during the sessions. Mr. Hibbert shared his recommendations for achieving export compliance with the AmCham-technical Jordan committee, export-ready Jordanian food companies (focusing on meat and dairy products), & other stakeholders. The USAID Middle East Economic



Growth Best Practices Project funded this event (MEG).

20 YEAR MILESTONE OF THE JORDAN-U.S. FREE TRADE AGREEMENT - AWARENESS SESSION



AUGUST 30th, 2021

Ms. Raghad AlKhojah, Deputy CEO & Head of Business Development at AmCham-Jordan & the Head of Free Trade Agreement (FTA), Advocate Lana Nimri, conducted an awareness session on the "20-Year Milestone of the Jordan-U.S. Free Trade Agreement" to Jordanian media & news professionals under the Amideast - Jordan "English & Journalism Skills" Program funded by the U.S. Department of State and U.S. Embassy Amman, Jordan.



THE COUNSELOR SALESPERSON TRAINING CAPACITY BUILDING



September 6-7, 13-14, 2021

AmCham-Jordan completed a two-day training workshop titled "The Counselor Salesperson (CSP)," for two groups from the Manaseer Industrial Complex. This certified and specialized training workshop provides sales professionals and marketing managers with the Wilson Learning sales methodology to help navigate the sales process and gain the trust and understanding needed to succeed.



The workshop was conducted by Raghad Alkhojah, AmCham-

Jordan Head of Business Development, and Janho, Business Consultant and Christie and Facilitator.

JORDAN FOOD & DRUG ADMINISTRATION GOLDEN MERCHANT PROGRAM - TECHNICAL WORKSHOP

SEPTEMBER 16th, 2021

AmCham-Jordan hosted a workshop on the “Golden Merchant” program in collaboration with the Food and Drug Administration. The program’s objective was to facilitate committed traders and to position the private sector as a true partner in ensuring the safety of food commodities and products through risk management and voluntary compliance.

The workshop comes under the umbrella of the activities of the National Tijara Coalition, with the aim of informing the member companies of the Chamber on the importance of programs



that facilitate trade through procedures implemented by multiple regulatory bodies

within the system of the Trade Facilitation Agreement of the World Trade Organization.

WOMEN IN TECH: NETWORKING FOR GROWTH IN JORDAN - WEBINAR

SEPTEMBER 16th, 2021

Ms. Camille Richardson, US Deputy Assistant Secretary (DAS) of Commerce for the Office of the Middle East and Africa, convened a virtual meeting to assist in the development of partnerships between women-led tech businesses in the United States and Jordan.

Ms. Rose Alissi, CEO of AmCham-Jordan, moderated a panel discussion on best practices, that featured four Jordanian businesswomen: Sahar Madanat, Founder and Creative Director of Twelve Degrees; Reem Khouri, Co-Founder and CEO of Whyise; Hadeel Anabtawi, Founder of The Alchemist Lab; and Maha

**Women Empowered Leave Legacies Through Trade & Investment (WELLTI) Coffee Chat:
Women in Tech - Networking for Growth in Jordan**



Camille Richardson
Deputy Assistant Secretary for the Middle East & Africa
U.S. Department of Commerce



Janeé Pierre-Louis
Senior Commercial Officer
U.S. Commercial Service Jordan



Natalie Hatour
Commercial Officer
U.S. Commercial Service
Los Angeles (West)



Rose Alissi
CEO
American Chamber of Commerce in Jordan



Ruba Darwish
Jordan Country Manager
BMB Group



Sahar Madanat
Founder & Creative Director
Twelve Degrees



Reem Khouri
Co-Founder & CEO
Whyise



Hadeel Anabtawi
Founder
The Alchemist Lab



Maha Al-Said
General Manager
Gate to Pay





Al-Said, General Manager of Gate to Pay.

The “Women in Tech: Networking for Growth in Jordan” event

was the fifth in a series of Coffee Chats titled “Women Empowered to Leave Legacies Through Trade and Investment” (WELLTI).

DISCUSSION WITH JORDANIAN SHIPPING COMPANIES AND EXPORTERS - ROUNDTABLE

SEPTEMBER 23rd, 2021



A roundtable discussion was held with some of the Jordanian shipping companies and exporters to hear about their challenges with regards to the shortage of shipping containers, increase in delays, cancelations of ships in and out of Aqaba, and the drastic inflation in shipping and container prices.

This roundtable came as part of AmCham-Jordan's efforts towards supporting the private sector and facilitating business growth.

REDUCING EXPORT RISKS: IP, CONTRACTS, PAYMENTS - WEBINAR

SEPTEMBER 27th, 2021

AmCham-Jordan hosted a special webinar to discuss three of the most significant risks facing Jordanian importers and exporters when dealing with international buyers, with a particular emphasis on the food sector, which was identified as a priority sector by the National

Tijara Coalition due to its high growth potential. The seminar was the 7th event in a series of activities and programs supported by USIAD's Middle East Economic Growth Best Practices Project (MEG) held throughout 2021 to commemorate the 20th anniversary of the entry into

force of the Jordan - U.S. Free Trade Agreement. Light was shed on the role of lawyers in drafting legal agreements, the importance of negotiations and predictions of potential risks, as well as the terms and conditions of a successful commercial contract.

INTERNATIONAL EXPERTS DISCUSS OPPORTUNITIES IN JORDAN'S SERVICE INDUSTRY - WEBINAR

SEPTEMBER 27th, 2021

AmCham-Jordan organized a global policy forum on "Opportunities in Jordan's Service Industry." Crystel, a leading business process outsourcing (BPO) provider, sponsored the event. Crystel's mission is to maximize businesses' potential while improving customer relationships & brand perception.

The online seminar discussed the importance of the service sector to Jordan's economy, which accounts for more than 60% of GDP and more than 70%

of jobs. Additionally, it discussed ways to boost the sector's performance and capitalize on Jordan's strengths in information technology, health, and tourism.

The session's participants emphasized the importance of private sector-led reforms developed in open dialogue & collaboration with the government.

More needs to be done, according to the session's services chapter of the US-Jordan Free Trade Agreement.

The seminar was moderated by Mohammed Bataineh, AmCham-Jordan Chairman, and is the 6th event in a series of activities and programs supported by USIAD's Middle East Economic Growth Best Practices Project (MEG) held throughout 2021 to mark the 20th anniversary of the entry into force of the Jordan-U.S. Free Trade Agreement.

The event was sponsored by:

CRYSTEL

20 YEAR MILESTONE OF THE JORDAN - U.S. FREE TRADE AGREEMENT - AWARENESS SESSION



OCTOBER 4th, 2021



AmCham Jordan, in collaboration with the Aqaba Chamber of Commerce, held an awareness session on ways to strengthen bilateral

trade and opportunities under the Jordan-US Free Trade Agreement. The workshop aims to assist Jordanian businesses operating in the Aqaba governorate in expanding their operations in the United States by utilizing technical assistance tools provided by the chambers and increasing their awareness of the agreement's role in enhancing their competitive advantage through preferential treatment.

MoU WITH THE MINISTRY OF HEALTH AGREEMENT



OCTOBER 20th, 2021

AmCham-Jordan signed an MoU with the Ministry of Health in its capacity as representative of PhRMA-LAWG, comprised of leading innovative biopharmaceutical research companies. The goal of the MoU is to improve

healthcare and make it easier for patients in Jordan to get new, cutting-edge treatments.

AMCHAM – JORDAN INTERNATIONAL INVESTMENT OUTREACH MISSION TO THE U.S. INVESTMENT OUTREACH



OCTOBER 23rd - NOVEMBER 13th, 2021



AmCham-Jordan conducted an International Investment Outreach Mission to the United States with the goal of meeting with multiple US-based technology companies interested in expanding their businesses and exploring potential incentives Jordan could offer to assist them in doing so.

Chairman of AmCham-Jordan, and Mrs. Rose Alissi, CEO of AmCham-Jordan, as well as H.E. Mothanna Gharaibeh, former Minister of Digital Economy and Entrepreneurship and Chair of AmCham - Entrepreneurship, Jordan's Innovation, and Technology Committee.

Between October 23rd and November 13th, 2021, the delegation traveled to New York, Washington D.C., Austin, Seattle, San Francisco, and Chicago, where they met with 16 US partners and 27 technology companies.

The mission was led by Eng. Mohammed S. Bataineh,

This mission was part of a USAID - MEG Corporation technical assistance project.

REDUCING EXPORT RISKS: IP, CONTRACTS, PAYMENTS - SEMINAR



OCTOBER 25th, 2021

AmCham-Jordan hosted a special seminar to discuss three of the most significant risks confronting Jordanian importers and exporters when dealing with international buyers, with a particular emphasis on the food sector, which was identified as a priority sector by the National Tijara Coalition due to its high growth potential.

The seminar was designed to raise traders' awareness of payment, contract, and IP risks.

The speakers from Hammouri & Partners Law Firm, Housing Bank, and Handel Food Law LLC discussed the importance of formal agreements when exporting to the United States, contract termination, commercial dispute resolution laws, intellectual property rights associated with commercial exchange, and the US regulatory framework.

The seminar was the seventh in a series of activities and

programs organized by USAID's Middle East Economic Growth Best Practices Project (MEG) to commemorate the 20th anniversary of the Jordan-US Free Trade Agreement's entry into force in 2021

The event was sponsored by:



THE ROLE OF ANSI & THE U.S. STANDARDS SYSTEM WEBINAR



NOVEMBER 22nd, 2021

AmCham - Jordan, in collaboration with the American National Standards Institute (ANSI), hosted a virtual workshop for Jordanian business representatives to educate them about ANSI's key roles and responsibilities in the standards-setting space, as

well as how the United States Standards and Conformity Assessment System works in collaboration with various public and private sector partners.

The discussions centered on the standards alliance's capacity building activities in Jordan.



WELCOMING INDUSTRY MEETING FOR AMCHAM- JORDAN NEW MEMBERS WITH BOARD OF DIRECTORS AND EXECUTIVE TEAM



NOVEMBER 25th, 2021



TECHNICAL WORKSHOP ABOUT THE NATIONAL SYSTEM BETWEEN THE PUBLIC AND PRIVATE SECTORS - WORKSHOP

NOVEMBER 29th, 2021

Under the patronage of His Excellency the Minister of Agriculture, a technical workshop was held between the private and public sectors with the organization and support of the International Finance

Corporation/World Bank Group and the American Chamber of Commerce in Jordan, as well as in collaboration and coordination with the relevant public sector authorities.

Which in turn reviewed the best global practices and requirements for developing a national food product tracking system. Along with the requirements for recognition by the appropriate authorities.

BUSINESS SECTOR FOCUS GROUP ON GIZ – GREEN ACTION IN ENTERPRISES (GAIN PROJECT) - WEBINAR

DECEMBER 13th, 2021

The event is part of AmCham-Jordan’s work to ensure the technical assistance projects address industry needs and help support companies’ growth in a real and lasting manner.

The Green Action in Enterprises (GAIN) project which is implemented by GIZ is supporting industrial companies in Jordan to strengthen efficiency in their production and increase their competitiveness while reducing the burden on the environment.



A VISIT TO ANABTAWI SWEETS FIELD VISIT

DECEMBER 13th, 2021



A visit to Anabtawi Sweets was prepared, in order to increase the opportunity of the Jordan-U.S. Trade.

INTRODUCTORY WORKSHOP AS AN OPPORTUNITY FOR THE DoD PROCUREMENT OFFICES TO ENGAGE WITH LOCAL COMPANIES - WORKSHOP



DECEMBER 6th, 2021

AmCham – Jordan organized an introductory workshop as an opportunity for Department of Defense (DoD) procurement offices to engage with local companies, share contracting opportunities, review acquisition requirements and process.

The event was held in cooperation with the U.S. Department of Commerce, International Trade Administration, the U.S. Commercial Service and United States Armed Forces, on the occasion of the World Industry Day 2021 on December 6th 2021 at the Sheraton Hotel – Amman.

Eng. Mohammed S. Bataineh, Chairman of the American Chamber of Commerce – Jordan, opened with welcoming remarks followed by Ms. Janee Pierre-Louis, the Senior Commercial Officer at the U.S. Embassy in Amman, and Major Daniel Monroe representing the United States Armed Forces.

During the event, the U.S. Commercial Services were presented by Ms. Pierre-Louis, including; U.S. supplier search, International Trade and Investment events. A discussion session was followed focusing on United

States Forces procurement registration process and Joint Contingency Contracting System (JCCS) Next Generation (NG) which included a detailed presentation on the processes of acquisitions for supplies and services, acquisitions for construction and government purchase card procurement.

In addition, must-know contracting information and a support team from the U.S. Armed Forces officers were present to assist companies in registration and answer all questions related to the process.





**The American Chamber
of Commerce in 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 more than 20 years to contribute to Jordan's sustainable economic development through the promotion of Jordan-U.S. trade & 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 was the 2018-2021 Chair of the AmCham MENA Regional Council.



**Jordan - U.S.
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 to 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 serves as Secretariat to the National Tijara Coalition, Jordan's oldest public private dialogue platform.



AmCham-Jordan Partners



AL JIBAL FOR REAL ESTATE
INVESTMENT CO.